

W Y L D



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

B.S. 1911

# BROADCASTING STATION LICENSE RECORD

Date first licensed 4-8-48 Call letters WYLD (12-1-58)  
X W T P S

INTER-URBAN BROADCASTING OF NEW ORLEANS PARTNERSHIP Location: New Orleans, Louisiana  
(A Limited Partnership) (Thomas P. Lewis and James J. Hutchinson, Jr. - General Partners)

(AL:1-24-80)

x PETERSON BROADCASTING CORPORATION (AL. 1-22-75; EFF: 2-10-75)

(EFF:

X ROUNSAVILLE OF NEW ORLEANS, INC. (AL-11-19-58; EFF: 12-1-58)

Name of licensee x THE TIMES PICAYUNE PUBLISHING COMPANY

Transmitter location 0.5 mi. SE of inters. of Doner & Outfall Canals, New Orleans, Louisiana BP 5-25-60  
x Near Gretna, Louisiana (MP 12-23-46) (Lic. 4-8-48)

Main studio location 2906 Tulane Avenue, New Orleans, Louisiana (Ltr. 2-16-59)  
x 601-615 Howard Avenue, New Orleans, Louisiana (MP 12-23-46) (Lic. 4-8-48)

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
B3-P-4167 Letter	9-12-46 11-14-46	940	1kw	Daytime	subject to filing MP for T site and antenna
B3-P-4167 B3-MP-2251	12-23-46 Mod. of C.P. (4167)	940	1kw	Daytime	2-23 8-23-47 to change type T and approval antenna and T site and mount FM antenna on top AM tower.
MP-2875	7-10-47	940	1kw	Daytime	2-23 2-23-48 Mod. CP (4167 as mod.) for extension of completion date.
BL-2986	4-8-48	940	1kw	Daytime	4-8 11-1-49 Lic. to cover CP (4167 as mod) for a new station
BR-1911	10-21-49	940	1kw	Daytime	11-1 11-1-52
BMP-3268	11-3-49	940	500w*, 1kw-LS	Unl.	1-3 7-3-50 Construction permit to change hrs. of opr. and power, install DA for night use & ext. of completion date. (COND. CLAUSE) *DA N
BL-3966	3-23-50	940kc	500w*, 1kw-LS	U	3-23- 11-1-52 *DA Lic. to cover CP (MP-3268) which auth. change hours, power & install DA-N. (COND. CLAUSE)
BS-1911	5-7-50	940	500w*, 1kw-LS	U	5-7 11-1-52 *DA Mod. lic. correcting tubes in last radio stage, orientation of towers, ground radials, center tower
BS-1911	6-26-50	940	500w*, 1kw-LS	U	6-26 11-1-52 *DA Mod. lic. correcting antenna base current ratios. (COND. CLAUSE)
BS-1911	7-23-51	940	500w*, 1kw-LS	U	7-23 11-1-52 *DA-N Mod. license specifying base currents be logged weekly and monitoring point measurements made monthly in accordance Engr. Memo of 7-23-51
BR-1911	10-15-52	940kc	500-1kw-LS	Unl.	11-1 6-1-55 DA-N
BZ-3479	6-24-53	940	500w-1kw-LS	U	6-24 6-1-55 DA-N

Authority determine operating power by direct measurement.

B.S.

# BROADCASTING STATION LICENSE RECORD

Card 2

Date first licensed .....

Call letters ..... <sup>W Y L D (12-1-58)</sup>  
**x** WTPS

Name of licensee ... X THE TIMES PICAYUNE PUBLISHING COMPANY .....

