

W T O Y



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Cat. No. 4550L

Patent No. 1390199

BROADCASTING STATION LICENSE RECORD WTOY (Eff.: 12-9-68)

FOR NAME

XW P X I (EFF: 8-6-66)

x W H Y E (11-3-57)

Date first licensed October 1, 1957 SEE CARD #2Call letters X W R K E

X JOSEPH MULLEN AND JON A. HOLIDAY, JOINT VENTURERS

LOCATION: ROANOKE, VIRGINIAd/b as ROANOKE BROADCASTERS (AL-5-27-59 EFF: 7-1-59)

X JEFFERSON BROADCASTING CORP. (AL 11-27-57) EFF: 12-1-57

x DR. BERTRAM ROBERTS, ALLAN ROBERTS, SHERWOOD J. TARLOW AND JOSEPH KRUGER

d/b as ROANOKE BROADCASTING COMPANY (AL 10-16-57; EFF: 11-2-57)Name of licensee x ELMORE D. HEINS AND REBA FIGGATT HEINS

1848 Clay St., S. E., Roanoke, Va. (Redesc. BS 12-3-65)

Transmitter location X Clay St., 100' south of Clinton Ave., Roanoke, Virginia (CP 10-24-56)26 East Church Ave., Roanoke, Virginia 24011 (ltr. 12-27-68)

x 207 Third Street, S. W., Roanoke, Virginia (BRC 8-16-66)

X 1848 Clay St., S. E., Roanoke, Va. (BS 12-3-65)

X Chamber of Commerce Building, 119 Church Avenue, S.W., Roanoke, VA. (BRC -

x 211 S. Jefferson St., Roanoke, Va. (BL 10-1-57) 11-4-60,

Main studio location x To be determined, Roanoke, Virginia (CP 10-24-56) EFF: 11-21-60

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period	
					From	To
BP-10602	10-24-56	910kc	1kw	Day	12-24-56	6-24-57
	CP for new standard broadcast station					
BL-6604	10-1-57	910kc	1kw	Day	10-1	10-1-60
	License to cover CP(10602) and specify studio location and remote control point.					
BAP-358	10-16-57	Voluntary assignment of license to				
EFF: 11-2-57	Dr. Bertram Roberts, Allan Roberts, Sherwood J. Tarlow and Joseph Kruger d/b as Roanoke Broadcasting Company.					
BAL-2850	11-27-57	Voluntary assignment of license to				
EFF: 12-1-57	Jefferson Broadcasting Corp.					
BAL-3458	5-27-59	Voluntary assignment of license to Joseph				
EFF: 7-1-59	Mullen and Jon A. Holiday, Joint Venturers, d/b as Roanoke Broadcasters.					
BAL-3599	8-21-59	Voluntary assignment of license to				
EFF: 8-21-59	Joseph Mullen and Jon A. Holiday, Partners, d/b as Roanoke Broadcasters.					
BAL-3671	10-21-59	Voluntary assignment of license to				
EFF: 11-1-59	Roanoke Broadcasters, Incorporated					
BR-3487	9-28-60	910kc	1kw	Day	10-1	10-1-63
BRC-1755 (1)	11-4-60	Modification of license to change studio location and Remote Control Point to Chamber Bldg., 119 Church Avenue, S.W., Roanoke, Va.				
	10-30-63	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.				
BR-3487	3-18-64	910kc	1kw	Day	3-18	10-1-66
BAL-5073	5-18-64	Voluntary assignment of license to DOVE, DOYLE and WUANN BROADCASTING CORPORATION				
Eff: 6-15-64						
BTC-4881	8-27-65	Voluntary acquisition of positive control of Lic. Corp. by Justin W. Dove & Lillie C. Dove, Jointly, thru transfer of stock from Edwin L. Doyle				
BS-3487	12-3-65	910kcs	1kw	Day	12-3-65	10-1-66
	Mod. of Lic. to redesc. ant.-trans. loc.; chg. studio loc. to ant.-trans. loc.; and delete RC oper. of trans. from old studio loc.					

BROADCASTING STATION LICENSE RECORD

SEE CARD #3

Date first licensed

X T & H BROADCASTING, INC. (AL 11-26-68, Eff: 1-3-69)

Call letters W.H.Y.E.

