WRRR

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

B-S- 2905 #1 **BROADCASTING STATION LICENSE RECORD**

Date first licensed 2-5-54 Call letters WRRR

SENTRY BROADCASTING, INC. (AL: 2-29-80 EFF:4-1-80 Station Location: Rockford, Illinois

x MILLER BROADCASTING, INC. (AL gr 3/30/76 EFF:4-1-76

xRADIO ROCKFORD, INC. (ML 5-7-71)

x DELAWARE RADIO ROCKFORD, INC. (AL 2-12-71 EFF: 3-25-71)

xRADIO ROCKFORD, INC. (AL-10-1-58 EFF: 11-6-58

Name of licensee ROCK RIVER BROADCASTING COMPANY

Transmitter location 0.5 mile E of 20th St. on Sandy Hollow Rd., Nr. Rockford, Ill. (CP 5-21-53
(Lic. 2-5-54

61101 113 South Court Street, Rockford, Illinois (Lic. 2-5-54)

Main studio location xTo be determined, Rockford, Illinois

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-8286	5-21-53	1330	1kw* *DA	Day	7-21 1-21-54
CP for a new station. (Cond'l)					
BL-5194	2-5-54	1330kc	1kw, DA	Day	2-5-54 12-1-55
Lic. cover CP(8286) for new station & specify studio					
BTC-1916 EFF:	3-23-55 3-21-55	Vol. trans. of control to Charles R. Dickoff and 8 others (100%)			
Telegram	4-29-55	Waived Sec. 3.71 to permit sign-off at 6 pm, LST, period May thru September 1955			
BR-2905	11-9-55	Renewal of license			12-1 12-1-58
TELEGRAM	2-29-56	Sign-Off 6 PM Apr. thru Sept. 1956			
LETTER	2-15/57	Sign-off 6 PM Central Std. Time or reg. basis 4/1/57 ending 9-30-57.			
WIRE	2/26/57	Sign-off (Waiver of Sec. 3.71 Rules) 6PM Central Daylight Saving Time 3/1/57 - 10-31-57.			
WIRE	7-17-57	MOD. SIGN-OFF 7 pm, CDST, period 7-29-57 to 9-30-57			
BAL-3165 EFF:	10-1-58 11-6-58	Voluntary assignment of license to Radio Rockford, Inc.			
BR-2905	11-25-58	1330kc	1kw, DA	Day	12-1 12-1-61
Wire	4-2-59	Sign-off 6PM CST 5-1 thru 8-31-59.			
BR-2905	11-9-61	Renewal of license			12-1 12-1-64
BZ-4931 (1)	8-16-63	Authority to determine operating power by direct measurement of antenna power.			
BRC-2327 (2)	1-21-64	Modification of license to operate transmitter by remote control from 113 South Court Street, Rockford, Illinois.			
BTC-4719	12-23-64	Voluntary transfer of control of lic. corp. from Kankakee Daily Journal Company to Burrell L. Small, Len H. Small, et al			
BR-2905	11-16-64	1330kc	1kw DA	Day	12-1 12-1-67
TELEGRAM	10-17-67	PSA	500w		
BR-2905	11-24-67	Renewal of License Renewal of NDEA			12-1 12-1-70
BR-2905	2-12-71	Renewal of License & NDEA			12-1-73
BAL-7204	2-12-71	VOL. AL EFF: 3-25-71			

Form BC 126
June 1954 #2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W R R R

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-
BML-2357(L)	5-7-71	Mod. of	lic. to	change name	
EBSA	5-25-72				
BR - 2905(L)	11-14-74	Renewal of License			12-1-76
BAL-8597	3/30/76	Vol AL	EFF: 4-1-76		
BS-2905(L)	7-28-76	revised antenna system and M.P.values			12-1-76
BR-2905(S)	4-18-77	Renewal of License (Main & Aux.)			12-1-79
BR790727UQ	11-30-79	RENEWAL OF LICENSE (S)			12-1-82
BAL791218GA	2-29-80	VOL. AL	EFF:		4-1-80

FORM A-170 #1
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters: WRRR New

Name: ROCK RIVER BROADCASTING COMPANY
P.O. c/o Mr. Guy B. Reno, American National Bank Bldg., Rockford, Ill.

