

W K M G

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CATALOG NO. 4550L 1/3

June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed 7-10-68

Call letters W.K.M.G.

Station location Newberry, S.C.

INC.

SERVICE RADIO COMPANY, (AP- 3-21-68 EFF. 4-15-68)

x JAMES B. GOWAN, JAMES R. KELLY AND JOE MORRIS d/b as
E.

Name of licensee SERVICE RADIO COMPANY

Transmitter location Highway 68, South, Newberry, South Carolina (BP 7-19-67)

29108
Main studio location Same as transmitter

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To.
BP-16678	7-19-67 CP for a	1520kc	1kw	Day	9-19 3-19-68
BP-16678 (1)	10-2-67	Mod. of	CP(BP-16678)	to assign call	letters.
BP-12316 (2)	3-5-68	Mod. of	CP(BP-16678)	for ext. of	completion date to 5-1-68.
BAP-760 EFF.	3-21-68 4-15-68	Voluntary	assignment of	CP	
BL-11,999	7-10-68	Lic. (BP-16,678)	for new sta,	12-1-69	
BR 4697 (S)	11-26-69	Renewal	of License		12-1-72
BR-4697(S)	12-6-72	Renewal			12-1-75
BR-4697(L) CONTEL	11-12-75 1-23-78	PSA 50w	protect	WKBW	12-1-78
BR780719UB (S)	11-20-78	Renewal	of License		12-1-81

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters new WKMG

SERVICE RADIO COMPANY, INC.

X James B. Gowan, James R. Kelly, and Joe E. Morris and

Name ~~Franklin D. R. McClure~~ d/b as Service Radio Company

Newberry, South Carolina (P.O. - 210 - Pecan St. - Johnston - S.C.)

File No.	Dated	Application for	Action	
			Nature	Date
		% James B. Gowan, Globe Finance Co., 1100 Caldwell St., Newberry, S.C. Application for 29108		
BP-16,678 R. & F.	3-2-65 4-5-65	CP for a new standard broadcast station to be operated on: Frequency: 1520kc Power: 1kw Hours of operation: Daytime Type transmitter: Gates BC 1G Transmitter location: Highway 68 South, Newberry, South Carolina Studio location: Same as transmitter	GRANTED Cond'l res will not be auth. until permitted submits satis- factory evidence that Joe Morris has severed all connections with the licensee of Station WCAY, Cayce, S. C. Any pro-sunrise oper. must conform with Sect. 73.87 & 73.99 of the Rules.	7-19-67 Prog. tests
AMENDMENT R&F	12-24-65 12-29-65	AMENDED to change applicant name to James B. Gowan, James R. Kelly And Joe E. Morris d/b as Service Radio Company.		
		Aity: Midlen & Harrison 9-22-65, by Barker for WKDK, Newberry, S.C.		
		SUPPLEMENT TO PETITION TO DENY filed 3-6-67 by Wilkinson for WKDK.		
BAP-760 Rec'd & Filed (Form 316)	2-12-68 2-15-68	Voluntary assignment of construction permit to SERVICE RADIO COMPANY, INC.	GRANTED EFF.	3-21-68 4-15-68

FEB 28 1968

APPLICATION RECORD - BROADCASTING

Aug. 1955

Call

Letters W.K.M.G.

SERVICE RADIO COMPANY, INC.

X JAMES B. GOWAN, JAMES R. KELLY AND JOE E. MORRIS,

Name d/b-as-SERVICE..RADIO..COMPANY.....Newberry, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BMP-12,316 R. & F. FEB 28 1968	2-15-68 2-16-68	Mod. of C.P. (BP-16,678, which auth. a new standard B/C station) for extension of completion date from 3-19-68 to 5-1-68.	GRANTED	3-5-68 5-1-68
BL-11,999 R & F #425345 \$30 PT JUN 10 1968	5/2/68 5/6/68 5/6/68 5/16/68	License (BP-16,678 as mod.) for new station. Engr: Palmer A. Greer, Greenville, S.C.	GRANTED	7-10-68
BR-4697 Rec'd #538888 \$75. P.N. filed PRESS OCT 18 1969 Resub R & filed OCT 30 1969	8-30-69 9-4-69 9-4-69 9-4-69	Renewal of license	RETURNED Signed by Director for 11-24 Granted	10-15-69 re: 11-26-69

APPLICATION RECORD - BROADCASTING

Call
Letters W K M G

Name SERVICE RADIO COMPANY, INC.
NEWBERRY, SOUTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-4697 R & F PN Recd. PRESS SEP 25 1972	8-29-72 9-5-72 "	RENEWAL OF LICENSE	Granted	12-6-72
BR-4697 R & F PN Recd. PRESS AUG 21 1975	7-29-75 7-31-75 "	RENEWAL OF LICENSE	GRANTED	11-12-75
BR780719UB R & F PRESS SEP 1 1978	7-17-78 7-19-78	RENEWAL OF LICENSE	GRANTED	11-20-78

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.

