

W B O K



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

BROADCASTING STATION LICENSE RECORD

WBOK (Ltr. 11-20-64) (Eff 11-21-64)

XW S H O (7-5-52)

XW S H O (Ltr. 11-21-64)

Date first licensed 9-26-49

Call letters W A D W

WBOK, INC. (AL 5-13-69, Eff: 6-25-69)

LOCATION: NEW ORLEANS, LOUISIANA

WBOK, INC. (AL-10-21-64; EFF: 11-21-64)

xRAYMAC RADIO, INC. (BAL 2-6-62 EFF: 2-16-62)

x RADIO NEW ORLEANS, INC. (AL - 11-19-58) EFF: 2-16-59)

x LOUISE C. CARLSON, INC. (AL 2-24-54, EFF 3-1-54)

Name of licensee x LOUISE C. CARLSON

2740 Abundance St., New Orleans, La. (Re-described-Ltr. 3-1-55)

Transmitter location x Abundance and Peoples Avenue, New Orleans, Louisiana (Ltr. 9-26-49)

3301 1/2 Tulane Ave., New Orleans, La. (Ltr. 10-7-70)

x 505 Baronne Street, New Orleans, La. (BRC 6-25-65)

x John Mitchell Building, 637 Common Street, New Orleans, Louisiana (Ltr. 1-4-60)

ZIP 70113

x 4th Floor Annex, Cigali Bldg., New Orleans, Louisiana (RC 2-29-56)

2740 Abundance St., New Orleans, La. (Ltr. 3-1-55)

x Cigali Building, corner Canal & Camp Sts., New Orleans, La. (Ltr. 11-1-64)

Main studio location x Abundance and Peoples Avenue, New Orleans, Louisiana (Ltr. 11-12-49)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From.. To..
B3-P-5271	4-22-48	1230	250w	U	
Order Issued. CP for new station granted subj. filing MF for approval T site and antenna.					
Ltr. 5-24-49	auth. opr.	100 watt	crystal controlled T		
on 1190 kc, in vicinity of New Orleans, La. for period of 10 days to make field intensity measurements to determine the suitability of the T site specified in BMP-4543. Emission of T unmodulated except for voice identification each half hour.					
B3-P-5271	7-19-49	1230	250w	U	9-19 3-19-50
BMP-4543	Mod. CP (5271) for approval of antenna, T and studio locations and change type of T and mount FM antenna on AM tower.				(COND. CLAUSE)
BL-3777	9-26-49	1230	250w	Un	9-26 2-1-52
Lic. to cover CP (5271 as mod) for a new station (COND. CLAUSE)					
BL-3219	5-25-50	1230	250w	U	5-25 2-1-52
Auth. to determine power by direct measurement. (COND. CLAUSE)					
BR-2337	1-23-52	1230	250w	U	2-1 6-1-52
(Conditional Clause)					
BR-2337	5-28-52	1230 kc	250 w	Unl.	6-1-52 6-1-55
(Conditional Clause)					
BAL-1705	2-24-54	Assignment of license to			
EFF	3-1-54	LOUISE C. CARLSON, INC.			
BR-2337	5-25-55	1230kc	250w	U	6-1 6-1-58
BRC-910 (1)	2-29-56	Mod. of Lic. to operate transmitter by remote control from 4th Floor Annex-Cigali Building, New Orleans, La.			
Telegram	5-29-58	Action on renewal application deferred pending further consideration. Continued operation authorized.			
BR-2337	11-19-58	1230	250 w	U	11-19 6-1-61
BAL-3219	11-19-58	Voluntary assignment of license to			
EFF:	2-16-59	RADIO NEW ORLEANS, INC.			

Form BC 126

Card #2

June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W S H O
X W J B W

Station location

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..
BRC-1613	1-26-60	1230kc	250w	Un.	1-26 6-1-61
Modification of license to change Remote Control Point from 4th Floor Annex-Cigali Bldg., New Orleans, La., TO John Mitchell Building, 637 Common Street, New Orleans, Louisiana					
BP-14327	9-27-60	1230	250w	U	11-27 5-27-61
CP to install new transmitter (GATES BC-250-GY).					

