

WFLA - FT



**REMOVABLE LABEL GUIDE**

Cat. No. 4550L

Patent No. 1390199

# BROADCASTING STATION LICENSE RECORD

B.S.  
3-11-77 Auth. gr. for on-the-air I.D. as "Tampa-St. Petersburg, Florida"

# 168

Date first licensed ..... 8-3-48 .....

Call letters ..... WFLA - FM .....  
LOCATION: TAMPA, FLORIDA

WFLA, INC. (VOL. AL 6-30-70 EFF: 7-31-70)

Name of licensee x THE TRIBUNE COMPANY .....

5.5 miles North of Balm, Florida (UP-11-3-54 Lic. 8-15-55)

~~---Southeast of the center of Tampa,~~

~~---Approx 9 miles---~~

22nd. Street Causeway Road, Tampa, Fla.

Transmitter location ~~---Near Gibsonton, Florida---~~ ~~Near intersection Routes 41 & 316, Hillsborough~~  
County, Fla.

33607

905 Jackson St., Tampa, Florida (CP-11-3-54) Lic. 8-15-55)

Tribune Bldg., Lafayette St. and Morgan St., Tampa, Fla. (7/25/50)

Main studio location x Lafayette Street and Hyde Park Avenue, Tampa, Florida .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Mcs. Freq.	E.R.P. Power	Time Div.	Period From- To-
B3-PH-318	10-19-45	93.3	46 kw	U	By 2-18-47
CP issued	12-18-46	No. 227			To 8-18-47
Letter	12-2-46	Subject to CAA approval of trans. site.			
BMPH-195		93.3	45 kw	U	By 2-18-47
GRANTED	2-20-47	No. 227	Terr. 490'		To 8-18-47
	Modified CP to change transmitter site and type of transmitter.				
	6-23-47	93.3	(No. 227)		
	Freq. assignment accord. Do. 6768				
BMPH-890	10-8-47	93.3	46 kw.	U	By 2-18-47
MOD. C.P. for ext.	of completion date				To 2-1-48
BPH-1334	1-21-48	Ext. of completion date			to 4-1-48
BMPH-1736	4-12-48	Ext. of completion date			to 5-1-48
Telegram	5-7-48	Relet atty. 7. Auth. granted period ending June 1, 1948 operate 93.3 Mcs facilities specified in CP BPH-318 as mod. purpose FM program service. Notify Comm. when operation has commenced. Requirement regarding approved frequency and modulation monitor waived same period.			
BMPH-1649	4-28-48	93.3 mc	53 kw	U	By 2-18-47
		Ch#227	Terr: 460 ft.		to 5-1-48
	MOD OF C.P. to change ERP, ant. hgt. above average terrain, and make changes in ant. system.				
Telegram	6-1-48	Relet atty. 27. Auth. extended interim operation period ending July 1, 1948 using facilities specified in BMPH-1736. Requirement use approved frequency and modulation monitor waived for same period.			
BMPH-1983	5-24-48	Ext. of completion date			to 7-1-48
BMPH-2252	7-16-48	Ext. of completion date			to 8-1-48
BLH-234	8-3-48	93.3	53 kw	U	8-3-48
		Terr: 460 ft.			to 3-1-50
	License to cover CP (B3-PH-318)				
BRH-168	2-23-50	Renewal of license			3-1-50 to
					3-1-52
BRH-168	2-27-52	Renewal of license to			2-1-55

Form BC-126

June 1954

CARD 2

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WFLA-FM .....

Name of licensee THE TRIBUNE COMPANY .....