Transmitter location .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div	Period From- To
BR-1911	5-29-55	Renewal of license			6-1 6-1-58
B2-3479	5-14-57	Authority to determine operating power by direct measurement of antenna power.			
BR-1911	5-14-58	940kc 500w-1kw-LS U			6-1 6-1-61
-----	-----	DA-N			-----
BAL-3213 EFF:	11-19-58 12-1-58	Voluntary assignment of license to Rounsaville of New Orleans, Inc. (Cond'l re WYLD)			
BRC-1423	3-5-59	940kc 500w-1kw-LS, DA-N, Un.			3-5-59 to 6-1-61
		Modification of license to operate transmitter by Remote Control from 2906 Tulane Avenue, New Orleans, Louisiana, while using non-directional antenna.			
BP-13078 Rescind ed 3-20-59	7-16-59	940kc 500w-1kw-LS U DA-N			9-16 3-16-60
		CP to change antenna-trans. location and make changes in ground system.			
BP-13078	5-25-60	940kc 500w-1kw-LS U DA-N			7-25 1-25-61
		CP to change antenna-trans. loc. and chges in nighttime DA system; chges in ground system. (Cond'l)			
BP-14309	9-16-60	940kc 500w, 1kw-LS U DA-N			11-16 5-16-61
		CP to install an alternate main trans. (WESTERN ELECTRIC 443A-1) at 0.5 mi. SE of inters. of Doner & Outfall Canals, New Orleans, La. (main trans. location) to be operated on 940kc, 500-1kw-LS U. FORFEITED per letter 7-7-64			
BMP-9106 (1)	9-19-60	Mod. of CP(BP-13078) to change type transmitter (RCA BTA-1R) and operate Remote Control from the studio loc. (daytime only).			
BP-14630	5-8-61	940kw 500w, 1kw U DA-N			7-8-61 8-15-61
		CP to replace CP(BP-13078) which expired Commission deferred action on renewal pending further consideration.			CONDL

Form BC 126 #3  
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ..... W X L D .....

Station location .....

Name of licensee ..... See Card #1 .....

Transmitter location .....

Main Studio Location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

APPL. NO.	DATE ISSUED	FREQ.	POWER	TIME DIV.	PERIOD FROM TO
BMP-9708 (1)	9-1-61	Mod. of CP(BP-14680) for extension of completion date to 10-10-61.			
BR-1911	2-5-62	Renewal of license			2-5 6-1-64
BL-8703	3-19-62	940kc	500w-1kw-DA-N	Unl.	3-19 6-1-64 Lic. to cover CP (BP-14,680 as reins.) which auth chg. ant.-trans loc; nighttime DA sys.; ground sys.; install new trans. and operate trans. by RC from studio loc. daytime only.
BP-14658 (Cond'1)	6-27-62	940kc	500w-10kw-DA-2	U	8-27 2-27-63 CP to increase daytime power to 10kw, install new trans. (RCA BTA-10H) make changes in DA system (add 2 towers) change from DA-N to DA-2).
BMP-10716 (1)	1-23-63	Mod. of CP(BP-14658) to use presently licensed trans. (RCA BTA-1R) for nighttime use with 500w(two main transmitters).			
BMP-10810 (2)	3-20-63	Mod. of CP(BP-14,658 as mod.) for ext. of completion date to			7-1-63
BP-15850	2-26-63	940kc	1kw	Aux.	4-26 10-26-63 CP to install a new Aux. daytime trans. (RCA BTA-1R) to be loc. at main trans. loc., to be oper. on 940kc, 1kw, Day aux. purposes only.
BP-14658 (3)	7-3-63 (Memo)	Mod. of CP(BP-14658) to change night monitor point values.			
BR-1911	7-22-64	940kc.	500w, 1kw	5 U DA-2	7-22 6-1-67
BP-16229	7-14-64	940kc	1kw	(DA) Aux.	9-14 3-14-65 CP to install a new auxiliary trans. (RCA BTA-1R) at main transmitter location to be operated on 940kc, 1kw, (DA) for auxiliary purposes only.
BL-10,277	1-29-65	940kc	500w, 10kw	U	1-29 6-1-67 Lic to cover CP(BP-14,658 as mod) which auth incr. daytime power & install new trans (2 main Trans) make chgs. in DA-System. (DA-N) to DA-2. Delete remote control

Form BC 126  
June 1954 #4

## BROADCASTING STATION LICENSE RECORD

Date first licensed 4-8-48

Call letters W.X.L.D.

Station location .....

Name of licensee .....

