WYLD

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

B-S- 1911

# BROADCASTING STATION LICENSE RECORD

Date first licensed 4-8-48

Call letters W Y L D (12-1-58) X W T P S

INTER-URBAN BROADCASTING OF NEW ORLEANS PARTNERSHIP Location: New Orleans, Louisiana
(A Limited Partnership) (Thomas P. Lewis and James J. Hutchinson, Jr. - General Partners)
(AL:1-24-80)
(EFF:
x PETERSON BROADCASTING CORPORATION (AL. 1-22-75; EFF: 2-10-75)
X ROUNSAVILLE OF NEW ORLEANS, INC. (AL-11-19-58; EFF: 12-1-58

Name of licensee x THE TIMES PICAYUNE PUBLISHING COMPANY

Transmitter location 0.5 mi. SE of inters. of Doner & Outfall Canals, New Orleans, Louisiana BP 5-25-60
XNear Gretna, Louisiana (MP 12-23-46) (Lic. 4-8-48)

Main studio location 2906 Tulane Avenue, New Orleans, Louisiana (Ltr. 2-16-59)
x601-615 Howard Avenue, New Orleans, Louisiana (MP 12-23-46) (Lic. 4-8-48)

FCC 65

# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No. | Date Issued | Freq. | Power | Time Div. | Period From- To- |
|---|---|---|---|---|---|
| B3-P-4167 | 9-12-46 | 940 | 1kw | Daytime | |
| Letter | 11-14-46 | CP for new station granted subject to filing MP for T site and antenna | | | |
| B3-P-4167 B3-MP-2251 | 12-23-46 | 940 | 1kw | Daytime | 2-23 8-23-47 |
| | Mod. of C.P. (4167) to change type T and approval antenna and and T site and mount FM antenna on top AM tower. | | | | |
| BMP-2875 | 7-10-47 | 940 | 1kw | Daytime | 2-23 2-23-48 |
| Mod. CP (4167 as mod.) for extension of completion date. | | | | | |
| BL-2986 | 4-8-48 | 940 | 1kw | Daytime | 4-8 11-1-49 |
| | Lic. to cover CP (4167 as mod) for a new station | | | | |
| BR-1911 | 10-21-49 | 940 | 1kw | Daytime | 11-1 11-1-52 |
| BMP-3268 | 11-3-49 | 940 | 500w*, 1kw-LS | Un | 1-3 7-3-50 |
| | Construction permit to change hrs. of opr. and power, install DA for night use & ext. of completion date. (COND. CLAUSE) *DA N | | | | |
| BL-3966 | 3-23-50 | 940kc | 500w*, 1kw-LS *DA | U | 3-23- 11-1-52 |
| | Lic. to cover CP (MP-3268) which auth. change hours, power & install DA-N. (COND. CLAUSE) | | | | |
| BR-1911 | 5-2-50 | 940 | 500w*, 1kw-LS *DA | U | 5-2 11-1-52 |
| | Mod. lic. correcting tuba in local radio stage, orientation of towers, ground radials, center tower | | | | |
| BS-1911 | 6-26-50 | 940 | 500w*, 1kw-LS *DA | U | 6-26 11-1-52 |
| | Mod. lic. correcting antenna base current ratios. (COND. CLAUSE) | | | | |
| BS-1911 | 7-23-51 | 940 | 500w*, 1kw-LS *DA-N | U | 7-23 11-1-52 |
| | Mod. license specifying base currents be logged weekly and monitoring point measurements made monthly in accordance auth. lic. of 7-23-51 | | | | |
| BR-1911 | 10-15-52 | 940kc | 500-1kw-LS DA-N | Unl. | 11-1 6-1-55 |
| BZ-3479 | 6-24-53 | 940 | 500w-1kw-LS DA-N | U | 6-24 6-1-55 |

Authority determine operating power by direct measurement.

B-S-

# BROADCASTING STATION LICENSE RECORD

Card 2

Date first licensed .....

Call letters .....x WTPS W Y L D (12-1-58)

Name of licensee ...X THE TIMES PICAYUNE PUBLISHING COMPANY.....

Transmitter location .....

Main studio location .....

