

W F B C-FM

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REMOVABLE LABEL GUIDE
CATALOG NO. 4550L 1/5

B S 4681

BROADCASTING STATION LICENSE RECORD

METROPOLITAN

Date first licensed April 10, 1962

Call letters W F B C - FM

MULTIMEDIA, INC. (ALH & ASCA 9-22-67, Eff: 1-1-68)

LOCATION: GREENVILLE, SOUTH CAROLINA

X SOUTHEASTERN BROADCASTING CORPORATION (BMLH 8-16-63)

X WMRC, INC. (BMLH-73 gr 2-16-54)

X Carolina Television, Inc. (BALH-153 Gr. 12-17-53 Eff: 1-14-54)

X BLUE RIDGE RADIO CORPORATION (Gr. 8-28-53 BALH-143)

Name of licensee X THE GREENVILLE NEWS-PIEDMONT COMPANY

5.5 mi. NW of Cleveland, near Caesar's Head, Greenville, S.C. (LH 2-25-59) red.
X TOP OF PARIS MOUNTAIN, Greenville, South Carolina (CP 12-14-55)

X Piedmont Highway, U. S. # 29

Transmitter location X Paris Mountain, South Carolina

29602

505 Rutherford Street (Letter 3-28-55 from atty)

Main studio location X Poinsett Hotel, S. Main Street at Court
Greenville, South Carolina

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Mos. Frequ.	E.R.P. Power	Time Div.	Period From To
B3-PH-291	10-19-45	92.9 No. 225	160 Kw		
Letter	6-7-46	Subject to Comm. approval of antenna details and transmitter details.			
B3-PH-291	9-11-46	92.9 No. 225	160 kw	U	By 11-11-46 To 5-11-47
C.P. for new FM broadcast station					
BMPH-317	4-17-47	92.9 No. 225	160kw Terr. 1120'	U	By 11-11-46 To 8-11-47
Modified CP to change date of completion of construction. GRANTED 4-17-47.					
	5-27-47	93.7 (No. 225)	Freq. assignment accord. Do. 4758		
PH-655	9-19-47	Ext. of completion date			12-31-47
PH-1163	12-10-47	Ext. of completion date to			2-28-48
PH-1425	2-3-48	Ext. of completion date to			6-1-48
Telegram	5-18-48	Relet 13. Auth. granted period ending July 1, 1948 operate using facilities specified in CP BMPH-1425 except that transmitter is 10 kw. portion with max. output power 10 kw. for purpose FM program service. Notify Comm. when program service has commenced.			
BMPH-2004	6-4-48	Ext. of completion date to 12-1-48			
Telegram	6-23-48	Relet atty. 15. Auth. extended period ending Dec. 1, 1948 operate using facilities specified in CP BMPH-2004 except that trans. is 10 kw. portion with max. output power 10 kw. for purpose FM program service.			
Telegram	11-29-48	Relet atty. 18. Auth. ext. interim operation period ending 7-1-49.			
BMPH-2803	11-16-48	Ext. completion date to 7-1-49			
BMPH-3556	6-7-49	Ext. of completion date to 1-1-50			
Telegram	6-23-49	Relet Atty. 21. Auth. ext. period ending 1-1-50 op. using 10 kw portion trans. w/10kw output pr. and other fac. in BMPH-3556 re FM prog. serv.			
BMPH-4287	6-22-50	Ext. on compl. date to 1-1-51			

B S

Card #2

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WRC-FM

☒ WMRC, INC.☒ CAROLINA TELEVISION INC.☒ BLUE RIDGE RADIO CORPORATION (Gr. 8-28-53)Name of licensee ☒ THE GREENVILLE-NEWS PIEDMONT COMPANYTop of Paris, Mountain, Greenville, S. C.
☒ U. S. Highway # 29
~~Paris Mountain, South Carolina~~

Transmitter location

505 Rutherford Street

Main studio location ☒ Poinsett Hotel, S. Main Street at Court, Greenville, S. C.

