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CATALOG NO. 4550L 1/5

BROADCASTING STATION LICENSE RECORD

Date first licensed 6-30-69

W S L G (Eff: 1-29-69)
Call letters XW D L V

Station location ~~Donaldsonville, La.~~
(CP 7-26-73) for Gonzales, LA.

ASCENSION PARISH BROADCASTING COMPANY (AL 4-3-73 EFF: 5-21-73)
Name of licensee X R. E. HOOK tr/as ASCENSION PARISH BROADCASTING COMPANY

Transmitter location LA. Hwy. 74, 0.8 mi. W. of Hwy. 61, Near Gonzales, La. (BP 7-26-73)
x La. Hwy. 22, approx. 1.5 mi. from Donaldsonville, Louisiana (BP 2-15-67)

Main studio location La Hwy. 74, 0.8 mi. W. of Hwy. 61 Near Gonzales. La. (BP 7-26-73)
x Same as Trans. (BL, 6-30-69)
x To be determined, Donaldsonville, Louisiana (BP 2-15-67)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BP-17035	2-15-67	1090kc	500w-DA-D	Day	4-15 10-15-67
	CP for a	new standard broadcast station (Cond'1)			
BP-17035 (1)	5-29-67	Mod. of	CP(BP-17035) to assign call letters.		
BMP-12,195 (2)	10-31-67	Mod. of	CP(BP-17035) for completion date to		ext. of 4-15-68
BMP-12376 (3)	4-24-68	MP(BP-17035)	ext. time		10-15-68
BMP-12545 (4)	12-18-68	MP(BP-17,035)	ext. time		4-15-69
BL-12,350(L)	6-30-69	Lic.(BP-17,035 as mod.) spec. type trans. CCA-AM-1000D, " studio loc. same as trans.			6-1-70
BR-4767(S)	10-15-71	RENEWAL			6-1-73
EBSA	6-12-72				
BAL-7688	4-3-73	VOL AL	EFF: 5-	21-73	
BP-19,400	7-26-73	1090kHz, 500w	DA-Day	7-26-74	
	CP to chg. station loc.	chg, ant. TL & SL.			
BR-4767(L)	5-31-73	RENEWAL			6-1-76
BMP-13,735(1)	2-6-74	Mod. of (BP-19,400) to dec. the tower height.			
BMP-13,824(2)	7-18-74	MP(BP-19,400)		ext. time to 10-1-74	
BMP-13,867(3)	10-17-74	MP(BP-19,400)		ext. time to 2-1-75	
BL-13,807(L)	1-31-75	Lic. to cover BP-19400			for changes 6-1-76
BR-4767(S)	5-12-76	RENEWAL			6-1-79
BP-20862	8-14-79	1090KHz. 10kW	Day	8-14-80	
CP to incr. power to	10kW.				
BR-790201A5 (s)	5-18-79	RENEWAL (MAIN AND AUX TRNAS)			6-1-82
BL-800721A5(1)	2-27-81	Lic. to cover BP20862 for changes			6-1-82

Aug. 1955

APPLICATION RECORD - BROADCASTING

Call

Letters ~~new~~ W.D.L.V.

Name R. E. Hook tr/as Ascension Parish Broadcasting Company
Donaldsonville, Louisiana (c/o McKenna & Wilkinson, 1705 De Sales St., NW, Wash. D.C.)

File No.	Dated	Application for	Nature	Date
BP-17,035 R. & F.	12-14-65 12-14-65	<p>* R.E.Hook, Aliceville, Ala. 35442</p> <p>CP for a new standard broadcast station to be operated on: Frequency: 1090kc Power: 500w DA-D Hours of operation: Daytime Type transmitter: Collins 20V-3 Trans. location: La. Hwy 22, ap rox. 1.5 mi. from Donaldsonville, Louisiana Studio location: To be determined, Donaldsonville, Louisiana Atty: McKenna & Wilkinson Engr: Kear & Kennedy</p>	<p>20036)</p> <p>GRANTED 2-15-67 Cond'l re: Phase Mon., Field meas. equip., DA & non-DA proof. Pre-sunrise operation</p> <p>After Hearing Docket No. 16827 Order Issued.</p>	

Preliminary examination indicates this proposal is MUTUALLY
 EXCLUSIVE with BP-16701.