FCC-65

# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No. | Date Issued | Freq. | Power | Time Div | Period From– | To– |
|---|---|---|---|---|---|---|
| BR-1911 | 5-25-55 | Renewal of license | | | 6-1 | 6-1-58 |
| B2-3479 | 5-14-57 | Authority to determine operating power by direct measurement of antenna power. | | | | |
| BR-1911 | 5-14-58 | 940kc | 500w-1kw-LS DA-N | U | 6-1 | 6-1-61 |
| BAL-3213 EFF: | 11-19-58 12-1-58 | Voluntary assignment of license to Rounsaville of New Orleans, Inc. (Cond'l re WYLD) | | | | |
| BRC-1423 | 3-5-59 | 940kc | 500w-1kw-LS,DA-N, | Un. | 3-5-59 | to 6-1-61 |
| | | Modification of license to operate transmitter by Remote Control from 2906 Tulane Avenue, New Orleans, Louisiana, while using non-directional antenna. | | | | |
| BP-13078 Rescinded 3-20-59 | 7-16-59 | 940kc | 500w-1kw-LS DA-N | U | 9-16 | 3-16-60 |
| | | CP to change antenna-trans. location and make changes in ground system. | | | | |
| BP-13078 | 5-25-60 | 940kc | 500w-1kw-LS DA-N | U | 7-25 | 1-25-61 |
| | | CP to change antenna-trans. loc. and chges in nighttime DA system; chges in ground system. (Cond' | | | | |
| BP-14309 | 9-16-60 | 940kc | 500w,1kw-LS DA-N | U | 11-16 | 5-16-61 |
| | | CP to install an alternate main trans. (WESTERN ELECTRIC 443A-1) at 0.5 mi. SE of inters. of Doner & Outfall Canals, New Orleans, La. (main trans. location) to be operated on 940kc,500-1kw-LS U. FORFEITED per letter 7-7-64 | | | | |
| BMP-9106 (1) | 9-19-60 | Mod. of CP(BP-13078) to change type transmitter (RCA BTA-1R) and operate Remote Control from the studio loc. (daytime only). | | | | |
| BP-14630 | 5-[illegible]-61 | 940kw | 500w,1kw DA-N | U | 7-[illegible]-61 | 8-15-61 |
| | | CP to replace CP(BP-13078) which expired CONDL | | | | |
| | | Commission deferred action on renewal pending further consideration. | | | | |

Form BC 126 #3
June 1954

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters .....W Y L D.....

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 |
|---|---|---|---|---|---|
| BMP-9708 (1) | 9-1-61 | Mod. of CP(BP-14680) for extension of completion date to 10-10-61. | | | |
| BR-1911 | 2-5-62 | Renewal of license | | | 2-5 6-1-64 |
| BL-8703 | 3-19-62 | 940kc | 500w-1kw-DA-N | Unl. | 3-19 6-1-64 |
| | Lic. to cover CP (BP-14,680 as reins.) which auth chg. ant.-trans loc; nighttime DA sys.; ground sys.; install new trans. and operate trans. by RC from studio loc. daytime only. | | | | |
| BP-14658 (Cond'l) | 6-27-62 | 940kc | 500w-10kw-DA-2 | U | 8-27 2-27-63 |
| | CP to increase daytime power to 10kw, install new trans. (RCA BTA-10H) make changes in DA system (add 2 towers) change from DA-N to DA-2). | | | | |
| BMP-10716 (1) | 1-23-63 | Mod. of CP(BP-14658) to use presently licensed trans. (RCA BTA-1R) for nighttime use with 500w(two main transmitters). | | | |
| BMP-10810 (2) | 3-20-63 | Mod. of CP(BP-14,658 as mod.) for ext. of completion date to 7-1-63 | | | |
| BP-15850 | 2-26-63 | 940kc | 1kw | Aux. | 4-26 10-26-63 |
| | CP to install a new Aux. daytime trans. (RCA BTA-1R) to be loc. at main trans. loc., to be oper. on 940kc, 1kw, Day aux. purposes only. | | | | |
| BP-14658 (3) | 7-3-63 (Memo) | Mod. of CP(BP-14658) to change night monitor point values. | | | |
| BR-1911 | 7-22-64 | 940kc. | 500w, 1kw/5 | U | DA-2 7-22 6-1-67 |
| BP-16229 | 7-14-64 | 940kc | 1kw | (DA) Aux. | 9-14 3-14-65 |
| | CP to install a new auxiliary trans. (RCA BTA-1R) at main transmitter location to be operated on 940kc, 1kw, (DA) for auxiliary purposes only. | | | | |
| BL-10,277 | 1-29-65 | 940kc | 500w, 10kw | U | 1-29 6-1-67 |
| | Lic to cover CP(BP-14,658 as mod) which auth incr. daytime pwerr & install new trans (2 main Trans) make chgs. in DA-System. (DA-N) to DA-2. Delete remote control | | | | |

Form BC 126
June 1954 #4

# BROADCASTING STATION LICENSE RECORD

Date first licensed 4-8-48

Call letters W.X.L.D.

