

W X A M



**REMOVABLE LABEL GUIDE**

**Cat. No. 4550L**

**Patent No. 1390199**

# BROADCASTING STATION LICENSE RECORD

P.S.

3568

WXAM (1/7/80)

XWELK (12-14-56)

Date first licensed ..... 1-22-60 .....  
 See Card #2

Call letters ..... X W B F Y .....  
 Station Location: Charlottesville, Va.

- X TURNBULL, DETER & SULLIVAN, INCORPORATED, MARGARET MILLAR, INCORPORATED, AND STERLING
- X HARDWARE COMPANY, d/b as VIRGINIA BROADCASTING COMPANY (EML 8-4-60)
- X TURNBULL, DETER & COMPANY, INCORPORATED, MARGARET MILLAR, INCORPORATED AND STERLING
- X HARDWARE COMPANY, d/b as VIRGINIA BROADCASTING COMPANY, (AL 5-4-60; EFF: 6-13-60)

Name of licensee X LAWRENCE LEE KENNEDY

N.E. Corner of 7th Street, S.W. & Deleven Street, Charlottesville, Va.  
 X S.R. 631, 0.1 mi. N.E. of CHARLOTTESVILLE, VIRGINIA (EP 4-1-72)  
 X Harris Road, Charlottesville, Virginia (MP 2-29-56) (BL-1-29-56)

Transmitter location X Cleveland Avenue at Cherry Avenue, Charlottesville, Va. (CP 7-27-55)

114 Fourth Street, S. E. Charlottesville, Virginia (10-2-75)

XXXX223 East Main Street, Charlottesville, Virginia (BRC 8-2-65)

X Harris Road, Charlottesville, Virginia (MP 2-29-56) (BL-1-29-56)

Main studio location X Cleveland Avenue and Cherry Avenue, Charlottesville, Va. (CP 7-27-55)

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BMP-9660	7-27-55	1010kc	250w	Day	9-27-55 3-27-56
	CP for new station (CONDITIONAL CLAUSE)				
BMP-7055	2-29-56	1010kc	1kw	Day	4-29-56 10-29-56
	Mod. of CP(9660) to increase power, change type transmitter, change transmitter and studio location and make changes in antenna system (COND'L CLAUSE)				
BMP-7349 (1)	9-7-56	Mod. of CP(BMP-9660) <sup>as mod.</sup> for extension of completion date to 12-29-56.			
BMP-7461 (2)	12-14-56	Mod. of CP(9660, as modified) for extension of completion date to 4-29-57			
BMP-7604 (3)	4-12-57	Mod. of CP(9660, as mod.) for extension of completion date to 8-29-57.			
BMP-7790 (4)	8-8-57	Mod. of CP(9660 as mod.) for extension of completion date to November 30, 1957			
BMP-7801 (5)	8-22-57	Mod. of CP(9660 as mod.,) for change in type transmitter.(RCA BTA-1M)			
BMP-7801	1-27-58	1010kc	1kw	Day	1-27-58 10-1-60
	License to cover CP(9660 as mod.) which will allow standard broadcast station and supply transmitter type as RCA BTA-1M.				
BAL-3029 EFF:	5-4-60 6-13-60	Voluntary assignment of license to Turnbull, Deter & Company, Incorporated, Margaret Millar, Incorporated and Sterling Hardware Company d/b as Virginia Broadcasting Company			
BML-1899	8-4-60	1010kc	1kw	Day	8-4 10-1-60
	Mod. of license to change name to TURNBULL, DETER & SULLIVAN, INCORPORATED, MARGARET MILLAR, INCORPORATED AND STERLING HARDWARE COMPANY, d/b as VIRGINIA BROADCASTING COMPANY.				
BR-5568	9-20-60	RENEWAL OF LICENSE			10-1 10-1-63
BML-2013 (1)	9-4-62	Mod. of license to change name of licensee to DETER & SULLIVAN, INC.; CHAIN GATE INVESTMENT COMPANY AND STERLING HARDWARE COMPANY, d/b as VIRGINIA BROADCASTING COMPANY			

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W E L K

WELK INCORPORATED (AL-3-9-65; EFF: 4-11-65)  
x DETER & SULLIVAN, INC. and CHAIN GATE INVESTMENT COMPANY,  
DBA VIRGINIA BROADCASTING COMPANY (AL-5-25-64 EFF: 6-26-64)

Station location .....

