

WEAR-TV



Remington Rand Inc.  
BRANCHES EVERYWHERE  
MADE IN U. S. A.

**REMOVABLE LABEL GUIDE**

**Cat. No. 4550L**

**Patent No. 1390199**

B-S CARD #1

BROADCASTING STATION LICENSE RECORD COMMERCIAL TV B/C

FIRST C.O. (1-13-54) (Started 1-14-54)

Date first licensed 10-13-58 (Off. No. 442)

Call letters WEAR-TV

(Station Loc: Pensacola, Florida)  
STATION ID: Pensacola, Florida -  
Mobile, Alabama) Ltr. 12-24-68

ROLLINS TELECASTING, INC. (BAPLCT-25 5-6-59 EFF: 6-12-59)

Name of licensee GULFPORT BROADCASTING COMPANY, INC.

4.1 Miles North of U.S. Highway 90, Near Elsanor School, Alabama (BMPCT-10-7-59)

3.9 miles North of U. S. Highway 90, Near Elsanor School (Baldwin County) Alabama (BMPCT-10-7-59)

(State Highway 99, approx. 2.2 miles North of Barrineau Park, Near Pensacola, Florida (BMPCT-10-7-59)

Transmitter location U.S. Highway 90, 1.3 mi. SE of Belleview, Nr. Pensacola, Fla. (LIC. 10-13-58)

Main studio location U. S. Highway 90, 1.3 miles SE of Belleview, Nr. Pensacola, Fla. (B.PCT-1621 Lic. 10-13-58)  
"To be determined", Pensacola, Fla. (Gr. 12-9-53)

# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No.  | Date Issued | Freq.                                     | Power               | Time Div. | Period From To   |
|--|-------------|---|---------------------|-----------|--|
| BPCT-863   |             | Ch. #3, V-47.9 kw U<br>60-66 mcA-24.0 kw  |                     |           | (Also see en-tries on white card)                        |
| C.P. for new Commercial TV B/C Station, granted 6-3-53 subject to antenna site and structure approval.<br>(Issued with BMPCT-1446, which specified new trans. site.) |             |   |                     |           |  |
| BPCT-863   | 10-20-53    | Ch. #3, V-55 kw                           | U                   |           | 12-20-53   |
| EMPCT-1446   |             | 60-66 mcA-33.1 kw                         |                     |           | 6-20-54  |
| Mod. of CP (BPCT-863, etc.) to increase ERP, change S & T locations, type of antenna and make other equipment changes  |             |   |                     |           |  |
| * studio site specified as "To be Determined" Pensacola, Florida, rather than as proposed in BMPCT-1446 or as granted on BPCT-863.                                   |             |   |                     |           |  |
| BMPCT-1621   | 12-9-53     | Same                                      | Same                | Same      | 12-20-53<br>6-20-54                                      |
| Mod. CP (BPCT-863) chg. SL.  |             |   |                     |           |  |
| 1-13-54 STA Opr. Com. basis exact accordance CP BMPCT-1621, except without vestigial sideband filter.<br>Period Ending 6-20-54 (Started 1-14-54)                     |             |   |                     |           |  |
| Wire   | 6-23-54     | Ext. STA operate comm. basis exact accord |                     |           |  |
| CP (BMPCT-1621) pending filing and action on application for permit to replace expired permit. Period ending 7-20-54.  |             |   |                     |           |  |
| BPCT-1876  | 7-6-54      | 60-66mcs V55kw<br>Ch. #3 A 33.1 (580')    | same                |           | 12-20-53<br>1-2-55                                       |
| CP to replace expired CP (BPCT-863, as mod).   |             |   |                     |           |  |
| Wire   | 7-14-54     | EXT STA Opr. comm. basis exact accord     |                     |           | BPCT-1876 pending filing of lic. appl. Per. End. 1-2-55. |
| BPCT-2254  | 4-24-57     | same                                      | V-100 kw<br>A-50 kw | U         | 6-24-57<br>12-24-57                                      |
| CP to chg. ERP, TL, type of transmitters, Ant. & equip.  |             |   |                     |           |  |
| BPCT-2454  | 1-21-58     | CH#3                                      | V-100 kw<br>A-50 kw | U         | 3-21-58<br>7-21-58                                       |
| CP to replace expired CP (BPCT-2254).  |             |   |                     |           |  |
| <del>BPCT-5181 7-15-58 same same same 3-21-58 to</del>   |             |   |                     |           |  |
| <del>MOD. CP (BPCT-2454 replace.) EXTEND COMP. DATE 1-21-59</del>  |             |   |                     |           |  |

Form BC 126

June 1954

CARD # 2

# BROADCASTING STATION LICENSE RECORD

Date first licensed 10-13-58 (OFFICIAL NO. 442)

Call letters WEAR-TV

Station location Pensacola, Florida

Name of licensee GULFPORT BROADCASTING COMPANY, INC.