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BMPH-3935	12-16-49	Ext. of compl. date to			7-1-50
Telegram	12-21-49	Relet atty 12. Auth. ext. period ending 7-1-50 op. using 10 kw. portion of trans. with 10 kw. output power and other fac. in accord. CP BMPH-3935 re FM prog. serv.			
Telegram	6-26-50	Relet atty 14. Auth. ext. period ending 1-1-51 op. accord. Comm. wire 12-21-49 and BMPH-4207.			
BMPH-4207	6-22-50	Ext. of compl. date to			1-1-51.
Ltr.	10-18-50	Req. for waiver 3,261 denied			
BMPH-4397	12-6-50	Ext. of compl. date to			7-1-51
Telegram	12-27-50	Relet atty 22. Auth. ext. period ending 7-1-51 op. accord. Comm. wire 12-21-49 & BMPH-4397.			
Telegram	6-20-51	Relet atty 18. Auth. ext. period ending 1-1-52 op. accord. Comm. wire 12-21-49 and BMPH-4397			
BMPH-4594	6-25-51	Ext. of compl. date to			10-1-51
BMPH-4614	8-29-51	93.7	8.7 kw. U		
Mod. of C. P.		Ch. 229	Terr: 170 ft.		To 10-1-51
Telegram	9-24-51	Relet Atty 14. Auth. granted period to 10-1-51 operate facilities in BMPH-4614 for FM Prog. Service			
Telegram	9-28-51	Relet Atty 25. Auth. extended to 4-1-52 operate facil. in BMPH-4614 to provide FM program service.			
BMPH-4656	9-28-51	Ext. of compl. date to			4-1-52
BMPH-4656	9-28-51	Superseding auth. correcting geographic coordinates			To 4-1-52
BLH-828	4-10-52	93.7	8.7 KW ERP U		to 12-1-54
Lic. to cover CP		Ch. 229	Terr: 170 ft.		
BTC-1353	8-27-52	VOL. TC from Laura C. Peace, Roger C. Peace, Charlie Peace, Trustees of Est. B.H. Peace, (Deceased) TO Laura C. Peace, Roger C. Peace, Charlie Peace, B.H. Peace, Jr., Gertrude Peace Leake, Laura Peace Echols and Frances Peace Graham (839 shares)			

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WTBC-TV

< WMRC, Inc.
 X CAROLINA TELEVISION INC.

Name of licensee BLUE RIDGE RADIO CORPORATION (8-28-53 Gr.

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BMPH-3935	12-16-49	Ext. of compl. date to			7-1-50
Telegram	12-21-49	Relet atty 12. Auth. ext. period ending 7-1-50 op. using 10 kw. portion of trans. with 10 kw. output power and other fac. in accord. CP BMPH-3935 re FM prog. serv.			
Telegram	6-26-50	Relet atty 14. Auth. ext. period ending 1-1-51 op. accord. Comm. wire 12-21-49 and BMPH-4207.			
BMPH-4207	6-22-50	Ext. of compl. date to			1-1-51.
Ltr.	10-18-50	Req. for waiver 3.261 denied			
BMPH-4397	12-6-50	Ext. of compl. date to			7-1-51
Telegram	12-27-50	Relet atty 22. Auth. ext. period ending 7-1-51 op. accord. Comm. wire 12-21-49 & BMPH-4397.			
Telegram	6-20-51	Relet atty 18. Auth. ext. period ending 1-1-52 op. accord. Comm. wire 12-21-49 and BMPH-4397			
BMPH-4594	6-25-51	Ext. of compl. date to			10-1-51
BMPH-4614	8-29-51	93.7 Ch. 229	8.7 kw. U		To 10-1-51
Mod. of C. P.			Terr: 170 ft.		
Telegram	9-24-51	Relet Atty 14. Auth. granted period to 10-1-51 operate facilities in BMPH-4614 for FM Prog. Service			
Telegram	9-28-51	Relet Atty 25. Auth. extended to 4-1-52 operate facil. in BMPH-4614 to provide FM program service.			
BMPH-4655	9-28-51	Ext. of compl. date to			4-1-52
BMPH-4656	9-28-51	Superseding auth. correcting geographic coordinates			To 4-1-52
BLH-828	4-10-52	93.7 Ch. 229	8.7 KW ERP U		to 12-1-54
Lic. to cover CP			Terr: 170 ft.		
BTC-1353	8-27-52	VOL. TO from Laura C. Peace, Roger C. Peace, Charlie Peace, Trustees of Est. B.H. Peace, (Deceased) TO Laura C. Peace, Roger C. Peace, Charlie Peace, B.H. Peace, Jr., Gertrude Peace Laake, Laura Peace Echols and Frances Peace Graham (839 shares)			

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WTBC-FM

< WMRC, Inc.
 X CAROLINA TELEVISION INC.

Name of licensee BLUE RIDGE RADIO CORPORATION (8-28-53 Gr.

