WWLF

BROADCASTING STATION LICENSE RECORD WWLF (EFF. 3-18-81)

XW W B A (Eff:7-15-68)

X W P I N (ltr. 8-2-60)

Date first licensed 3-31-47 Call letters x W C L E /Eff.8-12-60

Station location: St. Petersburg, Fla.

WWBA INCORPORATED(VOL. AL 8-27-70 EFF: 9-1-70)

xMYER FELDMAN AND EDWARD WINTON, DBA FELDMAN AND WINTON (AL 5-17-68 EFF. 6-29-68)

x FLORIDA WEST COAST BROADCASTERS, INC. (AL 4-28-50 EFF: 5-12-50)

Name of licensee xCLEARWATER BROADCASTING CO., INC.

94th Ave. North at St. Martin, St. Petersburg, Fla. (CP gr. 9-23-77)

x 2787

2787 - 62nd Avenue, North, St. Petersburg, Florida. (L 5-28-53)

xNE corner 28th St.N. and 62nd Ave. N. (Washington Boulevard, St. Petersburg, Fla.(MP-12-30-52)

x 0.35 mile east of Haines Rd. (Fla. Hwy. 689) 0.2 mile north of 54th Ave.N, St. Petersburg, Fla. (CP 9-18-52)

Transmitter location xTaylor Ave., .6 mi. West of West City Limit of Largo, Fla. (MP 12-16-46)

2787 62nd Ave., North, St. Petersburg, Fla. (BP 7-9-64) Lic. 3-31-47

X 28th Street North at Washington Blvd.(Ltr. 10-20-58)

x Royal Palm Hotel, St. Petersburg, Fla. (BL-[illegible]) (L 5-28-53)

corner 28th St. N. and 62nd Ave. N. (Washington Boulevard) St. Petersburg, Fla/(MP 12-30-52)

x Royal Palm Hotel, St. Petersburg, Fla. (CP 9-18-52)

x Taylor Ave., .6 mi. W. of west city limit of Largo, Fla.(Tele.3-28-51 Eff: 3-28-5

421½ Cleveland St., Clearwater, Florida (BL-2306) Lic. 3-31-47

33733 x Legal Building, Clearwater, Florida (MP 12-16-46)

studio location

65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	To
P-4555	9-12-46	680	1kw	Daytime		
etter 10-15-46 C.P. for new station granted subject to filing MP for approval of T site and antenna (Conditional Clause)						
-P-4555 3-MP-2228	12-16-46 Mod. CP(4555) for approval antenna and T site and specify S site. (Conditional Clause)	680	1kw	Daytime	2-16	8-16-47
BMP-2537	3-28-47 Mod. of C.P.(4555, as mod.) to change type of transmitter.	680kc	1kw	Day	2-16	8-16-47
BL-2306 -2119	3-31-47 Lic. to C.P.(4555,as mod.) for new station and determine operating power by direct method, and change studio location. (Conditional Clause)	680kc	1kw	Daytime	3-31	11-1-49
BS-1476	10-28-49 Extension of license				11-1	2-1-50
ele 11-9-49 Authority granted suspend opr. WCLE for period 60 days from date of this wire.						
ltr.	1-5-49 Extending auth. to suspend opr. until 2-9-50.					
ele	2-1-50 Final ext. of auth. to remain silent granted to March 1, 1950. No further ext. will be granted. No action taken on pending renewal applications.					
BS-1476	2-21-50 Extension of license				3-1	6-1-50
BR-1476	4-21-50	680	1kw	Daytime	4-21	11-1-52
BAL-970 EFF: 5-12-50	4-28-50 Vol. AL from Clearwater B/C Co., Inc. to Florida West Coast B/C, Inc.					
BML-1486	9-18-52 CP to change location, studio and transmitter to St.Petersburg, Fla.				11-18	5-18-53
BR-1476	10-15-52	680kc	1kw	Daytime	11-1	2-1-55
BMP-6065	12-30-52 Mod. of CP(BML-1486) to change trans. and studio locations(COND'L CLAUSE)				2-28-53	8-31-53
BL-4998 Lic. cover & trans. site.	5-28-53 CP (BML-1486, as mod.) change in station location (COND'L CLAUSE)	680	1kw	Day	5-28	2-1-55

Form BC-126
June 1954 Card #2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters X WWPA WPIN .....