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BL-10,860	4-22-65	940kc	1kw	(DAY) Aux DA	4-22 6-1-67
		Lic to cover CP(BP-16229) which auth install new daytime Aux Trans,			
BR-1911	7-5-67	Renewal of license (Main and Auxiliary Day)			7-5 6-1-70
BP-17811	8-3-67	940kc	500w-DA-N	(NITE) Aux.	10-3 4-3-68
		CP to install an aux. trans. (COLLINS 20K) at main trans. loc. to be operated on 940kc, for aux. nighttime only (DA).			
MP-12363(1)	4-26-68	MP(BP-17,811) ext. time (Aux)			7-3-68
BL-12,071 (L)	8-29-68	Lic. (BP-17,811 as mod.) for Aux. Nighttime Trans.			6-1-70
BR-1911(S)	12-18-70	Renewal of Main & Aux.			6-1-73
EBSA BR-1911(L) ERC-3637	6-12-72 9-30-74	Renewal (Main & Aux) Operate main & aux. by RC 940khz 500w, 10kw-LS DA-2 U RC 500w, 1kw-LS DA-2 Aux RC			6-1-76
BAL-8273	1-22-75	Vol. AL. EFF: 2-10-75			
BZ-8766(1)	3-14-75	Direct Measurement			6-1-76
BR-1911(S)	5-12-76	RENEWAL (MAIN & AUX.)			6-1-79
BTC790201EB	2-28-79	VOL. TO			EFF: 6-4-79
BAL790928HC	1-24-80	VOL. AL			EFF:
BR790201UP(1)	1-24-80	Renewal 940khz 500w, 10kw-LS, DA-2 U RC			1-24-80 6-1-82

## APPLICATION RECORD - BROADCASTING

WTFS

Call  
LettersWTFS  
X New

Name

THE TIMES PICAYUNE PUBLISHING COMPANY

(P.O. 601 North St., New Orleans, La.)

File No.	Dated	Application for	Action	
			Nature	Date
B3-P-4167	8-18-45	Construction Permit for a new Standard Broadcast Station to be operated on: Frequency - <del>1550 kc</del> - 940 kc Power - <del>500w lkw-LS</del> - 10kw - DA 1kw Hours of Operation - <del>Unlimited-time</del> Daytime Trans. Location - <del>1624 First St.,</del> only <del>Gretna, La.</del> To be determined - New Orleans La. Studio Location - <del>Hibernia Bank Bldg.,</del> <del>West side of Carondelet St. bet. Gravia St.</del> <del>and Union St.,</del> New Orleans, La. 615 Howard Ave. (Filed by Atty. Karl Smith, Engr. Barron)	<del>DOCKET NO. 7161</del> <del>Dismissed without</del> <del>prejudice subject to</del> <del>right of later rein-</del> <del>statement under 1-5-46</del> <del>policy</del> <del>Order issued 5-17-46</del>	Docket No. 7161 Granted without hearing Ave. subject filing MP for approval of T site & antenna 9-12-46 Letter 11-14-46 Issued with MP-2251
Recd.	9-7-45			
Filed	10-15-45			
AMENDED	3-14-46	AMENDED to change power from 500w lkw-LS to 10kw day and night, install new transmitter and D.A. for day and night use and change transmitter location from 1624 First St., Gretna, La. to On Route #31, 2.3 miles northwest of Belle Chasse, La.		
Recd.	3-19-46			
Filed	3-21-46			

~~RCA-M~~ RCA BTA-10F

Call  
LettersW T P S  
x NewName THE TIMES PICAYUNE PUBLISHING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B3-P-4167 Petition to reinstate and amend Rec'd Filed	5-15-46 5-22-46 5-31-46	To change frequency from 1560kc to 940kc, change power from 10kw, DA to 1kw using non-directional antenna, change hours of operation from unlimited time to daytime only, change type of transmitter from RCA BTA 10-F to RCA BTA-1L, change trans. location from On route H 31, 2.3 mi. NW of Belle Chasse to, To be determined, New Orleans, La., change studio location from Hibernia Bank Bldg., Westside of Carondelet St., between Gravis & Union Sts., New Orleans, La., to 615 Howard Ave., New Orleans, La., and make changes in stockholders. (Filed by Corwin Lockwood, Atty; J. A. Chambers, Engr.)	See Card	#1 for action

