

W F F M



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

Form BC-126
June 1954

947

10-14-81 On-the-air-I.D. as "BRADDOCK-PITTSBURGH, PENNSYLVANIA"

BROADCASTING STATION LICENSE RECORD

Jm
X WFFM-FM 10-24-79

Date first licensed 9-10-59

WFFM (EFF. 5-6-81) *WFFM* (EFF: 7-4-77)
Call letters X WLOA-FM

Station location Braddock, Pennsylvania

Name of licensee MATTA BROADCASTING COMPANY

Transmitter location Spring Street Extension, North Braddock, Pennsylvania
Hill NE of Braddock, Pennsylvania

15104
Main studio location 1233 Braddock Avenue, Braddock, Pennsylvania

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BPH-2333	2-12-58	96.9 mc Ch 245	68 kw HAAT 490'	U	4-12 10-12-58
CP for new FM b/c station. Conditions.					
BMPH-5300	9-30-58	Extension completion date to			3-31-59
BMPH-5440 (2)	3-12-59	Mod. of CP (BPH-2333) for extension of completion date to June 1, 1959.			
BMPH-5504 (3)	5-25-59	Mod of CP(BPH-2333) for extension of Completion Date to August 1, 1959.			
BLH-1409 HAAT 490'	9-11-59	96.9mc	ERP: 68kw TPO: 10kw	U	9-11-59 8-1-60
Lic. to cover CP (BPH-2333) which auth. a new FM Broadcast Station for extension of completion date from 10-12-58 to					
BLH-1409 HAAT: 590'	9-11-59	96.9mc Ch. 245	68kw TPO: 10 kw	Un	9-11 8-1-60
License to cover cp (BPH-2333, as mod.) for new FM Broadcast Station					
7-27-60 Commission deferred action on renewal pending further consideration.					
BRH-947	9-7-60	RENEWAL OF LICENSE			9-7 8-1-63
BPH-3639 HAAT: 590'	2-7-62	96.9mcs	ERP: 68kw & TPO: 10kw		4-7 10-7-62
CP to install new trans. (ITA FM-10000CS)					
BPH-372 (1)	4-24-62	Mod. of CP(BPH-3639) to operate trans. by Remote Control from 1233 Braddock Avenue, Braddock, Pennsylvania			
BLH-2140 (1)	8-13-62	Lic. to cover CP (3639 as mod) which auth instl. of new trans.			
BLH-2148 HAAT: 490ft.	11-15-62	96.9mc	68kw TOP: 10kw	AUX	11-15 8-1-63
Lic. to use old main trans. (FED. 192-A, 3kw driver with a Westinghouse FM-10, 10kw amplifier) as a aux. trans. with ERP of 68kw.					
BRH-947	7-29-63	Renewal of License (AUX)			8-1 8-1-66
		96.9mc	68kw TPO: 10kw	Un (Main)	8-1 8-1-66
BRH-947	7-29-66	RENEWAL OF LICENSE Main & Aux.			8-1 8-1-69

