

WESC-FM



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199



# BROADCASTING STATION LICENSE RECORD

Official No. #221

Date first licensed 12-31-48

Call letters WVOS ~~WVOS~~ WVOS-FM

LOCATION: GREENVILLE, SOUTH CAROLINA

BROADCASTING COMPANY OF THE CAROLINAS (BALH-320 3-28-58 EFF: 4-8-58)

Name of licensee GREENVILLE BROADCASTING COMPANY

Solomon Jones Road, Caesars Head, South Carolina (PH781103AK 3/18/79)

Transmitter location Whitehorse & Farris Bridge Road, N.W. of Greenville, South Carolina

223 W. Stone Avenue, Greenville, South Carolina (PH781103AK 3/18/79)

x Berea Plaza Shopping Center, Farris Bridge Rd. & Sulphur Springs Rd., Greenville, S. C.  
Main studio location 1 College Street, Greenville, South Carolina



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Mcs. Freq.	ERP Power	Time Div.	Period From- To-
	8-18-47	92.5 mcs. Proposed assignment Ch#223			
BPH-1149 C.P. issued	12-18-47	92.5 mc Ch.#223	12 kw. Terr: 360'	U	By 3-9-48 to 9-9-48
BPH-1836 MOD. OF C.P.	5-3-48	92.5 mc to change type of trans.	12 kw	U	By 3-9-48 to 9-9-48
BLH-279	12-31-48	License to cover CP(BPH-1149 as mod)			12-31-48 to 3-1-50
BRH-221	2-21-50	Renewal of license			to 3-1-52
BTC-982	8-29-50	Invol. trans. of control of licensee corp			
BTC-1204	10-18-51	Vol Trans of lic. from Christie K. Russell deceased to Christie K. Russell, Individually (17%).			
BRH-221	2-27-52	Renewal of license 3-1-52 to 12-1-54			
BRCH-20	5-1-53	301-A, remote control			
BRH-211	11-10-54	92.5	12kw	U	12-1 12-1-57
BRH-221	11-13-57	Renewal of License to			12-1-60
BTC-2736 EFF:	3-26-58 4-2-58	Vol. transfer of control of licensee corporation from Mrs. Christie K. Mitchell to Broadcasting Company of the Carolinas.			
BALH-320 EFF:	3-28-58 4-2-58	Vol. assignment of license to Broadcasting Company of the Carolinas.			
BRH-221	11-30-60	92.5	12kw	U	12-1 12-1-63
<del>BRCH-356</del> (1)	<del>12-29-61</del>	Mod. of license to operate transmitter by remote control from 1 College Street, Greenville, South Carolina.			
BRH-221	11-29-63	92.5 mcs.	12kw	U	12-1 12-1-66
BPH-4633 HAAT:360'	11-16-64	92.5mcs Ch.#223	ERP:32kw TPO:7.2kw	Unl.	1-16-65 7-16-65
	CP to install new trans. (Gates FM-7.5G); and incr TPO & ERP.				
BLH-2833 (1)	5-20-65	Mod of licence to cover CP(BPH-4633) in- stall new trans. and increase TPO & ERP			



Form BC 126 # 2  
June 1954

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ..... W E S C-FM

Station location .....