## APPLICATION RECORD - BROADCASTING

Call  
Letters

W T P S

Name THE TIMES PICAYUNE PUBLISHING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B3-MP-2251	10-10-46	Modification of Construction permit (B3-P-4167, which authorized a new standard broadcast station) for approval of antenna, mount FM antenna on top of AM tower, change type of transmitter (WE 443-A-1) and for approval of transmitter location at Near Gretna, Louisiana.  Corwin R. Lockwood, Att'y	GRANTED	12-23-46
Rec'd	10-14-46			
Filed	10-14-46			

## APPLICATION RECORD - BROADCASTING

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Call

Letters

W T P SName THE TIMES PICAYUNE PUBLISHING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-2875 Rec'd Filed	6-23-47 6-26-47 8-28-47	Mod. of C.P. (B3-P-4167, as mod., which authorized a new standard broadcast station) for extension of completion date from: 8-23-47 to: 2-23-48  (Corwin R. Lockwood, Atty.)	GRANTED	7-10-47
BMP-3268 Rec'd Filed	10-18-47 10-23-47 10-23-47	Mod. of C.P. (B3-P-4167, as mod., which authorized a new standard broadcast station) to change hours of operation from Daytime to Unlimited, change power from Low Day to 500w, low-13, and install directional antenna for night use, and for extension of completion date to 180 days after grant. (Filed by Corwin R. Lockwood, Atty.; Joseph A. Chambers, Engr.)	DOCKET # 8861 Granted 11-3-49 after being removed from the hearing docket; subj. to installation of properly designed phase monitor and re field measuring equip. ORDER ISSUED	Iss ed as CP

(See amendment Card #5)

#5

Call

Letters W T P SName THE TIMES PICAYUNE PUBLISHING COMPANY

File No.	Dated	Application for	Nature	Action
				Date
EMP-3268 (cont. from Card #4)				
AMENDED Rec'd Filed	1-27-48 1-28-48 1-28-48	AMENDED to make change in DA pattern		
AMENDED Rec'd Filed	9-12-49 9-12-49 9-16-49	AMENDED to make change in DA pattern		
BL-2386 Rec'd Filed	1-29-48 2-2-48 2-2-48	License to cover C.P. (B3-P-4167, as mod.,) which authorized a new standard broadcast station.	GRANTED	4-8-48
BR-1911 Rec'd	8-29-49 8-31-49	Renewal of license. (Corwin R. Lockwood, Atty.)	GRANTED	10-21-49

## APPLICATION RECORD - BROADCASTING

Call  
Letters W T P SName THE TIMES PICAYUNE PUBLISHING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BL-3966	2-7-50	License to cover C.P. (BMP-3268) which authorized to change hours of operation, change power and install directional antenna for night use .  (Frederick H. Walton, Jr., Atty.) (Joseph A. Chambers, Engr.)	GRANTED re field measuring equipment.	3-23-50
Rec'd	2-8-50			
Filed	2-8-50			
<i>Blk. 6-13-50 to license case on license - 6-15-50</i>				



## APPLICATION RECORD - BROADCASTING

Call  
Letters

W T P S

Name The Times Picayune Publishing Company

File No.	Dated	Application for	Action	
			Nature	Date
BP-7687 Rec'd Filed	5-11-50 5-26-50 5-26-50	Construction permit to install a new transmitter (Gates BC 5 B) and increase power from 500w, 1kw-LS to 1kw, 5kw-LS employing the presently licensed directional antenna for night use.  Frederick H. Walter, Jr., Atty. Joseph A. Chambers, Engr.	DISMISSED	11-2-50 per request of applicant.
BR-1911 Rec'd Filed	7-29-52 8-1-52 8-1-52	Renewal of License Filed by Frederick H. Walton, Jr., Atty.	GRANTED	10-15-52
BZ-3479 Rec'd Filed	4-9-53 4-13-53 4-13-53	Authority to determined operating power by direct measurement of antenna power.	GRANTED	6-24-53

