

~~WOODWAM~~  
WOODWAM



**REMOVABLE LABEL GUIDE**

Cat. No. 4550L

Patent No. 1390199

## BROADCASTING STATION LICENSE RECORD

Date first licensed 10-19-48Call letters W O O W (4-13-58)  
X W H E DLOCATION: ~~WASHINGTON, NORTH-CAROLINA~~

W O O W BROADCASTING, INC. (AL 4-29-66 EFF: 5-1-66) GREENVILLE, NORTH CAROLINA (CP L-6-6-60)

~~x~~ W O O W, INC. (AL 5-28-58) EFF: 5-29-58~~x~~ JOHN P. GALLAGHER (AL 4-2-58) EFF:~~x~~ PAMLICO BROADCASTING COMPANY (AL 6-30-54, Eff. 7-1-54)Name of licensee x BEAUFORT BROADCASTING COMPANY

10 Side Street, Greenville, North Carolina

~~x~~ Shore Drive and Side Street, Greenville, North Carolina (CP 5-27-59) / L 6-6-60Transmitter location ~~x~~ On. U.S. Hwy No. 17, 0.7 mi. S.W. of city limits of Washington, North Carolina. (CP & MP 1-6-48) (Lic. 10-19-48)

304 Evans St., Greenville, N. Car. (MP 9-25-59) L 6-6-60

6-52)

Shore Drive and Side Street, Greenville, N. C. (Lic. 2-6-56, Eff.

~~x~~ On. U.S. Hwy. No. 17, 0.7 mi. S.W. of city limits of Washington, N. C.Main studio location ~~x~~ Guaranty Bank & Trust Building Corner Market & Main St., Washington, N. C.

(Lic. 10-19-48) (CP &amp; MP 1-6-48)

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
Letter ) BP-5673)	10-16-47	1340	250w	U	Subj. filing MP approval T site and antenna, and further subj.no oper.commenced until WGTM ceases oper. on 1340 kc <b>For a new broadcast station</b>
BP-5673 BMP-3356	1-6-48	1340	250w	U	3-6 9-6-48 Mod. BP (5673) for approval of antenna and T site (conditional clause)
---	4-29-48	1340	100 watts		unlimited time, pending cessation of opr. on 1340 kc by Station WGTM, Wilson, N.C. for the period beginning 4-29-48 and ending in no event later than 5-28-48.
BL-3146	10-19-48	1340	250w	U	10-19 2-1-50 Lic. to cover CP (5673 as mod) for a new standard station.
BZ-3028	3-31-49	1340	250w	U	3-31 2-1-50 Determine opr. power by direct method.
BS-2142	1-25-50	Extension of License			2-1 6-1-50
BS-2142	5-31-50	Extension of license			6-1-50 9-1-50
BR-2142	8-31-50	1340	250w	U	8-31-50 2-1-53. <b>Renewal of license</b>
BS-3237	12-15-50	1340	250w	U	12-15 2-1-53 Authority determine operating power by direct method
BR-2142	1-28-53	1340	250w	U	2-1 12-1-54
Telegram	3-25-53	Silent 90 days from 3-25-53			
Telegram	6-24-53	Ext.auth. remain silent to 7-5-53			
Telegram	7-2-53	Ext.auth. remain silent to 7-15-53			
Telegram	7-8-53	Ext. auth. remain silent to 10-5-53			
Telegram	9-4-53	Ext. auth. remain silent to 1-3-54			
BAL-1793 Eff.	6-30-54 7-1-54	Vol. assignment of license to PAMLICO BROADCASTING COMPANY			
Telegram	11-30-54	Continued operation authorized until final determination on application for renewal of license			

Form BC-126

June 1954

Card 2

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ..... W C O W  
W H E D

Name of licensee .....

Transmitter location .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BR-2142	12-22-54	1340	250w	U	12-22 12-1-57
BTC-2019 EFF:	7-27-55 6-16-55	Vol. trans. of control to W. W. Moore and Mary Moore, as family group.			
BZ-3749 (1)	2-13-56	Authority to determine operating power by direct measurement of antenna power.			
BR-2142	11-20-57	1340	250w	U	12-1 12-1-60
BAL-2959 EFF:	4-2-58	Voluntary assignment of license to John P. Gallagher			
BAL-3040 EFF:	5-28-58 5-29-58	Voluntary assignment of license to WCOV, Inc.			
BP-12163	5-27-59	1340kc	250w	U	7-27 1-27-60
		CP to change antenna-trans. & studio loc., make changes in antenna, changes in ground system and change station location (Cond'1).			
BMP-8722 (1)	9-25-59	Mod. of CP(BP-12163) to change studio loc.; change transmitter to (COLLINS 20V) and request authority to operate by remote control from 304 Evans St., Greenville, N. C.			
BL-7662	6-6-60	1340	250w	U	6-6 12-1-60
		License to cover CP(BP-12163 as mod.) which auth. chg. ant-trans. & studio loc.; make chgs. in ant; chgs. in ground system; and chg. station loc.; chg. type trans. & oper. trans. by remote control from studio.			
	11-30-60	Commission deferred action on renewal pending further consideration.			
BP-12217	1-18-61	1340	250w-1kwLS	U	3-18 9-18-61
		CP to increase daytime power. (Cond'1)			
BL-2142	2-1-61	Renewal of license			2-1 12-1-63
BL-8345 (1)	7-18-61	License to cover CP(BP-12217) which auth. increase in daytime power. (Cond'1)			
BTC-4174 Eff:	2-6-63 3-1-63	Voluntary transfer of control of licensee corporation from John P. Gallagher to Charles E. Springer			

