

WELR



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

BROADCASTING STATION LICENSE RECORD

Date first licensed 6-30-78 EFF:) Call letters W E L RROANOKE BROADCASTING COMPANY, INC. (AL 6-30-78 EFF: 11-25-78) LOCATION: ROANOKE, ALABAMA

xxEARL E. MANNING, JR. (AL-11-3-64; EFF: 12-22-64)

xMrs. I. W. WRIGHT and JOHN WILSON BUTTRAM, JR., JOINT EXECUTORS OF THE ESTATE OF J. W. BUTTRAM,

dba THE ROANOKE BROADCASTING COMPANY (AL 5-15-64 EFF:

xJ. W. BUTTRAM, tr/as THE ROANOKE BROADCASTING COMPANY (AL 2-25-52, Eff. 3-5-52)

Name of licensee xE. L. ROBERTS AND J. W. BUTTRAM, d/b as THE ROANOKE BROADCASTING COMPANY

Transmitter location 801 North Main St., Roanoke, Ala. (MP 1-16-50) (Lic. 6-3-50)Main studio location 801 North Main St., Roanoke, Ala (MP 1-16-50) (Lic. 6-3-50)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BP-6765	8-11-49	1360	1kw	Daytime	
CP for a new station granted subj. filing LP for approval T site and antenna. LTR. 3-16-49.					
BP-6765	1-16-50	1360	1kw	Daytime	3-16 9-16-50
BMP-4855	Mod. CP (6765) for approval of antenna, T and studio site, and change type of T. (COND. CLAUSE)				
SI-5519	8-1-50	1360	1kw	Daytime	11-1-50
Lic. for construction of station.					
Telegram	3-16-51	Temp. permission to use lower class operator granted period 3-16-51 thru 4-16-51			
Tele.	4-17-51	Auth. extended until 5-16-51 to operate station with holder of lower class permit.			
BR-2464	10-25-51	1360	1 kilo	Daytime	11-1 4-1-52
BAL-1323	2-25-52	Vol. assignment of license to J. W. BUTTRAM, tr/as THE ROANOKE BROADCASTING COMPANY			
Eff.	3-5-52				
BR-2464	3-27-52	1360	1kw	Daytime	4-1 4-1-55
BR-2464	3-23-55	Renewal of license			4-1 4-1-58
TELEGRAM 3-28-58 Action on renewal deferred 3-27-58 and continued operation authorized until final determination on application.					
BR-2464	4-9-58	Renewal of license			4-9 4-1-61
	3-29-61	Commission deferred action on renewal pending further consideration.			
BR-2464	5-11-61	Renewal of license			5-11 4-1-64
BR-2464	3-17-64	Renewal of License			4-1 4-1-67
BAL-5101	5-15-64	Involuntary assignment of license to Mrs. T.W.Wright and John Wilson Buttram, Jr., Joint Executors of the Estate of J.W. Buttram, dba The Roanoke Broadcasting Company			
BAL-5235	11-3-64	Voluntary assignment of license to			
EFF:12-22-64		EARL E. MANNING, JR.			
Ltr. dated 3-14-66 & rec'd 3-16-66 giving notification per Sect. 73.48(a)(5) Rules that a Bauer 707 trans. is now installed & in oper. (Eff:3-13-66)					

Form BC 126

June 1954

#2

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WELR

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
BZ-5962	5-26-66	1360kc	1kw	Daytime	5-26 4-1-67
Authority to determine operating power by direct measurement of antenna power.					
HR-2464	4-21-67	Renewal	of License		4-21 4-1-70
TELEGRAM	10-17-67	PSA	500w		
BR-2464(S)	4-1-70	RENEWAL			4-1-73
EBSA	6-12-72				
BR-2464(S)	3-30-73	Renewal			4-1-76
BR-2464(L)	4-19-76	Renewal			4-1-79
BAL-9388	6-30-78	VOL. AL	EFF: 11-25-78		
BR-781201WA(L)	3-22-79		RENEWAL		4-1-82

