

WRNG

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Form BC 126

June 1954

BROADCASTING STATION LICENSE RECORD

Official No. 4665

Date first licensed January 16, 1968

Call letters WRNG (Eff. 3-6-67)
XWATY

Station location North Atlanta, Ga.

RING RADIO COMPANY (AP 11-8-67 EFF: 11/8/67)

COMPANY

Name of licensee CHARLES SMITHGALL AND LESSIE B. SMITHGALL d/b as NORTH ATLANTA BROADCASTING/

NIGHTTIME TL: S. of Spalding Dr at Crooked Creek 3 mi. NW of Norcross, Ga. (MP gr. 9-27-79)

^N
^{NE}
2304 Lenox Rd., 0.5 mi. S. of Cheshire Bridge Rd., Atlanta, Ga. (BMP 6-21-67)

Transmitter location Meadowline Rd., 0.25 mi. W. of Ashford-Dunwoody Rd., 0.2 mi. N. of/
North Atlanta, Georgia

Zip: 30319

3954 Peachtree Road, N.E.

Main studio location To be determined, North Atlanta, Georgia (BP 2-8-65)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BP-12837	2-8-65	680kc	5kw-DA-D	Day	4-8 10-8-65
	CP for a new standard broadcast station (Cond'1).				
BP-11,609 (1)	10-4-65	Mod. of CP (BP-12,837) for ext. of completion date to 4-8-66.			
BMP-11,722 (2)	4-12-66	Modification of CP(BP-12,837 as mod.) for ext. of completion date to 10-8-66			
BMP-11,912 (3)	10-24-66	Mod. of CP(BP-12,837 as mod) for ext. of completion date to 4-8-67			
BMP-11,837	6-21-67	680kc	5kw	Day	8-21 2-21-68
	Mod. of CP(BP-12,837) to change to non-DA, change antenna-trans. loc., make chgs in antenna system (dec. hgt., one tower)change studio location to be determined and operate trans. by remote control from studio location (Cond'1).				
BP-755	11-8-67	voluntary assignment of CP			
EFF:	11/8/67				
BP-17931	12-5-67	680kc	1kw	Aux.	2-5 8-5-68
	CP to install aux. trans. (BAUER 707) at main trans. loc., to be operated on 680kc, power of 1kw, with remote control from studios.				
TELEGRAM	12-6-67	PSA	500w		
BL-11,853	1-16-68	680kc	5kw	Day	1-16 4-1-70
	Lic. to cover CP(BP-12,837 as mod)				
BL-11,854	1-16-68	680kc	1kw	Aux.	1-16 4-1-70
	Lic. to cover CP(BP-17,931)				
BP-18185	11-20-69	680kc	25kw	Day	7-20-70
	CP to increase power and install new trans. (Cond'1).				
BR-4665 (L) BZ-7496	5-20-70	RENEWAL Direct Meas.		AUX. ()	4-1-73
BR-4665 (L) BL-12614	5-20-70	Renewal Main Trans.			4-1-73
	Lic. cover CP (BP-18185 for changes)				
EBSA	6-12-72	680kc	25kw	Day	
BR-4665 (L)	3-30-73	RENEWAL OF LICENSE (Main & Auxiliary)			4-1-76

BROADCASTING STATION LICENSE RECORD

CARD 2

Date first licensed

Call letters WRNG

Station location North Atlanta,
Georgia

Name of licensee Ring Radio Company

Transmitter location See Card 1

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BR-4665(S)	8-24-78	Renewal of License			4-1-79
BZ-9481 (L)	1-18-78	Direct Measurement			4-1-79
BMP781220AH (1)	2-15-79	MP (BP-20,252) for ext. of 8-9-79 completion date to:			
BRC79061LAJ(2)	7-17-79	MP(BP-20,252) for RC			
CONTEL	10-2-79	stnt. re sample system.			
BMP-790605AJ	9-27-79	680 KHz.	10kW, 25kW Unl.		9-27-80
CP to chg. ant. system, chg. TL, & specify modified pattern					
BL-790614AC(L)	7-29-80	Lic. to cover BP-20252 as mod. for changes (Nighttime Site Only)			4-1-82
BR-781201C7(1)	3-27-79	RENEWAL OF LICENSE			4-1-82
BP800107AT (L)	11-25-80	680khz	10kw	50kw Unl.	11-25-81
CP to incr. daytime power Install DA-2 Install trans & mke chgs. in ant ystem.					

