

WBML



**REMOVABLE LABEL GUIDE**

**Cat. No. 4550L**

**Patent No. 1390199**

## BROADCASTING STATION LICENSE RECORD

3600

Date first licensed 4-8-58 SEE CARD #2 Call letters X W D D O (2-28-77)  
X W C R Y  
 x NETWORK, INC. (AL gr 5/3/78 EFF: 6-1-78) Station location Macon, Georgia  
 x PIEDMONT COMMUNICATIONS CORPORATION (AL gr 11/4/76 EFF: 11/3/76)  
 x MIDDLE GEORGIA BROADCASTING CO. (BAL 10-25-61 EFF: 10-25-61)  
 x W.H. KELLER, JR. (AL-9-3-58 EFF: 9-16-58)  
 Name of licensee X WILLIAM H. LOUDERMILK

1230 Cowan Street, Macon, Georgia

x Cowan and Glenn Sts., Macon, Georgia (MP 7-19-57) (BL-4-8-58)

Transmitter location x 1-3/4 mile NE of Macon City Hall, between  
 Southern RR and Ocmulgee River, Macon, Georgia (CP 5-1-57)

555 Mulberry Street, Macon, Georgia (BRC 1-3-62)

x 1230 Cowan Street, Macon, Georgia

x Cowan and Glenn Sts., Macon, Georgia (MP-7-19-57) (BL-4-8-58)

Main studio location x 1-3/4 mile NE of Macon City Hall, between  
 Southern RR and Ocmulgee River, Macon, Georgia (CP 5-1-57)

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period		
					From	To	
BP-10934	5-1-57	900kc	250w	Day	7-1-57	1-1-58	
	CP for a new standard broadcast station.						
BP-10934 (1)	6-13-57	Mod. of CP(10934) specifying that authority granted be subject to any interference caused by operation of Station WJIV, Savannah, Ga. if CP (File BP-11364) should be granted.					
BMP-7736 (2)	7-19-57	Mod. of CP(10934) to change studio and transmitter location.					
BL-6903	4-8-58	900kc	250w	Day	4-8	4-1-61	
	License to cover CP(BP-10,934 as mod.) which authorized a new standard broadcast station.						
BAL-3130 Eff:	9-3-58 9-16-58	Voluntary assignment of license to: W.H. Keller, Jr.					
	3-29-61	Commission deferred action on renewal pending further consideration.					
BR-3600	10-25-61	900kc	250w	Day	10-25	4-1-64	
BAL-4327 EFF:	10-25-61 10-25-61	Voluntary assignment of license to Middle Georgia Broadcasting Co.					
BRC-1967	1-3-62	900kc	250w	Day	1-3	4-1-64	
	Mod. of license to change studio loc. to 555 Mulberry Street, Macon, Georgia and to operate transmitter by remote control from studio location.						
	3-25-64	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.					
BR-3600	6-10-64	Renewal of license				4-1	4-1-67
BTC-4462 Eff:	6-10-64 6-22-64	Voluntary transfer of negative control of licensee corp. from Peachtree Development Corporation & Zack D. Cravey, Jr. to Charles F. Adams					
BR-3600	6-10-64	900kc.	250w	Day	6-10	4-1-67	
	Superseding Authorization corrected - of Nov. sign-off time. 4-1-67						
BTC-4759 EFF:	3-17-65 6-11-65	Voluntary relinquishment of negative control of lic. corp. by John J. Wheeler thru sale of stock to Billy R. Mercer and Ben G. Porter, Jr. (25% each)					

Form BC 126

June 1954#2

# BROADCASTING STATION LICENSE RECORD

WBML) EFF-8-23-78

Date first licensed .....

Call letters WBML

Station location .....

