

WKRC-TV



**REMOVABLE LABEL GUIDE**

**Cat. No. 4550L**

**Patent No. 1330126**

June 1954 card # 1

5  
BROADCASTING STATION LICENSE RECORD

First C.O. 8-11-55 (Started 9-5-55)

Date first licensed 10-17-56 (Off.No. 219)

Call letters WKRG-TV  
(Station Location) Mobile, Alabama

Name of licensee WKRG-TV, INC.

U.S. Highway 31, 5.1 miles east of junction with Highway 90, near Mobile, Ala. (BPCT-46426-12-57) LIC. 7-28-58  
 X 0.8 mile east of junction of U.S. 31 and U.S. 90, near Mobile, Alabama (BPCT-2160 11-8-56)  
 Transmitter location X Cottage Hill Road, 0.58 mile W. of Esalea Road, Nr. Mobile, Alabama

150 St. Louis St., Mobile, Alabama (BPCT-2160 11-8-56) LIC. 7-28-58)  
 X 162 St. Louis Street (Ltr. from Atty. 7-28-55)  
 Main studio location X 150 St. Louis St., Mobile, Alabama & Comm. letter 8-10-55)



**BROADCASTING STATION LICENSE RECORD**

Date first licensed .....

Call letters **WKRG-TV** .....

Station location .....

Name of licensee **WKRG-TV, INC.** .....

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 LIC. APPL. EXT. AUTH. ACCORD. BPCT-2446.	1-30-58				TO MAINTAIN EXIS. SERVICE & PENDING FILING PERIOD END. 2-15-58
WIRE APPL. EX. AUTH. OPER. ACCORD BPCT-2446	2-14-58				PENDING ACCEPTANCE & CONSIDERATION LICENSE ENDING 2-25-58
WIRE	2-24-58				RE LIC. APPL BLCT-794. PROGRAM TEST AUTHORIZED ACCORD. BPCT-2446.
BTC-2706	2-20-58				Voluntary transfer of control of permittee and licensee corporation from Shirley Rester Konrad, T.J. Rester, Jr., T.K. Jackson, Jr., and 13 other stockholders to Giddens TV, Incorporated (COND.) EFF: 4-4-58
TELEGRAM	3-28-58				Action on renewal deferred 3-27-58 and continued operation authorized until final determination on application.
BRCT-219 AH: 530' Long Form	6-18-58	CH#5 76-82	V-100 kw A-50 kw	U	6-18-58 4-1-61 RENEWAL OF LICENSE
BLCT-794 AH: 1050'	7-28-58	CH # 5 76-82	V-100 kw A-50 kw	U	7-28-58 4-1-61 License to cover CP (BPCT-2160, as mod)
BRCT-219	3-22-61	same	same	same	4-1-61 RENEWAL OF LICENSE 4-1-64
BTC-4461	1-17-64				Voluntary transfer of negative control of Giddens TV, Inc. (intermediate holding company of licensee corporation) through transfer of stock of Mobile Press Register, Inc. (50% holding company of Giddens TV, Inc.) from Lillian C. McGowin, Joseph F. McGowin II et al as individuals & Trustees to Lillian C. McGowin, Joseph F. McGowin II et al as Voting Trustees. EFF: 1-23-64
BRCT-219	3-24-64	same	same	same	4-1-64 RENEWAL OF LICENSE 4-1-67
MLCT-509	2-28-66	same	same A-20 kw	same	2-28-66 4-1-67 Mod of Lic. to reduce Aural ERP
BTC-5178	9-28-66				Voluntary acquisition of positive control of Giddens TV, Inc. (Parent Corp. of Lic. corp) by Kenneth R. Giddens thru purchase of stock by WNRG-TV, INC. from the NOBLE PRESS REGISTER, INC. EFF: 10-5-66

Form BC 126  
June 1954

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ..... WKRG-TV

Station location .....

Name of licensee ..... WKRG-TV, INC.

