

WVUE

PRODUCT OF

*Birmingham-Bland*

MADE IN U.S.A.

LIBRARY BUREAU DEPARTMENT  
BRANCHES EVERYWHERE

REMOVABLE LABEL GUIDE

CATALOG NO. 45501. 1/5

Form BC 126  
June 1954

STA 8-31-62 began 9-7-62  
PTA 12-3-63

COMM. TV

CH 8

# BROADCASTING STATION LICENSE RECORD

BEGAN OPER. ON CH. 8  
6-8-70

Date first licensed 12-6-66 (Off. #605)

Call letters WVUE (9-17-62)

Station location NEW ORLEANS, LA.

GAYLORD BROADCASTING COMPANY (AL 6-30-77; Eff: 9-1-77)  
X SCREEN GEMS STATIONS, INC. (BMLCT-712 3-12-71)

Name of licensee NEW JERSEY TELEVISION BROADCASTING CORP. (BALCT-406 9-9-70 EFF:

Transmitter location On Paris Rd. near protection levee, near Chalmette, La. (BMPCT-5738  
7-25-62)

Main studio location 1025 S. Jefferson Davis Pky., New Orleans, La. (BSCT 11-13-74)  
X1422 Cleveland Ave., Near Orleans, La. (BMPCT-5738 7-25-62)

Form BC 126 STA AUTH. 8-31-62 TO BEGIN 9-1-62 : BEGAN 9-7-62

June 1954 PROG. TEST AUTH. 12-3-63

# BROADCASTING STATION LICENSE RECORD

BEGAN OPER. on Ch. 8 6-8-70

Date first licensed 12-6-66 (Off. # 605)



WVUE (EFF: 9-17-62)

Call letters WVUA-TV

SCREEN GEMS BROADCASTING OF LOUISIANA, INC. (BAPCT-366 7-6-65 EFF: 7-13-65) Station Location NEW ORLEANS, LA.

X NEW ORLEANS TELEVISION CORPORATION (BAPCT-316 3-9-62 EFF: 3-28-62)

X WILLIAM G. ALY, RICHARD J. CARRERE, FRANK B. ELLIS, GEORGE C. FOLTZ,  
GEORGE E. MARTIN, JOSEPH A. PARETTI, CHALIN O. PEREZ, JOHN E. POTTHARST, JR.

Name of licensee WILLIAM H. SAUNDERS, JR., AND SUPREME BROADCASTING COMPANY, INC., D/B as  
COASTAL TELEVISION COMPANY

On Paris Road near Back protection levee, Near Chalmette, La. (BMPCT-5738, 7-25-62)

Transmitter location X Socola Canal, approx. 0.5 miles SE of Socola, near Socola, La.

1422 Cleveland Avenue, Near Orleans, La (BMPCT-5738 7-25-62)

Main studio location X 336 Dryades, New Orleans, Louisiana

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	ERP Power	Time Div.	Period From To
BPCT-2430	9-5-61	CH.12	V-316 kw	U	11-5-61
DOCKET #12289					
CP for a New Comm. TV B/C Station. MSL:1383.7'					
BAPCT-316	3-9-62	Voluntary assignment of construction permit to New Orleans Television Corporation. EFF:3-28-62			
BMPCT-5737	4-12-62	CH.12	V-316 kw	U	11-5-61
AH:1320' MSL:1383.7' 204-210 A-178 kw					
Mod. CP (BPCT-2430) to extend completion date. show new name					
BMPCT-5738	7-25-62	CH #12	V-132 kw	DA U	9-25-62
AH: 1010' MSL:1049' 204-210 A-66.1 kw DA					
Mod. CP (BPCT-2430, as mod) to chg. ERP, SL, TL, type of trans. antenna, equip. AH.					
MEMORANDUM OPINION AND ORDER ADOPTED AND TELEGRAM ISSUED 8-31-62 as follows: REURLET 7-20-62 PENDING COMPL. CONSTRUC. UNDER BMPCT-5738, MOD. AUTH. GRANTED OPER. WVUA-TV TEMP. PERIOD COMMENCING 9-1-62 AND ENDING 11-30-62 ACCORD. CP UNDER BMPCT-5738, EXCEPT USING EXISTING FACIL. LOCATED AT JUNG HOTEL, NEW ORLEANS MODIFIED FOR CHANNEL 12 OPERATION, ANTENNA HEIGHT 330 FT. ABOVE AVERAGE TERRAIN, & MAX. VISUAL RADIATION IN THE DIREC. OF WJTV, JACKSON, MISS., NOT TO EXCEED 18.2 DBK (66kw). ADVISE COMMENCEMENT.					
WIRE (APPL.) 9-7-62 PURSUANT TO AUTH. SPECIAL TEMP. AUTH. FCC DATED 8-31-62 NEW ORLEANS TV CORP. WVUE SIGNED OFF CH. 13 12:00 MIDNITE WED. 9-5-62 COMPLETED CONVERSION & BEGAN TELECASTING CH. 12 10:00 AM CST 2-7-62					
WIRE 11-30-62 PENDING COMPLETION CONSTRUCTION UNDER BMPCT-5738 EXTENSION AUTH. GR. OPERATE WVUA-TV TEMP. PER. END. 3-1-63 ACCORD. COMMISSION WIRE OF 8-31-62					
WIRE 2-28-63 PENDING COMPLETION CONSTRUCTION UNDER BMPCT-5738 EXTENSION AUTH. GR. OPERATE WVUE TEMP. PER. END. 6-1-63 ACCORDANCE COMMISSION WIRE OF 8-31-62					
BMPCT-5824 3-26-63 C Same same same 9-25-62					
Mod. CP (BPCT-2430, as mod) to extend completion dt 9-26-63					
WIRE 5-29-63 PENDING COMPLETION CONSTRUCTION UNDER BMPCT-5738 EXTENSION AUTH. GR. OPERATE WVUE TEMP. PER. END. 9-1-63 ACCORD. COMMISSION WIRE OF 8-31-62					
BMPCT-5855 6-13-63 CH#12 V-132 kw DA U 9-25-62					
AH:1010' MSL:1049' 204-210 A-66.1 kw DA 9-26-63					
Mod. of CP (BPCT-2430, as mod) to chg. trans. antenna, equip. to					

Form BC 126 <sup>12</sup>  
June 1954

**BROADCASTING STATION LICENSE RECORD**

Date first licensed .....