Transmitter location SEE CARD # 1

Main studio location SEE CARD # 1

# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No.   | Date Issued | Freq.                                | Power     | Time Lrv. | Period From To |
|---|-------------|--------------------------------------|-----------|-----------|----------------|
| BLCT-262  | 10-13-58    | CH # 3                               | V-52.5 kw | U         | 10-13-58       |
| AH: 580ft.  |             | 60-66                                | A-31.6 kw |           | 2-1-61         |
| License to cover CP (BPCT-1876, replacement (BLCT-263, as mod |             |                                      |           |           |                |
| WIRE 1-23-59 PENDING REPAIR OF TRANSFORMER, AUTH. GR. TO      |             |                                      |           |           |                |
| OPR. WEAR-TV TEMP. FOR PER. END. 2-5-59 AT REDUCED POWER.     |             |                                      |           |           |                |
| ADVISE  |             |                                      |           |           |                |
| BPCT-5255   | 1-27-59     | same                                 | same      | same      | 3-21-58        |
| Mod. CP (BLCT-2254, as replaced BPCT-2424, completion 6-21-57 |             |                                      |           |           |                |
| WIRE 3-13-59 Pending REPAIR OF TRANSFORMER, AUTH. GR.         |             |                                      |           |           |                |
| OPR. WEAR-TV TEMP. FOR PER. END. 4-15-59, AT REDUCED POWER.   |             |                                      |           |           |                |
| ADVISE  |             |                                      |           |           |                |
| BAPLCT-25   | 5-6-59      | Vol. assignment of CP and License to |           |           |                |
| Rollins Telecasting, Inc.                                     |             | EFF: 6-12-59                         |           |           |                |
| BMPCT-5318  | 7-22-59     | CH #3                                | V-100 kw  | U         | 9-22-59        |
| AH: 1210'   |             | 60-66                                | A- 50 kw  | MSL:1387' | 3-22-60        |
| Mod. of CP (BPCT-2454, as mod.) to chg. TL, AH, Ant. system.  |             |                                      |           |           |                |
| transmitters. (CONDITIONS)                                    |             |                                      |           |           |                |
| BMPCT-5384  | 10-7-59     | CH #3                                | V-100 kw  | U         | 12-7-59        |
| AH: 1220'   |             | 60-66                                | A- 50 kw  | MSL:1397' | 6-7-60         |
| Mod. CP (BPCT-2254, as mod) to chg. TL, ant. sys. AH. (COND.) |             |                                      |           |           |                |
| WIRE 12-8-59 AUTHORITY GR. OPR. WEAR-TV TEMP. WITHOUT         |             |                                      |           |           |                |
| SIDEBAND FILTER PER. END. 2-7-60 PROVIDED NO INTER-           |             |                                      |           |           |                |
| FERENCE IS CAUSED.  |             |                                      |           |           |                |
| REQUEST FOR STA to operate from site specified in BMPCT-      |             |                                      |           |           |                |
| 5384, DISMISSED by Comm. LTR. ADOPTED 2-24-60.                |             |                                      |           |           |                |
| COMM. ACTION 3-30-60 AUTHORIZATION GRANTED OPR. WEAR-TV       |             |                                      |           |           |                |
| TEMPORARILY PERIOD ENDING 6-7-60 ACCORD. CP BMPCT-5384 EX-    |             |                                      |           |           |                |
| CEPT USING RCA 2 KW DRIVER PLUS RCA IT-25GL AMPLIFIER WITH    |             |                                      |           |           |                |
| VIS. OUTPUT POWER OF 10KW, AUR. 5KW; TO DEVELOP VISUAL ERP    |             |                                      |           |           |                |
| NOT TO EXCEED 7.94KW, AUR. 3.97KW, WITH AN UNITY GAIN ANTEN   |             |                                      |           |           |                |
| LOCATED AT APPROX. THE 108FT. LEVEL OF SUPPORTING TOWER TO    |             |                                      |           |           |                |
| PROVIDE AN ANTENNA HIGHT. ABOVE AVG. TL RAIN OF 1100 FEET.    |             |                                      |           |           |                |
| THIS AUTH. SUBJECT TO CONDITION THAT THE EXISTING WEAR-TV     |             |                                      |           |           |                |
| ANTENNA STRUCTURE SHALL BE REDUCED TO 200FT. LEVEL AT EARL-   |             |                                      |           |           |                |
| IEST PRACTICAL DATE NOT LATER THAN 30 DAYS FROM COMMENCE-     |             |                                      |           |           |                |
| MENT OF TEMP. OPERATION AUTHORIZED HEREIN. ADVISE IN WRITIN   |             |                                      |           |           |                |
| WHEN (1) OPERATION COMMENCES UNDER THIS AUTH. AND (2) WHEN    |             |                                      |           |           |                |
| EXISTING LICENSED WEAR-TV ANTENNA STRUCTURE REDUCED TO 200    |             |                                      |           |           |                |
| FEET LEVEL.::: BUREAU 4-1-60 per ltr. atty                    |             |                                      |           |           |                |

Form BC 126  
June 1954

#3

COMM. TV

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WEAR-TV

Station location PENSACOLA, FLORIDA

Name of licensee ROLLINS TELECASTING, INC.

