WLOK

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1399199

B S 1298

BROADCASTING STATION LICENSE RECORD

SEE PAGE # 2 FOR NAME

W L O K (Eff: 4-11-64)

Date first licensed 9-10-46 EFF:6-25-69 Call letters x W H H M

x MERCURY BROADCASTING, INC.,(AL 11-22-60/ LOCATION: MEMPHIS, TENNESSEE

x THOMAS W. SHIPP (AL 7-29-59 Eff:8-16-59)

X CY BLUMENTHAL (AL 4-16-58) EFF: 5-30-58)

x MID-SOUTH BROADCASTING CORPORATION (AL 10-14-47, eff. 10-25-47)

x HERBERT HERFF tr/as W H H M BROADCASTING COMPANY(MP 7-9-46)

Name of licensee x HERBERT HERFF

1386 McLemore Avenue, Memphis, Tennessee (BP 12-31-63)

x912 South Somerville Street, Memphis, Tennessee(Redescription/ltr.5-3-60)

x Somerville Street, east of Elmwood Cemetery, Memphis, Tennessee (CP11-23-52 Lic. 5-4-54

x46 Neely St., Memphis, Tenn. (CP 9-30-49) (Lic. 11-10-49)

Transmitter location x904-914 South Somerville St., Memphis, Tenn. (MP 5-23-46)(Lic. 9-10-46)

363 South Second Street, Memphis, Tennessee(BRC 4-16-64)

x Holiday Towers, 373 Madison Ave., Memphis, Tenn. (BRC -24-69)

x 912 South Somerville Street, Memphis, Tennessee(Letter 5-3-60)

x930 Madison Avenue, Memphis 3, Tennessee (Let. of 1-28-57)

X 433 Sterick Bldg., N.E. Corner 3rd St. & Madison Ave.,

Main studio location Memphis, Tenn. (MP 5-23-46) (Lic. 9-10-46)

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
3-P-3944	2-13-46	1340	250w	U	
Letter 4-1-46 C.P. for a new station subject to filing MP for approval of T site and antenna					
B3-P-3944 B3-MP-1868	5-23-46	1340	250w	U	7-23 1-23-47
Mod. of C.P (P-3944) to change type of transmitter & approval of antenna and T sites (Conditional Clause)					
3-MP-1943	7-9-46	Mod.C.P. (3944 as mod.) to change name of permittee to Herbert Heff tr/as WHRM Broadcasting Company (Cond. Clause)			7-23 1-23-47
3-L-2014 3-Z-1838	9-10-46	1340	250w	U	9-10 2-1-47
Lic. to cover CP (3944) as modified for a new station and determine operating power by direct measurement. Cond'l Clause					
S-1298	2-27-47	1340	250w	U	2-27 2-1-50
Mod. Lic. to delete Waivers 3.55(b) and 3.60					
B-R-1298	1-30-47	1340	250w	U	2-1 2-1-50
BAL-615 Eff. 10-25-47	10-14-47	Voluntary Assignment of License to Mid-South Broadcasting Corporation.			
BP-7363	9-30-49	1340	250w	U	11-30 5-30-50
CP to change T site.					
BL-3855	11-10-49	1340	250w	Un	11-10 2-1-50
Lic. to cover CP (7363) to change T site.					
BS-1298	1-25-50	Extension of License			2-1 6-1-50
BR-1298	5-31-50	1340	250w	U	5-31-50 2-1-53
BP-7686	8-15-50	1340	250w	U	8-15 2-15-51
CP to install Alternate Main T.					
BL-4165	9-14-50	1340	250w	U	9-14 2-1-53
Lic. to cover CP 7686 for ALTERNATE MAIN T.					
BTC-1161 Eff.	8-13-51 8-15-51	Vol. acquisition of control of licensee corp. by F.E. Furlow thru purchase of stock from George D. Gray, Sr.			
BR-1298 Alt.	1-7-53	RENEWAL OF LICENSE MAIN AND ALT. MAIN			2-1 8-1-55

B-S- Card #2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ...x W H H M.....

GILLIAM COMMUNICATIONS, INC. (AL gr 1/12/77 EFF: 2/18/77
xSTARR WLOK, INC. (AL 5-13-69, Eff: 6-25-69)
xWLOK, INC.(BAL-12-31-63 EFF: 4-11-64)

Name of licensee ...MARVIN C. GOFF, JR., TRUSTEE IN BANKRUPTCY (BAL 4-18-63.....

Transmitter location .....

Main studio location .....