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BALH-143	8-28-53	Vol. assign lic to	BLUE RIDGE RADIO CORPORATION		
BALH-153	12-17-53	Vol. assign lic to	Carolina Tv Inc.		
BMLH-73	2-17-54	Mod. lic. to change name to	WMRC, INC.		to 12-1-54
Form 715	notice/				
BRH-681	11-10-54	Renewal of license to			12-1-57 (S)
BRCH-128	3-9-55	Operation b y remote control			
BPH-2090	12-14-55	CP change ERP, Terr: and			2-14-56
Trans. side/93.7mcs.		ERP 10.5kw, Terr: 1110 feet			8-14-56
WIRE	5-22-56	RETEL 22 Auth. ext. allowing			Station to remain silent to 6-8-56
WIRE	6-19-56	RETEL 19, Auth Ext. period end.			7-2-56
WIRE	6-29-56	RETEL 28, Auth. gr. operate with Fac. specified in BPH-2090 period end.			7-31-56
		pending receipt & action license application.			
WIRE	RETEL 3-	AUTH. EXTENDED re: above wire TO			9-3-56
BLH-1139	9-13-56	License to cover BPH-2090)			TO 12-1-57(L)
Terr: 1110ft.		93.7mcs, 10.5kw, U.			
BRH-681	11-13-57	Renewal of license to			12-1-60
BPH-2455	7-30-58	93.7mcs. 9.9kw. ERP Unl.			9-30-58
CP make changes,		HAAT: 1,350',			3-30-59.
BMPH-5281	9-2-58	Mod. CP (BPH-2455) Antenna: Collins, 37M-4,			
# 1.		11 kw. ERP			
BMPH-5344	11-28-58	Mod. CP (BPH-2455) Antenna: Andrews, 1304-1,			
# 2.		4 sections. ERP: 9.9kw.			
BLH-1302	2-25-59	93.7mcs., 9.9kw., Unl.			2-25-59
HAAT: 1350',		TPO: 3 kw.			12-1-60
License to cover		CP (BPH-2455 as mod.) to make changes.			
BRCA-174	7/1/59	Subsidiary Communications Authorization			12/1/60
		Multi-plex Basis to			
BRH-681	11-16-60	Renewal of license			12-1 12-1-63
BRSCA-174	11-16-60	Renewal of SCA			12-1 12-1-63

Form BC 126 #4
June 1954

BROADCASTING STATION LICENSE RECORD

Official No. 681

Date first licensed 4-10-52

Call letters W F B C - FM

Station location GREENVILLE, SOUTH
CAROLINA

Name of licensee X WRC, INC.

Transmitter location

Main Studio Location

CONSTRUCTION PERMIT AND LICENSE RECORD

APPL. NO.	DATE ISSUED	FREQ.	POWER	TIME DIV.	PERIOD FROM TO
EPH-3443 HAAT: 1850'	8-21-61	93.7mc Ch. #229	7.8kw TPO: 3kw	Unl	10-21-61 4-21-62
		CP to incr. HAAT decr. ERP			
BLH-2060 (1)	5-2-62	Lic. to cover CP (EPH-3443) which auth. a chg. in ERP and HAAT			
BMLH-190 (2)	8-16-63	Mod. of license to change name of licensee to SOUTHEASTERN BROADCASTING CORPORATION. & SCA			
Wire dated & rec'd 9-18-63 giving notification per Sect. 3.250(a)(5) that a ITA FM-7500C trans. is now installed & in oper. (Eff: 9-16-63).					
BRH-681	11-6-63	93.7mcs	3.9kw	U	12-1 12-1-66
BRSCA-174	11-6-63	Renewal of license (SCA)			12-1 12-1-66
BPH-5102 HAAT: 1,850'	12-20-65	93.7mc. ERP: 100kw. (h) 97kw (v) Ch. #229 TPO: 19.5kw.		U	2-20-66 8-20-66
		CP to install new trans (RCA-BTF-20E), install new trans (RCA-BTF-20E), install new horiz. ant (RCA-BFA-12B, 12 secs) install vert. ant (Electronic Research-300-12V, 12 secs.) incr. TPO and HORIZ. ERP and operate on a vert. ERP;			
BMPH-8946 (1)	8-9-66	Mod. of CP (BPH-5102) for ext. of completion date to			11-20-66
BRH-681	11-18-66	RENEWAL OF LICENSE			12-1 12-1-69
BRSCA-174	11-18-66	RENEWAL OF SCA			12-1 12-1-69
BLH-3473 HAAT: 1850' (H&V)	2-24-67	93.7mcs ERP: 100kw (H) CH. #229 ERP: 97kw (V) TPO: 19.5kw		U	2-24 12-1-69
		Lic to cover CP (BPH-5102 as mod) which auth install new trans & ant. chg. ERP & TPO operate on Vert ERP.			
BALH-1009 BASCA-275	9-22-67	Voluntary assignment of license and SCA Eff: 1-1-68			
BPH-5102 (1)	11-26-69	Renewal of license & NDEA			12-1 12-1-72
BRSCA-174	11-26-69	Renewal of SCA			12-1 12-1-72
EBSA	5-25-72				
BRH-681 (S)	12-6-72	RENEWAL			12-1-75
BRSCA-174	"	RENEWAL of SCA			"