Transmitter location SEE CARD #1

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl<br>No.   | Date<br>Issued | Freq.  | Power     | Time<br>Div. | Period<br>From To |         |
|---|----------------|--|-----------|--------------|-------------------|---------|
| WIRE  | 4-8-60         | AUTHORIZATION GRANTED PER COMMISSION'S TELEGRAM OF MARCH 31, 1960 HEREBY MODIFIED TO SPECIFY RCA-25CL TRANSMITTER IN LIEU OF RCA 2 KW DRIVER PLUS RCA-25CL AMPLIFIER. ALL OTHER SPECIFICATIONS & CONDITIONS REMAIN UNCHANGED.  |           |              |                   |         |
| BMPCT-5449  | 4-18-60        | same   | same      | same         | 12-7-59           |         |
| Mod. CP (BPCT-2254, as repl. by BPCT-2454, as mod) date 9-22-60                       |                |  |           |              |                   |         |
| WIRE  | 5-25-60        | EXTENSION AUTHORITY GR. OPR. WEAR-TV TEMP. PER. END. 9-7-60 ACCORD. CP (BMPCT-5449, EXCEPT WITH TRANSMITTER POWERS & ANTENNA SPECIFD. IN SPECIAL TEMPORARY AUTHORIZATION DATED 3-31-60 AS MODIFIED 4-8-60.   |           |              |                   |         |
| WIRE  | 7-13-60        | RELET JUNE 6. PENDING COMPLETION CONSTRUCTION AND FILING OF LICENSE APPLICATION. AUTHORITY GRANTED OPERATE WEAR-TV TEMPORARILY ACCORDANCE CONSTRUCTION PERMIT BMPCT-5449 FOR PERIOD OF 30 DAYS AFTER COMMENCEMENT OF PROGRAMMED OPERATION BY TELEVISION STATION WLBT, JACKSON, MISSISSIPPI FROM SITE AUTHORIZED BY CONSTRUCTION PERMIT BPCT-2271, AS MODIFIED. CONDITIONS APPENDED TO CONSTRUCTION PERMIT BMPCT-5384 STILL APPLY. ADVISE WHEN OPERATION UNDER THIS AUTHORITY BEGINS. |           |              |                   | 7-17-60 |
| WIRE  | 8-22-60        | RELET AUGUST 19. EXTENSION AUTH. GRANTED OPERATE WEAR-TV TEMP. PERIOD ENDING SEPTEMBER 22, 1960 ACCORDANCE CP BMPCT-5449.  |           |              |                   |         |
| BMPCT-5510  | 9-8-60         | same   | same      | same         | 12-7-59           |         |
| Mod. CP (BPCT-2254, as repl. by BPCT-2454, as mod) date 12-22-60                      |                |  |           |              |                   |         |
| WIRE  | 9-22-60        | EXT. AUTH. GR. OPR. WEAR-TV TEMP. PERIOD END. 10-22-60 ACCORD CP BMPCT-5510. FURTHER EXT. IN ABSENCE OF FILING LIC. APPL. DOES NOT APPEAR WARRANTED.   |           |              |                   |         |
| BMPCT-5526  | 10-24-60       | CH #3  | V-100 kw  | U            | 12-7-59           |         |
| AM: 1220'   |                | 60-66  | A- 50 kw  |              | 12-22-60          |         |
| Mod. of CP (BPCT-2254, as replaced by BPCT-2454, as mod) to chg. type of transmitter. |                |  |           |              |                   |         |
| WIRE  | 10-24-60       | RE LIC APPLICATION BLCT-1076, AUTH GRANTED OPERATE WEAR-TV ON PROG TEST ACCORD SECT 3.629 RULES & C.P BMPCT-5526.  |           |              |                   |         |
|   |                | CH #3  | V-52.5 kw | U            |                   |         |
|   |                | 60-66  | A-31.8 kw |              |                   |         |
|   |                | LF   |           |              |                   |         |

Form BC 126

June 1954

Card 41

COMM. TV

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ..... WFLA-TV

Station location ..... TAMPA, FLORIDA

Name of licensee ..... POLLYS BROADCASTING, INC.

