

WWR



**REMOVABLE LABEL GUIDE**

**Cat. No. 4550L**

**Patent No. 1390199**

## BROADCASTING STATION LICENSE RECORD

Date first licensed ...7-11-49.....

Call letters .....W W W R.....

Location: Russellville, Alabama

Name of licensee .....FRANKLIN BROADCASTING, INC. (AL-6-18-65; EFF: 7-1-65)  
x BANKHEAD BROADCASTING COMPANY, INCORPORATED.....Transmitter location .....Adjacent to and immediately north of Underwood Road, approx. 0.62 mile  
east of U.S. Highway #43 and 0.60 mile east of the Southern R.R.,  
Russellville, Alabama (MP 2-11-49)(L.c. 7-11-49).....

Same as above

Main studio location x To be determined, Russellville, Alabama (MP 2-11-49)

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BP-6793	11-19-48 Ltr. 11-26-48.	920	1kw	Daytime	
	subj. filing MP for approval T site and antenna.				CP for a new station granted for approval T site and
BP-6793 BMP-4404	2-11-49	920	1kw	Daytime	4-11 10-11-49
	Mod. CP (6793) for approval of antenna and T site. (COND. CLAUSE)				
BMP-4569	4-28-49	920	1kw	daytime	4-11 10-11-49
	Mod. CP (6793 as mod) to change type of T. (COND. CLAUSE)				
BL-3695	7-11-49	920	1kw	Daytime	7-11 5-1-50
	Lic. to cover CP (6793 as mod) and specify studio location. (COND. CLAUSE)				
BR-2302	4-21-50	920	1kw	Daytime	5-1 5-1-53
BP-8046	3-30-51	920	1kw	Day	5-30 11-30-51
	CP to install a new T. (COND. CLAUSE)				
BL-4510	10-15-51	920	1kw	Day	10-15 5-1-53
	Lic. cover CP 8046 for a new transmitter (COND'L CLAUSE)				
BR-2302	4-15-53	RENEWAL OF LICENSE			5-1 4-1-55
BR-2302	3-16-55	RENEWAL OF LICENSE			4-1 4-1-58
BR-2302	3-19-58	Renewal of license			4-1 4-1-61
BZ-3975 (1)	4-25-58	Authority to determine operating power by direct measurement of antenna power.			
	3-29-61	Commission deferred action on renewal pending further consideration.			
BR-2302	7-20-61	920kc	1kw	Daytime	7-20 4-1-64
BR-2302	3-17-64	RENEWAL OF LICENSE			4-1 4-1-67
BZ-5387 (1)	2-23-65	Authority to determine operating power by direct measurement of antenna power			
BAL-5479 EFF:	6-18-65 7-1-65	Voluntary assignment of license to Franklin Broadcasting, Inc.			
Wire dated	10-5-65	& rec'd	10-6-65	giving notification per Sect. 73.48(a)(5) Rules that a Gates BC-1G trans. is now installed & in oper. (Eff: 10-3-65)	
BR-2302	3-31-67	920kc	1kw	Day	4-1 4-1-70

June 1954

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W W W R

Station location Russelville, Alabama

Name of licensee .....

Transmitter location .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
TELEGRAM	11-28-67	PSA	500w		
BTC-5632	5-28-68	Vol. TC			
EFF.	6-1-68				
BR-2302(S)	4-20-70	Renewal			4-1-73
EBSA	6-12-72				
BR-2302(S)	5-21-73	RENEWAL			4-1-76
BR-2302(L)	10-18-76	Renewal	of License		4-1-79
BR781201UQ (S)	3-27-79	RENEWAL	OF LICENSE		4-1-82

## APPLICATION RECORD - BROADCASTING

W W W R

Call

Letters

NewName RANKHEAD BROADCASTING COMPANY, INCORPORATED  
(PO % James E. Reese, Jasper, Alabama)

File No.	Dated	Application for	Action	
			Nature	Date
EP-6793 Rec'd Filed	5-20-48 5-27-48 5-27-48	Construction Permit for a new standard broadcast station to be operated on: Frequency: 920kc Power: 1kw Hours of operation: Daytime only Trans. location: To be determined- Russellville, Alabama Studio location: To be determined- Russellville, Alabama John C. Spearman, Atty. Lester H. Carr, Engr.	GRANTED subj. filing MP for approval T site and antenna.	11-19-48 Ltr. 11-26-48
			Issued with MP 4404	

Transmitter-W.E. 443-A1

## APPLICATION RECORD - BROADCASTING

#3

Call  
Letters W W W R

Name .... BANKHEAD BROADCASTING COMPANY, INCORPORATED .....