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 To |
|---|---|---|---|---|---|
| BL-10,860 | 4-22-65 | 940kc | 1kw | (DAY) Aux DA | 4-22 6-1-67 |
| | | Lic to cover CP(BP-16229) which auth install new daytime Aux Trans, | | | |
| BR-1911 | 7-5-67 | Renewal of license (Main and AuxiliaryDay) | | | 7-5 6-1-70 |
| BP-17811 | 8-3-67 | 940kc | 500w-DA-N | Aux. | 10-3 4-3-68 |
| | | CP to install an aux. trans. (COLLINS 20K) at main trans. loc. to be operated on 940kc, for aux. nighttime only (DA). | | | |
| BMP-12363(1) | 4-26-68 | MP(BP-17,811) ext. time (Aux) 7-3-68 | | | |
| BL-12,071 (L) | 8-29-68 | Lic.(BP-17,811 as mod.)for Aux. Nighttime Trans. | | | 6-1-70 |
| BR-1911(S) | 12-18-70 | Renewal of Main & Aux. | | | 6-1-73 |
| EBSA BR-1911(I) ERC-3637 | 6-12-72 9-30-74 | Renewal (Main & Aux) | | | 6-1-76 |
| | | Operate main & aux. by RC 940khz 500w,10kw-LS DA-2 U RC 500w,1kw-LS DA-2 Aux RC | | | |
| BAL-8273 | 1-22-75 | Vol. AL. | EFF: 2-10-75 | | |
| BZ-8766(1) | 3-14-75 | Direct Measurement | | | 6-1-76 |
| BR-1911(S) | 5-12-76 | RENEWAL (MAIN & AUX.) | | | 6-1-79 |
| BTC790201EB | 2-28-79 | VOL. TO | | EFF: 6-4-79 | |
| BAL790928HC | 1-24-80 | VOL. AL | | EFF: | 1-24-80 |
| BR790201UP(I) | 1-24-80 | Renewal | | | 6-1-82 |
| | | 940khz 500w,10kw-LS, DA-2 U RC | | | |

Form 94

# APPLICATION RECORD - BROADCASTING

W T P S

Call Letters WTPS x New

Name THE TIMES PICAYUNE PUBLISHING COMPANY
(P.O. 601 North St., New Orleans, La.)

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| B3-P-4167<br>Recd.<br>Filed | 8-18-45<br>9-7-45<br>10-15-45 | Construction Permit for a new Standard Broadcast Station to be operated on:<br>Frequency - ~~1550 kc~~ - 940 kc<br>Power - ~~500w, 1kw-LS~~ - ~~10kw~~ - ~~DA~~ 1kw<br>Hours of Operation - ~~Unlimited time~~ Daytime only<br>Trans. Location - ~~1624 First St., Gretna, La.~~ To be determined -New Orleans La.<br>Studio Location - ~~Hibernia Bank Bldg., West side of Carondelet St. bet. Gravia St. and Union St.~~, New Orleans, La. 615 Howard Ave.<br>(Filed by Atty. Karl Smith, Engr. Barron) | ~~DOCKET NO. 7161~~<br>~~Dismissed without prejudice subject to right of later reinstatement under 1-5-46 policy~~<br>~~Order issued 5-17-46~~ | Docket No. 7161<br>Granted without hearing subject filing MP for approval of T site & antenna 9-12-46<br>Letter 11-14-46<br>Issued with MP-2251 |
| AMENDED<br>Recd.<br>Filed | 3-14-46<br>3-19-46<br>3-21-46 | AMENDED to c hange power from 500w 1kw-LS to 10kw day and night, install new transmitter and D.A. for day and night use and change transmitter location from 1624 First St., Gretna, La. to On Route #31, 2.3 miles northwest of Belle Chasse, La. | | |

~~RCA-MF~~ RCA BTA-10F

Form 94

# APPLICATION RECORD - BROADCASTING

Call Letters W T P S
x New

Name THE TIMES PICAYUNE PUBLISHING COMPANY

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| B3-P-4167<br>Petition to reinstate and amend<br>Rec'd<br>Filed | <br><br>5-15-46<br>5-22-46<br>5-31-46 | To change frequency from 1560kc to 940kc, change power from 10kw, DA to 1kw using non-directional antenna, change hours of operation from unlimited time to daytime only, change type of transmitter from RCA BTA 10-F to RCA BTA-1L, change trans. location from On route H 31, 2.3 mi. NW of Belle Chasse to, To be determined, New Orleans, La., change studio location from Hibernia Bank Bldg., Westside of Carondelet St., between Gravis & Union Sts., New Orleans, La., to 615 Howard Ave., New Orleans, La., and make changes in stockholders.<br>(Filed by Corwin Lockwood, Atty; J. A. Chambers, Engr.) | See Card | #1 for action |