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-1746 Eff.	6-28-54 7-7-54	Vol. acquisition of control of licensee corp. by ARTHUR MUNDORFF thru retirement of 275 shares of stock owned by John M. Phillips			
BR-1476	1-12-55	Renewal of license			2-1 2-1-58
BRC-[illegible] (1)	2-15-56	Mod. of lic. to ch. trans. by remote control from Royal Palm Hotel, St. Petersburg, Florida			
BP-10365	2-24-56	680kc	1kw	Day	4-24-56 10-24-56
		CP to install a new transmitter.			
BL-6184 (2)	6-12-56	Lic. to cover CP(BP-10,365)to install a new transmitter.			
BR-1476	1-3-58	680kc.	1kw	Day	2-1 2-1-61
BRC-1373 (1)	11-14-58	Modification of license to change Remote Control Point from Royal Palm Hotel, St. Petersburg, Florida TO 28th Street, North, and Washington Boulevard, St. Petersburg, Florida			
	1-25-61	Commission deferred action on renewal pending further consideration,			
BR-1476	4-12-61	680kc	1kw	Day (RC)	4-12 2-1-64
BZ-4726 (1)	8-30-62	Authority to determine operating power by direct measurement of antenna power.			
BR-1476	1-17-64	680kc	1kw	Day	2-1 2-1-67
BP-16144	7-9-64	680kc	1kw	Day	9-9 3-9-65
		CP to make changes in the antenna system (increase height; change to shunt fed) show studio and remote control as 62nd Ave., North, St. Petersburg, Fla. (trans. site) and side mount FM on AM tower. (Cond'l).			
BMP-[illegible]	1-15-65	Mod. of CP (BP-16,144) for extension of completion date to 4-9-65			
BMP-114854 (2)	4-20-65	Mod. of CP(BP-16,144, as mod.) for extension of completion date to 7-9-65.			

Form BC 126
June 1954 #3

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ... X WPIN

Station location .....

Name of licensee .....

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Day	Period From To
BL-11,040	10-11-65	680	1kw	Day	10-11 2-1-67
		Lic to cover CP(BP-16,144 as mod) which auth chg. ant & gr. system.			
BR-1476	2-16-67	Renewal of license			2-16 2-1-70
BZ-6614 (1)	9-29-67	Aut. to determine operating power by direct meas. of antenna power.			
TELEGRAM	10-17-67	PSA	500w		
BAL-6518 EFF	5-17-68 6-25-68	Vol. AL			
BRC-3364(L)	8-8-69	Operate RC (Second RC).			8 1-70
BR-1476(S)	7-14-70	RENEWAL			2-1-73
BAL-6957	8-27-70	VOL. AL EFF: 9-1-70			
EBSA	6-12-72				
BR-1476(S)	1-3-74	RENEWAL (Cond'l re: EEOP)			2-1-76
BZ-8194(L)	2-20-74	Direct Measurement			
Tel. Ltr.	9-25-74	Trans. Collins 820D-2 now installed. Former main RCA BTA-1 now aux.			
BR-1476(L)	7-30-76	RENEWAL (MAIN & AUX.)			2-1-79
BP-20,860	9-20-77	CP to chg. ant. loc.			9-20-78
BP-20,860	3-20-78	Superseding auth. to add condition inadvertently omitted			
BMP-780823AF (1)	10-18-78	MP(BP-20,860) for extension of completion date to:			3-26-79
BMP790226AL (2)	4-20-79	MP (BP-20,860, as mod.) of completion date to:			10-16-79
BR780929UF (S)	1/23/79	Renewal (MAIN & AUX.)			2/1/82
Ltr. Recd (1)		Chg. SL/RC: 9721 Executive Ctr. Drive, St. Petersburg, Fla.			
BL-790316AE(L)	10-19-79	Lic. to cover BP-20860 for changes 680khz 1kwDay			2-1-82
E B S A	3-18-81	CALL SIGN CHANGE			