APPLICATION RECORD - BROADCASTING

Call WYLD (12-1-58)  
Letters  WTPS

Name THE TIMES-PICAYUNE PUBLISHING COMPANY  
New Orleans, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BR-1911 Rec'd Filed	2-28-55 3-2-55 3-2-55	Renewal of License Frederick H. Walton, Jr., Atty.	GRANTED	5-25-55
BZ-3858 Rec'd Filed	10-19-56 10-26-56 10-26-56	Authority to determine operating power by direct measurement of antenna power. Atty's: Dempsey and Koplovitz	GRANTED	5-14-57
BR-1911 Rec'd Filed	2-26-58 3-3-58 3-3-58	Renewal of License Frederick H. Walton, Jr., Attorney	GRANTED	5-14-58
BAL-3213 Rec'd. Filed	10-10-58 10-20-58 10-20-58	Voluntary assignment of license to Rounsaville of New Orleans, Inc.  Vincent A. Pepper, Atty.	GRANTED Cond'l re not consummated until assignee dispose of WYLD, New Orleans.  EFF:	11-19-58   12-1-58

AUG. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters W Y L DName ROUNSAVILLE OF NEW ORLEANS, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BRC-1423 Rec'd Filed	2-24-59 3-2-59 3-2-59	Modifications of license to operate transmitter by Remote Control from 2906 Tulane Ave., New Orleans, Louisiana, while using non-directional antenna.  Vincent A. Pepper, Atty.	GRANTED	3-5-59
BP-13,078 Rec'd Filed	5-6-59 5-20-59 5-20-59	Construction permit to change antenna-trans. location from Near Gretna, La. to .5 miles S.E. of intersection of Donner and Outfall Canal, New Orleans, La. and make changes in ground system.  Vincent A. Pepper, Atty.	<del>GRANTED</del>	<del>7-16-59</del>
AMENDMENT R & F	4-15-60 4-20-60	AMENDED to make changes in nighttime DA system; changes in ground system.  Enr. - John H. Mullaney	RESCINDED by action of 8-20-59 GRANTED	5-25-60 Cond'l re: Phase Mon.; Field meas. equip.; & complete non-DA proof. to prevent reradiation etc to nearby stations.

## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call  
Letters W.Y.L.D.Name ROUNSAVILLE OF NEW ORLEANS, INC.  
NEW ORLEANS, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
<del>EP-14309</del> Rec'd Filed	<del>8-15-60</del> 8-17-60 8-17-60	Application for Construction permit to install an alternate main transmitter (Western Electric 443-A-1) at 0.5 mi SE of inters of Doner & Outfall Canals, New Orleans, La. (main trans. location auth. in EP-13078) to be operated on 940KC, 500W-1KW-LS U., employing DA-N. Atty's: Smith & Pepper	GRANTED  FORFEITED per letter	9-16-60  7-7-64
BMP-9106 Rec'd Filed	8-15-60 8-17-60 8-17-60	Modification of construction permit (EP-13078, which auth. chg. in antenna-trans. location and chges in nighttime DA system; chges in ground system) to change type transmitter (RCA-BTA-1R); remote control operation of the trans. (Daytime only) from the studio location. Atty's: Smith & Pepper	GRANTED	9-19-60

AUG. 1955

Call  
Letters WYLDName ROUNSAVILLE OF NEW ORLEANS, INC.  
NEW ORLEANS, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BP-14,658 Rec'd Filed	1-30-61 2-8-61 2-8-61	CP to increase daytime power from 1kw to 10kw; install new transmitter (RCA-BTA-10H) make changes in DA system (add 2 towers); change from DA-N to DA-2 and change from <del>5 m 10 E. of intersection of Denner &amp; Outback Canal, New Orleans, Louisiana</del> to <u>5 m 10 E. of intersection of Denner &amp; Outback Canal, New Orleans, Louisiana</u>  Atty.- Smith & Pepper Eng.- John H. Mullaney	GRANTED Cond'l re: Phase Mon., field meas. equip. DA & non-DA proof. Permittee shall be responsible for the installation & adjust- ment of any filter net- works. Permittee shall submit data made in accordance with Sections 3.48 & 2.524. re: D-14419 Section 3.87	6-27-62
BP-14,680 R.&F.	2-22-61 2-23-61	Construction permit to replace expired C.P. (BP-13078) which auth. chg. antenna-transmitter location; chg. nighttime DA system; chg. ground system; install new trans. (RCA BTA-1R) and operate trans. by remote control from studio daytime only.  Atty- Smith & Pepper	GRANTED Cond'l re Phase Mont; Field meas. equip & complete non-DA proof. & install filter etc. to prevent reradiation etc. to nearby stations	5-8-61

