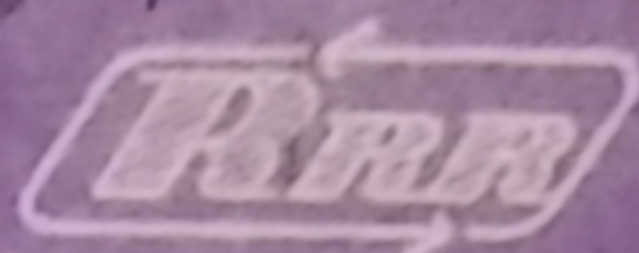


W T O G



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REMOVABLE LABEL

GUIDES AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/5



Form BC 128  
June 1954

STA 10-23-68  
Started 11-4-68

COMM. TV

44  
**BROADCASTING STATION LICENSE RECORD**

Date first licensed 12-12-68 (OFF. NO. 648)

Call letters W T O G

Station location ST. PETERSBURG, FLORIDA  
Station ID: St. Petersburg-Tampa,  
Florida (Ltr. 11-4-68)

Name of licensee HUBBARD BROADCASTING, INC.

Transmitter location APPROXIMATELY 4 MILES SOUTHEAST OF RIVERVIEW, Florida

365 105th Terrace, N.E., Tri-City Industrial Park, Florida (BMLCT-677 12-12-68)  
Main studio location (TO BE DETERMINED), ST. PETERSBURG, FLORIDA



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BPCT-3816	12-15-66	CH. 44	V-802 kw	U	2-15-67
AH: 1460' MSL: 1549'		650-656	A-160 kw		8-15-67
CONSTRUCTION PERMIT FOR A NEW COMM. TV B/C STATION. CP ISSUED WITHOUT CALL LETTERS					
BPCT-6513	4-18-67	CH. 44	V-741 kw	U	2-15-67
AH: 1430' MSL: 1549'		650-656	A-148 kw		8-15-67 ✓
Mod. of CP (BPCT-3816) to chg. ERP, type of antenna, AH.					
BPCT-6586	8-1-67	same	same	same	2-15-67
Mod. of CP (BPCT-3816, as mod) to extend date					
BPCT-6513	12-7-67	same	same	same	2-15-67
Mod. of CP. CALL LETTERS ASSIGNED					
BPCT-6513	4-18-67	CH. 44	V-741 kw	U	2-15-67
AH: 1430' MSL: 1549'		650-656	A-148 kw		8-15-67
SUPERSEDED 3-14-68. TO correct the coordinates.					
BPCT-6769	5-29-68	CH. 44	V-828kw	U	2-15--68
BPCT-6712		650-656	A-165kw		8-31-68 ✓
MOD CP (BPCT-3816, as mod.) to change ERP & transm. line					
WIRE	10-25-68	RE TEND. LICENSE APPL. PEND. COMPL.			
CONSTRUCTION MAIN STUDIO AUTH. GR. OPER. WTOG TEMP. PERIOD					
END. 1-25-69 EXCEPT WITH TEMP. STUDIO LOCATED AT TRANS.					
SITE. ADVISE WHEN OPER. COMMENCES UNDER THIS AUTH. 11-4--6					
BPCT-677	12-12-68	LICENSE (BPCT-3816, as mod)			
BPCT-1839	✓ " ML to chg. SL	2-1-70			
WIRE	2-17-69	AUTH. GP. OPER. WTOG VIA REMOTE			
CONTROL A COORD. PROCEDURE OUTLINED IN ENGINEERING STATEMENT					
ACCOMPANYING REQUEST AND SEC. 73.676 RULES. THIS AUTH IS					
SUBJECT TO ANY ADD. REQUIREMENTS WHICH MAY RESULT FROM THE					
PROCEEDING RELATING TO REMOTE CONTROL OF TV STATIONS					
DOC. 18425.					
BRCT-648	3-1-70	RENEWAL OF LICENSE (S)			
EBSA	5-15-72				
BRCTV-92	OPERATE REMOTE CONTROL				
BPCT-4695	1-25-74	CP to chg type trans			3-25-74
					7-25-75
BPCT-7365	3-19-74	Vol. TC			



Form BC 126

June 1964

#2

COMMERCIAL TELEVISION

**BROADCASTING STATION LICENSE RECORD**

Date first licensed \_\_\_\_\_

Call letters W T O G

Station location ST. PETERSBURG -  
TAMPA, FLORIDA

Name of licensee HUBBARD BROADCASTING, INC.