Form 94

APPLICATION RECORD - BROADCASTING

Call Letters WCLE x New

Name CLEARWATER BROADCASTING CO., INC.
(P.O. Box 1139, Clearwater, Fla.)

File No.	Dated	Application for	Action: Nature	Action: Date
B3-P-4555 Recd. Filed	3-18-46 2-19-46 3-19-46	C.P. for a new Standard Broadcast Station to be operated on: Frequency - ~~1540 kc~~ ~~660 kc~~ 680 kc Power - ~~250w~~ 1kw Hours of operation - ~~Unlimited time~~ Daytime only. Transmitter location - to be determined, Clearwater, Fla. Studio location - to be determined, Clearwater, Fla. (~~Contingent on grant of WLAK application - B3-P-4307~~)	Docket No. 75029 Granted without hearing/ subject to filing MP for approval of T site and antenna and CONDITIONAL re waiver 3.55(b) and 3.60 Letter 10-15-46 Issued with MP-2228	9-12-46 9-12-4
Amended Rec'd Filed	5-20-46 5-28-46 6-7-46	To change frequency from 1340kc to 660kc, change power from 250w to 1kw, and change hours of operation from Unlimited time to Daytime only. (Filed by Frank Stollenwerck, Atty.)		
AMENDED Recd.& Filed	6-13-46 6-21-46	AMENDED re change in type of transmitter SEE CARD #2		

GATES-250-8 GATES BC 1-E

Engr. John Hillegas, Atlanta, Ga.

Form 94

#3

APPLICATION RECORD - BROADCASTING

Call Letters W C L E

Name CLEARWATER BROADCASTING CO., INC.

File No.	Dated	Application for	Action Nature	Action Date
B3-P-4555	Continued			
Amended	7-25-46	Ameneded to change frequency from 660 kc to 680kc	See Card #1 for action.	
Rec'd	7-31-46			
Filed	7-31-46			
B3-MP-2228	10-21-46	Modification of C.P.(B3-P-4555, which authorized a new standard broadcast station) for approval of antenna and transmitter location at Taylor Avenue, 0.6 miles west of city limits of Largo, Florida and to specify location as Legal Building, Clearwater, Florida.	Granted Conditional re Waiver 3.60	12-16-46
Rec'd	10-28-46			
Filed	10-28-46			

Frank Stollenwerck, Att'y.

Form 94

APPLICATION RECORD - BROADCASTING

#2a

Call Letters W C L E

Name CLEARWATER BROADCASTING CO., INC.

File No.	Dated	Application for	Action Nature	Action Date
BMP-2537 Rec'd Filed	2-22-47 2-27-47 2-27-47	Mod. of C.P. (B3-P-4555, as modified, which authorized a new standard broadcast station) to change type of transmitter (Gates Model 1-D). (Frank Stollenwerck, Atty.)	GRANTED	3-28-47

Form 94

APPLICATION RECORD - BROADCASTING

#3

Call Letters W C L E

Name CLEARWATER BROADCASTING CO., INC.

