

WKDW



**REMOVABLE LABEL GUIDE**

**Cat. No. 4550L**

**Patent No. 1396199**

B-S. 2940

# BROADCASTING STATION LICENSE RECORD

Date first licensed May 21, 1954

W K D W (EFF: 3-1-74)  
Call letters W A T C  
Station Location: Staunton, Virginia

SHENANDOAH VALLEY BROADCASTING COMPANY (AL gr 12/7/76 EFF: 12/28/76)  
X AMERICAN HOME BROADCASTING CORPORATION (AL 4-6-55 EFF: 4-26-55)  
X LLOYD COCHRAN, WILLARD F. GANON AND CHARLES E. HEATWOLE, A Partnership d/b  
Name of licensee AS AMERICAN HOME BROADCASTING COMPANY

*Spring Hill*  
Transmitter location Springhill Road, Staunton, Virginia, (BE-7-15-59)  
On County Road 810, 0.6 mile NE of city limits of  
Staunton, Virginia (MP 1-8-54) Lic. 5-21-54

426 N. New Street, Staunton, Virginia (BRC 12-2-77)  
X Springhill Road, Staunton, Virginia (BE-7-15-59)  
X On County Road 810, 0.6 mile NE of city limits of  
Main studio location Staunton, Virginia (MP 1-8-54) Lic. 5-21-54

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
HP-8713 Ltr.	9-30-53 10-6-53	900	1kw	Day	
CP for a new standard broadcast station subj. filing MP approval of ant. & trans. site.					
HP-8713 BMP-6382	1-8-54 MP (HP-8713)	900	1kw	Day	3-8 9-8-54
for approval of ant., trans. & studio sites.					
BL-5297	5-21-54	900	1kw	Day	5-21 10-1-54
Lic. cover CP 8713) as mod., for a new Standard Broadcast Station					
BR-2940	9-8-54	900	1 kw	Day	10-1 10-1-57
BAL-1981 EFF:	4-6-55 4-26-55	Vol. AL to AMERICAN HOME CORPORATION.			BROADCASTING
BR-2940	9-25-57	900	1kw	Day	10-1 10-1-60
BTC-2689 EFF:	1-22-58 3-14-58	Voluntary transfer of control of licensee corporation from Willard F. Gano to Lloyd Gochenour.			
BZ-4133 (1)	7-15-59	Authority to determine operating power by direct measurement of antenna power.			
BR-2940	9-20-60	900kc	1kw	Day	10-1 10-1-63
	10-30-63	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.			
BR-2940	2-17-64	Renewal of License			2-17 10-1-66
BR-2940	2-13-67	Renewal of License			2-13 10-1-69
BR-2940(S)	8-28-70	Renewal			10-1-72
Comtel	1-26-71	PSA	250w		
EBSA	6-12-72				
BR-2940	10-27-72(L)	RENEWAL			
BTC-7252	12-21-73	VOL TC EFF:			1-7-74
Tel	3-1-74	Call letters changed to: W K D W			
R-2940(L)	9-29-75	Renewal of License			10-1-78
BZ-9202(1)	6-8-76	Direct Measurement			
BAL-8859	12/7/76	Vol AL EFF: 12/28/76			

BC-126  
June 1975

#8

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WKDW

Station location Staunton, Va.

Name of licensee SHENANDOAH VALLEY BROADCASTING COMPANY

Transmitter location .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BRC-3961(2)	12-2-77	Mod. of lic. to chg. SL and operate trans. by RC from SL.			
BR-2940	9-14-78	(L) REN. OF LIC.			10-1-81
BZ-790301AA(1)	4-11-79	Direct Measurement			

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call

W A F O

New

Name **LLOYD GOCHENOUR, WILLARD F. GANOE, CHARLES E. HEATWOLE,** Letters  
**EARL W. FLEMING, A PARTNERSHIP d/b as AMERICAN HOME BROADCASTING COMPANY**  
 (PO c/o Lloyd Gochenour, Box 209, Harrisonburg, Virginia)