Transmitter location ..... SEE CARD #3

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No.                                    | Date Issued | Freq.                    | Power     | Time Div. | Period<br>From To |
|--|-------------|--------------------------|-----------|-----------|-------------------|
| BRCT-1076                                    | 7-27-62     | CH. 3                    | V-100 kw  |           | 2-1-62            |
| AH: 1220' MSL: 1397'                         |             | 60-66                    | A-50 kw   |           | 2-1-62            |
| CP (BPCT-2254 as replaced by BPCT-2154)      |             |                          |           |           |                   |
| which authorized changes in existing station |             |                          |           |           |                   |
| BRCT-442                                     | 1-10-64     | same                     | same      | same      | 2-1-64            |
| RENEWAL OF LICENSE                           |             |                          |           |           |                   |
| BRCT-442                                     | 1-10-64     | same                     | same      | same      | 2-1-67            |
| BMLCT-371                                    | 12-23-65    | same                     | same      | same      | 12-23-65          |
|  |             |                          | A-14.8 kw |           | 2-1-67            |
| Mod. of Lic. to reduce Aural ERP             |             |                          |           |           |                   |
| R BRCT-442                                   | 1-13-67     | CH. 3                    | V-100     | U         | 2-1-67            |
| B  |             | 60-66                    | A-14.8    |           | 2-1-70            |
| *RENEWAL OF LICENSE                          |             |                          |           |           |                   |
| BRCT-442                                     | 1-29-70     | RENEWAL OF LICENSE (S)   |           |           | 2-1-71            |
| SHORT TERM RENEWAL                           |             |                          |           |           |                   |
| BRCT-442                                     | 3-10-71     | RENEWAL OF LICENSE (S)   |           |           | 2-1-73            |
| EBSA   | 5-15-72     |                          |           |           |                   |
| BRCT-442                                     | 1-3-74      | Renewal of License (S)   |           |           | 2-1-76            |
| BRCT-442                                     | 3-17-76     | Ch. 3                    | V. 100 kw |           | 2-1-79            |
| AH: 1220' MSL: 1397'                         |             | 60-66                    | A. 14.8   |           |                   |
| Renewal of license                           |             |                          |           |           |                   |
| BRCTV-348                                    | 3-22-77     | Remote control authority |           |           |                   |
| (1)  |             |                          |           |           |                   |
| BRCT-7810021K                                | 3-13-79     | RENEWAL OF LICENSE (S)   |           |           | 2-1-82            |

CARD #1

FORM A-170

FORMERLY FCC FORM 94

## APPLICATION RECORD - BROADCASTING

COMMERCIAL TV BROADCAST

Call

NEW TV

Letters

NEW

Name GULFPORT BROADCASTING COMPANY, INC.

(2nd and Hyer Sts., Pensacola, Fla.)

| File No.     | Dated   | Application for   | Action    |  |
|--------------|---------|---|-----------|--|
|              |         |   | Nature    | Date   |
| BPCT-863     | 2-29-52 | Construction permit for new Commercial TV B/C Station.  | GRANTED   | Conditionally  |
| Recd & Filed | 3-3-52  | Frequency: Ch. #3, (60-66 Mcs.)<br>ERP: Vis. 53.6 kw; Aur. 26.8 kw<br>Hours of operation: Unlimited<br>S & T Location: East side of "F" St. between Maxwell and Bobe Sts., Pensacola, Fla. (434')<br>(Vis. & Aur. RCA, TT-10AL)<br>Filed by Harold E. Mott, Atty. | on 6-3-52 | (subj. to antenna site and structure approval)<br>Issued with BMPCT-1446 |

Commercial Radio Equipment Co., Engr.  
(Ed. Lorentz)

## APPLICATION RECORD BROADCASTING

COISM TV B/C

FORMERLY FCC FORM 94

Call  
Letters ~~4474~~ W2AR-TVName CULFPORT BROADCASTING COMPANY, INC.  
(2nd and Hyer Sts., Pensacola, Florida)

| File No.                              | Dated                         | Application for   | Action             |           |
|---------------------------------------|-------------------------------|---|--------------------|-----------|
|                                       |                               |   | Nature             | Date      |
| BPCT-863<br>AMENDED<br>Rec'd<br>Filed | 6-30-52<br>6-30-52<br>6-30-52 | (PURSUANT TO SIXTH REPORT & ORDER-4-11-52)<br>FREQ: Ch. #3, 60-66 mcs.<br>ERP: Vis. 53.6 kw., Aur. 26.8 kw.<br>Hours of operation: Unlimited<br>S-L: <del>5 E. Gregory St., Pensacola, Florida</del><br>T-L: East side of "F" St. Between Maxwell and<br>Bobe Sts., Pensacola, Florida<br>(Vis. & Aur. RCA, TT-10AL) (449')<br>Filed by Harold E. Mott, Atty. | SEE CARD<br>ACTION | NO. 1 FOR |
| AMENDED<br>Rec'd<br>Filed             | 7-23-52<br>7-28-52<br>7-28-52 | To change studio location from 5 E. Gregory St.<br>Pensacola, Florida to To be determined,<br>Pensacola, Florida  | GRANTED            | 12-9-53   |

