

W J M S

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CATALOG NO. 4550L 1/5

## BROADCASTING STATION LICENSE RECORD

Date first licensed ..... 10-20-52 .....  
 Call letters ~~X W.R.A.P.~~ ..... W C M S (EFF 7-1-54 Ltr. 6-29-54)

Station Location: Norfolk, Virginia

WCMS RADIO NORFOLK, INCORPORATED (BAPL-151) EFF: 5-10-53

X CY BLUMENTHAL (AL 6-9-54 EFF: 7-1-54)

Name of licensee X ROLLINS BROADCASTING, INC.

Transmitter location U.S. Rt. 13, approx 1 mi. N. of Indian River Rd., Virginia Beach, Va. (BP 1-30-64)  
 X Intersection of Defense Highway and First St. in Glenrock, Norfolk, Va. (CP ~~7-21-52~~ 5-23-52)

900 Commonwealth Place, Virginia Beach, Virginia (ML790917AB 10/16/79)  
 X 5600 Curlew Drive, Norfolk, Virginia (BS 4-3-62)

X Helena Building, Norfolk, Virginia (ltr 7-1-54)

X 300 Portlock Bldg., Tazewell & Granby Sts., Norfolk, Va. (MP 9-19-52)

23502

Main studio location X to be determined, Norfolk, Va.

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
Letter ) BP-7895 ) For a new	9-26-51 approval	1050 T site	500w and antenna	Day	Subj. filing MP for a new standard broadcast station at Norfolk, Va.
Letter ) BP-8365 ) To replace expired	1-31-52 approval	1050 T site	500w and antenna	Day	Subj. filing MP CP for a new standard broadcast station
BP-8365 MP-5857	5-23-52 Mod. CP	1050 (8365)	500w for approval of T site & antenna	Daytime	7-23 1-23-53 (CONDITIONAL CLAUSE)
MP-5922	7-21-52	Mod. CP (8365 as mod.)	for antenna changes & extension of C & C dates		9-21 3-21-53 (CONDITIONAL CLAUSE)
MP-5982	9-19-52	Mod. CP (8365 as mod.)	for change type T, specify S site & extension of C & C dates		11-19 5-19-53 (CONDITIONAL CLAUSE)
L-4794	10-20-52	1050	500w	D	10-20-52 10-1-54 Lic. to cover CP (BP-8365, as modified) which auth. a new station. (COND'L Clause)
AL-1525 (1)	4-29-53	1050	1kw	daytime	4-29-53 10-1-54 Mod. license to increase power (COND'L CLAUSE)
BRC-202 (2)	10-23-53	Mod. of lic. to operate from 300 Portlock Bldg., Norfolk, Va.			trans. by R.C. Tazewell & Granby Sts.,
BTC-1697 EFF	4-14-54 8-19-53	Acquisition of control by			O. Wayne Rollins from John W. Rollins
BAL-1783 EFF:	6-9-54 7-1-54	Vol. AL to CY BLUMENTHAL.			
BR-2740	9-29-54	1050	1kw	D	10-1 10-1-57
BZ-3847 (1)	3-13-57	Authority to determine operating power by direct measurement of antenna power.			
BP-11144 CP	3-22-57	1050	1kw	Daytime	5-22 11-22-57 to install a new transmitter (RCA BTA-1PX).
BL-6628	5-10-57	License to cover CP (BP-11,144) which auth. installation of a new transmitter			transmitter (RCA BTA-1PX).

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W.C.M.S.

