WROA

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

Form BC-126
June 1954

BS-3120

BROADCASTING STATION LICENSE RECORD

Date first licensed 6-1-55 EFFL 11-5-71) Call letters ~~XWDEB~~ WROA (3-4-58)

Gulf Coast Broadcasting Company, Inc(AL 11-4-71 / Station Location: Gulfport, Mississippi

x CHARLES W. DOWDY, (AL 12-9-59; EFF: 12-22-59)
x ELECTRONICS RESEARCH, INC. OF EVANSVILLE (AL 11-20-57) EFF: 1-6-58

x DENVER T. BRANNEN (AL 5-29-56, EFF: 6-1-56)

Name of licensee x JOHN EDWARD BRELAND

On Klein Road 1/4 mi. from intersection at Connie Drive,
6 miles North of Gulfport, Miss. (BP 10-20-71)
x 1410 Broad Avenue, Gulfport, Mississippi (Lic. 6-1-55)

Transmitter location x Broad Ave. and 15th St., Gulfport, Mississippi (CP 11-3-54)

On Klein Rd. (1/4 mi. from Intersection of Connie Dr.)
6 miles North of Gulfport, Mississippi (BML 2-14-72)
x 1410 Broad Avenue, Gulfport, Mississippi (Comm. wire 8-18-61)
1313 - 28th Avenue, Gulfport, Mississippi (BRC-1245)
x 1410 Broad Avenue, Gulfport, Mississippi (Lic. 6-1-55)

Main studio location x Broad Ave. and 15th St., Gulfport, Mississippi (CP 11-3-54)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
BP-9279	11-3-54	1390	1kw	Day	1-3 7-3-55
C.P. for a new Standard Broadcast Station at Gulfport, Miss					
BL-5645	6-1-55	1390kc	1kw	Day	6-1-55 6-1-58
Lic. cover CP(9279) for new station					
BAL-2309 EFF:	5-29-56 6-1-56	Vol. assignment of license from John Edward Breland to DENVER T. BRANNEN.			
BAL-2837 Eff:	11-20-57 1-6-58	Voluntary assignment of license to Electronics Research, Inc. of Evansville			
BRC-1245	2-[illegible]-58	1390kc	1kw	Day	2-5 6-1-58
		Modification of license to change studio location and operate transmitter by Remote Control from 1313 - 28th Avenue, Gulfport, Mississippi			
BR-3120	5-7-58	1390kc	1kw	Day	6-1 6-1-61
BAL-3700 EFF:	12-9-59 12-22-59	Voluntary assignment of license to Charles W. Dowdy			
BL-[illegible]	[illegible]	1390kc	1kw	Day	8-22 6-1-61
		[illegible]			
BR-3120	7-12-61	1390kc	1kw	Day	7-12 6-1-64
BR-3120	5-28-64	Renewal of License			6-1 6-1-67
BZ-5361	1-28-65	1390kc	1kw	Day	1-28 6-1-67
		Authority to determine operating power by direct measurement of antenna power			
BZ-5361	1-28-65	1390kc	1kw	Day	1-28 6-1-67
	Supersede	mailed 3-31-67 to correct sunrise&sunset.			
BR-3120	9-22-67	Renewal of License			6-1 6-1-70
TELEGRAM	10-17-67	PSA	500w	(Cancelled 8-29-73)	
BZ-7309(1)	10-10-69	Direct Meas.			
BR-3120(L)	11-13-70	RENEWAL			6-1-73
BAPL-411	11-4-71	VOL. AHL EFF: 11-5-71			
BS-3120(1)	12-6-71	ML to change obstruction markings			
BP-17,910	10-20-71	1390kc 5kw DA-2 U			10-20-72
		CP to change hours of operation to Unl. using power of 5kw day and night change antenna trans. loc. and install new trans. Gates BC-5-P-2.			

Form BC 126
June 1954

#2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W R O A

Station location Gulfport, Mississippi

Name of licensee GULF COAST BROADCASTING COMPANY, INC.