Form 94

# APPLICATION RECORD - BROADCASTING

Call Letters WTPS

Name THE TIMES PICAYUNE PUBLISHING COMPANY

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| B3-MP-2251<br>Rec'd<br>Filed | 10-10-46<br>10-14-46<br>10-14-46 | Modification of Construction permit (B3-P-4167, which authorized a new standard broadcast station) for approval of antenna, mount FM antenna on top of AM tower, change type of transmitter (WE 443-A-1) and for approval of transmitter location at Near Gretna, Louisiana.<br>Corwin R. Lockwood, Att'y | GRANTED | 12-23-46 |

Form 94

# APPLICATION RECORD - BROADCASTING

#4

Call Letters **W T P S**

Name **THE TIMES PICAYUNE PUBLISHING COMPANY**

| File No. | Dated | Application for | Action: Nature | Action: Date |
|---|---|---|---|---|
| BMP-2875<br>Rec'd<br>Filed | 6-23-47<br>6-26-47<br>6-26-47 | Mod. of C.P. (B3-P-4167, as mod., which authorized a new standard broadcast station) for extension of completion date from: 8-23-47 to: 2-23-48<br><br>(Corwin R. Lockwood. Atty.) | GRANTED | 7- 0-47 |
| BMP-3268<br>Rec'd<br>Filed | 10-18-47<br>10-23-47<br>10-23-47 | Mod. of C.P. (B3-P-4167, as mod., which authorized a new standard broadcast station) to change hours of operation from Daytime to Unlimited, change power from 1kw Day to 500w, 1kw-LS, and install directional antenna for night use, and for extension of completion date to 180 days after grant.<br>(Filed by Corwin R. Lockwood, Atty.; Joseph A. Chambers, Engr. | DOCKET # 8861 Granted 11-3-49 after being removed from the hearing docket; subj. to installation of properly designed phase monitor and re field measuring equip.<br><br>ORDER ISSUED | Iss ed as CP |

(See amendment Card #5)

Form 94

# APPLICATION RECORD - BROADCASTING

#5

Call Letters W T P S

Name THE TIMES PICAYUNE PUBLISHING COMPANY

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| EMP-3268 (cont. from Card #4) | | | | |
| AMENDED<br>Recd.<br>Filed | 1-27-48<br>1-28-48<br>1-28-48 | AMENDED to make change in DA pattern | | |
| AMENDED<br>Recd.<br>Filed | 9-12-49<br>9-13-49<br>9-15-49 | AMENDED to make change in DA pattern | | |
| BL-2386<br>Rec'd<br>Filed | 1-29-48<br>2-2-48<br>2-2-48 | License to cover C.P. (BP-P-4167, as mod.,) which authorized a new standard broadcast station. | GRANTED | 4-8-48 |
| BR-1911<br>Rec'd | 8-29-49<br>8-31-49 | Renewal of license.<br>(Corwin R. Lockwood, Atty.) | GRANTED | 10-21-49 |

FCC Form 94
#6

# APPLICATION RECORD - BROADCASTING

Call Letters W T P S

Name THE TIMES PICAYUNE PUBLISHING COMPANY

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BL-3966<br>Rec'd<br>Filed | 2-7-50<br>2-8-50<br>2-8-50 | License to cover C.P. (BMP-3268) which authorized to change hours of operation, change power and install directional antenna for night use .<br><br>(Frederick H. Walton, Jr., Atty.)<br>(Joseph A. Chambers, Engr.) | GRANTED<br>re field measuring equipment. | 3-23-50 |

Ltr. 6-13-50 to [illegible] in [illegible] - 6-15-50

FCC Form 94 #7

# APPLICATION RECORD - BROADCASTING

Call Letters WTPS

Name The Times Picayune Publishing Company

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BP-7687<br>Rec'd<br>Filed | 5-11-50<br>5-26-50<br>5-26-50 | Construction permit to install a new transmitter (Gates BC 5 B) and increase power from 500w, 1kw-LS to 1kw, 5kw-LS employing the presently licensed directional antenna for night use.<br><br>Frederick H. Walter, Jr., Atty.<br>Joseph A. Chambers, Engr. | DISMISSED | 11-2-50 per request of applicant. |
| BL-1911<br>Rec'd<br>Filed | 7-29-52<br>8-1-52<br>8-1-52 | Renewal of License<br>Filed by Frederick H. Walton, Jr., Atty. | GRANTED | 10-15-52 |
| BZ-3479<br>Rec'd<br>Filed | 4-9-53<br>4-13-53<br>4-13-53 | Authority to determined operating power by direct measurement of antenna power. | GRANTED | 6-24-53 |