Name of licensee ..... BROADCASTING COMPANY OF THE CAROLINAS

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BPH-5560 HAAT: 360'	10-7-66	92.5mc.	ERP: 36kw Unl. ch#223 TPO: 7.2kw		12-7-66 6-7-67
cond'l	CP to install new ant(Gates FMA-6B, 6 sections); and increase ERP to 36kw.				
BRCH-781 (1)	1-17-67	Mod. of CP(BPH-5560) to operate transmitter by remote control from #1 College Street, Greenville, S. C.			
BRH-221 HAAT: 360'	11-30-66	92.5mc.	ERP: 32kw TPO: 7.2kw	U	12-1-69
BLH-3534(1)	3-22-67	Lic. to cover CP(BPH-5560) which auth install new ant & incr. ERP. with RC			
Letter dated 7-1-69.		Transmitter:	GATES FM	7.5 H	
BRH-221(L)	11-26-69	RENEWAL			12-1-72
BPH-7312 HAAT: 340' (h&v) COND'L	11-27-70	92.5mc Ch#223	ERP: 100kw(h&v) TPO: 19.5kw (RC)		1-27-71
	CP install trans & ant, make chgs in ant system, chg. TPO, ERP and HAAT. operate with vert ERP and HAAT.				
BSCA-1,062	2-22-71	SCA on a sub-carrier frequency of 67 kilocycles.			
BLH-5194(L) HAAT: 340' (H&V)	8-24-71	Lic. to use former main trans for aux. purposes only			12-1-72
		92.5mc	ERP: 38.3kw TPO: 7.5kw (H&V)		H&V
BLH-5179(L) HAAT: 340' (H&V)	8-12-71	Lic. for changes (BPH-7312)			12-1-72
	(MAIN)	92.5mc	ERP: 100kw(h&v) TPO: 19.5kw (h&v)		
EBSA	5-22-72				
BRH 221	11-16-73	(S) RENEWAL OF LICENSE			
BRSCA-1062	"	REN. OF SCA / Main & Aux.			12-1-75
BSH-221(1)	6-4-74	ML to change SL & RC (Main Trans.)			
BSH-221 (1)	6-4-74	ML to change SL & RC (Aux. Trans.)			
BPH-9224 HAAT: 630ft (H&V)	12-18-74	92.5mhz	ERP: 100kw(H&V)	U	12-18-75
		CP chg trans, ant, TPO & HAAT			
BRH-221(S)	11-19-75	Renewal(Main & Aux.)			12-1-78
BRSCA-1062					
BLH-6838(L)	3-12-76	Lic.(BPH-9224)		Changes,	Main-12-1-78



BC-126  
June 1975

#3

FM

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W V O N

Station location .....

Name of licensee SEE CARD #1

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From: To:
CONTEL	1-10-78	TRANS: HARRIS	206 mod. w/ HARRIS MS		
		15 exciter now installed			
BRH 780731	11-14-78	REN. OF LIC. &	MAIN & AUX. TRANS. &		
BRSCA "(S)	11-14-78	SCA	ANT.		12-1-81
BPH781103AK	5/18/79	92.5mhz	ERP: 95kW (H&V)	RC	5/18/80
HAAT: 2000' (H&V)		CP to chg TL, SL & RC.			
(L)		install new trans & mke chgs ant sys.			
BMPH800508AK	7-17-80	MP (BPH-781103AK)	for ext.		
(1)		of time to:			11-18-80
BLH-800811AB	9-19-80	92.5mhz	ERP: 95kW, 100kW		12-1-81
HAAT: 2000' (H&V)		(MAX., H&V) Lic. to cover			
(L)		(BPH-781103AK, as mod.) for			
		changes.			



## APPLICATION RECORD - BROADCASTING

FM (CLASS B)

 Call WESG-FM  
 Letters ~~NEW~~ ~~WESG~~
Name GREENVILLE BROADCASTING COMPANY

(P. O. 1 College Street, Greenville, South Carolina)

File No.	Dated	Application for (Class B)	Action	
			Nature	Date
B3-PH-1149 Rec'd Filed	12-31-46 1-2-47 1-2-47	Construction permit for a new FM broadcast station to be operated on Frequency: Channel 229, 93.7 mcs. or as assigned by Chief Engr. of FCC Effective Radiated Power: 12.5 kw approx. Antenna height above average terrain: 361 ft. Transmitter: Whitehorse and Farris Bridge Rd., N. W. of Greenville, S. C. Studio: 1 College Street, Greenville, S. C. (Raytheon Manufacturing Co. RF-3 Max. 3 kw) Filed by Neville Miller, Attorney Program analysis recd. 3-28-47	Granted conditionally 4-10-47. station. 4-15-47 C.P. issued Gr. 12-18-47	Class "B" Letter mailed
BMPH-1836 Rec'd. Filed	4-16-48 4-19-48 4-19-48	Modification of construction permit (B3-PH-1149) which authorized a new FM broadcast station to change type of transmitter to Gates RF-3A, max. 3 kw. Filed by Neville Miller, Att'y.	GRANTED	5-3-48