Form BC 126

June 1954

BROADCASTING STATION LICENSE RECORD

#2

Date first licensed

Call letters W L O A-FM

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
BSU-947 (S)	7-21-69	Renewal of license			8-1-72
EBSA	5-22-72	(MAIN & AUXILIARY)			
BTC-7014	11-29-72	INVOL.	TC EFF:		
BRH-947(L)	12-20-72	Renewal	Main & Auxiliary		8-1-75
BTC-7125	8-31-73	VOL. TC	EFF: 9-26-73		
BPH-8603 HAAT: 520' (H&V)	10-23-73	96.9mhz.	ERP: 60kw (H&V) #245 Class B (RC) CP install new trans., ant., (incr. hgt.) chg. TPO, ERP, HAAT.		10-23-74
BLH-6249(L)	7-12-74	Lic. (BPH-8603) - Changes			8-1-75
BSCA-1437	3-12-75	SCA	67 KHz.		
BTC-7830	9/9/75	Vol TC	EFF: 10/29/75		
BRH-947(S) BRSCA-1437	10-16-75	Renewal of License Renewal of SCA			8-1-78
Comlet	2-28-78	SEA granted thru 6-30-78		transmit	
		power load management data on subcarrier		67khz in	
		conjunction with Westinghouse Research & Dev. Center.			
COMTEL	4-26-78	TRANS:	AEL FM-25/25KD now installed		
BRH-947	7-12-78	(L) REN. OF LIC. &			
BRSCA-1437	"	SCA			8-1-81
EBSA	10-24-79	chg. call			
COMTEL	4-2-80	AUTHORITY AND TERMS COMTEL		4-5-79 EXT.	
		THRU 5-21-80. FURTHER EXTENSIONS NOT CON-		TEMPLATED.	
COMTEL	8-22-80	AUTHORITY & TERMS COMTEL		5-22-80	
		EXTENDED THRU 11-14-80. UNDERSTAND			
		STUDIES CONTINUING & FORM 301 WILL			
		FOLLOW SHORTLY.			
COMTEL	12-1-80	AUTH. & TERMS COMTEL		5-22-80 EXT. THRU	
		2-12-81. MUST FILE FORM 301 PRIOR TO			
		STA EXPIRATION DATE. NO FURTHER EXT.			
		WITHOUT FORM 301 BEING FILED & A DE-			
		TAILED PROGRESS REPORT OF STUDIES MD.			

BROADCASTING STATION HISTORY RECORD

First licensed

Call Letters

Station Location .. Braddock, Pennsylvania

Name SEE CARD #1

Transmitter Location see card #1

Main studio location SEE CARD #1

Authorization Record

File No.	Granted	Facilities	Expires
E B S A	5-6-81	CALL SIGN CHANGE	

AUG. 1955

Call Letters WLOA-FM
~~WLOA~~Name NATTA BROADCASTING COMPANYPO: 1233 Braddock Avenue, Braddock, Pennsylvania

File No.	Dated	Application for	Action	
			Nature	Date
BPH-2333	11-25-57	CP for new FM broadcast station:	RETURNED	12-22-57
Rec'd	11-26-57	Freq. 96.9 mc Ch 245	Ret. Notary Public	
Resub	12-23-57	ERP. 67.8 kw U		
Rec'd	12-26-57	HAAT 487 ft.	GRANTED	2-12-58
Filed	12-26-57	T-L Hill NE of Braddock, Braddock, Pa. S-L 1233 Braddock Ave., Braddock, Pa. Scharfeld & Baron, Attys. A D Ring, Engrs.		
BMPH-5300	9-10-58	Modification of c.p. (BPH-2333 which autho-	GRANTED	9-30-58
Rec'd	9-15-58	rized a new FM Broadcast station) for exten-		to: 3-31-59
Filed	9-15-58	sion of completion date from 10-12-58 to Atty's: Scharfeld & Baron		

WESTINGHOUSE FM 3 (driver)
FM 10 (amp)

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters WLOA-FMName MATTA BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-5430 Rec'd Filed	2-23-59 3-2-59 3-2-59	Modification of c.p. (BPH-2333 as mod., which authorized a new FM Broadcast Station) for extension of completion date from 3-31-59 to 6-1-59. Arthur Stambler, Atty.	GRANTED	3-12-59 to 6-1-59
BMPH-5504 Rec'd Filed	5-5-59 5-8-59 5-8-59	Modification of c.p. (BPH-2333 as mod., which authorized a new FM Broadcast Station) for extension of completion date from 6-1-59 to 8-1-59. Arthur Stambler, Atty.	GRANTED	5-25-59 to 8-1-59
BLH-1409 R & F	6-1-59 6-10-59 7	License to cover C. P. (BPH-2333) for new FM broadcast station. Arthur Stambler, Atty.	GRANTED	9-11-59
BRH-947 Rec'd & Filed	4-19-60 4-22-60	Renewal of license. Scharfeld & Baron, Attys.	GRANTED	9-7-60

FORM BC-121 #3
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters W L O A-FM

Name MATTA BROADCASTING COMPANY
Braddock, Penna.

