

WRFS-77



**REMOVABLE LABEL GUIDE**

**Cat. No. 4550L**

**Patent No. 1390189**

# BROADCASTING STATION LICENSE RECORD

Official No. 498

Date first licensed 1-4-50

Call letters WRPS-FM

LOCATION: ALEXANDER CITY, ALABAMA

Name of licensee PIEDMONT SERVICE CORPORATION

Transmitter location Near U.S. Hgwy. 241 - 2.5 miles West of center of Alexander City,  
Alabama (Tallapoosa County)

138 Main Street, Alexander City, Alabama. BRCH-SR 2-14-57  
~~XXXXX~~ Near U.S. Hgwy #241, 2.5 miles West of center of Alexander City, Ala.  
Main studio location x 12 Main Street, Alexander City, Alabama (Tallapoosa County)

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Mod. Freq.	Power	Time Div.	Period From- To-
BPH-1481	2-9-49	106.1mc	4.6 kw, 240 ft.		By 4-9-49
	C.P. issued 240'	<i>th 241</i>	TPO: 3kw		To 10-9-49
<del>BPH-3633</del>	<del>8-5-49</del>	<del>106.1</del>	<del>4.6 kw, 240 ft.</del>		<del>To 10-9-49</del>
	Mod. of C. P. changing type of trans.				To 10-9-49
BPH-3852	11-23-49	106.1	4.6	240'	To 10-9-49
	Mod. to change studio location.			Waiver 3.205(a)	
BLH-577	1-4-50	License to cover C. P.			1-4-50
				to	1-1-51
BRH-498	11-21-51	Renewal of license to			4-1-52
BRH-498	3-26-52	Renewal of license to			4-1-55
BRH-498	3-16-55	Renewal of license to			4-1-58 (S)
BRCH-176	2-14-57	Operate by Remote Control from 138 Main St., Alexander City Alabama. Change MAIN Studio Location to 138 Main St.			
BRH-498	3-19-58	106.1mc	4.6 kw	240 ft.	4-1 4-1-61
BPH-3260	2-13-61	106.1mc	4.6-kw	U	4-13-61
	CP to install new transmitter.				10-13-61
BRH-498	3-15-61	Renewal of license			4-1 4-1-64
BLH-1920	11-8-61	Lic. to cover CP (BPH-3260) to install new trans.			
BRH-498	3-24-64	106.1	4.6kw	<i>WAT 244</i>	4-1 4-1-67
BRH-498	3-29-67	Renewal of License			4-1 4-1-70
NDEA	4-12-71	NATIONAL DEFENSE EMERGENCY AUTHORIZATION			
EBSA	5-25-72				
BTC-7332	2-26-74	INVOL. TC EFF: 4-1-74			
BTC-7909	1/28/76	Vol TC EFF:			
BRH-498(S)	1-28-76	RENEWAL			4-1-76
BRH-498(S)	3-12-76	RENEWAL			4-1-79
BRH781204VK(S)	6-15-79	Renewal of License			4-1-82
COMTEL	3-21-80	STA GRANTED EXTENSION OF THE TIME REQUIR. PER SECTION 73.254 AUTHORITY RETROACTIVE 1-20-80 THRU 3-1-80			

Call

Letters ~~XXXXXX~~ WRFS-FM

Name Piedmont Service Corporation  
 (P. O. Box 72, Alexander City, Alabama).