FORM A-170 #8
FORMERLY FCC FORM 94

# APPLICATION RECORD - BROADCASTING

Call Letters WYLD (12-1-58 x WTPS

Name THE TIMES-PICAYUNE PUBLISHING COMPANY
New Orleans, Louisiana

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BR-1911<br>Rec'd<br>Filed | 2-28-55<br>3-2-55<br>3-2-55 | Renewal of License<br>Frederick H. Walton, Jr., Atty. | GRANTED | 5-25-55 |
| BZ-3858<br>Rec'd<br>Filed | 10-19-56<br>10-26-56<br>10-26-56 | Authority to determine operating power by direct measurement of antenna power.<br>Atty's: Dempsey and Koplovitz | GRANTED | 5-14-57 |
| BR-1911<br>Rec'd<br>Filed | 2-26-58<br>3-3-58<br>3-3-58 | Renewal of License<br>Frederick H. Walton, Jr., Attorney | GRANTED | 5-14-58 |
| BAL-3213<br>Rec'd.<br>Filed | 10-10-58<br>10-20-58<br>10-20-58 | Voluntary assignment of license to Rounsaville of New Orleans, Inc.<br>Vincent A. Pepper, Atty. | GRANTED<br>Cond'l re not consummated until assignee dispose of WYLD, New Orleans.<br>EFF: | 11-19-58<br>12-1-58 |

FORM BC-1214 #9
AUG. 1955

# APPLICATION RECORD - BROADCASTING

Call Letters W Y L D

Name ROUNSAVILLE OF NEW ORLEANS, INC.

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BRC-1423<br>Rec'd<br>Filed | 2-24-59<br>3-2-59<br>3-2-59 | Modifications of license to operate transmitter by Remote Control from 2906 Tulane Ave., New Orleans, Louisiana, while using non-directional antenna.<br><br>Vincent A. Pepper, Atty. | GRANTED | 3-5-59 |
| BP-13,078<br>Rec'd<br>Filed<br><br>AMENDMENT<br>R & F | 5-6-59<br>5-20-59<br>5-20-59<br><br>4-15-60<br>4-20-60 | Construction permit to change antenna-trans. location from Near Gretna, La. to .5 miles S.E. of intersection of Donner and Outfall Canal, New Orleans, La. and make changes in ground system.<br><br>Vincent A. Pepper, Atty.<br>AMENDED to make changes in nighttime DA system; & install filter etc. changes in ground system.<br><br>Engr. - John H. Mullaney | ~~GRANTED---7-16-59-~~<br>RESCINDED by action of 8-20-59<br>GRANTED 5-25-60<br>Condl re: Phase Mon.; Field meas. equip.; & complete non-DA proof. to prevent reradiation etc to nearby stations. | |

FORM BC-121 #10
AUG. 1955

# APPLICATION RECORD - BROADCASTING

Call Letters W.Y.I.D.

Name ROUNSAVILLE OF NEW ORLEANS, INC.
NEW ORLEANS, LOUISIANA

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| ~~BP-14309~~<br>Rec'd<br>Filed | ~~8-15-60~~<br>8-17-60<br>8-17-60 | Construction permit to install an alternate main transmitter (Western Electric 443-A-1) at 0.5 mi SE of inters of Doner & Outfall Canals, New Orleans, La. (main trans. location auth. in BP-13078) to be operated on 940KC, 500W-1KW-LS U., employing DA-N.<br>Atty's: Smith & Pepper | GRANTED<br>FORFEITED per letter | 9-16-60<br>7-7-64 |
| BMP-9106<br>Rec'd<br>Filed | 8-15-60<br>8-17-60<br>8-17-60 | Modification of construction permit (BP-13078, which auth. chg. in antenna-trans. location and chges in nighttime DA system; chges in ground system) to change type transmitter (RCA-BTA-1R); remote control operation of the trans. (Daytime only) from the studio location.<br>Atty's: Smith & Pepper | GRANTED | 9-19-60 |

FORM BC-121 #11
AUG. 1955

# APPLICATION RECORD · BROADCASTING

Call Letters WYLD

Name ROUNSAVILLE OF NEW ORLEANS, INC.
NEW ORLEANS, LOUISIANA

| File No. | Dated | Application for | Action: Nature | Action: Date |
|---|---|---|---|---|
| BP-14,658<br>Rec'd<br>Filed | 1-30-61<br>2-8-61<br>2-8-61 | CP to increase daytime power from 1kw to 10kw ; install new transmitter (RCA-BTA-10H) make changes in DA system (add 2 towers); change from DA-N to DA-2 ~~and change from DA-N to DA-2 and change antenna-trans. location from Near Gretna, Louisiana to 5 mile S. E. of Intersection of Donner & Outfall Canal, New Orleans, Louisiana~~<br>Atty.- Smith & Pepper<br>Eng.- John H. Mullaney | GRANTED<br>Cond'l re: Phase Mon., Field meas. equip. DA & non-DA proof. Permittee shall be responsible for the installation & adjustment of any filter networks. Permittee shall submit data made in accordance with Sections 3.48 & 2.524.re: D-14419 Section 3.87 | 6-27-62 |
| BP-14,680<br>R.&F. | 2-22-61<br>2-23-61 | Construction permit to replace expired C.P. (BP-13078) which auth. chg. antenna-transmitter location; chg. nighttime DA system; chg. ground system; install new trans.(RCA BTA-1R) and operate trans. by remote control from studio daytime only.<br>Atty- Smith & Pepper | GRANTED<br>Condl re Phase Mont; Field meas. equip & complete non-DA proof. & install filter etc. to prevent reradiation etc. to nearby stations | 5-8-61 |

