

WBYU



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No 1330199



B-5 Card 1  
Official No. 741

# BROADCASTING STATION LICENSE RECORD

(FM)

W B Y U (4-6-70)

Date first licensed January 22, 1954

Call letters X WBYU

SWANSON BROADCASTING, INC.

LOCATION: NEW ORLEANS, LOUISIANA

X SWANSON BROADCASTING, INC. (AL 10-28-70 EFF: 12-1-70)

X TEXAS Star Broadcasting Co. <sup>company</sup> ALN - 1-30-70 - EFF: 2-23-70)

X GUSTON ELECTRONICS, INC (EMLN 5-23-61).

Name of licensee X FIDELITY BROADCASTING, INC.

1001 Howard Avenue, New Orleans, Louisiana (PH-10-19-70)

X Pontchartrain Hotel --- 2031 St. Charles Avenue, New Orleans, La.

X Pontchartrain Hotel, St Charles & Josephine Streets

Transmitter location New Orleans, Louisiana

SAME AS TRANSMITTER

70130 X 328 Chartres Street, New Orleans, Louisiana (BRCH-390)

X 2031 St. Charles Avenue - Pontchartrain Hotel

Main studio location New Orleans, Louisiana



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BPH-1880 Class B	9-9-53	QP new FM Bc Sta! 95.7mcs	48kw Terr 170'		11-9-53 5-9-54
BMPH-4868	11-5-53	QP to change type tr.			1-5-54 7-5-54
Wire 12-31-53.	Auth on record BPH-1880 30 days.				
BLH-941	1-22-54	License to cover to 95.7 mcs ERP 47kw, 170'			6-1-55
WIRE	12-31-53	Retels 22 & 30. Lic. application not on file this date. Auth. granted on record. BPH-1880 period 30 days.			
ACTION OF RENEWAL DEFERRED	5-25-55				
BRH-741.	6-22-55	Renewal of license to			6-1-58 (S)
BSCA-19 (simplex)	11-9-55	Subsidiary Com. Authorization to Multiplex Basis			6/1/58.
BPH-2106	3-30-56	CP change ERP, Terr/antenna Terra: 215 ft. 95.7mcs. 44 kw TPO 10kw.			5-30-56 11-30-56 (L)
ORDER	6-13-56	Simplex operation BSCA-19 Extended to			7/1/57
(or end of license		period if that is earlier)			6/1/58
WIRE	7-24-56	AUTH. remain silent(const.)			TO 8-24-56
BSCA-19		Modified as of May 14, 1957, eliminating condition			
WIRE	6-11-57	STA to remain silent to allow station to make market surveys re multiplex-simplex development			from 6-1-57 to 9-1-57
ORDER	6-13-57	Simplex Operation BSCA-19 extended to			1-1-58
WIRE	9-13-57	Extension STA to remain silent to 11-1-57			
Order	12-5-57	Extend Simplex SCA to			3-1-58
WIRE	11-21-57	EXT. REMAIN SILENT to 1-1-58			
BRH-741	5-28-58	Renewal of license to			6-1-61
BSCA-19	5-28-58	Subsidiary Com. Authorization Multiplex Basis to			6-1-61
BSCA-95	12-14-60	Modification of SCA to change frequency to 26 and 65 kcs. to			6-1-61.



Form BC 126 Card #2  
June 1954

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ☒ W W M T .....

Station location New Orleans, Louisiana .....

Name of licensee .....

See Card #1

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BPH-3179 HAAT:215'	11-28-60	95.7mc Ch. 239	13.5-kw TPO:3-kw	Unl.	1-28-61 7-28-61
<u>CP to decrease ERP, increase HAAT and overall height ant.</u>					
BLH-1718 (1)	2-24-61	XXXXXX Lic. to cover cp (BPH-3179) which auth. chg. in ERP, HAAT and antenna height above ground			
BPH-148 (2)	5-23-61	Modification of license (BPH-941) to change name to "Custom Electronics, Inc."			
	6-1-61	Commission deferred action on renewal pending further consideration.			
BRCH-390 <del>Wire-Sent</del> <del>Not issued</del>	10-3-62 (4)	Mod. of lic. operate transmitter by Remote Control. <del>to be issued with Renewal of License when gr.</del>			
BRH-741	12-4-62	95.7	13.5kw	Unl	12-4 6-1-64
BRSCA-19	12-4-62	Subsidiary Communications Authorization Multiplex Basis to			6-1-64
BTC-3843 EFF:	12-4-62 12-4-62	Voluntary acquisition of negative control of licensee corporation each by Macy O. Tetter, Jr. and George R. Per Form 323 Montgomery thru purchase of stock from Peter H. Walmsley.			
BRH-741 (5)	5-28-64	Renewal of License			6-1 6-1-67
BRSCA-19	5-28-64	Subsidiary Communications Authoriza- tion on a Multiplex Basis to			6-1-67
BRH-741 (5) BRCH-390	5-22-67	Renewal of License			6-1 6-1-70
BRSCA-19	5-22-67	Renewal of SCA			6-1 6-1-70
BALH-1276	1-30-70	ALH EFF: 2-23-70			
BPH-7239 HAAT: 570' COND'L	10-19-70 (h&v) CP chg. trans. & CONTROL; install in ant system. chg.	95.7mc Ch#239	ERP: 100kw(h)& 67kw v) TPO: 20.5kw DELTE REMOTE new trans & ant. make chgs TPO; ERP and HAAT.	RC	12-19 10-19-71
BALH-1133	10-28-70	VOL. AL EFF: 12-1-70			
BMPH-13,069 (1)	11-23-70	Operate by RC			