AUG. 1955

#12

## APPLICATION RECORD - BROADCASTING

Call  
Letters WTDName ROUNSAVILLE OF NEW ORLEANS, INC.  
NEW ORLEANS, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
HR-1911 REC'D & FILED	5-4-61 5-9-61	RENEWAL OF LICENSE VINCENT A. PEPPER, ATTY.	GRANTED	2-5-62
BMP-9708 R&F	8-14-61 8-15-61	Mod of CP (BP-14680 which replaced expired CP BP-13078 which auth chg antenna-trans location; chg nighttime DA system; chg ground system; install new trans and operate by remote control from studio daytime only) for extension of completion date from 8-15-61 to 9-1-61. Atty: Smith & Pepper	GRANTED	9-1-61 to 10-10-61
BL-8703 R. & F.	8-18-61 8-21-61	License to cover C.P. (BP-14,680 as reinstated) which auth. chg. antenna-trans. loc; chg. nighttime DA system; chg. ground system; install new trans.; and operate trans. by remote control from studio loc. daytime only. Atty: Smith & Pepper	GRANTED	3-9-62

APPLICATION RECORD - BROADCASTING

Call Letters WYLD

Name New Orleans of New Orleans, Inc.  
New Orleans, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BMP-10,716 R. & F.	12-8-62 12-11-62	Mod. of CP (BP-14,658) which auth. incr. day power; install new trans.; chg in DA system to use presently installed trans. (RCA BTA-1R) for signal; use with 500w. (two air)  Atty: Thomas W. Fletcher	GRANTED	1-23-63
BP-15,850 R. & F.	1-21-63 2-8-63	CP to install a new Aux. <sup>daytime</sup> trans. (RCA BTA-1R) to be loc. at main trans. loc., to be oper. on 940kc, 1kw, Day, for aux. purposes only. Atty: Thomas W. Fletcher	GRANTED	2-26-63
BMP-10,810 R. & F.	2-21-63 2-25-63	Mod. of CP (BP-14,658 as mod., which auth. incr. day power, install new trans., make chgs. in DA system; chg to DA-2) for extension of completion date from 2-27-63 to 7-1-63. Atty: Vincent A. Pepper	GRANTED	3-20-63

## APPLICATION RECORD - BROADCASTING

Call  
Letters WYLDName ROUNSAVILLE OF NEW ORLEANS, INC.New Orleans, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BL-10,277 R. & F.	6-28-63 7-1-63	Lic to cover CP(BP-14,658 as mod) which auth incr. daytime power & install new transmitter (2 Main Trans.); make chgs in DA-System. (DA-1 to DA-2), delete remote control. Atty: Smith & Pepper	GRANTED	1-29-65
BR-1911 Rec'd Filed	3-4-64 3-5-64 3-5-64	Renewal of license	GRANTED	7-22-64
BP-16,229 R. & F.	5-15-64 5-19-64	CP to install a new auxiliary transmitter (RCA BTA-1R) at main transmitter location, to be operated on 940kc, 1kw, <del>Daytime only</del> , for auxiliary purposes only. ( <del>non-DA</del> ) DA-2 Atty: Smith & Pepper	GRANTED	7-14-64
BL-10,860 R. & F.	1-8-65 1-13-65	License to cover construction permit(BP-16229 <del>as modified</del> ) which authorized install new daytime Auxiliary transmitter. Atty- Smith & Pepper	GRANTED	4-22-65