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BML-2392(2)	2-14-72	Mod. of lic. to change main studio loc. and operate by remote control.			
EBSA	5-22-72				
BMP-13,509(1)	10-19-72	MP(BP-17,910)		ext. time to 4-20-73	
BMP-13,602(2)	4-17-73	MP(BP-17,910)		ext. time to 8-20-73	
BMP-13,659(3)	8-6-73	Mod of (BP-17,910) to chg. MEOV's.			
BR-3120(S)	5-31-73	RENEWAL			6-1-76
BP-17,910(4)	2-28-74	MP(BP-17,910) to chg. obstruction markings.			
COMTEL extended	11-27-74	AUTH and TERMS of COMTEL of 8-23-74			
BL-13,502(L)	3-14-75	Lic. to cover BP-17910 as mod for changes 1390khz 5kw DA-2 U RC 1kw DA-2 Aux. RC			6-1-76
BL-13,502(I)	3-14-76	Page one superseded to add hours of operation and auxiliary power 6-1-76			
BR-3120(L)	7-27-76	RENEWAL			6-1-79
COMTEL	9-18-80	AU. & TERMS COMTEL 10-29-76 EXT. THRU 12-15-80.			
COMTEL	12-31-80	AUTH. & TERMS COMTEL 10-29-76 REINSTATED & EXT. THRU 3-30-81.			

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WROA ~~WDEB~~ ~~NEW~~

Name JOHN EDWARD BEELAND
PO 316 EAST BEACH STREET, LONG BEACH, MISSISSIPPI

File No.	Dated	Application for	Action Nature	Action Date
BP-9279 Rec'd Filed	4-28-54 4-30-54 4-30-54	Construction permit for a new standard broadcast station to be operated on: Frequency: 1390 kc Power: 1kw Hours of Operation: Daytime Trans. Location: ~~34th Avenue and 36th Street~~ Gulfport, Mississippi Studio Location: ~~34th Avenue and 36th Street~~ Gulfport, Mississippi L. J. N. de Treil, & Associates, Engrs.	GRANTED	11-3-54
AMENDED Rec'd Filed	6-29-54 6-30-54 6-30-54	AMENDED to change transmitter and studio locations to Broad Avenue and 15th Street, Gulfport, Mississippi. Harry J. Daly is now attorney for applicant per letter 8-30-54		

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FORM A-170 #2

FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Name DENVER T. BRANNEN (AL 5-29-56, EFF:
x JOHN EDWARD BRELAND
Gulfport, Mississippi

Call Letters WDEB

File No.	Dated	Application for	Action Nature	Action Date
BL-5645 Rec'd Acpt for Filing ---	2-15-55 2-16-55 2-28-55	License to cover construction permit (BP-9279) which authorized a new standard broadcast station. Harry J. Daly, Atty. L. J. N. de Treil & Associates, Engrs.	GRANTED	6-1-55
Rec'd	2-25-55 3-1-55	Renewal of License	RETURNED Unnecessary	6-1-55
BAL-2309 Rec'd Filed	4-28-56 4-30-56 4-30-56	Voluntary assignment of license from John Edward Breland to Denver T. Brannen George W. Wall, Jr., Atty.	GRANTED EFF:	5-29-56 6-1-56

FORM BC-121 #3 APPLICATION RECORD · BROADCASTING
AUG. 1955

Call Letters WROA (3-4-58) XWDEB

ELECTRONICS RESEARCH, INC. OF EVANSVILLE

Name x DENVER T. BRANNEN

File No.	Dated	Application for	Action Nature	Action Date
BAL-2837 Rec'd Filed	10-24-57 10-29-57 10-29-57	Voluntary assignment of license to Electronics Research, Inc. of Evansville. Vincent A. Pepper, Atty.	GRANTED Eff:	11-20-57 1-6-58
BRC-1245 Rec'd Filed	1-27-58 1-29-58 1-29-58	Modification of license to change studio location and operate transmitter by Remote Control from 1313 - 28th Avenue, Gulfport, Mississippi	GRANTED	2-5-58
BP-11,807 Rec'd Filed	1-15-58 1-17-58 1-17-58	Construction permit to increase power from 1kw to 5kw and install new transmitter (COLLINS 21E)	DISMISSED Order-Docket 12829 Request of Applicant	5-28-59
BR-3120 Rec'd Filed	2-26-58 2-28-58 2-28-58	Renewal of License	GRANTED	5-7-58

FORM BC-121 #4
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W.R.O.A.