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
BP-9050	11-23-53	1340	250w	U	1-23-54 7-23-54
	CP change trans. site & install new antenna system. (COND'L CLAUSE)				
BP-9050	11-23-53	1340Kc	250w	U	1-23-54 7-23-54
	Supersedes above authorization to change trans. site andinstall new antenna system. (C. CLAUSE)				
BRC-369	4-21-54	Modification of license to operate transmitter by remote control from 433 Sterick Building, 3rd and Madison St., Memphis, Tennessee			
BP-9234	4-15-54	CP change location of alternate main transmitter			6-15 12-15-54
BRC-389 (1)	5-10-54	Mod. of C.P. to operate transmitter by remote control from 433 Sterick Building, Memphis, Tennessee			
BL-5270	5-4-54	1340	250w	U	5-4 8-1-55
	Lic. cover CP (9050) to chg. T loc. and install new ant.				
BL-5317	5-24-54	1340	250w	U	5-24 8-1-55
	Lic. cover CP (9234) to chg. alt. main T location				
BR-1298	7-20-55	RENEWAL OF LICENSE (Main & Alternate Main)			8-1 8-1-58
BRC-1084 (1)	2-13-57	Mod. of lic. to change Main remote control point from 433 Sterick Bldg., 3rd and Madison Sts., Memphis, Tenn., to 930 Madison Avenue, Memphis, Tennessee.			
BRC-1085 (1)	2-13-57	Mod. of lic. to change Alternate Main remote control point from 433 Sterick Bldg., 3rd and Madison Sts., Memphis, Tenn., to 930 Madison Avenue, Memphis, Tennessee			
BAL-2987 EFF:	4-16-58 5-30-58	Voluntary assignment of license to Cy Blumenthal			
BR-1298	7-2-58	1340 (Main & Alternate)	250w	U	8-1 8-1-61
BAL-3551 Eff:	7-29-59 8-16-59	Voluntary assignment of license to THOMAS W. SHIPP.			

Form BC 126
June 1954

#3

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters XWHHM.....

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	Period To
BRC-1721	3-24-60	1340kc	250w	U	3-24	6-1-61
	Mod. of lic. to chg. studio loc. to Holiday Towers, 183 Madison Ave., Memphis, Tenn. & to operate MAIN and ALTERNATE MAIN transmitters by remote control from studio loc.					
BAL-4012 EFF:	11-22-60 11-25-60	Voluntary assignment of license to Mercury Broadcasting, Inc.				
	7-26-61	Commission deferred action on renewal pending further consideration.				
BR-1298	1-25-62	1340kc	250w	Unl	1-25	8-1-64
		Mainband		ALT MAIN		8-1-64
BP-14381	5-2-62	1340kc	250w,1kw-LS	U	7-23	1-23-63
	CP to increase daytime power to 1kw and install new transmitter (RCA BTA-1R) (Cond 1).					
	8-21-62	Lic. for Alt. Main Trans. Cancelled per letter from Atty. 7-31-62				
Wire	12-27-62	Auth. remain silent thru 1-7-63.				
Wire	1-8-63	Ext. auth. remain silent thru 3-22-63				
BL-9615	11-19-62	1340kc	250w	Auxiliary	11-19	8-1-64
	License to use old Main trans. as Aux.					
BL-9616 (1)	11-19-62	License to cover BP-14,381 which auth. increase day power to 1kw & install new transmitter (RCA BTA-1R).				
Wire	3-26-63	Ext. auth. remain silent thru 6-15-63.				
BAL-4764 EFF	4-18-63	Voluntary assignment of license to Marvin C. Goff, Trustee in Bankruptcy				
Wire	6-11-63	Ext. auth. remain silent thru 9-15-63.				
Wire	9-18-63	Ext. auth. remain silent thru 12-15-63.				
Wire	12-5-63	Ext. auth. remain silent thru 3-15-64.				
BP-16024	12-31-63	1340kc	250w, ~~[illegible]~~	U	2-29	8-31-64
	CP to change antenna-trans. loc., make changes in the antenna system, and make changes in the ground system (Cond'l).					

Form BC-126
June 1954

BROADCASTING STATION LICENSE RECORD

WLOK (4-8-64,Eff:4-11-64)

Date first licensed .....

Call letters x W H H M .....

Name of licensee .....WLOK, INC.....

