

WGHP-TV

PRODUCT OF

Hamington Brand

MADE IN U.S.A.

LIBRARY BUREAU DEPARTMENT
BRANCHES EVERYWHERE

REMOVABLE LABEL GUIDE

CATALOG NO. 4550L 1/5

8

BROADCASTING STATION LICENSE RECORD

Date first licensed 10-9-64 (OFFICIAL #574)

Call letters WGHP-TV LINA

~~WGHP-TV, INC.~~ (AL 6-16-78; Eff: 7-31-78)

Station location HIGH POINT, NORTH CARO-
Waiver Section 73.652(a) GR.2-15-56 to identi
as "HIGH POINT-GREENSBORO, WINSTON SALEM, N: C.

X SOUTHERN BROADCASTING COMPANY (Per MCLT-416, Gr. 2-9-66)

X WINSTON-SALEM BROADCASTING COMPANY, INC. (BALCT-277 9-21-65 EFF: 1-1-66)

Name of licensee X SOUTHERN BROADCASTERS, INC.

Transmitter location 1.2 miles southeast of Sophia on south side of U.S. 311, Near Sophia, N.C.

Intersection of Sandy Ridge Road and Interstate Highway 40, Guilford County, N.C. (BMLCT-664)
X SHERATON HOTEL BUILDING, MAIN STREET, HIGH POINT, NORTH CAROLINA (LTR, 7-11-63) 11-27-67

X Near Northeast intersection of South main St. & U.S. Highways 29 & 70,
High Point, North Carolina

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BPCT-2579	10-3-62	CH #8	V-316 kw	U	12-3-62
DOCKET #13074		180-186	A-158 kw		6-3-63
Construction Permit for a New Comm. TV B/C Station.					
BMPCT-5851	6-25-63	same	same	same	12-3-62
Mod. CP (BPCT-2579,) to extend completion date					
BMPCT-5862	7-22-63	Ch. 8	V-316 kw	U	12-3-62
AH: 1270'	MSL: 2032.5'	180-186 mcs	A-158 kw		1-22-64
Mod. CP (BPCT-2579, as mod.) to dng. type transmitter.					
WIRE	10-14-63	RE TENDERED LIC. APPL. AUTH. GR. OPERATE			
WGHP-TV ON	PROGRAM TEST ACCORD. SECTION 3.629 RULES & CP				
BMPCT-5862	ADVISE.				
BLCT-1313	10-9-64	CH. #8	V-316kw	U	10-9-64
AH: 1270'	MSL: 2032.5'	180-186	A-158kw		12-1-66
License to cover CP (BPCT-2579, as mod.)					
BALCT-277	9-21-65	Voluntary assignment of License to			
Winston-Salem Broadcasting Company, Inc.	EFF: 1-1-66				
COMM. ACTION	2-16-66	GRANTED WAIVER SECTION 73.652(a) RULES			
TO IDENTIFY AS	"HIGH POINT-GREENSBORO-WINSTON SALEM, N. C."				
BMLCT-397	1-20-66	Same	Same	Same	1-20-66
			A-63.1 kw		12-1-66
Mod. of license to reduce Aural ERP.					
BMLCT-416	2-9-66	CH. # 8	V-316 kw	U	2-9-66
AH: 1270'	MSL: 2032.5'	180-186	A-63.1 kw		12-1-66
Mod. of license to change name to SOUTHERN BROADCASTING COMPANY.					
BMLCT-397	1-20-66	same	same	same	1-20-66
			A-63.1 kw		12-1-66
SUPERSEDED AS OF 8-30-66 to show correct granted date					
BRCT-574	11-18-66	Same	Same	Same	12-1-66
RENEWAL OF LICENSE					
					12-1-69
BMLCT-664	11-27-67	same	same	same	2-9-66
Mod. of lisc. (BMLCT-416) to change studio loc.					
					12-1-69
FBSA	5-15-72				
BRCT-574	1-21-76	Ch. 8	V. 316 kw		12-1-78
AH: 1270'	MSL: 2032.5'	180-186	A. 63.1 kw		
Renewal of license					
BALCT-673	6-16-78	Vol. A/L	EFF: 7-31-78		

BC-126
June 1975

COMM. TV

BROADCASTING STATION LICENSE RECORD

Date first licensed _____

Call letters WGHP-TV

Station location _____

Name of licensee SEE CARD # 1
(WGHP-TV INC)

Transmitter location _____

Main studio location _____

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To.
BKCT-780801	F 1-29-79	RENEWAL	OF LIENSE (S)		12-1-81

Aug. 1955

SOUTHERN BROADCASTING COMPANY (Per MLOT-416) Gr. 2-9-66

Call

Letters WHL MCHP-TVName SOUTHERN BROADCASTERS, INC.

