

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

Form BC-126 June 1954

BS-3120

BROADCASTING STATION LICENSE RECORD

WROA (3-4-58) Date first licensed 6-1-55 EFFL 11-5-71) Call letters XW.D. E.B. Gulf Coast Broadcasting Company, Inc(AL 11-4-71 / Station Location: Gulfport, Mississippi

X CHARLES W. DOWDY, (AL 12-9-59; EFF: 12-22-59)
X ELECTRONICS RESEARCH, INC. OF EVANSVILLE (AL 11-20-57) EFF: 1-6-58

* DENVER T. BRANNEN (AL 5-29-56, EFF: 6-1-56)

Name of licenseex JOHN EDWARD BRELAND

On Klein Road 1/4 mi. from intersection at Connie Drive, 6 miles North of Culfport, Miss. (BP 10-20-71) x 1410 Broad Avenue, Gulfport, Mississippi (Lic. 6-1-55) Transmitter location x Broad Ave. and 15th St., Gulfport, Mississippi (CP 11-3-54)

On Klein Rd. (1/4 mi. from Intersection of Connie Dr.)

× 1410 Broad Avenue, Gulfport, Mississippi (Bomm. wire 8-18-61) 1313 - 28th Avenue, Guliport, Mississippi (ERC-1245) \$2,10 Broad Avenue, Gulfport, Mississippi (Lic. 6-1-55) Main studio location Broad Ave. and 15th St., Gulfport, Mississippi (CP 11-3-54)

CONSTRUCTION PERMIT AND LICENSE RECORD

	-					
	Appl.	Date			Time	Period
	No.	Issued	Freq.	Power	Div.	From- To-
RF	-9279	11-3-54	1390	lkw	Day	1-3 7-3-55
			ATTICK AND ADDRESS OF	and the second second	OF REAL PROPERTY.	at Gulfport, Mis
	NAME AND ADDRESS OF TAXABLE PARTY.	6-1-55	1390kc	1kw	Day	6-1-55 6-1-58
					new statio	
ě			THE RESERVE OF THE PERSON NAMED IN			
B		5-29-56	Vol. a	ssignmer	t of lice	ase from John
я	EFF:	6-1-56	Edward	Breland	to DENV.	ER T. BRANNEN.
ŀ.	AT -2837	11-20-57	Volunta	rv assi	mment of	license to
ľ		1-6-58				c, of Evansville
1	STATE OF THE PERSON NAMED IN	THE RESERVE OF THE PARTY OF THE	Description of the latest terminative and the la	CONTRACTOR OF THE PARTY OF THE	THE RESERVE THE PERSON NAMED IN	Enange-Stadio
ľ	BRC-1245					
п		The second secon			The state of the s	Remote Control
п		from 1313	- 20th	Avenue,	Gullport,	Mississippi
E	R-3120	5-7-58	1390kc	1kw	Day	6-1 6-1-61
ı	BAL-3700		Volunta	ry assig	nment of	icense to
ı	EFF:	12-22-59	Charles	W. Dowd		
1	12-4534	0-27-60	1390Kb	Ikw	Day	8-22 6-1-61
		ar Alrea	Berge	lant (ar wo	
ı		6-1-01	der.def	erred ac	ilon on ra	manal pending
1			* 0001	ond ler		7 15 0 1 11
н	BR-3120	7-12-61	1390kc	1kw	Day	7-12 6-1-64
	H-1120		Rene al	STATE OF THE PARTY.	AND DESCRIPTION OF THE PERSON	-1 6-1-67 -28 6-1-67
П	BZ-5361	1-28-65	1390kc	1kw		rating power
						antenna power
	BZ-5361	1-28-65	1390kc			1-28 6-1-67
		Superende	mailed_3	31-67_t	o cerrect	sunrise&sunset.
	BR-3120	9-22-67	Renewal	of Lice	nse 6.	-1 6-1-70
	The second secon	10-17-67	PSA	the state of the last of the l	Cancelled	
) 10-10-69				
-						
	BAPL-411	11-13-7 11-4-71		ENEWAL	11-5-71	6-1-73
					ruction ma	rkings
		0 10-20-7			-	10-20-72
		CF to c	nange hou	rs of op	eration to	Unl. using
		power o	f 5kw day	and nigl	ht change a	ntenna trans.
	1	loc. and	i install	new tra	ns. Gates B	U-D-1-2.

