

WKKEW

BROADCASTING STATION LICENSE RECORD

WKEW (EFF. 11-19-80)

W G B G (ltr 12-21-49)

Date first licensed 1-11-50

Call letters x W H G R
LOCATION: GREENSBORO, NORTH CAROLINAName of licensee x GREENSBORO BROADCASTING COMPANY, INCORPORATED (AP 10-21-49) EFF: 11-29-49
x GILBERT M. HUTCHISON tr/as GUILFORD BROADCASTING COMPANYTransmitter location Eugene Court and South Edgeworth Street, Greensboro, North Carolina (BS-12-11-72)
x Morehead Avenue and South Edgeworth Street, Greensboro, N. C. (BP 9-10-69)
x Adjacent to A and Y Railroad near Retreat Street, Greensboro, N. C. (MP 10-31-49) (Lic. 1-11-50)

200 West Wendover Ave., Greensboro, N. C. (BRC 1-18-67) (Eff: 1-23-67)

x Adjacent to A & Y RR, near Retreat St., Greensboro, N. C. (BS 11-24-64)

x2436 S. Ashe Street, Extension, Greensboro, N. C. (Lic. 1-11-50)

Main studio location x To be determined, Greensboro, North Carolina (MP 10-31-49)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-5830	7-21-49	1400	250w	Un	
	Order Issued. CP for a new station granted subj. filing MP for approval T site and antenna.				
BAP-120	10-21-49	Vol. assignment of CP from Gilbert M. Hutchison tr/as Guilford Broadcasting Co. to Greensboro Broadcasting Co., Inc.			
EFF:					
BP-5830 BMP-4751	10-31-49	1400	250w	Un	12-31 6-30-50
	Mod. CP (5830) for approval of antenna and T location. (COND. CLAUSE)				
BAP-120	10-21-49	Vol. assignment of CP (to supersede that issued as of the same date to include modification of CP.			
EFF:					
BAP-120	11-16-49	Modification of Vol. assignment of CP from Gilbert M. Hutchison tr/as Guildord Broadcasting Company to Greensboro Broadcasting Co., Inc., to make a			
EFF: 11-29-49 change in conditional clause					
BL-3914	1-11-50	1400	250w	Un	1-11 8-1-50
	Lic. to cover CP (5830 as mod) for a new station and specify studio site as S. Ashe St. Ext. (COND. CLAUSE)				
BR-2391	7-21-50	1400	250w	U	8-1 8-1-53
BE-3316	8-20-51	1400	250w	U	8-20 8-1-53
	(COND'L CLAUSE)				
	Determine operating power by direct measurement				
BR-2391	7-1-53	RENEWAL OF LICENSE			8-1-53 12-1-54
BR-2391	11-3-54	1400	250w	U	12-1-54 12-1-57
BRC-580 (1)	11-18-54	Modification of license to operate transmitter by remote control from South Ashe Street, Extended, Greensboro, North Carolina			
BR-2391	11-13-57	Renewal of License			12-1 12-1-60
	11-30-60	Commission deferred action on renewal pending further consideration.			
BR-2391 BR-2391	12-7-60	renewal of License			12-7 12-1-63

Form BC 126

#2

June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W G B G

Station location

Name of licensee SEE CARD #1

Transmitter location SEE CARD #1

Main studio location SEE CARD #1

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period	
					From	To
BP-13563	3-29-61	1400kc	250w-1kw	LS U	5-29	11-29-61
		CP to increase daytime power and install a new transmitter. (COND'L)				
BMP-9444 (1)	5-18-61	Mod. 6P (BP-13563) to chg. type trans. (GATES BC 1T)				
BL-8717 (Cond'l)	9-28-61	1400kc	250w-1kw	U	9-28	12-1-63
		Lic. to cover CP (BP-13,563 as mod) which auth. incr. daytime power and instl. of new trans.				
BR-2391	11-6-63	Renewal of license				12-1 12-1-66
BS-2391 (1)	11-23-64	Mod. of Lic. to chg. studio loc. to trans. loc. & delete RC oper. of trans. from old studio loc.				
BR-2391	11-30-66	1400kc	250w, 1kw	LS U	12-1	12-1-69
BRC-3031 (1) Eff: 1-23-67	1-18-67	Mod. of license to change studio loc. to 200 West Wendover Ave., Greensboro, N. C. and operate transmitter by remote control from studio location.				
BP-18617	9-10-69	1400kc	250w, 1kw	LS U	5-10-70	
		CP to change ant. trans. location.				
BR-2391(L)	11-26-69	RENEWAL & NDEA				12-1-72
BL-12,556	3-27-70	Lic. (BP-18,617) for changes. 12-1-72				
EBSA	5-25-72					
BS-2391(1)	12-11-72	ML to redes. TL.				
BR-2391(L)	12-6-72	Renewal				12-1-75
BR-2391(L)	Superseded to delete Marking					
BR-239(S)	11-12-75	RENEWAL				12-1-78
BR780731YF (S)	11-14-78	Renewal of License				12-1-81
BTC800707EQ	9-10-80	Vol TC	EFF: 9-16-80			
EBSA	11-19-80	CALL SIGN CHANGE				