FORM BC-121
AUG. 1955

#12

# APPLICATION RECORD · BROADCASTING

Call Letters WTLD

Name ROUNSAVILLE OF NEW ORLEANS, INC.
NEW ORLEANS, LOUISIANA

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BR-1911<br>REC'D & FILED | 5-4-61<br>5-9-61 | RENEWAL OF LICENSE<br>VINCENT A. PEPPER, ATTY. | GRANTED | 2-5-62 |
| BMP-9708<br>R&F | 8-14-61<br>8-15-61 | Mod of CP (BP-14680 which replaced expired CP BP-13078 which auth chg antenna-trans location; chg nighttime DA system; chg ground system; install new trans and operate by remote control from studio daytime only) for extension of completion date from 8-15-61 to 9-1-61.<br>Atty: Smith & Pepper | GRANTED | 9-1-61<br>to 10-10-61 |
| BL-8703<br>R. & F. | 8-18-61<br>8-21-61 | License to cover C.P. (BP-14,680 as reinstated) which auth. chg. antenna-trans. loc; chg. nighttime DA system; chg. ground system; install new trans.; and operate trans. by remote control from studio loc. daytime only.<br>Atty: Smith & Pepper | GRANTED | 3-[illegible]9-62 |

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

#13

FORM BC-121
AUG. 1955

# APPLICATION RECORD - BROADCASTING

Call Letters WYLD

Name Downsaville of New Orleans, Inc.
New Orleans, Louisiana

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BMP-10,716 R. & F. | 12-6-62 12-11-62 | Mod. of CP (BP-14,658 which auth. incr. day power; install new trans.; chgs in DA system to use presently licensed trans. (RCA BTA 1R) for [illegible] with 500w. (two main) Atty: Thomas W. Fletcher | GRANTED | 1-23-63 |
| BP-15,850 R. & F. | 1-21-63 2-8-63 | CP to install a new Aux. daytime trans. (RCA BTA-1R) to be loc. at main trans. loc., to be oper. on 940kc, 1kw, Day, for aux. purposes only. Atty: Thomas W. Fletcher | GRANTED | 2-26-63 |
| BMP-10,810 R. & F. | 2-21-63 2-25-63 | Mod. of CP (BP-14,658 as mod., which auth. incr. day power, install new trans., make chgs. in DA system; chg to DA-2) for extension of completion date from 2-27-63 to 7-1-63. Atty: Vincent A. Pepper | GRANTED | 3-20-63 |

FORM BC-121
AUG. 1955 #14

# APPLICATION RECORD - BROADCASTING

Call Letters WYID

Name ROUNSAVILLE OF NEW ORLEANS, INC.
New Orleans, Louisiana

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BL-10,277<br>R. & F. | 6-28-63<br>7-1-63 | Lic to cover CP(BP-14,658 as mod) which auth incr. daytime power & install new transmitter (2 Main Trans.); make chgs in DA-System. (DA-N to DA-2), delete remote control.<br>Atty: Smith & Pepper | GRANTED | 1-29-65 |
| BR-1911<br>Rec'd<br>Filed | 3-4-64<br>3-5-64<br>3-5-64 | Renewal of license | GRANTED | 7-22-64 |
| BP-16,229<br>R. & F. | 5-15-64<br>5-19-64 | CP to install a new auxiliary transmitter (RCA BTA-1R) at main transmitter location, to be operated on 940kc, 1kw, ~~Daytime only~~, for auxiliary purposes only. (~~non-DA~~) DA-2<br>Atty: Smith & Pepper | GRANTED | 7-14-64 |
| BL-10,860<br>R. & F. | 1-8-65<br>1-13-65 | License to cover construction permit (BP-16229 ~~as modified~~) which authorized install new daytime Auxiliary transmitter.<br>Atty- Smith & Pepper | GRANTED | 4-22-65 |