Call letters WVUE

Station location NEW ORLEANS, LA

Name of licensee NEW ORLEANS TELEVISION CORPORATION

Transmitter location See Card #1

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	ERP Power	Time Div.	Period From- To
BMPCT-5855	6-13-63	CH.#12	V-132 kw	DA U	9-25-62
AH:1010' MSL:1049'		204-210	A-66.1 kw	DA	9-26-63
<u>SUPERSEDED LTR. 7-15-63 To include conditions.</u>					
WIRE	8-23-63	REURLET	7.	PENDING COMPLETION CONSTR.	
UNDER BMPCT-5885 EXT.		AUTH. GR.	OPERA.	WVUE TEMP.	PER. END.
12-1-63 ACCORD.		COMM. WIRE OF	8-31-62.		
WIRE	10-25-63	PENDING COMPLETION CONSTRUCTION & FILING LIC. APPL. AUTH. GR. OPERATE WVUE TEMP. PER. END. 11-26-63 ACCORD. CP BMPCT-5885 EXCEPT WITH SLIGHTLY LESS TRANSMITTER POWERS SPECFD IN YOUR WIRE OF 10-25-. ADVISE.			
WIRE	11-26-63	PENDING FILING LIC. APPL. EXT. AUTH. GR. OPERATE WVUE TEMP. PER. END. 12-6-63 ACCORD. COMMISSION WIRE 10-25-63			
BMPCT-5885	11-25-63	SAME	SAME	SAME	9-25-62
Mod. CP (BPCT-2430, as mod) to extend completion date 1-15-64					
WIRE	12-3-63	RE TENDERED LIC. APPL. AUTH. GR. OPERAT WVUE ON PROGRAM TEST ACCORD. SECTION 3.629 RULES & CP BMPCT-5885.			
BPCT-3276	1-31-64	CH.#12	V--Emerg. Test &		3-31-64
Aux. Trans.		204-210	Maint. only		9-30-64
CP to install a previous auth. Trans. as an AUX. TRANS.					
WIRE	7-14-64	RELETATTY 10 &	TENDERED LIC. APPL. AUTH. GR. OPERATE WVUE AUX. TRANS. ON PROGRAM TEST ACCORD. RULE 73.629 & FILE BPCT-3276.		
BTC-4774	6-2-65	Voluntary transfer of control of per- mitee corporation from Joseph A. Paretti, et al to Screen Gems Broadcasting of Louisiana, Inc. EFF: 7-7-65			
BAPCT-366	7-6-65	Voluntary assignment of CP to Screen Gems Broadcasting of Louisiana, Inc. EFF: 7-13-65			
BMLCT-560	12-6-66	Ch. 12	V. 126	U	12-6-66
MLCT-1329	AH: 1010"	204-210	A. 19.1		6-1-67
MSL: 1049 LICENSE TO COVER CP (BPCT-2430 as mod.)					
MAIN TRANSMITTER & ANTENNA					
BLCT-1377	12-6-66	CH-12	---FOR EMERGENCY, TEST AND MAINTENANCE PURPOSES ONLY.		12-6-66
AUXILIARY TRANSMITTER					6-1-67

Form BC 126

June 1954

#3

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WVUE

Station location NEW ORLEANS, LA

Name of licensee NEW ORLEANS TELEVISION CORPORATION

Transmitter location See Card #1

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BRCT-605	5-22-67	same	same	same	6-1-67 6-1-70
RENEWAL OF LICENSE MAIN TRANS. & ANTENNA					
BRCT-605	5-22-67	same	same	same	6-1-67 6-1-70
RENEWAL OF LIC. AUXILIARY TRANS.					
BPCT-4151	8-23-68	same	same	EMER., TEST & MAINT. ONLY	10-23-68 4-23-69
AUXILIARY ANTENNA CP TO INSTALL AUX. ANT. AT MAIN TRANS. & ANT. SITE.					
WIRE	11-6-68	RE TEND. LICENSE APPL. AUTH. GR. OPER. WVUE AUX. ANT. ON PROG. TEST ACCORD. SEC. 73.629 RULES & CP BPCT-4151.			
EFF: 6-2-69 LICENSE IS MODIFIED TO SPECIFY OPERATION ON CH. 8 IN ACCORDANCE WITH SPECIFICATIONS TO BE ISSUED BY THE COMMISSION.					
EFF: 6-2-69 GRANTED TEMPORARY AUTHORITY TO OPERATE WITH PRESENT FACILITIES UNTIL SUCH TIME AS SCREEN GEMS COMMENCES TO OPERATE ON CH. 8.					
Doc. 18390	6-2-69	Ch.8 180-186	V.316 A.31.6	U	6-2-69 6-1-70
Lic. issued in accordance with Report & Order #26406 adopted 4-23-69.					
BLCT-1844	6-25-69	CH.8 180-186	--	Emerg. Test & Maint.	6-25-69 6-1-70
LICENSE for installation of AUXILIARY ANTENNA					
BLCT-1844	6-25-69	Superseded to correct specifications.			
BTC-6125	12-24-69	VOL. T/C			
DOC. 18390	6-2-69	CH.8 180-186	V-316 kw A-31.6 kw	U	6-2-69 6-1-70
MAIN TRANS. & ANT.					
SUPERSEDED 2-3-70 To correct condition.					
WIRE	6-8-70	RE TENDERED LIC. APPLI. PENDING FIL. ADDITIONAL MEASUREMENTS ESTABLISHING COMPLIANCE WITH SEC. 73.687(a)(3) FOR LOWER SIDEBAND COLOR SUBCARRIER ATTENUA- TION AUTH. GR. OPER. TEMP. PER. END. 6-23-70 ACCORD. Doc. 18390 SUBJECT TO CAUSING NO INTERFERENCE TO ANY OTHER AUTHORIZER SERVICE.			



