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CATALOG NO. 4550L 1/5

Form BC 126,
June 1954 #4460

BROADCASTING STATION LICENSE RECORD

W M O O(Ltr.9-17-64)
XW M O E(1-2-62)

Date first licensed 4-22-65

Call letters X W E D R

Station location Mobile, Alabama

Name of licensee TRIO BROADCASTERS, INC. (AL 11-19-69, Eff: 12-17-69)
xSPRINGHILL BROADCASTING CO., INC.

Transmitter location 1 mi. E. of Daphne, Alabama, 10 mi. SE of Mobile, Alabama (BP 5-3-61)

Main studio location 1204 Dauphin St., Mobile, Alabama (BS-10-18-78)
XVan Antwerp Building, No. 1200, Mobile, Alabama
XSame as Transmitter (BL-4-22-65)
X To be determined, Mobile, Alabama (BP 5-3-61)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BP-11528	5-3-61	1550kc	50kw-DA-	Day	7-3 1-3-62
	CP for a new standard broadcast station (Cond'l).				
BP-11528 (1)	6-5-61	Mod. of CP(BP-11528) to assign Call Letters.			
BMP-9989 (2)	4-21-63	Mod. of CP(BP-11528) for ext. of completion date to			-12-63
BMP-10977 (3)	9-27-63	Mod. of CP(BP-11528 as mod.) for extension of completion date to 2-15-64.			
BMP-11,528 (4)	3-12-64 CONDL	Mod.of CP(BP-11,528) for extension of completion date to 5-15-64			
BMP-11,263 (5)	6-25-64	Mod of CP(BP-11,528 as mod) to ext completion date to			8-1-64
BMP-11,281 (6)	8-13-64	Mod. of CP(BP-11,528 as mod.) for extension of completion date to 12-1-64.			
BMP-11,398 (7)	12-18-64	Mod of CP(BP-11,528, as Mod) for extension of completion date to 6-1-65			
BL-10,841	4-22-65	1550kc	50kw-DA-D	Day	4-22 4-1-67
		Lic to cvoer CP(BP-11528 as mod) which auth a new standard broadcast station specify type trans. W.E. 306-A			
BP-16,866	8-30-65	1550kc	250w-DA-D	Aux	10-30 4-30-66
		CP to install aux trans (GATES BC-250-GY) to be operated on 1550kc,250w DA-D from Main Trans, loc., for Aux purposes only.			
BL-11,313	6-30-66	1550kc	250w-DA-D	Aux	6-30 4-1-67
		Lic to cover CP(BP-16,866) which auth install aux trans for aux purposes			
Wire dtd. 8-25-65 & rec'd 8-26-65 giving notification per Sect. 73.48(a)(5) Rules that a Continental 317C trans. is installed & in oper. as Main trans.					
BR-1450	3-29-57	Renewal of License(Aux.) 1550kc	50kw-DA-d	Day	4-1 4-1-70

Form BC 126
June 1954 #2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WMOO

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
BAL-6627	11-19-69	Vol. AL	EFF;12-17-69		
BR-4460(L)	4-1-70	Renewal of MAIN & AUX. (Pd.)			4-1-73
EBSA	6-12-72				
WIRE	4-25-74	PSA	188w		
WIRE	6-27-74	PSA	188w (protected station CBE)		
BR-4460(L)	1-9-75	RENEWAL (MAIN & AUX.)			4-1-76
BR-4460(S)	4-29-76	Renewal of lic.(Main & Aux.)			4-1-79
BRC-3830 (L)	7-2-76	ML to oper. trans. by remote control from main studio loc.			
BS-4460(L)	11-14-77	ML to correct Feb. & Nov. Sunset time & Change Main studio location & add on RC.			
BS-4460 (1)	10-18-78	Appli. to chg. SL/RC			
BR781201UP (L)	3-22-79	RENEWAL OF LICENSE (MODIFIED)			4-1-82

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters NEW x W E D R W H O E

Name SPRINGHILL BROADCASTING CO., INC.
(P.O. - Box 597, Springhill, La. c/o Mr. Johnnie K. Hill)

File No.	Dated	Application for	Action Nature	Action Date
BP-11,528 Rec'd Filed	8-8-57 8-12-57 8-12-57	Construction permit for a new standard broadcast station to be operated on: Frequency - ~~1540kc~~ ~~1360kc~~ 1550kc Power - ~~5kw~~ 50kw DA-D Hours of operation - Daytime Trans. location - ~~On Conception Street Road, at inter. Three Mile Creek, Mobile, Alabama~~ Studio location - ~~Same as transmitter~~ Atty. - Harry J. Daly Engr. - Merl Saxon, Lufkin, Texas	GRANTED Cond'l re: Phase Mon., Field meas. equip., DA & non-DA proof After Hearing Docket No. 12960 Order Issued.	5-3-61
AMENDMENT R & F	11-18-57 11-21-57	AMENDED to change frequency to ~~1360kc~~; install directional antenna (DA-D) and make changes in ground system. SEE CARD #2 FOR AMENDMENT		

F.C.C. - WASHINGTON, D. C.