(BML 9-4-62)

x DETER & SULLIVAN, INC.; CHAIN GATE INVESTMENT COMPANY AND STERLING  
Name of licensee HARDWARE COMPANY, d/b as VIRGINIA BROADCASTING COMPANY

Transmitter location .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period	
					From	To
BR-3568	10-15-63	1010kc.	1kw	Day	10-15	10-1-66
BAL-5102 EFF	5-25-64 6-26-64	Voluntary assignment of license to Deter & Sullivan, Inc. and Chain Investment Company dba Virginia Broadcasting Company				
BAL-5349 EFF:	3-9-65 4-11-65	Voluntary assignment of license to WELK INCORPORATED				
BRC-2714	8-2-65	1010kc	1kw	Day	8-2	10-1-66
		Mod. of license to change studio loc. to 223 East Main Street, Charlottesville, Virginia and operate transmitter by remote control from studios.				
BR-3568	9-1-66	Renewal of License			10-1	10-1-69
BR-3568	9-1-69	Vol. AC				
BR-3568(S)	9-25-69	Renewal				10-1-72
BP-17,872	1-11-72	1400kc, 250w 1kw U			1-11-73	
		CP to change frequency to 1400kc, hours of operation to Unl. and TL.				
EBSA	5-22-72					
BP-17,872	4-14-72	Superseding authorization to change transmitter site.				
BP-17,872	4-4-72	Superseding authorization to correct antenna & ground system.				
BR-3568(L)	4-29-74	RENEWAL & MOD.				10-1-75
BL-13,444	4-29-74	1400khz. 250w 1kw U				
		Lic. (BP-17,872) for changes: ;change Transmitter				
BP-19,896	4-8-75	1400khz. 250w, 1kw U			4-8-76	
		CP to install a new Alt. N. Trans.				
BS-3568	10-9-75	ML to chg. SL and RC				
BR-3568(L)	9-29-75	RENEWAL				10-1-78
BL-14,043(L)	5-15-76	Lic. to cover BP-19,896 for Alternate transmitter				10-1-78
BR-3568	9-14-78	(S) REN. OF LIC. (MAIN & ALT. MAIN)				10-1-81

#3

# BROADCASTING STATION HISTORY RECORD

First licensed ... 1-29-58 .....

Call Letters ... W.E.L.K. ....

Station Location , CHARLOTTESVILLE, VIRGINIA

Name .....

Transmitter Location .....

Main studio location .....

### Authorization Record

File No.	Granted	Facilities	Expires
BTC790605EW	8-8-79	VOL. TC                      EFF:	8-29-79
EBSA	1/7/80	CHANGE CALL	





GATES BC-250GY

## APPLICATION RECORD - BROADCASTING

FORM BC-121

FORMERLY FORM A-170

Call  
Letters ..... W.B.F.Y.

Name LAWRENCE LEE KENNEDY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-7055 Rec'd Filed	11 -30-55 12-1-55 12-1-55	Modification of construction permit (BP-9660 which auth. a new standard broadcast station) to increase power from 250w to 1kw; change type transmitter (GATES BC-1J); change antenna and studio location from Cleveland Ave. & Cherry Ave., Charlottesville, Va. to Harris Road, Charlottesville, Va. and make changes in the antenna (increase height).  Craven, Lohnes and Culver, Engrs.	GRANTED Cond'l re permittee submit proof that he has divested himself of all ownership in and connections with WINA prior to commencing prog. tests; & assume responsibility for installation of filters or other equipment to prevent radiation to WINA.	2-29-56
BMP-7349 Rec'd Filed	8-27-56 8-28-56 8-28-56	Modification of construction permit (BP-9660 as mod., which auth a new standard broadcast station) for extension of completion date from 10-29-56 to 4-29-57.	GRANTED	9-7-56 Extended to 12-29-56

## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call **WELK**  
Letters ~~X~~ **N.P.X.**Name **LAWRENCE DAN GRIMMERY**