APPLICATION RECORD - BROADCASTING

AUG. 1955

Name CHARLES SMITHGALL AND LESSIE B. SMITHGALL d/b as
 NORTH ATLANTA BROADCASTING COMPANY
 (P.O. ~~309~~ 1670 Blue Ridge Drive, Gainsville, Georgia)

Call
 Letters NEW W A T Y

File No.	Dated	Application for	Action	
			Nature	Date
BP-12837 Rec'd Filed	2-13-59 2-16-59 2-16-59	Construction Permit for a new standard broadcast station to be operated on: Frequency - 4450kc 680kc Power - 1kw DA-D 5kw DA-1 Hours of operation - Daytime Unlimited Trans. location - North of Nancy Creek be- tween S. Johnson & Dunwoody Rds. North Atlanta, Georgia Studio location - To be determined North Atlanta, Georgia STATION LOCATION - NORTH ATLANTA, GEORGIA Atty. - Pierson, Ball & Dowd Engr. - George C. Davis	GRANTED	2-8-65
		AMENDED to change frequency to 680kc; power to 5kw; hours to Unlimited; change from DA-D to DA-1; make changes in antenna (inc. hgt & 4 addl towers); change type trans. (GATES BC 5P2) and chg antenna-trans. location to Meadowline Rd., 0.25 mi. West of Ashford-Dunwoody Road, 0.5 miles N. of North Atlanta, Georgia.	Cond'l res: Phase Mon., Field meas. equip., DA & complete non-DA proof. After Hearing Docket No. 14855 Order Issued (Daytime Only).	
AMENDED R. & F.	5-11-59 5-13-59			

SEE CARD #2 FOR AMEND

~~RCA-DTA-1R~~. GATES BC 5 P2

APPLICATION RECORD - BROADCASTING

Call
Letters NEW W A T Y

Charles Smithgall and Lessie B. Smithgall
Name dba. NORTH ATLANTA BROADCASTING COMPANY
North Atlanta, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BP-12837 (cont'd) AMENDMENT R & F	4-7-62 4-9-62	AMENDED to make changes in the directional antenna system (5 tower array); changes in ground system.	GRANTED	2-8-65
BMP-11,609 R&F	9-2-65 9-8-65	Mod. of C.P. (BP-12,837 which auth. a new AM B/C station) for extension of completion date from 10-8-65 to 4-8-66. Atty: Pierson, Ball & Dowd	GRANTED	10-4-65
BMP-11,722 R & F	3-2-66 3-3-66	Modification of CP (BP-12,837, as modified, which authorized a new AM broadcast station) for extension of completion date from 4-8-66 to _____ . (480 KC) Atty: Pierson, Ball & Dowd	GRANTED to	4-12-66 10-8-66

FORM BC-121
Aug. 1955

3
APPLICATION RECORD - BROADCASTING

Call
Letters WATV

CHARLES SMITHGALL AND LESSIE B. SMITHGALL d/b as
Name NORTH ATLANTA BROADCASTING COMPANY
NORTH ATLANTA, GEORGIA

File No.	Dated	Application for	Action	
			Nature	Date
BMP-11,837 Recd Filed	9-2-65 9-14-65 10-5-65	Mod. of CP(BP-12,837/ ^{as mod.} which auth. a new standard b/c station) to change from DA-D to non-DA, change antenna-trans. location to Creek Drive at DeKalb-Fulton County Line, North Atlanta, Georgia, and studio and make chgs in antenna system(dec. hgt.; one tower). Atty: Pierson, Ball & Dowd Engr: George C. Davis	GRANTED Cond'l res: Charles Smithgall, Permittee shall assume responsibility, A complete non-directional proof of performance, Pre-sunrise operation.	6-21-67
SEE AMEND CARD #4				
BMP-11,912 R & F	9-12-66 9-15-66	Modification of CP(BP-12,837 as mod., which authorized a new AM broadcast station ⁹ for extension of completion date from 10-8-66 to Atty: Pierson, Ball & Dowd	GRANTED to	10-24-66 4-8-67
Ltr. 1-25-67	Richard	Hildreth now atty. 347-1500		

CONTACT: Charles Smithgall

PHONE: Code 404; 536-3344 - Business

534-5500 - Residence

ADDRESS: 1670 Blue Ridge Drive - Residence

403 First National Bank Building - Business

Gainesville, Georgia 30501

LEGAL REPRESENTATIVE:

Tom Dowd

Pierson, Ball & Dowd

1000 Ring Building

Washington, D. C.