WBML, INC. (AL: 9-14-79 EFF:

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
BR-3600	3-29-67	Renewal of License			4-1 4-1-70
BTC-5318	5-11-67	Voluntary acquisition of control of lic. corp. by Ben G. Porter Jr. thru purchase of stock from Billy R. Mercer.			negative
BR-3600(S)	9-11-70	RENEWAL			4-1 -73
TELEGRAM	12-29-70	PSA	213 watts		
EBSA	6-12-72				
BR-3600(L)	4-13-73	RENEWAL			4-1-76
BAL-8806	11/4/76	Vol AL	EFF: 11/30/76		
EBSA	2-28-77				
BR-3600 BS-3600(L)	8-13-76 2-28-77	Renewal & Modification of License issued together.			4-1-79
BAL-9300	5/3/78	Vol AL	EFF: 6-1-78		
<del>XXXXXXXXXXXX</del>					
EBSA	8-23-78				
BAL790611GV	9-14-79	VOL. AL		EFF:	
BR-781128UG BZ-790615AB(L)	10-19-79	Renewal of License and Measurement			Direct 4-1-82

## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call  
Letters NEW W.C.R.Y.Name WILLIAM H. LOUDERMILK  
(P.O. - 1359 Shepherds Lane, N.E., Atlanta, Georgia)

File No.	Dated	Application for	Action	
			Nature	Date
BP-10,934 Rec'd Resub. Rec'd Filed	10-17-56 10-29-56 11-19-56 11-20-56 11-20-56	Construction permit for a new standard broadcast station to be operated on: Frequency - 900kc Power - 250w Hours of operation - Daytime Transmitter location - 1 3/4 mi N.E. of Macon City Hall, between Southern RR and Ocmulgee River, Macon, Georgia Studio location - Same as transmitter	RETURNED Dated-wrong GRANTED	<del>11-25-56</del>  5-1-57
BMP-7736 Rec'd Filed	6-27-57 6-28-57 6-28-57	Modification of Construction Permit (BP-10,934 which authorized a new standard broadcast station) to change studio and transmitter location to intersection of Cowan and Glenn Street, Macon, Georgia.	GRANTED	7-19-57  (order 6-13-57 re cond. adopted re acceptance of interf. from WJIV proposal, - separate mod. issued as of 6-13-57)

RCA BTA 250M

FORM BC-121 #2  
 AUG. 1955

APPLICATION RECORD - BROADCASTING

Call  
 Letters W C K Y

Name WILLIAM H. LOUDERMILK

File No.	Dated	Application for	Action	
			Nature	Date
BL-6903 Rec'd Filed	11-11-57 11-12-57 11-12-57	License to cover Construction permit BP-10,934 as mod., which authorized a new standard broadcast station.	GRANTED	4-8-58
BAL-3130 Rec'd. Filed	7-28-58 8-11-58 8-21-58	Voluntary assignment of license to. W. H. Keller, Jr.	GRANTED EFF:	9-3-58 9-16-58
BR-3600 Rec'd&Filed	1-17-61 1-19-61	Renewal of license.	GRANTED	10-25-61
BAL-4327 Rec'd Filed	9-8-61 9-11-61 9-11-61	Voluntary assignment of license to Middle Georgia Broadcasting Co.	GRANTED EFF:	10-25-61 10-25-61



## APPLICATION RECORD - BROADCASTING

Aug. 1955

Call  
Letters W.C.R.Y.Name MIDDLE GEORGIA BROADCASTING CO.  
Macon, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BRC-1967 Rec'd Filed	11-10-61 12-26-61 12-26-61	Modification of license to change studio location to 555 Mulberry Street, Macon, Georgia and operate transmitter by remote control from studio location.	GRANTED	1-3-61
BTC-4462 R & F	12-13-63 12-31-63	Voluntary transfer of negative control of licensee corporation from Peachtree Development Corporation and Zack D. Cravey, Jr. to Charles F. Adams.  Atty. - Robert W. Coll (McKenna & Wilkinson)	GRANTED Eff:	6-10-64 6-22-64
BR-3600 R. & F.	12-12-63 12-31-63	Renewal of license. Atty: McKenna & Wilkinson	GRANTED	6-10-64
BTC-4759 R & F	1-11-65 2-2-65	Voluntary relinquishment of negative control of lic. corp. by John J. Wheeler thru sale of stock to Billy R. Mercer and Ben G. Porter, Jr. (25% each) Atty. - McKenna & Wilkinson <small>F. C. C. - WASHINGTON, D. C.</small>	GRANTED EFF:	3-17-65 6-11-65

Form BC-121  
Aug. 1955

#4

# APPLICATION RECORD - BROADCASTING

Call  
Letters W.G.B.X.