Name of licensee CY BLUMENTHAL (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-2740 (Cond' 1)	9-5-57	1050kc	1kw	D	10-1 10-1-60
BP-11818 *	3-3-58	1050kc	1kw-Day	AUX	5-3 11-3-58 Construction permit to install old main trans. (Composite) as an auxiliary transmitter at present location of main transmitter.
BAPL-151 EFF: 5-10-58	5-9-58	Voluntary assignment of license and construction permit to WCMS Radio Norfolk, Incorporated.			
BR-2740	9-28-60	1050kc	1kw	Day	10-1 10-1-63
BTC-3708 EFF: 6-1-61	5-11-61	Voluntary transfer of control of licensee corporation from Cy Blumenthal to <u>George Aubrey Crump</u> .			
BS-2740 (1)	4-3-62	Mod. of license to change studio loc.			
BZ-4834 (2)	2-26-63	Authority to determine operating power by direct measurement of antenna power.			
BR-2740	9-13-63	1050kc	1kw	Day	10-1 10-1-66
BP-16057	1-30-64	1050kc	1kw	Day	3-30 9-30-64 CP to chage antenna-trans. loc. and install a new transmitter (GATES BC-1G).
BRC-2498 (1)	7-9-64	Mod. of CP(BP-16057) to operate trans- mitter by remote control from 5600 Curlew Drive, Norfolk, Virginia. (Main Transmitter)			
BL-10,664	12-31-64	1050kc	1kw	Day	12-31 10-1-66 Lic to cover CP(BP-16,057 as mod) which auth chg ant@trans loc and install new trans.
BP-16954	2-1-67	1050kc	5kw-DA-D	Day	4-1 10-1-67 CP to increase power to 5kw, install new trans. (Gates BC-5P2S), install directional antenna system (DA-D), delete remote control operation (Cond' 1).

\*CP forfeited Sect. 1.303 Rules Ltr. 11-27-59

Form BC 126 #3  
June 1954

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W C M S

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
BR-2740	9-9-66	Renewal of License			10-1 10-1-69
BP-17930	11-24-67	1050kc	5kw-DA-D		1-24 7-24-68
		CP to replace expired permit BP-16954.			
BL-11,958	7-18-68	Lic. (BP-17,930 as reinstated, for chgs, specify type trans)			10-1-69
BL-11,958(L)	7-18-68	Superseding, Page 1, to Delete R.C.			
BP-18561 FORFEITED	5-20-69	1050kc	5kw-DA-D Day		1-20-70
		CP to make changes in DA system.			
BR-2740(S)	9-30-69	Renewal of License			10-1-72
BRC-3395 (1)	4-3-70	Mod. of lic.. to operate by RC			
PSA	11-23-70	370 watts			
BS-2740 (2)	4-4-72	ML to show new field intensity		Operating Spec. and	
				mv/m	
EBSA	6-12-72				
BR-2740(L)	9-19-73	RENEWAL			10-1-75
BR-2740(L)	1-30-76	RENEWAL & MODIFICATION			10-1-78
BR-2740 (L)	9-14-78	REN. OF LIC.			10-1-81
BML 7909 (7AB) (1)	10/16/79	ML to chg main Studio Location & operate trans. by RC from SL.			
BZ-800624AD(L)	11-19-80	DIRECT MEASUREMENT			10-1-81
CONTEL	5-7-80	AUTH. GR. OPERATE BEYOND 60 DAYS WITH- OUT ANTENNA MONITOR SAMPLING SYSTEM. CONCURRENT AUTH. GR. OPERATE WITH PARA- METERS AT VARIANCE DURING REPLACEMENT OF SAMPLING SYSTEM. NECESSARY MAIN- TAIN MONITORING POINT READINGS WITHIN LIC. LIMITS. AUTH. EXPIRES 5-30-80.			

## APPLICATION RECORD - BROADCASTING

Call WRAP  
Letters ~~X~~ NoneName ROLLINS BROADCASTING, INC.  
(P.O. c/o O. Wayne Rollins, Radford, Virginia)

File No.	Dated	Application for	Action	
			Nature	Date
BF-7895	10-11-50	Construction permit for a new standard broadcast station to be operated on: Frequency: 1050kc Power: 500w Hours of Operation: Daytime Trans. Location: To be determined Norfolk, Virginia Studio Location: To be determined Norfolk, Virginia G. Russell Chambers, Engr. Arlington, Virginia  Contingent on WVEC relinquishing 1050kc.	<del>APPROVED</del>	<del>5-5-51</del>
Rec'd	10-12-50		<del>REC'D</del>	<del>10-12-50</del>
Resub.	10-27-50		<del>REC'D</del>	<del>10-27-50</del>
Rec'd	11-8-50		<del>REC'D</del>	<del>11-8-50</del>
Filed	11-9-50			
			GRANTED	9-26-51
			Subj. filing NJ approval T site and antenna Letter Written 10-1-51	
		Ltr. 5-16-51 from Maurice R. Barnes notifying Comm. that Barnes & Meilson are Attys. for station and requesting that communications from Comm. be sent to them or copies.		



APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call Letters WRAF

Name ROLLINS BROADCASTING, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BP-8365 Rec'd Filed	1-10-52 1-10-52 1-10-52	Construction permit to replace expired construction permit (BP-7895 which auth. a new standard broadcast station to be operated on 1050kc; power of 500w, daytime hours of operation.  Maurice R. Barnes, Atty.	GRANTED Subj. filing MP approval T site and ant. Issued with MP-5857	1-31-52 2-8-52
BMP-5857 Rec'd Filed	3-31-52 4-2-52 4-2-52	Modification of construction permit (BP-8365, <del>which auth. a new standard broadcast station</del> which auth. a new standard broadcast station) for approval of antenna and transmitter location as Intersection of Defense Highway and First Street in Glenrock, Norfolk, Virginia.  Maurice R. Barnes, Atty. <del>7/10</del> G. R. Chambers, Engr.	GRANTED Conditional re protect WTAR re cross-mod. & re-radiation.	5-23-52

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters WRAPName ROLLINS BROADCASTING, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-5922 Rec'd Filed	7-1-52 7-2-52 7-2-52	Modification of construction permit (BP-8365, as mod., which auth. a new standard broadcast station) to move the antenna tower approx. 483.5 ft. due west (same address as approved site).  Maurice R. Barnes, Atty. G. Russell Chambers, Engr.	GRANTED and extension of C & C dates Same condition as CP	7-21-52
BMP-5986 Rec'd Filed	9-11-52 9-12-52 9-12-52	Modification of construction permit (BP-8365, as mod., which auth. a new standard broadcast station) to change type of transmitter (Composite) and specify studio location as 300 Portlock Bldg., Tazewell & Granby St., Norfolk, Va.  Maurice R. Barnes, Atty.	GRANTED and extension of C & C dates same conditions as CP	9-19-52

FORMERLY FCC FORM 94

Call  
Letters WRAPName ROLLINS BROADCASTING, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BL-4794 Rec'd Filed	9-12-52 9-12-52 9-12-52	License to cover construction permit (BP-8365 as modified) which authorized a new standard broadcast station.  Maurice R. Barnes, Atty.	GRANTED Cond'l re re cross modulation & re-radiation.	10-20-52 protect WTAR
BML-1525 Rec'd Filed	10-13-52 10-14-52 10-14-52	Modification of license to increase <del>daytime</del> power from 500w daytime to 1kw, daytime.  Maurice R. Barnes, Atty.	GRANTED re compliance Sec. 3.46.	4-29-53
BRC-202 Rec'd Filed	10-8-53 10-12-53 10-12-53	Modification of license to operate transmitter by Remote Control from 300 Portlock Building, Tazewell & Granby Streets, Norfolk, Virginia.  Barnes & Neilson, Attys.	GRANTED	10-23-53
BTC-1697 Rec'd Filed	3-23-54 3-26-54 3-26-54	Voluntary acquisition of negative control of licensee corporation by O. Wayne Rollins thru purchase of treasury stock.  Maurice Barnes, Atty.	GRANTED EFF	4-14-54 8-19-53

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters W C M S  
X W R A PName ROLLINS BROADCASTING, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BAL-1783 Rec'd Filed	4-26-54 5-5-54 5-5-54	Voluntary assignment of license to Cy Blumenthal.  Maurice Barnes, Atty.  Contingent on grant of BTC-1727, WCAV	GRANTED EFF:	6-9-54 7-1-54
BR-2740 Rec'd Filed	9-1-54 9-3-54 9-3-54	Renewal of License Filed by Philip M. Baker, Atty.	GRANTED (Cond'l)	9-29-54
BZ-3847 Rec'd Filed	2-9-57 2-13-57 2-13-57	Authority to determine operating power by direct measurement of antenna power. Atty: Philip M. Baker Engr. Russell P. May	GRANTED	3-13-57
BP-11,144 Rec'd Filed	3-14-57 3-15-57 3-18-57	Construction permit to install a new transmitter, (RCA BTA-1MX).	GRANTED	3-22-57

## APPLICATION RECORD - BROADCASTING

AUG. 1955

WCMS RADIO NORFOLK, INCORPORATED

Call

Letters .....W.C.M.S.....

