

WWKO

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CATALOG NO. 4550L 1/3

Form BC 126

June 1954

Official No. 4653

BROADCASTING STATION LICENSE RECORD

Date first licensed November 20, 1967

Call letters W W K O

Station location Fair Bluff, N. C.

UNIVERSAL BROADCASTING COMPANY, INC. (AL 11-20-68, Eff: 12-30-68)

Name of licensee xMARION H. DAVIS, CARL W. MEARES, BOBBY G. MORGAN AND JESSE P. CHANCE
d/b as UNIVERSAL BROADCASTING COMPANY

Transmitter location Hwy. 76, 1.0 mi. E. of city limits, Fair Bluff, North Carolina (BP 4-21-67)

28439

Main studio location Same as transmitter

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BP-16889	4-21-67	1480kc	1kw	Day	6-21 12-21-67
	CP for a new standard broadcast station (Cond'1)				
BP-16889 (1)	6-29-67	Mod. of CP(BP-16889) to assign call letters.			
BL-11,802 CONDL	11-20-67	1480kc	1kw	Day	11-20 12-1-69
BS-4653(1)	3-26-68	Lic. to cover CP(BP-16,889) Memo chg. antenna current			
PSA	7-24-68	500w			
BL-6508	11-20-68	Vol. AL			
BR-4653(L)	11-25-72	Renewal of license			12-1 12-1-72
EBSA	6-12-72				
BR-4653(S)	2-12-73	Renewal			12-1-75
BR-4653(L)	11-19-75	Renewal			12-1-78
BR780720UB(S)	11-28-78		RENEWAL		12-1-81

AUG. 1955

APPLICATION RECORD - BROADCASTING

1480kc

Call Letters new **WWKO**

Name **X** Marion H. Davis, Carl W. Meares, Bobby Morgan and
 Jesse P. Chance d/t as Universal Broadcasting Company
 Fair Bluff, North Carolina (c/o Marion H. Davis, N. Franklin St., P. O. Box 188,
 Whiteville, N.C. 28472)

File No.	Dated	Application for	Action	
			Nature	Date
BP-16,889 R. & F.	8-18-65	CP for a new standard broadcast station to be operated on: Frequency: 1480kc Power: 1kw Hours of operation: Daytime Type transmitter: Gates BC-1G Trans. location: Hwy 76, 1.0 mi. East of City limits, Fair Bluff, North Carolina Studio location: Same as transmitter Atty: Prince & Paul Engr: Palmer A. Greer, Greenville, S.C.	GRANTED	4-21-67
	8-20-65		Cond'l re:	Pre-sunrise
BL-11,802 R & F PTA-10/19/67 NOV 3 1967	10/6/67 10/9/67	Lic. to cover CP (BP-16,889) which auth. a new standard b/c station. Engr: Milton A. Newsom, Lumberton, N.C.	GRANTED	11-20-67
BAL-6508 R & F FEE PD:\$30	10-14-68 10-18-68 - #466705	Voluntary assignment of license to UNIVERSAL BROADCASTING COMPANY, INC. Atty - Ray Paul WASHINGTON, D. C. JUL 31 1968	GRANTED	11-20-68 Eff: 12-30-68

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters ~~NEW~~ W W K O

Name Universal Broadcasting Company
Fair Bluff, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BP-16,889 R. & F.	8-18-65 8-20-65	See Marion H. Davis	GRANTED	4-21-67

FORM BC-121 #2
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters XXXX

Name UNIVERSAL BROADCASTING COMPANY, INC.
FAIR BLUFF, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-4653 R & F #538695-75 P. N.	8-26-69 8-29-69 8-29-69 8-29-69	Renewal of License Atty: Ray R. Paul (Prince & Paul) SEP 26 1969	GRANTED 11-26	11-26-69
BR-4653 R & F P.N. PRESS OCT	8-17-72 9-5-72 9-5-72	Renewal of License Atty.: Ray R. Paul AMENDED 12-7-72 re: commercial policy; equal employment program	Granted	2-12-73
BR-4653 R & F PN Recd. PRESS	7-28-75 7-30-75 " AUG 26 1975	RENEWAL OF LICENSE Ray R. Paul, Atty. (Prince & Paul) AMENDED 10-22-75 re: programming	GRANTED	11-19-75

#3

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

1480 KHz.

Call
Letters W W K OName UNIVERSAL BROADCASTING COMPANY, INC.
FAIR BLUFF, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR780720UB R & F PRESS	7-17-78 7-20-78 SEP 1 1978	RENEWAL OF LICENSE	GRANTED	11-28-78
BAL810303FP Form 314 PRESS APR 0 9 1981 PN filed 3-13-81		Vol AL to Marshall Media Corporation Atty. Jerrold Miller	EFF:	6-1-81

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 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.