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
BAL-4955 Eff:	12-31-63 4-11-64	Voluntary assignment of License to WLOK, INC. Contingent on Grant of assignment of license of WLOK to Marvin C.Goff,Jr. Trustee in Bankruptcy and assignment of license to Century Broadcasting Inc. (Filed same date)			
Wire	3-12-64	Ext. auth. remain silent thru 5-15-64.			
BAP-678 Eff:	4-9-64 4-11-64	Voluntary assignment of construction permit (BP-16024 to WLOK, INC.			
BRC-2448 (2)	4-16-64	Mod. of lic. change studio and remote control point. (Main)			
BR-1298	7-22-64	1340kc	250w, 1kw, LS	Un	8-1 8-1-67
BL-10582	3-3-65	1340kc	250w,1kw	LS U	3-3 8-1-67
	Lic to cover CP(BP-16,024) which auth chg ant-trans loc, make chgs in antenna-system, and make chgs in cr-system.				
BP-16535	2-23-65	1340kc	250w-1kw	Alt.M-N Aux.-D	4-23 10-23-65
	CP to install new transmitter (RCA BTA-250L) to be operated on 1340kc 250w-1kw as an alternate main transmitter with remote control from main studio location.				
BL-10,939	6-30-65	1340kc	250w,	Alt.M,N Aux-D	6-30 8-1-67
	Lic to cover CP(BP-16,535) which auth install new trans (RCA-250L) to be operated on 1340kc, 250w-1kw as an Aux-D & Alt-M Night with RC from Main studio loc.				
BL-10,582	3-3-65 Main	Superseding to correct description of ant system.			
BL-10,939 Alt-M. Aux	6-30-65	Superseding to correct description of antenna system.			
BR-1298	7-18-67	Renewal of License Main & Aux.-Alt. Main			8-1 8-1-70
BAL-6536 EFF.	5-13-69 6-25-69	Vol. AL			
BTC-6186	3-20-70	VOL. TC	EFF: 3-31-70		

Form BC 126 #5
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed 9-10-46

Call letters WLOK

Station location MEMPHIS, TENNESSEE

Name of licensee STARR WLOK, INC.

Transmitter location 1386 McLEMORE AVE., MEMPHIS, TENN.

Main studio location 363 S. 2nd St. Memphis, Tenn.

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To-
BR-1298	9-30-70	RENEWAL OF LICENSE (L) MAIN & AUX. ALT. MAIN			8-1-73
Ltr.		Aux.-Alt.Main license cancelled 12-1-71			
EBSA	5-22-72				
BR-1298(S)	7-31-73	RENEWAL Main(Only)			8-1-76
Letter	1-15-74	Trans. Sparta 701B now installed.			
BL-13683(L)	7-18-74	Lic. to use former main trans. for aux. purposes only			8-1-76
BZ-8567(1)	10-21-74	Direct Measurement (Main)			
BR-1298(L)	1-12-77	Renewal of license (Main & Aux.)			8-1-79
BAL-8839	1/12/77	Vol AL EFF: 2/18/77			
BR790328UO(L)	7-18-79	Renewal of License (Main & Aux. Trans.)			8-1-82

Form 94

APPLICATION RECORD - BROADCASTING

Call Letters WHHM x New

Name HERBERT HERFF

(P.O. 295 Union Avenue, Memphis, Tenn.)

File No.	Dated	Application for	Action: Nature	Action: Date
B3-P-3944 Rec'd Filed	8-14-45 8-27-45 8-27-45	Construction Permit for a new standard broadcast station to be operated on: Frequency: 1340 kc Power: 250w Hours of Operation: Unlimited time Trans. Location: To be determined, Memphis, Tenn. Studio Location: Sterrick Bldg., N.E. Cor. 3rd St. and Madison Ave., Memphis, Tenn. (Filed by Howard W. Vesey, Atty.; John Barron, Engr.)	GRANTED subject to filing MP for approval of T site and antenna Letter 4-1-46 Issued with MP-1868	2-13-46

RCA 250-K Transmitter

Form 94

APPLICATION RECORD - BROADCASTING

#2

Call Letters W H H M

Name HERBERT HERFF tr/as W H H M BROADCASTING COMPANY
HERBERT HERFF

File No.	Dated	Application for	Action Nature	Action Date
B3-MP-1868 Rec'd Filed	4-6-46 4-15-46 4-15-46	Mod. of C. P. (B3-P-3944, which authorized a new standard broadcast station) to change type of transmitter (RCA-BTA-250-L) for approval of antenna and approval of transmitter location at 904-914 South Somerville, Memphis, Tenn. (Filed by D. F. Prince, Atty; John Barron, Engr.)	GRANTED (Conditional re waiver 3.55(b) and 3.60)	CA 5-23-46 MIN. 6-3-46
B3-MP-1943 Recd. Filed	5-17-46 5-20-46 5-20-46	Mod. of C.P. (B3-P-3944) to change name of permittee to HERBERT HERFF tr/as WHHM BROADCASTING COMPANY (Filed by Atty. Prince)	GRANTED (Conditional re waiver 3.55(b) and 3.60)	7-9-46