File No.	Dated	Application for	Action	
			Nature	Date
PPH-3639 R & F	1-26-62 1-31-62	Construction permit to install a new transmitter (ITA FM 10,000 cs) Atty. - Scharfeld, Segal, <u>Baron</u> & Stambler	GRANTED	2-7-62
BRCH-372 Rec'd Filed	4-14-62 4-20-62 4-20-62	Modification of C.P. / ^(BPH-3639) to operate transmitter by Remote Control from 1233 Braddock Avenue Braddock, Pennsylvania Scharfeld, Segal, Baron & Stambler, Attys.	GRANTED	4-25-62
BLH-2140 R & F	2-23-62 2-28-62	Lic to cover CP (3639, as modified) which auth install of a new transmitter Attys: Scharfeld, Segal, Baron & Stambler	GRANTED	8-13-62

#4
APPLICATION RECORD - BROADCASTINGCall
Letters W.I.Q.A.-FMName NATTA BROADCASTING CO.
BRADDOCK, PENNSYLVANIA

File No.	Dated	Application for	Action																
			Nature	Date															
BLH-2148 R & F	4-14-62	Lic to use old main transmitter (FEDERAL 192-A, 3kw driver with a Westinghouse FM-10, 10kw amplifier) as an AUXILIARY transmitter with ERP of 68kw Atty: Theodore Baron	GRANTED	11-15-62															
	4-20-62				BRH-947 R. & F.	4-17-63	Renewal of license. (Main & Auxiliary) Atty. Arthur Stambler	GRANTED	7-29-63	4-24-63	BRH-947 R & F	3-31-66	Renewal of license (Main & Auxiliary) Atty. Scharfeld, Bechhoefer & Baron	GRANTED	7-29-66	3-31-66	BRH-947 R & F #511697 \$105. PRESS	4-28-69	Renewal of license (Main & Auxiliary) Atty-Theodore Baron AMENDED 7-11-69 re: Programming
BRH-947 R. & F.	4-17-63	Renewal of license. (Main & Auxiliary) Atty. Arthur Stambler	GRANTED	7-29-63															
	4-24-63				BRH-947 R & F	3-31-66	Renewal of license (Main & Auxiliary) Atty. Scharfeld, Bechhoefer & Baron	GRANTED	7-29-66	3-31-66	BRH-947 R & F #511697 \$105. PRESS	4-28-69	Renewal of license (Main & Auxiliary) Atty-Theodore Baron AMENDED 7-11-69 re: Programming	GRANTED	7-31-69	5-5-69		5-5-69	
BRH-947 R & F	3-31-66	Renewal of license (Main & Auxiliary) Atty. Scharfeld, Bechhoefer & Baron	GRANTED	7-29-66															
	3-31-66				BRH-947 R & F #511697 \$105. PRESS	4-28-69	Renewal of license (Main & Auxiliary) Atty-Theodore Baron AMENDED 7-11-69 re: Programming	GRANTED	7-31-69	5-5-69		5-5-69							
BRH-947 R & F #511697 \$105. PRESS	4-28-69	Renewal of license (Main & Auxiliary) Atty-Theodore Baron AMENDED 7-11-69 re: Programming	GRANTED	7-31-69															
	5-5-69																		
	5-5-69																		

APPLICATION RECORD - BROADCASTING

Call Letters WLOA-FM

Name NATTA BROADCASTING CO.
Braddock, Pa.