Transmitter location .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BPH-1978	11-3-54	CP chg. lic. sta.	to change ERP: 46kw		Antenna terr: 91 1/2 ft; T-L: 5.5mi. N. of Balm, Fla. From 1-3-55 to 7-3-55
WIPE	1-11-54	RELET ATTY 10.	Auth Gr. remain in effect		to 2-10-55
BRH-168	1-12-55	Renewal of license to			2-1-58
WIPE	3-8-55	RETEL 7.	Auth. gr. oper accord BPH-1978		period 30 days
Wire	4-7-55	RELET Atty 4.	Interim auth. ext. to 5-8		
Wire	5-6-55	RELET ATTY 6.	Interim auth. ext. to 6-8-55		
WIPE	6-8-55	Relet atty: EXT.	Interim oper. to 7-8-55		
BPH-2053	7-14-55	CP to Replace Expired CP			9-14-55
BPH-1978-93.3mcs.		ERP 46kw: Terr: 910 feet			3-14-56
Wire	7-14-55	RELET ATTY 7.	Auth. to op. re BPH-2053		auth. to 8-15-55
BLH-1069	8-15-55	License to cover BPH-2053 to			2-1-58
BRH-168	1-3-58	Renewal of license			2-1 2-1-61 (5)
	1-25-61	Commission deferred action on renewal			pending further consideration.
BRH-168	3-22-61	Renewal of license			3-22 2-1-64
BPH-3825	7-27-62	CP to install new antenna.			(Collins 37M-6, 6 sec.) 9-27 3-27-63
BLH-2235	10-31-62	Lic. to cover CP (BPH-3825) which auth.			instl. new ant.
BRH-168	1-17-64	RENEWAL OF LICENSE			2-1 2-1-67
<del>XXXXXX</del> BPH-4756	<del>XXXXXX</del> 3-23-65	93.3mcs ERP: 46kw	Unl.		5-23-65
HAAT: 910'		Ch. #227 TPO: 10kw			11-23-65
		CP to chg. to a Composite Trans.			
BLH-2856	6-23-65	93.3mcs ERP: 46kw	Unl.		6-23-65
HAAT: 910'		Ch. #227 TPO: 10kw			2-1-67
		Lic. to cover CP (BPH-4756) which auth. install a			Composite trans.
BTC-4961	11-19-65	Voluntary acquisition of positive control			of lic. corp. by Richmond Newspaper, Inc. thru
EFF: 1-7-66		purchase of stock from R. Keith Kane,			David Tennant Bryan and Eppa Hunton IV,
		Trustees under the Will of John Stewart Bryan, Deceased			

Form BC 126 73

June 1954

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W.F.L.A-FM

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
BRH-168	1-13-67	Renewal of License			2-1 2-1-70
BPH-5912 HAAT: 870' (h&v)	8-18-67	93.3mc. ch# 227	ERP: 100kw(h&v) U TPO: 20kw		10-18-67 4-18-68
		CP to install new trans(RCA-BTF-20E1); install dual polarized ant(RCA-BFC-12, 12 sects); incr. TPO; incr. horiz. ERP; and operate with a vert. ERP; and decr. HAAT;			
BMPH-9925 (1)	3-28-68	MP(BPH-5912) to redesc. coordinates & ant. sys.; & chg. TPO & HAAT to 770' (H&V)			
BLH-4017(L)	7-10-68	Lic. (BPH-5912, as mod) chgs. 2-1-70			
ERCH-923(1)	5-5-69	Operate RC.			
BSCA-929	5-5-69	Request for SCA			5-5 2-1-70
BTC-5944 Telegram	6-30-69	Vol. TO			
	7-23-69	Conduct a program relay service on Multiplex Basis using subcarrier frequency of 67kc pending filing 318.			expire 9-22
BNSCA-254	8-8-69	Mod. of SCA			
BRH-168(L) BRSCA-929	1-29-70	RENEWAL & NDEA RENEWAL of SCA			2-1-73
BASCA-406 BALH-1369	6-30-70	VOL. AL & SCA		EFF: 7-31-70	
BSH-168(1)	8-27-71	Memo: Obstruction Marking			
BPH-7714(L) HAAT: 930' (H&V)	1-18-72	93.3mc	ERP: 100kw(H&V) CP chg. HAAT		1-18-73 (RC)
Comtel	2-25-72	Temp. Auth. oper. BPH-7714 to 3-21-72.			
EBSA	5-25-72				
BLH-5428(L) HAAT: 930' (H&V)	6-14-72	Lic. (BPH-7714) for changes 93.3mc ERP: 100kw(H&V) TPO: 20kw			2-1-73
BLH-5428(L)	6-14-72	Superseds to correct antenna 2-1-73			
BRH-168(S) BRSCA-929	1-31-73	Renewal Of License & SCA			2-1-76
Letter	5-14-75	Trans. RCA BTF-20E1 (MAIN) now installed Trans. RCA BTF-20E1 (Former MAIN now installed as AUX.)			