John A. Chambers, Engrs



Name GREENVILLE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BLH-279 Rec'd. Filed	8-19-48 8-24-48 8-24-48	License to cover construction permit (B3-PH-1149 as modified) which authorized a new FM broadcast station. Filed by Neville Miller, Attorney.	GRANTED	12-31-48 to 3-1-50
BRH-221 Rec'd & Filed	12-19-49 12-23-49	Renewal of license. Filed by Neville Miller, Atty	GRANTED	2-21-50
BTC-982 Rec'd & filed	8-18-50 8-18-50	Invol. T C of licensee corp. from Scott Russell deceased, to Christie K. Russell, Administratrix, of est. of Scott Russell, deceased.	GRANTED Eff:	8-29-50 9-16-50
BTC-1204 Rec'd. Filed	9-29-51 10-4-51 10-4-51	Voluntary transfer of control of licensee corporation from Christie K. Russell, Administratrix of the Estate of Scott Russell, Deceased to Christie K. Russell, Individually, (17%) Filed by Neville Miller, Atty.	GRANTED Eff:	10-18-51 10-29-51
BRH-221 Rec'd & Filed	11-30-51 12-3-51	Renewal of license Filed by Neville Miller, Attorney	GRANTED	2-27-52



## APPLICATION RECORD - BROADCASTING

Call  
Letters WESC-AMName X Greenville Broadcasting Company

File No.	Dated	Application for	Action	
			Nature	Date
BRCH-20 recd & Filed	4-22-53 4-28-53	301-Am application for remote control operation Filed by Arthur H. Schroeder, Atty	GRANTED	5-1-53
BRH-221 Recd. & Filed	8-23-54 8-31-54	Renewal of license Filed by Neville Miller, atty	GRANTED	11-10-54
BRH-221 Rec'd Filed	8-22-57 8-29-57 8-29-57	Renewal of License Neville Miller, Attorney	GRANTED	11-13-57
BTC-2736 Rec'd Filed	2-26-58 2-28-58 2-28-58	Voluntary transfer of control of licensee corporation from Mrs. Christie K. Mitchell to Broadcasting Company of the Carolinas.  Robert E. Hodson, Atty.	GRANTED EFF:	3-26-58 4-8-58
BALH-320 Rec'd Filed	3-11-58 3-12-58 3-12-58	Voluntary assignment of license to Broad- casting Company of the Carolinas.  Robert E. Hodson, Atty.	Contingent on Grant of BTC-2736 GRANTED EFF:	3-28-58 4-8-58



FORM BC-121  
Aug. 1955

# 4

# APPLICATION RECORD - BROADCASTING

Call  
Letters W E S C -FM

Name BROADCASTING COMPANY OF THE CAROLINAS  
Greenville, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BRH-221 Rec'd Filed	8-26-60 9-2-60 9-2-60	Renewal of license Atty: Robert E. Hodson	GRANTED	11-30-60
BRCH-356 Rec'd Filed	12-19-61 12-26-61 12-26-61	Modification of license to operate trans- mitter by remote control from 1 College Street, Greenville, South Carolina.  Robert E. Hodson, Atty.	GRANTED	12-29-61
BRH-221 Rec'd Filed	8-16-63 8-29-63 8-29-63	Renewal of license---12-1-63 Atty. Robert E. Hodson	GRANTED	11-29-63
EPH-4633 H&F	10-9-64 10-16-64	Construction permit to incr ERP to 32kw, install new trans (Gates-FM7.5G), and incr TPO to 7.2kw. Atty: Pierson, Ball & Dowd	GRANTED	11-16-64