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

#15

940kc

FORM BC-121
AUG. 1955

# APPLICATION RECORD · BROADCASTING

Call Letters WYLD

Name ROUNSAVILLE OF NEW ORLEANS, INC.
NEW ORLEANS, LOUISIANA

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BR-1911<br>R & F | 2-27-67<br>3-3-67 | RENEWAL OF LICENSE (MAIN & AUXILIARY )<br>Atty: Smith & Pepper | GRANTED | 7-5-67 |
| BP-17,811<br>R & F | 7-14-67<br>7-18-67<br>JUL 31 1967 | CP to install an auxiliary trans (COLLINS 20K) at main trans loc. to be operated on 940kc, 500W for auxiliary nighttime only. (DA)<br>Atty. Michael L. Glaser (Smith,Pepper,Shack& L'Heureux) | GRANTED | 8-3-67 |
| BMP-12,363<br>R.& F.<br>#418046 $30<br>APR 9 1968 | 3-26-68<br>4-1-68<br>4-1-68 | MP (BP-17,811) for ext of completion date from 4-3-68 to 7-3-68. (Aux.)<br>atty-Smith, Pepper, Shack & L'Heureux | GRANTED to | 4-26-68<br>7-3-68 |
| BL-12,071<br>R & F<br>#442262 $30<br>PT<br>AUG 21 1968 | 6/26/68<br>7/8/68<br>7/8/68<br>7/15/68 | License(BP-17,811 as mod.) install aux. nitetime trans.<br>Atty: Richard S. Becker | GRANTED | 8-29-68 |

#16

Form BC-121
September 1969

# APPLICATION RECORD - BROADCASTING

Call Letters WYLD

Name ROUNSAVILLE OF NEW ORLEANS, INC.
New Orleans, Louisiana

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BR-1911<br>R & F<br>#581859 $75. ($135. submitted)<br>" $30.<br>P.N.<br>Refund: $30. | 2-27-70<br>3-3-70<br>Atty.: Richard S. Becker<br>3-3-70<br>3-26-70<br>MAR 27 1970 | Renewal of License (Main & Auxiliary)<br>AMENDED 5-13-70 re: supplemental data on commercial practices<br>AMENDED 8-21-70 re: commercial policy | GRANTED | 12-18-70 |
| BRC-3637<br>R&F<br>$50-158806<br>AC-067<br>PRESS: MAR 9 1973 | 2--28-73<br>3-2-73<br>3-2-73 | Modification of license to operate transmitter by remote control from 2906 Tulane Ave., New Orleans, La., DA (Main & Auxiliary transmitters)<br>Atty. Smith and Pepper | GRANTED<br>issued with renewal | 9-6-73 |

Amended 3-14-73 re measurement data.
Amended 7-25-73 re field intensity measurements.

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

#17

940kc.

Form BC-121
September 1969

# APPLICATION RECORD - BROADCASTING

Call Letters W Y L D

Name PETERSON BROADCASTING CORPORATION
X ROUNSAVILLE OF NEW ORLEANS, INC.
New Orleans, Louisiana

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BR-1911 | 2-26-73 | Renewal of License (Main & Auxiliary) | GRANTED | 9-30-74 |
| R & F | 3-2-73 | | | |
| P.N. | 3-2-73 | Atty.: John E. Fiorini, III | | |
| PRESS | MAR 19 1973 | PETITION TO DENY AND TO INTERVENE filed 5-1-73 by Southern Media Coalition (See WTIX) | | |

OPPOSITION TO PETITION TO DENY filed 5-16-73 by John E. Fiorni III, Counsel for WYLD
MOTION TO DISMISS filed 9-25-73 by John E. Florina, III on bahalf of Rounsaville of New Orleans, Inc.
By Memorandum Opinion & Order adopted 9-25-74, Petition to Deny Dismissed

| | | | | |
|---|---|---|---|---|
| BAL-8273 | 10-4-74 | Voluntary assignment of license to PETERSON BROADCASTING CORPORATION (SEE OVER) | GRANTED | 1-22-75 |
| R & F | 10-8-74 | | EFF: | 2-10-75 |
| FEE PD: $1000 #353234 | | | FEE REQ. | $19,400.00 |
| CODE 047 OCT 17 1974 | | Atty - Smith & Pepper | FEE PD. | 2-12-75, 048, W 391268 |
| Pub.notice filed 11-4-74 | | AMENDED 11-6-74 reflect new officer ; legal data re trust agreements | | |

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

RE: BAL-8273 - NOTED: Assignee is Fln. corp. (Cert of auth for Bcstr La. not submitted) Recd 1-20-75

AMENDED 1-20-75 - Cert of auth db in La., re B/C int; legal & financial data; & re comm survey; reflect BALM-2076(ATKC)