Name x CHARLES W. DOWDY
ELECTRONICS RESEARCH, INC. OF EVANSVILLE
Gulfport, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BAL-3700 Rec'd Filed	11-12-59 11-16-59 11-16-59	Voluntary assignment of license to CHARLES W. DOWDY	GRANTED EFF:	12-9-59 12-22-59
BZ-4334 Rec'd Filed	7-26-60 7-29-60 7-29-60	Authority to determine operating power by direct measurement of antenna power	GRANTED	8-22-60
BR-3120 R&F	2-21-61 3-2-61	Renewal of license	GRANTED	7-12-61
BP- Rec'd Resub & R	1-15-63 1-17-63 3-6-63	CP to change frequency from 1390kc to 1400kc, and change hours of operation from Daytime to Unlimited using power of 250w-1kwLS REQUESTS TEMPORARY AUTHORIZATION TO OPERATE ON 1400kc Eng. Odes E. Robinson, Biloxi, Miss. Atty. Prince & Paul	Request for waiver "freeze" rules Denied; ~~Appli. Ret'd 2-13-63~~ LETTER Request denied Appli. ~~Ret'd by Comm. 3-27-63~~	CONTD 't

(Continued on Card #4a)

#4a

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WROA

Name CHARLES W. DOWDY
Gulfport, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BP- (Continued from Card 4) Resub. & R	6-5-63	Request for Reconsideration.	Returned by Comm Memorandum and Order and request for Special Temporary Auth. dismissed; request for waiver Sec. 73.24 and 73.37 denied.	5-19-65

SEE CARD #5

FORM BC-121
AUG. 1955

#5

APPLICATION RECORD - BROADCASTING

1390kc

Call Letters WROA

Name CHARLES W. DOWDY
Gulfport, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BR-3120 R & F	2-20-64 2-24-64	Renewal of license---	GRANTED	5-28-64
BZ-5361 R. & F.	8-22-64 8-24-64	Authority to determine operating power by direct measurement of antenna power.	GRANTED	1-28-65
BP- 17,910 Rec'd Resub Recd Resub. R. & F. Amended R. & F. MAR 2 2 1968	7-7-66 7-22-66 4-5-67 4-11-67 8-24-67 9-12-67 2-29-68 3-13-68	CP to change hours of operation from Daytime to Unlimited, using power of 5kw day and night (incr. day power), change antenna-transmitter location to 6 mi. north of Gulfport, Mississippi , install DA system (DA-2), install new transmitter (Gates BC-5P-2). ~~Requests waiver of Sec. 73.188(a)(1)~~ Atty: Prince & Paul Engr: George C. Davis Amended 3-13-68 to make changes in night DA pattern (decr.RMS). Amended 3-25-70 re community survey.	~~Returned 12-15-66 by Comm action per Sec. 73.37(Note 2)~~ ~~Returned 8-11-67 in violation NARRA~~ RESUBMITTED FOR FILING AUG 5 1970 18941 GRANTED	10-20-71

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

CONTACT: CHARLES W. DOWDY
PHONE: CODE 601; 863-7133
ADDRESS: 1410 N. BROAD AVE.
GULFPORT, MISS.

#6

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

1390kc

Call Letters WROA

Name CHARLES W. DOWDY
GULFPORT, MISSISSIPPI

File No.	Dated	Application for	Action Nature	Action Date
BP- Recd	12-20-66 12-20-66	CP to chg. hours of operation from Daytime to Unlimited, using power of 5kw night and 1kw Day, chg. nighttime antenna-trans. loc. to 6 mi. N. of Gulfport, Miss.; install DA-N ; & install new nighttime trans. (GATES BC-5P-2) (two sites) Atty: Prince & Paul Engr: Geo. C. Davis SEE CARD #5	RETURNED per Sec. 73.24(b)(4)	3-9-67
BR-3120 R & F	3-1-67 3-2-67	RENEWAL OF LICENSE	Granted	5-22-67
BZ-7309 R&F DM	9-15-69 9-24-69 10-2-69 OCT 9 1969	Direct Meas. Ray Paul, Atty.	GRANTED	10-10-69
BMP-13,509 R & F $50-116600 AC-067	9-20-72 10-6-72 10-6-72 OCT 13 1972 OCT 18 1972	MP(BP-17,910) for extension of completion date to 4-20-73(changes) Atty: Ray R. Paul WASHINGTON, D. C.	GRANTED to	10-19-72 4-20-73

Form BC-121
September 1969

7

APPLICATION RECORD - BROADCASTING

1390kc

Call Letters WROA

Name Gulf Coast Broadcasting Company, Inc.
x CHARLES W. DOWDY
Gulfport, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BR-3120	2-20-69	Renewal of license	GRANTED	11-13-70
R & F	3-2-70			
#581523 $75.	3-2-70	Atty: Prince & Paul		
PN	3-2-70	AMENDED 8-10-70 re: commercial policy		
PRESS MAR 26 1970		AMENDED 9-24-70 re: commercial policy		
BAPL-411	10-13-71	Voluntary assignment of license & CP(BP-17920)	GRANTED	11-4-71
Rec'd	10-18-71	to GULF COAST BROADCASTING COMPANY, INC.	EFF:	11-5-71
FEE $250 #012808				
CODE 053 (Form 316)		Atty - Ray Paul		
FILED	10-26-71			
ALSO SEE: FM OCT 29 1971				