Form BC 126

June 1954

#3

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WBYU (FM)

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
BRH741(S)	5-27-70	Renewal			6-1-73
BMPH-13, 112 (2)	1-11-71	MP(BPH-7239 as mod) chg. and ERP: 60kw(v); 100kw(h)			
BLH-505(4)	1-15-71	Lic.(BPH-7239, as mod.) for changes. 95.7mc. ERP:100kw(h), 60kw(v) TPO: 20kw			6-1-73
EBSA	5-22-72				
BTC-7255	10-31-73	VOL. TC EFF:		11-9-73	
BRH-741(S)	9-30-74	Renewal of License			6-1-76
BSH-741(1)	6-18-75	ML chg obstruction mks & lighting			
BMLH-570 BRH-741(L)	3-17-77	ML to change licensee name to: SWANSON BROADCASTING, INC. RENEWAL AND MODIFICATION 95.7mhz 100kwH 60kwV 570' E&V			6-1-79
BRH790201 A4 (S)	5-18-79	renewal of license			6-1-82
BPH-800116AG HAAT: 580' (H&V) L	4-10-80	95.7mhz ERP: 100kw (H) CP to increase HAAT.			64kw (V) 4-10-81



# APPLICATION RECORD - BROADCASTING

Call  
Letters

WJLT

Name **FIDELITY BROADCASTING, INC.**  
**813 Chartres St., New Orleans, La.**

File No.	Dated	Application for	Action	
			Nature	Date
BPH-1880 Rec'd Filed	7-17-53 7-27-53 7-27-53	C.P. for new FM Broadcast station - Freq: 95.7 mcs (Ch. 239) ERP: 47.5 kw T-L: Pontcharian Hotel, St. Charles Ave & Josephine St., New Orleans, La. S-L: Same TR: WE 506-B-2, 1 kw H.A.T. 167.9'	GRANTED	9-9-53 ERP 48kw Terr 170'
BMPH-4368 Recd. & Filed	10-19-53 10-21-53 10-21-53	Mod. of C. P. (BPH-1880 which authorized a new F. B/c. station) to change type of trans- mitter to RCA BTF-10-B 10 kw. Thomas R. Corcoran, atty	GRANTED	11-5-53
BLH-941 Recd. & filed	12-21-53 12-30-53	License to cover C.P. (BPH-1880 a mod) which authorized a new FM B/c. station.	GRANTED	1-22-54
BRH-741 Recd. & Filed	2-25-55 2-28-55	Renewal of license	GRANTED	6-29-55



# APPLICATION RECORD - BROADCASTING

Call  
Letters **WMT**

Name **Fidelity Broadcasting, Inc.**  
**New Orleans, Louisiana.**

File No.	Dated	Application for	Action	
			Nature	Date
BSCA-19 Recd & Filed 7-20-55	7-19-55	Appl. for Subsidiary Communications Authoriza- tion. Amend. recd. 10-4-55 re Comm. ltr. of 9-26-55 re Par. 6(a) 7. <b>Simplex &amp; Multiples</b> Amend. recd. 10-24-55 re Par. 5.	GRANTED	Nov. 9, 1955.
BPH-2106 Recd & filed 3-16-56	3-13-56	C.P. to make changes in licensed station to change ERP to 44.1 kw. ant. ht. above average terr: 215.2 <del>T-1-B to Pontchartrain Hotel</del> <del>2531 St. Charles Ave., New Orleans, La.</del> & make slight changes in antenna system.	GRANTED <del>Forfeited Sec. 1.314</del> <del>Letter 12-2-57</del>	3-30-56