Form BC 126 #3  
June 1954

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....10-19-48.....

Call letters .....W O O W.....

Station location .....

Name of licensee .....

Transmitter location .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BR-2142	11-29-63	1340kc	250w, 1kw	LS Unl	12-1 12-1-66
BAL-5720 EFF:	4-29-66 5-1-66	Voluntary assignment of license to WOOW BROADCASTING, INC.			
BR-2142	11-30-66	1340kc	250w, 1kw	LS U	12-1 12-1-69
BZ-7139(1)	3-20-69	Direct Meas.			
BR-2142(L)	11-26-69	RENEWAL			12-1-72
EBSA	5-22-72				
BR-2142(S)	12-6-72	Renewal			12-1-75
BR-2142(L)	11-12-75	RENEWAL			12-1-78
BR 780727	UG 2-26-79	(S) REN. OF LIC.			12-1-81
BZ-791207AA(L)	1-31-80	DIRECT MEASUREMENT			12-1-81

## APPLICATION RECORD - BROADCASTING

Call W O C W  
 Letters X W H E D  
X New

Name BEAUFORT BROADCASTING COMPANY  
(PO Washington, North Carolina)

File No.	Dated	Application for	Action	
			Nature	Date
BP-5673 Rec'd Filed	1-24-47 1-30-47 1-30-47	Construction Permit for a new standard broadcast station to be operated on: Frequency: <del>1400kc</del> 1340kc Power: 250w Hours of operation: Unlimited Trans. location: To be determined-Washington, North Carolina Studio location: Same (Filed by John F. Clagett, Atty. Frank H. McIntosh, Engr.)	Docket No. 8406 GRANTED MP approval T site and antenna, and further subj. no oper. commenced until WGTM ceases oper. on 1340 kilocycles. Letter written 11-18-47	10-16-47 with- out hearing, subj. filing
AMENDED Recd. Filed	7-17-47 7-18-47 7-25-47	AMENDED to change frequency from 1400kc to 1340kc Contingent on WGTM to change frequency to 590kc	Issued with MP 3356	



Transmitter-Raytheon RA-250

## APPLICATION RECORD - BROADCASTING

#2

Call

Letters W H E DName BEAUFORT BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-3356	11-14-47	Mod. of C.P. (BP-5673, which authorized a new standard broadcast station) for approval of antenna and transmitter location at On U.S. Highway 17, 0.7 of a mile Southwest of city limits of Washington, North Carolina, and to specify studio location as Guaranty Bank and Trust Building, Corner Market and Main Streets, Washington, North Carolina.  (Filed by John F. Clagett, Atty.)	GRANTED	1-6-47
Rec'd	11-18-47		subj. to condition that	
Filed	11-18-47		no operation be commence until WGTM Wilson, N.C. ceases operation on 1340 kc.	

## APPLICATION RECORD - BROADCASTING

Call  
Letters **W H E D**Name **BEAUFORT BROADCASTING COMPANY**

File No.	Dated	Application for	Action	
			Nature	Date
BL-3146 Rec'd Filed	3-13-48 5-4-48 5-4-48	License to cover C.P. (BP-5673, as mod.,) which authorized a new standard broadcast station.  (Filed by: John F. Clagett, Atty.)	GRANTED	10-19-48
BZ-3028 Rec'd Resubm. Rec'd Filed	2-28-49 3-2-49 3-15-49 3-17-49 3-22-49	Authority to determine operating power by direct measurement of antenna power.	<del>Ret'd 3-10-49</del> <del>signed by general manager.</del> GRANTED	3-10-49 3-31-49
BR-2142 Rec'd Resub. Resub. Rec'd	11-16-49 11-21-49 12-6-49 1-5-50 1-9-50	Renewal of License	<del>Ret'd 12-1-49. Only 1 copy filed.</del> <del>Ret'd again 12-29-49 - Engr. dated later than sworn date.</del> GRANTED	8-31-50