FORM BC-121  
Aug. 1955

# APPLICATION RECORD - BROADCASTING

Call  
Letters WESC-FM

Name BROADCASTING COMPANY OF THE CAROLINAS  
GREENVILLE, SOUTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BLH-2833 R&F	4-12-65 4-13-65	License to cover CP (BPH-4633) which authorized install new trans, and increase TPO and ERP. Atty: Pierson, Ball & Dowd	GRANTED	5-20-65
BPH-5560 R & F	9-23-66 9-27-66	CP to install new ant. (Gates FMA-6B, 6 sections); and increase ERP to 36kw.  Pierson, Ball & Dowd, Attys.(H.T.Slaughter)	GRANTED  CONDL re sub. 302 for WESC(AM)	10-7-66
BRH-221 R & F	8/15/66 8/31/66	Renewal of license Atty: Pierson, Ball & Dowd	GRANTED	11-30-66
BRCH-781 R & F	12-16-66 1-11-67	Mod. of CP(BPH-5560) to operate transmitter by remote control from #1 College Street, Greenville, South Carolina.  Atty.: Lawrence J. Bernard, Jr.	GRANTED	1-17-67



FORM BC-121 #6  
AUG. 1955

# APPLICATION RECORD - BROADCASTING

Call  
Letters W E S C FM

Name BROADCASTING COMPANY OF THE CAROLINAS  
Greenville, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BLH-3534 R & F	12/14/66 12/19/66	Lic. to cover CP (BPH-5560) <sup>last 7th-8</sup> which auth. install new ant. & incr. ERP. with Remote Control. Atty: L.J. Bernard, Jr. Engr: E. M. Johnson	GRANTED	3-22-67
BRH-221 R & F #538934 \$75 PN PRESS	8-1-69 8-28-69 8-28-69 1-1969	Renewal of license Atty- Robert E. Hodson (Pierson, Ball & Dowd)	GRANTED	11-26-69
BFH-7312 R & F #642375 \$50 CODE: 061 PRESS: NOV 20 1970  PTA 7-20-71	11-6-70 11-10-70 11-10-70	CP install Trans (Gates-FM20H3); Ant (Gates-FMC-10, 10 horiz. & vert. sects); make chgs in antenna system. (Incr. Hght); chg. TPO: 19.58kw; Chg. ERP: 100kw. operate with vert. ERP: 100kw. Chg. HAAT: 340 feet. operate with vert. HAAT: 340 feet. Corrected Coordinates as 34° 53' 10" - 82° 28' 03" Atty - Harrison T. Slaughter (Pierson, Ball & Dowd) Engr- Palmer Greer, Greenville, S. C.)	GRANTED COND'L	11-27-70 (FCC Form 302)



# APPLICATION RECORD - BROADCASTING

Call  
Letters **W E S C-FM**

Name **Broadcasting Company of The Carolinas**  
**Greenville, South Carolina**

File No.	Dated	Application for	Action	
			Nature	Date
BCEA-1,062 R & F #661152 \$50. CODE 068 PRESS: <b>FEB 17 1971</b>	1-14-71 2-1-71 2-1-71	Request for Subsidiary Communications Author- ization on a sub-carrier frequency of 67 kilo- cycles.  Atty-Harrison T. Slaughter(Pierson, Ball)	GRANTED	2-22-71
BLH-5179 R & F #W 016346 \$50. AC-068 PTA PRESS	7-6-71 7-13-71 7-13-71 7-20-71 JUL 2 1971	Lic.(BPH-7312) for changes. Atty: Harrison T. Slaughter(Pierson, Ball & Dowd)	GRANTED	8-12-71
BLH-5194 R & F #W-018938 \$50. AC-068 PTA PRESS	7-19-71 7-23-71 7-23-71 7-28-71	Lic. to use former Main Transmitter(GATES, FM-7.5H) for Auxiliary Purposes Only.  Atty: H. T. Slaughter(Pierson, Ball & Dowd)	GRANTED	8-24-71



# APPLICATION RECORD - BROADCASTING

92.5mc.

Call  
Letters WESC-FM

Name BROADCASTING COMPANY OF THE CAROLINAS  
Greenville, S. C.