APPLICATION RECORD - BROADCASTING

Call W H G R
 Letters New

Name GILBERT M. HITCHISON tr/as GUILFORD BROADCASTING COMPANY
(PO 114 Homewood Avenue, Greensboro, North Carolina)

File No.	Dated	Application for	Action	
			Nature	Date
HP-5830	2-3-47	Construction Permit for a new standard broadcast station to be operated on: Frequency: 1400kc Power: 250w Hours of operation: Unlimited Trans. location: To be determined-In or near Greensboro, North Carolina Studio location: To be determined-Greensboro, North Carolina (Filed by John C. Hayes, Atty.; Harold B. Rothrock, Engr.)	Docket # 8204	
Rec'd	2-6-47		Granted 7-21-49	
Filed	2-6-47		after hearing; subj. filing MP for approval T site and antenna	ORDER ISSUED

Transmitter-Gates 250-C1

APPLICATION RECORD - BROADCASTING

GREENSBORO BROADCASTING COMPANY, INCORPORATED (AP 10-21-49) ^{Call} Letters W H G R

Name ^X GILBERT M. HUTCHISON tr/as GUILFORD BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-4751 Rec'd Filed	8-20-49 8-22-49 8-22-49	Mod. of C.P. (BP-5830, which authorized a new standard broadcast station) for approval of antenna and transmitter location as Adjacent to A and Y Railroad near Retreat Street, Greensboro, North Carolina. (Harold B. Bethrock, Engr.) (John C. Hayes, Atty.)	GRANTED re blanketing clause	10-31-49
BAP-120 Rec'd Filed	8-25-49 8-26-49 8-26-49	Voluntary assignment of construction permit from Gilbert M. Hutchison tr/as Guilford Broadcasting Company to Greensboro Broadcasting Company, Incorporated. Eugene L. Burke, Atty - Assignor Charles V. Wayland, Atty. - Assignee. Petition filed 10-26-49 to modify condition of grant by Burke for Hutchinson	GRANTED EFF: subj. to cond. that assignment not be effectuated until such time as the assignee shall have disposed of its interest in WGBC, Greensboro, N.C.	10-21-49 11-29-49

Name GREENSBORO BROADCASTING COMPANY, INCORPORATED

File No.	Dated	Application for	Action	
			Nature	Date
BL-3914 Rec'd Filed	12-18-49 12-20-49 12-20-49	License to cover C.P. (BP-5830, as mod.,) which authorized a new standard broadcast station and specify studio location as S. Ashe St. Extension., Greensboro, North Carolina. (Charles V. Wayland, Atty.)	GRANTED re blanketing clause	1-11-50
BR-2391 Rec'd	5-22-50 5-26-50	Renewal of license. (Charles V. Wayland, Atty.)	Granted	7-21-50
BZ-3416 Rec'd Filed	8-2-51 8-6-51 8-6-51	Authority to determine operating power by direct measurement of antenna power.	GRANTED Cond'l re blanketing	8-20-51

APPLICATION RECORD - BROADCASTING

Call
Letters W.G.B.C.

Name GREENSBORO BROADCASTING COMPANY, INCORPORATED

File No.	Dated	Application for	Action	
			Nature	Date
BR-2391	4-28-53	Renewal of License (Sect. II dated after Sect. I)	RETURNED	MAY 13 1953
Rec'd	4-30-53			GRANTED
Resub.	5-14-53			
Rec'd	5-18-53			
Filed	5-18-53			
BR-2391	8-11-54	Renewal of License	GRANTED	11-3-54
Rec'd	8-13-54			
Filed	8-13-54			
BRC-580	11-12-54	Modification of license to operate transmitter by remote control from South Ashe Street Extended, Greensboro, North Carolina	GRANTED	11-18-54
Rec'd	11-15-54			
Filed	11-15-54			

AUG. 1955

#5

Call

Letters ..W.C.B.C.....

NameGREENSBORO BROADCASTING COMPANY, INCORPORATED.....