AMENDED 1-20-75(assignor) - broadca t interests

940khz

Form BC-121
September 1969

# APPLICATION RECORD · BROADCASTING

#18

Call Letters W Y L D

Name PETERSON BROADCASTING CORPORATION
New Orleans, Louisiana

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BZ-8766<br>R & F<br>DM<br>PRESS MAR 5 1975 | 12-5-74<br>12-6-74<br>12-18-74 | Direct Measurement(MAIN AND AUXILIARY)<br><br>Atty. John E. Firoini,III(Smith & Pepper) | GRANTED | 3-14-75 |
| BR-1911<br>R & F<br>PN Recd.<br>PRESS MAR 31 1976 | 1-26-76<br>2-2-76<br>" | RENEWAL OF LICENSE (MAIN & AUX.) | GRANTED | 5-12-76 |
| BTC-8740<br>R & F<br>FORM 315(ALSO SEE FM)<br>JUN 23 1978<br>PN FILED | 6-2-78<br>6-5-78<br><br><br>6-27-78 | Voluntary transfer of control of lic corp from Norfolk Broadcasting Corporation to Bay Broadcasting Corporation<br><br>Atty for transferor - Smith & Pepper<br>for transferee - Fly, Shuebruk etc | DISMISSED 1-19-79<br>REQ. OF ATTY. | |

(SEE CARD #19 FOR PETITIONS ETC)
(Card #18 misplaced for period of time)

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

#29

940khz

Form BC-121
May 1976

# APPLICATION RECORD · BROADCASTING

Call Letters W Y L D

Name PETERSON BROADCASTING CORPORATION
New Orleans, Louisiana

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BTC-8740<br>R & F<br>FORM 315 | 6-2-78<br>6-5-78<br>(Also see WYLD-FM) | Voluntary transfer of control of lic corp from Norfolk Broadcasting Corporation to Bay Broadcasting Corporation<br><br>Atty for transferor - Smith & Pepper(J.Fiorini)<br>Atty for transferee - Fly,Shuebruk, etc.<br><br>PETITION TO DENY AND INTERVENE filed 7-24-78 by Bill Rouselle et al<br>LTR FROM ATTY/Fiorini ED 9-13-78 re above pet & proposed programming | DISMISSED<br>REQUEST OF ATTORNEY | JAN 19 1979 |
| BTC790201EB<br>Form 316<br>W Y L D-FM<br>PRESS | 1-22-79<br>(Also see | Vol. TC of lic corp from J. C. Peterson (Individually 49%) and as Executor(51%) of the Estate of Louis H. Peterson (deceased) to J. C. Peterson (Individually 49%) and as Trustee (51%) under the Will of Louis H. Peterson (nunc pro tunc)<br><br>Atty - John E. Fiorini,III (Smith & Pepper) | GRANTED<br>EFF: | 2-28-79<br>6-4-79 |

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

BTC-8740 Amended 7-5-78 re: Sec.II, Table I to report Alton E. Broussard,Jr. is Sec.-Treasurer of Bay B/c Corp.

AMENDED 6-12-78 request for info on WYLD from petitioning group - Media Watch

AMENDED 8-3-78 re: request for deadline sub. of opposition to Pet. to Deny be extended filed by S. Shorenstein, cousel for transferee

AMENDED 8-28-78 re: Scheduled meeting between counsels for transferor;transferee and Media Watch

AMENDED 9-1-78 re: Counsel for Bay B/c Corp. will agree to extension of time in which to respond to petitioners pleading

#20

Form BC-121
May 1976

# APPLICATION RECORD - BROADCASTING

6-48 INTER - URBAN BROADCASTING OF NEW ORLEANS PARTNERSHIP
(A Ltd. Partnership) (Thomas P. Lewis and James J. Hutchinson, Jr. -General Partners

Call Letters W Y L D

Name xPETERSON BROADCASTING CORPORATION
NEW ORLEANS, LOUISIANA

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BR 790201 UP PRESS | MAR 12 1979 | RENEWAL OF LICENSE<br>John E. Fiorini III, Atty. (Smith & Pepper) | GRANTED | 1-24-80 |
| BAL 790928HC<br>FORM 314 (ALSO SEE FM)<br>PRESS: OCT 18 1979<br>PN FILED 11-5-79<br>JAN 8 1980 | | Vol AL to ~~INTER-URBAN-BROADCASTING-COMPANY~~ *<br>(over)<br>Atty for assignor - Smith & Pepper<br>for assignee - Crowell & Moring<br>*AMENDED (12-11-79): to chge. assignee to INTER-URBAN BROADCASTING OF NEW ORLEANS PARTNERSHIP (A Limited Partnership) (Thomas P. Lewis and James J. Hutchinson, Jr. - General Partners)<br>Request for Tax Certificate filed 1-29-80 | GRANTED<br>EFF: | 1-24-80<br>1-24-80 |

BAL790928HC Amended 12-26-79 re: replace page #25 of partnership agree.; reflect incr. of loan committment & financial data and replace subscription agree. of P. Coe and add'l personal financial state.

AMENDED 1-3-80 re: financial data and sign. of Albert Weinstein.

AMENDED 2-21-80 re: Supplement to Request for Tax Certificate

# 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.