Form BC 126
June 1954

#5

93.7mhz

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WEBC-FM

Station location

Name of licensee

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
Ltr. dated	3-27-74	TRANS: RCA BTF-20E1 now installed.			
BPH-8908	5-3-74	93.7mhz	ERP: 100kw(H) 97kw(V)	5-3-75	
	HAAT: 1850' (H&V) aux. only CP to use former Main Trans. as Aux. Trans. (RCA BTF-20B)				
BRCH-1,210(1)	7-9-74	ML to operate by RC (Main Trans.)			
BMPH-14,129(1)	7-9-74	MP(BPH-8908) operate by RC(Aux. Trans)			
BMSCA-393	1-31-75	Mod of SCA, chg equip & programming			
BLH-6444(L)	1-22-75	Lic.(BPH-8908)-use former main trans. for auxiliary			12-1-75
BRH-681(L)	11-12-75	RENEWAL (MAIN & AUX.)			12-1-78
BRSCA-174	" " "	" " "			" " "
COMTEL	1-14-77	Trans: RCA-BTF-20E now installed(Main)			
BRH-780801WH(S)	11-28-78	RENEWAL OF LICENSE			12-1-81
BRSCS- " "	" "	" " " SCA			" " "

APPLICATION RECORD—BROADCASTING

WMRC, INC.

X CAROLINA TELEVISION, INC.

X BLUE RIDGE RADIO CORPORATION

Name X THE GREENVILLE NEWS-PIEDMONT COMPANY

Call letters NEW
WFBC-FMP.O. -- 335 S. Main St. Greenville, South Carolina
News Bldg. PO Box 600--
APPLICATION FOR--

FILE No.	DATED		ACTION	
			NATURE	DATE
B3-PH-291	8-1-44	Construction permit for new high frequency	Granted 10-19-45	
Recd.	8-9-44	FM broadcast station	for Met. type	
Filed	8-9-44	Frequency: 44,100 Kcs., Coverage: 23,687 Sq. Mi.	station -	
		Studio: Poinsett Hotel, S. Main St. at	Conditional -	
		Court, Greenville, S. Carolina	Type 2 letter	
		Transmitter: Paris Mountain, South Carolina	mailed 11-6-45	
		(G.E. GF-150-B Max. 50kw)	Basic Engr. approved	
		Filed by Fred W. Albertson, Att'y.	5-2-46	
Amended	12-27-44	Amended to change frequency from 44,100 kcs	Program Analysis ap-	
Recd.	1-3-45	to 44,300 kcs.	proved 5-2-46	
Filed	1-3-45	Filed by Fred W. Albertson, Atty.	C.P. issued 9-11-46	
		Letter recd. 9-17-45 re Comm. letter of		
		9-7-45. No change. (Rural)		
		Program analysis rec'd. 4-3-46		
		Engineering information re. Comm. letter of		
		7-7-46 rec'd. 7-31-46 changing type of trans-		
		mitter, transmitter location, and making		
		changes in antenna systems		

Jansky & Bailey, Engineers

APPLICATION RECORD - BROADCASTING

CARD #2

WMRG, INC.

X CAROLINA TELEVISION, INC.