Form BC 126 June 1954

#2

BROADCASTING STATION LICENSE RECORD

Date first licensed ______ Call letters __W.R.O.A _____ Station location Gplfport, Mississipp

Name of licensee GULF COAST BROADCASTING COMPANY, INC.

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl.	Date			Time	Period
No.	Issued	Freq.	Power	Div.	From To
BML-2392(2)	2-14-72	Mod. of	lic. t	change m	ain studio
	loc. and			te control	
EBSA	5-22-72	the second second second			
			and the same	ext. time	
Charles and the same of		-		ext. time	
BMP-13,659(3) 8-6-73	Mod of (BP-17,91	0) to chg.	MEOV's.
BR-3120(S)	5-31-73	RIDINIDIA/A			6-1-76
BP-17,910(4)	2-28-74 markings	POR STATE OF THE PARTY OF THE P	17,910)	to chg. obs	truction
COMTEL	11-27-74		TERMS	of COMTEL o	f 8-23-74
BL-13,502(L)	3-14-75	Lic. to	cover	BP-17910 as	mod for
		changes		2	6-1-76
		1390knz		-2 U RC -2 Aux. RC	
BL-13,502(I	3-14-76	Page one	A PROPERTY AND ADDRESS OF THE PARTY AND ADDRES	eded to add	hours of
		operation	n and au	xiliary pow	er 6-1-76
BR-3120(L)	7-27-76	R	ENEWAL		6-1-79
COMTEL	9-18-80			EL 10-29-76	EXT. THRU
		12-15-80			
COMTEL	12-31-80			OMTEL 10-29- U-3-30-81.	76 REINST-
		AIDD &		0 5-50-61.	

FORM A-170 FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

WROA

Call XWD EB

Letter MEW

Name JOHN MOWARD BRELAND
PO 316 EAST BEACH STREET, LONG BEACH, MISSISSIPPI

File No.	Dated	Application for	Ac Nature	tion Date
RP-9279 Rec'd Filed	4-28-54 4-30-54 4-30-54	Construction permit for a new standard broad- cast station to be operated on: Frequency: 1390 kg Power: 1kw Hours of Operation: Daytime Trans. Location: 34th Avenue and 36th Street Gulfport, Mississippi Studio Location: 34th Avenue and 36th Street Gulfport, Mississippi		11-3-54
AMENDED Rec'd Filed	6-29-54 6-30-54 6- 3 0-54	L. J. N. de Treil, & Associates, Engrs. AMENDED to change transmitter and studio locations to Broad Avenue and 15th Street, Gulfport, Mississippi. Harry J. Daly is now attorney for applicant per letter 8-30-54		

Collins 20V

FORM A-170#2

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call Letters

DENVER T. BRANNEN (AL 5-29-56, EFF; X JOHN EDWARD BRELAND Gulfport, Mississippi Name

File No.	Dated	Application for	Ac Nature	tion Date
BL-56+5 Rec'd Acpt for Filing	2 -1 5-55 2-16-55 2-28-55	License to cover construction permit (HP-9279 which authorized a new standard broadcast station. Harry J. Daly, Atty. L. J. N. de Treil & Associates, Engr		6-1-55
Beeld	2- 25 - 55 3 -1-5 5		Unnecessa	6-1-55 ry
BAL_2309 Rec'd Filed	4-28-56 4-30-56 4-30-56	Voluntary assignment of license from John Edward Breland to Denver T. Brannen George W. Wall, Jr., Atty.	FRANTED EFF:	5-29-56 6-1-56
		F.C.C WASHINGTON, D. C.		

FORM BC-121 #3 Aug. 1955

APPLICATION RECORD - BROADCASTING

Letters XWDEB

Call WROA (3-4-58)

ELECTRONICS RESEARCH, INC. OF EVANSVILLE
Name x DENVER T. BRANNEN

File No.	Dated	Application for	Nature	ction Date
BAL-2837 Rec'd Filed	10-24-57 10-29-57 10-29-57	Voluntary assignment of license to Electronics Research, Inc. of Evansville. Vincent A. Pepper, Atty.	GRA NTEI Eff	
BRC-1245 Rec'd Filed	1-27-58 1-29-58 1-29-58	Modification of license to change studio location and operate transmitter by Remote Control from 1313 - 25th Avenue Gulfport. Mississippi	GRANTED	2=5-58
BP-11,807 Rec'd Filed	1-15-58 1-17-58 1-17-58	Construction permit to increase power from lkw to 5kw and install new transmitter (COLLINS 21E)	Order-Doc	5-28-59 ket 12829 f Applicant
BR-3120 Rec'd Filed	2-26-58 2-28-58 2-28-58	Renewal of License	GRANT ED	5-7-58
		F.C.C WASHINGTON, D. G.	1	

FORM BC-121 Aug. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W.R.O.A.

