

W B R Z



Remington Rand Inc.

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REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

BROADCASTING STATION LICENSE RECORD

D.S.

Card # 1 (First C.O. 3-17-55) Started 4-17-55

CH 3

COMM. TV B/C

Date first licensed ... Official No. 230, gr. 10-29-56

Call letters WBRZ
(Station Location: Baton Rouge, La.)

Name of licensee LOUISIANA TELEVISION BROADCASTING CORPORATION

PLAQUEMINE POINT, 11 MILES SOUTH OF BATON ROUGE, NEAR PLAQUEMINE, LOUISIANA (BPCT-4173/
X 1650 Highland Rd, Baton Rouge, La. (BMPCT-1999 5-26-54) LIC. 10-29-56)

Transmitter location X River Road and West Chimes Street, Baton Rouge, Louisiana

1650 Highland Road, Baton Rouge, La. (BMPCT-1999 5-26-54) LIC: 10-29-56)

Main studio location X River Road and West Chimes Street, Baton Rouge, Louisiana

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BPCT-1665	1-28-54	Ch. # 2 54-60mc	V100kw A50.1kw	U	3-28-54 9-28-54
CP for a new Comm. TV B/C Station					
BMPCT-1999	5-26-54		Vis-97.7 Aur-56.2		3-28-54 11-25-54
Mod CP(BPCT-1665) to chg ERP, TL, SL, type of transmitters & install a directional antenna system, make other equipment					
BPCT-2569	10-27-54	same	same	same	3-28-54
Mod. CP(BPCT-1665, as mod) to extend completion dt. 5-25-55					
WIRE	3-17-55	Pending receipt of verified request, STA granted Operate Comm. Basis Accordance CP(BMPCT-2569). Expiring 4-1-55. Wire Comm. when reg. oper begins.			
WIRE	3-22-55	EXT STA Opr. Comm. basis accord CP BMPCT-2569 pending filing of Lic. Appl. Auth. expires 5-25-55.			
WIRE	4-12-55	STA use RCA single section ant. in lieu of RCA Type TF-12AL 12 section ant. for Emerg. Maint. & test purposes only. Auth. expires 5-25-55			
BMPCT-3063	4-25-55	same	same	same	3-28-54 11-25-55
Mod. of CP(BPCT-1665, as mod) to ext. comp. date. 11-25-55					
WIRE	4-27-55	EXT STA Opr. Comm. basis accord CP BMPCT-3063 pending filing of Lic. Appl. Auth. expires 11-25-55 also granted for same period STA use RCA single section Ant. for Emerg., Maint. & test purposes only.			
BLCT-404	10-29-56	CH. #2 (890') 54-60mc.	V-97.7kw A-56.2kw	U	10-29-56 6-1-58
License to cover CP(BPCT-1665, as mod.).					
BRCT-230	5-14-58	same	same	same	6-1-58 6-1-61
RENEWAL OF LICENSE					
BTC-2924	10-14-58	Voluntary acquisition of positive control of Licensee corporation by Baton Rouge Broadcasting Co., Inc. through purchase of stock from Lewis Gottlieb, et al. EFF: 11-24-58			
BRCT-230	6-1-61	same	same	same	6-1-61
RENEWAL OF LICENSE					
BRCT-230	5-28-64	same	same	same	6-1-64
RENEWAL OF LICENSE					
					6-1-67

Form BC 126 CARD 42
June 1954

COMM. TV B/C

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W B R Z

Station location Baton Rouge, La.