Name  CY BLUMENTHAL (EFF: 7-1-54)

File No.	Dated	Application for	Action	
			Nature	Date
BL-6628 Rec'd Filed	4-25-57 4-29-57 4-29-57	License to cover Construction Permit BP-11,144 which authorized installation of a new transmitter (RCA BTA-1MX).	GRANTED	5-10-57
BR-2740 Rec'd Filed	6-29-57 7-8-57 7-8-57	Renewal of license.	GRANTED (Cond'l)	9-5-57
BP-11,818 Rec'd Filed	1-31-58 2-4-58 2-4-58	Construction permit to install old main transmitter (Composite) as an auxiliary transmitter at present location of main transmitter and to be operated on 1050kc, power of 1kw, for auxiliary purposes only. Atty: Philip M. Baker	GRANTED CP forfeited Sect. 1.313 Rules Ltr. 11-27-59	3-3-58
BAPL-151 Rec'd Filed	4-24-58 4-24-58 4-24-58	Voluntary assignment of license and construction permit to WCMS Radio Norfolk, Incorporated.  Philip M. Baker, Atty.	GRANTED EFF:	5-9-58 4-10-58

AUG. 1955

Call  
Letters WCMSName WCMS RADIO NORFOLK, INCORPORATED  
Norfolk, Virginia

File No.	Dated	Application for	Action	
			Nature	Date
BR-2240 Rec'd Resub. Rec'd Filed	6-30-60 6-30-60 8-22-60 8-23-60 8-23-60	Renewal of license Atty: Philip M. Baker	<del>RETURNED</del> <del>Dated wrong.</del> GRANTED	<del>6-29-60</del>  9-28-60
BTC-3708 Rec'd Filed	3-20-61 3-21-61 3-21-61	Voluntary transfer of control of licensee corporation from Cy Blumenthal to George Aubrey Crump.  Philip M. Baker, Atty.	GRANTED EFF:	5-11-61 6-1-61
BZ-4834 R. & F.	11-16-62 11-21-62	Authority to determine operating power by direct measurement of antenna power. Atty- Philip M. Baker	GRANTED	2-26-63

AUG. 1955

# 8

Call  
Letters W.C.M.S.Name WCMS RADIO NORFOLK, INCORPORATED  
NORFOLK, VIRGINIA

File No.	Dated	Application for	Action	
			Nature	Date
BR-2740 R & F	6-19-63 6-26-63	Renewal of license Atty. Philip M. Baker	GRANTED	9-13-63
BP-16,057 R. & F.	11-20-63 12-4-63	CP to change antenna-transmitter location from intersection of Defense Hwy and First Street in Glenrock, Norfolk, Virginia to U. S. Route 13, approx. 1 mi. N of Indian River Road, Virginia Beach, Virginia, and install a new transmitter (Gates BC-1G). Atty: Philip M. Baker Engr: Willis C. Beecher	GRANTED	1-30-64
EL-10,664 Rec'd Filed	6-17-64 6-18-64 7-9-64	Lic to cover CP(BP-16,057 as mod) which auth chg ant-trans loc and install new trans. Atty- Philip Baker	GRANTED	12-31-64

## APPLICATION RECORD - BROADCASTING

Call  
Letters WCMSName WCMS RADIO NORFOLK, INCORPORATED  
Norfolk, Virginia

File No.	Dated	Application for	Action	
			Nature	Date
BRC-2498 Sec'd Filed	6-30-64 6-30-64 6-30-64	CP(BP-16057) Modification of <del>license</del> to operate main transmitter by remote control from 5600 Curlew Drive, Norfolk, Virginia. Philip M. Baker, Atty.	GRANTED	7-9-64
BP-16,954 R & F	10-8-65 10-11-65	CP to increase power from 1kw to 5kw; install new trans. (Gates BC-5P-2S); install Directional Antenna system (DA-D); and delete remote control. Philip M. Baker, Atty. Willis C. Beecher, Engr.	GRANTED Cond'l re: Phase Mon., Field meas. equip., DA & non-DA proof.	2-1-67
BR-2740 R & F	6/24/66 7/5/66	Renewal of License Atty: Philip M. Baker	GRANTED	9-9-66
BP-17,930 R. & F.	11-20-67 11-20-67	CP to replace expired permit BP-16954 which auth. incr. power, install new trans., install DA-D, and delete remote control operation. atty-Jones and Baker	GRANTED	11-24-67



CONTACT: George A. Crump and/or Philip Baker

PHONE: Crump - Code 703; 420-1050

Baker - " 202; DI 7-8881

ADDRESS: Crump - 5600 Curlew Drive

Norfolk, Virginia

Baker - Pennsylvania Building

Washington, D. C.