X BLUE RIDGE RADIO CORPORATION

Name X THE GREENVILLE NEWS-PIEDMONT COMPANY

Call

Letters W F B C - FM

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-317 Rec'd Filed	4-9-47 4-10-47 4-10-47	Mod. of C. P. (B3-PH-291 which authorized a new FM broadcast station) for extension of completion date from 5-11-47 to 8-11-47. Filed by Francis X. McDonough, Attorney	GRANTED	4-17-47
BMPH-655 Rec'd. Filed	7-29-47 7-31-47 7-31-47	Mod. of C. P. (B3-PH-291 as modified, which authorized a new FM broadcast station) for extension of completion date from 8-11-47 to 1-11-48. Filed by Robert L. Irwin, Att'y.	GRANTED (Granted for ext. only to 12-31-47)	9-19-47
BMPH-1163 Rec'd Filed	11-25-47 12-2-47 12-2-47	Mod. of C. P. (B3-PH-291 as modified) which authorized a new FM broadcast station for extension of completion date from 12-31-47 to 2-28-48. Filed by Francis X. McDonough, Attorney	GRANTED	12-10-47

Form 94 WMRC, INC. APPLICATION RECORD - BROADCASTING

X CAROLINA TELEVISION, INC.

CARD #3 X BLUE RIDGE RADIO CORPORATION

Call

Letters W F B C - FM

Name X THE GREENVILLE NEWS-PIEDMONT COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-1425 Rec'd Filed	1-24-48 1-27-48 1-27-48	Mod. of C. P. (B3-PH-291 as modified) which authorized a new FM broadcast station for extension of completion date from 2-28-48 to 6-1-48. Filed by Francis X. McDonough, Attorney	GRANTED	2-3-48
BMPH-2004 Rec'd. Filed	5-12-48 5-13-48 5-13-48	Mod. of C. P. (B3-PH-291 as modified) which authorized a new FM broadcast station for extension of completion date from 6-1-48 to 7-1-49. Filed by Francis C. McDonough, Attorney	GRANTED	6-4-48 to 12-1-48
BMPH-2803 Rec'd. Filed	10-29-48 11-1-48 11-1-48	Mod. of C. P. (B3-PH-291 as modified) which authorized a new FM broadcast station for extension of completion date from 12-1-48 to 7-1-49. Filed by Robert L. Irwin, Atty.	GRANTED	11-16-49
BMPH-3556 Rec'd Filed	5-27-49 6-1-49 6-1-49	Mod. of C.P. (BPH-291 as modified) which authorized a new FM b/c station for ext. of compl. date from 7-1-49 to 1-1-50 Filed by Robert L. Irwin, Atty.	GRANTED	6-7-49

FCC Form 94 WMRC, INC. APPLICATION RECORD - BROADCASTING

Card #4 X CAROLINA TELEVISION, INC.
X BLUE RIDGE RADIO CORPORATIONCall
Letters WFBC-FM

Name X THE GREENVILLE-NEWS, PIEDMONT COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-3935 Recd. Filed	11-30-49 12-6-49 12-6-49	Mod. of C. P. (BPH-291 as modified) which authorized a new FM broadcast station for extension of completion date from 1-1-50 to 7-1-50. Filed by Robert L. Irwin, Att'y	GRANTED	12-16-49
BMPH-4207 Recd. Filed	6-10-50 6-13-50 6-13-50	Mod. of C. P. (BPH-291 as modified) which authorized a new FM broadcast station for extension of completion date from 7-1-50 to 1-1-51. Filed by Robert L. Irwin, Att'y	GRANTED	6-22-50
BMPH-4397 Recd. Filed	11-25-50 11-28-50 11-28-50	Mod. of C. P. (BPH-291 as mod.) which authorized a new FM B/c. station for extension of completion date from 1-1-51 to 7-1-51. Filed by Robert L. Irwin, Att'y	GRANTED	12-1-50

CARD # 5

FORM A-170

WMRO, INC. APPLICATION RECORD - BROADCASTING

FORMERLY **K CAROLINA TELEVISION, INC.****X BLUE RIDGE RADIO CORPORATION**Call Letters **WFBC-FM**Name **X THE GREENVILLE-NEWS-PIEDMONT COMPANY**

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-4594 Recd. & Filed	6-8-51 6-13-51	Mod. of C. P. (BPH-291 as mod.) which authorized a new FM B/c. station for extension of completion date from 7-1-51 to 1-1-52. Filed by Robt. L. Irwin, Att'y	GRANTED	6-25-51 cond.
BMPH-4614 Recd. & Filed	7-12-51 7-18-51	Mod. of C. P. (BPH-291 as mod.) which authorized a new FM B/c. station to change ERP from 36 kw. to 8.72 kw., Ant. ht. above average terr. from 1,120 ft. to 169 ft., type of transmitter to WESTINGHOUSE Fm3 3 kw., transmitter site from Paris Mt. Greenville, S. Carolina to Greenville S. Carolina & make changes in antenna system. Filed by Robert L. Irwin, Att'y.	GRANTED	8-29-51 ERP: 8.7 kw. Ant. ht. abv. average terr: 170 ft.
BMPH-4656 Recd & Filed	9-24-51 9-25-51	Mod. of C.P. (BPH-291 as Mod.) which authorized a new FM/B/c station for extention of completion date from 10-1-51 to 4-1-52. Filed by Robert L. Irwin, Atty.	GRANTED	9-28-51