FORM BC-121  
AUG. 1955

APPLICATION RECORD - BROADCASTING

940kc

Call Letters ..... W Y L D

Name ..... ROUNSAVILLE OF NEW ORLEANS, INC.  
NEW ORLEANS, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BR-1911 R & F	2-27-67 3-3-67	RENEWAL OF LICENSE (MAIN & AUXILIARY ) Atty: Smith & <u>Pepper</u>	GRANTED	7-5-67
BP-17,811 R & F	7-14-67 7-18-67 JUL 31 1967	CP to install an auxiliary trans (COLLINS 20K) at main trans loc. to be operated on 940kc, 500W for auxiliary nighttime only. (DA) Atty. Michael L. Glaser (Smith, Pepper, Shack & L'Heureux)	GRANTED	8-3-67
BMP-12,363 R. & F. #418046 \$30 APR 9 1958	3-26-68 4-1-68 4-1-68	MP (BP-17,811) for ext of completion date from 4-3-68 to 7-3-68. (Aux.) atty-Smith, <u>Pepper</u> , Shack & L'Heureux	GRANTED to	4-26-68 7-3-68
BL-12,071 R & F #442262 \$30 PT AUG 21 1958	6/26/68 7/8/68 7/8/68 7/15/68	License (BP-17,811 as mod.) install aux. nitetime trans. Atty: Richard S. Becker	GRANTED	8-29-68

APPLICATION RECORD - BROADCASTING

Call  
Letters ...W.Y.L.D......

Name ROUNSAVILLE OF NEW ORLEANS, INC.  
New Orleans, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BR-1911 R & F #581859 \$75. " \$30. P.N. Refund: \$30.	2-27-70 3-3-70 (\$135. submitted) 3-3-70 3-26-70 MAR 27 1970	Renewal of License (Main & Auxiliary) Atty.: Richard S. Becker AMENDED 5-13-70 re: supplemental data on commercial practices AMENDED 8-21-70 re: commercial policy	GRANTED	12-18-70
BRC-3637 R&F \$50-158806 AC-067 PRESS: MAR 9 1973	2--28-73 3-2-73 3-2-73 MAR 9 1973	Modification of license to operate transmitter by remote control from 2906 Tulane Ave., New Orleans, La., DA. (Main & Auxiliary transmitters) Atty. Smith and Pepper	GRANTED issued with renewal	9-6-73
		Amended 3-14-73 re measurement data. Amended 7-25-73 re field intensity measurements.		

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call  
Letters W Y L DName PETERSON BROADCASTING CORPORATION  
X ROUNSAVILLE OF NEW ORLEANS, INC.  
New Orleans, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BR-1911 R & F P.N. PRESS	2-26-73 3-2-73 3-2-73 <b>MAR 19 1973</b>	Renewal of License (Main & Auxiliary)  Atty.: John E. Fiorini, III  PETITION TO DENY AND TO INTERVENE filed 5-1-73 by Southern Media Coalition (See WTIK)  OPPOSITION TO PETITION TO DENY filed 5-16-73 by John E. Fiorini III, Counsel for WYLD MOTION TO DISMISS filed 9-25-73 by John E. Florina, III on behalf of Rounsaville of New Orleans, Inc. By Memorandum Opinion & Order adopted 9-25-74, Petition to Deny Dismissed	GRANTED	9-30-74
<del>EAL-8273</del> R & F FEE PD: \$1000 #353234 CODE 047 OCT 17 1974 Pub. notice filed 11-4-74	<del>10-4-74</del> 10-8-74	<del>Voluntary assignment of license to</del> <del>PETERSON BROADCASTING CORPORATION</del> <del>(SEE OVER)</del>  Atty - Smith & Pepper AMENDED 11-6-74 reflect new officer ; legal data re trust agreements	<del>GRANTED</del> EFF: FEE REQ. \$19,400.00 FEE PD. 2-12-75, 048, W 391268	<del>1-22-75</del> 2-10-75

RE: BAL-8273 - NOTED: Assignee is Fla. corp. (Cert of  
auth for ~~Florida~~ La. not submitted) *Filed 1-20-75*

AMENDED 1-20-75 - Cert of auth db/in La., re B/C int; legal  
& financial data; & re comm survey; reflect BALN-2076 (WIXO)

