

WWIL

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CATALOG NO. 4550L 1/5



## BROADCASTING STATION LICENSE RECORD

Date first licensed 2-13-64W W I L (EFF.:  
Call letters XW H S L 3-28-77Station location Wilmington, N. C.

NORTH CAROLINA BROADCASTING COMPANY, INCORPORATED (AL gr 10/19/76 EFF:12/1/76  
 XTHE PROGRESSIVE BROADCASTING CORPORATION (BAP 4-1-63 eff. 4-22-63)  
 Name of licensee XJEFFERAY BROADCASTING CORPORATION

1 Radio Lane, Eagles Island, Wilmington, North Carolina (Redescription)

Transmitter location X West side of Government Yard Rd.,  $\frac{1}{4}$  mi. S. of Old Ferry Rd., near/  
 X Wilmington, North Carolina (BP 2-6

5106 Wrightsville Ave., Wilmington, N.C. (ML 11-9-76)  
 Same as transmitter (Ltr. 1-25-71)

X Trust Bldg., Corner Front and Market Streets, Wilmington, N. C. (BRC 9-22-68)  
 ZIP 28401 Wilmington, North Carolina (BP 9-22-68)

Main studio location X West side of Government Yard Rd.,  $\frac{1}{4}$  mi. S. of Old Ferry Rd., near/



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BP-13727	2-6-62	1490kc	250w	U	4-6 10-6-62
CP for a new standard broadcast station.					
BP-13,727 (1)	5-16-62	Modification of construction permit to Assign Call Letters			
BMP-10,941 (2)	5-22-62	Mod. of CP (BP-13,727) for ext. of completion date to 9-15-62			
BMP-10,826 (3)	4-1-63	Mod. of CP (BP-13,727 as mod.) for ext. of completion date to 9-15-63			
BAP-622 EFF:	4-1-63 4-22-63	Voluntary assignment of construction permit to The Progressive Broadcasting Corporation.			
BRC-2317	9-9-63	Mod. of CP(BP-13727) to change studio location to Trust Bldg., Corner Front and Market Streets, Wilmington, N. C. and operate transmitter by remote control from studio location. 1490kc 250w U 4-6 9-15-63			
BMP-10967 (Cond'1)	2-12-64	1490kc 250w, 1kw-LS U 4-12 10-12-64 CP to inc. daytime power to 1kw, change type trans. (GATES BC-1T) and operate trans. by remote control from studio. (Issued as a New CP)			
BL-10293	2-13-64	1490kc	250w	U	2-13 12-1-66
Lic to cover CP(BP-13,727 as mod.) which auth. a new standard broadcast station; specify type transmitter as GATES BC-1T.					
BP-16598	4-28-65	1490kc	250w, 1kw-LS	U	6-28 12-28-65
CP to replace expired CP(BMP-10,947) which auth. increase daytime power to 1kw, change type trans. to GATES BC-1T, change main studio loc. and opr. by remote control from Main Studio(Cond'1)					
BL-11,077	11-8-65	1490kc	250w, 1kw-LS	U	11-8 12-1-66
Lic to cover CP(BP-16,598) as reinstat which auth incr daytime power chg trans & studio					



Form BC 126  
June 1954

172

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters

W H S L

Station location

Wilmington, N.C.

Name of licensee

THE PROGRESSIVE BROADCASTING CORPORATION

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BR-4306	1-20-67	Renewal of license			1-20 12-1-69
BTC-5976	10-29-69	Vol. TC			
EFF:	10-31-69				
BR-4306(S)	2-13-70	Renewal			12-1-72
BZ-7476(1)	4-27-70	Direct Measurement			
BS-4306 (2)	2-16-71	Chg. studio and redescrbe TL, Delete RC			
EBSA	5-25-72				
BR-4306(L)	12-6-72	Renewal			12-1-75
BS-4306(1)	2-14-74	Delete Markings			
BR-4306(L)	3-11-76	RENEWAL			12-1-78
BTC-8077	8/31/76	Vol TC	EFF:		
BAL-8731	10/19/76	Vol AL	EFF: 12/1/76		"Cond'1"
BML-2609(L)	11-9-76	ML chg. SL outside city & operator	RC		
		1490kHz 250w. 1kw-1S-U			12-1-78
EBSA	2-28-77				
BTC780920ED	10-10-78	VOL. TC	EFF:	1-1-79	
BR780801YQ(S)	12-29-78	RENEWAL OF LICENSE			12-1-81