(P. O. 300 S. Stratford Road, Winston-Salem, North Carolina)

Station Location: ~~Winston-Salem, North Carolina~~

High Point Application for

File No.

Dated

Action

Nature

Date

PCT-2579

11-17-58

CP for a new Comm TV B/C Station

GRANTED

10-3-62

Recd & Filed

11-18-58

FREQ.: GH # 8, 180-186 Mcs.

DOCKET #13074

ERP: Vis. 316 kw, Aur. 158 kw.

Condition: That operating authority will not

Hours of Operation: Unlimited.

~~S-L 300 S. Stratford Road, Winston-Salem, N.C.~~

be issued until the

T-14 On South side of US Hwy. 311, 1.2 miles Southeast of Sophia, North Carolina.

permittee and its stock-

Station Location: ~~Winston-Salem, North Carolina~~ High Point

holders have shown that

(Vis. & Aur. RCA TT-25EH) (1269).

they have divested all

Filed by Edward P. Morgan, Atty.

interest in, and severed

Jansky & Bailey, Inc. Consulting Engrs.

all connection with,
TV B/C Stations:
WTOB-TV, Winston-Salem,
NC & WNAO-TV, Raleigh, NC

Amended

5-19-59

Amended to change station location to High Point, North Carolina, S-L to Near NE Corner of intersection of South Main St. & US Hwys 29 and 70, High Point, N.C. chg in equipment, stockholders, officer, financial and programming

Recd & filed

5-19-59

MEMO OPINION & ORDER 9-18-63 DENIED PETITION FOR RECONSIDERATION

Name SOUTHERN BROADCASTERS, INC.
HIGH POINT, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BMPCT-5851 Recd. & Filed	5-2-63 5-3-63	Mod. of CP (BPCT-2579, which authorized a new Comm. TV B/C Station) to extend completion date from 6-3-63 to 12-3-63. Edward P. Morgan, Atty.	GRANTED	6-25-63
BMPCT-5862 Recd. & Filed	5-21-63 5-27-63	Mod. of CP (BPCT-2579, which authorized a new Commercial TV B/C station) to change type of transmitter from RCA TT-25BH TO RCA TT-25DH; and make other equipment changes. Herbert B. Forrest, Atty. (Welch, Mott & Morgan) Wm. V. Weakley, Engr. (Jansky & Bailey)	GRANTED	7-22-63
BLCT-1313 Recd. & Filed	10-10-63 10-14-63	License to cover CP (BPCT-2579, as mod.) which authorized a new Commercial TV B/C Station. Welch and Morgan-atty	GRANTED	10-9-64
BALCT-277 R & F	8-31-65 9-1-65	Voluntary assignment of license to Winston-Salem Broadcasting Company, Inc. Welch & Morgan-atty (Robert N. Green)	GRANTED EFF: 1-1-66	9-21-65

Aug. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters WGHP-TV

SOUTHERN BROADCASTING COMPANY (2-9-66)

Name WINSTON-SALEM BROADCASTING COMPANY, INC.City High Point, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
LETTER(3) Received	11-16-65 11-29-65	REQUEST FOR WAIVER OF SECTION 73.652(a) OF COMMISSION'S RULES to permit WGHP-TV to identify itself as "High Point-Greensboro-Winston-Salem, North Carolina." Welch & Morgan-atty	GRANTED FEB 16 1966	LETTER ADOPTED
EMLCT-397 R & F	12-17-65 12-20-65	Modification of license to reduce Aural ERP from 158 kw to 63.1 kw	GRANTED	1-20-66
EMLCT-416 Recd. & Filed	1-10-66 1-12-66	Modification of license to change name to Southern Broadcasting Company Welch & Morgan-atty	with AM GRANTED	WTOB & WSGW 2-9-66
BRCT-574 R & F	8-31-66 9-2-66	RENEWAL OF LICENSE Welch & Morgan, Atty.	GRANTED	11-18-66
EMLCT-664 R & F	10-9-67 10-27-67	Mod. of License to change studio location to intersection of Sandy Ridge Rd. & Interstate Highway 40, Guilford County, North Carolina	GRANTED	11-27-67
NOV 24 1967				
SEE PETITIONS ON OTHER SIDE				
A.N. Green, Atty. F.C.C. - WASHINGTON, D.C. (Welch & Morgan)				

BMLCT-664

PETITION TO RECONSIDER filed 1-26-68 by John Haworth for The City of High Point, N. C.

OPPOSITION TO PETITION TO RECONSIDER filed 3-5-68 by Robert N. Green for Southern B/C Co.