Name of licensee LOUISIANA TELEVISION BROADCASTING CORPORATION

Transmitter location SEE CARD #1

Main studio location SEE CARD #1

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
WIRE	12-30-65	REURLET 28.	PENDING COMPLETION REPAIRS		
AUTHORITY GRANTED OPER. VBRZ TEMP. PERIOD END 3-31-66 WITH STANDBY ANTENNA. NO OBSTRUCTION MARKINGS REQUIRED FOR STANDBY ANTENNA STRUCTURE.					
BMLCT-492	2-8-66	Same	Same	Same	2-8-66
			A-19.5 kw		6-1-67
Mod. of lic. to reduce Aural ERP.					
BRCT-230	5-22-67	CH.#2	V-97.7	U	6-1-67
AH:890'		54-60	A-19.5		6-1-70
RENEWAL OF LICENSE					
BPCT-4173	1-27-69	CH.#2	V-100 kw	U	3-27-69
AH:1680'	MSL:1749'	54-60	A- 15 kw		9-27-69
CP to chg. ERP, TL, type trans, type antenna; AH.					
BPCT-4173	5-21-69.	Grant set-aside and application Designated for Hearing. Doc. 18555			
DOCKET NO.	18555	CH.2	V-100 kw	U	5-27-70
BPCT-4173	3-27-70	54-60	A- 15 kw	AH:1680' MSL:1749'	11-27-70
CP to chg. ERP, TL, Type trans, type antenna; AH.					
BRCT-230	5-27-70	RENEWAL OF LICENSE (S)			6-1-73
BMPCT-7260	11-4-70	MP(BPCT-4173) to ext. compl. date			5-4-71
WIRE	3-5-71	AUTH. GR. OPER. TEMP. PER. END			
5-4-71 ACCORD YOUR REQUEST SUBJECT TO CAUSING NO INTERFERENCE TO ANY OTHER AUTHORIZED SERVICES.					
WIRE	3-24-71	RE TENDERED LIC. APPLI. AUTH. GR. OPER. ON PTA CP BMPCT-7260, EXCEPT WITH AURAL TRANS. OUTPUT POWER 3.99 KW.			
BLCT-2074	4-15-71	Ch. 2	V. 100k w	U	4-15-71
AH: 1680'	MSL:1749	54-60	A. 15.5		6-1-73
Lic. (BPCT-4173) chg.					
BPCT-4463	10-22--71	CP to install Aux. Trans.			12-22-71
AUX. TRANS.					
WIRE	1-19-72	EXT. AUTH. GR. OPER. WITH FORMERLY LIC. FACILITIES IF NEC. TEMP. PER. END. 4-18-72. OPERATIO WITHOUT VESTIGIAL SIDEBAND FILTER SUBJECT TO CAUSING NO INTERFERNCE TO ANY OTHER AUTH. SERVICE.			
WIRE	4-20-72	ABOVE AUTH. EXT. TO			
					6-18-72

Form BC 126 CARD #3
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WBRZ

Station location BATON ROUGE, LA.

Name of licensee LOUISIANA TELEVISION BROADCASTING CORPORATION

Transmitter location SEE CARD #1

Main studio location SEE CARD #1

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
EBSA	5-15-72				
Wire oper. Aux.	2-5-73	Re tendered lic. appl., auth. gtd. PTA accord. 73.629 & BPCT-4463.			
BPCT-4786 MAIN TRANS.	11-7-74	CP to install precise frequency control equipment			1-7-75 5-7-76
BPCT-4786 Auxiliary transmitter	11-7-74	CP to install precise frequency control equipment			1-7-75 5-7-76
BRCT-230	5-28-75	Renewal of license (S)			6-1-76
WIRE oper WBRZ on program CP BPCT-4786.	6-12-75	Re tendered lic. appl., auth. grtd. test accord. Sect. 73.629 rules and			
BLCT-2423 AH: 1680' MSL: 1749' Lic. (BPCT-4786) to install MAIN TRANSMITTER	10-17-75	Ch. 2 54-60	V. 100 kW A. 15.5		6-1-76
BLCT-2423 Lic. (BPCT-4786) to install AUX. TRANS.	10-17-75	ch. 2 54-60	For emer. test and main purposes only		6-1-76
BRCT-230 MAIN TRANS. AND ANT	5-12-76	Renewal of license (S)			6-1-79
BLCT-2204 Lic (BPCT-4463) for chgs.	3-31-77	Ch. 2 54-60	FOR EMER, TEST AND MAIN PURPOSES ONLY		AUX. TRANS.

CARD #1

FORM A-170

APPLICATION RECORD - BROADCASTING

COMM. TV B/C

FORMERLY FCC FORM 94

Call
Letters ~~WBRZ~~ WBRZName LOUISIANA TELEVISION BROADCASTING CORPORATION
(PO. 444 Florida Street, Baton Rouge 1, Louisiana)