File No.	Dated	Application for	Action Nature	Action Date
BL-2306 Rec'd Filed	1-31-47 2-3-47 2-3-47	License to cover C.P.(B3-P-4555, as mod.,) which authorized a new standard broadcast station and for change of studio location from: Legal Building,Clearwater,Florida to: 421½ Cleveland St.,Clearwater, Florida and	GRANTED (Conditionally re waivers 3.55(b) and 3.60)	3-31-47
BZ-2119 Rec'd Filed	1-30-47 2-3-47 2-3-47	Authority to determine operating power by direct measurement of antenna power. (Frank Stollenwerck, Atty.)		
BTC-786 Rec'd Filed	6-16-49 6-23-49 6-23-49	Voluntary transfer of control of licensee corporation from Houston Cox, Jr., M. D. Rosenzweig and S. L. Rosenzweig to Dr. Wm. T. Watson. William Thomson, Atty.	Docket # 9484 Dismissed without prejudice 12-9-49. Order Issued	

FCC Form 94 #4 APPLICATION RECORD - BROADCASTING

Call Letters WPIN ~~WCLE~~

Name ~~FLORIDA WEST COAST BROADCASTERS, INC. (AL 4-28-50)~~ ~~CLEARWATER BROADCASTING CO., INC.~~

File No.	Dated	Application for	Action Nature	Action Date
BR-1476 Rec'd	8-24-49 8-26-49	Renewal of license.	Granted	4-21-50
PETITION filed 12-14-49 by Atty. Stollenwerck for Renewal of License				
BAL-970 Rec'd Filed	1-19-50 1-20-50 1-20-50	Voluntary assignment of license from Clearwater Broadcasting Co., Inc. to Florida West Coast Broadcasters, Inc. Frederick H. Walton, Jr., Assignee's Atty. Frank Stollenwerck, Assignor's Atty.	GRANTED EFF: 5-10-50	4-28-50
BML-1486 Rec d Filed	9-27-51 9-28-51 9-28-51	~~Modification of license~~ to change station location from Clearwater, Florida ~~to Clearwater, Florida and St. Petersburg, Florida, with main studios located at Taylor Ave., .6 mi. W. of West city limit of Largo, Florida (transmitter site) and Royal Palm Hotel, St. Petersburg, Florida.~~ *Construction permit	SEE CARD #5 for ACTION	

See Card #5

#5

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters W.P.I.N.

Name FLORIDA WEST COAST BROADCASTERS, INC.

File No.	Dated	Application for	Action Nature	Action Date
BML-1486 AMENDED Rec'd. Filed	(Cont'd.) 3-3-52 3-7-52 3-14-52	AMENDED to change from modification of license to construction permit; change station location from Clearwater-St. Petersburg, Florida to St. Petersburg, Florida with studio located at Royal Palm Hotel, St. Petersburg, Florida and change transmitter site from Taylor Ave., 0.6 miles W. of west city limits of Largo, Florida to 0.35 miles E. of Haines Road (Fla. Hwy #689) 0.2 miles North of 54th Ave., N., St. Petersburg, Florida	Docket No. 10099 - Removed from hearing & GRANTED as a CP	9-18-52
BR-1476 Rec'd Filed	8-2-52 8-4-52 8-4-52	Renewal of License Filed by Frederick W. Walton, Jr. Atty.	GRANTED	10-15-52

#6

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters W P I N

Name FLORIDA WEST COAST BROADCASTERS, INC.

File No.	Dated	Application for	Action Nature	Action Date
BMP-6065 Rec'd Filed	11-6-52 11-13-52 11-13-52	Modification of construction permit (BML-1486, which auth. change in station location and change in transmitter site) to change transmitter location from 0.35 mi. E. of Haines Rd., (Florida Hwy. 689) 0.2 mi. N. of 54th Ave., N. St. Petersburg, Florida to N. E. Corner 28th St., N. and 62nd Ave., (Washington Blvd.) St. Petersburg, Florida; and change studio location from Royal Palm Hotel, St. Petersburg, Florida to As shown above. Frederick H. Walton, Jr., Atty. W. J. Holey, Engr.	GRANTED re blanket clause	12-30-52

#7

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD BROADCASTING

Call Letters WPIN

Name FLORIDA WEST COAST BROADCASTERS, INC.

