

WWAY

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CH 3

# BROADCASTING STATION LICENSE RECORD

Date first licensed 9-22-66 (Off. No. 588)

Call letters WVAY

Station location WILMINGTON, NORTH  
CAROLINA

Name of licensee CLAY BROADCASTING CORPORATION (BALCT-357 gr. 8-28-68 EEF:9-4-68)  
X CAPE FEAR TELECASTING, INC.

Transmitter location 15 miles Southwest of Wilmington on State Route 87., Near Bolivia, North Carolina (BMPCT-5929 6-24-64)  
Murchison Building, Front and Chestnut Streets, Wilmington, North Carolina

Main studio location 615 NORTH FRONT STREET, WILMINGTON, NORTH CAROLINA (Lt. 10-1-69)  
Murchison Bldg., Front & Chestnut Streets, Wilmington, North Carolina

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	ERP Power	Time Div.	Period From-- To--
BPCT-2938	3-7-63	CH #3	V-30.7 kw	U	5-7-63
AH: 180' MSL:220'		60-66	A-18.3 kw		11-7-63
*DOCKET NO. 14604					
<u>Construction Permit for a New Comm. TV B/C Station.</u>					
EMPCT-5918	6-24-64	CH.3	V-100 kw	U	5-7-63
EMPCT-5929		60-66	A- 50 kw		12-24-64
AH: 1180' MSL: 1250'					
Mod. CP (BPCT-2938) to chg. TL, ERP, type of trans. antenna,					
<u>AH, extension of completion date</u>					
EMPCT-6000	8-28-64	CH. #3	V.100 kw	U	5-7-63
AH: 1170' MSL:1250'			A. 50 kw		2-28-65
Mod. of CP (BPCT-2938, as mod) to chg. type of trans. ant. AH.					
WIRE 10-30-64 RE TENDERED LIC. APPL. AUTH. GR. OPERATE					
WVAY TEMP. PER. END. 12-31-64 ACCORD. CP EMPCT-6000 EXCEPT					
WITH AURAL ERP OF 20 KW PENDING FILING & ACTION FORM 301					
TO CONFORM WITH PROPOSED AURAL POWER.					
EMPCT-6031	11-16-64	CH.3	V.100 kw	U	5-7-63
AH:1170' MSL:1250'		60-66	A. 20 kw		2-28-65
Mod. of CP (BPCT-2938, as mod.,) to reduce Aural ERP.					
WIRE 12-16-64 RELETATY 16. AUTH. GR. OPERATE WVAY					
ON PRG. TEST ACCORD. SECTION 73.629 RULES AND EMPCT-6031					
<u>AND BLCT-1426.</u>					
BTC-4603	4-23-65	Voluntary transfer of control of per-			
mittee corporation from WILLIAM G. Broadfoot, Jr., and					
Percy Robinson Smith, Jr. (as original stockholders) to					
William G. Broadfoot, Jr., Charles B. Britt, Ferebee Sledge					
and Craig Wall. EFF: 4-24-65					
BLCT-1426	9-22-65	CH. #3	V-100 kw		9-22-65
AH: 1170' MSL:1250'		60-66	A- 20 kw		12-1-66
<u>LICENSE to cover CP (BPCT-2938, as mod) which auth. a new sta</u>					
BRCT-588	11-30-66	same	same	same	12-1-66
<u>RENEWAL OF LICENSE</u>					
					12-1-69
BALCT-357	8-28-68	VOL. A/L	EFF: 9-4-68		

Form BC 126 #2  
June 1954

COMM. TV

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WWAY

Station location WILMINGTON, N. C.

Name of licensee CLAY BROADCASTING CORPORATION.

