

WJKS-TV

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CATALOG NO. 4550L 1/5

Form BC 126 TEMP. AUTH. OPER. re CP AUTH. 2-17-66 Began 2-19-66

COMM. TV

June 1954 PROG. TEST AUTH. 3-4-66

BROADCASTING STATION LICENSE RECORD

Date first licensed 5-8-67 (Off. # 614)

CH 12

WJKS-TV (4-21-64)

Call letters WJKS

Station location JACKSONVILLE, FLORIDA

ZIFF-DAVIS BROADCASTING COMPANY, DIVISION OF ZIFF-DAVIS PUBLISHING COMPANY (AL gr. 2-26-81)

X ZIFF-DAVIS BROADCASTING COMPANY (ML 10-30-79)

Name of licensee X RUST CRAFT BROADCASTING COMPANY

9117 HOGAN ROAD, JACKSONVILLE, FLORIDA (BPCT-4088 4-24-68)

X Hogan Road near Southside Boulevard, Near Jacksonville, Florida (BPCT-6082 5-28-65)

Transmitter location X 1851 Southhampton Road, Jacksonville, Florida

9117 HOGAN ROAD, JACKSONVILLE, FLORIDA (BPCT-4088 4-24-68)

X Hogan Road near Southside Boulevard, Near Jacksonville, Florida (BPCT-6082 5-28-65)

Main studio location X (To be determined) Jacksonville, Florida

CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No. | Date Issued | Freq. | Power | Time Div. | Period From- To |
|---|-------------|---|-----------|------------|-----------------|
| BPCT-3194 | 9-11-63 | CH.#36 | V-500 kw | U | 11-11-63 |
| AH: 610' MSL:997' | | 602-608 | A-250 kw | MSL:997' | 5-11-64 |
| <u>Construction Permit for a New Comm. TV B/C Station.</u> | | | | | |
| REPORT AND ORDER ADOPTED 7-29-64 DOCKET 15403 EFFECTIVE | | | | | |
| 9-8-64 OUTSTANDING CP AUTH. OF WJKS-TV IS MODIFIED TO SPECIFY OPERATION ON CHANNEL 17 IN LIEU OF CH#36 SUB.CONDITIONS | | | | | |
| Notify Comm. by 8-20-64 if acceptable; Submit by 8-20-64 | | | | | |
| TECH. DATA FOR CH#17 CP AND CONDITIONED THAT COMM.MAY SPECIFY OPER. BY PERMITTEE ON SUCH OTHER COMM.CHANNEL AS MAY BE ASSIGNED BY DECISION IN DOCKET 14229. | | | | | |
| DOCKET-15403 | 8-21-64 | CH.17 | V-513 kw | U | 11-8-64 |
| AH: 610' MSL:997' | | 488-494 | A-257 kw | EFF:9-8-64 | 3-8-65 |
| <u>Modifying outstand auth. to specify oper. on CH.17.</u> | | | | | |
| BTC-4706 | 12-18-64 | Voluntary transfer of control of Rust Crsft Greeting Cards, Inc. (parent corp. of permittee corp.) from the "Berkman Group" (de facto control) to the "Berkman Group" (de jure control). EFF: 3-15-66 | | | |
| BMPCT-6065 | 5-28-65 | CH.17 | V.646 kw | U | 11-8-64 |
| BMPCT-6082 | 5-28-65 | 488-494 | A.129 kw | | 11-28-65 |
| AH:500' MSL: 549' / Mod. of CP (BPCT-3194, as mod) to chg. ERP, TL, type of transmitters, antennas, decrease AH, ext. of time | | | | | |
| BMPCT-6127 | 7-29-65 | Ch. 17 | V-1020 kw | U | 11-8-64 |
| AH: 500 MSL: 549 | | 488-494 | A-102 kw | | 1-29-66 |
| <u>Mod of CP (BPCT-3194) to chg. ERP, and type of transmitter</u> | | | | | |
| BMPCT-6210 | 2-18-66 | same | same | same | 11-8-64 |
| <u>Mod. of CP (BPCT-3194, as mod) to extend date</u> 8-18-66 | | | | | |
| WIRE | 2-17-66 | PENDING FILING LIC. APPL., AUTH. GR. | | | |
| OPERATE WJKS-TV TEMP. PER. END. 2-28-66 ACCORDANCE CP (BMPCT-6127). ADVISE: BEGAN 2-19-66 | | | | | |
| WIRE | 3-4-66 | RE TENDERED LIC. APPL., AUTH. GRANTED | | | |
| OPER. WJKS-TV ON PROGRAM TEST ACCORD. SEC. 73.629 RULES AND CP BMPCT-6210 | | | | | |
| BLCT-1552 | 5-8-67 | CH-17 | V-1020 kw | U | 5-8-67 |
| AH:500' MSL:549' | | 488-494 | A-102 kw | | 2-1-70 |
| <u>Lic. to cover CP (BPCT-3194, as mod)</u> | | | | | |
| BPCT-4088 | 4-24-68 | CH.17 | V-725 kw | DA U | 6-24-68 |
| AH: 980' MSL:1049' | | 488-494 | A-72.5 kw | DA | 12-24-68 |
| <u>CP to Chg. ERP, type of antenna, AH.</u> | | | | | |
| BMPCT-6937 | 11-21-68 | | | | 5-21-69 |
| <u>MP (BPCT-4088) extend date</u> | | | | | |