Commercial Radio Equipment Co., Engr.  
(Edward F. Lorentz)

CARD # 3

COMM. TV B/C

FORM A-170

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters WEAR-TVName GULFPORT BROADCASTING COMPANY, INC.  
Mel Wheeler, Vice President, 2nd and Hyer Sts., Pensacola, Florida

| File No.  | Dated                         | Application for  | Action   |   |
|---|-------------------------------|--|--|---|
|   |                               |  | Nature   | Date  |
| BMPCT-1446<br>Rec'd<br><br>Resubmitted<br>Dated<br>Recd.<br>Filed | 9-21-53                       | Mod. of CP (BPCT - 863 which authorized a new Comm. TV B/C Sta.) to chg. ERP from V. 47.9 KW A. 24.0 KW to V. 55.4 KW A. 33.2 KW, chg. type of antenna. Chg. transmitter location from East Side of "F" St., between Maxwell and Bobe Sts., Pensacola, Florida, chg. studio location from 5 East Gregory St., Pensacola, Florida to U. S. Highway 90, 1.3 mi. SE of Belleview, Pensacola, Florida and make other equipment chgs. Filed by E. Stratford Smith, Attorney. (577') | <del>Returned - copy for later -<br/>1st - Serial and - transmits - on<br/>coordinates 7-26-53</del> | <del>to Atty's</del>                                      |
|   | 9-24-53                       |  |  |   |
|   | 10-1-53                       |  | GRANTED  | 10-20-53<br><sup>Letter</sup>                             |
|   | 10-2-53                       |  | (Issued with BPCT-863)   | (Request for <sup>proposed</sup> studio site not granted) |
| 10-2-53   |                               |  |  |   |
| BMPCT-1621<br>Recd.<br>Filed                                      | 12-1-53<br>12-3-53<br>12-3-53 | Mod. of CP (BPCT-863, as mod., which authorized a new Comm. TV B/C Station) to change studio location from "to be determined," Pensacola, Florida to U.S. Hwy. 90, 1.3 mi. SE of Belleview, Near Pensacola, Florida and request waiver of Filed by E. Stratford Smith, Atty. / Sec. 3.613 of the Commission's Rules.   | GRANTED  | 12-9-53   |

## APPLICATION RECORD - BROADCASTING

COMM TV B/C

FORMERLY FCC FORM 94

Call  
Letters WEAR-TVName GULFPORT BROADCASTING COMPANY, INC.  
(Pensacola, Florida)

| File No.                  | Dated                | Application for  | Action  |          |
|---------------------------|----------------------|--|---|----------|
|                           |                      |  | Nature  | Date     |
| Recd.                     | 3-5-54               | Remote Control Operation at 2nd and Hyer Streets, Mobile Highway, Pensacola, Florida, in connection with STATION WEAR-TV.<br>Filed by Harold E. Mott, Atty.      | Appli. rec'd letter 3-11-54 to atty. (Files of Comm. do not provide for such operation with Comm. TV B/C Stations). | 3-11-54  |
|                           | 3-10-54              |  |   |          |
| Recd.                     | 6-21-54              | Mod. of C.P. (BPCT-863, as mod.) for extension of completion date from 6-20-54 to 8-1-54<br>Filed by Vincent A. Pepper, Atty.                                    | Letter 6-30-54 application returned to Atty. (Late filing)  | 6-30-54  |
|                           | 6-23-54              |  |   |          |
| BPCT-1876<br>Recd & filed | 6-28-54<br>6-29-54   | CP to replace expired CP (BPCT-863 as Modified) which authorized a new commercial TV B/C station<br>Filed by Vincent A. Pepper, Atty.                            | GRANTED   | 7-6-54   |
| BPCT-262<br>Recd. & Filed | 11-20-54<br>12-28-54 | License to cover CP (BPCT-1876, which replaced expired CP (BPCT-863, as mod.,) which authorized a new Comm. TV B/C Station.<br>Filed by Vincent A. Pepper, Atty. | GRANTED   | 10-13-58 |
| Amended<br>Recd. & Filed  | 1-8-55<br>1-12-55    | Amended to correct Aural ERP. to 33.1 kw.<br>Filed by Vincent A. Pepper, Atty.   |   |          |

## APPLICATION RECORD - BROADCASTING

COM. TV B/C

Call

Letters W E A R-TVName GULFPORT BROADCASTING COMPANY, INC.(Pensacola, Fla.)