Form 94

APPLICATION RECORD - BROADCASTING

#3

Call Letters W H H M

Name HERBERT HERFF TR/AS WHHM BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
B3-L-2014 Rec'd Filed	7-20-46 7-22-46 7-22-46	License to cover C.P. (B3-P-3944, as mod.,) which authorized a new standard broadcast station	GRANTED (Cond'l	9-10-46 re waiver
		and	3.55(b)	& 3.60)
B3-Z-1838 Rec'd Filed	7-20-46 7-22-46 7-22-46	Authority to determine operating power by direct measurement of antenna power. (D. F. Prince, Atty.)		

Form 94

APPLICATION RECORD - BROADCASTING

#4

Call Letters W H H M

Name MID-SOUTH BROADCASTING CORPORATION
x HERBERT HERFF TR/as WHHM BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
B-R-1298 Rec'd	12-1-46 12-23-46	Renewal of license	GRANTED	1-30-47
BAL-615 Rec'd Filed	6-11-47 6-16-47 6-16-47	Voluntary Assignment of License to Mid-South Broadcasting Corporation. Filed by D.F.Prince,Atty.	GRANTED EFF: 10-25-47	10-14-47
BP-7363 Rec'd Filed	9-24-49 9-26-49 9-26-49	Construction permit to change transmitter location from 904-914 South Somerville Street, Memphis, Tennessee to 46 Neely Street, Memphis, Tennessee. D. F. Prince, Atty. George E. Gautney, Engr.	GRANTED	9-30-49

FCC Form 94

#5

APPLICATION RECORD - BROADCASTING

Call Letters WHHM

Name MID-SOUTH BROADCASTING CORPORATION

File No.	Dated	Application for	Action Nature	Action Date
BL-3855 Rec'd Filed	10-21-49 10-24-49 10-24-49	License to cover C.P. (BP-7363) which authorized to change transmitter location. (D. F. Prince, Atty.)	GRANTED	11-10-49
BR-1298 Rec'd	11-1-49 11-4-49	Renewal of license Filed by D. F. Prince atty. Letter 11-6-50 [illegible]	GRANTED	5-31-50
BP-7686 Rec'd Filed	5-27-50 5-29-50 5-29-50	Construction Permit to install an Alternate Main transmitter (R.C.A. BTA-250K) at 46 Neely Street, Memphis, Tennessee (Present site of main transmitter) to be operated on 1340kc, with power of 250 watts, Unlimited time. (D. F. Prince, Atty.)	GRANTED	6-15-50

FCC Form 94 #6

APPLICATION RECORD - BROADCASTING

Name MID-SOUTH BROADCASTING CORPORATION

Call Letters WHHM

File No.	Dated	Application for	Action Nature	Action Date
BL-4165 Rec'd Filed	8-17-50 8-22-50 8-22-50	License to cover construction permit (BP-7686) which authorized installation of an alternate main transmitter (RCA [illegible] 250K) at (present location of main transmitter) to be operated on 1340kc, power of 250 watts and unlimited hours of operation. D. F. Prince, Atty.	GRANTED	9-14-50
BTC-1161 Rec'd Filed	7-20-51 7-25-51 7-25-51	Voluntary acquisition of control of licensee corporation by P. F. Furlow thru purchase of 25 shares of stock from George D. Wray, Sr. (25%). D. F. Prince, Atty.	GRANTED Eff.	8-13-51 8-15-51

FORM A-170 #7
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters W.H.H.M.

Name MID-SOUTH BROADCASTING CORPORATION

File No.	Dated	Application for	Action Nature	Action Date
BR-1298 Rec'd Filed BR-1298 Rec'd Filed	10-28-52 10-31-52 10-31-52 11-25-52 11-25-52	Renewal of License (Main transmitter) Filed by D. F. Prince, Atty Renewal of License (Alternate Main)	GRANTED	1-7-53
BP-9050 Rec'd Filed	10-17-53 10-20-53 10-20-53	Construction permit to change transmitter location from 46 Neely Street, Memphis, Tenn. to Somerville Street East of Elmwood Cemetery, Memphis, Tenn. and install a new antenna system. Prince, Taylor, Crampton & Goodson, Attys. A. Earl Cullum, Jr., Engr.	GRANTED re blanket clause	11-23-53

#8

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters W.H.H.M.