Form BC 126

#2

COMM. TV

June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WJKS-TV

Station location JACKSONVILLE, FLORIDA

Name of licensee RUST CRAFT BROADCASTING COMPANY

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No. | Date Issued | Freq. | Power | Time Div. | Period From- To |
|---------------------------|-----------------|-------------------------------------|------------------|--------------|--------------------|
| WIRE GR. OPER. | 4-25-69 | PENDING FILING | LIC. APPLI. | AUTH. | |
| | TEMP. PER. END. | 5-21-69 | ACCORD. | BPCT-4088. | |
| WIRE OPER. ON PTA SEC. | 5-20-69 | RE TENDERED LIC. | APPLI. AUTH. GR. | | |
| | 73.629 | RULES AND CP | BMPCT-6937. | | |
| BRCT-614 | 3-31-70 | RENEWAL OF LICENSE (S) | | | 2-1-73 |
| BTC-6617 | 7-14-71 | Vol. TC | | | |
| BLCT-1883 | 7-23-71 | Ch. 17 V. 759 kw DA | U | | 7-23-71 |
| AH: 980' MSL: 1049' | | 488-494 A. 75.9 kw | | | 2-1-73 |
| | | Lic. (BPCT-4088 as mod) chg. | | | |
| BSCT-614 | 9-8-71 | Correct Horizontal field pattern | | | 2-1-73 |
| EBSA | 5-15-72 | | | | |
| BRCT-614 | 1-31-73 | Renewal of License (S) | | | 2-1-76 |
| BRCT-614 | 3-19-76 | Renewal of license (S) | | | 2-1-79 |
| BTC-8567 | 5-10-78 | VOL. T/C | | | |
| BRCT-781002KN | 1-23-79 | Ch-17, 488-494 MHz | Unl. | | 2-1-82 |
| AH: 980' MSL: 1049' | | ERP: V-759kW(DA), A-75.9kW(DA) | | | |
| | | Renewal of License | | | |
| BPCT-* | 10-30-79 | CP TO CHG. ERP: TYPE | | | 4-30-81 |
| | | TRANSMITTER, TYPE ANT. AND HAAT. | | | |
| *790608KF | | V-1450KW CH-17 | | | |
| AH: 990' MSL: | | A-145 kW 488-494 | | | |
| | 1049' | | | | |
| BRCCT- 791022KI | 3-28-80 | Remote control authority | | | |
| BRCCT-800221KH | 7-18-80 | Remote control authority | | | |
| BMLCT790702KF | 10-30-79 | ML TO CHANGE NAME | | | |
| BALCT-810121KJ | 2-26-81 | VOL. AL | | | |