## APPLICATION RECORD - BROADCASTING

Call  
Letters W H E DName BEAUFORT BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BZ-3237 Rec'd Resub. Rec'd. Filed	11-4-50 11-15-50 11-27-50 11-28-50 11-28-50	Authority to determine operating power by direct measurement of antenna power.	<del>RETURNED</del> <del>Signed by General Manager,</del> GRANTED	<del>11-22-50</del>  12-15-50
BR-2142 Rec'd Filed	12-26-52 12-30-52 12-30-52	Renewal of License	GRANTED	1-28-53

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters W H E DName BEAUFORT BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BP-8833	4-7-53	Construction permit to move transmitter location from On U.S. Hwy. 17, 0.7 mile S.W. of city limits of Washington, N.C. <u>to</u> U.S. Highway 70, Havelock, N.C., move studio location from Guaranty Bank & Trust Bldg., Corner Market & Main St., Washington, N.C. <u>to</u> U.S. Highway 70, Havelock, N.C., and make changes in the antenna system (reduce height of tower).  George E. Gautney, Engr.	<b>DISMISSED</b>	2-2-54
Rec'd	4-9-53			<b>Failure to prosecute.</b>
Filed	4-9-53			

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

PAMLICO BROADCASTING COMPANY (AL 6-30-54, Eff.)

Call  
LettersW O O W  
X W H E D

Name x BEAUFORT BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
Rec'd	4-10-53 4-13-53	Voluntary assignment of license to Havelock Broadcasting Company.  Contingent on grant of BP-8833	RETURNED Filed on wrong form.	APR 20 1953
BAL-1793 Rec'd Filed	5-13-54 5-14-54 5-14-54	Voluntary assignment of license to Pamlico Broadcasting Company.  Frank U. Fletcher, Atty.	GRANTED Eff.	6-30-54 7-1-54
BR-2142 Rec'd Filed	11-23-54 11-24-54 11-24-54	Renewal of License	GRANTED	12-22-54

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

JOHN P. GALLAGHER

Name **X** PAMLICO BROADCASTING COMPANYCall W O C W (4-13-58)  
Letters K W H E D

File No.	Dated	Application for	Action	
			Nature	Date
BTC-2019 Rec'd Filed	6-28-55 6-29-55 6-29-55	Voluntary acquisition of positive control of licensee corporation by W.W. Moore and Mary Louise Moore, as a family group, thru acquisition of stock from R.R. Knowles and Dorothy Knowles.	GRANTED EFF:	7-27-55 5-16-55
BZ-3749 Rec'd Filed	1-16-56 1-20-56 1-20-56	Authority to determine operating power by direct measurement of antenna power.	GRANTED	2-13-56
BR-2142 Rec'd Filed	10-30-57 11-4-57 11-4-57	Renewal of license.	GRANTED	11-20-57
EAL-2959 Rec'd Filed	2-27-58 3-4-58 3-4-58	Voluntary assignment of license to John P. Gallagher.  Maurice R. Barnes, Atty.	GRANTED EFF:	4-2-58

AUG. 1955

Call

W O O W, INC.

Letters W O O W

Name x JOHN P. GALLAGHER

File No.	Dated	Application for	Action	
			Nature	Date
BAL-3040 Rec'd Filed	4-14-58 5-15-58 5-15-58	Voluntary assignment of license to WOOW, Inc.  Maurice R. Barnes, Atty.	GRANTED EFF:	5-28-58 5-29-58
BP-12,163 Rec'd Filed	7-3-58 7-8-58 7-8-58	Construction permit to change antenna-trans. and studio location from On U.S. Highway No. 17, 0.7 mile southwest of city limits, Washington, North Carolina TO <del>Beech-St., extended, adjacent</del> <del>to Greenville, North Carolina</del> ; make changes in antenna ( <del>incr. height</del> ); changes in ground system and change station location from Washington, North Carolina TO GREENVILLE, NORTH CAROLINA.  Atty. - Barnes & Neilson Engr. - Lynne C. Smeby	GRANTED Permittee shall accept any interference that may result from a subse- quent grant of the appli- cation of Station WGNI, Wilmington, N.C. to in- crease daytime power from 250 w to 1kw.	5-27-59
Amended R. & F.	8-19-58 8-25-58	AMENDED to change antenna-trans. & studio to Shore Drive & Side St., Greenville, N.C. & decrease height of antenna, c.		



APPLICATION RECORD - BROADCASTING

Call  
 Letters W O O W

Name W O O W, Inc.