File No.	Dated	Application for	Action Nature	Action Date
BL-4998 Rec'd Filed	4-21-53 4-23-53 4-23-53	License to cover construction permit (BML-1486 as mod.) which auth. change in station location and change in transmitter site. Fred H. Walton, Jr., Atty. W. J. Holey, Engr.	GRANTED re blanketing	5-28-53
BTC-1746 Rec'd Filed	6-15-54 6-17-54 6-17-54	Voluntary acquisition of positive control of licensee corporation by Arthur Mundorff thru retirement to the treasury of 275 shares of stock. by John M. Phillips. Frederick H. Walton, Jr., Atty.	GRANTED EFF.	6-28-54 7-7-54
BR-1476 Rec'd Filed	10-26-54 11-1-54 11-1-54	Renewal of license Filed by Frederick H. Walton, Jr., Atty.	GRANTED	1-12-55

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

FORM BC-121 B
FORMERLY FORM A-170

APPLICATION RECORD · BROADCASTING

Call Letters WPIN

Name FLORIDA WEST COAST BROADCASTERS, INC.
St. Petersburg, Florida

File No.	Dated	Application for	Action Nature	Action Date
BMC-902 Rec'd Filed	2-8-56 2-10-56 2-10-56	Modification of license to operate transmitter by remote control from Royal Palm Hotel, St. Petersburg, Florida. Frederick H. Walton, Jr., Atty.	GRANTED	2-15-56
BP-10,365 Rec'd Filed	2-8-56 2-10-56 2-10-56	Construction permit to install a new transmitter (RCA BTA-1MX). Dempsey and Koplovitz, Attys.	GRANTED	2-24-56
BL-6184 Rec'd Filed	5-15-56 5-16-56 5-16-56	License to cover construction permit (BP-10,365) which authorized the installation of a new transmitter. (Frederick H. Walton, Jr., Atty.)	GRANTED	6-12-56

FORM BC-121 #9
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W.P.I.N.

Name FLORIDA WEST COAST BROADCASTERS, INC.
ST. PETERSBURG, FLORIDA

File No.	Dated	Application for	Action Nature	Action Date
BR-1476 Rec'd Filed	10-29-57 10-30-57 10-30-57	Renewal of License Frederick H. Welton, Jr., Attorney	GRANTED	1-3-58
BRC-1373 Rec'd Filed	11-5-58 11-7-58 11-7-58	Modification of license to change Remote Control Point from Royal Palm Hotel, St. Petersburg, Florida TO 28th Street, North and Washington Boulevard, St. Petersburg, Florida Dempsey and Koplovitz, Attys.	GRANTED	11-14-58
BR-1476 R. & F.	11-1-60 11-3-60	RENEWAL OF LICENSE Frederick H.Walton, Jr. Atty	GRANTED	4-12-61
BZ-4726 R. & F.	6-29-62 7-2-62	Authority to determine operating power by direct measurement of antenna power. Atty- DEMPSEY & KOPLOVITZ	GRANTED	8-30-62

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

FORM BC-121 #10
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters .....

Name .....FLORIDA WEST COAST BROADCASTERS, INC.....
St. Petersburg, Florida

File No.	Dated	Application for	Action Nature	Action Date
BR-1476 Rec'd Filed	10-30-63 11-1-63 11-1-63	Renewal of license	GRANTED	1-17-64
BP-16,144 R. & F.	4-10-64 4-13-64	CP to make changes in the antenna system (increase height; change to shunt fed). ~~chg studio loc to trans site delete remote control~~ and make chgs in ground system. (contingent on grant of BMPH-7817) Atty: Dempsey and Koplovitz	GRANTED Cond'l re: Sufficient field intensity meas. data.	7-9-64
AMENDED R&F	5-6-64 5-7-64	AMENDED to show Studio and Remote Control as 2787 62nd Avenue, North, St. Petersburg, Florida (trans. site) and side Mount FM on AM tower		