File No.	Dated	Application for	Action	
			Nature	Date
HP-8713 Rec'd Filed	12-30-52 12-31-52 12-31-52	Construction permit for a new standard broadcast station to operated on: Frequency: 900ks Power: 1kw Hrs. of operation: Daytime Trans. Location: To be determined Staunton, Virginia Studio Location: To be determined Staunton, Virginia  Frank Stollenwerck, Atty. George E. Gautney, Engr.	GRANTED subj. filing MP approval ant. & trans. site. Ltr. 10-6-53 ISSUED WITH BMP-6382	9-70-53
AMENDED Rec'd Filed	5-6-53 8-11-53 5-11-53	AMENDED to change name to Lloyd Gochenour, Willard F. Ganoe, and Charles E. Heatwole, A Partnership d/b as American Home Broadcasting Company		

GATES BC-1F

#2

FORM A-170

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call

Name LLOYD GOCHENOUR, WILLARD F. GANOE, AND CHARLES E. HEATWOLE Letters W.A.F.C.  
A PARTNERSHIP d/b as AMERICAN HOME BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-6382 Rec'd Filed	11-23-53 11-24-53 11-24-53	Modification of construction permit (BP-8713, which auth. a new standard broadcast station) for approval of antenna, transmitter and studio location as On County Road 810, 0.6 mi. NE of city limits of Staunton, Virginia.  Frank Stollenwerck, Atty. George E. Gautney, Engr.	GRANTED	1-8-54
BL-5297 Rec'd Filed	4-21-54 4-21-54 4-21-54	License to cover construction permit (BP-8713, as modified) which authorized a new standard broadcast station.  Filed by Frank Stollenwerck, Atty.	GRANTED	5-21-54



## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call

Letters W A F C

LLOYD GOCHENOUR, WILLARD F. GANOE, AND CHARLES E.

Name HEATWOLE A. PARTNERSHIP d/b as AMERICAN HOME BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BR-2940 Rec'd Filed	7-1-54 7-6-54 7-6-54	Renewal of License Filed by Frank Stollenwerck, Atty.	GRANTED	9-8-54
BAL-1981 Rec'd Filed	2-5-55 2-28-55 2-28-55	Voluntary assignment of license to American Home Broadcasting Corporation.  Frank Stollenwerck, Atty.	GRANTED EFF:	4-6-55 4-26-55
BR-2940 Rec'd Filed	6-27-57 7-1-57 7-1-57	Renewal of license.	Letter: 7-26-57 RE: Proposed program sch. missing (Sect. IV, para. 2(b)) GRANTED	7-26-57 9-25-57
BTC-2689 Rec'd Filed	12-20-57 12-20-57 12-20-57	Voluntary transfer of control of licensee corporation from Willard F. Ganoe to Lloyd Gochenour.  Frank Stollenwerck, Atty.	GRANTED EFF:	1-22-58 3-14-58

Name AMERICAN HOME BROADCASTING CORPORATION  
STAUNTON, VIRGINIA

File No.	Dated	Application for	Action	
			Nature	Date
BZ-4138 Rec'd Filed	5-20-59 5-22-59 5-22-59	Authority to determine operating power by direct measurement of antenna power.  Frank Stollenwerck, Atty. Gautney & Jones, Engrs.	GRANTED	7-15-59
BR-2940 Rec'd Filed	7-6-60 7-11-60 7-11-60	Renewal of license Atty: Frank Stollenwerck	GRANTED	9-20-60
BR-2940 R & F	6-27-63 7-11-63	Renewal of license ATTY. Frank Stollenwerck	GRANTED	2-17-64
BR-2940 R & F	7/1/66 7/5/66	Renewal of License Atty: Daly & Joyce	GRANTED	2-13-67

