WSHO

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390189

B-S- 2597

BROADCASTING STATION LICENSE RECORD

WSHO(Ltr11-20-64)(Eff11-21-64)

Date first licensed 3-21-51

Call letters XWBOK

LOCATION: NEW ORLEANS, LOUISIANA

SWANSON BROADCASTING, INC. (AL: 10-3-79 EFF:
xAMERICANA BROADCASTING CORPORATION(AL-12-2-65:EFF: 1-7-66)
xRAYMAC RADIO,INC.(AL-10-21-64:EFF:11-21-64
xWBOK, INC. (AP 10-26-50 EFF: 11-1-50)

Name of licensee x JULES J. PAGLIN

2737 Pritchard Rd., Marrero, La. (Resubscription ltr. 11-6-69)

Transmister location x292½ Pritchard Road, Marrero, La. (CP 9-6-50) (Lic. 3-21-51)

2820 Canal St., New Orleans, La. (Ltr. 11-6-69)
637 Common St., New Orleans, La. (BS 9-13-65)
X505 Baronne Street, New Orleans, Louisiana (BS 9-7-62)

70130

Main studio location X 900-902 Poydras St., New Orleans, La. (CP 9-6-50) (Lic. 3-21-51)

FCC-63

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BP-7612 CP for new station	9-6-50	800	1kw DA	Daytime (Conditional Clause)	11-6 5-6-51
BAP-182 EFF: 11-1-50	10-[illegible]-50	Vol. AP	from J[illegible]	[illegible] to [illegible], Inc	
BMP-5387 Mod.CP(7612) to chg. type T (Condl)	11-16-50	800	1kw-DA	Daytime	11-6 5-6-51
BTC-1043 Eff: [illegible]-51	2-14-51	Voluntary relinquishment of control of permittee corp. by Jules J. Paglin thru transfer of 50 shares of common stock to Stanley W. Ray, Jr.			
BL-4346	3-21-51	800	1kw-DA	Day	3-21 11-1-52
	Lic. to cover CP(7612,as mod) for a new station. (CONDL. CLAUSE)				
BR-2597	10-15-52	800kc	1kw-DA	Daytime	11-1 6-1-55
BR-2597	5-25-55	RENEWAL OF LICENSE			6-1 6-1-58
BR-2597	5-14-58	Renewal of license			6-1 6-1-61
BR-2597	6-1-61	RENEWAL OF LICENSE			6-1 6-1-64
BS-2597 (1)	9-7-62	Mod. of license to change studio loc. (Re-description)			
BR-2597	5-28-64	800kc	1kw DA-	Day	6-1 6-1-67
BAL-5115 Eff 11-21-64	10-21-64	Voluntary assignment of license to RAYMAC RADIO, INC.			
BS-2597	9-13-65	800kcs	1kw DA	Daytime	9-13-65 6-1-67
	Mod. of Lic. to chg. studio loc. (Condl)				
BAL-5474 Eff: 1-7-66	12-2-65	Voluntary assignment of license to AMERICIANA BROADCASTING CORPORATION			
BZ-6028	7-19-66	800kc	1kw DA-D	Daytime	7-19 6-1-67
		Auth. to determine operating power by direct meas. of antenna power. CONDL			
BR-2597	7-5-67	Renewal of license.			7-5 6-1-70
[illegible]	[illegible]	[illegible]			[illegible]
BR-2597(L)	5-27-70	Renewal			6-1-73
PSA	11-23-70	500 watts			
EBSA	6-12-72				

Form BC 126
June 1954

#2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W S H O

Station location New Orleans, La.

Name of licensee .....

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BP-19,275	9-26-72	800kc,	1kw DA-Day		9-26-73
	CP to move the TL.			CANCELLED	3-6-73
BR-2597(L)	9-30-74	Renewal	of license		6-1-76
BRC-3834	7-8-76	ML to oper. trans. by remote control			
BR-2597(L)	12-16-76		RENEWAL		6-1-79
LTR.	12-16-77	TRANS:	HARRIS	MW-1A now installed	
BTC790803FI	10-3-79	VOL.	TC	EFF:	10-15-79
BAL790803FJ	10-3-79	VOL.	AL	EFF:	10-15-79
BR790201XU (L)	5-18-79	RENEWAL OF LICENSE			6-1-82
BZ-800128AH(1)	10-28-80	DIRECT MEASUREMENT			

FCC Form 94

APPLICATION RECORD - BROADCASTING

Call Letters WBOK x New

Name JULES J. PAGLIN
(P.O. 616 Audubon Bldg., New Orleans, Louisiana)