Transmitter location .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To
WIRE TEMP. PER. END 8-13-69 at REDUCED POWER AND WITHOUT VESTIGIAL SIDEBAND AND HARMONIC FILTERS. THIS AUTHORIZATION SUBJECT TO CAUSING NO INTERFERENCE TO ANY OTHER AUTHORIZED SERVICE. ADVISE WHEN NORMAL OPERATION RESUMED.	6-13-69	PENDING REPAIRS			AUTH. GR. OPER
BRCT-588	11-26-69	RENEWAL OF LICENSE (L)			12-1-72
BRCTV-9	12-17-71	OPER. REMOTE CONTROL			
EBSA	5-15-72				
BRCT-588	11-20-73	RENEWAL OF LICENSE (L)			12-1-75
BPCT-4665	1-14-74	CP to install an Alternate Main Trans. at Main Trans. Loc.			3-14-74 7-14-75
WIRE grtd. oper. temp. per. end. 4-20-74 accord. req. & CP BPC BPCT-4665. This auth. subj. to filing a properly ex- ecuted req. in accord. with provisions of Sect. 1.513 of Rules.	3-29-74	Pending filing & act. on lic. appl.,			
Wire accord. 73.629 & BPCT-4665.	5-14-74	Re tendered lic. appl., auth. oper. PTA			
BLCT-2299	8-16-74	Lic. (BPCT-4665) for chgs			12-1-75
BPCT-4781	10-21-74	CP to install precise frequency control equipment			12-18-74 4-18-76
BRCT-588	11-12-75	Renewal of license (S)			12-1-78
BRCT-588	11-12-75	Superseded to include Alt. Main Trans.			
WIRE ACCORD. 73.629 & CP BPCT-4781.	4-19-76	RE TENDERED LIC. APPL., AUTH. PTA			
BRCT-780725	11-20-78	RENEWAL OF LICENSE (S)			12-1-81

Aug. 1955

Card #1

## APPLICATION RECORD - BROADCASTING

Comm TV B/C

Call  
Letters WNAW

Name CAPE FEAR TELECASTING, INC.  
(P.O. Murchison Building, Wilmington, North Carolina)

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-2938 R & F	9-22-61	CP for a new Comm TV B/C station Freq: Ch #3, 60-66 Mcs. ERP: <del>Vis. 16.3 kw - Aur. 8.32 kw</del> Hours of operation: Unlimited Station location: Wilmington, N. Carolina S-L: Murchison Building, Front and Chestnut St., Wilmington, North Car. T-L: Murchison Building, Front and Chestnut St., Wilmington, North Car. (Vis. & Aur. - Gates 85C) - (261.3L) Filed by Donald P. MacDonald, Atty with Smith and Pepper Cruets and Snowberger, Engrs.	GRANTED	3-7-63
	9-27-61		DOCKET #	14604
Amended R & F	10-30-61	Amended to change ERP to Vis. 30.5 kw, Aur. 18.3 kw, type of transmitters to RCA TT-10AL, type of antenna to RCA TF-3AL and antenna height above average terrain to 176.8' (also financial)		
	10-31-61			

# APPLICATION RECORD - BROADCASTING

Comm. TV

Call  
Letters W W A Y

Name CAPE FEAR TELECASTING, INC.  
Wilmington, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BMPCT-5918 Recd.&Filed	10-25-63 11-5-63	Mod. of CP (BPCT-2938, which authorized a new Comm. TV B/C Station) to extend completion date from 11-7-63 to 5-7-64 Keith E. Putbrese, Atty.	GRANTED ISSUED WITH BMPCT-5929	6-24-64
BMPCT-5929 Recd.&Filed	11-20-63 11-26-63	Mod. of CP (BPCT-2938, which authorized a new Comm. TV B/C Station) to change transmitter location from Murchison Bldg., Front & Chestnut Sts., Wilmington, N.C. TO 3.82 Miles South of Mill Creek, E. of State Route 87, N.C.; change ERP from Vis. 30.7 kw, Aur. 18.3 kw TO Vis. 100 kw, Aur. 50 kw; change type of transmitters to G.E. TT-46-A; antenna to GE TY-50-D; make changes in antenna system and antenna height above average terrain to 1183 feet. Atty-Keith E. Putbrese Engr. Raymond E Rohrer & Associates.	GRANTED	6-24-64

Aug. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters WWAYName CAPE FEAR TELECASTING, INC.  
WILMINGTON, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BTC-4603 Rec.& filed	7-9-64 7-15-64	Voluntary transfer of control of permittee corporation from William G. Broadfoot, Jr. and Percy Robinson Smith, Jr. (as original stockholders) TO William G. Broadfoot, Jr., Charles B. Britt, Ferebee Sledge and Craig Wall O'Bryan, Grove, Paglin, et al (K.E. Patbrose) ATTY	Staff Grant. GRANTED EPF: 4-24-65	ORDER ADOPTED 4-23-65
BMPCT-6000 Recd.& Filed	8-14-64 8-18-64	Mod. of CP (BPC-2938, as mod) which authorized a new Comm. TV B/C Station to change type of transmitter to RCA TT625-DL; change type of antenna to RCA TF-6AL; changes in the antenna system and antenna height above average terrain to 1167 feet. Jason, L. Shrinsky, Atty. (O'BRYAN, GROVE, PAGLIN)	GRANTED SUBJECT to compliance with Section 73.640 of the rules	8-28-64

