WBLW

SPERRY RAND

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GUIDES AND FOLDERS

MADE IN U.S.A.

CATALOG NO. 4550L 1/5

Form BC 126 #4850
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed 3-15-71

Call letters WBLW

Station location Royston, Georgia

Name of licensee BETTER BROADCASTING, INC.

Transmitter location 0.6 mi. SW of center of business district, Royston, Georgia (BP 11-25-70

Main studio location Same as Transmitter (BL, 3-15-71)
XRailroad Avenue, Royston, Georgia (BP 11-25-70)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-17,949	11-25-70	810kc	250w	Day	11-25-71
	CP for a new standard broadcast station				
BP-17,949	2-1-71	Call letters assigned.			
BL-12,867	3-15-71	Lic.(BC-17,949, as mod.) for new Standard B/c Sta.			4-1-73
EBSA	6-12-72				
BR-4850(S)	3-30-73	Renewal			4-1-76
WIRE	4-15-74	PSA	250w(protected station WGY)		
BR-4850(L)	3-12-76	RENEWAL			4-1-79
BR781201XR (S)	3-27-79	RENEWAL OF LICENSE			4-1-82

FORM BC-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call Letters new W B L W

Name BETTER BROADCASTING, INC.
Royston, Georgia (c/o Ottis G. Stephens, P.O. Box 425, Louisville, Ga. 30434)

File No.	Dated	Application for	Action Nature	Action Date
BP- 17,949 Rec'd Filed JAN 30 1968	10-23-67 10-24-67 10-24-67	CP for a new standard broadcast station to be operated on: Frequency: 810kc Power: 250w Hours: Daytime Trans: Gates BC-250GY Trans loc: 0.6 mi. SW of center of business district, Royston, Georgia Studio loc: Railroad Ave., Royston, Georgia Remote control: Same as studio atty-Daly & Joyce (Geo. R. Borsari,Jr.) engr-W. J. Holey ,Atlanta, Ga.	GRANTED	11-25 70

AMENDMENT R&F 9-19-68 AMENDED Section II.
Amended 4-1-70 re community survey.
Amended 8-28-70 re: Financial Data
Amended 10-1-70 re: Legal and Financial Qualifications
Amended 10-29-70 re: Community Problems
Amended 11-9-70 re: Community Survey

BPH-1-29-71

F.C.C. - WASHINGTON, D. C.

#2

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters WBLW

Name BETTER BROADCASTING, INC.
Royston, Georgia

File No.	Dated	Application for	Action Nature	Action Date
BL-12,867 R & F #658228 $50. AC-067 PTA PRESS FEB 17 1971 Amended	1-19-71 1-19-71 1-19-71 1-29-71 2-11-71	Lic.(BP-17,949) for new Standard Broadcast Station.Studio loc. same as trans. - RC not applicable. Atty: Daly & Joyce 296-3900 Section VI.	GRANTED	3-15-71
BR-4850 R & F P.N. PRESS FEB 9 1973	12-15-72 1-2-73 1-2-73	Renewal of License Atty.: Leonard R. Borsari, Jr.	Granted	3-30-73
BR-4850 R & F PN PRESS	11-15-75 12-1-75 12-2-75 JAN 30 1976	Renewal of license Atty- Leonard S. Joyce	GRANTED	3-12-76

F.C.C. - WASHINGTON, D. C.

#3

Form BC-121
May 1976
4-71

APPLICATION RECORD - BROADCASTING

Call Letters W B L W

Name BETTER BROADCASTING, INC.
ROYSTON, GEORGIA

File No.	Dated	Application for	Action	
			Nature	Date
BR781201XR PRESS JAN 5	1 1979	RENEWAL OF LICENSE J.A.Borsari, Aty.	GRANTED	3-27-79

F.C.C. - WASHINGTON, D. 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 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. 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 – 3" by 5" filing cards – 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). The History Cards were transferred to microfiche by a contractor (only one set is known to exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

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.