FORM BC-121
Aug. 1955 #4

APPLICATION RECORD - BROADCASTING

(680kc)

Call
Letters WRNG

Name X CHARLES SMITHGALL AND LESSIE B. SMITHGALL d/b as NORTH ATLANTA BROADCASTING COMPANY
NORTH ATLANTA, GEORGIA

File No.	Dated	Application for	Action	
			Nature	Date
BMP-12,015 R & F	3-13-67 3-16-67	Mod. of CP(BP-12,837 as mod., which auth a new AM broadcast station) for extension of completion date from 4-8-67 to 10-6-67 Atty. Fletcher, Heald, Rowell, Kenehan & <u>Hildreth</u>	DISMISSED as MOOT.	8-7-67
BMP-11,837 AMENDMENT R & F	cont'd 10-26-66 10-27-66	AMENDED to change ant-trans location to Lenox Rd., 0.5 mi. south of Cheshire Bridge Rd., Atlanta, Ga.; and change studio location to and operate trans by remote control from location to be determined in North Atlanta, Ga.	GRANTED	6-21-67
BAP-755 R & F (Form 316).	10-2-67 10-18-67	Voluntary assignment of construction permit (BP-12837, as mod.) to RING RADIO COMPANY Atty - Fletcher, Heald etc (E.W.Hummers, Jr.)	GRANTED EFF: 11-8-67	11-8-67

CC 87 1967

AUG. 1955

Call
Letters W.R.N.G.Name RING RADIO COMPANY
NORTH ATLANTA, GEORGIA

File No.	Dated	Application for	Action	
			Nature	Date
BP-17,931 R. & F. 1967	11-21-67 11-21-67	CP to install auxiliary trans. (BAUER 707) at main trans. loc.; to be operated on 680kc; power of 1kw, with remote control from studios (specified as 3954 Peachtree Rd., N.E. North Atlanta, Ga.; For aux. purposes only. Atty-Fletcher, Heald, Rowell, Kennehan & Hildreth Engr-Geo. C. Davis	GRANTED	12-5-67
BL-11,853 Rec'd Filed PTA-12-1-67 JAN 8 1968	11/21/67 11/21/67 11/21/67	Lic. to cover CP (BP-12,837 as mod.) which auth. a new standard b/m station, specify type trans. Bauer FB-5V. Atty: Richard Hildreth Engr: Richard L. Biby, D.C.	GRANTED Cond'l re. pre-sunrise.	1-16-68
BL-11,854 Rec'd Filed PTA-12/14/67 JAN 8 1968	12/5/67 12/5/67 12/11/67	Lic. to cover CP (BP-17,931) which auth. install aux. trans. at main trans. loc. with remote control for auxiliary purposes only. Atty: Richard Hildreth Engr: Ralph E. Dippelly	GRANTED	1-16-68

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters W R N GName Ring Radio Company
North Atlanta, Ga.

File No.	Dated	Application for	Action	
			Nature	Date
BP-18,185	4-29-68	CP to change from 680kc, 5kw, Day to 680kc, 25kw, Day, and install new trans(Bauer 725). atty-Fletcher, Heald, Rowell, Kenehan & Hildreth enr-Ralph E. Dippell, Jr.	GRANTED	11-20-69
Rec'd & F	5-3-68		Cond'l re:	Type acceptanc
#425298 \$75	5-3-68		of the proposed trans.	
NP rec'd	5-14-68		External cross-modu-	
Amended	8-8-68		lation and for the	
enr. statement			installation & adjustmen	
AUG 23 1968			of filter circuits of	
Amended 7-16-69 re Engineering.			other equipment in the	
Amended 10-1-69 re Community needs.			antenna systems.	
			A complete non-DA proof	
			of performance.	
			Antenna resistance meas	

RE BP-18,185 Ltr. filed 7-9-68 by Arent, Fox, Kintner, Plotkin & Kahn on behalf of
WQXI, Atlanta, Ga. re addl condl re Cross Modulation

CONTACT: S. C. SINGER; PHONE: CODE 404; 261-6800; ADDRESS: 3954 Peachtree Rd., N.E.
North Atlanta, Georgia

APPLICATION RECORD - BROADCASTING

Call
Letters W.R.N.G.

Name RING RADIO COMPANY
North Atlanta, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BR-4665 R & F #566943 \$75. #566942 \$30. P. N.	12-3-69 1-2-70 1-2-70 1-2-70 1-8-70	Renewal of License (Main and Auxiliary) Atty: Richard Hildreth (Over) FEB 3 1970	GRANTED ISSUED WITH BZ-7496 (Aux.) BL-12614 (Main)	5-5-70
BL-12,614 R & F #579274 \$30. PTA PRESS MAY 14 1970	2-18-70 2-19-70 2-19-70 2-26-70	Lic.(BP-18,185) for changes. Atty: Fletcher, Heald, Rowell, Kenahan & <u>Hildreth</u>	GRANTED	5-20-70
BZ-7496 R & F DM PRESS MAY 14 1970	2-18-70 2-19-70 2-26-70	Direct Meas. (Auxiliary) Atty: Richard Hildreth	GRANTED	5-20-70

BR-4665 - Community Coalition comments on approval of
policies and procedures adopted by station
filed 4-13-70