Transmitter location CARD #2

Main studio location \_\_\_\_\_



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
WIRE WTOG on program test CP <del>BPCT</del> 4695.	8-2-74	Re tendered lic.		appl., auth. grtd. oper	
		accord. Sect.		73.629 <del>MHz</del> and	
BRCT-648	10-3-77	RENEWAL OF LICENSE (L)			2-1-79
BRCT 781002 KX	1-31-79	RENEWAL OF LICENSE (S)			2-1-82
BLCT-2313	8-29-79	Lic. to cover (BPCT-4695) for chgs.			2-1-82



## APPLICATION RECORD - BROADCASTING

COMM. TV

Call  
Letters NEW WTGGName HUBBARD BROADCASTING, INC.

P.O. c/o Stanley S. Hubbard, 3415 University Ave., St. Paul, Minnesota 55114

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-3816 Recd. Filed	7-23-66 7-28-66 8-10-66	Construction Permit for a New Comm. TV B/C Station: CH. 44, 650-656 mcs. ERP: Visual 802 kw (HORZ) Aural 160 kw (HORZ) Unlimited Hours TL: Approximately 4 miles Southeast of Riverview, Florida SL: "To Be Determined", St. Petersburg, Florida (RCA TTU-50C) AH: 1458 feet Station Loc: St. Petersburg, Florida Fletcher, Heald, Howell, Kenahan & Hildreth, Atty Lohnes & Culver, Engr.	<sup>op</sup> GRANTED	12-15-66
BPCT-6513 R & F	3-10-67 3-13-67	Mod. of CP (BPCT-3816, which auth. a new station) to make the following changes: ERP Vis. 747 kw (HORZ); Aur. 149 kw (HORZ); type of antenna RCA TPU-46K and decrease antenna height above average terrain to 1434 feet. Marvin Rosenberg, Atty. (Fletcher, Heald, etc)	GRANTED	4-18-67



U.S. AIR MAIL PERMIT NO. 1000 WASHINGTON, D.C.  
c/o-Frank U. Fletcher  
Munsey Building  
Washington, D.C. 20004

347-1500 Area Code 202



APPLICATION RECORD - BROADCASTING

COMM. TV.

Call Letters WTGG  
TO BE ASSIGNED

Name HEARD BROADCASTING, INC.  
CH-44 St. Petersburg, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BMPCT-6586 R & F JUL 28 1967	7-13-67 7-17-67	Modification of CP(BPCT-3816, as mod., which authorized a new station) to extend completion date to 2-15-68. Fletcher, Heald, et al., Atty. (James P. Riley)	GRANTED	8-1-67 SEE BACK FOR PETITION S
BMPCT-6712 R & F JAN 18 1968	12-28-67 1-2-68	Mod. of CP (BPCT-3816, as mod., which authorized a new station) to extend completion date from 2-1-68 to 6-30-68. James P. Riley, Atty. (FLETCHER, HEALD, ROWELL)	GRANTED	5-29-68 issued with BMPCT-6769
BMPCT-6769 R & F MAR 22 1968	3-8-68 3-12-68	Modification of CP(BPCT-3816, as mod., which authorized a new station) to change ERP to Visual 828 kw (Hors), Aural 165 kw (Hors) and change the transmission line. Fletcher, Heald, et al, Atty. (James P. Riley) Ronald Culver, Engr.	GRANTED	5-29-68 Memo. Opinion & Order adopted Issued with BMPCT-6712
BMPCT-6712	Cont'd	AMENDED 4-8-68 to update information contained in BMPCT-6712 and extend completion date to 7-31-68.		



WMPCT-6586

MOTION TO DESIGNATE FOR HEARING AND OBJECTIONS OF WLCY-TV, INC. filed 8-2-67 by  
Aloysius B. McCabe for WLCY-TV, Inc. - DENIED 5-29-68 by Memo. Opinion & Order

PETITION FOR RECONSIDERATION filed 8-4-67 by Aloysius B. McCabe for WLCY-TV, Inc.  
PETITION DENIED 10-25-67 Memo. Opinion & Order

OPPOSITION TO "PETITION FOR RECONSIDERATION" filed 8-17-67 by Fletcher, Heald for  
Hubbard B/C, Inc.