| File No.                  | Dated                | Application for  | Action  |         |
|---------------------------|----------------------|--|---------|---------|
|                           |                      |  | Nature  | Date    |
| BPCT-2254<br>RECD & FILED | 12-18-56<br>12-21-56 | Construction permit to make changes in facilities of existing Comm. TV B/C Station to change ERP from Vis. 55 KW., Aur. 33.1 KW to Vis. 100 KW, Aut. 50 KW, transmitter location from U.S. Highway 90, 1.3 miles S.E. of Belleview, Near Pensacola, Fla. to On State Hwy. 99 about 2.2 miles N. of Barrineau Park, Near Barrineau Park, Fla., type of transmitters, make antenna & make other equipment changes. (1001').<br>(VIS. & AUR. RCA TT-25CL)<br>Filed by Harold E. Mott, Atty. | GRANTED | 4-24-57 |
| BPCT-2454<br>Recd & filed | 1-15-58<br>1-15-58   | Construction permit to replace expired CP (BPCT-2254) which authorized changes in existing Comm. TV B/C station, which expired 12-24-57.<br>Harold E. Mott, Atty.  | GRANTED | 1-21-58 |



FORM BC-121

## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call  
Letters WEAR-TVName GULFPORT BROADCASTING COMPANY, INC.  
Pensacola, Florida

| File No.                                | Dated              | Application for  | Action   |         |
|---|--------------------|--|--|---------|
|   |                    |  | Nature   | Date    |
| BMPCT-5005<br>Recd & Filed              | 1-10-58<br>1-13-58 | Mod. of CP (BPCT-2254, as replaced by BPCT-2454, which auth. changes in existing station) to change T-L from State Hwy. 99, approx. 2.2 miles North of Barrineau Park, near Pensacola, Fla. to 3.4 miles North of U.S. Hwy. 90, near Elsanor School, Alabama; make changes in ant. sys. & equipment and change ant. ht. abv. aver. terrain to 1025 ft.<br>( <del>Station is now operated by</del> )<br>Harold E. Mott, Atty.<br>Edward F. Lorentz, Engr. | DISMISSED<br>PURSUANT SEC. 1.307 RULES<br>(Minimum separation requirement under Sec. 3.610 of rules) | 2-24-58 |
| BMPCT-5131<br>Recd. & filed<br>Ext. # 1 | 6-18-58<br>6-20-58 | Mod. of CP (BPCT-2254, as replaced by BPCT-2454,) to extend completion date from 7-21-58 to 1-21-59.<br>Filed by H. E. Forrest, Atty.  | GRANTED  | 7-15-58 |
| BMPCT-5255<br>Recd. & Filed             | 1-12-59<br>1-15-59 | Mod. of CP (BPCT-2254, as replaced by BPCT-2454, as mod.) to extend completion date from 1-21-59 to 6-21-59.<br>Welch, Mott and Morgan - attys   | GRANTED  | 1-29-59 |

FORM BC-121

APPLICATION RECORD - BROADCASTING

AUG. 1955

ROLLINS TELECASTING, INC. (5-6-59)

Call Letters WEAR-TV

Name X GULFPORT BROADCASTING COMPANY, INC.

Pensacola, Florida

| File No.                   | Dated            | Application for   | Action                  |   |
|----------------------------|------------------|---|-------------------------|---|
|                            |                  |   | Nature                  | Date  |
| BAPICT-25<br>Rec. & filed  | 4-7-59<br>4-8-59 | Voluntary assignment of construction permit and license to Rollins Telecasting, Inc. Leonard H. Marks-atty for assignee   | GRANTED<br>EFF: 6-12-59 | 5-6-59 COMM.  |
| BMPCT-5313<br>Recd & filed | 5-4-59<br>5-6-59 | Modification of construction permit (BPCT-2254 as replaced by BPCT-2454 as mod, which authorized changes in existing station) to change transmitter location from State Highway 99, approx 2.2 miles North of Barrineau Park, near Pensacola, Fla., to <del>the</del> <del>of</del> <del>Element School approx 3.4 miles North of US Highway 90 (about 25 miles W of Pensacola) Baldwin County, Alabama,</del> make changes in antenna system and antenna height above average terrain to 1223'<br>Filed direct | GRANTED                 | 7-22-59 (COMM)<br>Conditions: 1. That operating authority will not be gr. for the facilities specfd. herein until TV Station WLBT, CH 3, Jackson, Miss. commences regular program operation with the facilities authorized in its outstanding CP (BPCT-2271) 2. That the existing WEAR-TV antenna structure, at N 30° 26' 43" W L 87° 17' 01" |
| Letter (1)                 | 5-22-59          | Request for Waiver of Section 3.610 of Rules filed by Leonard H. Marks  |                         |   |

Dent'd on card # 7a

Aug. 1955

Call

Letters WEAR-TV

Name ROLLINS TELECASTING, INC. (5-6-59)

Name GULFPORT BROADCASTING COMPANY, INC.