Name MID-SOUTH BROADCASTING CORPORATION

File No.	Dated	Application for	Action Nature	Action Date
BP-9234 Rec'd Filed	4-1-54 4-5-54 4-5-54	Construction permit to change alternate main transmitter location from 46 Neely St., Memphis, Tennessee to Somerville St, E. of Elmwood Cemetery, Memphis, Tennessee. Prince, Taylor, Crampton & Goodson, Attys.	GRANTED	4-15-54
BRC-369 Rec'd Filed	4-6-54 4-8-54 4-8-54	Modification of license to operate transmitter by remote control from 433 Sterick Building, 3rd and Madison Streets, Memphis, Tennessee. D. F. Prince, Atty.	GRANTED	4-21-54

FORM A-170 #9
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WHHM

Name MID-SOUTH BROADCASTING CORPORATION

File No.	Dated	Application for	Action Nature	Action Date
BL-5270 Rec'd Filed	4-1-54 4-5-54 4-5-54	License to cover construction permit (BP-9050) which authorized change in trans. location and install a new antenna system D. F. Prince, Atty.	GRANTED	5-4-54
BRC-389 Rec'd Filed	4-29-54 5-3-54 5-3-54	Modification of C.P. (BP-9234) to operate transmitter by remote control from 433 Sterick Building, 3rd and Madison streets, Memphis, Tennessee Filed by D. F. Prince, Atty.	GRANTED	5-10-54
BL-5317 Rec'd Filed	5-7-54 5-10-54 5-10-54	License to cover construction permit (BP-9234) which authorized change Alternate Main transmitter location D. F. Prince, Atty.	GRANTED	5-24-54

#10

FORM A-170

FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Name CY BLUMENTHAL
x MID-SOUTH BROADCASTING CORPORATION

Call Letters WHHM

File No.	Dated	Application for	Action Nature	Action Date
BR-1298 Rec'd Filed	3-21-55 3-24-55 3-24-55	Renewal of License (Main & Alternate Main) Filed by D. F. Prince, Atty.	GRANTED	7-20-55
BRC-1084 Rec'd Filed	2-6-57 2-8-57 2-8-57	Modification of license to change Main remote control point from 433 Sterick Bldg., 3rd and Madison Sts., Memphis, Tenn., to 930 Madison Avenue, Memphis, Tenn.	GRANTED	2-13-57
BRC-1085 Rec'd Filed	2-6-57 2-8-57 2-8-57	Modification of license to change Alternate Main control point from 433 Sterick Bldg., 3rd and Madison Sts, Memphis, Tenn., to 930 Madison Avenue, Memphis, Tennessee D. F. Prince, Atty.	GRANTED	2-13-57
BAL-2987 Rec'd Filed	3-20-58 3-24-58 3-24-58	Voluntary assignment of license to Cy Blumenthal. Philip M. Baker, Atty. for Assignee D. F. Prince, Atty. for Assignor	GRANTED EFF:	4-16-58 5-30-58

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

FORM BC-121 #11
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WHHM

Name MID-SOUTH BROADCASTING CORPORATION

File No.	Dated	Application for	Action Nature	Action Date
BR-1298 Rec'd. Filed Amend Rec'd.&Filed	3-28-58 5-1-58 5-1-58 6-6-58 6-10-58	Renewal of license (Main & Alternate) D.F. Prince, Atty. Amended to change name to Cy Blumenthal.	GRANTED	7-2-58
BAL-3551 Rec'd. Filed	6-30-59 7-6-59 7-6-59	Voluntary assignment of license to Thomas W.Shipp. Philip M.Baker,Atty.	GRANTED EFF:	7-29-59 8-16-59
BRC-1721 Rec'd Filed	8-15-60 8-18-60 8-18-60	Modification of license to change Studio Location from 912 South Somerville St., Memphis, Tenn. to Holiday Towers, 353 Madison Ave., Memphis, Tenn. and to operate transmitter by remote control from Main Studio Location. Philip M. Baker, Atty.	GRANTED	8-24-60