File No.	Dated	Application for	Action	
			Nature	Date
BMP-7461 Rec'd Filed	11-26-56 11-27-56 11-27-56	Modification of construction permit (BP-9660, as mod., which authorized a new standard broadcast station) for extension of completion date from 11-29-56 to 6-29-57.	GRANTED Extended	12-14-56 to 4-29-57
BMP-7604 Rec'd Filed	3-28-57 3-28-57 3-28-57	Modification of construction permit (BP-9660, as mod., which authorized a new standard broadcast station) for extension of completion date from 4-29-57 to 10-29-57.  Harry G. Sells, Atty.	GRANTED Extended	4-12-57 to 8-29-57.
BMP-7790 R. & F.	7-26-57 7-29-57	Modification of construction permit (BP-9660 as mod., which auth. a new standard broadcast station) for extension of completion date from 8-29-57 to 11,30,1957.  Dow, Lohnes and Albertson, Attys.	GRANTED	8-8-57

AUG. 1955

#4

Call

Letters

Name LAWRENCE LEE KENNEDY

File No.	Dated	Application for	Action	
			Nature	Date
BTP-7801 Rec'd Filed	8-5-57 8-6-57 8-6-57	Modification of Construction Permit (BP-9660 as mod., which authorized a new standard broadcast station) to change type of transmitter to (RCA BTA-1M). Atty's: Dow, Lohnes & Albertson	GRANTED	8-22-57
BL-6895 F. & F.	10-31-57 11-4-57	License to cover construction permit (BP-9660 as mod.,) which auth. a new standard broadcast station & specify transmitter type as RCA BTA 1MX.	GRANTED	1-29-58
BAL-3829 Rec'd Filed	3-9-60 3-10-60 3-10-60	Voluntary assignment of license to Turnbull, Deter & Company, Incorporated, Margaret Millar, Incorporated and Sterling Hardware Company, Incorporated d/b as Virginia Broadcasting Company.  Reed Miller, Atty.	GRANTED EFF:	5-4-60 6-13-60 not be consum. Barbara C. I. pref. Brown dispose of/stock in Margaret Millar, Inc.

## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call

TURNBULL, DETER & COMPANY, INCORPORATED, MARGARET MILLAR  
 Name INCORPORATED AND STERLING HARDWARE COMPANY, d/b/a VIRGINIA BROADCASTING COMPANY  
 Betterers ..... W.E.L.K.

File No.	Dated	Application for	Action	
			Nature	Date
BR-3568 Rec'd Filed	6-14-60 6-15-60 6-15-60	Renewal of license Atty: Reed Miller	GRANTED	9-20-60
BML-1899 Rec'd Filed	7-12-60 7-18-60 7-18-60	Modification of license to change name to Turnbull, Deter & Sullivan, Incorporated, Margaret Millar, Inc. and Sterling Hardware Company, d/b/a Virginia Broadcasting Company. Atty's: Arnold, Fortas & Porter	GRANTED	8-4-60
BML-2013 R. & F.	8-16-62 8-20-62	Mod. of license to change name of licensee from Turnbull, Deter & Sullivan, Incorporated to Deter & Sullivan, Inc.; Chain Gate Investment Company and Sterling Hardware Company, d/b as Virginia Broadcasting Company. Atty: Thomas G. Fisher	GRANTED	9-4-62

APPLICATION RECORD - BROADCASTING

Call  
Letters WELK

Name Deter & Sullivan, Inc; Chain Gate Investment Company and Sterling Hardware Company,  
d/b as Virginia Broadcasting Company  
Charlottesville, Virginia

File No.	Dated	Application for	Action	
			Nature	Date
BP-15,949 R. & F.	5-28-63	CP to Chg. freq. from 1010kc <sup>to</sup> 1470kc, chg hours of operation from Daytime to Unlimited, using power of 5kw, install DA-2, chg ant-trans. loc. from Harris Road, Charlottesville, to on State Rt. 657 approx. 1.5 mi. NW of Intersec. w/ State Rt. 743, near Charlottesville; make chgs. in Ant. system (decrease height); make chgs in ground system; install new transmitter ITA AM5000A.  Atty: Arnold, Fortas & Porter (Reed Miller) Engr: Silliman, Moffet & Kowalski (John A. Moffet)	DISMISSED (Per Sect. 1.568(b) of the Rules)	(Ltr. 1-7-66)
	5-29-63			
SEE CARD #7	AMENDMENT			
ER 3568 Rec'd Filed	7-17-63 7-17-63 7-17-63	Renewal of license  Arnold, Fortas & Porter, Attys.	GRANTED	10-15-63

## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call

Letters

W E L K

WELK INCORPORATED

x Deter & Sullivan, Inc.,<sup>and</sup> Chain Gate Investment CompanyName ~~and Sterling Hardware Company~~ dba VIRGINIA BROADCASTING COMPANY  
Charlottesville, Virginia

File No.	Dated	Application for	Action	
			Nature	Date
BAL-5102 R & F	5-1-64 5-7-64	Voluntary assignment of license to Deter & Sullivan, Inc. and Chain Gate Investment Company dba VIRGINIA BROADCASTING COMPANY  Atty. - Arnold, Fortas & Porter	GRANTED EFF	5-25-64 6-26-64
<del>-(CONT'D)</del> BP-15949 R&F	<del>6-30-64</del> <del>7-6-64</del>	<del>AMENDMENT to change partnership name to Deter &amp; Sullivan, Inc. and Chain Gate Investment Company d/b as VIRGINIA BROADCASTING COMPANY to reflect BAL-5102 gr. 5-25-64</del>	<del>See card #6</del>	
BAL-5349 R & F	1-22-65 1-27-65	Voluntary assignment of license to WELK INCORPORATED  Atty. - Arnold, Fortas & Porter	GRANTED Cond'i re: liaden dispose of interest in WINA. EFF:	3-9-65 4-11-65

## APPLICATION RECORD - BROADCASTING

1010kc

Call  
Letters W.E.L.K.Name WELK, INCORPORATED  
Charlottesville, Virginia

File No.	Dated	Application for	Action	
			Nature	Date
BRC-2714 Rec'd Filed	7-15-65 7-27-65 7-27-65	Modification of license to change studio location to 223 East Main Street, Charlottesville, Virginia and operate transmitter by remote control from studios.	GRANTED	8-2-65
BR-3568 R & F	6/29/66 7/5/66	Renewal of License Atty: Arnold & Porter	GRANTED	9-1-66
EA-17,872 Rec'd Filed  OCT 17 1967	8-16-67 8-17-67 8-17-67	CP to change frequency from 1010kc to 1400kc, change hours of operation from Daytime to Unlimited, using power of 250w, 1kw-LS, change antenna-transmitter location to S.-R. 631, -0.1-mi.-N.-E.-of-Charlottesville, Virginia. atty-Arnold & Porter (Reed Miller) enr-Raymond E. Rohrer & Assoc.	JUN 25 1968 GRANTED	#18586 1-11-72
Sec. 73.37(a) waived and application accepted for filing by Comm action 9-27-67 Amended 11-14-69 Re: financial statement and loan commitment Amended 9-18-70 re agreement submitted. F.C.C. - WASHINGTON, D. C. Amended 5-14-71 re community survey.				



Amended 12-21-71 re Sections, II, III, para. 27 of IV-A, VA & VG, change transmitter site.

Amended 1-24-72 re Engineering statement.

Amended 2-7-72 re Engineering.

CONTACT: ROBERT W. STROH  
PHONE: CODE 703; 296-2144  
ADDRESS: 223 EAST MAIN STREET  
CHARLOTTESVILLE, VIRGINIA 22902

FORM BC-121 #9  
AUG. 1955

APPLICATION RECORD - BROADCASTING

1010kc

Call  
Letters WELK

Name WELK, INCORPORATED

Charlottesville, Virginia 22902

File No.	Dated	Application for	Action	
			Nature	Date
BTC-5794 R & F FEE PD:\$75 DEC 4 1968 Pub.notice filed 12-23-68 AMENDED 1-8-69	11-20-68 11-21-68 -#473972	Voluntary transfer of control of lic. corp. from Jackson Park Realty Co., Inc. to Robert W. Stroh  Atty - Arnold & Porter re stock redemption Agreement; bank ltr re loan(reply to ltr 12-19-68)	GRANTED Eff: 4-3-69	3-13-69
BR-3568 R & F #525943 \$75. P.N. filed PRESS JUL 7 1969 3-11-71 Annual filing fee \$20.00 paid 10-27-70. #639738.	6-1-69 6-30-69 6-30-69 6-30-69	Renewal of license Atty-Arnold & Porter(David H. Lloyd)	GRANTED	9-25-69
BR-3568 R & F P.N. PRESS JUL 6 1972	6-23-72 6-29-72 6-29-72	Renewal of License  Atty: Reed Miller AMENDED 4-10-74 re: EEO program 247-4-12-74	GRANTED issued with BL-13,444	4-29-74

#10

1400khz.