Form BC 126

#4

June 1954

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WVUE

Station location .....

Name of licensee .....

Transmitter location .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
WIRE OPER. ACCORD LIC. IN DOCKET.	6-19-70	RE AMENDED ENGR. REPORT MOD. BY COMMISSION REPORT			AUTH. GR. AND ORDER 18390.
BRCT-605 MAIN TRANS. & ANT.	5-27-70	RENEWAL OF LICENSE (S)			6-1-73
BALCT-406	9-9-70	Vol A/L			
BALCT-712	3-12-71	ML chg. name		(L)	
EBSA	5-15-72				
BRCT-605 MAIN TRANS. & ANT.	5-31-73	RENEWAL OF LICENSE (S)			6-1-76
BSCT-605 (1)	11-13-74	To chg studio loc. AND ANT. (Per Atty's ltr. 9-20-74)			
BSCT-605(1)	11-13-74	Chg. SI (Aux. Trans. & Ant.)			
BPCT-4869 CP to chg Aux. Ant.	7-16-75	Ch. 8		For Emer. Test & Main Purposes only.	
BSCT-605	9-9-75	To delete condition			6-1-76
Wire oper. WVUE rules and CP	12-3-75	Re tendered lic. appl., aux. ant. on program test accord. BPCT-4869.			auth. grtd. Sect. 73.629
BLCT-2459 AUXILIARY TRANS. AND ANT.	3-31-76	Ch. 8 180-181 Lic(BPCT-4869) to chg Aux. Ant.		For emer. test & main purposes only	6-1-76
BRCT-605 MAIN TRANS. AND ANT.	8-24-76	Renewal of license (S)			6-1-79
BALCT-598 Ltr.	6-30-77	Voluntary assignment of license			
	8-17-77	This will acknowledge receipt of your letr. dated 8-2-77, requesting an extension of time to consummate your assignment of license application for Station WVUE-TV, New Orleans, Louisiana. (BALCT-598). You are advised that the requested ext. is grtd. to & including 9-6-77.			

BC-126  
June 1975

#5

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WVUE-TV

Station location .....

Name of licensee SEE CARD #1

Transmitter location SEE CARD #1

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BPCT-5145 AH:990' MSL CP to chg.	9-28-78	CH-8 180-186	V.181.25kw A.185.75kw		11-28-78 3-28-80
trans. type(MAIN & ALT. MAIN TRANC & ANT.)					
<hr style="border-top: 1px dashed black;"/>					
BRCTM-414 (1)	9-28-78	REMOTE CONTROL			

CARD NO. 5 COMMERCIAL TELEVISION  
BROADCASTING STATION HISTORY RECORD

First licensed .....

Call Letters **WVUE-TV** .....

Station Location **NEW ORLEANS, LOUISIANA** .....

Name **GAYLORD BROADCASTING COMPANY** .....

Transmitter Location **SEE CARD NO. 1** .....

Main studio location **SEE CARD NO. 1** .....

## Authorization Record

File No.	Granted	Facilities	Expires
BRCT.-790201KG	5-18-79	RENEWAL OF LIC. MAIN AND TRANSMITTER & ANT.; AUX. TRANS. AND ANT.	6-1-82

AUG. 1955 William G. Aly, Richard J. Carrere, Frank B. Ellis, Call  
 George C. Forts, George E. Martin, Joseph A. Paretti, Letters ~~NEW~~ WVUA-TV  
 Name Chalín O. Perez, John E. Pottharst & William H. Saunders, Jr. & Supreme Broadcast-  
 ing Company, Inc. #6-16-61  
 d/b as COASTAL TELEVISION COMPANY

Station File No.	P.O. Dated	Application for	La.) Action	
			Nature	Date
BPCT-2430 Recd & Filed	11-18-57 11-18-57	CP for a new Comm. TV broadcast station - Freq.: Ch.#12, 204-210 mcs. ERP: Vis. 316 kw., Aur. 181.26 kw. Hours: Unlimited S-L: 336 Dryades Street, New Orleans, La. T-L: <del>Approx. 1.7 miles N. NE of Socola,            -near Socola, Louisiana</del> Station L: New Orleans, Louisiana (RCA TT-25BH) (1,324.23 ft.) Edward P. Morgan, Atty. John H. Mullaney, Engr. Amended re financial, Programming and change transmitter location to Socola Canal, approx. 0.5 miles SE of Socola, La., near Socola, La. Amended to substitute among the nine partners comprising "Coastal", John E. Pottharst, Jr. in lieu of John Pottharst (Sr)., now deceased Amended to add Supreme Broadcasting Company, Inc., to name of applicant as a partner, (re merger)	GRANTED DOCKET #12289	9-5-61
Amended Recd & filed	12-28-57 1-2-58			
Amended Recd Filed	11-24-58 12-3-58 12-22-58			
Amended Recd Filed	6-8-61 6-9-61 6-16-61 *			