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

FORM BC-121
AUG. 1955

#12

APPLICATION RECORD - BROADCASTING

Call Letters WHHM

Name THOMAS W. SHIPP

File No.	Dated	Application for	Action Nature	Action Date
BRC-1721 Rec'd Filed	8-15-60 8-18-60 8-18-60	Modification of license to change Studio Location from 912 South Somerville St., Memphis, Tenn. to Holiday Towers, 383 Madison Ave., Memphis, Tenn. and to operate Alternate Main Transmitter by remote control from studio location. Philip M. Baker, Atty.	GRANTED	8-24-60
BAL-4012 Rec'd Filed	9-22-60 9-23-60 9-23-60	Voluntary assignment of license to Mercury Broadcasting, Inc. Harry M. Plotkin, Atty. for Assignee ltr. 11-15-60 Philip M. Baker, Atty. for Assignor	GRANTED EFF:	11-22-60 11-25-60
BP-14,381 Rec'd Filed	9-20-60 9-27-60 9-27-60	CP to increase daytime power from 250w to 1kw and install a new transmitter (RCA-BTA-1R) Atty.- Philip M. Baker Eng.- Paul Dean Ford, Terre Haute, Ind.	GRANTED Cond'l re: Permittee shall accept such interf as may be imposed by other existing 250w Class IV stations. Permittee shall submit with the Applic. for license, ant. resistance measurements.	5-23-62
AMENDMENT Rec'd Filed	12-21-60 12-27-60 3-8-61	STATION NOW REPRESENTED BY HARRY PLOTKIN, ESQUIRE. Letter 12-16-60. AMENDED to change applic. name to MERCURY BROADCASTING, INC. (BAL-4012 gr 11-22-60)		

FORM BC-121 #13
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WHHM

Name MERCURY BROADCASTING, INC.

File No.	Dated	Application for	Action Nature	Action Date
BR-1298 Rec'd Filed	5-1-61 5-4-61 5-4-61	Renewal of License (MAIN & ALT. MAIN) Gene A. Bechtel, Atty.	GRANTED Alt. Main Cancelled 8-21-62 per letter from Atty.	1-25-62
BAPL-286 Rec'd Filed	9-18-62 9-25-62 9-25-62	Voluntary assignment of construction permit and license to WHHM, Incorporated. Gene A. Bechtel, Atty.	DISMISSED 3-12-63 Req. of applicant	
BL-9615 R. & F.	8-20-62 8-22-62	Lic. to use presently lic. main trans. as an aux. trans. (RCA BTA-250L)	GRANTED	11-19-62
BL-9616 R. & F.	8-20-62 8-22-62	Lic. to cover CP (BP-14,381) which auth. incr. day power and install new trans.	GRANTED re: accept interference	11-19-62

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

#14

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WHHM

Name X MERCURY BROADCASTING, INC.
Memphis, Tenn.

File No.	Dated	Application for	Action Nature	Action Date
BAL-4764 R & F	3-27-63 3-28-63	Voluntary assignment of license to Marvin C. Goff, Jr., Trustee in Bankruptcy Atty. Bechtel	GRANTED: EFF:	4-18-63
Ltr.dated 6-5-63 from Gene Bechtel for ext.auth. remain silent - B/C 6-6-63				
LTR. dated & rec'd 9-12-63		requesting 90 day ext. auth. remain silent - BC 9-16-63 (Current auth. remain silent expired 9-15-63)		
BAL-4955 R. & F.	9-27-63 10-29-63	Voluntary assignment of license to WLOK, INC. Contingent on Grant of Assignment of Licenses of WLOK to Marvin C. Goff, Jr., Trustee in Bankruptcy and Assignment of License to Century Broadcasting Inc. (filed same date)	GRANTED Eff:	12-31-63 4-11-64

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

FORM BC-121
AUG. 1955

#15

APPLICATION RECORD - BROADCASTING

Call Letters W L O K(4-11-64) xW H H M

WLOK, INC.
NameXX MARVIN C. GOFF, JR., TRUSTEE IN BANKRUPTCY
Memphis, Tennessee

File No.	Dated	Application for	Action Nature	Action Date
BP-16,024 R. & F.	9-20-63 10-29-63	CP to change antenna-transmitter location from 912 South Somerville Street, Memphis, Tennessee to 1386 McLemore Avenue, Memphis, Tennessee (Same as WLOK), make changes in antenna system, and make changes in ground system. Atty: Arent, Fox, Kintner, Plotkin & Kahn Engr: Commercial Radio Equip. Co.	GRANTED Cond'l re: Measurement data made on WHHM & WLOK at the point at which the antenna resistance is measured.	12-31-63