CONTACT: Mr. David Stevens

TELEPHONE: Code 202; 296-1600

ADDRESS: 1705 De Sales St. N. W.
Washington, D. C. 20036

FORM BC-121
AUG. 1955

#2

APPLICATION RECORD - BROADCASTING

1090kc

Call W S L G
Letters X W D L V

Name R. E. HOOK tr/as ASCENSION PARISH BROADCASTING COMPANY
Donaldsonville, La.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-12,195 R. & F. OCT 27 1967	10-3-67 10-9-67	Mod. of CP (BP-17,035, which auth. a new standard broadcast station) for extension of completion date from 10-15-67 to 4-18-68. atty-McKenna & Wilkinson (David S. Stevens)	GRANTED to	10-31-67 4-15-68
BMP-12,376 R. & F. #419371 \$30. Press APR 2 1968	4-1-68 4-8-68 4-8-68	MP(BP-17,035 as mod.) for extension of completion date from 4-15-68 to 10-15-68. Atty: McKenna & Wilkinson (David S. Stevens)	GRANTED to	4-24-68 10-15-68
BMP-12,545 R & F #462523 \$30 PRESS: MAY 5 1968	9-27-68 10-1-68 10-1-68	MP(BP-17,035 as mod.) ext. of time to 4-15-69. (New) Atty.: D. S. Stevens (McKenna & Wilkinson)	GRANTED to	12-18-68 4-15-69
BMP- Rec'd #500056 \$30 Refund \$30 auth	3-19-69 3-20-69 3-20-69 4-15-69	MP(BP-17035, as mod) for extension of completion date to 5-15-69 (new station). atty-McKenna & Wilkinson (David S. Stevens)	DISMISSED as moot	4-15-69

APPLICATION RECORD - BROADCASTING

1090kc

Call
Letters **W S L G**

ASCENSION PARISH BROADCASTING COMPANY

Name **X R. E. HOOK, tr/as ASCENSION PARISH BROADCASTING COMPANY...**
Donaldsonville, La.

File No.	Dated	Application for	Action	
			Nature	Date
BL-12,350 R & F #503504 \$30 PT MAY 14 1969	3/31/69 4/2/69 4/2/69 4/8/69	License (BP-17,035 as mod.) for new b/c station, specify type trans. CCA-AM-1000D, specify studio loc. same as trans. Atty: David S. Stevens Engr: J. L. Stevens, Memphis, Tenn.	GRANTED	6-30-69
BR-4767 R & F #581848 \$75. P.N. MAR 27 1970	2-28-70 3-3-70 3-3-70 3-3-70	Renewal of License Atty.: James R. Cooke AMENDED 10-4-71 re: programming	GRANTED	10-15-71
BAL-7688 R & F FEE PD: \$1000 #105534 CODE 047 Pub. notice SEP 22 1972	8-31-72 8-31-72 SEP 22 1972	Voluntary assignment of license to ASCENSION PARISH BROADCASTING COMPANY Contingent on grant of BTC-6966(WRAG) filed simultaneously Atty - McKenna, Wilkinson & Kittner AMENDED 3-5-73 - financial data (assignee) Sec. IV re past programming	GRANTED Req. Grant Fee Pd 5-21-73 EFF: 5-21-73	4-3-73 \$ 800.00 W187935