* H. CLYDE PEARSON, TRUSTEE IN BANKRUPTCY (AL 11-26-68) Station location

X IMPACT RADIO, INCORPORATED (AL 6-17-66 EFF: 6/21/66)

X DOVE, DOYLE and QUANN BROADCASTING CORPORATION (AL-5-18-64 EFF: 6-15-64)

X ROANOKE BROADCASTERS, INCORPORATED, (AL 10-21-59, EFF: 11-1-59)

X JOSEPH MULLEN AND JON A. HOLIDAY, PARTNERS, d/b as

Name of licensee ROANOKE BROADCASTERS (AL-8-21-59 EFF: 8-21-59)

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-	
BAL-5771 EFF:	6-17-66 6/21/66	Voluntary assignment of license to IMPACT RADIO, INCORPORATED				
BRC-2938	8-16-66	910kc	1kw	Day	8-16 10-1-66	
	Mod. of license to change studio location to 207 Third St., S.W., Roanoke, Virginia and operate transmitter by remote control from studio location.					
BR-3487(S)	11-26-68	Renewal of License			11-26 10-1-69	
BAL-6349	11-26-68	Invol. AL				
BAL-6402	11-26-68	Vol. AL				
WIRE	1-3-69	Auth. to remain silent due to equip. repairs thru			2-3-69.	
Ltr. 12-27-68	studios: _____, Roanoke, Va.					
PSA	1-23-69	500w				
BR-3487(L)	9/25/69	Renewal of license			10/1/72	
Ltr.	2-19-70	Studio & RC: 26 E. Church Ave., Roanoke				
Ltr.	9-1-71	Trans: GATES BC-1G, installed and operating				
EBSA	6-12-72					
BR-3487(L)	10-27-72	RENEWAL			10-1-75	
BTC-7156	6-19-73	VOL TC EFF: 6-23-73				
BR-3487(S)	9-23-75	RENEWAL			10-1-78	
BR-3487	9-14-78	(S) REN. OF LIC.			10-1-81	
BAL790221FC	5-16-79	VOL. AL		EFF: 5-30-79		

#3

BROADCASTING STATION HISTORY RECORD

First licensed OCTOBER 1, 1957

Call Letters W T O Y

Station Location ROANOKE, VIRGINIA

Name ROANOKE VALLEY BROADCASTING, INC. (AL: 5-16-79 EFF: 5-30-79)

Transmitter Location

Main studio location

Authorization Record

File No.	Granted	Facilities	Expires

APPLICATION RECORD - BROADCASTING

FORMERLY FORM A-170

Call
Letters NEW- W R K EName ELMORE D. HEINS & REBA FIGGATT HEINS
(P.O. - American Theatre Building, Roanoke 11, Virginia)

File No.	Dated	Application for	Action	
			Nature	Date
BP-10,602 Rec'd Filed	5-11-56 5-23-56 5-23-56	Construction Permit for a new standard broadcast station to be operated on: Frequency - 910kc Power - 1kw Hours of operation - Daytime Transmitter location - Clay St., 100 ft south of Clinton Ave., Roanoke, Virginia Studio location - To be determined. Roanoke, Va. Remote Control Point - Same as studio Atty. - Loucks, Zias, Young & Jansky Engr. - Robert M. Silliman & Associates	GRANTED	10-24-56

GATES BC 1J

AUG 1955

#2

JEFFERSON BROADCASTING CORP.

W H Y E(11-3-57)

~~DR. BERTRAM ROBERTS, et al, d/b as ROANOKE BROADCASTING COMPANY~~

Call

Letters

x W R K E

x
Name ELMORE D. HEINS & REBA FIGGATT HEINS

File No.	Dated	Application for	Action	
			Nature	Date
BL-6604 Rec'd Filed	4-8-57 4-9-57 4-9-57	License to cover Construction Permit BP-10,602 which authorized a new standard broadcast station and specify studio location and remote control point as 211 S. Jefferson St., Roanoke, Virginia.	GRANTED	10-1-57
EAP-358 Rec'd Filed	9-9-57 9-19-57 9-19-57	Voluntary assignment of license to Dr. Bertram Roberts, Allan Roberts, Sherwood J. Tarlow and Joseph Kruger, d/b as Roanoke Broadcasting Company. Maurice M. Jansky, Atty.	GRANTED EFF:	10-16-57 11-2-57
EAL-2850 Rec'd Filed	11-4-57 11-8-57 11-8-57	Voluntary assignment of license to Jefferson Broadcasting Corp. Marcus Cohn, Atty.	GRANTED EFF:	11-27-57 12-1-57

Aug. 1955

#3

APPLICATION RECORD - BROADCASTING

Call

Letters W.H.Y.EName JEFFERSON BROADCASTING CORP.