File No.	Dated	Application for	Action: Nature	Action: Date
BP-8286 Rec'd Filed	10-23-51 10-25-51 10-25-51	Construction permit for a new standard broadcast station to be operated on: Frequency: 1330kc Power: 1kw DA-D Hours of Operation: Daytime Trans. Location: .5 mi. E. of 20th St., on Sandy Hollow Rd., Near Rockford, Illincis Studio Location: To be determined Rockford, Illinois Neville Miller, Atty. Lynne C. Smeby, Engr.	GRANTED Cond'l re properly designed phase monitor, (2) Field Measuring equip (3) non-DA proof in addition to the DA proof.	5-21-53

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

Collins 20V

#2

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WRRR

Name ROCK RIVER BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BL-5194 Rec'd Filed	12-15-53 12-18-53 12-18-53	License to cover construction permit (Bp-8286) which authorized a new standard broadcast station, and specify studio location as 113 So. Court St. Rockford, Illinois. Miller & Schroeder, Attys.	GRANTED	2-5-54
BTC-1916 Rec'd Filed	2-21-55 2-23-55 2-23-55	Voluntary transfer of control of licensee corporation from Boyd Phelpsto Charles R. Dickoff and 8 others (100%). Ben C. Fisher, Atty.	GRANTED EFF:	3-23-55 3-31-55
BR-2905 Recd Filed	8-31-55 9-6-55 9-6-55	Renewal of license	GRANTED	11-9-55
BR-2905 Rec'd Filed	8-20-58 8-22-58 8-22-58	Renewal of License. Ben C. Fisher, Atty.	GRANTED	11-25-58
AMENDED:	See Card #3			

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

FORM BC-121
AUG. 1955

#3

APPLICATION RECORD - BROADCASTING

Call Letters WRRR

Name ROCK RIVER BROADCASTING COMPANY
Rockford, Illinois

File No.	Dated	Application for	Action Nature	Action Date
BAL-3165 Rec'd. Filed	9-4-58 9-5-58 9-5-58	Voluntary assignment of license to Radio Rockford, Inc. Ben C. Fisher, Atty.	GRANTED EFF:	10-1-58 11-6-58
AMend BR-2905 R & F	11-7-58 11-10-58	Amend to change name to Radio Rockford, Inc. Ben C. Fisher, attorney		
BR-2905 R & F	9-2-61 9-5-61	Renewal of License	GRANTED	11-9-61

FORM BC-121
AUG. 1955

#4

APPLICATION RECORD - BROADCASTING

Call Letters WRRR

Name RADIO ROCKFORD, INC.
ROCKFORD, ILLINOIS

File No.	Dated	Application for	Action Nature	Action Date
BP- Rec'd	5-22-62 5-25-62	Construction permit to increase hours of operation from Daytime to Unlimited; DA, 1kw change from DA-D to DA-2; add new nighttime antenna-transmitter site (West of Route 51, 4 mi. north of Loves Park, Illinois); install new antenna and transmitter(Collins 20V-3). Atty.- Ben C. Fisher Engr.- George C. Davis REQ. WAIVER OF SEC. 1.354 of Rules	Ret'd By Order	10-17-62 of 10-10-62
BZ-4931 R & F	2-27-63 3-1-63	Authority to determine operating power by direct measurement of antenna power Ben C. Fisher, Atty.	GRANTED	8-16-63

FORM BC-121 #5
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WRRR

Name RADIO ROCKFORD, INC.
ROCKFORD, ILLINOIS

File No.	Dated	Application for	Action Nature	Action Date
BRC-2327 Rec'd Filed	9-12-63 9-17-63 9-17-63	Modification of license to operate transmitter by remote control from 113 South Court Street, Rockford, Illinois. Ben C. Fisher, Atty.	GRANTED	1-21-64
BR-2905 Rec'd Filed	8-1-64 8-26-64 8-26-64	Renewal of license Atty. Ben C. Fisher	GRANTED	11-16-64
BTC-4719 R & F	12-8-64 12-10-64	Voluntary transfer of control of licensee corp from Kankakee Daily Journal Company to Burrell L. Small, Len H. Small et al Atty - Ben C. Fisher	GRANTED	12-23-64

FORM BC-121
AUG. 1955

#6

APPLICATION RECORD - BROADCASTING

Call Letters WRRR

Name Radio Rockford, Inc.
Rockford, Illinois

File No.	Dated	Application for	Action Nature	Action Date
BP- Rec'd	4-1-65 4-21-65	CP to change hours of operation from Daytime to Unlimited, using power of 1kw, change from DA-D to DA-2, install new transmitter (Collins 20V-3) for separate nighttime site operation (West of Route 51, 4 mi. north of Loves Park, Illinois).(Two site operation; two main trans.). Atty: Fisher, Wayland, Duvall and Southmayd Engr: George C. Davis PETITION FOR WAIVER OF SEC. 73.24(b)(3)(ii) and for ACCEPTANCE of APPLICATION FOR FILING	Returned by Comm ORDER denying request for waiver.	2-23-66
BR-2905 R & F SEP 20 1967	8-18-67 8-28-67	Renewal of License Atty: Ben C. Fisher	GRANTED	11-24-67

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

1330kc

Form BC-121 #7
September 1969

APPLICATION RECORD - BROADCASTING

RADIO ROCKFORD, INC.