Transmitter location ..... SEE CARD #1

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To
WIRE	5-1-67	AUTH. GR. OPERATE WKRG-TV TEMPORARILY			
	PERIOD END. 5-25-67	WITHOUT LOWER 3.58 MHZ TRAP SUBJECT			
		CAUSING NO INTERFERENCE OTHER AUTHORIZED SERVICE. ADVISE			
		WHEN NORMAL OPERATION RESUMED.			
BRCT-219	3-29-67	CH. 5	V-100 kw	U	4-1-67
AH: 1050' MSL 1199			A- 20 kw		4-1-70
RENEWAL OF LICENSE					
BRCT-219	9-16-71	RENEWAL OF LICENSE (S)			4-1-73
BPCT-4498	4-27-72	CP chg.	type of trans.		10--27-73
EBSA	5-15-72				
WIRE	8-9-72	PENDING FIL. LIC. APPLI. AUTH. GR.			
OPER. TEMP. PER. END.	9-9-72	ACCORD CP BPCT-4498.			
WIRE	9-12-72	ABOVE AUTH. EXT. TO 10-9-72			
Wire	9-27-72	Re tend. lic. appl. auth. gtd. oper. PTA			
		accord. 73.629 Rules & PCT-4498.			
BLCT-2175	10-26-72	Ch-5	V-100kw	Unl.	10-26-72
AH: 1050' MSL: 1199'		76-82	A-20kw		4-1-73
Lic. (BPCT-4498) to chg. type trans.					
BRCT-219	4-27-73	(s) RENEWAL OF LICENSE			4-1-76
BRCT-219	3-9-76	Renewal of license (S)			4-1-79
BTC-8216	12-28-76	Voluntary transfer of control.			
BRCT-781201KX	9-13-79	RENEWAL OF LICENSE (S)			4-1-82

FORMERLY FCC FORM 94

Kenneth R. Giddens &amp; T. J. Rester, a partnership,

Call

Letters

New WKRC-TV

Name d/b as GIDDENS & RESTER

(P. O. --- P. O. Box 1101, Downtown Theatre Building, Mobile, Alabama)

File No.	Dated	Application for	Action	
			Nature	Date
HPCT-690	2-17-51	Construction for new Commercial TV Broadcast Station:	See Action Card # 3	
Recd & Filed	2-19-51	Frequencies: Ch. No. 5, 76-82 Mcs. ERP: Vis. <del>1.39</del> kw, Aur. <del>.695</del> kw S-L: <del>Between Gulf, Mobile and Ohio Railroad tracks and Telegraph Road and 1/2 mile due south of Three Mile Creek, Mobile, Ala.</del> T-L: <del>Southeast 1/4 of Section 3, Mobile, Alabama, (Same as WKRC &amp; WKRC-TV)</del> Hrs. of Operation: Unlimited (265.34) (Vis. <del>ERP, 1.39 kw; Aur. RCA, .695 kw</del> )		
Amended	4-2-52	Filed by William Thomson, Atty.		
Recd & Filed	4-10-52	To change ERP from Vis. 1.39 kw, Aur. .695 kw to Vis. 100 kw, Aur. 50 kw; S-L from between Gulf, Mobile and Ohio Railroad tracks and Telegraph Road and 1/2 mile due south of Three Mile Creek, Mobile, Alabama to On North side of Cottage Hill Road, 0.58 mile west of intersection with <del>Atala</del> Road, near Mobile, Ala.		
		(Continued on Card #2) c		



Everett L. Dillard, Engr.

FORM A-170

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Kenneth R. Giddens & T. J. Rester, a partnership, d/b as <sup>Call</sup> Letters ~~NR~~ - WKRG-TV  
(Nr. Mobile, Alabama)

Name

GIDDENS &amp; RESTER

File No.	Dated	Application for	Action	
			Nature	Date
AMENDMENT (CONTINUED) BFCT-690		T-L: from Southeast 1/4 of Section 5, Mobile, Alabama to On North side of Cottage Hill Road, 0.58 mile west of intersection with Azalea Road, near Mobile, Alabama; change transmitters, type of antenna and make other equipment changes. (Vis. & Aur. DuMont - 9000) (518') Filed by William Thomson, Atty.	See Action Card #3	

## APPLICATION RECORD - BROADCASTING

COMMERCIAL TV B/C

FORMERLY FCC FORM 94 WKRG-TV, INC.