FORM A-170, Card # 6 APPLICATION RECORD - BROADCASTING
 X CAROLINA TELEVISION, INC.
 FORMERLY FCC FORM 34
 X BLUE RIDGE RADIO CORPORATION WMRO, INC.

Call
 Letters TEC-FM

Name X THE GREENVILLE-NEWS MOUNTAIN COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BLH-878 Recd. Filed	3-13-52 3-20-52 3-20-52	License to cover construction permit (BPH-291 as modified) which authorized a new FM broadcast station. Filed by Robert L. Irwin, Attorney	GRANTED	4-10-52
BTC-1353 Recd. Filed	7-24-52 7-28-52 7-28-52	EE Voluntary transfer of control from Laura C. Peace, Roger C. Peace and Charlie Peace, Trustees of the Estate of B. H. Peace, Deceased, to Laura C. Peace, Roger C. Peace, Charlie Peace, B. H. Peace, Jr., Gertrude Peace Leake, Laura Peace Echols and Frances Peace Graham. (839 shares stock) Robert L. Irwin- atty	GRANTED EFF:	8-27-52
BALH-143 Recd. & Filed	8-15-53 8-20-53	Voluntary assignment of license to Blue Ridge Radio Corporation. Filed by R. Irwin, atty	GRANTED	8-28-53

Card 7

FORM A-170

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 1

WMRC, INC.

Call

WFBC-FM

Letters

X CAROLINA TELEVISION, INC.

Name X BLUE RIDGE RADIO CORPORATION

File No.	Dated	Application for	Action	
			Nature	Date
BALE-153 Recd & Filed	11-23-53 11-24-53	Vol. assign. license from Blue Ridge Radio Corp. to Carolina Television, Inc.	GRANTED ef	12-17-53 1-14-54
BNLH-73 Recd. & Filed	1-30-54 2-4-54	Mod. of license to change name to WMRC, INC. Neville Miller, atty	GRANTED	2-17-54
BRH-681 Recd. & Filed	8-14-54 8-20-54	Renewal of license John B. Jacob, atty	GRANTED	11-10-54
BRCH-128 Recd. & Filed	3-5-55 3-7-55	Operation by remote control from Main Studio, Greenville, South Carolina.	GRANTED	3-9-55
BPH-2090 Recd & filed	11-19-55 11-22-55	C. P. to make changes in licensed station to change ERP to 10.4 kw; ant. ht. above average terr: 1114 ft; T&L: Top of Paris Mt. at WFBC-TV-Transmitter-site, Greenville, South Carolina	GRANTED	12-14-55

APPLICATION RECORD - BROADCASTING

FORM BC-121

Aug. 1955

Call
Letters **WFBC-FM**Name **WMRC, INC.**

File No.	Dated	Application for	Action	
			Nature	Date
BLH-1139	9-1-56	License to cover C.P. (BPH-2090 which authorized changes in licensed station).	GRANTED	9-31-56
Recd & filed	9-4-56			
BRH-681	8-19-57	Renewal of License		
Rec'd	9-3-57	William P. Sims, Jr., Attorney	GRANTED	11-13-57
Filed	9-3-57			
BPH-2455	7-2-58	c.p. to decrease ERP from 10.5kw to 9.88kw, increase HAAT from 1110' to 1347', move antenna-transmitter location from Paris Mountain, 5 miles North of Greenville, South Carolina TO 5.5 miles NW of Cleveland, South Carolina near Caesar's Head. (utilizing a combined FM & TV tower).	GRANTED	7-30-58
Rec'd	7-7-58			
Filed	7-7-58			
		Atty's: Dow, Lohnes & Albertson		

AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters

WFBC-FM

Name **WFRG, INC.**

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-5281	8-13-58	Modification of c.p. (BPH-2455 which authorized decrease ERP to 9.88kw, increase HAAT move antenna-transmitter location (utilizing a combined FM & TV Tower). TO increase ERP to 10.95kw and install new type antenna(COLLINS 37M-4 4 Sections).	GRANTED	9-2-58
Rec'd	8-15-58			
Filed	8-15-58			
		Atty's: Dow, Lohnes & Albertson		
BLH-1302	10-8-58	License to cover c.p. BPH-2455 as mod., which authorized changes in ERP and HAAT and change of antenna-transmitter location & install new type antenna. William P. Sims, Attorney	GRANTED	2-25-59
Rec'd	10-10-58			
Filed	10-10-58			
AMENDED	1-2-59	AMENDED to specify facilities as granted by BMPH-5344 re change in ERP and antenna		
R & F	1-5-59			

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters

W P B C-FM

Name WMRC, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-5344 Rec'd Filed	11-10-58 11-17-58 11-17-58	Modification of c.p. (BPH-2455 as mod., which authorized increase HAAT, move antenna-transmitter location (utilizing a combined FM & TV Tower), increase ERP to 11kw and install new type antenna) to decrease ERP to 9.9kw and change type antenna (Andrew 1304=1 4 sections).	GRANTED ERP: 9.9 kws.	11-28-58
William P. Sims, Jr., Atty.				
BSCA-174 Rec'd Filed	4-17-59 5-4-59 5-4-59	Request to establish a new Subsidiary Communications Service, Multiplex basis, to be operated on Sub-carrier frequency of 67kc.	GRANTED	7-1-59
William P. Sims, Jr., Atty.				
BRH-681 Rec'd Rec'd	8-30-60 9-2-60 9-2-60	Renewal of license Atty: John A. Rafter	GRANTED	11-16-60
BRSCA-174 Rec'd Filed	8-22-60 9-2-60 9-2-60	Renewal of license of S.C.A. Atty: John A. Rafter	GRANTED	11-16-60

APPLICATION RECORD - BROADCASTING

AUG 1955

Call
Letters **W F B C-FM**Name **X WMRC, INC.**
Greenville, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BPH-3443 Rec'd & Filed	7-6-61	Construction permit to incr. HAAT from 1,350' to 1,847' and decr. ERP from 9.9kw to 7.82kw. Dow, Lohnes and Albertson, Attys.	GRANTED	8-21-61
	7-17-61			ERP: 7.8kw HAAT: 1850'
BLH-2060 R & F	1-30-62	License to cover C.P. (BPH-3443) which authorized a change in ERP and HAAT Atty. Dow, Lohnes and Albertson	GRANTED	5-2-62
	2-16-62			
BMLH-190 R. & F.	7-17-63	Mod. of license to change name of licensee to SOUTHEASTERN BROADCASTING CORPORATION. Atty: Dow, Lohnes and Albertson (Rafter) AND SCA	Granted	8-16-63
	7-19-63			
BRH-681 Rec'd	8-26-63	Renewal of license---12-1-63 (Main X) Atty. John A. Rafter	GRANTED	11-6-63
	9-3-63			
Filed BRSCA-174	9-3-63	Renewal of license---12-1-63 (SCA)	GRANTED	11-6-63
	8-15-63			

FORM BC-121
Aug. 1955

#12

APPLICATION RECORD - BROADCASTING

Call
Letters WFBC-FM

Name SOUTHEASTERN BROADCASTING CORPORATION
GREENVILLE, SOUTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BPH-5102 R & F	9-2-65 9-13-65	Construction permit to install new trans (RCA-BTF-20E), install new horiz ant (RCA-BFA-12B, 12 sections), install vert ant (Electronics Research-300-12V, 12 sections), increase TPO to 19.53kw, and increase horiz ERP to 100kw and operate on a vert ERP of 97.3kw. Atty: Dow, Lohnes & Albertson	GRANTED	12-20-65
BMPH-8946 R & F	7-15-66 7-20-66	Modification of CP(BPH-5102 which authorized install new trans, install new horiz. ant., install vert. ant; increase TPO, and horiz. ERP and operate on a vert. ERP) for extension of completion date from 8-20-66 to 11-20-66. Attys - Dow, Lohnes and Albertson	GRANTED to	8-9-66 11-10-66