Form BC 126  
June 1954

#4

## BROADCASTING STATION LICENSE RECORD

Date first licensed ..... 8-3-48 .....

Call letters ..... W F L A - FM .....

Station location ..... TAMPA, FLORIDA .....

Name of licensee ..... SEE CARD ONE .....

Transmitter location ..... SEE CARD ONE .....

Main studio location ..... SEE CARD ONE .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BRH-168(L)	1-28-76	RENEWAL (MAIN & AUX.)			2-1-79
BRSCA-929	" " "	" " "			" " "
<del>BRSCA-450</del>	<del>6-28-76</del>	<del>Mod. of</del>	<del>SCA</del>	<del>67khz</del>	<del>2-1-79</del>
<del>BRSCA-471</del>	<del>12-22-76</del>	<del>Mod of SCA chg programming</del>			
BRH1780929UT(S)					
BRSCA"	" 1/23/79	Renewal of license & SCA			2/1/82

HIGH FREQUENCY (FM)

APPLICATION RECORD - BROADCASTING

Call WFLA - FM  
 Letters WFLA

Name THE TRIBUNE COMPANY Lafayette & Morgan Street,  
P.O. ~~624 E. Lafayette St.,~~ Tampa, Fla.

File No.	Dated	Application for	Action	
			Nature	Date
33-PH-318 Recd.	3-6-44	Construction permit for new high frequency FM broadcast station Frequency: <del>Not-specified</del> Coverage: <del>Not-specified</del> Studio: <del>Not-specified</del> Transmitter: <del>Not-specified</del>	Granted	10-19-45
	3-14-44			for Met. type station- Conditional - Type 1 letter mailed 11-6-45
AMENDED Recd. Filed	9-19-44	Amended to specify the following:	Basic Engr. approved	11-21-46
	9-23-44	Frequency: 45,100 Kcs.	Program plans approved	11-21-46
	9-23-44	Coverage: 8,280 Sq. Mi.	C.P. issued	12-18-46
		Studio: Lafayette St., and Hyde Park Ave., Tampa, Fla.		
		Transmitter: 5 mi. West of Tampa, Fla.		
		Type of equip.: G.E. GF-110-B Max. 10kw		
		Filed by Phillip J. Hennessey, Jr., Att'y		
		Amendment re Comm. letter of 9-7-45 recd.		
		10-4-45. No change. (Metropolitan)		
		Program analysis rec'd 3-30-46		
		Engr. info. rec'd 10-31-46 changing frequency, trans. site, type of trans. & making changes in antenna system.		

Grant R. Wrathall, Engineer

Form 94

## APPLICATION RECORD - BROADCASTING

FM (CLASS B)

Card #2

Call

Letters WFLA-FMName THE TRIBUNE COMPANY(P. O. 507 East Lafayette Street, Tampa, Florida)

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-195 Rec'd Filed	1-20-47 1-28-47 1-28-47	Mod. of C. P. (B3-PH-318 which authorized a new FM broadcast station) to change transmitter site to "Near intersection of Routes 41 and 316, Hillsborough County, Florida"; type of transmitter; <del>and change commencement and completion dates from 2-18-47 and 8-18-47 to 60 days from date of grant and 180 days thereafter, respectively.</del> (Westinghouse FM-10 Max. 10 kw) Filed by David E. Tolman, Attorney	GRANTED	2-20-47
BMPH-890 Rec'd Filed	9-25-47 9-26-47 9-26-47	Mod. of C. P. (B3-PH-318 as modified) which authorized a new FM broadcast station for extension of completion date from 8-18-47 to 2-1-48. Filed by Harold G. Cowgill, Attorney	GRANTED	10-8-47