File No.	Dated	Application for	Action	
			Nature	Date
BP-12,217 Rec'd Filed	7-22-58 7-24-58 7-24-58	Construction permit to increase daytime power from 250w to <u>1kw</u> and <del>install new transmitter</del> (COLLINS 20V) <del>(Contingent on grant of BP-12163, WOOw chnging station loc. from Washington, N.C. to Greenville, N.C.)</del> (GRANTED 5-27-59) Atty. - Maurice R. Barnes Mallyck & Bernton Engr. - Lynne C. Smeby (12-7-59)	GRANTED	1-18-61 Cond'l re accept interf of existing Class IV stations in event they are auth. incr. power to 1000w.
BMP-8722 R & F	9-15-59 9-16-69	Modification of C. P. (BP-12163 which authorized chg. in antenna-transmitter & studio location chg. in antenna, ground system and station location) to change studio location from Shore Drive and Side St. Greenville, N. C. to 304 Evans Street, Greenville, change transmitter to (Collins 20V) and request authority to operate by remote control from 304 Evans St. Greenville, N. C. Atty's: Mallyck & Bernton	GRANTED	9-25-59

## APPLICATION RECORD - BROADCASTING

Call  
Letters WOOVName WOOV, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BL-7662 R&F	9-21-59 9-21-59	Lic. to cover cp(BP-12163 as mod.) which auth. chg. ant-trans. & studio loc.; make chgs. in ant.; chgs. in ground system; and chg. station loc.(Greenville,N.C.); chg. type transmitter & operate transmitter by remote control.	GRANTED	6-6-60
BR-2142 R & F	9-27-60 10-17-60	Renewal of license.  E. Theodore Mallyck, Atty.	GRANTED	2-1-61
BL-8345 R. & F.	2-8-61 2-9-61	License to cover C.P. (BP-12,217) which auth. increase daytime power <del>and transmitter</del> <del>transmitter</del> . Atty. E. Theodore Mallyck	GRANTED	7-18-61
BTC-4174 Rec'd Filed	11-26-62 12-4-62 12-4-62	Voluntary transfer of control of licensee corporation from John P. Gallagher to Charles D. Springer.  E. Theodore Mallyck, Atty.	GRANTED: EFF:	2-6-63 3-1-63

FORM BC-121 # 11  
AUG. 1955

APPLICATION RECORD - BROADCASTING

1340kc

Call  
Letters W O O W

Name *WOOOW*  
WOOOW INC.  
Greenville, N.C.

File No.	Dated	Application for	Action	
			Nature	Date
BR-2142 Rec'd Filed	9-6-63 9-10-63 9-10-63	Renewal of license Atty Mallyck & Bernton	GRANTED	11-29-63
EAL-5720 R & F	<del>3-19-66</del> 3-22-66	Voluntary assignment of license to WOOOW BROADCASTING, INC.  Atty for assignor - T. Mallyck for assignee - Eugene Smith	GRANTED <b>EFF:</b>	4-29-66 <b>5-1-66</b>
BR-2142 R & F	7-27-66 8-9-66	Renewal of license Atty- Lauren A. Colby	GRANTED	11-30-66
BZ-7139 R & F DM MAR 19 1969	2/6/69 2/10/69 2/19/69	Direct Meas. Atty: Lauren Colby Engr: James L. Cason, III, New Bern, N.C.	GRANTED	3-20-69

FORM BC-121  
AUG. 1955

# APPLICATION RECORD - BROADCASTING

Call Letters WOOW

Name WOOW BROADCASTING, INC.  
Greenville, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BR-2142 R & F #538238\$75 P.N. filed Press	8-22-69 8-27-69 8-27-69 8-27-69	Renewal of license Atty-Richard J. Tarrant AMENDED 9-18-69 re: Engineering Data AMENDED 9-26-69 re Supplemental financial data	GRANTED	11-26-69
BR-2142 R & F P.N. PRESS	8-15-72 8-28-72 8-28-72	Renewal of License Atty.: Lauren A. Colby	Granted	12-6-72
BR-2142 R & F PN Recd. PRESS	7-21-75 7-31-75 " AUG 20 1975	RENEWAL OF LICENSE L.A. Colby, Atty.	GRANTED	11-12-75

Re: BR-2142-Section II, Para. 5 and Para. 8 unanswered-  
called atty, 9-4-69, for amendment.

#13

1340kc

Form BC-121

## APPLICATION RECORD - BROADCASTING

May 1976

L12-49

Call  
Letters W O O WName WOOW BROADCASTING, INC.  
GREENVILLE, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR780727UG R & F PRESS	7-12-78 7-27-78 SEP 1 1978	RENEWAL OF LICENSE Lauren A. Colby, Atty.	GRANTED	2-26-79
BZ-791207AA R & F DM PRESS	12-7-79 12-12-79 JAN 23 1980	Direct Measurement	GRANTED	1-31-80

## 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.