~~GATES-BC-5P~~
~~RGA-BTA-50C~~
GATES BC 50B

FORM BC-121 #2
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WMOE new WEDR

Name SPRINGHILL BROADCASTING CO., INC.
MOBILE, ALABAMA

File No.	Dated	Application for	Action Nature	Action Date
BP-11,528 AMENDMENT R & F	 9-2-58 9-8-58	AMENDED to change frequency to 1550kc; increase power to 50kw; change antenna-trans. location to One mile east of Daphne, Ala., 10 miles southeast of Mobile, Ala., change studio loc. to To be determined. Mobile, Ala., make chges in DA system(incr. hght) & changes in gr. sys.,	GRANTED	5-3-61
AMENDMENT R & F	5-4-59 5-5-59	change type transmitter (~~RCA-BTA-500~~). AMENDED to change type transmitter(GATES BC 50B)		
BAP-562 Rec'd Filed	10-16-61 11-28-61 11-28-61	Voluntary assignment of construction permit to John M. McLendon. John G. Smith, Atty.	DISMISSED Req. of Atty.	1-8-63
BMP-9989 R&F	11-29-61 12-4-61	Mod of CP (BP-11528 which auth a new standard broadcast station) for extension of completion date from 1-3-62 to 7-3-62. Atty: ~~Spearr-Hill-&-Greeley~~	GRANTED to	2-21-63 8-15-63
Amend R.&F.	1-4-63 1-18-63	Suppl 701 filed Atty; Robert M. Booth Jr.		

FORM BC-121
AUG. 1955

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APPLICATION RECORD - BROADCASTING

Call Letters .....W.M.O.E.....

Name Springhill Broadcasting Co., Inc.
Mobile, Alabama

File No.	Dated	Application for	Action Nature	Action Date
BMP-10,977 R. & F.	7-29-63 7-30-63	Mod. of CP (BP-11528 as mod., which auth. a new standard broadcast station) for extension of completion date from 8-15-63 to 2-15-64. Atty: John L. Tierney	GRANTED to	9-27-63 2-15-64
BMP-11,173 R & F	1-26-64 1-30-64	Mod. of CP (BP-11528 as mod which auth a new AM B/C station) for ext. of completion date from 2-15-64 to 5-15-64. Atty: Robert M. Booth, Jr.	GRANTED Condl re without prej to such further action approp. respect to WMOE/WMOZ call ltr. dispute pending	3-12-64
BMP-11,263 R & F	5-9-64 5-15-64	Mod of CP (BP-11528 as mod which auth a new AM B/C station) for ext comple date from 5-15-64 to 6-15-64. Atty: Robert M. Booth, Jr.	GRANTED to 8-1-64 Cond'l re: WMOE/WMOZ call letter dispute	6-25-64

F.C.C. - WASHINGTON, D. C.

FORM BC-121
AUG. 1955

#4

APPLICATION RECORD - BROADCASTING

Call Letters WMOO
XWMOE

Name SPRINGHILL BROADCASTING CO., INC.
MOBILE, ALABAMA

File No.	Dated	Application for	Action Nature	Action Date
BMP-11,281 R&F	6-13-64 6-15-64	Mod OF CP (BP-11528 as mod which auth a new AM B/C station) for ext of comple date from 8-1-64 to _____. Atty: Robert M. Booth, Jr.	GRANTED to	8-13-64 12-1-64
BL- Rec'd	7-28-64 7-30-64	License to cover construction permit (BP-11,528, as modified) which authorized a new Standard Broadcast Station.	RETURNED Engineering incomplete.	8-5-64
BMP-11,398 R. & F.	11-27-64 11-30-64	Mod. of C.P. (BP-11,528,as mod.,which auth.a new AM B/C Station) for extension of compl. date from 12-1-64 to 6-1-65. Atty-Booth & Lovett	GRANTED to	12-18-64 6-1-65
BL-10,841 R. & F. 12-31	12-21-64 12-22-64	License to cover construction permit(BP-11528 as modified) which authorized a new Standard broadcast station, specify type trans. W.E 306-A Atty- Booth & Lovett	GRANTED GRANTED	4-22-65 3-29-67

F.C.C. - WASHINGTON, D. C.