## APPLICATION RECORD - BROADCASTING

Call  
Letters WFLA-TVName THE TRIBUNE COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-1334 Rec'd. Filed	1-9-48 1-12-48 1-12-48	Mod. of C. P. (B3-PH-318 as modified which authorized a new FM broadcast for extension of completion date from 2-1-48 to 4-1-48. Filed by Harold G. Cowgill, Attorney.	GRANTED	1-21-48
BMPH-1649 Rec'd. Filed	3-5-48 3-8-48 3-8-48	Mod. of C. P. (B3-PH-318 as modified which authorized a new FM broadcast station) to change effective radiated power <u>from 46 kw. to 53.6 kw.</u> , antenna height above average terrain <u>from 490 feet to 454 feet</u> , and make changes in antenna system. Filed by Harold G. Cowgill, Attorney.	GRANTED	4-28-48
BMPH-1736 Rec'd. Filed	3-11-48 3-15-48 3-15-48	Mod. of C. P. (B3-PH-318 as modified) which authorized a new FM broadcast station for extension of completion date from 4-1-48 to 5-1-48. Filed by Harold G. Cowgill, Attorney	GRANTED	4-12-48

## APPLICATION RECORD - BROADCASTING

CARD # 4

Call  
Letters WFLA-FMName THE TRIBUNE COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-1983 Recd. Filed	4-26-48 4-29-48 4-29-48	Mod. of C. P. (B3-PH-318 as modified) which authorized a new FM broadcast station for extension of completion date from 5-1-48 to 6-1-48. Filed by Harold G. Cowgill, Attorney	GRANTED	5-24-48 to 7-1-48
BMPH-2252 Rec'd. Filed	6-26-48 6-29-48 6-29-48	Mod. of C. P. (B3-PH-318 as modified) which authorized a new FM broadcast station, for extension of completion date from 7-1-48 to 8-1-48. Filed by Harold G. Cowgill, Atty.	GRANTED	7-16-48
BLH-234 Rec'd. Filed	6-26-48 6-29-48 6-29-48	License to cover construction permit (B3-PH-318 as modified) which authorized a new FM broadcast station. Filed by Harold G. Cowgill, Atty.	GRANTED	8-3-48
BRH-168 Recd & Filed	12-28-49 12-30-49	Renewal of license. Filed by Harold Cowgill, Atty	GRANTED	2-23-50
BRH-168 Recd. & Filed	12-19-51 12-26-51	Renewal of license Filed by Harold G. Cowgill, Attorney	GRANTED	2 -27-52

## APPLICATION RECORD - BROADCASTING

Call  
Letters WFLA-FMName THE TRIBUNE COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BPH-1978 Recd. & Filed	10-21-54 10-22-54	C. P. to make changes in licensed station to change ERP to 50 kw; antenna ht. above average terrain to 914 ft; T-L: to 5.5 mi. N. of Balm, Florida, Tampa, Florida. S-L: to 905 Jackson Street, Tampa, Florida. (FM Antenna to be side-mounted on tower below TV Antenna). Filed by Seymour M. Chase, atty	GRANTED	11-3-54
BRH-168 Recd. & Filed	10-19-54 10-28-54	Renewal of license. Seymour M. Chase, atty	GRANTED	1-12-55
BPH-2053 Recd & filed	7-8-55 7-11-55	C. P. to replace permit (BPH-1978 which authorized changes in licensed station) which expired 7-3-55. Filed by Seymour Chase, atty	GRANTED	7-14-55

CARD 6

FORM A-170

FORMERLY FCC FORM 94

## APPLICATION RECORD - BROADCASTING

Call  
Letters WFLA-FMName THE TRIBUNE COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BLH-1069 Recd & filed	7-8-55 7-15-55	License to Cover C. P. (BPH-2053 which replaced expired permit, which authorized changes in licensed station)	GRANTED	8-15-55
BRH-168 Rec'd Filed	10-25-57 10-31-57 10-31-57	Renewal of License Seymour M. Chase, Attorney	GRANTED	1-3-58
BRH-168 Rec'd Resub. Rec'd	10-21-60 10-31-60 12-21-60 12-23-60	Renewal of License  George S. Smith, Atty.	<del>Returned</del> <del>Ret. Dated wrong.</del> GRANTED	<del>12-9-60</del>  3-22-61
BPH-3825 R & F	6-26-62 6-28-62	Construction permit to replace the transmitting antenna with a new COLLINS 37M-6 6 sec antenna.  Atty: Hennessey & McDonald	GRANTED	7-27-62