File No.	Dated	Application for	Action	
			Nature	Date
BAL-3458 Rec'd. Filed	4-25-59 4-30-59 4-30-59	Voluntary assignment of license to Joseph Mullen and Jon A. Holiday, Joint Venturers, d/b as Roanoke Broadcasters. Marcus Cohn, Atty. for Assignor James L. Kaler, Atty. for Assignee	GRANTED EFF:	5-27-59 7-1-59
BAL-3599 Rec'd Filed	8-10-59 8-12-59 8-12-59	Voluntary assignment of license to JOSEPH MULLEN AND JON A. HOLIDAY, PARTNERS, d/b as ROANOKE BROADCASTERS Klagsbrunn, Hanes & Irwin, Attys. (James L. Kaler)	GRANTED EFF:	8-21-59 8-21-59

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call

Letters W H Y E

ROANOKE BROADCASTERS, INCORPORATED

Name xx JOSEPH MULLEN AND JON A. HOLIDAY, PARTNERS, d/b asROANOKE BROADCASTERS Roanoke, Virginia

File No.	Dated	Application for	Action	
			Nature	Date
BAL-3671 Rec'd. Resub R. & F.	10-5-59	Voluntary assignment of license to Roanoke Broadcasters, Incorporated	RETURNED	10-13-59
	10-9-59		Agreement	10-13-59
	10-5-59	James L. Kaler, Atty.	GRANTED	10-21-59
	10-14-59		EFF:	11-1-59
BR-3487 Rec'd Filed	6-24-60	Renewal of license Atty: James L. Kaler	GRANTED	9-28-60
	6-30-60			
	6-30-60			

AUG. 1955

APPLICATION RECORD - BROADCASTING

Call

Letters W.H.Y.E

Name DOVE, DOYLE AND QUANN BROADCASTING CORPORATION
x ROANOKE BROADCASTERS, INCORPORATED
 Roanoke, Va.

File No.	Dated	Application for	Action	
			Nature	Date
BRC-1755 Rec'd Filed	10-27-60 11-1-60 11-1-60	Modification of license to change studio location and Remote Control Point from 211 South Jefferson St., Roanoke, Virginia to Chamber of Commerce Bldg., 119 Church Avenue, S.W., Roanoke, Virginia. Carlyle C. Ring, Jr., Atty.	GRANTED <i>Let. 11-7-60 re notify of date completion of move</i> Eff:	11-4-60 11-21-60
BR-3487 R & F	6-21-63 6-24-63	Renewal of license	GRANTED	3-18-64
EAL-5073 R & F	3-31-64 4-3-64	Voluntary assignment of license to DOVE, DOYLE and QUANN BROADCASTING CORPORATION Atty for assignor - J.L. Kaler Atty for assignee - W.P. Bernton	GRANTED Consented: Eff:	5-18-64 6-12-64 6-15-64
ETC-4881 R & F (Form 316)	6-28-65 8-11-65	Voluntary acquisition of positive control of lic. corp. by Justin W. Dove and Lillie C. Dove, jointly, thru transfer of stock from Edwin L. Doyle Atty. - <u>Mallyck & Bernton</u> <small>WASHINGTON, D. C.</small>	GRANTED	8-27-65

APPLICATION RECORD - BROADCASTING

910kc

Call W P X I
Letters xxW H Y E

IMPACT RADIO, INCORPORATED

Name * DOVE, DOYLE and QUANN BROADCASTING CORPORATION
Roanoke, Virginia

File No.	Dated	Application for	Action	
			Nature	Date
BAL-5771 R & F	5-4-66 5-4-66	Voluntary assignment of license to IMPACT RADIO, INCORPORATED Request waiver of Section 1.597 of Rules, if necessary Atty - Mallyck & Bernton	GRANTED EFF:	6-17-66 6/21/66
BR-3487 R & F	7/15/66 7/18/66	Renewal of License Atty: Mallyck & Bernton	Designated for hearing 1-2-68, Docket No. 17946.	
BRC-2938 R & F	7-26-66 8-1-66	Modification of license to change studio location to 207 Third St., S.W., Roanoke, Virginia and operate transmitter by remote control from studio location. Atty.: E. Theodore Mallyck	GRANTED	8-16-66
BAL-6319 Req'd & Filed (Form 316) FREE ED: 330 MAY 7 1958	11-25-68 4-26-68 #423996	Involuntary assignment of license to H. CLYDE PEARSON, Trustee in Bankruptcy	GRANTED	11-26-68

AUG. 1955 T & H BROADCASTING, INC.