BP-12940	12-21-60	1230	250w-1kw	U	2-21 8-21-61
CP to incr daytime power to 1 kw and install new transmitter Gates BC-1T cond'l					
BL-8217 ⁽¹⁾	4-19-61	Lic. to cover CP(BP-14327) new trans.			
BR-2337	6-1-61	1230kc	250w	U	6-1 6-1-64
BMP-9700 (1)	8-31-61	Mod. of CP(BP-12940) for extension of completion date to 12-21-61.			
BL-8447	7-26-61	1230kc	250w	Aux.	7-26 6-1-64
License to use old main transmitter(GE BT-20A) for Auxiliary purposes only, with Remote Control operation from Main Studios					
BAPL-253	2-6-62	Voluntary assignment of construction			
EFF:	2-16-62	permit and license to Raymac Radio, Inc.			
BL-8894	4-17-62	1230kc	250w-1kw	U	4-17 6-1-64
Lic. to cover CP (BP-12,940 as mod) which auth. incr. in daytime power and instl of main trans.					
BL-8895	4-17-62	1230kc	250w	Alt.M-Aux	4-17 6-1-64
Lic. to use pres. lic. aux. trans. (GE-BT-20A) as an alt. M. night and aux. day using 250w power.					
6-3-64 COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION. -----					
BR-2337	10-21-64	Renewal of License(Main) 10-21-6-1-67			
(alt.Aux.not ren. Renewal of License(Main) 10-21-6-1-67)					
BAL-5114	10-21-64	Voluntary assignment of License to			
EFF	11-21-64	WBOK, INC.			
Ltr. dated 4-16-65 & rec'd 4-19-65 giving notification per Sect. 73.48(a)(5) Rules that a Bauer 707 trans. is now installed & in oper. (Eff:4-15-65)					

Form BC 126

June 1954

#3

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W B O K

Station location

Name of licensee W B O K, 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.
BRC-2689	6-25-65	1230kc	250w, 1kw	LS U	6-25 6-1-67 Mod. of license to change studio location and remote control point to 505 Baronne Street, New Orleans, Louisiana. (Main Transmitter).
BRC-2690	6-25-65	1230kc	250w	Aux.	6-25 6-1-67 Mod. of license to change studio location and remote control point to 505 Baronne Street, New Orleans, Louisiana (Auxiliary Transmitter).
BL-11,007	10-13-65	1230kc	250w, 1kw	LS U	10-13 6-1-67 Lic to operate old main trans (GATES-BC, 1T) as an alt main trans at main trans loc. to be operated on 1230kc, 250w, 1kw.
BZ-5724	10-27-65 (Main)	1230kc	250w, 1kw	LS U	10-27 6-1-67 Authority to determine operating power by direct measurement of antenna power
BZ-5768 (1) (Alt Main)	11-2-65				Authority to determine operating power by direct measurement of antenna power
Ltr. dated 3-8-66 & rec'd 3-9-66 giving notification per Sect. 73.48(a)(5) Rules that new Main & Alt.-Main trans. are now installed & in oper. (Bauer 707).					
BZ-5956 (1)	6-3-66 (Main)				Authority to determine operating power by direct measurement of antenna power.
BR-2337	5-22-67	1230kc	250w-1kw	LS U (Alt)	6-1 6-1-70 250w-1kw-LS Alt.
BAL-6535 EFF.	5-13-69 6-25-69	Vol. AL			
BTC-6187	3-20-70	VOL. TC		EFF: 3-31-70	
BR-2337 (L)	6-19-70				6-1 6-1-73 Renewal of license Main Renewal of license Alt. Main
BS-2337(1)	10-7-70	ML chg.	studio & RC	(Main)	
BS-2337(1)	10-7-70	ML chg.	studio & RC	(Alt. Main)	
EBSA	5-22-72				
BR-2337(L)	9-30-74				Renewal of License (Main & Auxiliary) 6-1-76
BR-2337 BZ-9163(1)	8-20-76				Renewal of License and Direct Measurement (Main and Auxiliary) 6-1-79

BC-126
June 1975

#4

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W B O K

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.
BTC-8746	7-24-78	VOL. REQ. OF DE	FACTO	CONTROL	
BZ-781005AA	(1) 11-15-78	Direct Measurement			
BTC780731EH	6-7-79	VOL. TC.	EFF:		
BR 790129 U V	5-18-79	(L) RENEWAL	(MAIN & AUX)	6-1-82	