File No.	Dated	Application for	Action Nature	Action Date
BP-7612 Rec'd Filed	4-8-50 4-10-50 4-10-50	Construction permit for a new standard broadcast station to be operated on: Frequency: ~~790kc~~ 800 kc Power: ~~500w~~ 1kw DA Hours of Operation: Daytime Transmitter Location: ~~To be determined~~ ~~New Orleans~~, Louisiana Studio Location: ~~To be determined~~ New Orleans, Louisiana D. F. Prince, Atty. Willis C. Beecher, Engr.	GRANTED CONDITIONAL re aggrees to eliminate interference with Navy, complete DA and NON-DA proof to be filed and installation of properly designed phase monitor	9-6-50
Amended Rec'd Filed	5-30-50 6-1-50 6-1-50	AMENDED to change frequency from 790kc to 800kc, change power from 500w to 1kw, install directional antenna, change type of transmitter (RCA BTA-1L) and change transmitter and studio locations from "To be determined", New Orleans, Louisiana to 292½ Pritchard Road, Marrero, Louisiana and 900-902 Poydras Street, New Orleans, Louisiana, respectively.		

RCA 3TA-~~3601~~ 1人

FCC Form 94 #2

APPLICATION RECORD - BROADCASTING

Name WBOK, INC. (AP 10-30-50) JULES J. PAGLIN

Call Letters WBOK

File No.	Dated	Application for	Action Nature	Action Date
BAP-152 Rec'd Filed	10-18-50 10-20-50 10-20-50	Voluntary assignment of construction permit from Jules J. Paglin to WBOK, Inc. D. F. Prince, Atty.	GRANTED EFF: 11-1-50	10-30-50
BMP-5707 Rec'd Filed	11-4-50 11-6-50 11-6-50	Modification of construction permit (BP-7613, which authorized a new standard broadcast station) to change type of transmitter (Gates BC-1F). D. F. Prince, Atty. Willis C. Beecher, Engr.	GRANTED Conditional re permittee agreeing to eliminate interference with Navy; complete DA and non-DA proof; installation of properly designed phase monitor.	11-16-50
BTC-1043 Rec'd Filed	12-2-50 12-6-50 12-6-50	Voluntary relinquishment of control of permittee corporation by Jules J. Paglin thru transfer of 50 shares of common stock to Stanley W. Ray, Jr. D. F. Prince, Atty.	GRANTED Eff: 3-12-51	2-14-51

FCC Form 94 #3

APPLICATION RECORD - BROADCASTING

Call Letters W B O K

Name W B O K, INC.

File No.	Dated	Application for	Action Nature	Action Date
BL-4346 Rec'd. Filed	1-16-51 1-17-51 1-17-51	License to cover construction permit (BP-7612, as modified) which authorized a new standard broadcast station. D. F. Prince, Atty. Kear and Kennedy, Engrs.	GRANTED	3-21-51 re equip. be operated with care that harmonic & spurious radiation products be maintained at lowest level& in event of interference to Navy radio lic. agrees to adopt necessary meas. to eliminate interference.
BR-2597 Rec'd Filed	7-30-52 8-1-52 8-1-52	Renewal of license D. F. Prince, Atty.	GRANTED	10-15-52
BR-2597 Rec'd Filed	3-3-55 3-8-55 3-8-55	Renewal of License Filed by D. F. Prince, Atty.	GRANTED	5-25-55

#4

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WSHO
~~WBOK~~

Name RAYMAC RADIO, INC.
x WBOK, INC.
NEW ORLEANS, LOUISIANA

File No.	Dated	Application for	Action Nature	Action Date
BR-2597 R.&F.	3-3-58 4-2-58	Renewal of license D.F.Prince, Atty.	GRANTED	5-14-58
BR-2597 R.&F.	2-28-61 3-10-61	Renewal of license	GRANTED	6-1-61
BR-2597 Rec"d Filed	3-6-64 3-10-64 3-10-64	Renewal of license Prince & Paul	GRANTED	5-28-64
BAL-5115 R & F	5-19-64 5-20-64	Voluntary assignment of license to RAYMAC RADIO, INC. Mutually contingent on gr of BAL-5114 - WSHO Atty for assignor - Ray Paul for assignee - McKenna & Wilkinson	GRANTED EFF	10-21-64 11-21-64

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

FORM BC-121 #5
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WSHO

AMERICANA BROADCASTING CORPORATION

Name ~~RAYMAC RADIO, INC.~~
New Orleans, Louisiana

File No.	Dated	Application for	Action Nature	Action Date
BAL-5474 R & F	5-22-65 5-25-65	Voluntary assignment of license to AMERICANA BROADCASTING CORPORATION Req. waiver of Sec. 1.597 of Rules, if applic. Atty. - McKenna & Wilkinson	GRANTED Eff:	12-2-65 1-7-66
BZ-6028 R & F	1/8/66 1/10/66	Auth. to determine operating power by direct meas. of antenna power. Attys: McKenna & Wilkinson	Granted	7-19-66
BR-2597 R & F	2-24-67 3-3-67	RENEWAL OF LICENSE Attys: McKenna & Wilkinson (David S. Stevens)	GRANTED	7-5-67
BRC-3356 R & F #524976 $30. JUL 7	6-20-69 6-26-69 6-26-69 1969	Mod. of license to operate transmitter by remote control from 637 Common Street, New Orleans, Louisiana. Atty.: David S. Stevens	Dismissed req. of atty.	3-30-71