File No.	Dated	Application for	Action	
			Nature	Date
BRH-947 R & F PN PRESS MAY 18 1972	4-28-72 5-3-72 5-3-72	Renewal of License (Main & Auxiliary) Atty-Theodore Baron	Granted	12-20-72
BTC-7014 R & F FEE PD: \$250 #128745 CODE 054 (Form 316) ALSO SEE: AM NOV 22 1972	11-16-72 11-16-72	Involuntary acquisition of positive control of lic corp by William J. Matta, Individually and as Executor of the Estate of William G. Matta, Deceased Atty - Wilkinson, Cragun & Barker	GRANTED NO GRANT FEE	11-29-72
BTC-7125 R & F FEE PD: \$1000 #171237 CODE 049 (ALSO SEE AM) Pub. notice filed 4-24-73 MAY 11 1973	4-4-73 4-4-73	Voluntary transfer of control of lic corp from William J. Matta, Individually and as Executor of the Estate of William G. Matta, Deceased, to William J. Matta and Mrs. E.R. Matta (50% each) Atty - Stambler & Shrinsky	GRANTED Subj. to later determin. of grant fee, if any. EFF: 9-26-73	8-31-73

APPLICATION RECORD - BROADCASTING

Call
LettersWLOA-FM.....

Name Matta Broadcasting Co.
Braddock, Pennsylvania

File No.	Dated	Application for	Action	
			Nature	Date
BPH-8603 R & F #234131 \$50 Code 057 Press	9-17-73 9-18-73 9-19-73 OCT 11 1973	CP to install new trans. (A.E.L. FM-25/25KD); install new ant. (RCA BFC-4B, 4 sects. (H&V); make change ant. system (increase height); chg. TPO; ERP: 60KW(H&V) and HAAT: 522.73' (H&V). Atty: Stambler & Shrinsky Detailed sketch of the tower and antenna.	GRANTED Cond'l re: WLOA(AM) use of antenna struct.	10-23-73
AMENDED	10-12-73			
BLH-6249 Rec'd & F W 293640-\$50 PTA Amended PRESS	3-18-74 3-20-74 3-20-74-057 4-3-74 4-15-74 JUN 12 1974	Lic.(BPH-8603)-Changes. Atty: Stambler & Shrinsky Financial data	GRANTED	7-12-74
BSCA-1437 R & F #389694 \$50 Code 057 PRESS	1-31-75 2-5-75 2-7-75 FEB 24 1975	Request for Subsidiary Communications Authori- zation on a sub-carrier frequency of 67 khz.	GRANTED	3-12-75

#7
Form BC-121
September 1969
8-59

APPLICATION RECORD - BROADCASTING

96.9 mhz

Call W F F M - FM
Letters XWLOA-FM

Name MATTA BROADCASTING CO.
BRADDOCK, PENNSYLVANIA

File No.	Dated	Application for	Action	
			Nature	Date
BRH-947 R & F PN Recd. PRESS	3-31-75 3-31-75 " MAY 23 1975	RENEWAL OF LICENSE AMENDED 5-20-75 re: balance sheet	GRANTED	10-16-75
BRSCA-1437 R & F	6-30-75 7-11-75	Renewal of SCA		
BTC-7830 Rec'd FILED (SEE AM FOR FEE PD:) FORM 316 AUG 29 1975	8-6-75 8-11-75 8-26-75 8-29-75	Voluntary transfer of control of lic corp from E.R. Matta and William J. Matta to William J. Matta Atty - Stambler & Shrinisky	GRANTED EFF: no gr fee req	9/9/75 10/29/75
BRH-947 BRSCA-1437 R & F PRESS	3-27-78 " 3-30-78 MAY 1 1978	RENEWAL OF LICENSE RENEWAL OF SCA J.M. Weitzman, Atty. (Stambler)	GRANTED	7-12-78

#8

APPLICATION RECORD-BROADCASTING

96.9mhz.

WFFM
Call Letters: XWFFM-FM

Name: MATTA BROADCASTING CO.

Station Location: BRADDOCK, PENNSYLVANIA

File No.	Date	Description	Action and Date
BRH810327UQ BRSCA810327UQ PRESS	MAY 14 1980	RENEWAL OF LICENSE RENEWAL OF SCA	grd 7-7-81 ISSUED

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.

FM History Cards were initiated in the early 1940s, with the authorization of the earliest FM stations in the FM band, then at 42 to 50 MHz. (The band was shifted to its present location, 88 to 108 MHz, in 1946.) 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 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). Prior to that move, 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.

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.