APPLICATION RECORD - BROADCASTING

W S H O

X W J B H

X W A D W

Call

Letters

New

Name LOUISE C. CARLSON

(PO 92 Fontainebleau Drive, New Orleans, Louisiana)

File No.	Dated	Application for	Action	
			Nature	Date
B3-F-5271	9-9-46	Construction Permit for a new standard broadcast station to be operated on: Frequency: 1230kc Power: 250w Hours of operation: Unlimited Trans. location: To be determined-New Orleans, Louisiana Studio location: same	DOCKET # 7870	
Rec'd	9-20-46		Granted	4-22-48 after hearing; subj. to filing
Filed	9-20-46		MP for approval of T site and antenna.	
			DECISION AND ORDER ISSUED.	
		Filed by Vincent B. Welch, Atty. John J. Keel, Engr.	Issued with MP 4543	
		Request facilities assigned to WJBN, New Orleans, Louisiana		

Transmitter- W.E. 451A-1

FCC 94

#2

APPLICATION RECORD - BROADCASTING

Call

Letters 4 A D AName LOUISE C. CARLSON

File No.	Dated	Application for	Action	
			Nature	Date
BSSA-191	8-21-48	Special Service Authorization to operate on 1230kc, unlimited time with power of 250 watts using facilities of station WJBW for a period not to exceed nine months.	SHOULD BE	
Rec'd	8-27-48		DENIED	4-6-49
Filed	8-27-48		ORDER ISSUED	
(Filed by Vincent B. Welch, Atty.)				
PETITION FILED	4-25-49	REQUESTING RECONSIDERATION & GRANT FILED BY WELCH, ATTY.(NO. LTR.)		
		Petition denied 6-1-49 for reconsideration & grant. DECISION & ORDER ISSUED		

APPLICATION RECORD - BROADCASTING

#3

Call
Letters **W A D W**Name **LOUISE C. CARLSON**

File No.	Dated	Application for	Action	
			Nature	Date
BMP-4543	4-3-49	Mod. of C.P. (B3-P-5271, which authorized a new standard broadcast station) for approval of antenna, transmitter and studio locations as Abundance & Peoples Avenue, New Orleans, Louisiana, change type of transmitter (General Electric BF-20A) and mount FM antenna on AM tower.	GRANTED	7-19-49
Rec'd	4-4-49			
Filed	4-4-49			
		(Robert L. Heald, Atty. John J. Keel, Engr.)		
		PETITION FOR EXTENSION OF TEMPORARY LICENSE filed 7-25-49 by Welch, Mott and Morgan, Attys.		

re blanketing clause

APPLICATION RECORD - BROADCASTING

 Call W J B (1-2-49)
 Letters W A D W
Name LOUISE C. CARLSON

File No.	Dated	Application for	Action	
			Nature	Date
BL-3777 Rec'd Filed	8-12-49 8-12-49 8-12-49	License to cover C.P. (B3-P-5271, as mod.,) which authorized a new standard broadcast station. (Vincent B. Welch, Atty.)	GRANTED re blanketing clause	9-26-49
BZ-3159 Rec'd Filed	5-12-50 5-15-50 5-15-50	Authority to determine operating power by direct measurement of antenna power.		
BR-2337 Rec'd Filed	10-23-51 11-23-51 11-23-51	Renewal of license Filed by Vincent B. Welch atty.	GRANTED	1-23-52
BR-2337 Rec'd Filed	5-12-52 5-13-52 5-13-52	Renewal of license (Informal request)	GRANTED	6-1-52

#5

FORM A-170

FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call
Letters

W J B W

Name LOUISE C. CARLSON

File No.	Dated	Application for	Action	
			Nature	Date
BAI-1705 Rec'd Filed	1-11-54 1-15-54 1-15-54	Voluntary assignment of license to Louise C. Carlson, Inc. Vincent B. Welch, Atty.	GRANTED EFF	2-24-54 3-1-54
BR-2337 Rec'd Filed	2-18-55 3-1-55 3-1-55	Renewal of License Filed by Vincent B. Welch, Atty.	GRANTED	5-25-55
BRC-910 Rec'd Filed	2-13-56 2-20-56 2-20-56	Modification of license to operate transmitter by remote control from 4th Floor Annex - Cigall Building, New Orleans, Louisiana.	GRANTED	2-29-56

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call

RADIO NEW ORLEANS, INC.