Ltr. dated 11-29-63 & rec'd 12-2-63 from Bechtel requesting ext. auth. remain silent for 90 days pending action on above applications - Broadcast Facilities (7454) 12-4-63
(Current auth. remain silent expires: 12-15-63)
Ltr. dated 3-6-64 from Bechtel for ext. remain silent of 60 days B/C 3-10-64

BAP-678 Rec'd Filed	3-27-64 3-30-64 4-1-64	Voluntary assignment of construction permit (BP-16024) to WLOK, INC. Atty. - Gene Bechtel	GRANTED Eff:	4-9-64 4-11-64

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

FORM BC-121 #16
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W L O K

Name WLOK, INC.
Memphis, Tennessee

File No.	Dated	Application for	Action Nature	Action Date
BRC-2448 Rec'd Filed	4-13-64 4-14-64 4-14-64	Modification of license to change Studio Location and Remote Control Point from 383 Madison Avenue, The Holiday Towers, Memphis, Tenn., FORMER location of WHHM Studios) TO 363 South Second Street, Memphis, Tennessee (MAIN TRANSMITTER) Ray R. Paul, Atty.	GRANTED	4-16-64
BL-10,582 Rec'd Filed	3-27-64 3-30-64 4-1-64	Lic to cover CP(BP-16,024) which auth chg ant-trans loc, make chgs in antenna-system, and make chgs in gr-system. Atty- ~~Gene A. Bechtel (Arent, Fox, Kintner, Plotkin & Kahn)~~	GRANTED	3-3-65
Amended R. & F.	2-8-65 2-23-65	AMENDED to chg. applicant name to WLOK, INC. Attys-Prince & Paul		

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

FORM BC-121
AUG. 1955

#17

APPLICATION RECORD - BROADCASTING

Call Letters WLOK

Name WLOK, INC.
Memphis, Tennessee

File No.	Dated	Application for	Action Nature	Action Date
BR-1298 Rec'd Filed	5-1-64 5-27-64 5-27-64	Renewal of license---(Main) Atty. Ray R. Paul	GRANTED	7-22-64
BP-16,535 R.& F.	12-24-64 12-28-64	Construction permit to install new transmitter (RCA BTA-250L) to be operated on 1340kc 250w-1kw as an alternate main transmitter with remote control ~~[illegible]~~ from main studio location.	GRANTED as Aux-Day & Alt.Main-N.	2-23-65
BL-10,939 Rec'd Filed	3-22-65 4-1-65 4-1-65	License to cover CP(BP-16,535) which auth. install new transmitter(RCA-BTA-250L) to be operated on 1340kc, 250w-~~[illegible]~~ as an Auxiliary-Day & Alternate-Main Night with remote control from Main studio location. Atty- Prince & Paul	GRANTED	6-30-65

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

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FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

1340kc

Call Letters WLOK

STARR WLOK, INC.

Name X WLOK, INC.
MEMPHIS, TENNESSEE 38102

File No.	Dated	Application for	Action Nature	Action Date
BR-1298 R & F	4-24-67 5-3-67	Renewal of license (Main & Aux. Alt. Main) Atty - Eugene T. Smith	GRANTED	7-18-67
BAL-6536 R & F FEE PD: $125 -#474690 (&remotes) REFUND $20 (overpayment) DEC 5 1969	11-22-68 11-25-68 Pub.notice	Voluntary assignment of license to STARR WLOK, INC. Atty for assignor - Eugene T. Smith for assignee - Fly, Shuebruk etc(D.Ward) filed 1-14-69	GRANTED Eff:	5-13-69 6-25-69
BTC-6186 R & F FEE PD: SEE KOZN (Form 316)	1-3-70 2-9-70 FEB 24 1970	Vol. 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

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

#19

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters W L O K

Name STARR WLOK, INC.
MEMPHIS, TENNESSEE 38102

File No.	Dated	Application for	Action Nature	Action Date
BR-1298 R & F $75 #598927 PN Recd. PRESS	4-24-70 5-5-70 " " JUN 12 1970	RENEWAL OF LICENSE (MAIN & AUX. ALT.MAIN) James K. Edmundson, Jr. Atty.	GRANTED	9-30-70
BR-1298 R & F PN Recd. PRESS JUN 12 1973	4-30-73 5-2-73 "	RENEWAL OF LICENSE Peter Shuebruk, Atty.	GRANTED	7-31-73
BL-13,683 R & F $50#304606 PTA PRESS 18 JUL 1974	4-10-74 4-19-74 4-22-74 4-26-74	Lic. to use former Main Trans. for Auxiliary Purposes Only, RCA BTA-1R1 Atty. James K Edmundson - Fly, Shuebruk, etc.	GRANTED	7-18-74