FORM BC-121 #7  
 AUG. 1955

APPLICATION RECORD - BROADCASTING

Call  
 Letters W. T. L. H. n. FM

Name THE TRIBUNE COMPANY  
TAMPA, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BLH-2235 R & F	9-19-62 9-21-62	Lic. to cover CP (BPH-3825) which auth install new antenna.	GRANTED	10-31-62
BRH-168 Rec'd Filed	10-28-63 10-31-63 10-31-63	Renewal of license Attys: Steadman, Leonard & Hennessey	GRANTED	1-17-64
BPH-4756 R&F	12-30-64 1-4-65	Construction permit to change transmitter to Composite (add Collins-A820-2 Exciter). Atty: Philip J. Hennessey III	GRANTED	3-23-65
BLH-2856 R&F	4-27-65 5-5-65	License to cover CP (BPH-4756) which authorized change in transmitter. Atty: Philip J. Hennessey III	GRANTED	6-23-65
ETC-4961 R & F (Form 316)	11-9-65 11-10-65	Voluntary acquisition of positive control of lic. corp. by Richmond Newspapers, Inc. thru purchase of stock from R. Keith Kane, David Tennant Bryan and Eppa Hunton IV, Trustees under the Will of John Stewart Bryan, Deceased Atty - Cohn & Marks WASHINGTON, D. C. (50.098%)	GRANTED EFF:	11-19-65 1-7-66

FORM BC-121  
AUG. 1955

# 8

APPLICATION RECORD - BROADCASTING

Call Letters WFLA-FM

Name THE TRIBUNE COMPANY  
TAMPA, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BRH-168 R&F	10-25-66 10-31-66	Renewal of license  Attys-Robb, Porter, Kistler & Parkinon	GRANTED	1-13-67
BPH-5912 R ecd Filed AUG 17 1967	7-11-67 7-18-67 8-3-67	CP to install new trans(RCA-BTF-20E); install dual polarized ant(RCA-BFC-12, 12 sects); incr. <del>ERP</del> TPO to 20kw; incr. horiz. ERP to 100kw; and operate with a vert. ERP 100kw; and decr. HAAT to 868.4 feet. Attys-Robb, Porter etc.(Philip J.Hennessey III) Engr-David L.Steel	GRANTED	8-18-67
BMPH-9925 R & F MAR 22 1968	2-29-68 3-4-68	Mod. of CP(BPH-5912 which authorized install new trans; install dual pol. ant.; incr. TPO, horiz ERP; operate with a vert. ERP;) to make chg. in ant. system( <sup>FM</sup> decr. hght); chg. TPO 19.5kw; and chg. HAAT to 773.5 ft. Atty - Philip J. Hennessey, III(Robb, Porter ect.) Engr: David L. Steel, Wash. D.C.	GRANTED	3-28-68

FORM BC-121 49  
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call  
Letters WFLA-FM

Name THE TRIBUNE COMPANY  
Tampa, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BLH-4017 R & F #421901 \$75 Refunded \$45 PT JUN 25 1968	4/15/68 4/18/68 4/18/68 6/21/68 4/30/68	License (BPH-5912 as mod.) for changes.  Atty: Philip J. Hennessey, II	GRANTED	7-10-68
BSCA-929 R & F #500780 \$30	3-18-69 3-21-69 3-21-69	Request for Subsidiary Communications Authori- zation on a sub-carrier frequency of 67 kcs.	GRANTED	5-5-69
BRCH-923 R & F #500779 \$30.	3-18-69 3-21-69 3-21-69	Modification of license to operate trans- mitter by remote control from 905 Jackson Street, Tampa, Florida. Atty.: Philip J. Hennessey III	GRANTED	5-5-69
BTC-5944 R & F FEE PD: \$30 - #511821 (Form 316 -also see MAY 15 1969 WFLA (AM & TV)	4-28-69 5-2-69	Vol. transfer of control of lic. corp. from Richmond Newspapers, Incorporated to Media General, Inc. Atty - Cohn & Marks and Robb, Porter, Kistler & Parkinson Ltr. 5-21-69 Marcus Cohn, Atty.	GRANTED Eff: 8-15-69	6-30-69

#10

FORM BC-121

AUG. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters ..... WFLA-FM

WFLA, INC.