File No.	Dated	Application for	Action	
			Nature	Date
BRH-221 R & F P.N. PRESS	8-15-72 9-5-72 9-5-72	Renewal of License (Main & Auxiliary)  Atty.: Robert E. Hodson	GRANTED	11 16 73
BRSCA-1062 R & F	8-15-72 9-5-72	Renewal of License		
BPH-9224 R & F #358798 \$200 Code 013 Press NOV 18 1974 P. N. Rec'd	10-23-74 10-24-74 10-29-74  11-18-74	CP to install new trans. (GATES FM-20H); install new ant. (Gates FMC-12, 12 sects. (H&V); make chg.ant. system (incr. hght.); chg. TPO and HAAT: 631' (H&V).  Atty: Harrison T. Slaughter (Pierson, Ball & Dowd)	GRANTED COND' L gr fee req. \$1,800.00  Pd 014 W379881	12-18-74   1-8-75
BRH-221 BRSCA-1062 R & F PN Recd. PRESS	7-22-75 7-17-75 8-1-75 SEP 12 1975	RENEWAL OF LICENSE (MAIN & AUX.) RENEWAL OF SCA Wm. H. Fitz, Atty. (Pierson & Dowd)	GRANTED	11-19-75



PHASE 1 REFUND ACTION

TRANS.  
CODE  
500

DATE  
79/12/12

AMT.  
989.00  
379881  
BPH 9224

INITIALS  
88



# APPLICATION RECORD - BROADCASTING

92.5mhz.

Call  
Letters WESC-FM

BROADCASTING COMPANY OF THE CAROLINAS

Name Greenville, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BLH-6838 R & F W 4799458100 PTA PRESS	9-18-75 9-25-75 9-26-75-001 10-10-75 NOV 10 1975	Lic.(BPH-9224) - Changes, Main trans. & ant. Atty: Pierson, Ball & Dowd(H.T.Slaughter)	GRANTED	3-12-76
BRH780731UO BRSCA" R & F PRESS	7-31-78 " " AUG 18 1978	RENEWAL OF LICENSE (MAIN & AUX. TRANS. & ANTENNA) RENEWAL OF SCA John J. Duffy, Atty	GRANTED	11-14-78
BPH 781103AK PRESS:	FEB 8 1979	Construction permit to chg TL: Solomon Jones Road, Caesars Head, South Carolina; chg SL&RC: 223 W. Stone Avenue, Greenville, South Carolina; install new type trans (HARRIS FM-20K); ant (HARRIS FMH-12AC, 12 sects (H&V); chg HAAT: 2000' (H&V) make chgs in ant sys (incr hght); 35 08 16 82 36 31 ATTY: ----- (OVER)	MAJOR ENVIRONMENTAL ACT . UNDER SECT 1.1305 GRANTED	5/18/79

302 5/8/80



Amend: V-G submitted 1-2-79

PHASE 1 REFUND ACTION

TRANS.  
CODE  
500

DATE  
1/11/79

AMT.  
52.00  
479945  
DLH-6838

INITIALS  
SM



## APPLICATION RECORD-BROADCASTING

Call Letters: WESC-FM

Name: BROADCASTING COMPANY OF THE CAROLINAS

Station Location: GREENVILLE, SOUTH CAROLINA

File No.	Date	Description	Action and Date
BLH-800508AF PTA PRESS	JUN 2 1980	License to operate formerly authorized main facilities as auxiliary purposes. (FOR AUXILIARY PURPOSES ONLY). Atty: Harrison T. Slaughter	GRANTED 6-2-80
BMPH800508AK PRESS (O)	JUL 3 1980	MP (BPH-781103AK) For Extension of Time to: <u>8-18-80</u> (FOR CHANGES)  Atty. Harrison T. Slaughter (Pierson, Ball & Dowd)	GRANTED 7-17-80 TO 11-18-80
BLH-800311AB PTA PRESS	SEP 2 1980	License to cover (BPH-781103AK, as mod,) for changes. Atty: William H. Fitz	GRANTED 9-19-80

302 8/11/80



## 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.

FM History Cards were initiated in the early 1940s, with the authorization of the earliest FM stations in the FM band, then at 42 to 50 MHz. (The band was shifted to its present location, 88 to 108 MHz, in 1946.) 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 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). Prior to that move, 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.

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.