File No.	Dated	Application for	Action	
			Nature	Date
BPGT-1665 Rec'd Filed	3-30-53 3-31-53 3-31-53	Construction permit for a Comm. TV B/C station FREQ; Ch. #2, 54-60 mcs ERP: Vis. 55.8 kw, Aur. 33.4 kw Hours of operation: Unlimited S-L: 3399 Broussard St., Baton Rouge, La. T-L: 3399 Broussard St., Baton Rouge, La. (Vis. & Aur. RCA TT-10-AL) (465') Filed by Hogan & Hartson, Attys.	GRANTED	1-28-54
AMENDED Rec'd & Filed	4-1-53 4-3-53	Amended re Directors	Order Docket No. 10550	
AMENDED Rec'd Filed	6-2-53 6-2-53 6-2-53	Amended to change Officers, Directors, Stock- holders; ERP from Vis. 55.8 kw, Aur. 33.4 kw to Vis. 100 kw, Aur. 50 kw; antenna height above average terrain from 465' to 552'; type trans. (RCA TT-25EL); and studio and trans. loc. from 3399 Broussard St., Baton Rouge, La. to River Road and West Chimes St., Baton Rouge, La. (Filed by Leonard Marks, Atty.)		

Millard M. Garrison, Engr.

FORM A-170

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
Letters WBRZName Louisiana Television Broadcasting Corporation
Baton Rouge, La.

File No.	Dated	Application for	Action	
			Nature	Date
BMPCT-1999 Recd & filed	3-18-54 3-23-54	Modification of cp (BPCT-1665 which auth a new comm. TV b/c station) to change ERP from Vis. 100 kw, Aur. 50.1 kw to Vis. 98 kw, Aur. 56.7 kw, change transmitter and studio location from River Road and West Chimes Street, Baton Rouge, Louisiana to Highland Road, Baton Rouge, Louisiana change type of transmitters and install directional antenna system and make other equipment changes. (RCA-TT-10AL) (893') Filed by Leonard M. Marks, Atty.	GRANTED	5-26-54
BMPCT-2569 Recd & filed Ext # 2	10-13-54 10-15-54	Modification of CP (BPC T-1665 as mod., which authorized a new comm. TV b/c station) to extend completion date from 11-25-54 to 5-25-55 Filed by Leonard H. Marks, Atty.	GRANTED	10-27-54

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
Letters WBRZName LOUISIANA TELEVISION BROADCASTING CORPORATION
Baton Rouge, La.

File No.	Dated	Application for	Action	
			Nature	Date
BMPCT-3063 Recd & filed * 3	4-5-55 4-6-55	Mod. of CP (BPCT-1665 as mod., which auth. a new comm. TV b/c station) to extend completion date from 5-25-55 to 11-25-55 Filed by Leonard H. Marks, Atty.	GRANTED	4-25-55
BLCT-404 Recd. & filed	10-31-55 11-14-55	License to cover CP (BPCT-1665, as mod.) which authorized a new Comm. TV B/C Station and to change description of T-L and S-L to 1650 Highland Road, Baton Rouge, Louisiana (not a move). Filed by Leonard H. Marks, Atty.	GRANTED	10-29-56
BRCT-230 Recd. & filed	2-28-58 3-3-58	RENEWAL OF LICENSE Filed by L.H. Marks, Atty.	GRANTED	5-14-58
BTC-2924 Rec. & filed	10-2-58 10-7-58	Voluntary acquisition of positive control of licensee corporation by Baton Rouge Broadcasting Co., Inc. through purchase of stock from Lewis Gettlieb, et/al. Leonard H. Marks-atty	GRANTED EFF:	10-14-58 11-24-58

Aug. 1955

#4

Call
Letters WBRZName LOUISIANA TELEVISION BROADCASTING CORPORATIONBaton Rouge, La.

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-230	3-13-61	RENEWAL OF LICENSE	GRANTED	6-1-61
Recd. & Filed	3-16-61	Stanley B. Cohen, Atty.		
BRCT-230	2-27-64	RENEWAL OF LICENSE	GRANTED	5-28-64
Recd. & Filed	3-4-64	Stanley B. Cohen, Atty.		
EMLOT- 492	1-20-66	Modification of license to reduce Aural	GRANTED	2-8-66
R & F	2-1-66	ERP from 56.2 kw to 19.54 kw Cohn and Marks-atty		
BRCT-230	2-28-67	RENEWAL OF LICENSE	GRANTED	5-22-67
R & F	3-3-67	Robert B. Jacobi, Esq. (Marcus Cohn)		
BPCT-4173	12-10-68	Construction Permit to change ERP to Vis.	GRANTED	1-27-69
R & F	12-13-68	100 kw; Aur. 15 kw; Transmitter Location to		
\$30. #478264	"	On Plaquemine Point, Near Plaquemine, La.; type	Grant set-aside and	
PRESS	DEC 19 1968	of transmitter to GE TT-530A; type of antenna	DESIGNATED FOR HEARING	
SEE PETITION ON OTHER		to GE TY50N; and increase antenna height above	5-21-69. Doc. No. 18555	
SIDE		average terrain to 1685 feet.	GRANTED by Memo. Opinion	
		Paul Dobin, Atty. (Marcus Cohn)	& Order - Joint Request	
			3-27-70	

BPCT-4173

* * * * * PETITION FOR RECONSIDERATION filed 3-3-69 by John P. Bankson, Jr. for KLNI-TV.