APPLICATION RECORD - BROADCASTING

Call **WEIR**
 Letters **New**

E.L.ROBERTS and J.W.BUTTRAM,

Name **d/b as THE ROANOKE BROADCASTING COMPANY**
(PO 817 Forrest Avenue, Gadsden, Alabama)

File No.	Dated	Application for	Action	
			Nature	Date
EP-6765	5-5-48	Construction Permit for a new standard broadcast station to be operated on: Frequency: 930kc 1360kc Power: 100w, 250w LS 250w 1kw Hours of operation: Unlimited daytime Trans. location: To be determined- Roanoke, Alabama Studio location: To be determined- Roanoke, Alabama	DOCKET # 9265	
Rec'd	5-10-48		Granted 3-11-49 subj.	
Filed	5-10-48		to filing MP for approval	
			T site and antenna	
			Ltr. 2-16-49	
			Issued with MP 4855	
AMENDED	1-25-49	AMENDED to change power from 100w 250w LS to 250w daytime only and change hours of operation from unlimited to daytime.		
Rec'd	1-27-49			
Filed	1-27-49			
AMEND.	6-14-49	AMENDED to change frequency from 930kc to 1360kc; change power from 250 watts to 1 kilowatt; change type of transmitter (Gates BC-1E)		
Rec'd	6-17-49			
Filed	6-24-49			

Transmitter-Gates ~~250-G~~ BC-1E

Julius C. Vessels, Engr.
Radio Station WGAD

APPLICATION RECORD - BROADCASTING

#2

Call
Letters WELRName E. L. ROBERTS, J. W. BUTTRAM, d/b as THE ROANOKE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-4855	10-29-49	Mod. of C.P. (BP-6765, which authorized a new standard broadcast station) for approval of antenna, transmitter and studio location as 801 North Main St., Roanoke, Alabama and change type of transmitter (W. E. 443-A-1).	GRANTED	1-16-50
Rec'd	11-2-49		re blanketing clause	
Filed	11-2-49			
AMEND.	11-24-49	AMENDED to change transmitter location (geog. coords. only)		
Rec'd.	11-28-49			
Filed	11-28-49			

APPLICATION RECORD - BROADCASTING

(AL 2-25-52, Eff. 3-5-52) Call

J.W. BUTTRAM, tr/as THE ROANOKE BROADCASTING COMPANY/ Letters W.E.L.R.

Name XL...L...Roberts...J.W...Buttram...d/b...as...THE ROANOKE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BL-3989 Rec'd Filed	3-1-50 3-6-50 3-6-50	License to cover C.P. (BP-6765, as modified) which authorized a new standard broadcast station. Claude M. Gray, Engr. Birmingham, Alabama	GRANTED 3-5-52 re broadcasting clause.	
BR-2464 Rec'd Filed	8-4-51 9-12-51 9-12-51	Renewal of license	GRANTED	10-25-51
BAL-1323 Rec'd Filed	12-28-51 1-24-52 1-24-52	Assignment of license from E. L. Roberts and J. W. Buttram d/b as The Roanoke Broadcasting Company to J. W. Buttram tr/as The Roanoke Broadcasting Company	GRANTED Eff.	2-25-52 3-5-52

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
 J. W. BUTTRAM, tr/as THE ROANOKE BROADCASTING COMPANY Letters W E L R
 Name KE. L. ROBERTS AND J. W. BUTTRAM, d/b as THE ROANOKE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BR-2464	2-26-52	Request for renewal of license	Granted	3-26-52
Rec'd	2-28-52			
Filed	2-28-52			
Amended	3-10-52	Amended to change name to J. W. Buttram tr/as The Roanoke Broadcasting Company		
Rec'd	3-13-52			
Filed	3-13-52			
BR-2464	1-3-55	Renewal of License	GRANTED	3-23-55
Rec'd	1-5-55			
Filed	1-5-55			
BR-2464	12-30-57	Renewal of License.	GRANTED	4-9-58
Rec'd	1-2-58			
Filed	1-2-58			
BR-2464	12-29-60	Renewal of License	GRANTED	5-11-61
Rec'd&Filed	1-3-61			

FORM BC-121

AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters W E L R

EARL E. MANNING, JR.