Aug. 1955

Call

WILLIAM G. ALY, RICHARD J. CARRERE, FRANK B. ELLIS, GEORGE Letters NEW

Name C... FOLTZ, GEORGE E. MARTIN, JOSEPH A. PARETTI, CHALIN O. PEREZ, JOHN E. POTTHARST, JR., AND WILLIAM H. SAUNDERS, JR. d/b as COASTAL TELEVISION COMPANY

New Orleans, File No.	Louisiana Dated	Application for	Action	
			Nature	Date
LETTER(3) rec. # 13 in New Orleans, Louisiana, subject to condition that operation on Ch# 13 shall cease at such time as a regularly authorized Television service commences in New Orleans on Ch.# 12, but in no event is to continue beyond the time of commencement of operation on Ch# 13 at Biloxi, Mississippi, in association with Supreme Broadcasting Company, Inc. or Oklahoma Television Corporation, or both. Filed by Vincent B. Welch, atty for applicant	1-12-59	REQUEST FOR A SPECIAL TEMPORARY AUTHORIZATION to operate on Channel # 13 in New Orleans, Louisiana, subject to condition that operation on Ch# 13 shall cease at such time as a regularly authorized Television service commences in New Orleans on Ch.# 12, but in no event is to continue beyond the time of commencement of operation on Ch# 13 at Biloxi, Mississippi, in association with Supreme Broadcasting Company, Inc. or Oklahoma Television Corporation, or both.		
NO ACTION taken on above request.				
Material above filed in pending application BPCT-2430 DOCKET # 12289				



FORM BC-12K X

## APPLICATION RECORD - BROADCASTING

Aug. 1955 William G. Aly, Richard J. Carrere, Brank B. Ellis,  
George C. Folts, George E. Martin, Joseph A. Paretti, Chalin O.  
Perez, John E. Pottharst, Jr., William H. Saunders, Jr., & Supreme  
Name Broadcasting Company, Inc., d/b as Coastal Television Company  
New Orleans, Louisiana

Call  
Letters WVUA-TV

File No.	Dated	Application for	Action	
			Nature	Date
BAPCT-316 R & F	2-12-62	Voluntary assignment of construction permit to New Orleans Television Corporation. Filed by Edward P. Morgan, Atty.	Granted	3-9-62
	2-14-62		EFF	3-28-62
----- as mod. -----				
BMPCT-5738 R & F	3-29-62	Modification of CP (BPCT-2430/which auth. a new Comm TV B/C station), to change ERP from Vis. 316 kw, Aur. 178 kw, to Vis. 136.8 kw, Aur. 68.4 kw, change Studio location from 336 Dryades, New Orleans, La., to 1422 Cleveland Avenue, New Orleans, La., T-L: from Socola Canal, Approx. 0.5 miles SE of Socola, Near Socola, La., to Paris Road, near Back Protection Levee, East of Chalmette, La., Change type of transmitters from RCA TT-25BH to RCA TT-25CH, type of antenna to RCA TF-12 BH (Modified) make changes in equipment and antenna height above average terrain to 1008'. Filed by Edward P. Morgan, Atty.	GRANTED	7-25-62
	4-3-62		MEMORANDUM OPINION AND ORDER ISSUED CONDITIONAL see auth. Also granted Waiver of Section 3.610(c) of rules	

AMENDED ON CARD #2-A

CARD # 2-A  
Form BT-131  
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call WVUE (off: 9-17-62)  
Letters WVUA-TV

Name NEW ORLEANS TELEVISION CORPORATION

New Orleans, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
Continued from Card # 2 BHECT-5738 AMENDED				
Dated R & F	7-2-62 7-5-62	Amended to change ERP from Vis. 136.8 kw, Aur. 68.4 kw to Vis. 132 kw, Aur. 66.07 kw; minor change in transmitter location (correct geographic coordinates); modify the directive antenna pattern and changes in antenna system. Edward P. Morgan-atty George C. Davis-engr.	GRANTED CONDITIONS. SEE BACK OF CARD	7-25-62
-----				
NOTICE OF APPEAL filed in US Court of Appeals for the District of Columbia Circuit on August 30, 1962 by Capitol Broadcasting Company CASE NO. 17, 258				
*APPLICATION FOR REVIEW filed 9-14-62 by Reed Rolfe for MJTV :: DENIED by ORDER ADOPTED 10-3-62				
PETITION FOR RECONSIDERATION filed 9-18-62 by Howard Schellenberg for KHMA :: DENIED 10-10-62				
OPPOSITION TO APPLICATION FOR REVIEW filed 9-21-62 by Morgan for WVUE ----- ORDER ADOPTED				
OPPOSITION TO PETITION FOR RECONSIDERATION filed 9-21-62 by Morgan for WVUE -----				
ERRATA TO PETITION FOR RECONSIDERATION filed 9-25-62 by Schellenberg for KHMA (Retitled Appl. for				
REPLY TO OPPOSITION TO PETITION FOR RECONSIDERATION filed 9-25-62 by Schellenberg for KHMA				

Subject to the following conditions continued:

6. The application for license shall include the following:

- (a) Horizontal plane radiation pattern obtained from measurements performed by the manufacturer for the transmitting antenna prior to its installation.
- (b) Vertical radiation patterns obtained from measurements by the manufacturer for the transmitting antenna prior to its installation, for at least the azimuths toward Station W J T V.
- (c) An affidavit by a qualified and licensed surveyor that the proper azimuthal orientation of the transmitting antenna to achieve the radiation limitations prescribed above for Station W J T V was established at the time of the antenna installation.
- (d) Description of the reference antenna installation with appropriate measured radiation patterns.
- (e) Description of monitoring locations on the radial connecting the WVUA-TV transmitting antenna and Station W J T V.
- (f) Comparative field intensity measurements obtained during equipment tests between the reference and main antenna at the selected monitoring points together with a description of equipment and techniques employed.
- (g) Description of means employed to monitor power input to the reference antenna and the relative power inputs to the two main branches of the transmitting antenna together with calibration and sample power measurements.