Pensacola, Florida

| File No.  | Dated   | Application for   | Action  |      |
|---|---------|---|---|------|
|   |         |   | Nature  | Date |
| Cont'd from card # 7<br>BMPCT-5313  |         | Amended to change name to Rollins Telecasting, Inc., (and financial data)   | CONTINUED FROM CARD #7  |      |
| Amended   | 5-25-59 |   | shall be reduced in height so that the remaining structure shall not exceed a height of 200' above ground level, within 90 days following commencement of authorized program best operation from the new facilities specified herein. The Comm. shall |      |
| Recd & filed  | 5-29-59 |   |   |      |
| Amended   | 6-27-59 | Amended to change transmitter location to 3.91 miles N of US Highway 90, near Eleanor School, Alabama, change type of transmitters to RCA TP-25CL, make changes in antenna system and other equipment and antenna height above average terrain to 1213' |   |      |
| Recd & filed  | 6-30-59 |   |   |      |
| be advised in writing by the permittee when reduction of the above antenna structure has been accomplished. |         |   |   |      |

AUG. 1955

Call  
Letters WEAR-TVName ROLLINS TELECASTING, INC.  
Pensacola, Florida

| File No.                           | Dated                         | Application for  | Action    |  |
|------------------------------------|-------------------------------|--|-----------|--|
|                                    |                               |  | Nature    | Date   |
| BMPCT-5331<br>Recd & filed         | 6-13-59<br>6-19-59            | Mod. of CP (BPCT-2254, as replaced by BPCT-2454, as mod., which auth. changes in existing station) to extend completion date from 6-21-59 to 12-21-59<br>Filed by Leonard H. Marks, Atty.  | DISMISSED | 8-3-59 as Unnecessary. (BMPCT-5313 granted 7-22-59 by Comm. EXT date to 3-22-60)                               |
| BMPCT-5384<br>Received --<br>Filed | 8-26-59<br>8-31-59<br>9-14-59 | Modification of CP (BPCT-2254 as replaced by BPCT-2454 as mod, which authorized changes in existing station) to change transmitter location from 3.9 miles North of U.S. Highway 90, Near Elsanor School, (Baldwin County) Alabama TO 4.11 miles North of U.S. Highway 90, Near Elsanor School, (Baldwin County) Alabama; make changes in the antenna system and antenna height above average terrain to 1223 feet. Request for waiver of Sec. 3.610 of the Commission's Rules<br>Filed by Paul Dobin, Atty, C. R. Chambers, Engr. | GRANTED   | 10-7-59 (COMI) SAME CONDITIONS AS ON BMPCT-5313 cards 7 & 7-A ALSO GRANTED WAIVER OF SECTION 3.610(b) OF RULES |

## APPLICATION RECORD - BROADCASTING

COMM. TV

FORMERLY FCC FORM 94

Call Letters WEAR-TV

Name ROLLINS TELECASTING, INC.  
Pensacola, Florida

| File No.  | Dated    | Application for  | Action  |          |
|---|----------|--|---|----------|
|   |          |  | Nature  | Date     |
| BMPCT-5449<br>Recd. & Filed   | 3-1-60   | Mod. of CP (BPCT-2254, as replaced by BPCT-2454, as mod., which authorized changes in existing station) to extend completion date from 6-7-60 to 9-22-60.<br>Filed by Stanley B. Cohen, Atty.      | GRANTED   | 4-18-60  |
|   | 3-2-60   |  |   |          |
| BMPCT-5510<br>Rec & Filed   | 8-26-60  | Mod. of CP (BPCT-2254, as replaced by BPCT-2454, as mod., which authorized changes in existing station) to extend completion date from 9-22-60 to 1-1-61.<br>Leonard E. Marks-atty                 | GRANTED   | 9-8-60   |
|   | 8-31-60  |  |   |          |
| BMPCT-5526<br>Recd. & Filed   | 10-20-60 | Mod. of CP (BPCT-2254, as replaced by BPCT-2454, as mod., which authorized changes in existing station) to change type of transmitter from RCA TT-25CL to RCA TT-25BL<br>Roy F. Perkins, Jr. Atty. | GRANTED   | 10-24-60 |
|   | 10-21-60 |  |   |          |
| structure shall not exceed a height of 200' above ground level within 90 days following commencement of authorized program test operation from the new facilities specified herein. The Comm. shall be advised in writing by the permittee when reduction of the above antenna over |          |  | Condition that the existing WEAR-TV antenna structure at NL 30° 26' 43" WL 87° 17' 01" shall be reduced in height so that the remaining |          |