File No.	Dated	Application for	Action	
			Nature	Date
BMP-4404 Rec'd Filed	12-30-48 1-5-49 1-5-49	Mod. of C.P. (BP-6793, which authorized a new standard broadcast station) for approval of antenna and transmitter location at Adjacent to and immediately north of Underwood Road, Approximately 0.62 mile East of U. S. Highway #43 and 0.60 mile east of the Southern R.R. Russeville, Alabama.  (Russell Rowell, Atty. Lester H. Carr, Engr.)	GRANTED re blanketing clause	2-11-49
BMP-4569 Rec'd Filed	4-16-49 4-18-49 4-18-49	Mod. of C.P. (BP-6793, as mod., which authorized a new standard broadcast station) to change type of transmitter (Collins 20-C-1)  (John C. Spearman, Atty.)	GRANTED re blanketing clause and subj. to submitting results of measurements showing T meets require- ments of Good Eng. Practice under Sec. 12 & 14 of the standards	4-28-49



## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters W W W RName BANKHEAD BROADCASTING COMPANY, INCORPORATED

File No.	Dated	Application for	Action	
			Nature	Date
HL-3695 Rec'd Filed	5-19-49 5-23-49 5-23-49	License to cover C. P. (BP-6793, as mod., which authorized a new standard broadcast station) and to specify studio location as: Underwood Road, Russellville, Alabama. (Russell Rowell, Atty.)	GRANTED re blanketing clause	7-11-49
BR-2302 Rec'd	2-28-50 3-2-50	Renewal of license	GRANTED	4-21-50
BP-8046 Rec'd Filed	3-16-51 3-28-51 3-28-51	Construction permit to install a new transmitter (Collins 20V)	GRANTED re blanketing clause	3-30-51
BL-4510 Rec'd Filed	7-12-51 8-1-51 8-1-51	License to cover construction permit (BP-8046) which authorized installation of a new transmitter	GRANTED Cond'l re	10-15-51 blanketing

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters

W W W R

Name BANKHEAD BROADCASTING COMPANY, INCORPORATED

File No.	Dated	Application for	Action	
			Nature	Date
BR-2302 Rec'd Filed	1-28-53 1-30-53 1-30-53	Renewal of license	Granted	4-15-53
BR-2302 Rec'd. Filed	1-28-55 2-2-55 2-2-55	Renewal of License	GRANTED	3-16-55
BR-2302 Rec'd Resub. Red'd & Filed	12-30-57 1-2-58 1-25-58 1-27-58	Renewal of license	<del>Returned 1-20-58 Re-</del> <del>Signed wrong.</del> GRANTED	<del>3-19-58</del>
EZ-3975 Rec'd Resub. Rec'd&Filed	2-10-58 3-4-58 3-6-58	Authority to determine operating power by direct measurement of antenna power.	<del>Application returned</del> <del>2-25-58 incomplete.</del> GRANTED	<del>3-19-58</del> 4-25-58

AUG. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters W W W R

#5

FRANKLIN BROADCASTING, INC.

Name

\* BANKHEAD BROADCASTING COMPANY, INCORPORATED

Russellville, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BR-2302 Rec'd & Filed	12-15-60 12-20-60	Renewal of license Frank U. Fletcher, atty.	GRANTED	7-20-61
BR-2302 Rec'd Filed	12-27-63 12-30-63 12-30-63	Renewal of license Henry R. Goldstein, Atty.	GRANTED	3-17-64
BZ-5387 Rec'd Filed	9-17-64 9-21-64 9-25-64	Authority to determine operating power by direct measurement of antenna power.	GRANTED	2-23-65
BAL-5479 Rec'd Filed (Form 316)	5-27-65 5-17-65 5-27-65	Voluntary assignment of license to FRANKLIN BROADCASTING, INC. Atty. - Fletcher, Heald etc	<del>REP'D 5-26-65 not dtd.</del> GRANTED EFF:	6-18-65 7-1-65
BR-2302 R & F	12-21-66 1-3-67	Renewal of license Atty. Fletcher, Heald, etc.	GRANTED	3-31-67

FORM BC-121 #6  
AUG. 1955

APPLICATION RECORD - BROADCASTING

920kc

Call  
Letters W W W R

Name FRANKLIN BROADCASTING, INC.  
Russellville, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BTO-5632 R & F (Form 316) FEE PD:\$30 MAY 22 1968	5-10-68 5-13-68 #127997	Voluntary relinquishment of positive control of lic. corp. by W. W. Bankhead thru transfer of stock to Blossom B. Dill, Marion B. Grant, John H. Bankhead et al  Atty - Fletcher, Heald etc (M. Rosenberg)	GRANTED EFF.	5-28-68 6-1-68
BR-2302 R & F #565732 \$75 PN REC'd: PRESS:	12-16-69 12-30-69 12-30-69 12-30-69	Renewal of License  Atty - Edward W. Hummers, Jr. (Fletcher, Heald etc.) AMENDED 3-31-70 re: Commercial matter	GRANTED	4-20-70
BR-2302 R & F P.N. PRESS FEB 1 1973	12-16-72 1-2-73 1-2-73	Renewal of License  Atty.: Marvin Rosenberg AMENDED 3-26-73 re: business interests AMENDED 5-4-73 re: programming	GRANTED	5-21-73

#7

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

920 kc

Call  
Letters W W W RName FRANKLIN BROADCASTING, INC.  
RUSSELLVILLE, ALABAMA

File No.	Dated	Application for	Action	
			Nature	Date
BR-2302 R& F PN Recd. PRESS	11-10-75 12-1-75 " JAN 13 1976	RENEWAL OF LICENSE AMENDED 2-19-76 re: demographic study of area & prog.	Granted	10-18-76
BR781201UQ PRESS	JAN 26 1979	Renewal of License Roderick K. Porter, Atty.	GRANTED	3-27-79

## 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 12<sup>th</sup> 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.