FORM BC-121 #10  
 AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W C M S

Name W C M S RADIO NORFOLK, INCORPORATED  
Norfolk, Virginia

File No.	Dated	Application for	Action	
			Nature	Date
BL-11,958 R & F #410639 \$30 PT MAY 8 1968	3/5/68 3/6/68 3/6/68 3/19/68	License (BP-17,930 as reinstated, for changes specify type transmitter GATES BC-5H). Atty: Philip M. Baker Engr: Chas. H. Smith, D.C.	GRANTED	7-18-68
BP-18,561 R. & F. #499474 \$30 MAY 15 1969	3-10-69 3-17-69 3-17-69	CP to make changes in DA system (increase height of NE tower). atty-Jones, Sells, and <u>Baker</u> enr-Willis C. Beecher	GRANTED  FORFEITED LTR. 4-27-70	5-20-69
BR-2740 R & F #525670 \$75. P.N. filed \$50.00 refunded Overpayment (\$230. sub.) PRESS JUL 31 1969	6-11-69 7-1-69 7-1-69 7-1-69 7-30-69	Renewal of license Atty-Jones, Sells and <u>Baker</u>	GRANTED	9-30-69

APPLICATION RECORD - BROADCASTING

Call  
Letters WCMS

Name WCMS RADIO NORFOLK, INCORPORATED  
Norfolk, Virginia

File No.	Dated	Application for	Action	
			Nature	Date
BRC-3395 Rec'd Filed #563884 DEC 30 1969 Amended 1-12-70 re measurement data.	12-3-69 12-15-69 12-23-69 12-15-69	Mod. of license to operate transmitter by remote control from 5600 Curlew Drive, Norfolk, Virginia (DA-D) Atty.: Philip M. Baker	GRANTED	4-3-70
BR-2740 R & F PN PRESS JUL 3 1975	6-29-72 6-30-72 6-30-72 8-1-72	Renewal of License Atty: Philip M. Baker AMENDED 12-6-72 re: equal employment prog.	GRANTED	9-19-73

APPLICATION RECORD - BROADCASTING

Call Letters WCMS

Name WCMS RADIO NORFOLK, INCORPORATED  
Norfolk, Virginia

File No.	Dated	Application for	Action	
			Nature	Date
BR- 2740 R & F PN PRESS	5-19-75 6-2-75 6-2-75 <i>July 3, 1975</i>	Renewal of license Atty- Philip M. Baker PETITION TO DENY filed 8-29-75 by Robert M. Booth, Jr., counsel on behalf of Radio Tidewater, Inc.	GRANTED	1-30-76
OPPOSITION TO PETITION TO DENY filed 9-29-75 by Philip M. Baker on behalf of WCMS REQUEST TO WITHDRAW PETITION TO DENY filed 10-15-75 by Robert M. Booth, Jr., counsel on behalf of Radio Tidewater, Inc.				
BR-2740 R & F PRESS	5-1-78 5-18-78 MAY 25 1978	RENEWAL OF LICENSE	GRANTED	9-14-78
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#13

## APPLICATION RECORD BROADCASTING

1050KHz.

Call Letters: W C M S

Name: WCMS RADIO NORFOLK, INCORPORATED

Station Location: NORFOLK, VIRGINIA

File No.	Date	Description	Action and Date
BML790917AB PRESS (0)	SEP 29 1979	Modification of License to change Main Studio Location to: 900 Commonwealth Place, Virginia Beach, Virginia & Operate Transmitter By RC from Main Studio Location (OUTSIDE CITY LIMITS).	GRANTED 10/16/79
BZ-800624AD R & F PRESS	6-24-80 JUL 16 1980	DIRECT MEASUREMENT Atty: Mark S. <del>XXXXXXXX</del> Fowler (Fowler & Meyers,)	GRANTED 11-19-80
BR810601VV PRESS AUG 0 3 1981		RENEWAL OF LICENSE Atty. David Meyers	GRANTED 10--2-81

## 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.