Name  THE TRIBUNE COMPANY  
Tampa, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BMSCA-254 R & F #530760 \$30 AUG 1 1969	7-9-69 7-22-69 7-22-69	Modification of Subsidiary Communications Authorization to make changes in programming.  Atty - Roy F. Perkins (Cohn and Marks)	GRANTED	8-8-69
BRH-168 BRSCA-929 R & F #553594 \$105. PN PRESS AUG 8 1968	10-31-69 10-31-69 11-3-69 11-3-69 11-3-69	Renewal of license Renewal of SCA  Atty: Cohn & Marks AMENDED 12-29-69 re: engineering data	GRANTED	1-29-70
BALH-1369 BASCA-406 R & F FEE PD: SEE AM JUN 1 1 1970	5-27-70 5-28-70 AM (Form 316)	Voluntary assignment of license and SCA to WFLA, INC.  Atty - Cohn & Marks	GRANTED EFF:	6-30-70 7-31-70

APPLICATION RECORD - BROADCASTING

Call  
Letters ..... WFLA-FM

Name WFLA, Inc.  
Tampa, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BPH-7714 R & F #002726 \$50 CODE: 061 PRESS: JAN 12 1972	10-5-71 12-17-71 12-17-71	Construction Permit to change HAAT: 925 feet (horizontal & vertical).  Atty - Joel H. Levy Engr- David L. Steel, Sr.	GRANTED	1-18-72
BLH-5428 R & F W 047271-\$50. PTA PRESS Amended	2-28-72 3-3-72 -3-3-72 3-8-72 MAY 10 1972 5-23-72	Lic.(BPH-7714) for changes. Transmitter: RCA, BTF-20-E. AC-068 Atty: Cohn and Marks (Stanley B. Cohen)  Coordinates: NL-27°50'26" - WL-82°15'47"	GRANTED	6-14-72
BRH-168 BRSCA-929 R & F PN Recd. PRESS DEC 21 1972	10-31-72 10-12-72 11-2-72 "	RENEWAL OF LICENSE RENEWAL OF SCA Ivan D. Volner, Atty.	Granted	1-31-73

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call  
Letters WFLA-FMName WFLA, INC.  
TAMPA, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BRH-168 BRSCA-929 R & F PN Recd. PRESS	9-18-75 " 10-1-75 " NOV 21 1975	RENEWAL OF LICENSE (MAIN & AUXILIARY TRANS.) RENEWAL OF SCA	GRANTED	1-28-76
BMSCA-450 R & F #567585\$100 Code 001 PRESS	5-7-76 5-12-76 5-17-76 MAY 28 1976	Mod. of Subsidiary Communications Authoriza- tion to make changes in programming.  Atty: Stanley B. Cohen (Cohn & Marks)	GRANTED	6-28-76
Ltr. dated R & F PRESS	9-16-76 9-16-76 SEP 24 1976	Filed by Richard A. Helmick, Esq. for WFLA, INC. Request for Dual City Identification as Tampa-St. Petersburg, Florida	GRANTED	3-11-77

PHASE 1 REFUND ACTION

TRANS.  
CODE  
500

DATE  
80/06/16

AMT.  
52.00

~~VVVT~~

INITIALS  
Q

APPLICATION RECORD - BROADCASTING

Name WFLA, Inc.  
Tampa, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BMSCA-471 R & F 638778#100 CODE 001 PRESS	11-17-76 11-19-76 11-23-76 DEC 10 1976	Modification of Subsidiary Communi- cations Authorization to make changes in programming Atty. Ian D. Volner	GRANTED	12-22-76
BRH 780929UJ BRBA " PRESS OCT 27 1978		RENEWAL OF LICENSE RENEWAL OF SCA	Granted	1/23/79



PHASE 1 REFUND ACTION

TRANS.  
CODE  
500

DATE  
80/06/16

AMT.  
52.00

INITIALS  
AM

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