Name ☒ J.W. BUTTRAM, tr/as THE ROANOKE BROADCASTING COMPANY

Roanoke, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BR-2464 Rec'd Filed	12-30-63 1-2-64 1-2-64	Renewal of license	GRANTED	3-17-64
EARL-5101 R & F	5-1-64 5-4-64	Involuntary assignment of license to Mrs. I. W. Wright and John Wilson Buttram, Jr., Joint Executors of the Estate of J. W. Buttram, dba The Roanoke Broadcasting Company	GRANTED	5-15-64
EARL-5235 R & F	9-12-64 9-16-64	Voluntary assignment of license to EARL E. MANNING, JR.	GRANTED	11-3-64 EFF:12-22-64
BZ-5962 R & F	3/21/66 3/24/66	Auth. to determine operating power by direct meas. of antenna power.	GRANTED	5-26-66
BR-2464 R & F	12-29-66 1-5-67	Renewal of license.	GRANTED	4-21-67

FORM BC-121 #6
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters W.E.L.R.

Name EARL E. MANNING, JR.

Mobile, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
RE: PSA	MOTION FOR STAY BY JUPITER BROADCASTING COMPANY, INC. (WSAI) BY HARRY PLOTKIN. PETITION FOR RECONSIDERATION BY JUPITER BROADCASTING COMPANY, INC. (WSAI) FILED 11-24-67 BY HARRY PLOTKIN.		FILED	11-24-67
Petition for Reconsideration <u>DENIED</u> and Motion for Stay <u>DISMISSED AS MOOT</u> by Comm. Memorandum Opinion and Order adopted 12-20-67.				
BR-2464	12-20-69	Renewal of license	GRANTED	4-1-70
R & F	12-22-69			
#564497 \$75.	12-22-69			
PRESS				
BR-2464	12-8-72	RENEWAL OF LICENSE	Granted	3-30-73
Recd.	12-15 72	AMENDED 3-7-73 re: ascert. of comm. needs;		
PN Recd.	"	commercial policy		
FILED	12-20-72			
PRESS	JAN 5 1973			

BR-2464-Sect.II, Para. 5(data last freq. cks)not ans.-
sent ack. card req. amend.

APPLICATION RECORD - BROADCASTING

1360khz.

Call
Letters W E L R

Name ROANOKE BROADCASTING COMPANY, INC.
EARL E. MANNING, JR.
Roanoke, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BR-2464 R & F PN " PRESS	11-24-75 12-1-75 " " FEB 6 1976	Renewal of license Atty: Stambler & Shrinsky (Arthur Stambler) AMENDED 3-31-76 re: demographic study of area	GRANTED	4-19-76
BAL-9388 R & F FORM 316 (ALSO SEE WELR-FM)	6-15-78 6-19-78	Voluntary assignment of license to Roanoke Broadcasting Company, Inc. Atty - M. Scott Johnson (Glaser, Fletcher, etc)	GRANTED EFF: 11-25-78	6-30-78
BR781201WA PRESS JAN 20 1979		RENEWAL OF LICENSE Atty: M. Scott Johnson	GRANTED	3-22-79

W E L R - RECORD OF DENIAL OF INFORMAL APPLICATIONS

Tele. 5-1-50 STA not considered in accord. with Sect. 1.324 of Rules to operate local sunset to local sunrise night of 5-2-50 to broadcast election returns.

Renewal
Requested

Date
Received

Designated
for Hearing

Reason

Remarks

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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.