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

Form BC-121
September 1969

#20

APPLICATION RECORD - BROADCASTING

1340khz

Call Letters WLOK

Name STARR WLOK, INC.
Memphis, Tennessee

File No.	Dated	Application for	Action Nature	Action Date
~~XXXXXX~~ BZ-8567 R & F DM PRESS 17 OCT 1974	4-10-74 4-19-74 4-26-74	Direct Measurement (Main Only) Atty: James K. Edmundson(Fly, Shuebruk, etc).	GRANTED	10-21-74
BR-1298 R & F P.N. Press	3-25-76 4-1-76 4-1-76 JUN 2 1976	RENEWAL OF LICENSE (MAIN) + Aux. Renewal Atty: Stuart A. Shorenstein (Fly,Shuebruk etc.) PETITION TO DENY AND INTERVENE filed 7-1-76 by Alvin O. Chambliss, Counsel on behalf of People United to Save Humanity, Cypress Health and Safety Committee, North Miss. Coalition for Better B/Casting, et al. MOTION TO WAIVE REQUIRED NUMBER OF COMPLETE COPIES filed 7-2-76 by Alvin O. Chambliss, Counsel on behalf of Petitioners PETITION FOR EXTENSION OF TIME filed 7-26-76 by Stuart A. Shorenstein, Counsel on behalf of Starr WLOK, Inc. (over)	GRANTED	1-12-77
AMEND	7-14-76	Renewal of Aux.		

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

(BR-1298) PETITION FOR EXTENSION OF TIME filed 8-13-76 by Stuart A. Shorenstein, Counsel on behalf of Starr WLOK, Inc.

OPPOSITION TO PETITION TO DENY AND INTERVENE filed 8-27-76 by Peter Shuebruk, Counsel on behalf of Starr WLOK, Inc.

MOTION FOR EXTENSION OF TIME filed 10-19-76 by Alvin O. Chambliss, Counsel on behalf of the Memphis Chapter of Operation PUSH, the North Mississippi Coalition for Better B/Casting, et al

MOTION FOR AN ADDITIONAL ALLOTMENT OF TIME filed 11-2-76 by Alvin O. Chambliss, Counsel on behalf of Memphis Chapter of People United to Save Humanity, et al.

MOTION TO HOLD IN ABEYANCE filed 11-2-76 by Alvin O. Chambliss, Counsel on behalf Memphis Chapter of People United to Save Humanity, et al.

MOTION TO WITHDRAW PETITION TO DENY filed 12-28-76 by Alvin O. Chambliss, Counsel on behalf of Petitioners

AGREEMENT TO MOTION TO WITHDRAW PETITION TO DENY filed 1-4-77 by Alvin O. Chambliss, Counsel on behalf of Petitioners

Form BC-121 #21
May 1976

APPLICATION RECORD - BROADCASTING

Call Letters WLOK

GILLIAM COMMUNICATIONS, INC.

Name xSTARR WLOK, INC.
Memphis, Tenn.

File No.	Dated	Application for	Action Nature	Action Date
BAL-8839	11-5-76	Voluntary assignment of license to GILLIAM COMMUNICATIONS, INC.	GRANTED	1/12/77
R & F	11-8-76		EFF:	2/18/77
FEE PD:$200 #633758				
CODE 047(11-9-76)		Atty for assignee - Dow, Lohnes etc(K.Reed)		
NOV 19 1976				
PN filed	12/9/76	OVER		
BR 790328 UO		RENEWAL OF LICENSE (MAIN & AUX.TRANS.)	GRANTED	7-18-79
PRESS JUN 12 1979		~~AMENDED 7-11-80 re: programming~~		
810410AY		Construction permit to chg frequency to 1030khz, chg day power to 50kw and night power to 1kw; install DA-2; chg TL: 1000'W of Jackson Avenue just S of I-240, Memphis, TN, and make chgs in ant sys. 35° 10' 58" 89° 56' 07"		
		MAJOR ENVIRONMENTAL ACTION UNDER SECTION 1.1305		
		ATTY: Kevin F. Reed.		

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

(Assignee)
BAL-8839 AMENDED 12/14/76 - Financial data; Legal & Prog.
AMENDED 12/20/76 - Comm. Survey
AMENDED 1/3/77 - Agreement between Assignee & PUSH(See Pet. On Renewal)

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.