PETITIONS DISMISSED 9-5-68 Memo. Opinion and Order #20087 adopted

Form BC-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

CUM.TV

Call
Letters WGHP-TV

Name SOUTHERN BROADCASTING COMPANY
CH.8 HIGH POINT, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-874	8-27-69	RENEWAL OF LICENSE		D-18906
R & F	9-2-69	Atty.: Robert N. Green (Welch & Morgan)	Designated for Hearing	
\$150 #539235	"	Amended 1-2-8-69 re community needs and problems	Designated	6-1-70
PH Recd.	"	AMENDED 1-13-70 re other business interests and programming.		
PRESS	SEP 30 1969	AMENDED 3-10-70 re other business interests and Sec. IV-B	GRANTED	1-21-76
Engr. data filed 6-16-70		Amended (Order) 10-21--70 re other business interest.	See other side.	
		Amended (Order) 5-3-71 re other business interests		
		Amended (ORDER) 8-5-71 re Community needs and problems		
		Amended 8-17-71 re programming.		

BRCT-574

INITIAL DECISION OF ADMINISTRATIVE LAW JUDGE CHESTER F. NAUMOWICZ, JR. issued 8-26-74, released 9-4-74 FCC 74D-51 27831: Accordingly, IT IS ORDERED, That unless an appeal is taken to the Commission by a party or the Commission reviews the Initial Decision on its own motion in accordance with Rule 1.276, the application of Southern Broadcasting Company, IS GRANTED, and the application of Furniture City Television Company, Inc., IS DENIED.

DECISION adopted 1-21-76, released 1-28-76 FCC 76-44 38877: ACCORDINGLY, IT IS ORDERED, That the application of Furniture City Television Company, Inc. for a construction permit for new television broadcast station at High Point, North Carolins, IS DENIED, and that the application of Southern Broadcasting Co. for renewal of its license for television broadcast station WGHP-TV at High Point, North Carolina, IS GRANTED, said grant, however, shall be without prejudice to such action as may be deemed appropriate in light of disposition of the anti-trust proceedings enumerated in Southern Broadcasting Co.'s amended application; and IT IS FURTHER ORDERED, That the Petitions to Reopen the Record and Enlarge Issues, filed February 26, 1975, and October 30, 1975, by Furniture City Television Company, Inc., ARE DENIED; and IT IS FURTHER ORDERED, That the Motion for Leave to File Supplemental Opposition to Petition to Re-open Record and Enlarge issued filed by Southern Broadcasting Co. on June 20, 1975, IS GRANTED; and IT IS FURTHER ORDERED, That the request for oral argument filed October 4, 1974 by Furniture City Television Company, Inc. IS DENIED, and the request for expedition of scheduling oral argument, filed November 25, 1975, by Southern Broadcasting Co., IS DISMISSED as moot.

APPLICATION RECORD - BROADCASTING

COMMERCIAL TV

Call
Letters WGHP-TVName SOUTHERN BROADCASTING COMPANYCH-8 HIGH POINT, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-574 CONTINUED		AMENDED (Order) 11-5-71 re programming. AMENDED (Order) 1-29-73 re other business interests. AMENDED (Order) 1-30-73 re programming. AMENDED (Order) 1-30-73 re other business interests. AMENDED (Order) 1-30-73 re other business interests. AMENDED (Order)-1-31-73 re other business interests. AMENDED (Order) 2-1-73 re other business interests. AMENDED 3-2-73 (Order) re antitrust suits against Southern Broadcasting Company. AMENDED 3-2-73 ((Order) re other business interests.		

APPLICATION RECORD - BROADCASTING

COMMERCIAL TV

Call
Letters WGHP-TV

Name SOUTHERN BROADCASTING COMPANY

CH-8 HIGH POINT, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
ERCT-574 CONTINUED		AMENDED 4-13-73 (Order) re legal		
		AMENDED 6-19-73 (Order Granting Leave To Amend) re legal.		
		AMENDED 6-19-73 (Order Granting Leave To Amend) re ownership.		
		AMENDED 6-19-73 (Order Granting Leave To Amend) re ownership.		
		AMENDED (Order Granting Pet. for Leave to Amend) 9-18-73 re other business interests.		
		AMENDED (Order Granting Pet. for Leave to Amend) 10-17-73 re legal.		
		AMENDED (Order Granting Pet. for Leave to Amend) 11-8-73 re legal.		
		AMENDED (Order Granting Pet. for Leave to Amend) 12-21-73 re minor chg. in ownership & complaint against a Southern Stockholder.		