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call  
Letters WELKName WELK INCORPORATED  
Charlottesville, Virginia

File No.	Dated	Application for	Action	
			Nature	Date
BL-13,444 Rec'd W 120135-\$50 LTD PTA Amended Amended & F PTA Ext. PRESS	10-14-72 10-18-72 10-18-72-AC-067 11-1-72 11-10-72 2-9-73 2-21p73 MAY 16 1973	Lic.(BP-17,872) for changes. Transmitter: GATES, BC-1H. expired: 1-2-73 Engr. data re compliance w/cond. on CP re WCHV Atty: Arnold & Porter(Reed Miller)	GRANTED issued with renewal	4-29-74
BP-19,896 Rec'd Filed \$50-340830 AC-056 Resubmitted	8-8-74 8-15-74 8-20-74 8-30-74 2-24-75 MAY 10 1975	Construction permit to install a new Alternate Main Transmitter RCA BTA 1-MX	RETURNED (Sec. 1, page 2 not filed signature & date) OCT 9 1974 GRANTED	10-8-74 4-8-75

#11  
Form BC-121  
September 1969  
10-58

APPLICATION RECORD - BROADCASTING

Call  
Letters W E L K

~~1018~~  
*1400 Tel*

Name WELK, INCORPORATED  
CHARLOTTESVILLE, VIRGINIA

File No.	Dated	Application for	Action	
			Nature	Date
BR-3568 R & F PN Recd. PRESS	5-20-75 5-27-75 " JUN 2 1975	RENEWAL OF LICENSE Reed Miller, Atty. AMENDED 7-21-75 re: programming AMENDED 7-23-75 re: programming AMENDED 9-4-75 re: programming AMENDED 9-15-75 re: commercial matter	GRANTED	9-29-75
BL-14,043 R & F \$50#479943 PTA PRESS OCT 31	9-16-75 9-25-75 9-26-75 10-10-75 1975	Lic. to cover BP-19,896 for Alternate Transmitter, RCA BTA, 1MX  Atty: Reed Miller (Arnold & Porter)	GRANTED	3-15-76
BR-3568 R & F PRESS	5-10-78 5-15-78 MAY 25 1978	RENEWAL OF LICENSE (MAIN & ALT. MIAN)  Atty. Reed Miller (Arnold & Porter)	GRANTED	9-14-78

## APPLICATION RECORD - BROADCASTING

Call  
LettersWXAM  
XWELKName WELK, INCORPORATED  
Charlottesville, Virginia

File No.	Dated	Application for	Action	
			Nature	Date
BTC 790605EW FORM 315 PRESS: JUN 18 1979 PN FILED	6-21-79	Vol TC from Robert W. Stroh, James T. Graves, Harold B. Wright, Jr., and Alton F. Martin to Latora Broadcasting, Inc.  Atty for transferor - Reed Miller for transferee - Jason L. Shrinsky  Amended 6-8-79 re revised Exh 1 re contract of sale	GRANTED EFF:	8-8-79 8-29-79
BAL810729GI Form 316 PRESS AUG 07 1981		Vol AL to Latora Broadcasting, Inc.  Atty. Russell E. Arkin		

#13

## APPLICATION RECORD-BROADCASTING

Call Letters: WXAM

Name: WELK, INCORPORATED

Station Location: CHARLOTTESVILLE, VIRGINIA

File No.	Date	Description	Action and Date
BR-810521UH Press: <b>AUG 14 1981</b>		Renewal of License Attorney: Russell E. Arkin  AMENDED 8-28-81 to change name of applicant to "Latora Broadcasting, Inc."	

## 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.