Aug. 1955

## APPLICATION RECORD - BROADCASTING

COMM. TELEVISION

Call  
Letters W H A Y

## CLAY BROADCASTING CORPORATION

Name XCAPE FEAR TELECASTING, INC.  
 CH. 3 WILMINGTON, NORTH CAROLINA ZIP 28401

File No.	Dated	Application for	Action	
			Nature	Date
BMPCT-6031 Recd. & Filed	10-30-64 11-2-64	Mod. of CP (BPCT-2938, as mod., which authorized a new Comm. TV B/C Station) to reduce Aural ERP from 50 kw to 31.6 kw. Jason L. Shrinsky, Atty. (GROVE, PAGLIN, KASKIEWICZ SELLS, GILLIAM AND PUTBRESE)	GRANTED	11-16-64
BLCT-1426 Received FILED	10-30-64 10-30-64 11-16-64	License to cover CP (BPCT-2938, as modified) which auth. a new Commercial TV B/C station. O'Bryan, Grove, Paglin, et al/ atty	GRANTED	9-22-65
BRCT-588 R & F	8-31-66 9-1-66	RENEWAL OF LICENSE Grove, Jaskiewicz, Gilliam & Putbrese, Atty.	GRANTED	11-30-66
BALCT-357 R & F Press PN Notice	5-2-68 5-3-68 6-17-68	Voluntary assignment of license to Clay Broadcasting Corporation. Putbrese and Fletcher, Atty. (Keith E. Putbrese) AMENDED 6-19-68 re legal. AMENDED 8-6-68 re programming. Covington & Burling, Atty. for Clay B/C. Co. per ltr. no longer represent Clay per ltr. 7-16-69	#425303 \$150. GRANTED COMMISSION ACTION	5-3-68 8-28-68 9-4-68

Form BC-121

Aug. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters W W A Y

Name **CLAY BROADCASTING CORPORATION**  
**CH. 3 WILMINGTON, NORTH CAROLINA**

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-588 R & F \$150 #539593 PM Recd. PRESS	8-26-69 9-2-69 " " SEP 9 1969	RENEWAL OF LICENSE Vincent J. Curtis, Jr. atty. (Fletcher, Heald)	GRANTED	11-26-69
WTV-9 Received Filed #s 023010 & 025380 \$50 AC: 069	8-5-71 8-9-71 8-17-71 8-17-71 AUG 23 1971	Mod. of lic. to oper. trans. by remote control from 615 North Front Street, Wilmington, North Carolina. Atty.: Curtis	GRANTED	12-17-71
BRCT-588 R & F PM REC PRESS	7-27-72 8-30-72 8-30-72 SEP 8 1972	RENEWAL OF LICENSE Vincent J. Curtis, Jr. (Fletcher, Heald) AMENDED 9-27-72 re programming. Ltr. from atty. 12-12-72 re equal employment practices of Station. Amended 10-9-73 re employment	GRANTED Conditions on reverse.	11-20-73

ERCT-588 - conditions:

(I) Submit to the Commission within 30 days list of local minority and women's organizations, community leaders, schools and colleges with which they will maintain systematic communication each time their stations seek to fill a job position; and

(II) Submit to the Commission, concurrent with the filing of their 1974 and 1975 annual employment reports (FCC Form 395), a detailed statement on the affirmative action undertaken to seek and encourage minority and women applicants for each job opening filled during each twelve (12) month period preceding the pay period covered by the filing of their station's 1974 and 1975 annual employment reports, respectively, with minority and female persons designated.

Ltr. 12-10-73 from Vincent J. Curtis, Jr. on behalf of WWAY submitting information in accordance with condition No. 1 above - to Shiben 12-13-73.

Data requested in Condition No. II above filed 5-8-74 - to Shiben 5-10-74.