APPLICATION RECORD - BROADCASTING

COMMERCIAL TV

Call Letters WGHP-TV

SOUTHERN BROADCASTING COMPANY

File No.
CH-8

HIGH POINT, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-574		Amended (Order granting petition for leave to amend FM call letter.	2-20-74	re change
		Amended (Order Granting Peittion for Leave to Amend) Ownership Report	2-27-74	re minor chg. in
		AMENDED (ORDER) 4-4-74 re Civil Litigation		
		AMENDED (ORDER) 11-18-74 re ownership		
		AMENDED (ORDER) 2-25-75 re legal		
		AMENDED (ORDER) 3-13-75 re legal		
		AMENDED (ORDER) 5-21-75 re ownership		
		AMENDED (ORDER) 7-9-75 re legal		
		AMENDED (ORDER) 9-25-75 re ownership		
		AMENDED (ORDER) 5-14-74 re civil litigation		
		AMENDED (ORDER) 10-11-74 re legal		
		AMENDED 10-20-75 re ownership		
		AMENDED 11-5-75 re legal		
		AMENDED 11-12-75 re legal		
	AMENDED (ORDER) 12-12-75 re ownership			

APPLICATION RECORD - BROADCASTING COMMERCIAL TELEVISION

Call

WGHP-TV

Letters

Name SOUTHERN BROADCASTING COMPANY
CH-3 High Point, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-574		AMENDED (ORDER) 2-4-76 re ownership.		
		AMENDED (ORDER) 2-11-76 re ownership.		
		AMENDED (ORDER) 12-12-75 re legal & ownership		
		AMENDED (ORDER) 2-4-76 re legal & ownership		
		AMENDED (ORDER) 2-11-76 re legal & ownership		
		AMENDED (ORDER) 4-26-76 re chgs. in Ownership report		
		AMENDED (ORDRR) 5-10-76 re chgs. in Ownership report		
		AMENDED (ORDER) 5-11-76 re chgs. in Ownership report		
		AMENDED (ORDER) 7-19-76 re chgs. in Ownership report		
		AMENDED (ORDER) 10-12-76 re chgs. in business interests		
		AMENDED (ORDER) 11-15-76 re legal		
		AMENDED (ORDER) 12-1-76 re legal		
		AMENDED (ORDER) 12-30-76 re chgs. in ownership report		
	AMENDED (ORDER) 3-2-77 re ownership & legal			

Contours filed 11-28-75.

APPLICATION RECORD - BROADCASTING

Call
Letters WGHP-TV

WGHP-TV, INC.

Name SOUTHERN BROADCASTING COMPANY
CH-8 HIGH POINT, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BAICT-673 R & F PRESS: PN REC'D: (Form 314)	11-29-77 12-1-77 DEC 29 1977	Voluntary assignment of license to WGHP-TV, Inc. Atty.: Assignor-Jorgensen, Johnson & Northrop Assignee-Reed Miller (Arnold & Porter) Amended 12-27-77 re additional information Amended 2-8-78 re discrimination complaint Amended 3-22-78 re additional information Amended 5-18-78 re legal	GRANTED EFF:	6-16-78 7-31-78
BRCT-7808011F R&F PN RECD PRESS	8-1-78 8-1-78 8-1-78 AUG 16 1978	RENEWAL OF LICENSE Atty.: Reed Miller	GRANTED	1-29-79
		ATTY. AS OF 1-29-81: MARK. J. PRAK {THARRINGTON, SMITH AND HARGROVE} RALEIGH, NORTH CAROLINA		

CARD NO. 10

APPLICATION RECORD-BROADCASTING
COMMERCIAL TELEVISION

Call Letters: WGHP-TV

Name: WGHP-TV, INC.

CH-8

Station Location: HIGH POINT, NORTH CAROLINA

File No.	Date	Description	Action and Date
BRCT-810731KG PN REC'D	7-24-81 7-31-81	RENEWAL OF LICENSE ATTY: DAVID H. LLOYD-CARNOLD AND PORTER	GRANTED 11-20-81

RECORD OF APPLICATIONS REQUESTING FACILITIES OF BROADCASTING STATION WGHP-TV

WGHP-TV, INC.

Licensee SOUTHERN BROADCASTING COMPANY

File No.	Date	Call Letters	Name and Location of Applicant	Remarks	Disposition
BPCT- 4302	10-31-69	(New)	Furniture City Television Co. City , Inc. High Point, N. C.		PENDING DISMISSED DENIED 1-21-76 COMMISSION DECISION DISMISSED 6-11-70 REQUEST OF APPLICANT
BPCT-4315	11-3-69	WUBC	WEAL, Inc. High Point, N. C.		

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.