FORM BC-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

Commercial TV

Call ~~WJKS-TV (4-21-64)~~
Letters ~~NS-4-B-5-N~~

Name RUST CRAFT BROADCASTING COMPANY
c/o Fred Weber, Exchange Realty Building, Steubenville, Ohio

| File No. | Dated | Application for | Action | |
|------------------------------|-----------------------------|---|--------------------------------------|---------|
| | | | Nature | Date |
| BPCT-3194 Rec. & filed | 5-8-63 5-14-63 | Construction permit for a new Commercial Television Broadcast station: Ch: 36, 602-608 Mhz ERP: Vis. 480 kw Aur. 240 kw Hours of Operation: Unlimited T-L: 1851 Southampton Rd., Jacksonville, Fla. S-L: To be determined, Jacksonville, Fla. (RCA TTU-25B) AH: 606.6 ft. STATION LOCATION: JACKSONVILLE, FLORIDA Arnold, Fortas & Porter, Atty. Willis Beecher, Engr. | GRANTED | 9-11-63 |
| BMPCT-5968 Recd. FILED | 4-7-64 4-9-64 4-14-64 | Mod. of CP (BPCT-3194, which authorized a new Comm. TV B/C Station) to extend completion date from 5-11-64 to _____. Reed Miller-atty (Arnold, Fortas & Porter) | DISMISSED AS MOOT AUGUST 27, 1964 | |

Form BC-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WJKS-TV

Name RUST CRAFT BROADCASTING COMPANY
Jacksonville, Florida

| File No. | Dated | Application for | Action | |
|--|----------|--|--------------|----------|
| | | | Nature | Date |
| TECH. DATA (3) Received | 8-7-64 | TECHNICAL DATA submitted in response to the Commission's Report and Order adopted 7-29-64 in Docket 15403 to be effective 9-8-64; modifying WJKS-TV's outstanding authorization to specify operation on Channel 17 in lieu of Channel 36. Applicant accepts modification. Arnold, Fortas & Poster-atty (Thomas G. Fisher) | GRANTED | 8-21-64 |
| | 8-12-64 | | | |
| be assigned to Jacksonville, Florida, in lieu of CH. 17, by decision in the rule making proceeding Docket No. 14229. | | | | |
| BTC-4706 R&F | 11-28-64 | Voluntary transfer of control of Rust Craft Greeting Cards, Inc. (parent corp. of permittee corp.) from ^{the} "Berkman Group" (de facto control) to the "Berkman Group" (de jure control) R. Russell Egan-atty. | GRANTED | 12-18-64 |
| | 11-30-64 | | | |
| | | | EFF: 3-15-66 | |

APPLICATION RECORD - BROADCASTING

COMM. TELEVISION

Call WJKS-TV
Letters

Name RUST..CRAET..BROADCASTING..COMPANY
CH. 17 JACKSONVILLE, FLORIDA

| File No. | Dated | Application for | Action | |
|----------------------------|--------------------|--|-----------------------------------|---------|
| | | | Nature | Date |
| BMPCT-6065 Recd.&Filed | 2-6-65 2-8-65 | Mod. of CP (BPCT-3194,as mod. by Docket #15403, which auth. a new Comm. TV station) to extend completion date from 3-8-65 to _____ Thos. G. Fisher, Atty. (ARNOLD, FORTAS, PORTER)* | GRANTED Issued with BMPCT-6082 | 5-28-65 |
| BMPCT-6082 Recd.& Filed | 4-7-65 4-12-65 | Mod. of CP (BPCT-3194, as mod., by Docket No. 15403, which auth. a new Comm. TV B/C Station) to change ERP from Vis. 513 kw, Aur. 257 kw TO Vis. 661 kw (Horiz), Aur. 132 kw (Horiz); change Transmitter location from 1851 Southhampton Road, Jacksonville, Florida and Studio location from "To be determined", Jacksonville, Florida Both to Hogan Road near Southside Boulevard, Jacksonville, Florida; change type transmitters to G. E. TT-57A; type of antenna to G. E. TY-106-B; make changes in antenna structure and decrease antenna height above average terrain to 498 feet. Reed Miller=atty (Arnold, Fortas & Porter) Willis C. Baschet=engr. | GRANTED Issued with BMPCT-6065 | 5-28-65 |
| Amended R & F. | 4-21-65 4-22-65 | Amended to request Waiver of Section 73.613 of Commission's Rules, WASHINGTON, D. C. | | |