FORM BC-121
AUG. 1955

#13 APPLICATION RECORD - BROADCASTING

Call
Letters W F B C-FM

Name SOUTHEASTERN BROADCASTING CORPORATION
Greenville, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BRH-681 R & F ERSCA-174 R & F	8-15-66 9-2-66 8-30-66 9-2-66	Renewal of license Renewal of SCA Atty- Wm P. Sims, Jr. (Dow, Lohnes & Albertson)	GRANTED	11-18-66
BLH-3473 R & F	10/19/66 10/24/66	Lic. to cover CP (BPH-5102 as mod.) which auth. install new trans. & ant., chng. ERP & TPO, operate on vert. ERP. Atty: W. P. Sims, Jr.	GRANTED	2-24-67
BALH-1009 BASCA-275 R & F (Form 316) SEP 8 1967	8-25-67 8-30-67	Voluntary assignment of license and SCA to MULTIMEDIA, INC. Atty - Dow, Lohnes & Albertson (W.F. Sims, Jr.)	GRANTED Eff: 1-1-68	9-22-67

FORM BC-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call W F B C - FM
Letters

Name **MULTIMEDIA, INC.**
Greenville, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BRH-681	8-22-69	Renewal of license	GRANTED	11-26-69
BRSCA-174	8-15-69	Renewal of SCA		
R & F	9-2-69			
#539517\$105	9-2-69	Atty-Dow, Lohnes & Albertson(J. A. Rafter)		
P.N. Filed	9-2-69			
PRESS	1-8-1969			
BRH-681	8-24-72	RENEWAL OF LICENSE	GRANTED	12-6-72
R & F	9-5-72	Richard F. Swift, Atty.		
PN Recd.	"			
PRESS				
OCT 9 1972				
BRSCA-174	10-4-72	Renewal of SCA	GRANTED	5-3-74
R & F	10-10-72			
BPH-8908	3-4-74	CP to use former Main Trans. as an Auxiliary		
R & F	3-27-74	Trans. (RCA BTF-20B); at Main Trans. Loc.,		
#296527 \$50	3-29-74	to be operated on 93.7mhz #229; TPO; ERP:		
Code 057	APR 23 1974	100KW(H) 97KW(V) and HAAT: 1850' (H&V), for		
Press		Auxiliary purposes only.		
		Atty: Richard F. Swift(Dow, Lohnes & Albertson)		

PHASE 1 REFUND ACTION

296527

TRANS.
CODE

500

DATE

79/2/11

AMT.

\$ 10.00

INITIALS

D.A.T.

Call
Letters WFBC-FMName Multimedia, Inc.
Greenville, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BRCH-1,210 R & F #309065 \$50 Code 057 Press	4-22-74 5-1-74 5-2-74 JUN 11 1974	Mod. of license to operate transmitter by remote control from the studio site: 505 Rutherford Street, Greenville, South Carolina. (Main Transmitter) Atty: Richard F. Swift(Dow, Lohnes & Albertson)	GRANTED	7-9-74
BMPH-14,129 R & F Press	4-22-74 5-1-74 JUN 11 1974	MP (BPH-8908) to operate transmitter by remote control from the studio site: 505 Rutherford Street, Greenville, South Carolina. (Auxiliary Transmitter)	GRANTED	7-9-74
BLH-6444 R & F W 359165-\$50 PTA PRESS	10-23-74 10-29-74 10-29-74 AC-057 11-1-74 OCT 11 1974	Lic.(BPH-8908, as mod.)-use former main trans.(RCA, BTF-20-B) for Auxiliary purp. only. ERP: 100kw(H),97kw(V)-TPO: 19.5kw. Atty: Dow, Lohnes & Albertson(R. F. Swift)	GRANTED	1-22-75
BMSCA-393 R & F #365878 \$50 Code 057 PRESS	11-15-74 11-19-74 11-19-74 JAN 2 1975	Modification of Subsidiary Communications Authorization to make changes in programming and equipment F.C.C. - WASHINGTON, D.C. Atty - Richard F. Swift (Dow, Lohnes & Albertson)	GRANTED	1-31-75

PHASE 1 REFUND ACTION

309065

TRANS.
CODE

500

DATE

7/9/21

AMT.

460.00

INITIALS

D. N. T.

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call
Letters WFBC-FM

Name Multimedia, Inc.
Greenville, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BRH-681 R & F P. N. Rec'd BRSCA-175 Press	7-22-75 8-1-75 8-1-75 7-22-75 SEP 16 1975	Renewal of License. (Main & Auxiliary) Renewal of SCA. Atty: Suzanne Meyer	GRANTED	11-12-75
BRH780801WH R & F BRSCA " PRESS	7-19-78 8-1-78 AUG 22 1978	Renewal of License (Main & Aux. & SCA) Atty.: Suzanne Meyer ((Dow, Lohnes & Albertson	GRANTED	11-28-78

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 12th 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.