Call

Letters ~~N-E-W~~ WKRG-TVName ~~KENNETH R. GIDDENS AND T. J. RESTER, A PARTNERSHIP~~  
d/b as GIDDENS AND RESTER

(P.O. Box 1101, Downtown Theatre Bldg., 205 Government St., Mobile, Ala.)

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-690 Rec'd Filed (AMENDED)	6-27-52 6-30-52 6-30-52	(PURSUANT TO SIXTH REPORT & ORDER - 4-11-52) Frequency: Ch. #5, (76-82 Mcs.) ERP: Vis. 100 kw, Aur. 50 kw Hours of operation: Unlimited S-L: <del>"To be determined", Mobile, Ala.</del> T-L: Cottage Hill Road 0.58 mile west of Intersection with Azalea Road, Near Mobile, Ala. (Vis. & Aur. <del>Dalont Type No. 9000</del> ) ( <del>527'</del> ) Filed by George O. Sutton, Atty.  McKenna & Wilkinson, Attys. (hereafter) letter 8-8-52	GRANTED Decision	3-23-55 Docket No. 10457
AMENDED Rec'd Filed	12-30-52 1-5-53 1-5-53	Amended to change name of applicant from Kenneth R. Giddens and T. J. Rester, A Partner- ship, d/b as Giddens and Rester to WKRG-TV, Inc.; ant. height above average terrain from 527' to 520'; type of antenna; type of trans. (GE TT-28-A) and other equip. changes.		
AMENDED Rec'd & Filed	3-24-53 3-25-53	Amended to change Officers, Directors and Stockholders		

Commercial Radio Equip. Company- Engr.  
Wash, D. C.

## APPLICATION RECORD - BROADCASTING

FORM A-170

FORMERLY FCC FORM 94

Call  
Letters WMBM WMBM-TVName WMBM-TV, INC.  
(P.O. Box 1101, Downtown Theatre Bldg., 205 Government St., Mobile, Alabama)

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-690 AMENDED Rec'd Filed	5-11-53 5-12-53 5-15-53	Amended to specify studio location as 150 St. Louis St., Mobile, Alabama	See Action Card # 3	
BPCT-3174 Recd & filed	6-10-55 6-15-55	Mod. of CP (BPCT-690 which authorized a new commercial TV b/c station) to change type of transmitters and antenna and make other equipment changes. (4554x ( 534) (Vis & Aur. GE-TT-22A) Filed by David S. Stevens, Atty.	GRANTED	7-13-55
BPCT-3498 Recd.&filed Ext.#1	10-12-55 10-25-55	Mod. of CP (BPCT-690, as mod. which authorized a new Comm. TV B/C Station) to extend completion date from 11-23-55 to 3-1-56. Filed by D S Stevens, Atty.	GRANTED	10-31-55

Card #5  
FORM BC-121  
AUG. 1955

APPLICATION RECORD - BROADCASTING

COMM. TV B/C

Call Letters WKRG-TV

Name WKRG-TV, INC.  
Mobile, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BLCT-427 Recd. & filed	12-27-55 1-10-56	License to cover construction permit (BPCT-690 as modified) which authorized a new Commercial TV Broadcast station. Filed by Leonidas P.B. Emerson, Atty.	GRANTED	10-17-56
BPCT-2160 Recd. & filed	7-11-56 7-11-56	Construction Permit to make changes in facilities of existing Comm. TV B/C Station, to change studio and transmitter locations from 162 St. Louis Street, Mobile, Alabama and Cottage Hill Road, 0.58 mile W. of Azalea Road, near Mobile, Alabama, respectively to 150 St. Louis St., Mobile, Alabama and 0.8 mile East of junction of U.S. 31 and U.S. 90, near Mobile, Alabama respectively, make antenna and other equipment changes. (1080'). Filed by David S. Stevens, Atty.	GRANTED	11-8-56