## APPLICATION RECORD - BROADCASTING

Aug. 1955

Call  
Letters ~~NEW~~ W H S L

Name JEFFERAY BROADCASTING CORPORATION  
 (P.O. c/o William W. Jefferay, Radio Station WRNB, New Bern, North Carolina)  
 New Holiday Inn Motel, Corner of Hwys 17 & 70

File No.	Dated	Application for	Action	
			Nature	Date
BP-13,727	12-4-59	Construction Permit for a new standard broadcast station to be operated on: Frequency - 1490kc Power - 250w Hours of operation - Unlimited Trans. location - <del>Highway 17 at Alligator Creek</del> Wilmington, North Carolina Studio location - Same as transmitter STATION LOCATION - WILMINGTON, NORTH CAROLINA	GRANTED	2-6-62
Rec'd	12-11-59			
Filed	12-11-59			
AMENDMENT	11-9-61	Atty.- Cohn and Marks		
R & F	11-13-61	Engr.- Jules Cohen AMENDED to change ant-trans. & studio location to "Government Yard Rd., 1/4 mile south of Old Ferry Rd., Near Wilmington, N.C.		



Gates BC-250T



FORM BC-121  
AUG. 1955

#2

# APPLICATION RECORD - BROADCASTING

Call  
Letters W H S L

Name Jefferay Broadcasting Corporation  
Wilmington, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BMP-10,541 R. & F.	8-28-62 9-4-62	Mod. of CP (BP-13,727 which auth. new standard broadcast station) for extension of completion date from 10-6-62 to 3-15-63. Atty: Leonard H. Marks	GRANTED	9-28-62
BAP-622 Rec'd Filed	1-8-63 1-9-63 1-9-63	Voluntary assignment of construction permit to The Progressive Broadcasting Corporation.  Martin J. Gaynes, Atty.	GRANTED: EFF:	4-1-63 4-22-63
BMP-10,526 R. & F.	3-1-63 3-4-63	Mod. of CP (BP-13,727 as mod., which auth. a new standard broadcast station) for extension of completion date from 3-15-63 to 9-15-63. Atty: Martin J. Gaynes	GRANTED	4-1-63



## APPLICATION RECORD - BROADCASTING

Call  
Letters

W H S L

Name The progressive Broadcasting Corporation  
Wilmington, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
Rec'd	6-24-63	Mod. of CP (BP-13727, as mod., which auth. a new standard broadcast station) to change studio location from West side of Gov't Yard Rd, $\frac{1}{4}$ mi. S. of Old Ferry Rd, near Wilmington, N. D. to Trust Bldg, Front and Market Streets, Wilmington, N. C; and change type trans.	RETURNED Unnecessary	7-1-63
	6-25-63			
BMP-10,967 R. & F.	6-10-63 6-26-63	<del>Mod. of CP (BP-13,727) which auth. a new standard broadcast station</del> to increase daytime power from 250w to 1kw, change type trans. to Gates BC-1T, change main studio location from W. side of Gov't Yard Rd., $\frac{1}{4}$ Mi. S. of Old Ferry Rd., Nr Wilmington, to Trust Bldg, Front & Market Streets, Wilmington, N. C., with Remote Control from main studio. Engr: Robert H. Epperson, Mt. Airy, N. C.	GRANTED Cond'l re: 250 watt Class IV stations.  (Issued as a new CP)	2-12-64