REPLY TO OPPOSITION TO PETITION FOR RECONSIDERATION filed 8-28-67 by Aloysius B. McCabe  
for WLCY-TV, Inc.

MOTION TO DESIGNATE FOR HEARING filed 1-8-68 by Aloysius B. McCabe for WLCY-TV, Inc.

REQUEST FOR EXTENSION OF TIME WITHIN WHICH TO RESPOND TO "MOTION TO DESIGNATE FOR HEARING"  
filed 1-23-68 by Frank U. Fletcher for Hubbard B/C Inc.

OPPOSITION TO "MOTION TO DESIGNATE FOR HEARING" filed 1-29-68 by Frank U. Fletcher for  
Hubbard B/C Inc.

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REPLY TO OPPOSITION TO MOTION TO DESIGNATE FOR HEARING filed 2-5-68 by Aloysius B. McCabe  
for WLCY-TV, Inc.



Aug. 1955

Call  
Letters W.T.O.G.Name HIBBARD BROADCASTING, INC.CH-44 St. Petersburg, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BMPCT-6712	Cont'd	AMENDED 5-7-68 to update information contained in BMPCT-6712.		
BMPCT-6877 R & F	7-31-68 8-1-68	Mod. (BMPCT-3816, as mod.) extend completion date to 11-30-68.	448843	30-8-1-68
	AUG 7 1968	James P. Riley, Atty.	<del>AS FOOT</del>	<del>12-16-68</del>
Ltr.	7-17-68	Req. waiver of Sec. 73.652 of Comm's Rules to permit station to identify as Tampa-St. Petersburg.	GRANTED by ltr.	11-4-68
Ltr.	10-21-68	Req. waiver of Sec. 73.613(a) of Rules to permit station to operate with studios located at transmitter site.	<i>Fletcher, Heald, Rowell</i>	
BMLCT-1839 R & F PRESS	10-16-68 10-24-68 OCT 30 1968	LICENSE (BMPCT-3816, as mod.) for a new station. James P. Riley, Atty. (Fletcher, Heald, Rowell)	30-0467879 Granted issued with BMLCT-677	10-24-68 12-12-68



## APPLICATION RECORD - BROADCASTING

CONS. TV

Call  
Letters **WTQG**Name **HEARD BROADCASTING, INC.**  
CH. 44 **ST. PETERSBURG, FLORIDA**

File No.	Dated	Application for	Action	
			Nature	Date
NLCT-677 R & F \$30. #470484 Press	11-4-68 11-6-68 11-6-68 NOV 18 1968	Mod. of License to change Studio location to 365 105th Terrace, N.E., Tri-City Industrial Park, Florida. James P. Riley, Atty. (Fletcher, Heald, Rowell)	GRANTED issued with NLCT-1057	12-12-68
Application for remote control filed 12-9-68 - Supplemental information filed 12-24-68 ?Amendment to remote control request filed 2-10-69				
BRCT-648 R & F \$175 #553745 (\$25 refunded) PRESS: PW REC'D:	10-31-69 11-3-69 " 11-14-69 NOV 17 1968 11-3-69	RENEWAL OF LICENSE Ed. W. Hummers, Jr. atty. (Fletcher, Heald, Rowell)	GRANTED	3-31-70
Ltr. 4-14-70 from atty. re remote control Engr. data filed 6-22-70				



## APPLICATION RECORD - BROADCASTING

COMMERCIAL TV

Call  
Letters W T O GName HUBBARD BROADCASTING, INC.  
CH-44 ST. PETERSBURG, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BRCTV-92 R & F \$50 068568 AC: 069 Refunded	4-26-72 4-28-72 4-28-72 5-4-72	Req. authority to operate remote control from 365 105th Terrace, N.E., St. Petersburg, Florida. James P. Riley (Fletcher, Heald)	GRANTED	9-6-72
<b>MAY 8 1972</b>				
BRCT-648 R & F PN REC PRESS	10-30-72 11-2-72 11-2-72 <b>DEC 12 1972</b>	RENEWAL OF LICENSE James P. Riley (Fletcher, Heald) Amended 3-2-73 re programming Amended 1655378 re programming para 3. Amended 7-6-73 re programming Amended 8-22-73 re programming Amended 10-25-73 re programming Amended 5-20-74 re programming Amended 8-23-74 re programming. Amended 12-18-74 re programming. Amended 1-6-75 re programming.	<del>GRANTED</del> (Not Issued) RESUBMITTED GRANTED	<del>3-29-73</del> 4-25-73 10-3-77