-2-

CONDITIONS

BMPCT-5738  
WVUA-TV

Subject to the following conditions:

1. The construction authorized shall have no adverse effect on the operation of WTIK(AM). Sufficient field strength measurements shall be made before and after construction of the TV antenna to prove that no material effect on the WTIK(AM) operation has resulted.
2. The horizontal effective radiated visual power in the direction of Station WJTV, Jackson, Mississippi, shall not exceed 17.2 dbk (52.5 kw).
3. An appropriate reference antenna shall be installed on the main antenna structure for the purpose of making ratio field intensity measurements with the transmitting antenna in the direction of Station WJTV at the time of initial operation and subsequent periodic checks during regular operation. The reference antenna shall be installed in a manner to minimize coupling to the main antenna elements, the tower structure, and guy wires. Provisions shall be made for coupling the transmitter output either to the reference antenna or to the main transmitting antenna and suitable means shall be available for accurately determining and maintaining the relative power inputs to the main and reference antennas.
4. Monitoring locations shall be selected for the purpose of obtaining relative field intensity measurements between the reference and main antenna to establish that the limited radiation specified above in the direction of WJTV is not exceeded. At least two monitoring locations on the radial connecting the WVUA-TV transmitting antenna and Station WJTV shall be selected. Comparative radiation measurements of the WVUA-TV transmitting antenna shall be made during equipment tests and at least once each 90 days at the selected monitoring locations. Records of such measurements shall be maintained and made available to the Commission upon request.
5. Suitable means shall be provided for monitoring the visual power inputs to the two main branches of the main transmitting antenna during normal operation.

Card #3

Form BC-121  
Aug. 1955

## APPLICATION RECORD - BROADCASTING

Comm TV B/C

Call W V U E Eff: 9-17-62  
Letters X NVUA-TVName NEW ORLEANS TELEVISION CORPORATION  
New Orleans, La.

File No.	Dated	Application for	Action	
			Nature	Date
EMFCT-5737 R & F	4-4-62 4-5-62	Mod. of CP (BPCT-2430, which authorized a new Comm TV B/C station) to extend completion date from 5-5-62 to 11-5-62 Filed by Edward P. Morgan, Atty.	GRANTED	4-12-62
SEE HISTORY CARDS ON W V U E for REQUEST FOR SPECIAL TEMPORARY AUTHORIZATION to operate on channel 12; filed 7-23-62 ABOVE GRANTED 8-31-62, MEMORANDUM OPINION AND ORDER ADOPTED: TELEGRAM AUTHORIZATION ISSUED See also Card #2-A				
NOTICE OF APPEAL filed 10-15-62 by W J T V CASE NO. 17, 328, from Orders released 10-5-62 and 10-12-62 and Memo. & Order released 8-31-62				
EMFCT-5824 Recd. & Filed	2-12-63 2-14-63	Mod. of CP (BPCT-2430, as mod., which authorized a new Comm. TV B/c Station) to extend completion date from 3-25-63 to 9-20-63 Edward P. Morgan, Atty. (Walch, Mott & Morgan)	GRANTED	3-26-63

FORM BC-121  
Aug. 1955

APPLICATION RECORD - BROADCASTING

COMM. TV

Call Letters WVUB

Name NEW ORLEANS TELEVISION CORPORATION  
New Orleans, La.

File No.	Dated	Application for	Action	
			Nature	Date
BMPCT-5855 Recd. & Filed	5-2-63 5-3-63	Mod. of CP (BPCT-2430, as mod.) which authorized a new Comm. TV B/C Station) to change type transmitter to GE TT-51B; type of antenna to GE TY-70-H; and make minor change in antenna site location (corrected coordinates) Welch, Mott and Morgan-attys George C. Davis-engr.	GRANTED Same conditions as of back of Card #2-A	6-13-63
BMPCT-5885 Recd. & Filed	8-7-63 8-12-63	Mod. of CP (BPCT-2430, as mod., which authorized a new Comm. TV B/C Station) to extend completion date from 9-26-63 to 1-15-64. Herbert E. Forrest, Atty.	GRANTED GRANTED	11-25-63
<b>STATEMENT OF PROGRAM PROPOSAL filed 9-16-63</b> - 2 copies to body 9-17-63 - associated with BPCT-1329				
BLCT-1329 Recd. & Filed MAIN TRANS. & ANT.	11-25-63 11-26-63	License to cover CP (BPCT-2430, as mod.) which authorized a new Comm. TV B/C Station. Herbert E. Forrest, Atty.	GRANTED	12-6-66
AMENDED Recd. & Filed	7-14-65 7-14-65	AMENDED to change name to SCREEN GEMS BROADCASTING OF LOUISIANA, INC. F.C.C. - WASHINGTON, D.C.		

## APPLICATION RECORD - BROADCASTING

Comm. TV

Call

Letters W.V.U.R.