139 Main Street, Alexander City, Alabama.

File No.	Dated	Application for	Action	
			Nature	Date
BPH-1481 Rec'd. Filed	8-10-48	Construction permit for new FM broadcast station (Class B) to be operated on Frequency: 98.1 Mcs. Channel 251 Effective Radiated Power: <u>1.54 kw.</u> Antenna height above average terrain: 241 ft. Transmitter: N282°E 2.5 miles from post office near U.S. Hwy. 241 - south side Alexander City, Alabama. (Westinghouse FM-1 Max. 1 kw.) Studio: 12 Main Street, Alexander City, Ala. Amended to change ERP from 1.54 kw. to 4.62 kw.; type transmitter from WESTINGHOUSE FM-1 Max. 1 kw. to WESTINGHOUSE FM-3 Max. 3.0 Kw.	GRANTED	2-9-49
	8-13-48		C.P. issued	2-9-49
	8-13-48		Expires	10-9-49
AMEND Recd. Filed	10-27-48		Mailed	3-9-49
	11-4-48			
	11-4-48			
BMPH-3633 Rec'd. Filed	6-27-49	Mod. of C. P. (BPH-1481) which authorized a new FM broadcast station to change type of transmitter to REL Modified 521A-III, Max. 3 kw.	GRANTED	8-5-49
	7-5-49			
	7-5-49			

Engineer: Claude M. Gray

## APPLICATION RECORD - BROADCASTING

Call  
Letters WRFS-FMName PIEDMONT SERVICE CORPORATION

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-3852 Rec'd Filed	10-21-49 10-24-49 10-24-49	Mod. of C.P. (BPH-1481 as mod. which authorized a new FM broadcast station) to change studio location from 12 Main St., Alexander City to Near U.S. Hwy. 241, 2.5 miles from post office (South side), Alexander City, Alabama	GRANTED	11-23-49
BLH-577 Rec'd. Filed	9-26-49 9-28-49 9-28-49	License to cover C. P. (BPH-1481 as modified) which authorized a new FM broadcast station.	GRANTED	1-4-50
BRH-498 Rec'd. Filed	8-30-51 9-4-51 9-4-51	License renewal <i>66052 copy 12-11-51</i>	GRANTED	11-21-51
BRH-498 Rec'd. Filed	3-6-52 3-10-52 3-10-52	Informal request for renewal of license.	GRANTED	3-26-52

CARD 3

FORM A-170

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters WRFS-FMName PIEDMONT SERVICE CORPORATION  
Radio Station WRFS-FM, 138 Main Street, Alexander City, Alabama.

File No.	Dated	Application for	Action	
			Nature	Date
BRH-498 Recd. Amend. Recd. Amend. Recd. & Filed	1-1-55 1-6-55 2-9-55 2-14-55 2-19-55 2-23-55	Renewal of license re: ERP, type transmitter, TPO etc.	<del>Amend. requested re ERP, type transmitter, ltr. 1-15-55 323 on file.</del> GRANTED	<del>1-15-55</del> 3-16-55
BRCH-176 Recd. & Filed	2-5-57 2-8-57	Transmitter may be operated by Remote Control From: 138 Main Street, Alexander City, Alabama. & Change Main Studio Location to 138 Main St.	GRANTED	2-14-57
BRH-498 Recd. Filed	1-24-58 1-27-58	Renewal of license.	GRANTED	3-19-58

## APPLICATION RECORD - BROADCASTING

Call  
Letters W.R.T.S-MName PIEDMONT SERVICE CORPORATION  
Alexander City, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BPH-3260 Rec'd Filed	1-14-61 1-19-61 1-19-61	Construction permit to install a new transmitter (Gates Radio Company, FM-5B).	GRANTED	2-13-61
BRH-498 Rec'd & Filed	1-2-61 1-5-61	Renewal of license.	GRANTED	3-15-61
BLH-1920 R & F	5-30-61 6-5-61	Lic. to cover CP(BPH-3260) to install new transmitter.	GRANTED	11-8-61
BRH-498 R. & F.	12-30-63 12-31-63	Renewal of license.	GRANTED	3-24-64
BRH-498 R & F	12-31-66 4-3-67	Renewal of license	GRANTED	3-29-67