FORM BC-121  
AUG. 1955

#4  
APPLICATION RECORD - BROADCASTING

Call  
Letters **W H S L**

Name **THE PROGRESSIVE BROADCASTING CORPORATION**  
Wilmington, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BRC-2317 Rec'd Filed	8-30-63 9-4-63 9-4-63	Mod. of CP(BP-13,727) to change studio location to Trust Bldg., Corner Front and Market Streets, Wilmington, North Carolina and operate transmitter by remote control from studio location. Paul Dobin, Atty.	GRANTED	9-9-63
BL-10,293 R. & F.	8-30-63 9-4-63	Lic to cover CP(BP13,727 as mod) which auth a new standard broadcast station; specify type transmitter as Gates BC-1T. Atty- Cohn & Marks	GRANTED	2-13-64
BL- Rec'd	3-15-65 3-22-65	License to cover construction permit(BMP-10967) which authorized increase daytime power and install new transmitter. Atty- Cohn & Marks	RETURNED-3-27-65 321 NOT ACCEPTED BY COMMISSION YET	



AUG. 1955

#5

## APPLICATION RECORD - BROADCASTING

1490kc

Call  
Letters **W H S L**Name **THE PROGRESSIVE BROADCASTING CORPORATION**  
**Wilmington, North Carolina**

File No.	Dated	Application for	Action	
			Nature	Date
BP-16,598 Rec. Filed (Comm. Action)	3-18-65 3-22-65 4-28-65	C.P. to replace expired C.P. (BMP-10,967) which authorized increase daytime power to 1kw, change type trans. to GATES BC-1T, change main studio location to Trust Building, Front & Market Streets, Wilmington, N.C. and opr. by remote control from main studio. REQUEST WAIVER OF SEC. 1.534(b) of RULES.  Atty: Cohn & Marks	GRANTED Cond'l re: 250 watt Class IV stations. Permittee shall submit with the applic. for lic. antenna resistance measurements.	4-28-65
BL-11,077 R & F	8/7/65 8/10/65	License to cover CP (BP-16,598 as reinstated) which auth. incr. daytime power, chng. trans. type & main studio loc. with remote control.	GRANTED Cond'l	11-8-65 re: interference
BR-4306 R & F	8-29-66 9-2-66	Renewal of license Atty. Cohn & Marks	GRANTED	1-20-67
BTC-5976 R & F FEE PD: \$105 - #520264 REFUND \$30 - not nec for PN filed 7-9-69	6-5-69 6-9-69	Vol. transfer of control of lic. corp. from Sidney W. Wilson and Vera R. Wilson to Wilmington Broadcasting Company REQUEST WAIVER OF SEC. 1.534(b) of RULES Atty for transferor - Cohn & Marks for transferee - Bilger & Glaser P.C.C. - WASHINGTON, D.C. SEE OVER FOR AMENDMENTS	GRANTED EFF: Cond'l	10-29-69 10-31-69 re: D-18110



RE: BTC-5976 AMENDED 7-7-69 - fin. data (transferee)

AMENDED 8-18-69 re prog ~~XXXXXXXXXX~~

AMENDED 8-19-69 Clarif re prog & hrs of oper (transferor)

AMENDED 9-26-69. Programming data.



AUG. 1955

## APPLICATION RECORD - BROADCASTING

Call

Letters W.H.S.L.

Name THE PROGRESSIVE BROADCASTING CORPORATION  
WILMINGTON, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-4306 R & F #539300 \$75 P. N.	8-27-69 8-29-69 8-29-69 8-18-69	Renewal of License  Atty: Paul Dobin (Cohn & Marks) AT 8-18-69	GRANTED	2-13-70
BZ-7476 R & F #564493 \$30. Refunded DM PRESS	12-17-69 12-22-69 12-22-69 4-22-70 1-13-70 APR 23 1970	Direct Measurement	GRANTED	4-27-70
BR-4306 R & F PN Recd. PRESS OCT	8-29-72 9-5-72 "	RENEWAL OF LICENSE Robert L. Olender, Atty. AMENDED 11-28-72 re: programming	Granted	12-6-72