Name NEW ORLEANS TELEVISION CORPORATION  
 CH. 12 NEW ORLEANS, LA

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-3276 Recd. & Filed AUX. TRANS.	12-9-63 12-12-63	Construction Permit to install a previously authorized transmitter (General Electric TT32B) as an Auxiliary Transmitter, and permit its use as an alternate driver unit for the Main transmitter. Herbert E. Forrest, Atty.	GRANTED	1-31-64
BLCT-1377 Recd. & Filed AUX. TRANS. AMENDED Recd. & Filed	7-8-64 7-10-64 <del>7-14-65</del> 7-14-65	License to cover CP (BPCT-3276) which authorized installation of previously used transmitter as an AUXILIARY TRANSMITTER, (WELCH, MOTT, ATTY) AMENDED to change name to SCREEN GEMS BROADCASTING OF LOUISIANA, INC.	GRANTED	12-6-66
BTC- 4774 Recd. & Filed AMENDED Rec. & Filed	3-3-65 3-5-65 4-26-65 4-28-65	Voluntary transfer of control of permittee corporation from Joseph A. Paretti, et al to Screen-Gems-Broadcasting-(Louisiana)-Inc. Atty for transferor: Welch & Morgan Atty for transferee: Fletcher, Heald & Rowell Amended corporate structure; Articles of Incorporation and By-Laws; and change name of transferee to: Screen Gems Broadcasting of Louisiana, Inc.	GRANTED CONDITION: Before consummation transferee to show compliance with Sec. 73.636 of Comm's Rules EFF: 7-7-65	6-2-65 (Comm.) Jills 6-10-65

Aug. 1955

Call  
Letters WVUE

## SCREEN GEMS BROADCASTING OF LOUISIANA, INC.

Name  NEW ORLEANS TELEVISION CORPORATION  
New Orleans, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BAPCT-366 Rec. & filed	6-14-65 6-15-65	Voluntary assignment of construction permit to Screen Gems Broadcasting of Louisiana, Inc. Robert L. Heald-atty (Fletcher, Heald, Rowell etc.)	GRANTED EFF: 7-13-65	7-6-65
EMLCT-560 Recd. & Filed MAIN TRANS. & ANT.	2-19-66 2-21-66	Modification of License to reduce Aural ERP from 66.1 kw(DA) to 47.4 kw. CONTINGENT ON GRANT OF BLOT-1329 Fletcher, Heald, Rowell, Kenehan & Hildreth, Atty.	GRANTED issued with BLOT-1329	
EMLCT- Received AUXILIARY TRANSMITTER	2-23-66 2-24-66	Modification of license to reduce Aural ERP of the Auxiliary Transmitter to 10.62 kw(RMS). Fletcher, Heald, Rowell, Kenehan & Hildreth-atty	RETURNED Unnecessary	3-14-66 as
BRCT-605 R & F MAIN TRANS. & ANTENNA	2-28-67 2-28-67	RENEWAL OF LICENSE Robert L. Heald, Atty.	GRANTED	5-22-67
BRCT-605 Recd & Filed AUXILIARY TRANSMITTER	2-24-67 2-28-67	RENEWAL OF LICENSE Robert L. Heald, Atty.	GRANTED	5-22-67



## APPLICATION RECORD - BROADCASTING

COMM. TV

Call  
Letters WVUEName SCREEN GEMS BROADCASTING OF LOUISIANA, INC.CH. 12 8 NEW ORLEANS, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-4151 R & F Press AUG 16 1968 AUXILIARY ANTENNA	8-12-68 8-13-68 AUG 16 1968	Construction Permit to install an Auxiliary Antenna (Alford Mfg. Co. 1046-R) at the Main Transmitter & Antenna site. James P. Riley, Atty. (Fletcher, Heald, Rowell)	\$30.00 #451236 GRANTED	8-13-68 8-23-68
BICT-1844 R & F Press \$469619 \$30. Aux. Antenna	10-30-68 11-1-68 NOV 8 1968 11-1-68	Lic. (BPCT-4151) for installation of Aux. Antenna. Fletcher, Heald, Rowell, Kenehan & Hildreth, Atty. (James P. Riley)	GRANTED	6-25-69
BTC-6125 Rec & filed \$30 #562365 PN RECD PRESS	12-5-69 12-9-69 12-9-69 DEC 18 1969	Voluntary transfer of control of Screen Gems Broadcasting Corporation (parent corp) from Columbia Pictures Industries, Inc. (New York Corp) to Columbia Pictures Industries, Inc. (Delaware Corp.) Vincent J. Curtis, Jr. (Fletcher, Heald)	GRANTED EFF:	12-24-69 12-27-69

APPLICATION RECORD - BROADCASTING

COMM. TV

Call  
Letters W V U E

NEW JERSEY TELEVISION BROADCASTING CORP.

Name XSCREEN GEMS BROADCASTING OF LOUISIANA, INC.

CH. 8 NEW ORLEANS, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-605	2-25-70	RENEWAL OF LICENSE	GRANTED	5-27-70
R & F	3-3-70	Vincent J. Curtis, Jr. Atty. (Fletcher, Heald)		
\$180 #581372	"			
PN Recd.	"			
MAIN TRANS. & ANTENNA				
AUX. TRANS. & ANTENNA	MAR 11 1970			
-----				
Ltr/ from atty. 5-1-70 (3 copies) to submit Update Progress Report re Mod. of license.				
BALCT-406	6-3-70	Voluntary assignment of license to New Jersey	GRANTED EFF COMMISSION ACTION	9-9-70
Received	6-5-70	Television Broadcasting Corp.		
Filed 6-	6-10-70			
#606636 \$30	6-5-70	Atty.: Vincent J. Curtis, Jr. (Fletcher, Heald,		
PRESS:	JUN 15 1970	Rowell, Kenehan & Hildreth)		
PN REC'D:				
Engr. data filed	6-18-70			

Form BC-121  
September 1969

CARD#9

## APPLICATION RECORD - BROADCASTING

Call  
Letters WVUE

SCREEN GEMS STATIONS, INC.