File No.	Dated	Application for	Action	
			Nature	Date
BR-2391 Rec'd Filed	8-27-57 8-28-57 8-28-57	Renewal of License	GRANTED	11-13-57
BP-13,563 Rec'd Filed	9-28-59 9-29-59 9-29-59	Construction Permit to increase daytime power from 250w to 1kw and install a new transmitter(RCA-BTA-1R) Atty.- Fisher, Wayland, Duvall & Southmayd Engr.- George C. Davis Request waiver of Section 3.28(c) of Rules if necessary - filed 2-29-60.	GRANTED	3-29-61 Cond'l re accept interf. resulting from grant of BP-13,575, & any imposed by exist. Class IV stat. if auth. incr. power to 1kw. Submit antenna resistance meas. in accordance with Sec. 3.54 of Rules.

Aug. 1955

Call
Letters W.G.B.G.Name GREENSBORO BROADCASTING COMPANY, INCORPORATED
Greensboro, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BR-2391 Rec'd Filed	8-26-60 8-29-60 8-29-60	Renewal of license	GRANTED	12-7-60
BMP-9444 R.&F.	4-8-61 4-10-61	Modification of construction permit (BP-13563 which auth. inc. daytime power and install new transmitter) to chg. type transmitter (GATES BC 1T). Atty-Fisher, Wayland, Duvall & Southmayd	GRANTED	5-18-61
BL-8717 R. & F.	8-14-61 8-16-61	License to cover C.P. (BP-13,563 as mod.) which auth. increase daytime power and the installation of a new transmitter.	GRANTED (Cond'l re accept interference)	9-28-61

FORM BC-121
Aug. 1955

7

APPLICATION RECORD - BROADCASTING

120012
Call Letters WGBG

Name Greensboro BROADCASTING Company, Incorporated

Greensboro, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BR-2391 Rec'd Filed	8-30-63 9-3-63 9-3-63	Renewal of license	GRANTED	11-6-63
BR-2391 R & F	8-19-66 8-22-66	Renewal of license	GRANTED	11-30-66
BRC-3031 R & F	1-10-67 1-12-67	Modification of license to change studio location to 200 West Wendover Avenue, Greensboro, North Carolina and operate transmitter by remote control from studio location.	GRANTED	1-18-67 Eff: 1-23-67
Ltr.	4-16-68	Atty.: Charles V. Wayland Now represented by Arthur Stambler (J.L. Shrinsky)		
BP-18,617 R&F #30 #527453 pages 3	7-7-69 7-8-69 7-8-69	CP change ant-Trans. location to West of intersection Morehead Ave. & S. Edgeworth St., Greensboro, N.C.	GRANTED	9-10-69
Amended 8-26-69 to show correct overall height above ground.				

APPLICATION RECORD - BROADCASTING

#8

Call
Letters W G B GName GREENSBORO BROADCASTING COMPANY, INCORPORATED
Greensboro, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BR-2391 R & F #538621 \$75 PN Press	8-26-69 8-28-69 8-28-69 2 1969	Renewal of license Atty- Charles V. Wayland	GRANTED	11/26/69
BL-12,556 R & F #558454 \$30. PTA PRESS MAP	11-19-69 11-21-69 11-21-69 12-2-69 1970	Lic.(BP-18,617) as-mod. for changes.	GRANTED	3-27-70
BR-2391 R & F P.N. PRESS SEP 1972	8-25-72 8-31-72 8-31-72	Renewal of License Atty.: Wade H. Hargrove, Raleigh, N. C.	Granted	12-6-72

#9
Form BC-121
September 1969
12-50

APPLICATION RECORD - BROADCASTING

1400 khz

Call W K E W
Letters X W G B G

Name GREENSBORO BROADCASTING COMPANY, INCORPORATED
GREENSBORO, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-2391 R & F PN Recd. PRESS	7-20-75 8-1-75 " SEP 22 1975	RENEWAL OF LICENSE	GRANTED	11-12-75
BR780731YF R & F PRESS	7-25-78 7-31-78 AUG 18 1978	RENEWAL OF LICENSE	GRANTED	11-14-78
BTC800707EQ Form 315 PRESS PN FILED	JUL 23 1980 7-24-80	Vol TC from Ralph M. Lambeth to Friendly Broadcasting of Greensboro, Inc. Atty-Steven L. Evans (Raleigh, N.C.) (over)	GRANTED EFF:	9-10-80 9-16-80

BTC800707EQ AMENDED 8-26-80 re: Funds on deposit; broadcast interests and proposed officers & directors of licensee after transfer.

AMENDED 9-11-80 Re: Broadcast Interest

#10

APPLICATION RECORD-BROADCASTING

1400 kHz

Call Letters: WKEW

Name: Greensboro Broadcasting Company, Incorporated

Station Location: Greensboro, North Carolina

File No.	Date	Description	Action and Date
BAL810406GV Form 316 PRESS MAY 20 1981		Vol AL. to Friendly Broadcasting of Greensboro, Inc. Atty: Mark J. Prak	EFF: 6-26-81 ISSUED

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 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.