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

#11
FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WPIN

Name FLORIDA WEST COAST BROADCASTERS, INC.
St. Petersburg, Florida

File No.	Dated	Application for	Action Nature	Action Date
BMP-11,410 R.& F.	12-4-64 12-7-64	Mod. of C.P. (BP-16,144 which auth. chgs. ant. systm. & ground systm.) for extension of completion date from 3-9-65 to 4-9-65	GRANTED to	1-15-65 4-9-65
BMP-11,485 R&F	4-3-65 4-6-65	Mod. of C.P. (BP-16,144, as mod. which auth. chngs. ant. systm & ground systm.) for extension of completion date from 4-9-65 to 7-9-65.	GRANTED to	4-20-65 7-9-65
BL-11,040 R & F	7/8/65 7/12/65	Lic. to cover CP (BP-16,144 as mod.) which auth. chng. ant. & gr-systems.	GRANTED	10-11-65
BR-1476 R & F	10-28-66 10-31-66	Renewal of license.	GRANTED	2-16-67
BZ-6614 R & F DM-8/30/67	8/17/67 8/21/67	Auth. to determine operating power by direct meas. of ant. power. Engr: M. St. Jean, Largo, Fla.	GRANTED	9-29-67

OCT 3 - 1967

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

FORM BC-121 #12
AUG. 1955

APPLICATION RECORD · BROADCASTING

680kc

Call Letters WWBA
XWPIN

Name MYER FELDMAN AND EDWARD WINTON, DBA FELDMAN AND WINTON
xxFLORIDA WEST COAST BROADCASTERS, INC.
St. Petersburg, Florida33733

File No.	Dated	Application for	Action Nature	Action Date
BAL-6318 R & F MAR 22 1968 Pub. notice filed 4-1-68 (see over for amendments)	3-11-68 3-11-68	Voluntary assignment of license to MYER FELDMAN and EDWARD WINTON dba FELDMAN and WINTON Atty - Ginsburg & Feldman	GRANTED EFF.	5-17-68 6-25-68
BRC-3364 R & F #526582 $30. AMENDED AUG 1 1969	7-3-69 7-7-69 7-7-69 7-30-69	Mod. of license to operate transmitter by remote control from West Central Answering Service, 6101 Central Avenue, St. Petersburg, Florida, by Employees of the Station only. (SECOND REMOTE CONTROL POINT) Re: Proposed Operation.	GRANTED	8-8-69
BR-1476 R & F #554017 $75 P. N. DEC 17 1969	10-30-69 11-3-69 11-3-69 11-3-69	Renewal of License Atty: Myer Feldman(Ginsburg, Feldman & Bress) AMENDED 3-11-70 re: programming AMENDED 6-4-70 re: additional programming data	GRANTED	7-14-70

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

RE: BAL-6318 - Statement re FM duplication (programing) filed 4-19-68
Statement re FM duplication(prog) filed 5-6-68

BRC- Letter 7-14-69 re: Proposed operation.
Amended 7-30-69

Form BC-121
September 1969

#13

680kc

APPLICATION RECORD - BROADCASTING

Call Letters W W B A

Name WWBA INCORPORATED
x Myer Feldman and Edward Winton, dba FELDMAN AND WINTON
St. Petersburg, Fla. 33733

File No.	Dated	Application for	Action Nature	Action Date
BAL-6957 R & F FEE PD: $60 -#611937 (ALSO SEE: WWBA-FM) Form 316 JUL 10 1970	6-25-70 6-26-70	Voluntary assignment of license to WWBA INCORPORATED Atty - Ginsburg, Feldman & Bress	GRANTED EFF:	8-27-70 9-1-70
BZ-8194 R & F DM PRESS	10-20-72 10-24-72 11-1-72 NOV 14 1972	Direct Measurement. Atty: Eugene T. Smith	GRANTED	2-20-74
BR-1476 R & F PN Recd. PRESS	10-30-72 11-3-72 " DEC 1 1972	RENEWAL OF LICENSE Eugene T. Smith, Atty. AMENDED 2-26-73 re: ascertainment of comm. needs & equal employ. prog. AMENDED 3-21-73 re: employment program AMENDED 5-1-73 re: employment porgram	GRANTED 1-3-74 (Cond'l re: EEOP REPORT)	