Name **X** NEW JERSEY TELEVISION BROADCASTING CORP.  
CH-8 NEW ORLEANS, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
EMICT-712 R & F #667126 \$50 AC: 062 PRESS:	2-19-71 2-22-71 2-22-71  MAR 10 1971	ML to chg. name to Screen Gems Stations, Inc. Atty.: VJCurtis, Jr. (Fletcher, Heald)	GRANTED	3-12-71
ERCT-605 R & F PN REC'D PRESS:	3-1-73 3-5-73 3-5-73  MAR 30 1973	RENEWAL OF LICENSE Main Trans. & Ant. Auxiliary Trans. & Ant. Atty: Robert L. Heald (Fletcher, Heald, Rowell, Kenehan and Hildreth)  Amended 4-12-73 re Programming Amended 4-16-73 re programming	GRANTED	5-31-73

BRCT-605

PETITION TO DENY AND TO INTERVENE FOR RACIALLY DISCRIMINATORY EMPLOYMENT PRACTICES filed 6-6-73 by Southern Media Coalition

RESPONSE OF SCREEN GEMS STATIONS, INC. TO PETITION TO DENY AND TO INTERVENE FOR RACIALLY DISCRIMINATORY EMPLOYMENT PRACTICES filed 6-19-73 by Fletcher, Heald, Rowell, Kenehan & Hildreth on behalf of Screen Gems Stations, Inc.

MOTION FOR ACCEPTANCE OUT OF TIME and REPLY TO OPPOSITIONS' PETITION TO DENY filed 9-19-73 by Southern Media Coalition - 1 copy only; in WWL-TV application,

MOTION TO STRIKE AND COMMENTS OF SCREEN GEMS STATIONS, INC. filed 9-28-73 by Robert L. Heald on behalf of Screen Gems Stations, Inc.

SUPPLEMENT to petition filed 9-28-73

OPPOSITION OF SCREEN GEMS STATIONS, INC., AMENDED CERTIFICATE OF SERVICE filed 6-3-74 by Edward W. Hummers, Jr. on behalf of Screen Gems Stations, Inc.

Original affidavit of Douglas J. Elleson filed 5-29-74 by Edward W. Hummers on behalf of Screen Gems Stations, Inc.

MEMORANDUM OPINION AND ORDER adopted 10-21-75 released 11-6-75 FCC #75-1175 37409

Accordingly, IT IS ORDERED, That the motion for extension of time to file an opposition, filed by Loyola University on June 20, 1973, IT IS FURTHER ORDERED, That the motion of Southern Media Coalition filed September 19, 1973 to accept its reply "out of time", IS GRANTED. IT IS FURTHER ORDERED, That the petition to deny filed June 6, 1973 by Southern Media Coalition, IS DISMISSED as against WDSU-TV, WVUE(TV) & WWL-TV, New Orleans, Louisiana, as a petition to deny, and IS DENIED as an informal objection.

IT IS FURTHER ORDERED, That the reply filed September 19, 1973, and the "motion for Bilingual Bicultural type discovery," filed April 29, 1974, by Southern Media Coalition, ARE DENIED as informal objections, and the latter motion, IS DENIED.

SEE 9A

## APPLICATION RECORD - BROADCASTING

Call  
Letters WVUEName SCREEN GEMS STATIONS, INC.  
NEW ORLEANS, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BHCT-605				
<p>IT IS FURTHER ORDERED, That the licensee of WVUE(TV), New Orleans, Louisiana:</p> <p>(a) Submit to the Commission within 30 days of the date of the release of this Memorandum Opinion and Order, a list of local minority organizations, agencies, community leaders, schools and colleges with which it will maintain systematic communication each time stations seek to fill a job position; and Submit to the Commission concurrent with the filing of the 1976 and 1977 Annual Employment Reports (FCC Form 395), a detailed statement of the affirmative action undertaken to encourage black applicants for each job opening filled during each twelve month period preceeding the pay period covered by the filing of the 1976 and 1977 annual employment reports for each station, including the names and race of all applicants and designation as to who ultimately hired. (c) Submit to the Commission concurrent with the filing of the 1976-1977 Annual Employment reports, a detailed statement of all employees terminated during each twelve month period preceeding the pay period covered by the filing of the 1976 and 1977 annual employment reports for each station, including the names and race of each employee and the reasons for termination.</p> <p>RESPONSE OF SCREEN GEMS STATIONS, INC. filed 11-20-75 by Robert L. Heald on behalf of Fletcher, Heald, Rowell, Kenehan &amp; Hildreth - Jim Brown 11-25-75</p>				

MOTION FOR EXTENSION OF TIME filed 12-4-75 by Southern Media Coalition, NAACP, Black  
Colleges

**APPLICATION RECORD - BROADCASTING**

**COMMERCIAL TV**

Call  
Letters **WVUE**

**Name** **SCREEN GEMS STATIONS, INC.**  
**CH-8** **New Orleans, Louisiana**

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-4869 R & F #428990 \$100 AC: 058 PRESS:	5-16-75	CP to chg. type of Auxiliary Antenna to Alford, 1046-P. M. Scott Johnson, Atty. (Fletcher, Heald, Rowell, Kenahan & Hildreth) AMENDED 7-7-75 re engineering	GRANTED	7-16-75
	5-16-75			2-11-10-75
	5-16-75			
	<b>JUL 1 1975</b>			
BLCT-2459 R & F #496125\$100 AC: 001 PRESS:	11-3-75	License to cover (BPCT-4869) to change type Auxiliary Antenna to Alford, 1046-P. Atty: Robert L. Heald (Fletcher, Heald)	GRANTED	3-31-76
	11-10-75			
	11-10-75			
	<b>22 JAN 1976</b>			

#11

COMMERCIAL TELEVISION

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call  
Letters WVUEName SCREEN GEMS STATIONS, INC.  
CH-8 New Orleans, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-605 R & F PN Rec'd: PRESS:	1-20-76	RENEWAL OF LICENSE		
	1-30-76	(Main Trans. & Ant.)(Aux. Trans. & Ant.)	GRANTED	8-24-76
	1-30-76	Annual Reports Filed		
	20 Feb 1976	Max Contours filed		
		Atty: Robert L. Heald (Fletcher, Heald, Rowell, Kenehan & Hildreth)		
		Amended 2-25-76 re other business interests.		
		Amended 4-9-76 re Annual Report.		
		Amended 4-12-76 re programming.		
		Contours filed 1-30-76.		