APPLICATION RECORD - BROADCASTING

COMM. TELEVISION

Call
Letters WJKS-TVName RUST CRAFT BROADCASTING COMPANY
CH. 17 JACKSONVILLE, FLORIDA

| File No. | Dated | Application for | Action | |
|---------------------|----------------------|---|---------|---------|
| | | | Nature | Date |
| BMPCT-6127 R & F | 6-23-65 7-2-65 | Mod. of CP (BPCT-3194, as mod., by Docket No. 15403, which auth. a new Comm. TV B/C Station to change ERP from Vis. 646 kw, Aur. 129 kw to Vis-1017 kw (HORZ.) Aur-101.7 kw (HORZ); change type of transmitter from RCA TT-57A TO G.E. TT59A. <u>Reed Miller, Atty. ARNOLD, FORTAS, PORTER</u> | GRANTED | 7-29-65 |
| EMPCT- 6210 | 12-20-65 12-22-65 | Mod. of CP (BPCT-3194, as mod., which auth. a new station) to extend completion date from 1-29-66 to 3-30-66. <u>Arnold and Porter-attys (Harry Huge)</u> | GRANTED | 2-18-66 |
| BLCT-1552 R & F | 2-26-66 2-28-66 | License to cover CP (BPCT-3194, as mod.,) which authorized a new Comm. TV B/C Station. <u>Harry Huge, Atty. (ARNOLD & PORTER)</u> | GRANTED | 5-8-67 |

APPLICATION RECORD - BROADCASTING

Call
Letters WJKS-TVName RUST CRAFT BROADCASTING COMPANYCH. 17 JACKSONVILLE, FLORIDA (c/o Fred Weber, Vice Pres. 114 S. Kenyon Dr. Margate City, N.J.)

| File No. | Dated | Application for | Action | |
|--|--|--|---------|----------|
| | | | Nature | Date |
| BPCT-4088 R & F FEB 29 1968 | 2-20-68 2-20-68 | Construction Permit to make the following changes: ERP: Vis. 725 kw (HORZ); Aur. 72.5 kw (HORZ); redescribe TL and SL as 9117 Hogan Rd., Jacksonville, Florida; type of antenna to GE TY-97-A; antenna structure and increase antenna height above average terrain to 979.3 feet. David H. Lloyd, Atty. (Arnold & Porter) | GRANTED | 4-24-68 |
| BPCT-6937 Eadd. Filed \$30. #471379 PRESS NOV 18 1968 | 11-8-68 11-8-68 11-12-68 11-8-68 | MP (BPCT-4088) to extend completion date to March 24, 1969 | GRANTED | 11-21-68 |
| BLCT-1883 Recdy FILED \$150 #512945 \$120 REFUNDED PRESS MAY 27 1969 | 5-9-69 5-12-69 5-19-69 5-12-69 5-23-69 | LICENSE (BPCT-4088, as mod.) for changes. Reed Miller, Atty. (Arnold & Porter) | GRANTED | 7-23-71 |

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call
Letters WJKS-TVName RUST CRAFT BROADCASTING COMPANY
CH. 17 JACKSONVILLE, FLORIDA

| File No. | Dated | Application for | Action | |
|---|---|--|---------------------|--------------------------|
| | | | Nature | Date |
| BRCT-614 R & F \$150 #551698 PN Recd. PRESS | 10-17-69 10-24-69 " " NOV 13 1969 | RENEWAL OF LICENSE Anne W. Branscomb, Atty. (Arnold & Porter) | <u>I</u> GRANTED | 3-31-70 |
| ----- | | | | |
| ENGR. DATA FILED 6-4-70 | | | | |
| BTC-6617 R & F #015770 \$250 AC: 055 PRESS: | 7-11-71 7-12-71 7-12-71 JUL 14 1971 | Voluntary transfer of control of Rust Craft Greeting Cards, Inc. (parent corporation) from the Berkman Group (de jure control) to the Berkman Group (de facto control). Atty.: Percy H. Russell (Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe) | <u>I</u> GRANTED | 7-14-71 |
| BTC-6946 R & F #102508 \$250 AC: 055 PRESS: | 8-18-72 8-22-72 8-22-72 AUG 30 1972 | Voluntary transfer of control of Rust Craft Greeting Cards, Inc. (parent corporation of licensee) from the Berkman Group (de jure control) to the Berkman Group (de facto control). Atty.: Percy H. Russell (Kirkland, Ellis & Rowe) | <u>I</u> GRANTED | 8-31-72 Eff: 10-30-72 |