Cont'd on Card # 6

## APPLICATION RECORD - BROADCASTING

Comm TV B/C

Call  
Letters WKRG-TVName WKRG-TV, Inc.  
Mobile, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
Amended EPCT-2160 Recd & filed Cont'd from card # 5	10-26-56 10-30-56	Amended to make further antenna changes (940') Filed by David S. Stevens, Atty.		
EMPCT-1642 Recd & filed	4-1-57 4-4-57	Mod. of CP (EPCT-2160 which authorized chgs. in facilities of existing commercial TV b/c station) to change transmitter location from 0.8 miles East of Junction of US #31 and US #90, near Mobile, Ala. to US Hwy. #31, 5.1 miles E of Junction with US Hwy #90, across Mobile Bay, East of Mobile, Alabama, make changes in antenna system and minor equipment changes. (1057') Filed by David S. Stevens, Atty.	GRANTED	6-17-57
Amended Recd & filed	4-27-57 5-3-57	Amended to make antenna changes and change antenna height above average terrain to 1054' Filed by James A. McKenna, Atty.		

AUG. 1955

Call  
Letters WKRG-TVName WKRG-TV, INC.  
Mobile, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-2446 Recd. & filed	12-17-57 12-18-57	CP to replace expired construction permit (BPCT-2160, as modified) which authorized changes in existing Comm. TV B/C stations which expired December 14, 1957. Edward R. McKenna, Atty.	GRANTED	12-30-57
BMPCT-4970 Recd. & filed	12-17-57 12-18-57	Mod. of CP (BPCT-2160, as mod. as replaced by BPCT-2446, which authorized changes in existing Comm. TV B/C station) to extend completion date to _____ (CONTINGENT ON GRANT BPCT-2446) Edward R. McKenna	DISMISSED	Ltr. 12-31-57, as unnecessary
BRCT-219 Recd & Filed	12-23-57 12-31-57	Renewal of license which exp. 4-1-58. Edward R. McKenna, Atty.	GRANTED	6-18-58



## APPLICATION RECORD - BROADCASTING

COMM TV

Call  
Letters WKRG-TVName WKRG-TV, INC.  
Mobile, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BTC-2706 Recd & filed	1-6-58 1-20-58	Voluntary transfer of <sup>control of</sup> permittee and licensee corporation from Shirley Rester Konrad, T.J. Rester, Jr., T.K. Jackson, Jr., and 13 other stockholders to Giddens TV, Incorporated. Davis S. Stevens, Atty.	GRANTED CONDITION: EFF: 4-4-58	2-20-58
ELCT-794 Recd & Filed	2-12-58 2-14-58	License to cover CP (BPCT-2160, as mod., as replaced by BPCT-2446) which authorized changes in existing station. David S. Stevens, Atty.	GRANTED	7-28-58
BPCT-219 B & F	12-12-60 1-2-61	Renewal of license	GRANTED	3-22-61

# APPLICATION RECORD - BROADCASTING

FORM BC-121  
AUG. 1955

Call Letters WKRG-TV

Name WKRG-TV, INC.  
Mobile, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BTC-4461 Rec.&filed	12-24-63	Voluntary transfer of negative control of Giddens TV, Inc. (intermediate holding company of licensee corporation) through transfer of stock of Mobile Press Register, Inc. (50% holding company of Giddens TV, Inc.) from Lillian C. McGowin, Joseph F. McGowin II et al as individuals & trustees to Lillian C. McGowin, Joseph F. McGowin II et al as Voting Trustees. McKenna & Wilkinson-atty (David Stevens)	GRANTED	1-17-64
	12-30-63		EFF:	1-23-64
BRCT-219	12-12-63	RENEWAL OF LICENSE	GRANTED	3-24-64
Recd.&Filed	12-30-63			
BMLCT-509 R & F	2-7-66 2-8-66	Mod. of License to reduce Aural ERP from 50 kw to 20 kw	GRANTED	2-28-66