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

#6

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters WSHO

Name AMERICANA BROADCASTING CORPORATION
New Orleans, Louisiana

File No.	Dated	Application for	Action Nature	Action Date
BR-2597 R & F #581355 $75. ($105. submitted) P.N.	2-28-70 3-3-70 3-3-70 MAR 6 1970	Renewal of License Atty.: James R. Cooke	GRANTED	5-27-70
BP-19,275 Rec'd Filed $50-093721 AC-060 PRESS: SEP 5 1972	7-17-72 7-24-72 7-24-72 7-24-72	Construction permit to move the transmitter site to Oil Field Road, Marrero, Louisiana. 29° 50' 41.1" 90° 07' 55.2" Atty. James R. Cooke	GRANTED Cancelled 3-6-73 per request of applicar	9-26-72
BR-2597 R & F PN Recd. PRESS APR 1 3 1973	2-12-73 3-5-73 "	RENEWAL OF LICENSE John L. Tierney, Atty. (McKenna & Wilkinson) PETITION TO DENY AND TO INTERVENE filed 5-1-73 by Southern Media Coalition OPPOSITION TO PETITION TO DENY AND INTERVENE filed 5-18-73 by Americana B/C Co.	GRANTED	9-30-74

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

BR-2597 By Memorandum Opinion & Order adopted 9-25-74
Petition to Deny Dismissed

Form BC-121
September 1969

#7

APPLICATION RECORD - BROADCASTING

800 khz

6-51

Call Letters W S H O

Name AMERICANA BROADCASTING CORPORATION
NEW ORLEANS, LOUISIANA

File No.	Dated	Application for	Action Nature	Action Date
BR-2597 R & F PN Recd. PRESS	1-26-76 2-2-76 " FEB 20 1976	RENEWAL OF LICENSE (See KDBS for petition) AMENDED 7-26-76 re: engineering AMENDED 7-27-76 re: engineering (over)	GRANTED Cond'l re EEO	12-16-76
BRC--3834 R&F #100-568067 AV:001 PRESS: MAY 21 1976	5-7-76 5-17-76 5-17-76	Mod. of license to oper. trans. by remote control from 2820 Canal Street, New Orleans, Louisiana {main studio loc.}. Atty: James R. Cooke	GRANTED	7-8-76
BR790201XU PRESS MAR 15 1979		Renewal of License (Main & Auxiliary) R. Michael Senkowski, Atty.	GRANTED	5-18-79

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

(BR-2597) COMMENTS OF PETITIONERS IN RESPONSE TO THE AMENDMENTS TO THE EQUAL EMPLOYMENT OPPORTUNITY PROGRAMS filed 9-20-76 by Nolan A. Bowie, Couhsel on behalf of Louisiana State Chapters of the National Organization for Women, the Southern Media Coalition and the Louisiana Chapter of the National Welfare Rights Organization

Form BC-121 #8
May 1976

APPLICATION RECORD - BROADCASTING

Call Letters W S H O

SWANSON BROADCASTING, INC.

Name x Americana Broadcasting Corporation

New Orleans, La.

File No.	Dated	Application for	Action Nature	Action Date
BTC 790803FI FORM 315 PRESS: AUG 20 1979 PN FILED	8-28-79	Vol TC from H.C. Young, Jr. and E. Donald Kern to Swanson Broadcasting, Inc. (see over) Atty for transferor - McKenna, Wilkinson etc for transferee - Koteen & Burt	GRANTED EFF:	10-3-79 10-15-79
BAL 790803FJ FORM 316 PRESS: AUG 20 1979		Vol AL to SWANSON BROADCASTING, INC. CONTINGENT ON GRANT OF ABOVE TC Atty - Koteen & Burt	GRANTED EFF:	10-3-79 10-15-79
BZ-800128AH R & F DM PRESS	1-28-80 4-9-80 OCT 24 1980	DIRECT MEASUREMENT Atty: Rainer K. Kraus (Koteen & Burt)	GRANTED	10-28-80

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

RE: BTC/FI - Transferee is licensee of WBYU ETC
(ref to Sec.II as on file with above)

AMENDED 8-28-79 re: SEE FRONT

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.