APPLICATION RECORD - BROADCASTING

Call Letters WJKS-TV

Name RUST CRAFT BROADCASTING COMPANY
CH-17 JACKSONVILLE, FLORIDA

| File No. | Dated | Application for | Action | |
|---|-------------|--|---------|---------|
| | | | Nature | Date |
| BRCT-614 R & F PN REC PRESS | 10-28-72 | RENEWAL OF LICENSE | GRANTED | 1-31-73 |
| | 11-1-72 | Reed Miller (Arnold & Porter) | | |
| | 11-1-72 | | | |
| | NOV 22 1972 | | | |
| BRCT-614 R & F PN Rec'd: PRESS: | 9-18-75 | RENEWAL OF LICENSE | GRANTED | 3-19-76 |
| | 10-1-75 | Atty: Erwin G. Krasnow (Kirkland, Ellis & Rowe) | | |
| | 10-1-75 | Annual Report Filed | | |
| | 29 OCT 1975 | | | |
| BTC-8567 R&F PN RECD PRESS (Form 315) | 1-12-78 | Voluntary transfer of control of Rust Craft Greeting Cards, Inc. (parent corporation of licensee) from the Berkman Group (de facto control) to Ziff Corporation. Atty.: R. Russell Eagan & John C. Quale (Kirkland & Ellis) | GRANTED | 5-10-78 |
| | 1-17-78 | | EFF: | 3-22-79 |
| | | Contours filed 11-17-75 Amended 2-13-78 re programming | | |

BTC-8567

PETITION FOR RECONSIDERATION filed 6-12-78 by Geoff Bentley on behalf of Jack N. and Myles P. Berkman.

See WSTV-TV -----

COMMERCIAL TELEVISION
APPLICATION RECORD BROADCASTING

Call Letters: WJKS-TV

ZIFF-DAVIS BROADCASTING COMPANY

Name: KRUST CRAFT BROADCASTING COMPANY

CH-17

Station Location: JACKSONVILLE, FL

| File No. | Date | Description | Action and Date |
|-----------------------------------|------------------------------|---|------------------|
| BRCT-781002KN PRESS: | 10-16-78 | Renewal of License | GRANTED 1-23-79 |
| BPCT-790608KF R & F PRESS: | 6-6-79 6-8-79 9-26-79 | CP to chg. ERP to Vis. 4570kW(M) 1450kW(H)RMS, Aur. 145kW(H)RMS; chg. type trans. to Harris BT-110U1; type ant. to RCA TFU-28DAS (BT); and HAAT 990 ft. Atty.: Steven A. Lerman (McKenna, Wilkinson & Kittner) | GRANTED 10-30-79 |
| BMLCT-790702KF R & F PRESS: | 6-26-79 7-2-79 9-26-79 | Mod. of Lic. to chg. name to Ziff-Davis Broadcasting Company. Atty.: Steven A. Lerman (McKenna, Wilkinson & Kittner) | GRANTED 10-30-79 |

COMMERCIAL TELEVISION
APPLICATION RECORD-BROADCASTING

ZIFF-DAVIS BROADCASTING COMPANY, DIVISION OF ZIFF-DAVIS PUBLISHING COMPANY

Call Letters: WJKS-TV

Name: ZIFF-DAVIS BROADCASTING COMPANY

CH-17

Station Location: JACKSONVILLE, FL

| File No. | Date | Description | Action and Date |
|------------------------------|----------------------|--|-----------------|
| BRCCT-791022KI R & F | 10-15-79 10-22-79 | Request authority to operate trans. by remote control from 9117 Hogan Road, Jacksonville, FL Atty.: Steven A. Lerman (McKenna, Wilkinson & Kittner) | GRANTED 3-28-80 |
| BRCCT-800221KH | | Request for auth. to operate by RC from WJKS-TV 9117 Hogan Rd., Jacksonville, Florida. | GRANTED 7-18-80 |
| BLCT-800225KG R & F | 2-22-80 2-25-80 | Lic. to cover (BPC-790608KF) for chgs. in ERP, type trans. & ant., and HAAT. Atty.: Steven A. Lerman (McKenna, Wilkinson & Kittner) | 11-21-80 |
| BALCT-810121KJ (Form 316) | | Vol. AL to Ziff-Davis Broadcasting Company, Division of Ziff-Davis Publishing Company. | GR. 2-26-81 |

REPLY 5-1-81 - by STEVEN A. LERMAN FOR WJKS - T TV

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.

