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CATALOG NO. 4550L 1/5

Form BC 126
June 1954 #4419

BROADCASTING STATION LICENSE RECORD

Date first licensed 12-31-64

Call letters W.B.B.R.

Station location Travelers Rest, S.C.

PIEDMONT BROADCASTING CO., INC. (BAP-12-31-64; EFF: 12-31-64)

Name of licensee xWILLIAM H. KIRBY AND JOHN B. BURNS d/b as PIEDMONT BROADCASTING CO.

Old Buncombe Rd., 1.2 mi. S. of center of Greenville, SC (re-description)

xOld Buncombe Rd., ~~Nelson Rd.~~, 1.2 mi. S. of center of Travelers Rest, S. C. (BMP 6-16-64)

(BP 2-6-64)

Transmitter location North Corner Old Buncombe Rd. and Weston Rd., Travelers Rest, S.C.

29690

Main studio location Same as transmitter

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BP-14527	2-6-64	1580kc	500w	Day	4-6 10-6-64 CP for a new standard broadcast station (Cond'1).
BP-14527 (1)	5-4-64	Mod. of	CP(BP-14527)	to assign	Call Letters.
BMP-11252 (2)	6-16-64	Mod. of	CP(BP-14,527)	to change	antenna transmitter and studio location.
BL-10,706	12-31-64	1580kc	500w	Day	12-31 12-1-66 Lic to cover construction permit (BP-14,527 as modified) which auth a new standard broadcast station; specify type transmitter as Gates BC-1G
BAP-696 Eff:	12-31-64 12-31-64	Voluntary	assignment of	license to	PIEDMONT BROADCASTING CO., INC.
BR-4419	11-18-66	1580kc	500w	Day	12-1 12-1-69
BP-17494	12-26-67	1580kc	1kw	Day	2-26 8-26-68 CP to increase power to 1kw, make changes in antenna system (increase height) Cond'1.
BL-11949(L)	4-30-68	Lic. cover	BP-17494		12-1-69
BR-4419 (S)	11-26-69	RENEWAL OF	LIC.		12-1-72
BTC-6333	10-12-70	VOL. TC	EFF:	11-4-70	
BZ-7910(1)	12-10-71	Direct	Measurement		12-1-72
EBSA	6-12-72				
BR-4419	12-6-72	Renewal of	License		12-1-75
COMTEL	3-11-75	Obstruction	markings in	accordance	
		with Paragraph	1 only.		
XX					
BR-4419 BZ-9065(L)	4-5-76	RENEWAL	AND MODIFCATION		12-1-78
BP780727AC	7-30-79	CP Increase	power.		
		1580kHz	5 kw(1kwCH)	Day	7-30-80
BR-780731WZ(1)	1-23-79	RENEWAL	OF LICENSE		12-1-81

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W.B.B.R......

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-800314AK(L)	4-30-80	Lic.	to cover	BP-780727AC	for chgs. 12-1-81

APPLICATION RECORD - BROADCASTING

Aug. 1955

Call

Letters ~~new~~ W B B R

Name WILLIAM H. KIRBY AND JOHN B. BURNS d/b as

PIEDMONT BROADCASTING CO.

TRAVELERS REST, SOUTH CAROLINA (P.O. William H. Kirby, 138 Keith Dr., Greenville, S.C.)

File No.	Dated	Application for	Action	
			Nature	Date
BP-14,527 Rec'd Filed	11-28-60 12-1-60 12-1-60	Construction Permit for a new standard broadcast station to be operated on: Frequency - 1580kc Power - 500w Hours of operation - Daytime Trans. location - North Corner old Buncombe Road and Watson Road Travelers Rest, South Carolina Studio location - Same as transmitter Eng.- Palmer A. Greer, Greenville, S. C.	GRANTED Cond'l re: Sect. 77.23 FAA Regulations. After Hearing Docket No. 15108 Order issued	2-6-64
BMP-11,252 R. & F.	4-24-64 5-1-64	Mod. of CP (BP-14,527, which auth. a new standard broadcast station) to change antenna-transmitter and studio location from North Corner Old Buncombe Rd., and Waston Rd., Travelers Rest, S. C. to Watson Rd., 1.2 miles South of Center of Travelers Rest, South Carolina. Attys-Prince & Paul WASHINGTON, D. C.	GRANTED	6-16-64

Gates BC-500T

APPLICATION RECORD - BROADCASTING

AUG. 1955

#2

Call

Letters

W B B R

PIEDMONT BROADCASTING CO., INC

Name * William H. Kirby and John B. Burns d/b as Piedmont Broadcasting Co.