APPLICATION RECORD - BROADCASTING

COMMERCIAL TV B/C

Call  
Letters WEAR-TV

Name ROLLINS TELECASTING, INC.  
Pensacola, Florida

| File No.                 | Dated                | Application for  | Action  |          |
|--------------------------|----------------------|--|---------|----------|
|                          |                      |  | Nature  | Date     |
| BLCT-1076<br>Recd.&Filed | 10-20-60<br>10-21-60 | License to cover CP (BPCT-2254, as replaced by BPCT-2454, as mod.) which authorized changes in existing station.<br>Roy F. Perkins, Jr., Atty. | GRANTED | 7-27-62  |
| BRCT-442<br>Recd.&Filed  | 11-29-60<br>11-30-60 | RENEWAL OF LICENSE<br>Stanley B. Cohen, Atty.  | GRANTED | 4-26-61  |
| BRCT-442<br>Recd.&Filed  | 10-29-63<br>11-4-63  | RENEWAL OF LICENSE<br>Paul Dobin, Atty.  | GRANTED | 1-10-64  |
| BMLCT-371<br>Recd.&Filed | 11-24-65<br>12-1-65  | Mod. of license to reduce Aural ERP from 50 kw to 14.83 kw; and change Aural transmitter to RCA TT-10AL.<br>Cohn and Marks, Atty.              | GRANTED | 12-23-65 |
| BRCT-442<br>R & F        | 10-4-66<br>11-2-66   | RENEWAL OF LICENSE<br>Paul Dobin, Atty. (Cohn & Marks)   | GRANTED | 1-13-67  |

FORM BC-121

## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call  
Letters WEAR-TVName ROLLINS TELECASTING, INC.Ch. 3 Pensacola, Florida

| File No.          | Dated                   | Application for  | Action            |          |
|-------------------|-------------------------|--|-------------------|----------|
|                   |                         |  | Nature            | Date     |
| Ltr. (3)<br>Press | 11-13-68<br>NOV 18 1968 | Req. waiver of Sec. 73.652(a) of Comm's<br>Rules to identify the station as Pensacola,<br>Florida - Mobile, Alabama.<br>Ronald A. Siegel (Marcus Cohn) | GRANTED           | 12-24-68 |
| BRCT-442          | 10-30-69                | RENEWAL OF LICENSE   | GRANTED           | 1-29-70  |
| R & F             | 10-31-69                | Robert B. Jacobi, atty. (Cohn & Marks)   | COMMISSION ACTION |          |
| \$150 #553895     | "                       | AMENDED 12-31-69 re legal  | SHORT TERM        |          |
| PN Recd.          | "                       |  |                   |          |
| PRESS             |                         |  |                   |          |
| ENGR. DATA FILED  | 7-8-70                  |  |                   |          |
| BRCT-442          | 10-25-70                | RENEWAL OF LICENSE   | GRANTED           | 3-10-71  |
| Rec. & filed      | 11-2-70                 | Robert B. Jacobi (Cohn and Marks)  | COMMISSION ACTION |          |
| PN RECD           | 11-2-70                 | Amended 12-17--70 re Sec. IV-B   |                   |          |
| PRESS             |                         |  |                   |          |

Smith &amp; Pepper now represents WEAR-TV per ltr. 9-9-71

APPLICATION RECORD - BROADCASTING

COMMERCIAL TV

Call Letters WEAR-TV

Name ROLLINS TELECASTING, INC.  
CH-3 PENSACOLA, FLORIDA

| File No.                                 | Dated  | Application for   | Action                        |         |
|--|--|---|-------------------------------|---------|
|  |  |   | Nature                        | Date    |
| BRCT-442<br>R & F<br>PN REC<br>PRESS     | 10-25-72<br>11-3-72<br>11-3-72<br><b>DEC 12 1972</b> | RENEWAL OF LICENSE<br>Arthur V. Weinberg (Smith & Pepper)<br>Amended 3-6-73 re equal employment | GRANTED<br>COMMISSION ACTION. | 1-3-74  |
| BRCT-442<br>R & F<br>PN Rec'd:<br>PRESS: | 9-15-75<br>9-24-75<br>9-24-75<br><b>2 DEC 1975</b>   | RENEWAL OF LICENSE<br>Annual Report Filed   | GRANTED                       | 3-17-76 |



## APPLICATION RECORD - BROADCASTING

COMM. TV

Call  
Letters WEAR-TVName ROLLINS TELECASTING, INC.  
Ch. 3 PENSACOLA, FLORIDA

| File No.                          | Dated                            | Application for   | Action  |         |
|-----------------------------------|----------------------------------|---|---------|---------|
|                                   |                                  |   | Nature  | Date    |
| BRCTV-348<br>R & F<br>Press:      | 1-27-77<br>2-4-77<br>FEB 24 1977 | Request for authority to operate transmitter<br>by remote control from: WEAR-TV Studio,<br>Mobile Highway, Pensacola, Florida<br><br>Arthur V. Weinberg, Atty. (Smith & Pepper) | GRANTED | 3-22-77 |
| BRCT-781002KK<br>PRESS<br>PN RECD | OCT 6 1978<br>10-2-78            | RENEWAL OF LICENSE  | GRANTED | 3-13-79 |

## 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 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 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 television station history.