(1550kc)

FORM BC-121 85
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WMOO

Name SPRINGHILL BROADCASTING CO., INC.
Mobile, Alabama

File No.	Dated	Application for	Action Nature	Action Date
BP-16,866 R&F	8-4-65 8-9-65	Construction permit to install auxiliary transmitter (GATES BC-250GY) to be operated on 1550kc, 250w-DA-D from main trans. loc., for auxiliary purposes only.	GRANTED	8-30-65
BL-11,313 R & F	4/27/66 4/28/66	Lic. to cover CP (BP-16,866) which auth. install auxiliary trans., for auxiliary purposes only.	GRANTED	6-30-66
BR-4460 R & F	12/21/66 1/3/67	Renewal of license (Main & Auxiliary) Atty: J. L. Tierney	GRANTED	3-29-67
BAL-6323 R & F $52.50 (2) FEE PD: $52.50 411695-94 APR 2 1968	3-12-68 3-19-68	Voluntary assignment of license to HOWARD W. DAVIS Atty for assignor - McKenna & Wilkinson for assignee - Roy Perkins, Jr. (M. Cohn)	DISMISSED Req. of assignor	10-14-68

F.C.C. - WASHINGTON, D. C.

FORM BC-121 #6
AUG. 1955

APPLICATION RECORD - BROADCASTING

1550kc

Call Letters WMOO

Name TRIC BROADCASTERS, INC.
x SPRINGHILL BROADCASTING CO., INC.
Mobile, Ala. 36601

File No.	Dated	Application for	Action Nature	Action Date
BAL-6627 R & F FEE PD: $115 -#501376 (STL & REMOTE INCLUDED) APR 1 0 1969 Pub.notice filed 4-28-69	3-17-69 3-26-69	Vol. assignment of license to TRIC BROADCASTERS, INC. (SEE OVER FOR AMENDMENTS) Atty for assignor - McKenna & Wilkinson for assignee - A.L. Stein (SEE OVER)	GRANTED Eff:	11-19-69 12-17-69
BR-4460 R & F #569096 $75. #569097 $30. P.N. FEB 3 - 1970	12-31-69 1-7-70 1-7-70 1-7-70 1-14-70	Renewal of License (Main & Auxiliary) Atty.: A. L. Stein	GRANTED	4-1-70
BR-4460 R & F PN Recd. PRESS JAN 1 5 1973	12-29-72 1-2-73 "	RENEWAL OF LICENSE (MAIN & AUXILIARY TRANS.)	GRANTED	1-9-75

RE: BAL-6627 - ATTY WAS CALLED(Stein) 4-9-69 - cert. of By-Laws nec., par. 21c -relationship?; signature(assignee nec. on Sec.IV-A; Exh. 4 & stock sub. not sub. FILED 8-1-69
AMENDED 7-8-69 - supplemental data re comm. needs(survey)
AMENDED 7-11-69 - fin & legal data(reply to ltr 7-11-69)
Bank ltr re loan filed 7-24-69

AMENDED 8-1-69. Re: By-Laws & relationship of parties and ascertainment of Community Needs.
AMENDED 8-12-69. Re: SEC Stock registration.
AMENDED 9-18-69 to show changes in other Broadcast interes
AMENDED 10-2-69. Community Needs and Concentration of Control.
AMENDED CONTRACT OF SALE - filed 2-5-70(re BAL-6627)

#7

1550 khz

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters WMOO

Name TRIO BROADCASTERS, INC.
Mobile, Alabama

File No.	Dated	Application for	Action Nature	Action Date
BR-4460 R & F PN PRESS	11-28-75 12-1-75 12-1-75 JAN 30 1976	Renewal of License (Main & Auxiliary) Atty.: Richard Hildreth AMENDED 12-4-75 re: signature pages & business interests	GRANTED	4-29-76
BRC-3830 R*F #100-561781 AC:001 PRESS:	4-26-76 4-29-76 4-29-76 MAY 4 1976	Mod. of license to operate trans. by remote control from Van Antwerp Bldg., No. 1200, Mobile, Alabama at main studio location.(Main and Auxiliary) Atty: Vincent J. Curtis, Jr.	Granted	7-2-76
BR781201UP PRESS	JAN 26 1979	Renewal of License (Main & Auxiliary) Richard Hildreth, Atty.	GRANTED	3-22-79

B2-1-16-79

F.C.C. - WASHINGTON, D. C.

(BR-4460) Atty. was called 1-28-76 re: Sect. II
signature page

DUPLICATE CARD

APPLICATION RECORD—BROADCASTING

Call Letters: WMOO

Name: TRIO BROADCASTERS, INC.

Station Location: MOBILE, ALABAMA

File No.	Date	Description	Action and Date
BP-810309AN ACCEPTED MAY 15 '81	CUT OFF JUN 22 '81	Construction permit to chg city of license from Mobile, to Fairhope, Alabama; chg hours of operation to unlimited by adding nighttime service with 1kw; install DA-N; chg frequency from 1550khz to 660khz; chg SL: 1 Mi E, Daphane, Alabama, and make chgs in ant sys. MAJOR ENVIRONMENTAL ACTION UNDER SECTION 1.1305	

Form BC-121
March 1979

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 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.