Travelers Rest, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
EL-10,706 R. & F.	9-29-64 10-2-64	License to cover construction permit (BP-14,527 as modified) which authorized a new standard broadcast station; specify type transmitter as Gates BC-1G. Atty- Prince & Paul	GRANTED	12-31-64
BAP-398 R & F	12-5-64 12-7-64	Voluntary assignment of construction permit to PIEDMONT BROADCASTING CO., INC. Atty. - Ray Paul	GRANTED Effective	12-31-64 12-31-64
BP-17,494 Rec'd Resub. R. & F.	12-4-65 12-6-65 10-27-66	CP to increase power from 500w to 1kw, make changes in antenna system (increase height). Atty: Prince & Paul Engr: Palmer A. Greer (Contingent on grant of WFL, DP-16,626)	RETURNED per Pub. Notice Re contingent applications Sec. 61.1286 GRANTED Cond 1 re: Pre-sunrise. Sect. 73.54	2-8-66 12-26-67

CONTACT: WILLIAM H. KIRBY
TELEPHONE: CODE 803; 834-7265
ADDRESS: OLD HUNCOMBE ROAD
TRAVELERS REST, S. C.

APPLICATION RECORD - BROADCASTING

Call Letters W B B R

Name PIEDMONT BROADCASTING CO., INC.
Travelers Rest, S. C.

File No.	Dated	Application for	Action	
			Nature	Date
BR-4419 R & F	8-26-66 8-29-66	Renewal of license Atty- Ray R. Paul (Prince & Paul)	GRANTED	11-18-66
BL-11,949 Rec'd Filed #406230 \$30 Amended R & F PT APR 18 1968	2/19/68 2/21/68 3/4/68 2/21/68 3/1/68 3/4/68 3/8/68	License (BP-17,494, for changes). Atty: Ray R. Paul Engr: Burton S. Anderson, S.C.	GRANTED	4-30-68
BR-4419 R & F #540100 \$75 PN Press SEP 25 1969	8-19-69 9-3-69 9-3-69 25 1969	Renewal of license Atty- Ray R. Paul	GRANTED 11-26 GRANTED	11-26-69 11-26-69

APPLICATION RECORD - BROADCASTING

1580kc

Call
Letters W B B RName PIEDMONT BROADCASTING CO., INC.
Travelers Rest, South Carolina 29601

File No.	Dated	Application for	Action	
			Nature	Date
BTC-6333 R & F FEE PD: \$75 - REFUND \$45 - (Form 316) AUG 13 1970	7-29-70 7-31-70 #620120 overpayment	Voluntary transfer of control of lic corp from John B. Burns and William H. Kirby (50% each) to William H. Kirby (100%) Atty - Ray R. Paul AMENDED 9-25-70 - bank ltr re loan (transferee)	GRANTED EFF:	10-12-70 11-4-70
BZ-7910 R & F DM PRESS NOV 29 1971	10-11-71 10-15-71 10-26-71	Direct Measurement	GRANTED	12-10-71
BR-4419 R & F P.N. PRESS OCT 11 1972	8-19-72 9-5-72 9-5-72	Renewal of License Atty.: Ray R. Paul	Granted	12-6-72

#5

1580 kc

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

12-64

Call
Letters WBBRName PIEDMONT BROADCASTING CO., INC.
TRAVELERS REST, SOUTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-4419 R & F PN Recd. PRESS	7-21-75 7-29-75 " AUG 28 1975	RENEWAL OF LICENSE R.R.Paul, Atty. AMENDED 10-3-75 re: engineering data	GRANTED issued with BZ-9065	3-17-76
BZ-9065 R & F DM PRESS FEB 26 1976	1-8-76 1-13-76 2-18-76 FEB 26 1976	Direct Measurement Atty: Eugene L. Burke (Prince & Paul)	GRANTED issued with RENEWAL	4-5-76
BP- Recd 586701 \$400	6-28-76 6-30-76 7-1-76	CP to increase power to 5kw and change trans. to HARRIS MW-5. Atty: Ray Paul Engr: Palmer Greer	RETURNED Unacceptable for filing pursuant Section 0.281 Ru	6-18-78

APPLICATION RECORD - BROADCASTING

1580KHz

Call
Letters WBBRName PIEDMONT BROADCASTING CO., INC.
Travelers Rest, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BP-780727AC Rec'd (resub) FILED PRESS:	7-27-78 7-27-78 FEB 23 1979	Construction permit to increase power to 5kW (1kw C.H.);chg trans(HARRIS MW-5); ATTY:Ray Paul (Alexandria, Va.)	GRANTED	7-30-79
BR780731WZ R & F PRESS	7-27-78 7-31-78 SEP 1 1978	RENEWAL OF LICENSE Atty. Ray R. Paul (Alexandria, Virginia)	GRANTED	1-23-79
BL-800314AK R & F PRESS	3-14-80 APR 2 1980	Lic. to cover BP-780727AC for changes	GRANTED	4-30-80

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 one set is known to 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.