Call W T O Y
Letters X W P X I

XXX H. Clyde Pearson, Trustee in Bankruptcy

Name Roanoke, Va.

File No.	Dated	Application for	Action	
			Nature	Date
BAL-6402 R & F FEE PD:\$75 - 439021	6-25-68 6-27-68	Voluntary assignment of license to T & H BROADCASTING, INC. (contingent on grant of BAL-6349 Atty for assignor - Klagsbrunn & Hanes for assignee - Dempsey & Koplovitz REQUEST WAIVER SECTION 1.597	GRANTED	11-26-68
JUL 11 1968 Pub. notice (seeover for amendments)	filed 7-23-68		Eff:	1-3-69
Itr.	1-27-69	Mallyck & Bernton now attys.		
BR-3487 R & F \$520618 \$75. PRESS JUL 1 1969	6-6-69 6-10-69 6-10-69	Renewal of license Atty-Mallyck & Bernton (E. Theodore Mallyck)	GRANTED	9/25/69
3-15-71 Annual filing fee		\$60.00 paid 10-1-70. #633928.		
BR-3487 R & F PN Recd. PRESS JUN 1 1972	6-1-72 6-12-72 "	RENEWAL OF LICENSE Mallyck & Bernton, Atty	GRANTED	10-27-72

RE: BAL-6402 - AMENDED 10-25-68 re community needs (prog)

APPLICATION RECORD - BROADCASTING

Call
Letters W T O Y

Name T & H BROADCASTING, INC.
Roanoke, Virginia

File No.	Dated	Application for	Action	
			Nature	Date
BTC-7156 R & F FEE PD: \$250 #187930 CODE 053 (Form 316) JUN 1 1973	5-13-73 5-17-73	Voluntary transfer of control of lic corp from Constance T. Hausman, Philip Trompeter, S. Albert Trompeter and Steven A. Trompeter to Hausman Broadcasting Corporation	GRANTED EFF:	6-19-73 6-23-73
THE COMMISSION for violation BR-3487 R & F PN Recd. PRESS JUN 4 1975	on 12-27-74 of Sec. 73.13(a) 4-23-75 5-27-75	notified licensee that it had incurred an apparent liability of \$500 of the Rules. RENEWAL OF LICENSE Mallyck & Bernton, Atty.		\$500
TAL-3898 R & F FEE PD: \$200 #651699 CODE 047 (12-30-76) JAN 1977 PN filed	12-17-76 12-29-76 1-30-76 2/17/77	Voluntary assignment of license to ALEXIS B. COLEMAN, III, tr/as CEEB INVESTMENTS (SEE OVER) Atty for assignor - Mallyck & Bernton for assignee - John L. Tierney	DISMISSED Request of assignee	8/25/77

RE: BAL-8898 - Assignee is licensee of FM WLRG, Roanoke, Va
PETITIONS & AFFIDAVITS from Concerned Citizens to deny
AL- filed 2-28-77
OPPOSITION TO REQ. TO DENY APPLIC -filed 3-15-77 by
Atty Tierney on behalf of assignee
Reply to Comm ltr of 4-22-77(re FM dup) - filed 5-2-77

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call
Letters W T O Y

ROANOKE VALLEY BROADCASTING, INC.

Name ^x T & H BROADCASTING, INC.ROANOKE, VIRGINIA

File No.	Dated	Application for	Action	
			Nature	Date
BR-3487 R & F PRESS	5-22-78 6-1-78	RENEWAL OF LICENSE Atty. E. Theodore Mallyck (Smith & Pepper)	GRANTED	9-14-78
BAL 790221FO Form 31h PRESS MAR 2 1979 PN FILED	JUN 16 1978 4-26-79	Vol AL to ROANOKE VALLEY BROADCASTING, INC. Atty for assignor - E. T. Mallyck (over) for assignee - Keith & Putbrese	GRANTED EFF:	5-16-79 5-30-79

BAL790221FO Amended 3-23-79 re: legal, financial,
programming data, bal. sheet & revised financial plan
AMENDED 4-23-79 re: supple. to Assets Purchase Agree.
"additional consideration"

APPLICATION RECORD-BROADCASTING

Call Letters: WTOY

Name: ROANOKE VALLEY BROADCASTING, INC.

Station Location: ROANOKE, VIRGINIA

File No.	Date	Description	Action and Date
BR810601WE PRESS	AUG 10 1981	RENEWAL OF LICENSE Atty. David M. Hunsaker	GRANTED 10-22-81

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.

