

W H A K



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

B S 2418

BROADCASTING STATION LICENSE RECORD

Date first licensed 3-1-50

Call letters W H A K  
Station Location: Rogers City, Michigan

HURON SHORE BROADCASTERS CORPORATION (BML 6-11-64)  
Name of licensee X ROGERS CITY BROADCASTING COMPANY

Transmitter location Moltke Drive, Rogers City, Michigan (MP 7-30-48) (Lic. 3-1-50)

49779  
Main studio location Moltke Drive, Rogers City, Michigan (MP 7-30-48) (Lic. 3-1-50)



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
BP-6028	4-29-48	960	1kw	Daytime	
	Ltr. 5-5-48. CP for a new station granted subject filing MP for approval T site and antenna.				
BP-6028 BMP-3992	7-30-48	960	1kw	Daytime	9-30 3-30-49
	Mod. CP (6028) for approval of antenna, T and studio sites. (COND. CLAUSE)				
BTC-841	2-16-50	Vol. relinquishment of control of permittee corp. thru corporate reorganization.			
EFF:	2-27-50				
BL-3634	3-1-50	960	1kw	Daytime	3-1 5-1-50
	Lic. to cover CP (6028 as mod) for a new station. (COND. CLAUSE)				
BS-2418	4-21-50	Extension of License			5-1 9-1-50
BR-2418	8-31-50	960	1 kw	Daytime	8-31 5-1-53
	(Cond. Clause)				
BZ-3383	4-3-52	960	1kw	Daytime	4-3 5-1-53
	Determine operating power by direct method (CONDITIONAL CLAUSE)				
BP-8492	10-23-52	960	5kw	Day	12-23-52 6-23-53
	CP to increase power and install new transmitter				
BMP-6095	1-23-53	Mod. of CP(8492) to install a new transmitter. (BOND'L CLAUSE)			3-23-53 9-23-53
BR-2418	4-8-53	Renewal of License			5-1 10-1-55
BL-5074	8-28-53	Lic. cover CP (BP-8492, as mod) which auth. inc. power, install new trans. (COND'L)			8-28 10-1-55
(1)					
BR-2418	9-7-55	960	5kw	Day	10-1 10-1-58
BR-2418	9-10-58	Renewal of license			10-1 10-1-61
BP-14076	5-10-60	960	5kw	Day	7-10 1-10-61
	CP to make change in transmitting equipment (change tubes in last radio stage).				
BL-8057	9-1-60	License to cover CP(BP-14076) which auth. changes in transmitting equipment (change tubes in last radio stage).			
(1)					
BR-2418	12-12-61	960kc	5 kw	Day	12-12 10-1-64
BML-2076	6-11-64	Mod. of lic. to chg. licensee name to HURON SHORE BROADCASTERS CORPORATION.			
(1)					

Form BC 126

June 1954

## BROADCASTING STATION LICENSE RECORD

Date first licensed 3-1-50

Call letters W H A 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
BR-2418	9-14-64	Renewal	of License		10-1 10-1-67
BR-2418	9-8-67	Renewal	of License		10-1 10-1-70
TELEGRAM	10-17-67	PSA	500w		
BR-2418(S)	11-13-70	Renewal			10-1-73
EBSA	6-12-72				
BS-2418(L)	12-11-72	ML to change hours			10-1-73
BR-2418(S)	9-27-73	RENEWAL			10-1-76
BR-2418	7-25-78	(L) REN. OF LIC. &			
BZ-9313	12-29-77				10-1-79
Superseded	above 8-22-78	Re geographic location.			10-1-79
BR790604VJ	11-14-79	RENEWAL			10-1-82

## APPLICATION RECORD - BROADCASTING

Call  
LettersW H A K  
NewName ROGERS CITY BROADCASTING COMPANY  
(PO 150 W. Michigan Avenue, Rogers City, Michigan)

File No.	Dated	Application for	Action	
			Nature	Date
BP-6028 Rec'd Filed	3-26-47 4-1-47 4-1-47	Construction Permit for a new standard broadcast station to be operated on: Frequency: <del>1090kc</del> <del>1290kc</del> 960kc Power: 1kw DA-N- Hours of operation: Unlimited Daytime Trans. location: <del>To be determined</del> Rogers City, Michigan Studio location: Same	GRANTED subj. to filing MP for approval T site and antenna. Ltr. 5-5-48	4-29-48
AMENDED Rec'd Filed	8-15-47 8-25-47 8-25-47	AMENDED to change frequency from 1090kc to <del>1290kc</del> ; install DA-for-night-use and change transmitter and studio locations from -to be determined, Rogers City, Michigan, to Rogers City, Michigan, and change corporate structure.	Issued with MP 3992	
*AMENDED Rec'd Filed	12-19-47 1-2-48 1-2-48	AMENDED to change frequency from 1290kc to 960kc, hours of operation from Unlimited to Daytime, with power of 1kw <del>non-directional</del> antenna.		