APPLICATION RECORD - BROADCASTING

Call  
 Letters WKRC-TV

Name WKRC-TV, Inc.  
 CH 5 Mobile, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BTC-5178 R & F (Form 316)	9-1-66 9-6-66	Voluntary acquisition of positive control of Giddens TV, Inc. (parent corp. of lic. corp) by Kenneth R. Giddens thru purchase of stock by WKRC-TV, Inc. (lic. corp) from The Mobile Press Register, Inc. David S. Stevens, Atty. (McKenna & Wilkinson)	GRANTED EFF:	9-28-66 10-5-66
BRCT-219 R & F	12-15-66 1-3-67	RENEWAL OF LICENSE	GRANTED	3-29-67
BRET-219 R & F \$150 #564573 PH Recd. PRESS	12-10-69 12-23-69 " " JAN 16 1970	RENEWAL OF LICENSE James R. Cooke, Atty. (McKenna & Wilkinson) Ltr. rec. 2-16-71 from licensee in response to Comm's ltr. of 2-4-71 Amended 8-16-71 re programming & Sec. VI.	GRANTED	9-16-71
BPCT-4498 R & F #042159 \$50 AC: 062 PRESS:	2-9-72 2-16-72 2-16-72 FEB 25 1972	CP to chg. type trans. to GE TT-42-A. Atty.: James R. Cooke (McKenna, Wilkinson)	GRANTED	4-27-72 <i>Li</i>

BRCT-219

Ltr. 4-2-70 from Citizens Communications Center submitted affidavits, Exh. C, D, F, & G to be attached to the letter submitted 3-24-70 (Ltr. never received in Lic. Branch)

Ltr. 4-3-70 from Citizens Communications Center submitting affidavits.

Reply of Complainants filed 8-7-70 to Response of WKRG-TV, Inc., to the Complainants' ltr. of 3-25-70.

Ltr. from Citizens Comm. Center 9-3-71 withdrawing objections to renewals.

APPLICATION RECORD - BROADCASTING

COMMERCIAL TV

Call  
Letters WKRG-TV

Name WKRG-TV, INC.  
CH-5 MOBILE, ALABAMA

File No.	Dated	Application for	Action	
			Nature	Date
BLCT-2175 R & F #110579 \$50 AC: 069 PRESS:	9-6-72 9-19-72 9-19-72 OCT 13 1972	Lic. to cover (BPCT-4498) for chgs. Atty.: James R. Cooke (McKenna, Wilkinson & Kittner)	GRANTED	10-26-72
BRCT-219 R & F PRESS: PNREC'D	12-21-72 1-2-73 FEB 18 1973 1-2-73	RENEWAL OF LICENSE Amended 4-2-73 re equal employment	GRANTED	4-27-73

#12

COMMERCIAL TELEVISION

## APPLICATION RECORD - BROADCASTING

Form BC-121  
September 1969Call  
Letters ..... WKRG-TVName WKRG-TV, Inc.  
CH-5 Mobile, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-219 R & F PN Rec'd: PRESS:	11-17-75 11-26-75 11-26-75 2 FEB 1976	RENEWAL OF LICENSE Annual Reports Filed Contours filed 11-26-75 Atty: James R. Cooke (McKenna, Wilkinson & Kittner)  Amended 2-3-76 re legal. Amended 2-23-76 re programming.	GRANTED	3-9-76
BTC-8216 R & F See: See AM PRESS: (Form 316)	12-14-76 12-15-76	Voluntary transfer of control of licensee corporation from Giddens TV, Inc., to Kenneth R. Giddens.  Atty.: James R. Cooke (McKenna, Wilkinson & Kittner)	GRANTED Eff:	12-28-76 12-31-76

APPLICATION RECORD - BROADCASTING

Call  
Letters ~~WKRG-TV~~

Name WKRG-TV, INC.  
MOBILE, AL  
CH-5

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-781201KK	10-20-78	RENEWAL OF LICENSE	GRANTED	9-13-79
R&F	12-1-78	R. MICHAEL SENKOWSKI, ATTY.		
EN REC'D		(MCKENNA, WILKINSON & KITTNER)		
PRESS	'79 01 30			

LETTER 10-30-80 by R. Michael Senkowski for WKRG-TV, Inc., submitting JUDGMENT, with respect to discrimination suits filed by Joe Daniel and Gene Allen in the U.S. District Court for the Southern District of Alabama Southern District. JUDGMENT dismisses the discrimination suits w/ prejudice & awards costs to defendant WKRG-TV, INC. JUDGMENT became final 8-29-80.



## 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 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.