ERRATUM TO PETITION FOR RECONSIDERATION filed 3-4-69 by Arthur H. Schroeder for KLNI-TV

MOTION FOR STAY filed 3-7-69 by Miller, Schroeder & Bankson on behalf of KLNI-TV.

MOTION FOR EXTENSION OF TIME filed 3-11-69 by Cohn and Marks on behalf on WBRZ.

OPPOSITION TO PETITION FOR RECONSIDERATION FILED 4-1-69 by Robert B. Jacobi (Cohn and Marks) on behalf of WBRZ.

REPLY TO OPPOSITION TO PETITION FOR RECONSIDERATION filed 4-18-69 by Arthur H. Schroeder for KLNI-TV.

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call
Letters W B R ZName LOUISIANA TELEVISION BROADCASTING CORPORATION
CH. 2 BATON ROUGE, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-230 R & F \$150 #581800 PN Recd. PRESS Engr. data filed	2-17-70 3-3-70 " " MAR 11 1970 6-30-70	RENEWAL OF LICENSE Robert B. Jacobi, Atty. (Cohn & Marks)	GRANTED	5-27-70
BMPCT-7260 R & F #639742 \$50 AC: 069 PRESS:	10-23-70 10-27-70 10-27-70 OCT 30 1970	MP(BPCT-4173) to extend completion date to 5-27-71. Atty.: Robert B. Jacobi (Cohn and Marks)	GRANTED	11-4-70
BLCT-2074 R & F #672541 \$50 AC: 069 PRESS:	3-19-71 3-22-71 3-22-71 APR 7 1971	Lic. to cover (BPCT-4173 as mod.) for chgs. Atty.: RBJacobi (Cohn and Marks)	GRANTED	4-25-71

APPLICATION RECORD - BROADCASTING

COMMERCIAL TV

Call
Letters WBRZ

Name LOUISIANA TELEVISION BROADCASTING CORPORATION
CH-2 BATON ROUGE, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-4463 R & F #028721 \$50 AC: 062 PRESS	8-23-71 9-2-71 9-2-71 SEP 16 1971	CP to install former Main trans. (RCA TT-10AL(LA) as an Auxiliary trans. at Main trans. location. Atty.: Allan J. Arlow (Cohn and Marks)	GRANTED	10-22-71 <i>See</i>
BLCT-2204 R&F #141081 \$50 AC-069 PRESS:	1-2-73 1-4-73 1-4-73 MAR 8 1973	Lic. to cover (BPCT-4463) for chgs. Atty: Allan J. Arlow (Cohn & Marks)	GRANTED	3-31-77

APPLICATION RECORD - BROADCASTING

COMMERCIAL TV

Call WBRZ
Letters

Name LOUISIANA TELEVISION BROADCASTING CORPORATION
CH-2 BATON ROUGE, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BRCT- 230 R & F PN REC'D PRESS:	2-26-73 3-5-73 3-5-73 MAR 29 1973	RENEWAL OF LICENSE Atty: Robert B. Jacobi (Cohn and Marks) Amended 3-7-73 re equal employment	GRANTED COMMISSION ACTION See back of Card 7A	5-28-75
BPCT-4786 R & F #343202 \$50 AC: 058 PRESS:	9-6-74 9-8-74 9-8-74 OCT 8 1974	CP to install precise frequency control equipment. Atty.: Robert B. Jacobi (Cohn and Marks)	GRANTED	11-7-74

BRCT-230

PETITION TO DENY AND TO INTERVENE FOR RACIALLY DISCRIMINATORY EMPLOYMENT PRACTICES

filed on 6-6-73 by Rick Hill, Malcolm Byrnes, David Robertson, Annie Smart, Aline George, Leola Johnson, Elmo Lewis & Lennon London.