Raytheon RA-1000 Transmitter-

William John Beer, Atty.  
Rogers City, Michigan

## APPLICATION RECORD - BROADCASTING

Call  
Letters W H A KName Rogers City Broadcasting Company

File No.	Dated	Application for	Action	
			Nature	Date
BMP-3992 Rec'd Filed	6-17-48 6-21-48 6-21-48	Mod. of C.P. (BP-6028, which authorized a new standard broadcast station) for approval of antenna, transmitter and studio locations as Moltke Drive, Rogers City, Michigan.	GRANTED re blanketing clause	7-30-48
BL-3634 Rec'd Filed	3-31-49 4-6-49 4-6-49	License to cover C.P. (BP-6028, as mod.) which authorized a new standard broadcast station.	GRANTED re blanketing clause	3-1-50
BTC-841 Rec'd Filed	10-12-49 10-17-49 10-17-49	Voluntary relinquishment of control of permittee corporation thru corporate reorganization.	GRANTED EFF:	2-16-50 2-27-50



## APPLICATION RECORD - BROADCASTING

Call

Letters W.H.A.K.Name ROGERS CITY BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BR-2418 Rec'd	3-25-50 3-27-50	Renewal of license	GRANTED	8-31-50
BZ-3383 Rec'd Filed	3-17-52 3-19-52 3-19-52	Authority to determine operating power by direct measurement of antenna power.	GRANTED Blanketing	4-3-52 Clause
BP-8492 Rec'd Filed	4-29-52 5-13-52 5-13-52	Construction permit to increase power from 1kw to 5kw and install a new transmitter (Gates BC-5A).  A. L. Stein, Atty.	GRANTED Blanketing	10-23-52 clause
BMP-6095 Rec'd Filed	12-10-52 12-24-52 12-24-52	Modification of construction permit (BP-8492, which auth. increase in power and install. of a new transmitter) to install a new transmitter (Composite).  A. L. Stein, Atty.	GRANTED	1-23-53 re blanketing clause & compliance Sec. 3.46 & Sec. 12.

# APPLICATION RECORD - BROADCASTING

Call  
Letters **W H A K**

Name **ROGERS CITY BROADCASTING COMPANY**

File No.	Dated	Application for	Action	
			Nature	Date
BR-2418 Rec'd Filed	1-30-53 2-2-53 2-2-53	Renewal of license	GRANTED	4-8-53
BL-5074 Rec'd Filed	7-11-53 7-13-53 7-13-53	License to cover construction permit (BP-8492 as mod.,) which auth. increase in power and installation of a new transmitter.	GRANTED blanketing clause	8-28-53
BR-2418 Rec'd Filed	6-24-55 6-27-55 6-27-55	Renewal of license	GRANTED	9-7-55
BR-2418 Rec'd. Filed	7-2-58 7-7-58 7-7-58	Renewal of license.	GRANTED	9-10-58
BP-14076 R & F	4-13-60 4-15-60	Construction Permit to make change in transmitting equipment (change tubes in last radio stage)	GRANTED	5-10-60



Aug. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters W H A K

#5

## HURON SHORE BROADCASTERS CORPORATION

Name **X** RICKS CITY BROADCASTING COMPANY  
RICKS CITY, MICHIGAN

File No.	Dated	Application for	Action	
			Nature	Date
BL-3057 Rec'd Filed	7-26-60 7-29-60 7-29-60	License to cover C.P. (WT-14076) which authorized changes in transmitting equipment (change tubes in last radio stage).	GRANTED	9-1-60
BR-2418 R. & F.	6-28-61 7-6-61	Renewal of License.	GRANTED	12-12-61
BML-2076 R. & F.	3-19-64 4-10-64	Mod. of license to change name of licensee to HURON SHORE BROADCASTERS CORPORATION. Atty: A. L. Stein	GRANTED	6-11-64
BR-2418 R. & F.	3-16-64 3-20-64	RENEWAL OF LICENSE	GRANTED	9-14-64
BR-2418 R & F JUL 18 1967	6-30-67 7-6-67	Renewal of license	GRANTED 9/8	9-8-67

## APPLICATION RECORD - BROADCASTING

Call  
Letters W H A KName HURON SHORE BROADCASTERS CORPORATION  
ROGERS CITY, MICHIGAN

File No.	Dated	Application for	Action	
			Nature	Date
BR-2418 R & F \$75 #614366 PN Recd. PRESS	6-30-70 7-6-70 " " JUL 16 1970	RENEWAL OF LICENSE	GRANTED	11-13-70
BR-2418 R & F P.N. PRESS JUL 1 1973	6-30-73 7-5-73 7-5-73	Renewal of License	GRANTED	9-27-73
BR-2418 R & F PN Recd. PRESS	5-29-76 6-3-76 " JUN 23 1976	RENEWAL OF LICENSE	GRANTED	7-25-78



APPLICATION RECORD - BROADCASTING

960khz

Call  
Letters W H A K

Name HURON SHORE BROADCASTERS CORPORATION

Rogers City, Michigan

File No.	Dated	Application for	Action	
			Nature	Date
BZ-9313	8-6-76			
R & F	8-10-76			
DM	12-28-76		GRANTED	12-29-77
PRESS JAN 10 1977				
BR790604VJ		Renewal of License	GRANTED	11-14-79
PRESS AUG 14 1979				

W H A K -

Record of denial of informal applications

Ltr. 3-7-50 req. permission to broadcast three minutes  
after local sunset.

Ltr. 9-23-52 - Denied authority operate night of 10-4-52  
for football game



## 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 12<sup>th</sup> 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 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. 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.