INFORMAL OBJECTION TO PREVENT THE CONTINUING EMPLOYMENT DISCRIMINATION IN VIOLATION OF FCC RULES AND POLICIES filed 5-28-76 by The Louisiana State Chapters of the National Organization for Women (NOW), the Southern Media Coalition (SMC) and the Louisiana Chapter of the National Welfare Rights Organization (NWRO).

BRCT-605 granted 8-24-76 - conditions: The authority granted herein is subject to the following conditions: Submit to the Commission concurrent with the filing of the 1977 Annual Employment Report (FCC Form 395), a detailed statement of the affirmative action undertaken to encourage black applicants for each job opening filled during the twelve month period preceding the pay period covered by the 1977 annual employment report for the station, including the names and races of all applicants and designation as to who was ultimately hired; and, Submit to the Commission concurrent with the filing of the 1977 Annual Employment Report, a detailed statement of all employees terminated during the twelve month period preceding the pay period covered by the filing of the 1977 annual employment report for the station, including the names and races of all employees and the reasons for termination.

115

WVUE  
New Orleans

## APPLICATION RECORD - BROADCASTING

COMMERCIAL TV

Call  
Letters WVUB

GAYLORD BROADCASTING COMPANY

Name ISCREEN GEMS STATIONS, INC.  
CH-8 NEW ORLEANS, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BALCT-598 R&F #598974 \$200 AG: Q47 PN RECD PRESS (Form 314)	7-28-76 7-30-76 7-30-76  8-26-76 AUG 1978	Voluntary assignment of license to Gaylord Broadcasting Company.  Atty.: Assignor-Edward W. Hummers, Jr. (Fletcher, Heald, Rowell, Kenehan & Hildreth) Assignee-William S. Green (Pierson, Ball & Dowd)  Amended 1-14-77 re Exh. II-2(substitution)	GRANTED COMMISSION ACTION Eff:	6-30-77  9-1-77
BPCT-5145 R&F PRESS	12-19-77 12-22-77 FEB 17 1978	CP to chg. type trans. to RCA TT-25FH & install identical RCA TT-25FH trans. as an Alt. Main Trans.  Atty.: William Green (Pierson, Ball & Dowd)		9-28-78 9-28-78
BRCTV-414 R&F PRESS	6-20-78 6-29-78 JUL 17 1978	Request for auth. to oper. trans. by remote control from 1025 South Jefferson Davis Parkway, New Orleans, La. Atty.: Harrison T. Slaughter	GRANTED	9-28-78

PETITION TO DENY SCREEN GEMS STATIONS TRANSFER APPLICATION filed 9-7-76 by Alvin Chambliss on behalf of Larry Jones, Bill Rouselle, Alvin Harley, Sam Bell, Carl Galmon, Marie Galatas, and the Southern Media Coalition.

PETITION FOR EXTENSION OF TIME TO FILE OPPOSITIONS filed 9-16-76 by Robert L. Heald on behalf of Screen Gems Stations, Inc.

OPPOSITION TO PETITION TO DENY filed 9-28-76 by Douglas J. Elleson on behalf of Screen Gems Station, Inc.

OPPOSITION TO PETITION TO DENY filed 9-28-76 by William S. Green on behalf of Gaylord Broadcasting Company.

MOTION FOR EXTENSION OF TIME filed 10-19-76 by Alvin Chambliss on behalf of Petitioners.

Ltr. 10-26-76 from counsel for both parties consenting to extension of time for petitioner to file reply.

MOTION FOR EXTENSION OF TIME filed 10-19-76 by Alvin O. Chambliss on behalf of Petitioners.

Ltr. 11-18-76 by atty's. for licensee's (Screen Gems, etc., & Gaylord Broadcasting, etc.) requesting the Commission to process the application forthwith since petitioner made untimely request for extension of time.

MEMORANDUM OPINION AND ORDER adopted 6-30-77, released 7-7-77 FCC 77-465 70386: Accordingly, IT IS ORDERED, That the Petition to Deny, filed by Larry Jones, et al. and Southern Media Coalition, IS DENIED, and that the application of Screen Gems Stations, Inc., for assignment of Television Station WVUE, New Orleans, Louisiana, to Gaylord Broadcasting Company, IS GRANTED

## APPLICATION RECORD - BROADCASTING

Call Letters WVUE (TV)Name GAYLORD BROADCASTING COMPANY  
NEW ORLEANS, LOUISIANACHANNEL 8

File No.	Dated	Application for	Action	
			Nature	Date
BRCT- 790201KG R & F PN REC'D PRESS	1-17-79 2-1-79 79 04 11	RENEWAL OF LICENSE ATTY: BENJAMIN J. GRIFFIN (PIERSON, BALL & DOWD)	GRANTED	5-18-79
BLCT-790619KE R & F PTA	6-15-79 6-19-79 6-22-79 x CB	Lic. to cover (BPCT-5145) for chgs. in transmitting equipment. Atty.: Harrison T. Slaughter (Pierison, Ball & Dowd)	GRANTED	11-18-80

## 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.