AMENDED 1-20-75(assignor) - broadcast interests

APPLICATION RECORD - BROADCASTING

940khz

#18

Call  
Letters W Y L D

Name PETERSON BROADCASTING CORPORATION  
New Orleans, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BZ-8766 R & F DM PRESS MAR 5 1975	12-5-74 12-6-74 12-18-74	Direct Measurement (MAIN AND AUXILIARY) Atty. John E. Firoini, III (Smith & Pepper)	GRANTED	3-14-75
BR-1911 R & F PN Recd. PRESS MAR 31 1976	1-26-76 2-2-76 "	RENEWAL OF LICENSE (MAIN & AUX.)	GRANTED	5-12-76
BTC-8740 R & F FORM 315 (ALSO SEE FM) JUN 23 1978 PN FILED	6-2-78 6-5-78 6-27-78	Voluntary transfer of control of lic corp from Norfolk Broadcasting Corporation to Bay Broadcasting Corporation  Atty for transferor - Smith & Pepper for transferee - Fly, Shuebruk etc  (SEE CARD #19 FOR PETITIONS ETC) (Card #18 misplaced for period of time)	DISMISSED	1-19-79 REQ. OF ATTY.

APPLICATION RECORD - BROADCASTING

Call  
Letters ..... W Y L D

Name PETERSON BROADCASTING CORPORATION  
New Orleans, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BTC-8740 R & F FORM 315 (Also see WYLD-FM)	6-2-78 6-5-78	Voluntary transfer of control of lic corp from Norfolk Broadcasting Corporation to Bay Broadcasting Corporation  Atty for transferor - Smith & Pepper (J. Fiorini) Atty for transferee - Fly, Shuebruk, etc.  PETITION TO DENY AND INTERVENE filed 7-24-78 by Bill Rouselle et al LTR FROM ATTY/F <sup>Fiorini</sup> ED 9-13-78 re above pet & proposed programming	DISMISSED REQUEST OF ATTORNEY	JAN 19 1979
BTC790201EB Form 316 (Also see W Y L D FM PRESS FRG 1979)	1-22-79	Vol. TC of lic corp from J. C. Peterson (In- dividually 49%) and as Executor (51%) of the Estate of Louis H. Peterson (deceased) to J. C. Peterson (Individually 49%) and as Trustee (51%) under the Will of Louis H. Peterson (nunc pro tunc)  Atty - John E. Fiorini, III (Smith & Pepper)	GRANTED EFF:	2-28-79 6-4-79

BTC-8740 Amended 7-5-78 re: Sec.II, Table I to report Alton E. Broussard, Jr. is Sec.-Treasurer of Bay B/c Corp.

AMENDED 6-12-78 request for info on WYLD from petitioning group - Media Watch

AMENDED 8-3-78 re: request for deadline sub. of opposition to Pet. to Deny be extended filed by S. Shorestein, counsel for transferee

AMENDED 8-28-78 re: Scheduled meeting between counsels for transferor; transferee and Media Watch

AMENDED 9-1-78 re: Counsel for Bay B/c Corp. will agree to extension of time in which to respond to petitioners pleading

Form BC-121

May 1976

## APPLICATION RECORD - BROADCASTING

6-48 ~~INTER~~ - URBAN BROADCASTING OF NEW ORLEANS PARTNERSHIP

Call

Letters W Y L D

(A Ltd. Partnership) (Thomas P. Lewis and James J. Hutchinson, Jr. - General Partners)

Name X PETERSON BROADCASTING CORPORATION  
NEW ORLEANS, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BR 790201 UP PRESS MAR 12 1979		RENEWAL OF LICENSE John E. Fiorini III, Atty. (Smith & Pepper)	GRANTED	1-24-80
BAL 790928HC FORM 314 (ALSO SEE FM) PRESS: OCT 18 1979 PN FILED 11-5-79 JAN 8 1980		Vol AL to <del>INTER-URBAN-BROADCASTING-COMPANY</del> * (over) Atty for assignor - Smith & Pepper for assignee - Crowell & Moring *AMENDED (12-11-79): to chge. assignee to INTER-URBAN BROADCASTING OF NEW ORLEANS PARTNERSHIP (A Limited Partnership) (Thomas P. Lewis and James J. Hutchinson, Jr. - General Partners) Request for Tax Certificate filed 1-29-80	GRANTED EFF:	1-24-80 1-24-80



BAL790928HC Amended 12-26-79 re: replace page #25 of partnership agree.; reflect incr. of loan committment & financial data and replace subscription agree. of P. Coe and add'l personal financial state.

AMENDED 1-3-80 re: financial data and sign. of Albert Weinstein.

AMENDED 2-21-80 re: Supplement to Request for Tax Certificate

## 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.