Name MIDDLE GEORGIA BROADCASTING CO.  
Nacon, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BR-3600 R & F	12-23-66 12-30-66	Renewal of License Atty: Robert W. Coll	GRANTED	3-29-67
BTC-5318 R & F (Form 316)	4-3-67 4-18-67	Voluntary acquisition of negative control of lic. corp. by Ben G. Porter, Jr. thru purchase of stock from Billy R. Mercer. Atty. McKenna and Wilkinson	GRANTED	5-11-67
BR-3600 R & F \$75#566995 PRESS: FEB 3 1970	12-24-69 1-2-70 1-2-70	Renewal Mckenna & Wilkinson atty	GRANTED	9-11 -70
PN Rec'd BR-3600 R & F PN Recd. PRESS JAN 25 1973	1-2-70 12-20-72 1-2-73	RENEWAL OF LICENSE Robert W. Coll, Atty AMENDED 2-13-73 re: employment policy AMENDED 3-27-73 re: programming	GRANTED	4-13-73

#5

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

900 kHz  
WBML) EFF-8-23,784-58 NETWORK, INC.  
PIEDMONT COMMUNICATIONS CORPORATIONCall X W D D O  
Letters X W C R YName X MIDDLE GEORGIA BROADCASTING CO.  
MACON, GEORGIA

File No.	Dated	Application for	Action	
			Nature	Date
BR-3600 R & F PN Recd. PRESS	11-25-75 12-1-75 " FEB 5 1976	RENEWAL OF LICENSE R.W.Coll, Atty. AMENDED 3-22-76 re: commercial policies	Granted issued with BS-3600 2-28-77	8-13-76
BAL-8806 Rec'd Fee pd \$200 Code 047 (FORM 316) Fee includes WCRY-FM RESUBMITTED OCT 20 1976	8/31/76 9/7/76 W 610672 --- 10/6/76	voluntary assignment of license to PIEDMONT COMMUNICATIONS CORPORATION Atty - McKenna, Wilkinson, etc (Robert Coll)	<del>RETURNED</del> 314 necessary GRANTED EFF: NO FEE:	<del>9/17/76</del> 11/4/76 11/30/76
BAL-9300 R & F FORM 314 PN FILED	2-11-78 2-27-78 MAR 17 1978 4-17-78	Voluntary assignment of license to NETWORK, INC. (over) MUTUALLY CONTINGENT ON GRANT OF ASSIGNMENT OF LICENSE OF WBML (filed simultaneously) Atty - Clifford J. Bond III	GRANTED EFF:	5/3/78 6-1-78

BAL-9300 Amended 3-31-78 re: Proposed programming  
AMENDED 4-17-78 re: Off. of Piedmont Comm. Corp.; &  
their B/c interest; Off. of Network & B/c interest; Pro-  
perty value; EEOP data, programming data, bank ltr. &  
copies of annual financial report

APPLICATION RECORD - BROADCASTING

900khz

Call  
Letters W B M L

Name  WBML, INC.  
 NETWORK, INC.  
MACON, GEORGIA

File No.	Dated	Application for	Action	
			Nature	Date
BR781128UG PRESS: JAN 29 1979	1979	RENEWAL OF LICENSE  Atty: Clifford J. Bond, III	GRANTED issued	3-22-79 with BZ-790615AB
BAL790611GV FCRM 314 PRESS: JUN 22 1979 PN Filed 7/23/79	22 1979 7/23/79	Vol AL to WBML, INC.  REQUEST WAIVER SECTION 1.597  Atty for assignor - Clifford Bond III (N.C.) for assignee - L. Adrian Roberts	GRANTED EFF:	9-14-79
BZ-790615AB R & F DM PRESS OCT 5 1979	6-15-79 7-31-79 1979	Direct Measurement  Atty: Clifford J. Bond, III	GRANTED issued	10-19-79 with RENEWAL

BAL790611GV Amended 7-19-79 re: chges. in financial resources; bank ltr.; personal loan comm. from David Rogers & his involv. w/ Austin Co.

AMENDED 7-27-79 re: Affidavit for 1.597 & incorp. references of pending renewsal

AMENDED 7-30-79 re: programming & EEO data

AMENDED 8-15-79 re: Add. info supporting Sec. 1.597

## 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 12<sup>th</sup> 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.