Letters W. J. R. W.

Name x LOUISE C. CARLSON

File No.	Dated	Application for	Action	
			Nature	Date
BR-2337 Rec'd Filed	2-20-58 2-27-58 2-27-58	Renewal of License Vincent B. Welch, Attorney	GRANTED	11-19-58
BAL-3219 Rec'd. Filed	10-15-58 10-23-58 10-23-58	Voluntary assignment of license to Radio New Orleans, Inc. Marcus Cohn, Atty.	GRANTED EFF: DOC. 13521 after hear.	11-19-58 2-16-59
BP-12,940 Rec'd Filed	3-20-59 3-23-59 3-23-59	Construction permit to increase daytime power from 250w to 1kw and install a new transmitter (Gates BC-1T) Marcus Cohn, Atty.	GRANTED permitted to accept such interference by other Class IV sta if increase to 1 kw is permitted.	12-21-60
BRC-1613 Rec'd Filed	1-18-60 1-21-60 1-21-60	Modification of license to change Remote Control Point from 4th Floor Annex-Cigali Building New Orleans, Louisiana to John Mitchell Building, 637 Common Street, New Orleans, Louisiana Cohn & Marks, Attys. WASHINGTON, D. C.	GRANTED	1-26-60

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters NJEKName RADIO NEW ORLEANS, INC.
New Orleans, La.

File No.	Dated	Application for	Action	
			Nature	Date
BP-14327 Rec'd Filed	8-29-60 8-30-60 8-30-60	Construction permit to install new trans- mitter (Gates BC-250-JY) Atty's: Cohn and Marks	GRANTED	9-27-60
BL-8217 Rec'd Filed	10-18-60 10-21-60 10-21-60	License to cover construction permit (BP-14,327) which authorized installation of a new transmitter. Stanley B. Cohen, Atty.	GRANTED	4-19-61
BR-2337 Rec'd Filed	2-16-61 3-13-61	Renewal of license	GRANTED	6-1-61
BL-8447 R. & F.	3-6-61 3-13-61	License to use old main trans. (G. E. BT-20A) at 2740 Abundance St., New Orleans, Louisiana (old main trans. loc.) as auxiliary trans. on 1230kc, with power of 250w. with remote control operation from studio. Atty: Cohn and Marks	GRANTED	7-26-61

APPLICATION RECORD - BROADCASTING

AUG. 1955

8

Call W.S.H.O.
Letters H.J.H.V.Name Radio New Orleans, Inc.
New Orleans, La.

File No.	Dated	Application for	Action	
			Nature	Date
BMF-9770 R&F	8-10-61 8-14-61	Not of CP (LP-12940 which auth increased day power and install new trans) for extension of completion date from 8-21-61 to 12-21-61. Atty: Cohn and Marks	GRANTED to	8-31-61 12-21-61
BAPL-253 Rec'd Filed	11-7-61 11-9-61 11-9-61	Voluntary assignment of construction permit and license to Raymac Radio, Inc. Cohn & Marks, Attys. for Assignor David S. Stevens, Atty. for Assignee	GRANTED EFF:	2-6-62 2-16-62
BL-8894 R & F	10-19-61 10-24-61	License to cover C.P. (BP-12940 as modified) which authorized increase in daytime power and installation of new main transmitter (GATES BC-1T)(day and night)	GRANTED	4-17-62
AMENDMENT R & F	3-29-62 4-10-62	Atty. Cohn and Marks AMENDED to change name to "Raymac Radio, Inc" F.C.C. - WASHINGTON, D.C. Atty. - R.W. Coll		(BAPL-253 gr 2-6-62)

AUG. 1955

#9

APPLICATION RECORD - BROADCASTING

W B O K

XU S H Q

Call
Letters XWJBW

KRAYMAC RADIO, INC.

Name X RADIO NEW ORLEANS, INC.
New Orleans, La.