APPLICATION RECORD - BROADCASTING

Card #4

Call
Letters W S L G

Name ~~R. E. HOOK~~ ~~tr/as~~ ASCENSION PARISH BROADCASTING COMPANY
~~DONALDSONVILLE, LOUISIANA~~
GONZALES,

File No.	Dated	Application for	Action	
			Nature	Date
BP-19,400	10-10-72	Construction permit to change the station location to Gonzales, Louisiana and change the antenna-transmitter and main studio location to Louisiana Hwy. 74, 0.8 mi. W of Hwy. 61, Near Gonzales, La. 30° 15' 13" 90° 56' 34"	GRANTED	7-26-73
Rec'd	10-16-72			
Filed	10-24-72			
\$50-118873	10-16-72	Request waiver of Section 1.571 of the Rules.		
AC-027				
Needs-\$50:-more.				
PN filed	11-13-72	Atty. McKenna, Wilkinson & Kittner (John L. Tierney) Eng. Silliman, Moffet & Kowalski		
PRESS: MAY 1 1973				
\$50-120804	10-24-72			
Amended 1-26-73 re new		horizontal plane pattern submitted.		
Amended 7-6-73 re change name to Ascension Parish Broadcasting Company.				

APPLICATION RECORD - BROADCASTING

1090 kc

Call
Letters W S L G

Ascension Parish Broadcasting Company

Name **XR.E. HOOK tr/as ASCENSION PARISH BROADCASTING COMPANY**
GONZALES, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BR-4767 Recd. PN Recd. FILED PRESS APR 10 1973	3-2-73 3-5-73 " 4-2-73	RENEWAL OF LICENSE John L. Tierney, Atty. (McKenna & Wilkinson)	GRANTED	5-31-73 ⁷
BMP-13,735 Rec'd Filed \$50-253509 AC-056 PRESS: JAN 22 1974	11-16-73 11-19-73 11-19-73 11-19-73	Mod. of CP(BP-19,400) to decrease the tower heights to 493 feet. Atty. John L. Tierney	GRANTED	2-6-74
BMP-13,824 R & F \$50-323523 PRESS JUL 12 1974	7-3-74 7-8-74 7-10-74	MP(BP-19,400) ext. time to 10-1-74. (Changes) Atty: John L. Tierney	GRANTED TO	7-18-74 10-1-74

FORM BC-121
Aug. 1955

#6

APPLICATION RECORD - BROADCASTING

Call 1090khz.
Letters W.S.L.C.

Name Ascension Parish Broadcasting Company
Gonzales, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BMP-13,867 R & F \$50- 350517 AC-056 Press OCT 7 1974	9-26-74 9-30-74 10-2-74	MP(BP-19,400) ext. time to 1-1-75. (Changes) Atty: Robert W. Coll	GRANTED TO	10-17-74 2-1-75
BL-13,807 R & F \$50#351799 PTAZ PRESS JAN 7 1975	9-27-74 10-4-74 10-4-74 10-8-74	Lic. to cover BP-19400 for changes Atty. Hanes R. Cooke (McKenna, etc)	GRANTED	1-31-75
BR-4767 R & F PN Recd. PRESS APR 7 1976	1-31-76 2-2-76 "	RENEWAL OF LICENSE Jas. R. Cooke, Atty. (McKenna & Kittner)	GRANTED	5-12-76
BP- 20,862 R&F FEB 23 1979	6-10-77 7-6-77	CP to inc. power to power to 10kw, make chgs. in DA sys & correct coord. 30 15 14 Req. Waiver os Sec. 73.24(g) of the rules F.C.C. - WASHINGTON, D.C. 90 56 38 OVER	Gr.	8-14-79

2-27-78 OPPOSITION TO PETITION TO DISMISS APPLICATION FILED BY RICHARD M. SWIFT, ESQ.

APPLICATION RECORD - BROADCASTING

1090khz

Call
Letters W.S.L.G.

Name ASCENSION PARISH BROADCASTING COMPANY
GONZALES, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BR790201A5 PRESS: MAR 30 1979 Amended	2-9-79	RENEWAL OF LICENSE (Main & Aux. Trans.) 303-R Part IV, Paragraph 19 Atty: R. Michael Senkowski	9/15/80 GRATNED	5-18-79
BL-800721AG R & F PTA PRESS DEC 22 1980	7-21-80 7-25-80	Lic. to cover BP-20,862 for changes Atty: R. Michael Senkowski(McKenna, Wilkinson, etc.)	GRANTED	2-27-81

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.