APPLICATION RECORD - BROADCASTING

Call
Letters WRNGName RING RADIO COMPANY
North Atlanta, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BR-4665 R & F P.N., PRESS JAN 17 1973	12-12-72 1-2-73 1-2-73	Renewal of License (Main & Auxiliary) Atty.: Richard Hildreth	GRANTED	3-30-73
BR-4665 R & F PN Recd. PRESS JAN 8 1976	11-25-75 11-28-75 " JAN 8 1976	RENEWAL OF LICENSE (MAIN & AUXILIARY) V.J.Curtis, Jr., Atty. AMENDED 1-20-76 re: signature page	GRANTED	8-24-76
BP- 20,252 Rec'd Filed <u>\$1,600.00</u> AC-001 PN'REC'D Amended Amended MAR 14 1977	2-29-76 2-27-76 2-27-76 3-18-76 7-13-76 re: 2-27-76 re:	Construction permit to add nighttime oper. with 10kw DA-N, chg. hours of oper. to Unl. Trans. loc. South of Peachtree Rd. at Crooked Creek 3 mi. N.W. of Norcross, Ga. (Two site oper.) Atty: Fletcher, Heald, Etc. Eng. Ralph Dippell 33° 57' 42" 84 15 48" Engineering, reduce towers height VG	GRANTED	1-17-78 Major Environmental Act. under Sec. 1.1305 of the rules.

BP-20,252

Amended 3-14-77 re: Ltr. concerning Environmental Impact

PETITION TO DENY filed 5-9-77 by Wade H. Hargrove on behalf of Durham Life B/C Service, Inc

OPPOSITION TO PETITION TO DENY filed 5-23-77 by Richard Hildreth on behalf of applicant

Amended 5-25-77 re: Bank Ltr. Financial infor.

REPLY TO OPPOSITION TO PETITION TO DENY filed 6-9-77 Wade H. Hargrove on behalf of Durham Life B/C Service, Inc.

MOTION TO STRIKE filed 7-1-77 by Richard Hildreth on behalf of applicant

OPPOSITION TO MOTION TO STRIKE FILED 8-8-77 by Durham Life B/C Service, Inc.

PHASE 1 REFUND ACTION

TRANS.

CODE

500

DATE

80/02/07

AMT.

240.00

INITIALS

[Handwritten Signature]

APPLICATION RECORD - BROADCASTING

680khz

Call
Letters W R N G

#9

Name RING RADIO COMPANY
North Atlanta, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BB-9481 R & F DM PRESS <u>AUG 11 1977</u> Aux. 302(re'cl0-4-77	5-18-77 6-7-77 7-22-77 10-4-77	Direct Measurement Atty: Richard Hildreth	GRANTED	1-18-78
BMP781220AH PRESS	FEB 5 1979	MP (BP-20,252) for Extension of Time to: <u>7-17-79</u> (FOR CHANGES)	GRANTED	2-15-79
BR781201C7 PRESS:	FEB 27 1979	RENEWAL OF LICENSE (Main & Aux. Trans) Atty: Richard Hildreth	GRANTED	3-27-79

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call
Letters W.R.N.G.Name Ring Radio Company
North Atlanta, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
790509AD PRESS: BP-800107AT		Construction permit to incr daytime power to 50 KW; install DA-2; install trans HARRIS MW 50 make chgs in ant sys ATTY: Richard Hildreth PETITION FOR RECONSIDERATION FILED MAJOR ENVIRONMENTAL ACTION UNDER SECTION 1.1305 GRANT 11-30-79	RETURNED VIOLATION OF SECTION 73.37(a) --	11-30-79 (OVER) Con'd GRANTED 11-25-80
BRC790614AJ PRESS (0)	JUL 12 1979	Modification of license to operate transmitter by Remote Control from: 3954 Peachtree Road, N.E., Atlanta, Georgia, Main Studio Location. Atty. Richard Hildreth (Fletcher, Heald & Hildreth)	GRANTED	7-17-79

BP-800107AT

Amended

1-7-80

Lttr (to correct station location on page 1)

ACCEPTED 9-3-80

CUT OFF DATE 10-3-80

Name: RING RADIO COMPANY

Station Location: NORTH ATLANTA, GEORGIA

File No.	Date	Description	Action and Date
BMP790605AJ PRESS (O)	JUL 23 1979	Mod. of CP (BP-20,252, as Mod.) to make chgs. in Ant. Sys.; chg. TL to: South of Spalding Dr. at Crooked Creek, 3 mi. NW of Norcross, Georgia & to Specify a Modified Standard Patten for Nighttime Operation. 33° 57' 42" 84° 15' 48" Atty. Richard Hildreth (Fletcher, Heald & Hildreth)	Gr. 9-27-79
BL-790614AC R & F PTA PRESS NOV 18 1979	6-14-79 10-2-79	Lic. to cover BP-20252 as mod. for changes Atty: Richard Hildreth	GRANTED 7-29-80

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 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.