MOTION AND PETITION FOR RECONSIDERATION OR IN THE ALTERNATIVE, MOTION FOR MODIFICATION OF ORDER filed 7-19-73 on behalf of Southern Media Coalition.

OPPOSITION TO INFORMAL OBJECTIONS filed 7-23-73 by P. Dobin on behalf of Louisiana Television Broadcasting Corporation.

OPPOSITION TO "MOTION AND PETITION FOR RECONSIDERATION OR IN THE ALTERNATIVE, MOTION FOR MODIFICATION OF ORDER" filed 7-23-73 by Paul Dobin on behalf of Louisiana Television Broadcasting Corporation

SUPPLEMENTARY AND AMENDED MOTION AND PETITION FOR RECONSIDERATION OR IN THE ALTERNATIVE, MOTION FOR MODIFICATION OR ORDER filed 7-30-73 by Alvin O. Chambliss on behalf of Southern Media Coalition.

SUPPLEMENT TO OPPOSITION TO INFORMAL OBJECTIONS filed 8-24-73 by Paul Dobin on behalf of Louisiana Television B/C Corp.

SUPPLEMENT TO OPPOSITION TO INFORMAL OBJECTIONS filed 8-30-73 by Robert B. Jacobi on behalf of Louisiana Television B/C Corp.

MOTION FOR EXTENSION OF TIME filed 8-27-73 by Alvin Chambliss on behalf of Southern Media Coalition.

MOTION FOR ACCEPTANCE OUT OF TIME and REPLY TO THE OPPOSITION TO PETITION TO DENY filed 10-1-73 by Alvin O. Chambliss for Southern Media Coalition (only 2 copies filed; dup in RR and copy to Shiben 10-2-73).

APPLICATION RECORD - BROADCASTING

COMMERCIAL TV

Call
Letters W B R ZName .. LOUISIANA TELEVISION BROADCASTING CORPORATION
CH-2 BATON ROUGE, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BLCT-2423 Received Filed #430327 \$50. #431978 \$50. AC: 058 PRESS:	5-14-75 5-20-75 5-27-75 5-20-75 5-27-75 23 SEP 1975	License to cover (BPCT-4786) to install precise frequency control. Atty: Robert B. Jacobi (Cohn and Marks)	GRANTED	10-17-75
BRCT-230 R & F PN Rec'd: PRESS:	1-2-76 2-2-76 2-2-76 23 FEB 1976	RENEWAL OF LICENSE (MAIN TRANSMITTER & ANTENNA) (AUXILIARY TRANS- MITTER) Annual Reports Filed Contours filed 2-2-76.	GRANTED	5-12-76

MEMORANDUM OPINION AND ORDER adopted 1-15-75, released 2-4-75 FCC 75-50 29690: Accordingly, **IT IS ORDERED**, That the "Motion and Petition for Reconsideration or in the Alternative, Motion for Modification of Order" filed July 19, 1973 and "Supplementary and Amended Motion and Petition for Reconsideration or in the Alternative, Motion for Modification of Order" filed July 30, 1973 by the Southern Media Coalition are **DISMISSED**.

Memorandum Opinion and Order adopted 5-28-75, released 6-5-75 FCC 75-622 35259: Accordingly, **IT IS ORDERED**, That the "Petition to Deny and to Intervent for Racially Discriminatory Employment Practices" filed June 6, 1973, by the Southern Media Coalition **IS DISMISSED**, and when treated as an informal objection, **IS DENIED**. **IT IS FURTHER ORDERED**, That the license renewal applications of Louisiana Television Broadcasting Corporation for Station WBRZ(TV) and Guaranty Broadcasting Corporation for Station WAFB-TV **ARE HEREBY GRANTED**.

APPLICATION RECORD - BROADCASTING

COMMERCIAL TV

Call
Letters WBRZ

Name LOUISIANA TELEVISION BROADCASTING CORPORATION
CH-2 BATON ROUGE, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BRCT 790201KQ R & F PN REC'D PRESS	1-19-79 2-1-79 2-1-79 79 04 18	RENEWAL OF LICENSE ATTY: ROBERT B. JACOBS {COHN & MARKS}	g	5-30-79
BRCCT-800731KH R&F PRESS	7-31-80	Request authority to operate trans. by remote control from 1650 Highland Road, Baton Rouge, Louisiana. Robert B. Jacobi, atty.	Gr	10-15-80

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 radio 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.

TV History Cards were initiated in the early 1940s, with the authorization of the earliest TV stations. 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 television station history.