APPLICATION RECORD - BROADCASTING

Call  
 Letters WRFS-FM

Name PIEDMONT SERVICE CORPORATION  
Alexander City, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BRH-498	12-22-69	Renewal of License	GRANTED	1-28-76
R & F	1-2-70	PETITION TO WITHHOLD ACTION OR DESIGNATE FOR HEARING FILED BY MARTIN LAKE BROADCASTING COMPANY filed by Stanley H. Sidicane, Counsel, Alex. Va. OPPOSITION TO PETITION TO DESIGNATE APPLICATION FOR HEARING filed 3-17-70 by Frank U. Fletcher on behalf of Piedmont Service Corporation AMENDED 4-1-70 re: business interests & Programming AMENDED 10-27-70 re: business interests FURTHER PETITION TO DESIGNATE APPLICATION FOR HEARING filed 1-11-71 by Martin Lake Broadcasting Company applicant for a new AM station (WRFS & WRFS-FM) FURTHER PETITION TO DESIGNATE RENEWAL APPLICATIONS OF STATIONS WRFS & WRFS-FM FOR HEARING filed 1-25-71 by Martin Lake Broadcasting Company AMENDED 6-30-71 re: programming; community survey SUPPLEMENTAL APPLICATION filed 1-2-73 as Amendment to pending Renewal Application. PN 1-2-73 AMENDED 3-22-73 re: business interests AMENDED 12-10-73 re: notification of death of officer-stockholder		
#566855 \$75.	1-2-70			
P.N.	1-2-70			

FEB 2 1973

(over)

BRH-498 SUPPLEMENTAL APPLICATION filed 12-1-75 as an  
amendment to pending renewal application.  
PN 12-1-76 JAN 12 1976

APPLICATION RECORD - BROADCASTING

Call  
Letters W R F 3-FM

Name PIEDMONT SERVICE CORPORATION  
Alexander City, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BTC-7332 R & F FEE PD: \$250 #265041 CODE 049 (Form 316) ALSO SEE AM JAN 22 1974	1-2-74 1-3-74	Involuntary transfer of control of lic corp from James Lemuel Coley to Celia Lightfoot Coley, Executrix of the Estate of James Lemuel Coley, Deceased  Atty - Fletcher, Heald etc (V. Curtis, Jr.)	GRANTED EFF:	2-26-74 4-1-74
<del>BTC-7909</del> <del>R &amp; F</del> <del>FEE PD: \$400 #504629</del> <del>CODE 047 (INCLUDES KM)</del> PN filed	<del>11-20-75</del> <del>11-28-75</del> 12/30/75	Voluntary transfer of control of lic corp from Celia L. Coley, Executrix of the Estate of James Lemuel Coley (deceased) to Celia L. Coley  Atty - Fletcher, Heald etc (E. Kenehan)	GRANTED EFF: NO FEE	1/28/76

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call Letters .....  
WRFS-FMName .....  
PIEDMONT SERVICE CORPORATION  
Alexander City, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BRH-498 R & F PN PRESS	11-21-75 12-1-75 12-1-75	Renewal of license Atty- Edward F. Kenehan	GRANTED	3-12-76
BPH- 10,122 Rec'd Filed #586750 \$400 Code 001 Press P. N. Rec'd  AMENDED  AMENDED  R & F PRESS:	6-28-76 6-30-76 6-30-76 7-1-76 NOV 8 1976 7-23-76  10-6-76  1-3-77  10-13-77 DEC 28 1977	CP TO INSTALL NEW ANT. (CCA FMC-LP-12, 12 SECTS. (H&V); MAKE CHG. ANT. SYSTEM (INCR. HGHT.): CHG. TPO; ERP: 27KW(H&V) and HAAT: 254' (H&V).  Atty: Edward F. Kenehan (Fletcher, Heald etc.)  Engineering (FAA)  Environmental Impact Statement  REQUBST OF WAIVER OF SECTION 73.240(a)(2) OF COMMISSION RULES	DISMISSED Section 73.204(a)(a) Rule MAJOR ENVIRONMENTAL ACTION UNDER SECT. 1.1305 COMM. ) RULES * And Section 1.566(a) Rules	5-4-78

# APPLICATION RECORD - BROADCASTING

Call  
Letters WRFS-FM

Name PIEDMONT SERVICE CORPORATION  
ALEXANDER CITY, ALABAMA

File No.	Dated	Application for	Action	
			Nature	Date
BRH781204VK PRESS: FEB 7	1979	RENEWAL OF LIENSE	GRANTED	6-15-79

## 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.

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.