FORM BC-121 #3  
AUG. 1955

# APPLICATION RECORD - BROADCASTING

Call  
Letters ~~WMAZ~~

Name FIDELITY BROADCASTING, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BRH-741 Rec'd Filed	3-3-58 3-7-58 3-7-58	Renewal of License	GRANTED	5-28-58
BRSCA-19 Rec'd Filed	3-6-58 3-7-58 3-7-58	Renewal of Subsidiary Communications Authorization (Multiplex only)	GRANTED	5-28-58
BMSCA-95 Rec'd&Filed	10-10-60 10-14-60	Modification of Subsidiary Communications Authority to change frequency to 26 and 65 kcs.	GRANTED	12-14-60
BPH-3179 Rec'd&Filed	10-12-60 10-14-60	Construction permit to decrease power to 13.3kw., incr. HAAT to 215.2' and chg. ant. height above ground to 228.2 feet.	GRANTED HAAT: ERP:	11-28-60 215' 13.5-kw
BLH-1718 Recd. Filed	10-12-60 10-14-60 11-28-60	License to cover C.P. (BPH-3179) which authorized change in ERP, HAAT AND antenna height above ground.	GRANTED	2-24-61



## APPLICATION RECORD - BROADCASTING

AUG 1955

CUSTOM ELECTRONICS, INC.

Call

Letters W W M T

Name

\* FIDELITY BROADCASTING, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BMLH-148	2-15-61	Modification of license to change licensee name to: "Custom Electronics, Inc."	GRANTED	5-23-61
Rec'd & Filed	3-27-61			
BRH-741	3-1-61	Renewal of License	GRANTED	12-4-62
Rec'd & Filed	3-27-61		(Issued with BRCH-390)	
BRSCA-19		Renewal of License (SCA)	GRANTED	12-4-62
BTC-3843	9-1-61	Voluntary acquisition of negative control of licensee corporation each by Macy O. Tetter, Jr. and George R. Montgomery thru purchase of stock from Peter H. Walmsley.	GRANTED:	12-4-62
Rec'd	9-5-61			
Filed	9-5-61			
			EFF:	12-4-62
			Per Form 323	



FORM BC-121  
AUG. 1955

#5

# APPLICATION RECORD - BROADCASTING

FM

MPANY  
TEXA STAR BROADCASTING CO. (APL-130-70)

Call WBYU  
Letters ~~X~~ WWM T

Name **XCUSTOM ELECTRONICS, INC.**  
NEW ORLEANS, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BRCH-390 Rec'd	8-3-62 8-6-62	Modification of license to operate trans- mitter by remote control from 328 Chartres Street, New Orleans, Louisiana.	GRANTED <del>Telegram sent, not</del> <del>issued, to be issued</del> <del>with renewal</del> (ISSUED WITH RENEWAL) 12-4-62	10-3-62
BRH-741 R. & F. BRSCA-19 R. & F.	3-3-64 3-4-64 3-3-64 3-4-64	Renewal of License and SCA.	GRANTED	5-28-64
BRH-741 BRSCA-19 R & F	3-1-67 3-1-67 3-3-67	Renewal of license Renewal of SCA	GRANTED GRANTED	5-22-67 5-22-67
BALH-1276 R & F FEE PD: \$75 NOTED: SCA not to be as signed per atty	11-7-69 11-10-69 -#555694 -1-59	Voluntary assignment of license to TEXAS STAR BROADCASTING COMPANY Atty - Koteen & Burg AMENDED 11-18-69	GRANTED EFF: 2-23-70	1-30-70

Section 11 (statement)



# APPLICATION RECORD - BROADCASTING

FM

Call  
Letters WBYU

Name **TEXAS STAR BROADCASTING CO.**  
**New Orleans, Louisiana**

File No.	Dated	Application for	Action	
			Nature	Date
BRH-741 R & P #581637 \$75.	2-23-70 3-2-70 3-2-70	Renewal of License AMENDED 3-26-70 re: clarify type transmitter Atty.: Rainer K. Kraus	GRANTED	5-27-70
BPH-7239 Rec'd: #625562 \$50 CODE: 015 #626979 \$150 CODE 015 PRESS: SEP 16 1970 PN REC'd:	8-18-70 8-19-70 8-19-70 8-28-70	CP chg. trans. & studio loc. to 1001 Howard Ave., New Orleans, La.; DELETE REMOTE CONTROL; install new trans(Collins-831G); new Ant (Collins-37CP-8Special, 8 horiz. & 8 vert. sects); make chgs. in ant. system(incr. hght); chg. TPO: 20.557kw; ERP: 100kw; operate with vert. ERP: 67.427kw; HAAT: 565 ft.; operate with vert. HAAT: 565 ft. 29° 56' 46" - 90° 04' 34" Atty - Rainer K. Kraus(Koteen & Burt) Engr-----	GRANTED COND'L Section 73.250	10-19-70