File No.	Dated	Application for	Action	
			Nature	Date
BL-3895 R & F	10-24-61 12-6 -61	License to use present licensed auxiliary transmitter (G.E. BT-20A former main T) as an alternate main nighttime and auxiliary daytime using 250w power.	GRANTED	4-17-62
AMENDMENT R & F	3-29-62 4-10-62	Atty. Cohn and Marks AMENDED to change name to "Raymac Radio, Inc" (BAPL-253 gr 2-6-62) Atty. - McKenna & Wilkinson (R.W. Coll)		
BR-2337 Rec'd Filed	3-23-64 4-3-64 4-3-64	Renewal of license Atty. Thomas Frohock	GRANTED	10-21-64
BAL-5114 R & F	5-19-64 5-20-64	Voluntary assignment of license to WBOK, INC. MUTUALLY CONTINGENT ON GRANT OF BAL-5115-WBOK Atty for assignor - McKenna & Wilkinson Atty for assignee - Ray Paul	GRANTED	10-21-64 11-21-64

FORM BC-121 #10
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters W E O K

Name WBOK, INC.
New Orleans, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BP- Rec'd.	5-18-65 5-24-65	Construction permit to install old main trans. (GATES BC-1T) as alternate main trans. to be opr. on 1230kc 250w-1kw.	RETURNED	6-3-65 as unnecessary. File 302 to use. 301-A also needed
BRC-2689 Rec'd Filed	6-15-65 6-18-65 6-18-65	Modification of license to change studio location and remote control point to 505 Baronne Street, New Orleans, Louisiana. (Main Transmitter) Atty.: Eugene T. Smith	GRANTED	6-25-65
BRC-2690 Rec'd Filed	6-15-65 6-18-65 6-18-65	Modification of license to change studio location and remote control point to 505 Baronne Street, New Orleans, Louisiana. (Alternate Main & Auxiliary Transmitters) Atty.: Eugene T. Smith	GRANTED	6-25-65
10-11-67 10-18-67	10-15-65 10-18-65	10-11-67 as alternate main trans. 10-18-67 as alternate main trans. main trans. loc.	GRANTED	10-13-65

FORM BC-121 #11
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WBOK

Name WBOK, INC.
New Orleans, La.

File No.	Dated	Application for	Action	
			Nature	Date
BZ-5724 R & F	8/9/65 8/13/65	Auth. to determine operating power by direct measurement of ant. power. (Main) Atty: Eugene T. Smith	GRANTED Cond'l re: 250 watt Class IV stations.	10-27-65
BZ-5768 R & F	8/24/65 9/8/65	Auth. to determine operating power by direct meas. of antenna power. (Alt-Main) Atty: Eugene T. Smith	GRANTED	10-2-65
BP- Rec'd	12-15-65 12-20-65	CP to install an alternate-main trans. (Bauer 707) at main trans. loc., to be oper. on 1230kc, 250w, 1kw-LS with remote control from main studio. Atty: Eugene T. Smith	Returned Unnecessary per Sec. 73.48(a)(5)	2-15-66
BZ-5956 R & F	4/5/66 4/11/66	Auth. to determine operating power by direct meas. of antenna power. (Main) Atty: Eugene T. Smith	GRANTED	6-3-66

FORM BC-121 12
Aug. 1955

APPLICATION RECORD - BROADCASTING

1230kc

Call
Letters

STARR WBOOK, INC.

Name X. STARR, INC.
New Orleans, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
DA-2337 R & F	2-21-67 3-3-67	Renewal of license (Main and Alt. Main) Atty: Eugene T. Smith		
DAL-6535 R & F FEE PD: \$125 -#L74691 (and remotes) REFUND \$20 DEC 5 1968 (overpayment) ALSO SEE: KOZN etc Pub.notice filed 1-14-69	11-22-68 11-25-68	Voluntary assignment of license to STARR WBOOK, INC. Atty for assignor - Eugene T. Smith for assignee - Fly, Shuebruk etc (D. Ward) (SEE OVER FOR AMENDMENTS)	GRANTED Eff:	5-13-69 6-25-69
BTC-6187 R & F FEE PD: SEE KOZN (Form 316)	1-3-70 2-9-70	Voluntary transfer of control of lic corp from The Starr Broadcasting Group, Inc. (Neb corp) to The Starr Broadcasting Group, Inc. (Del corp) Atty - Fly, Shuebruk etc	GRANTED EFF:	3-20-70 3-31-70

RE: BAL-6535 - AMENDED 1-23-69 - legal & fin. data re
parent corp.

