

WPDE-TV

SAN FRANCISCO
CALIFORNIA
94102-2903000

BROADCASTING STATION HISTORY RECORD



First licensed

Call Letters WZE-TVStation Location FLORENCE, SCEASTERN CAROLINAS BROADCASTING CO., INC.Name EASTERN CAROLINA BROADCASTINGTransmitter Location 2.7 mi. S. of Rte. #9 & 1.2 mi. E. of Little Pee Dee River, nr. Floyd Dale, SC3215 SOUTH CASHUA DRIVE, FLORENCE, SOUTH CAROLINA.Main studio location X To be determined, Florence, SC

Authorization Record

File No.	Granted	Facilities	Expires
BPCT-5234 AH:1940' MSL:2103 CP_for_Nav_Commercial_Television_Broadcast_Station	3-15-79	Ch-15, 476-482MHz ERP:V-708kW, A-70.8kW	5-15-79 9-15-80
BPCT-5234 (1)	3-16-79	Call Letters assigned (Corrected Name)	-----
BMPCT- 790524KK (20)	7-24-79	MP{BPCT-5234} to	CHG. SL.
BMPCT-800717KG	9-17-80	MP(BPCT-5234, as mod) to extend completion date to	3-17-81

APPLICATION RECORD - BROADCASTING

COMMERCIAL TV

Call
Letters ~~NEW~~ **WPTE-TV**

Name **EASTERN CAROLINA BROADCASTING**
Ch-15, FLORENCE, SOUTH CAROLINA (%Leonard E. Mack, Box 5628, Florence, S.C. 29502)

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-5234 R & F PN RECD PRESS:	6-24-78 6-26-78 7-28-78 JUL 26 1978	CP for NEW TV on: Freq: Ch-15, 476-482 MHz ERP: Vis. 1290kw(Max) 708kw(H), Aur. 70.8kw(H) HAAT: 1940 feet TL: Approx. 2.7 mi. S. of State Rt. 9, 1.2 mi. E. of Little Pee Dee River, 2.8 mi. N. of Floyd Dale, SC (34-21-53 79-19-49) SL: To be determined, Florence, SC TRANS: RCA TTU-60D Ant: RCA TFU-35G (BT) MAJOR ENVIRONMENTAL ACTION Atty: C. Owen Verrill, Jr. (Patton, Boggs & Blow) Engr: William C. King, Jr. (Jules Cohen & Assoc) Amended 9-29-78 re legal	GRANTED	3-15-79

CUT OFF DATE

OCT 10 1978

32158 Carha Dr Doron 29501

COMMERCIAL TV
APPLICATION RECORD BROADCASTING

Call Letters: WPDE-TV

Name: EASTERN CAROLINAS BROADCASTING CO., INC.

CH-15

Station Location: FLORENCE, SC

File No.	Date	Description	Action and Date
BMPCT-790524KK R & F PRESS:	5-21-79 5-24-79 7-5-79	MP(BPCT-5234) to chg. SL to 3215 South Cashua Drive, Florence, SC. Atty.: Lee W. Shubert (Bilger & Blair)	GRANTED 7-24-79
BMPCT-800717KG R&F PRESS	7-15-80 7-17-80	MP(BPCT-52340 extend completion date Lee W. Shubert, atty. (Haley, Bader & Potts)	Granted 9-17-80
BMPCT-800915KE R & F	9-11-80 9-15-80	MP(BPCT-5234, as mod.) to chg. ERP to Vis. 562kW(H), Aur. 56.2kW(H); chg. type ant. to RCA TFU-42J Custom (HT); make chgs. in ant. structure (decr. hght.); and HAAT 1950 ft. Atty.: Lee W. Shubert (Haley, Pader & Potts)	9-11-80

APPLICATION RECORD - BROADCASTING

Call
Letters WPDE-TVName
CH-15 EASTERN CAROLINAS BROADCASTING CO., INC.
Florence, SC

File No.	Dated	Application for	Action	
			Nature	Date
BLCT-810210KE R&F	2-10-81	Lic. to cover CP(BPCT-5234, as mod.) for new TV Station. Lee W. Shubert, atty (haley, Bader & Potts)	<i>J</i>	4-7-81
BRCT-* PN REC'D	7-28-81 7-31-81	RENEWAL OF LICENSE ATTY: LEE W. SHUBERT (HALEY, BADER AND POTTS)	GRANTED	11-20-81
*810731KJ				

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 radio 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.

TV History Cards were initiated in the early 1940s, with the authorization of the earliest TV stations. 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 television station history.

