W I I Z

RRR

REMOVABLE LABEL

GUIDES AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/5

Form BC 126
June 1954

#4714

BROADCASTING STATION LICENSE RECORD

Date first licensed 10-29-68

Call letters WIIZ (2-28-80) XWBBS

Station location Jacksonville, N. C.

Name of licensee CALEB COMMUNICATIONS, INC. (AL: 1-25-80 EFF:
x SUN BROADCASTING, INC. (AL gr 7/15/76 EFF: 8/1/76
xBROWN BROADCASTING COMPANY, INCORPORATED

Transmitter location Arnold Road, Route 2, Jacksonville, North Carolina (BP 7-24-68)

28540

Main studio location Same as transmitter

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To
BP-16700	7-24-68	1290kc	1kw	Day	3-24-69
	CP for a new standard broadcast station (Cond'l				
BP-16700(1)	9-5-68	Call letters assigned.			
BL-12,123(1)	10-29-68	Lic.(BP--16,700) for new b/c sta.			12-1-69
PSA	9-30-68	500w			
BR-4714(S)	12-11-69	Renewal			12-1-72
BTC-6655	9-27-71	Vol. acq. of negative TC			EFF: 10-1-71
EBSA	6-12-72				
BR-4714(S)	12-6-72	RENEWAL OF LICENSE			12-1-75
BZ-8914(1)	9-24-75	Direct Measurement			
BR-4714(L)	11-12-75		RENEWAL		12-1-78
BAL-8672	7/15/76	Vol AL	EFF: 8/1/76		
BTC790521EE	7-27-79	Vol.TC	EFF: 9-4-79		
BAL791221HO	1-25-80	VOL. AL		EFF:	
EBSA	2-28-80	CALL SIGN CHANGE			
BR780731XL BZ781117AB (L)	8-23-79	RENEWAL & MOD.			12-1-81

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

1290kc

Call Letters new WBBS

Name Brown Broadcasting Company, Incorporated
Jacksonville, North Carolina (P.O. Box 1091, Jacksonville, N.C.) 28540

File No.	Dated	Application for	Action Nature	Action Date
BP-16,700 R. & F.	4-22-65 4-23-65	CP for a new standard broadcast station to be operated on: Frequency: 1290kc Power: 1kw Hours of operation: Daytime Type transmitter: Gates BC-1G Trans. location: Arnold Road, Route 2, Jacksonville, North Carolina Studio location: Same as transmitter Atty: Dempsey & Koplovitz Engr: Kear & Kennedy AMENDMENT Recd 4-11-68, Filed(order) 7-24-68 re Section III.	GRANTED Cond'l re: Pre-sunrise oper. must conform with Sects. 73.87 & 73.99 of the Rules. After Hearing Docket No. 16465 Order Issued.	7-24-68
BL-12,123 R & F #459337 $30 PT AMENDED OCT 24 1968	9/18/68 9/18/68 9/18/68 9/27/68 10/1/68	License (BP-16,700) for new b/c station. Atty: William C. Koplovitz re ant-hgt.	GRANTED	10-29-68

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

#2

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

1290kc

Call Letters WBBS

Name BROWN BROADCASTING COMPANY, INCORPORATED
Jacksonville, North Carolina

File No.	Dated	Application for	Action Nature	Action Date
BR-4714 R & F #539633$75. P.N. filed PRESS SEP 17 1969	8-27-69 9-2-69 9-2-69 9-2-69 9-2-69	Renewal of license Atty-Dempsey & Koplovitz (J. Richard Carr) AMENDED 10-13-69 re: commercial practices & Supplement to Affidavit of Publication	GRANTED	12-11-69
BTC -6655 R & F FEE PD: $250 #027724 (Form 316) CODE 053 SEP 9 1971	8-24-71 8-30-71	Voluntary acquisition of negative control of lic corp by each, Herschel R. Brown and Norman O. Brown thru transfer of stock from Irving S. Brown Atty - Dempsey & Koplovitz	GRANTED EFF:	9-27-71 10-1-71
BR-4714 R & F P.N. PRESS SEP 7 1972	8-21-72 8-28-72 8-28-72	Renewal of License Atty.: J. Richard Carr AMENDED 9-29-72 re: equal employment policy	Granted	12-6-72

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

1290khz

Card No. 3

Call Letters W B B S

SUN BROADCASTING, INC.

Name x BROWN BROADCASTING COMPANY, INCORPORATED

Jacksonville, North Carolina

File No.	Dated	Application for	Action Nature	Action Date
BZ-8914 R & F DM PRESS AUG 7 1975	7-2-75 7-9-75 7-30-75	Direct Measurement	GRANTED	9-24-75
BR-4714 R & F PN Recd. PRESS	6-25-75 7-31-75 " AUG 27 1975	RENEWAL OF LICENSE	GRANTED	11=12-75
BAL- 8672 R & F Fee pd $200 Code 047 PN filed 7-12-76 N PN filed	4/30/76 5/3/76 W 563104 17 MAY 1976 7/13/76	Voluntary assignment of license to SUN BROADCASTING, INC. Atty - Wade H. Hargrove, N.C. AMENDED 6-30-76 re agreement; bank ltr re loan	GRANTED EFF: FEE REQ:	7/15/76 8/1/76 pd 8/5/76 W 600770

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

#4

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

1290 KHz.

Call Letters WIIZ XWBBS

Name SUN BROADCASTING, INC.
JACKSONVILLE, NORTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BR780731XL PRESS	SEP 8 1978	RENEWAL OF LICENSE Atty. Wade H. Hargrove (Raleigh, N. C.)	GRANTED	8-23-79
BZ-781117AB R & F DM PRESS	11-17-78 11-22-78 JAN 11 1979	Direct Measurement	GRANTED	8-23-79
BTC 790521EE FORM 315 PRESS: JUN 8 1979		Vol TC from David A. Manko to Caleb Communications, Inc. REQUEST WAIVER SECTION 1.597 Atty - S.L.Evans, Raleigh, N.C.	GRANTED EFF:	7-27-79 9-4-79

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

BTC790521EE Amended 7-19-79 re: off/dir. after TC & 1st yr. operating expenses

#5

APPLICATION RECORD—BROADCASTING

Call Letters: WIIZ / XWBBS 1290khz

Name: CALEB COMMUNICATIONS, INC.
x SUN BROADCASTING, INC.

Station Location: Jacksonville, North Carolina

File No.	Date	Description	Action and Date
BAL791221HO Form 316 PRESS JAN 8 1980	12-17-79	Vol. AL to CALEB COMMUNICATIONS, INC. (over) Atty - Steven Evans, Raleigh, N.C.	GRANTED 1-25-80 EFF:

Form BC-121
March 1979

BAL791221HO Note: Arts. of Inc. and By-laws on file with BTC790521EE granted (7-27-79)

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 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. 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.