CHARLES W. DOWDY

Name x ELECTRONICS RESEARCH, INC. OF EVANSVILLE

T		Action		
File No.	Dated	Application for	Nature	Date
BAL-3700 Rec'd Filed	11-12-59 11-16-59 11-16-59	Voluntary assignment of license to CHARLES W. DOWDY	GRANTED EFF:	12-9-59 12-22-59
BZ-4334 Rec'd Filed	7-26-60 7-29-60 7-29-60	Authority to determine operating power by direct measurement of antenna power	GRANTED	8-22-60
BR-3120 R&F	2-21-61 3-2-61	Renewal of license	GRANTED	7-12-61
BP- Rec'd Resub & R	1-15-63 1-17-63 3-6-63 on Card #4a)	Eng. Odes E. Robinson, Riloxi, Miss. Re	freeze" ru p pii:-Ret id ETTER equest deni etid-by-Com	ed Appli.

FORM BC-121 Aug. 1955

Call WROA

Name CHARLES W. DOWDY Gulfport, Missi

File No.	Dated	Application for	Action Nature Date
(Continued in Resub. & R.		Request for Reconsideration.	Returned 5-19-65 by Comm Memorandum and Order and request for Special Temporary Authorismissed; request for waiver Sec. 73.24 and 73.37 denied.
		SEE CARD #5	
STATE OF STA		F.C.C WASHINGTON, D. G.	

APPLICATION RECORD - BROADCASTING

FORM BC-121 Aug. 1955

Call Letters RO A

Name CHARLES W. DOWDY
Gulfport, Mississippi

			Act	ion
File No.	Dated	Application for	Nature	Date
BR-3120 R & F	2-20-64 2-24-64	Renewal of license	GRANTED	5-28-64
BZ-5361 R. & F.	-8-2 2- 64 8-24-64	Authority to determine operating power by direct measurement of antenna power.	GRANTED	1-28-65
BP- 17,910 Rec'd Resub Recd Resub. F. & F. Amended R. & F. MAR 2 1968 Amended 3-25-	7-22-66 4-5-67 4-11-67 8-24-67 9-12-67 2-29-68 3-13-68	Atty: Prince & Paul Engr: George C. Davis Amended 3-13-68 to make changes in night DA pattern (decr.RMS).	by Comm ac Set. 73.77 Returned 8. in-vie at 2).	(flote #)

CONTACT: CHARLES W. DOWDY PHONE: CODE 601; 863-7133 ADDRESS: 1410 N. BROAD AVE. GULFPORT, MISS. FORM BC-121 Aug. 1955

Call

Letters W R O A

Name

File No.	Dated	Application for	Natu	Action re Date
BP- Recd	12-20-66 12-20-66	CP to chg. hours of operation from Daytime to Unlimited, using power of 5kw night and 1kw Day, chg. nighttime antenna-trans. loc to 6 mi. N. of Gulfport, Miss.; install DA-N & install new nighttime trans. (GATES BC-5P (two sites) Atty: Frince & Paul SEE CARD #5 Engr: Geo. C. Davis	per :	RNED 3-9-67 Sec. 73.24(b)(4)
BR-3120 R & F	3-1-67 3-2-67	RENEWAL OF LICENSE	Grante	d 5-22-67
BZ_7309 R&F DM	79-15-69 9-24-69 1 0-2- 69	Direct Meas. Ray Paul, Atty.	GRANTED	10-10-69
BMP-13,509 R & F \$50-116600 AC-067	9-20-72 10-6-72 10-6-72 10-6-72	MP(BP-17,910) for extension of completion date to 4-20-73(changes) Atty: Ray R. Parde - WASHINGTON R. C.	GRANTED to	10-19-72 4-20-73

Form BC-121 September 1969 Card #8

APPLICATION RECORD - BROADCASTING

Ca11

Letters M. R. O. A.