# APPLICATION RECORD - BROADCASTING

1490kHz

Call  
Letters W H S L

NORTH CAROLINA BROADCASTING COMPANY, INCORPORATED  
Name\* THE PROGRESSIVE BROADCASTING CORPORATION  
WILMINGTON, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-4306 R & F PN Recd. PRESS	7-23-75 8-1-75 " <b>SEP 17 1975</b>	RENEWAL OF LICENSE AMENDED 11-19-75 re: EEO	GRANTED	3-11-76
BTC- 8077 Rec'd Filed Fee pd \$100 W 583009 Code 047 (FORM 316) Also see WWIL(FM) JUL 20 1976	5/21/76 6/21/76 7/8/76	Voluntary transfer of control of Wilmington Broadcasting Company (parent corp of licensee) from William O. Jones, William W. Dixon and Martin E. Kilpatrick, Jr. to Gemini Communications, Inc. Reasons for stock transfer filed 8-30-76 Atty - <u>Midlen &amp; Reddy</u>	GRANTED EFF: NO FEE:	8/31/76
BAL-8731 Rec'd FEE PD: \$400 #585772 CODE 047 (INCLUDES FM WWIL) FILED JUL 20 1976 PN filed	6-21-76 6-28-76 #585772 10/1/76	Voluntary assignment of license to NORTH CAROLINA BROADCASTING COMPANY, INCORPORATED (SEE OVER) Atty for assignor - <u>Midlen &amp; Reddy</u> for assignee - <u>Kirkland, Ellis &amp; Rowe</u> AMENDED 7-8-76 - correction re assignee and include SCA (for WWIL)	GRANTED EFF: FEE REQ: "Cond'l" pd 12/8/76 W 644357	10/19/76 12/1/76



RE: DAL-8731 - Assignee is licensee of WBIG, Greensboro, N.C.  
(ART ETC ON FILE)



APPLICATION RECORD - BROADCASTING

1490khz

WWIL

Call  
Letters

XWHSL

NORTH CAROLINA BROADCASTING COMPANY, INCORPORATED  
x THE PROGRESSIVE BROADCASTING CORPORATION

Name .....Wilmington, N.C.

File No.	Dated	Application for	Action	
			Nature	Date
BML-2609 R & F \$100-62472 OCT 19 1976	9-22-76 9-30-76 9-30-76	Mod. of lic. to chg. studio loc. to 5106 Wrightsville Ave., Wilmington N.C., (outside corporate city limits) & operate trans. by RC from SL. Atty: John C. Quale	GRANTED	11-9-76
BP-20,848 R & F PN Rec'd PRESS OCT 25 1977	9-13-77 9-20-77	CP to install a 250w auxiliary trans- mitter {Gates BC-250GY}. Atty: John C. Quale		
BR780801YQ PRESS SEP 15 1978		Renewal of License John C. Quale, Atty.	GRANTED	12-29-78



Form BC-121  
May 1976

## APPLICATION RECORD - BROADCASTING

Call  
Letters **W W I L**

Name **NORTH CAROLINA BROADCASTING COMPANY, INCORPORATED**  
**Wilmington, North Carolina**

File No.	Dated	Application for	Action	
			Nature	Date
BTC780920ED Form 316 (Also see WBIG & WHSL(fm)) PRESS SEP 27 1978	9-12-78	Vol. TC from Jefferson-Pilot Corporation to JEFFERSON-PILOT BROADCASTING COMPANY  Atty - John C. Quale (Kirkland & Ellis)	GRANTED EFF	10-10-78 1-1-79
BZ-810602AD R & F DM PRESS JUN 17 1981	6-2-81	DIRECT MEASUREMENT  Atty: Douglas W. Harold, Jr. (Kirkland & Ellis)	ISSUED	



## 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.