#14

Form BC-121
September 1969
2-76

APPLICATION RECORD · BROADCASTING

680 kc

Call Letters W W B A

Name WWBA INCORPORATED
ST.PETERSBURG, FLORIDA

File No.	Dated	Application for	Action Nature	Action Date
BR-1476 R & F PN Recd. PRESS	9-30-75 10-1-75 " NOV 12 1975	RENEWAL OF LICENSE (MAIN & AUXILIARY) E.Wm. Henry,Atty.	GRANTED	7-30-76
BP-20,860 R & F	3-2-77 3-7-77 SEP 21 1977	CP to c.g. ant. trans. loc. to 94th Ave. North at St. Martin, St. Petersburg, Fla. Atty: Myer Feldman	GRANTED	9-23-77
BMP-780823AF PRESS:	SEP 21 1978	MP (BP-20860) for extension of time to: 1-1-79 (FOR CHANGES) Atty: Myer Feldman	GRANTED TO:	10-18-78 3-26-79

77-12-29-15

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

#15

Form BC-121
May 1976

APPLICATION RECORD · BROADCASTING

680 kc

Call Letters W W B A

Name WWBA INCORPORATED
ST.PETERSBURG, FLORIDA

File No.	Dated	Application for	Action Nature	Action Date
BR 780929UR PRESS	NOV 3 1978	RENEWAL OF LICENSE (MAIN & AUXILIARY)	Granted	1/23/79
BMP790226AL PRESS (0)	MAR 21 1979	MP (BP-20,860, as Mod.) for Extension of Time to: 9-26-79 (FOR CHANGES) Atty. Myer Feldman (Ginsburg,Feldman & Bress)	GRANTED	4-20-79
BL-790316AE R & F PTA PRESS JUL 25 1979	3-16-79 3-28-79	Lic. to cover BP-20860 for changes Atty: Myer Feldman(Ginsburg, Feldman & Bress)	GRANTED	10-19-79

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

#16

APPLICATION RECORD-BROADCASTING

680KHz.

Call Letters: W W L F / X W W B A

Name: WWBA, INCORPORATED

Station Location: ST. PETERSBURG, FLORIDA

File No.	Date	Description	Action and Date
BP790816AF PRESS (0)	OCT 1 1 1979	CP to increase Power to: 1000 Watts; chg. TL to: 94 Avenue, N. at San Martin, St. Petersburg, Florida; chg. SL & RC to: 9721 Executive Ctr. Drive, St. Petersburg, Florida & chg. Type Trans. 27 51' 24" 82 37' 26" Atty. Myer Feldman (Ginsburg,Feldman & Bress)	DISMISSSED 5-19-80
BAL810622ER Form 314 PRESS JUN 2 9 1981		Vol AL to Ed Winton Atty Peter A. Casciato	

Form BC-121
March 1979

#17

APPLICATION RECORD-BROADCASTING

Call Letters: WWLF

Name: WWBA, INCORPORATED

Station Location: ST. PETERSBURG, FLORIDA

File No.	Date	Description	Action and Date
BP-810622AE ACCEPTED CUT OFF DATE		Construction permit to chg hrs of operation to unlimited by adding nighttime service with 2.5kw; increase day power to 10kw; install DA-2; chg frequency from 680khz to 660khz; chg city of license from St. Petersburg to Kenneth City, Florida; chg SL&RC: To be determined Kenneth City, Florida, and make chgs in ant sys.	
	7-13-81	Public Notice	
AMENDED	7-15-81	Additional Engineering 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.