AMENDED 2-17-69 - supplement to amend 1-23-69

ALSO SEE: BTC-5896 (KOZN) for amendments
AMENDED 3-18-69 re agreement; legal data

#13

APPLICATION RECORD - BROADCASTING

Call
Letters **W.B.O.K.**

Name **STARR.WBOK, INC.**
New Orleans, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BR-2337	2-23-70	Renewal of License (Main & Alt. Main)	GRANTED	6-19-70
R & F	3-5-70			
#583183 \$75.	3-5-70	Atty.: James K. Edmundson		
#583189 \$30.	3-5-70	AMENDED 5-24-70 re: commercial matter		
P.N.	3-5-70			
MAR 25 1970				
BR-2337	2-28-73	RENEWAL OF LICENSE (MAIN & ALTERNATE MAIN)	GRANTED	9-30-74
R & F	3-5-73	Peter Shuebruk, Atty.		
PN Recd.		PETITION TO DENY AND TO INTERVENE filed 5-1-73 by Southern Media Coalition		
PRESS		AMENDED 4-30-73 re: business interests		
MAR 28 1973		OPPOSITION TO PETITION TO DENY AND MOTION TO DISMISS filed 7-5-73 by Peter Shuebruk on behalf of Starr WBOK, Inc.		
		PETITION TO DISMISS OR FOR ALTERNATIVE RELIEF filed 9-17-73 by Perer Shuebruk o behalf of Starr WBOK, Inc.		
		AMENDED 2-22-74 re: business interests		
		By Memorandum Opinion & Order adopted 9-25-74, Petition to deny Dismissed		

#14

1230 khz AM

Form BR-121

September 1969

APPLICATION RECORD - BROADCASTING

6-49

Call
Letters W B O KName STARR WBOK, INC.
NEW ORLEANS, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BR-2337 R & F PN Recd. PRESS	1-28-76 2-2-76 " APR 7 1976	RENEWAL OF LICENSE (MAIN & AUX. TRANS.) Stuart A. Shoreinstein, Atty.	GRANTED issued with BZ-9163	7-29-76
BZ-9163 R & F 100#585102 DM PRESS JUL 8 1976	6-17-76 6-25-76 6-28-76 6-30-76	Direct Measurement refunded not necessary (7-7-76) as per letter 10-5-77 James J. Freeman now atty.	GRANTED issued with RENEWAL	8-20-76
BTC-8746 R & F Form 316 (Also see KYOK, KXLR, KABL (AM/FM), KUDL, KMGC & WWW) JUL 11 1978	6-12-78 6-26-78	Voluntary relinquishment of de facto control of Starr Broadcasting Group, Inc. (parent corp of licensee) by William F. Buckley, Jr. (prin- cipal stockholder - 18%) thru resignation as Director and Chairman of the Board of Directors. Atty - James J. Freeman, (Pierson, Ball & Dowd)	GRANTED EFF:	7-24-78

APPLICATION RECORD - BROADCASTING

1230

Call
Letters W B O KName STARR WHCK, INC.
New Orleans, La.

File No.	Dated	Application for	Action	
			Nature	Date
BTC780731EH R & F FORM 315 (SEE KYOK ETC)	7-17-78 7-31-78	Vol TC from Starr Broadcasting Group, Inc. to Shamrock Broadcasting Company, Inc. Atty for transferor - W.Green (Pierson, Ball & Dowd) for transferee - Thomas N. Frohock	GRANTED COMM. MEM. OPIN. & ORDER EFF:	6-7-79
PN filed	8-24-78			
BZ-781005AA R & F DM PRESS	10-5-78 10-27-78 NOV 13 1978	Direct Measurement	GRANTED	11-15-78
BR 790129 UV PRESS	MAR 30 1979	RENEWAL OF LICENSE (MAIN & AUX. TRANS.)	GRANTED	5-18-79

BTC780731EK Amended 10-18-78 re: programming & EEO
information

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. 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 – 3" by 5" filing cards – 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). The History Cards were transferred to microfiche by a contractor (only one set is known to exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

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.

