

WVCB

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CATALOG NO. 4550L 1/5

Form BC 126  
June 1954 4432

## BROADCASTING STATION LICENSE RECORD

Date first licensed 1-12-65

Call letters WVCB

Station location Shallotte, N. C.

GAY BATTLE WHITE, ADMINISTRATRIX OF THE ESTATE OF RUFUS D. WHITE, JR., Deceased  
AUBURN E. DUTTON, AND A. EARL MILLIKEN, DBA SHALLOTTE BROADCASTING COMPANY,  
XRUFUS D. WHITE, JR., AUBURN E. DUTTON, AND A. EARL MILLIKEN, d/b as

Name of licensee SHALLOTTE BROADCASTING COMPANY

EFF:  
AL 8-31-72; 10-17-72

Transmitter location U.S. Hwy. 17 between NC Rd. 130 and Holdens' Beach Rd., Shallotte, N.C.

(BP 9-11-63)

ZIP 28589

Main studio location  Main Street, Shallotte, N.C. (BL 1-12-65)  
 Same as transmitter.



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BP-15530	9-11-63	1410kc	500w	Day	11-11 5-11-64
	CP for a new standard broadcast station (Cond'L)				
BP-15530 (1)	10-3-63	Mod. of CP(BP-15530) to assign Call Letters.			
BMP-11238 (2)	6-10-64	Mod. of CP(BP-15,530) for extension of completion date to 8-1-64.			
BL-10,679 COND L	1-12-65	1410kc	500w	Day	1-2- 12-1-66
	Lic to cover CP(BP-15,530 as mod) which auth a new standard broadcast station; specify Main Studio Location as Main St. Shallotte, North Carolina. ; specify type trans as Gates BC-500G.				
BR-4432 Cond L.	11-18-66	1410kc	500w	Day	12-1 12-1-69
TELEGRAM	10-17-67	PSA	500w		
BR-4432(S) EBSA	11-26-69 6-12-72	Renewal of license			12-1 12-1-72
BAL-7645	8-31-72	Invol. AL	EFF:	10-17-72	
BR-4432(L)	12-6-72	Renewal			12-1-75
BR-4432(S)	11-12-75	Renewal of License			12-1-78



FORM BC-121  
Aug. 1955

# APPLICATION RECORD - BROADCASTING

Call  
Letters new W V C B

RUFUS D. WHITE, JR., AUBURN E. DUTTON, AND A. EARL MILLIKEN,  
Name d/b as SHALLOTTE BROADCASTING COMPANY  
Shalotte, North Carolina (P.O. Box 24, Shalotte, N.C.)

File No.	Dated	Application for	Action	
			Nature	Date
BP-15,530 Rec'd Filed	4-30-62 5-7-62 5-7-62	Construction permit for a new standard broadcast station to be operated on: Frequency-1410kc Power-500w Hours of operation-Daytime Trans. loc.-U.S. Hwy. 17 between NC Rd. 130 and Holden's Beach Rd., Shalotte, N.C. Studio loc.-same as transmitter Type trans.-Gates BC-500T  Atty-S. Bunn Frink(Southport, N.C.) Engr.-Robert D. Lambert, Jr.(Columbia, S.C.)	GRANTED Cond'l re: Permittee shall accept any interf. Pre-sunrise operation.	9-11-63
BMP-11,238 Rec'd Filed	4-11-64 4-13-64 4-20-64	Mod. of CP (BP-15,530 which auth a new AM B/C station) for ext. of completion date from 5-11-64 to 7-10-64.	GRANTED to	6-10-64 8-1-64

## APPLICATION RECORD - BROADCASTING

1110ke

AUG. 1955 Gay Battle White, Administratrix of the Estate of Rufus D. White, Jr., Deceased, Auburn E. Dutton, and A. Earl Milliken, dba Shallotte Broadcasting Company  
 Rufus D. White, Jr., Auburn E. Dutton, and A. Earl Milliken,  
 Name ..... d/b as SHALLOTTE BROADCASTING COMPANY  
 Shallotte, North Carolina

Call

Letters W V C B

File No.	Dated	Application for	Action	
			Nature	Date
BL-10,679 Rec'd Resub R.&F.	4-9-64 5-15-64 6-24-64 6-26-64	Lic to cover CP(BF-15,530 as mod) which auth a new standard broadcast station; specify type trans as Gates BC-500G, specify Main Studio Location as Main Street, Shallotte, North Carolina.	RETURNED - 6-22-64 SECTION 11 DATED AFTER SECTION 11	
BR-4432 R & F	8-25-66 8-29-66	Renewal of license	GRANTED	1-12-65
BR-4432 R & F #539609 \$75 P.N. filed PRESS	8-26-69 9-2-69 9-2-69 9-2-69	Renewal of license	GRANTED	11-26-69
BAL-7645 R & F FEE FD: \$250 #093021 CODE 053 (Form 316)	7-18-72	Involuntary assignment of license to Gay Battle White, Administratrix of the Estate of Rufus D. White, Jr., Auburn E. Dutton, and A. Earl Milliken, dba Shallotte Broadcasting Company	GRANTED	8-31-72 NO GRANT FEE REQUIRED EFF: 10-17-72

JUL 27 1972



## APPLICATION RECORD - BROADCASTING

September 1969 GAY BATTLE WHITE, ADMINISTRATRIX OF THE ESTATE OF RUFUS D. WHITE, JR, DECEASED,

AUBURN E. DUTTON, AND A. EARL MILLIKEN DBA SHALLOTTE BROADCASTING COMPANY V C B

X RUFUS D. WHITE, JR., AUBURN E. DUTTON, and

Call  
Letters

Name A. EARL MILLIKEN, d/b as SHALLOTTE BROADCASTING COMPANY

SHALLOTTE, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-4432 R & F PN Recd. PRESS SEP	8-26-72 8-31-72 "	RENEWAL OF LICENSE AMENDED 10-10-72 re: community survey AMENDED 8-31-72 re: to change name of applicant to "Gay Battle White, Administratrix of The Estate of Rufus D. White, Jr., Deceased, Auburn E. Dutton and A. Earl Milliken dba Shallotte Broadcasting Company" U	Granted	12-6-72
The Commission by letter of 8-7-74 notified station of apparent liability for forfeiture of \$500.				
BR-4432 R & F PN Recd. PRESS SEP 9 1975	7-29-75 8-1-75 "	RENEWAL OF LICENSE	GRANTED	11-12-75
BR780801YG PRESS SEP 11 1978		RENEWAL OF LICENSE (BR810804UT) SUPPLEMENTAL APPLICATION filed 8-4-81 as an amendment to pending renewal application. PRESS:		

## 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.