Form BC-121
September 1969

Card #8

APPLICATION RECORD - BROADCASTING

Call Letters WROA

Name GULF COAST BROADCASTING COMPANY, INC.
GULFPORT, MISSISSIPPI

File No.	Dated	Application for	Action Nature	Action Date
BML-2392 R&F $50-035697 AC-067 PRESS: FEB 10 1972	12-3-71 1-25-72 1-25-72	Modification of license to change main studio location to Klein Road (1/4 mile from Intersection of Connie Dr.) Harrison County, Gulfport, Mississippi and operate transmitter by remote control. Request waiver of Section 73.30(a) and 73.210(a) of the rules. Atty. Prince & Paul	GRANTED	2-14-72
BMP- Rec'd Filed $50-043312 AC-060 PRESS:	2-14-72 2-22-72 2-22-72	Modification of CP(BP-17,910) to change antenna height to 334' and move site approx. 350feet north. 30° 27' 34" 89° 04' 45"	RETURNED 9-5-72 request of attorney. SEP 6 1972	

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

PHASE 1 REFUND ACTION

TRANS. CODE
500

DATE
80/04/17

AMT.
24.00

INITIALS
M

#9

1390kc.

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters WROA

Name GULF COAST BROADCASTING COMPANY, INC.
Gulfport, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BR-3120 R & F P.N. PRESS	2-20-73 3-2-73 3-2-73 MAR 15 1973	Renewal of License Atty.: Ray R. Paul	GRANTED	5-31-73
BMP-13,602 R& F ~~$50-167671~~ AC-067 PRESS: APR 6 1973	3-21-73 3-27-73 3-27-73	Mod. of CP(BP-17,910 as mod.) for extension of completion date to 10-20-73. (Changes) Atty. Prince and Paul	GRANTED to	4-17-73 8-20-73
BMP-13,659 R & F $50-215090 AC-056 PRESS: AUG 4 1973	7-18-73 7-19-73 7-19-73	Mod. of CP(BP-17,910 as mod.) to change MEOV's. Atty. Prince and Paul	GRANTED	8-6-73

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

PHASE 1 REFUND ACTION

TRANS. CODE	DATE
500	80/04/16

AMT.	INITIALS
24.00 24.00	

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Card #10

Call Letters WROA

Name GULF COAST BROADCASTING COMPANY, INC.
GULFPORT, MISSISSIPPI

File No.	Dated	Application for	Action Nature	Action Date
REQUEST R & F PRESS: APR 12 1974	2-27-74 3-28-74	Request waiver of Section 73.1201(b)(2) of the Commission's Rules to identify as GULFPORT-BILOXI, MISSISSIPPI. Atty. Ray Paul	Request 4-30-74 Pursuant	DISMISSED by Com. Ltr. to Sec. 0.281
BL-13,502 R&F. AMEND. R&F AMEND. R&F PT. PRESS JAN 28 1975	8-6-73 8-8-73 8-21-73 11-22-74 8-23-73	Lic. cover CP (BP-19910, as mod) for changes. Ray Paul, Atty. Addl. Eng. data. Addl. Eng. data.	GRANTED	3-14-75
BR-3120 R & F PN Recd. PRESS R & F	1-20-76 1-29-76 " MAR 25 1976 4-14-76	RENEWAL OF LICENSE Eugene L. Burke, Atty. (See WRBC for petitions) AMENDED 6-3-76 re: commercial matter Renewal of License (Auxiliary) (See WRBC for petition filed 6-11-76)	GRANTED	7-27-76

F.C.C. - WASHINGTON, D. C. (over)

Atty.will file for Aux.Trans.

(BR-3120) AMENDED 8-9-76 re: commercial matter

#11

1390khz

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call Letters WROA

Name GULF COAST BROADCASTING COMPANY, INC.
GULFPORT, MISSISSIPPI

File No.	Dated	Application for	Action Nature	Action Date
BR790201VZ PRESS: MAR	14 1979	RENEWAL OF LICENSE (Main & Aux. Trans.) Atty: Ray R. Paul	gr	5-18-79

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

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.