# APPLICATION RECORD - BROADCASTING

COMM. TV

Call Letters **WWAY**

Name **CLAY BROADCASTING CORPORATION**  
CH-3 **WILMINGTON, NORTH CAROLINA**

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-4665 R & F #236731 \$50 AC: 058 PRESS:	9-24-73 9-26-73 9-26-73 OCT 12 1973	CP to install an Alternate Main Transmitter (RCA TT-ELS ) at Main Trans. -Ant. location.	GRANTED	1-14-74
BLCT-2299 R & F #302060 \$50. AC: 058 PRESS:	4-4-74 4-10-74 4-10-74 JUL 1 1974	License to cover construction permit for (BPCT-4665) for changes Atty: Vincent J. Curtis, Jr. (Fletcher, Heald) Amended 5-13-74 re alternate main transmitter.	GRANTED	8-16-74
BPCT-4781 R & F #334071 \$50 AC: 058 PRESS:	7-25-74 8-9-74 8-9-74 SEP 30 1974	CP to install precise frequency control equipment.	GRANTED	10-21-74 13-29-76

# APPLICATION RECORD - BROADCASTING

COMMERCIAL TELEVISION

Call  
Letters WWAY

Name CLAY BROADCASTING CORPORATION  
CH-3 Wilmington, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-588 R & F PN Rec'd: PRESS:	7-3-75 7-22-75 7-22-75 19 AUG 1975	RENEWAL OF LICENSE" Annual Reports Filed Atty: Vincent J. Curtis, Jr. (Fletcher, Heald, Kowell, Kenehan & Hildreth) MAIN & ALTERNATE MAIN TRANSMITTERS Amended 10-2-75 re programming.	GRANTED	11-12-75
BLCT-2488 R&F #549971\$50 AC 001 PRESS	3-24-76 3-29-76 3-29-76 19 JUL 1976	LIC. TO COVER (BPCT-4781) FOR CHANGES.		
BRCT-780725LE R&F PN RECD PRESS	6-19-78 7-25-78 7-25-78 AUG 16 1978	RENEWAL OF LICENSE (Main & Alt. Main Trans.)  Atty.: Vincent J. Curtis, Jr.  Contours filed 11-28-75.	GRANTED	11-20-78

## APPLICATION RECORD - BROADCASTING

Call  
Letters WWAYName CLAY BROADCASTING CORPORATION  
CH-3 WILMINGTON, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-810814ME R&F	8-14-81	CP TO CHG. ERP: V.64.57kw(H&V) AUR: 6.46kw(H&V) HAAT: 1953Ft.(H&V) TL: 5 miles NNW of Bolivia, NC on Lewis Swamp Rd., near Bolivia, North Carolina (34-07-51-78-11-16)		
	8-13-81	Trans; RCA TTG-30/30L Ant. RCA TDM-7A3S(BT) REQUEST WAIVER OF SECTION 73.610(b)(1) OF COMMISSION RULES  David N. Sternlicht, atty. (FLETCHER, HEALD & HILDRETH)		
BRCT- 810803LA PN REC'D	7-17-81 8-03-81	RENEWAL OF LICENSE ATTY: VINCENT J. CURTIS, JR. (FLETCHER, HEALD, AND HILDRETH)	GRANTED	11-20-81

FCC 82-83, 30672, MEMORANDUM OPINION AND ORDER, BPCT-81081 ~~ME~~:  
ADOPTED JANUARY 13, 1982, RELEASED JANUARY 26, 1982: ACCORDINGLY, IT IS  
ORDERED, THAT THE INFORMAL OBJECTION FILED BY EASTERN CAROLINAS BROAD-  
CASTING COMPANY, INC., IS DENIED. IT IS FURTHER ORDERED, THAT THE  
PETITION FOR WAIVER OF SECTION 73.610(b)(1) OF THE RULES FILED BY CLAY  
BROADCASTING CORPORATION IS GRANTED, AND ITS APPLICATION IS GRANTED  
SUBJECT TO THE FOLLOWING CONDITION: THE MAXIMUM VISUAL EFFECTIVE  
RADIATED POWER AT AZIMUTH 297 DEGREES TRUE TOWARD WBTV, CHARLOTTE, NORTH  
CAROLINA, SHALL NOT EXCEED 18.8 dBk (75.9KW). IT IS FURTHER ORDERED,  
THAT THE MOTION TO CONSOLIDATE FILED BY EASTERN CAROLINAS BROADCASTING  
COMPANY, INC. IS DISMISSED AS MOOT. IT IS FURTHER ORDERED THAT THE  
SECRETARY OF THE COMMISSION SHALL SEND BY CERTIFIED MAIL, RETURN  
RECEIPT REQUESTED, A COPY OF THIS MEMORANDUM OPINION AND ORDER TO EACH OF  
THE PARTIES NAMED HEREIN.

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## 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 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 television station history.