#5

FORM BC-121  
Aug. 1955

## APPLICATION RECORD - BROADCASTING

900khz

W K D W

Call X W A F C

Letters X W A F C

## AMERICAN HOME BROADCASTING CORPORATION

Name Staunton, Virginia

File No.	Dated	Application for	Action	
			Nature	Date
BR-2940 R & F #526867 \$75. P.N. filed PRESS AUG 1 1 1969	7-2-69 7-3-69 7-3-69 7-8-69	Renewal of license Atty-Daly and Joyce (Geo. R. Borsari, Jr.) AMENDED 10-10-69 re: Programming	GRANTED	8-28-70
BR-2940 R & F PRESS PN JUL 24 1972	7-3-72 7-3-72 7-25-72	Renewal of License Atty.: Leonard S. Joyce	GRANTED	10-27-72
BTC-7252 R & F FEE PD: \$1000 # 232698 CODE 047 (ALSO SEE FM WSGM FILED (Art. of Inc. filed) OCT 1 2 1972 Pub. notice filed 10-25-73	9-13-73 9-14-73 10-3-73	Voluntary transfer of control of lic corp from Lloyd Gochenour to Shenandoah Valley Broad- casting Company  Atty for transferor - George Borsari for transferee - Pierson, Ball & O'63 By-Laws filed 11-2-73 AMENDED 12-12-73 re B/C int & prop. prog F.C.C. - WASHINGTON, D. C.	GRANTED Req. Grant Fee	12-21-73 \$ 4,400.00*  (INCLUDE FM) EFF: 1-7-74 PD 1-10-74 W 266878 grant fee adjusted to \$4,255.96. \$144.04 was refunded

#6

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

10-54

Call  
Letters W K D WName SHENANDOAH VALLEY BROADCASTING COMPANY  
AMERICAN HOME BROADCASTING CORPORATION  
STAUNTON, VIRGINIA

File No.	Dated	Application for	Action	
			Nature	Date
BR-2940 R & F PN Recd. PRESS	5-21-75 6-2-75 " JUL 2 1975	RENEWAL OF LICENSE Brian A. Johnson, Atty.	GRANTED	9-29-75
BZ-9102 R & F DM PRESS	3-23-76 3-26-76 4-26-76 MAY 10 1976	Direct Measurement	GRANTED	6-8-76
BAL-8859 Rec'd Filed Fee pd \$50 Add'l \$150 Includes WSGM (FM) Code 047 (FORM 316) DEC 7 1976	11/12/76 11/28/76 12/2/76 W 640914 W 642234	Voluntary assignment of license to SHENANDOAH VALLEY BROADCASTING COMPANY Atty - Pierson, Ball & Dowd (Brian Johnson)  OVER	GRANTED EFF: NO FEE:	12/7/76 12/28/76

PHASE 1 REFUND ACTION

(WKDW - Am  
100.00 pymt)

TRANS.  
CODE

500

DATE

8/27/80

AMT.

65.00

INITIALS

SLB

APPLICATION RECORD - BROADCASTING

Call  
Letters W K D W

Name SHENANDOAH VALLEY BROADCASTING COMPANY  
Staunton, Virginia

File No.	Dated	Application for	Action	
			Nature	Date
BRC-3961 R & F PRESS: NOV 30 1977	9-22-77 9-26-77	Modification of License to change Studio Location to: 426 N. New Street, Staunton, Virginia and operate transmitter by Remote Control from the proposed studio site.  Atty: Thomas W. Fletcher (Cole, Zylstra, etc.)	GRANTED	12-2-77
BR-2940 R & F PRESS	5-30-78 6-1-78	Renewal of License Thomas W. Fletcher, Atty.	GRANTED	9-14-78
BZ-790301AA R & F DM PRESS	JUL 7 1978 3-1-79 3-6-79 APR 17 1979	Direct Measurement  Atty: Thomas W. Fletcher(Cole, Zylstra, etc.)	GRANTED	4-11-79

#8

## APPLICATION RECORD-BROADCASTING

900 KHZ

Call Letters: W K D W

Name: SHENANDOAH VALLEY BROADCASTING COMPANY

Station Location: Staunton, Virginia

File No.	Date	Description	Action and Date
BZ-801212AG R & F PRESS	12-12-80 JAN 12 1981	DIRECT MEASUREMENT Atty: Thomas W. Fletcher (Cole, Raywid & Braverman)	GRANTED 1-14-81 (Issued with renewal)
BR810529VD PRESS	AUG 4 1981	RENEWAL OF LICENSE Atty. Thomas W. Fletcher	GRANTED 10-22-81

W A F C      RECORD OF DENIAL OF INFORMAL APPLICATIONS

12-12-56 Wire Requesting authority to operate beyond  
normal operating hours for New Years Eve  
Watch Night Service from 12 to 3 AM 1/1/57



## 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 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.