# APPLICATION RECORD - BROADCASTING

FM

Call  
Letters **WBYU**

Name **TEXAS STAR BROADCASTING COMPANY**  
**New Orleans, La.**

File No.	Dated	Application for	Action	
			Nature	Date
BAIH-1433 R & F FEE PD: \$250 #632524 CODE 054 (Form 316) ALSO SEE: AM KLEO ETC NOV 2 1970	9-23-70 9-25-70	Voluntary assignment of license to SWANCO BROADCASTING, INC.  Atty - Koteen & Burt	GRANTED  EFF:	10-28-70  12-1-70
BMPH-13,069 R & F #643265 \$50. CODE 068 PRESS: NOV 20 1970	11-9-70 11-12-70 11-12-70	Mod. of Construction Permit (BPH-7239) to operate transmitter by remote control from 328 Chartres Street, New Orleans, Louisiana.  Atty - Rainer K. Kraus (Koteen & Burt)	GRANTED	11-23-70
BMPH-73,112 R & F #650972 \$50. 061 PRESS: JAN 4 1971	12-15-70 12-18-70 12-18-70	MP (BPH-7239 as mod) chg. TPO: 20.060; LKP: 59.506kw(v). Atty-Rainer K. Kraus (Koteen & Burt). Engr.-None.	GRANTED	1-11-71



PHASE 1 REFUND ACTION

TRANS.  
CODE

500

DATE

8/01/14

AMT.

INITIALS

\$ 1,290.00

D&F.

Expanded Payment  
Paid under KLEOAM  
on 800305



Form BC-121  
September 1969

APPLICATION RECORD - BROADCASTING

95.7mhz FM

Call  
Letters WBYU

SWANCO BROADCASTING, INC.

Name

New Orleans, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BLH-5054 R & F #663699 \$50. AC-068 PTA PRESS VAC	2-1-71 2-10-71 2-10-71 2-18-71	Lic.(BPH-7239, as mod.) for changes. Atty: Rainer K. Kraus(Koteen & Burt)	GRANTED	3-15-71
BRH-741 R & F PN Recd. PRESS MAR 29 1973	3-5-73 " "	RENEWAL OF LICENSE Herbert D. Miller, Jr. Atty. PETITION TO DENY AND TO INTERVENE filed 5-1-73 by Southern Media Coalition OPPOSITION TO PETITION TO DENY filed 5-17-73 by Rainer K. Kraus counsel for Swanco Broadcasting Inc.	GRANTED	9-30-74
BTC-7255 R & F SEE FEE PD: \$750 #242174 CCDE 049 (INCLUDES KWEN, (Form 316) KKNG & ALSO SEE AM KLEO, KQEC, KRMG, KKXX	10-10-73 10-12-73	Voluntary acquisition of positive control of lic corp by Gerock H. Swanson thru transfer of stock (and retirement thereof) by W. Clarke Swanson, Jr. to the licensee corporation Atty - Koteen & Burt	GRANTED	10-31-73
			EFF:	11-9-73



Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

6-54

Call  
Letters **W B Y U**

**SWANSON BROADCASTING, INC.**  
**Name x SWANCO BROADCASTING, INC.**  
**NEW ORLEANS, LOUISIANA**

File No.	Dated	Application for	Action	
			Nature	Date
BRH-741 R & F PN Recd. PRESS	1-30-76 2-2-76 " <b>MAR 30 1976</b>	RENEWAL OF LICENSE  Herbert D. Miller, Jr., Atty.  AMENDED 10-27-76 re: engineering	GRANTED (Issued with BMLH-570)	11-30-76
BMLH-570 R & F  <b>MAR 15 1977</b>	2-16-77 2-18-77	Mod. of license to change licensee name to: SWANSON BROADCASTING, INC.	GRANTED	3-17-77
BRH790201A4 PRESS:	<b>MAR 30 1979</b>	RENEWAL OF LICENSE  Atty: Herbert D. Miller, Jr.	GRANTED	5-18-79



Name: SWANSON BROADCASTING, INC.

Station Location: New Orleans, Louisiana

File No.	Date	Description	Action and Date
BPH-800116AG (O) PRESS:	FEB 29 1980	CP to increase HAAT to: 580'. Atty: Herbert D. Miller, Jr.	GRANTED 4-10-80



## 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 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.

FM History Cards were initiated in the early 1940s, with the authorization of the earliest FM stations in the FM band, then at 42 to 50 MHz. (The band was shifted to its present location, 88 to 108 MHz, in 1946.) 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 radio station history.