GULF COAST BROADCASTING COMPANY, INC.
GULFPORT, MISSISSIPPI Name

File No.	Dated	Application for	Nature Nature	10n Date
BML-2392 R&F \$50-035697 AC=067 PRESS: FEE	12-3-71 1-25-72 1-25-72 1 0 1972	Modification of license to change main studio location to Klein Road (1/4 mile from Intersection of Connie Dr.) Harrison County, Gulfport, Mississippi and operate transmitter by remote control. Request waiver of Section 73.30(a) and 73. 210(a) of the rules.	GRANTED	2-14-72
BMP- Rec'd Filed \$50-043312 AC-060 PRESS:	2-14-72 2-22-72 2-2 <u>2-</u> 72	Modification of &P(BP-17,910) to change antenna height to 334' and move site approx. 350feet north. 30° 27' 34" 89° 04' 45"	RETURNET request of SEP 6 1972	

Application !

baszf

PHASE 1 REFUND ACTION

CODE SOO

80/04/17

24.60

INITIALS M Form BC-121 September 1969

APPLICATION RECORD - BROADCASTING

Call Letters WROA

Name GULF COAST BROADCASTING COMPANY, INC.
Gulfport, Mississippi

File No. BR-3120 R & F P.N. PRESS	Dated 2-20-73 3-2-73 3-2-73 MAR 1 5 1973	Application for Renewal of License Atty.: Ray R. Paul	Nature GRANTE	_
BMP-13,602 R& F \$50-167671 AC-067 PRESS: AFR	3-21-73 3-27-73 3-27-73	Mod. of CP(BP-17,910 as mod.) for extension of completion date to 10-20-33. (Changes) Atty. Prince and Paul	GRANTED to	4 -17 -73 8-20-73
BMP-13,659 R & F \$50-215990 AC-056 PRESS: AUG	7-18-73 7-19-73 7-19-73	Mod. of CP(BP-17,910 as mod.) to change MEOV's. Atty. Prince and Paul F.C.C. WASHINGTON. D.C.	GRANTED	8-6-73

PHASE 1 REFUND ACTION

CODE

500

804/16

24.00

INITIALS

Form BC-121 September 1969

APPLICATION RECORD - BROADCASTING

Card #10

Call Letters WROA

Name GULFFORT, MISSISSIPPI

File No.	Dated	Application for	Nature	10n Date
REQUEST R & F PRESS: AFR	2-27-74 3-28-74	Request waiver of Section 73.1201(b)(2) of the Commission's Rules to identify as GULFPORT-BILOXI, MISSISSIPPI. Atty. Ray Paul	4-30-74	DISMISSED by Com. Ltr. to Sec. 0.281
BL-13,502 R&F. AMEND. R&F AMEND. R&F PT PRESS JAN 2 8	8-6-73 8-8-73 8-21-73 11-22-74 1975 23-73	Lic. cover CP (BP-19910, as mod) for changes. Ray Paul, Atty. Addl. Eng. data. Addl. Eng. data.	GRANTED	3-14-75
BR-3120 R & F PN Recd. PRESS R & F	1-20-76 1-29-76 " MAR 2 5 1970 4=14-76	RENEWAL OF LICENSE Eugene L. Burke, Atty. (See WRBC for petitions) AMENDED 6-3-76 re: commercial matter Renewal of License (Auxiliary) (See WRBC for petition filed 6-11-76) F.C.C. WASHINGTON, D.C. (over)	GRANTED	7-27-76

Atty.will file for Aux.Trans.

(BR-3120) AMENDED 8-9-76 re: commercial matter

Form BC-121 May 1976

APPLICATION RECORD - BROADCASTING

Call WROA

Name GULF COAST BROADCASTING COMPANY, INC.
GULFPORT, MISSISSIPPI

Control in the second s				
File No.	Dated	Application for	Nature Nature	lon Date
BR790201VZ PRESS: MAR	1 4 1979	RENEWAL OF LICENSE (Main & Aux. Trans.)	95-1	8-79
		Atty: Ray R. Paul		
		F.C.C WASHINGTON, D. C.		

About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form – 3" by 5" filing cards – for reference.

In 1999, the Commission moved to a new location (445 12th Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). The History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