×DELAWARE RADIO ROCKFORD, INC.

Call Letters WRRR

Name x RADIO ROCKFORD, INC.
Rockford, Illinois

File No.	Dated	Application for	Action Nature	Action Date
BR-2905 R & F Pub. N. PN	8-10-70 8-31-70 8-31-70 SEP 10 1970 9-16-70	Renewal of License AMENDED 9-20-70 re: commercial policy	GRANTED	2-12-71
BAL-7204 R & F FEE PD: $1000 #653026 CODE 047 (REMOTES) JAN 12 1971 PN filed	12-24-70 12-28-70 1-29-71	Voluntary assignment of license to DELAWARE RADIO ROCKFORD, INC. Atty - Fisher, Wayland etc(Martin Leader) Fee paid	GRANTED Req.Grant Fee $7,500 EFF: 4-5-71	2-12-71 3-25-71 #678015.
BML-2357 R & F #677517 $50 ACC. 060 Press APR 26 1971	4-6-71 4-8-71 4-8-71	Modification of license to change corporate name to RADIO ROCKFORD, INC. Atty: Martin R. Leader	GRANTED	5-7-71

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

PHASE 1 REFUND ACTION

Delaware Radio
Rockford Inc.

TRANS. CODE
517

DATE
80/06/25

AMT.
3,750.00

INITIALS
[illegible]

PHASE 1 REFUND ACTION

Delaware Radio
Rockford Inc.

TRANS. CODE
517

DATE
80/06/25

AMT.
291.50

INITIALS
[illegible]

JEA 8/25/80
291.50 to Delaware Radio
Rockford Inc. (Fidelity)
split fee per
concurrence with attorney.

#8 1330kc

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters WRRR

Name MILLER BROADCASTING, INC.
xx RADIO ROCKFORD, INC.
ROCKFORD, ILLINOIS

File No.	Dated	Application for	Action Nature	Action Date
Annual filing fee $112.00 paid 11-9-70 #642227.				
BR-2905 R & F PN PRESS	8-17-73 8-31-73 8-31-73 SEP 20 1973	Renewal of License Atty: Martin R. Leader AMENDED 11-19-73 re: engineering data AMENDED 12-20-73 re: EEO & engineering data	GRANTED	11-14-74
BAL-8597 R & F FEE PD: $200 #523499 CODE 047 PN filed FEB 24 1976	1-16-76 1-23-76 2/18/76	Voluntary assignment of license to MILLER BROADCASTING, INC. Atty for assignor - Martin Leader(Fisher, etc) for assignee - Bilger & Blair	GRANTED EFF: 4-1-76 FEE REQ:	3/30/76 pd 4/22/76 W 559098
BR-2905 R & F PN Recd. PRESS	7-23-76 8-2-76 " SEP 3 1976	RENEWAL OF LICENSE (MAIN & AUX. TRANS.) Lee W. Shubert, Atty. AMENDED 12-13-76 re: EEO	Granted	4-18-77

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

#9

1330kc

APPLICATION RECORD-BROADCASTING

Call Letters: W R R R

Name: SENTRY BROADCASTING, INC.
x MILLER BROADCASTING, INC.

Station Location: ROCKFORD, ILLINOIS

File No.	Date	Description	Action and Date
BR 790727 UQ PRESS SEP 14 1979		RENEWAL OF LICENSE (MAIN & AUX.TRANS.) Lee W. Shubert, Atty.	GRANTED 11-30-79
BAL-791218GA FORM 314 PRESS: JAN 4 1980 PN FILED	1-18-80	Vol AL to SENTRY BROADCASTING, INC. (over) Atty - Booth & Freret(E.D.Johnston)	GRANTED 2-29-80 EFF: 4-1-80

Form BC-121
March 1979

BAL791218GA Amended 1-11-80 re: Auth, tdb in Illinois
AMENDED 2-4-80 re: Non-compete agreement and payment of
Brokerage fees.

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.