BRCT-648

PETITION TO RECONSIDER AND SET ASIDE ACTION TAKEN PURSUANT TO DELEGATED AUTHORITY filed 4-20-73 by McCabe behalf of WLCY-TV, Inc.

MOTION FOR EXTENSION OF TIME TO REPLY TO PETITION FOR RECONSIDERATION filed 5-3-73 by James P. Riley on behalf of Hubbard Broadcasting, Inc.

OPPOSITION TO WLCY-TV, INC.'S PETITION TO RECONSIDER AND SET ASIDE filed 5-17-73 by James P. Riley on behalf of Hubbard Broadcasting, Inc.

Letter 5-21-73 from Aloysius B. McCabe on behalf of WLCY-TV, Inc. requesting extension of time to reply to WLCY-TV, Inc.'s opposition - to Shiben 5-22-73.

REPLY TO OPPOSITION filed 6-6-73 by Aloysius B. McCabe for WLCY-TV

Ltr. 6-3-75 from James P. Riley on behalf of Hubbard Broadcasting, Inc., submitting material in reply to Comm. ltr. of inquiry dated 4-7-75 - only 1 copy filed - to D. Weston 6-6-75.

MEMORANDUM OPINION AND ORDER adopted 10-3-77, released 10-7-77 FCC 77-674 70992: Accordingly, IT IS ORDERED, That the Petition to Reconsider and Set Aside Action Taken Pursuant to Delegated Authority filed by WLCY-TV, Inc., IS DENIED, and that the license renewal application of Hubbard Broadcasting, Inc. for television station WTOG, St. Petersburg, Florida, IS HEREBY GRANTED for the remainder of the regular license term, ~~not~~ i.e., until February 1, 1979, and as noted in paragraph 17, supra, this grant shall be considered a short term renewal.



APPLICATION RECORD - BROADCASTING

COMMERCIAL TV

Call  
Letters W T O G

Name HUBBARD BROADCASTING, INC.  
City ST. PETERSBURG, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
B BPGT-4695 R & F #260282 \$50 AC: 058 PRESS: ✓	10-12-73 12-12-73 12-12-73 JAN 14 1974	CP to chg. type trans. to RCA TTU-50D. Atty.: Fletcher, Heald, Rowell, Kenehan & Hildreth	GRANTED	1-25-74 <i>See</i>
BTC-7343 R & F 283758 \$250 AC: 051 PRESS:	2-18-74 2-22-74 2-22-74 MAR 8 1974	Voluntary transfer of control of license from Stanley E. Hubbard to Stanley E. Hubbard Trust (Stanley E. Hubbard Voting Trustee) Atty: Vincent J. Curtis	GRANTED Eff:	3-19-74



APPLICATION RECORD - BROADCASTING COMMERCIAL TELEVISION

Call  
Letters W T O G

HUBBARD BROADCASTING, INC.

Name CH-44 St. Petersburg, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BLCT-2313 R & F \$329417 \$50. AC: 058 PRESS:	7-22-74 7-25-74 7-25-74  SEP 25 1974	License to cover (BPCT-4695) for changes. Atty: James P. Riley (Fletcher, Heald)	GRANTED	8-29-79
BRCT-648 cont.		Amended 10-15-75 re translator stations.		
BRCT-648 R & F PN Rec'd: PRESS:	9-26-75 10-1-75 10-1-75  DEC 1975	SUPPLEMENTAL RENEWAL OF LICENSE APPLICATION Atty: James P. Riley (Fletcher, Heald, Rowell, Kenehan & Hildreth) Amended 1-27-77 re programming Amended 8-10-77 re programming	GRANTED	10-3-77
BRCT-781002K PRESS	OCT 16 1978	RENEWAL OF LICENSE  Contours filed 12/1/75 WASHINGTON, D. C.	g GRANTED	1-31-79 1-31-79



## 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.

