WKEW

B-S 2391

# BROADCASTING STATION LICENSE RECORD

WKEW (EFF. 11-19-80)

W G B G (ltr 12-21-49)

Date first licensed 1-11-50

Call letters x W H G R

LOCATION: GREENSBORO, NORTH CAROLINA

Name of licensee GREENSBORO BROADCASTING COMPANY, INCORPORATED (AP 10-21-49) EFF: 11-29-49
x GILBERT M. HUTCHISON tr/as GUILFORD BROADCASTING COMPANY

Transmitter location (BS-12-11-72)
Eugene Court and South Edgeworth Street, Greensboro, North Carolina 9)
x Morehead Avenue and South Edgeworth Street, Greensboro, N. C. (BP 9-10-
x Adjacent to A and Y Railroad near Retreat Street, Greensboro, N. C.
(MP 10-31-49) (Lic. 1-11-50)

Main studio location 200 West Wendover Ave., Greensboro, N. C. (BRC 1-18-67) (Eff:1-23-67)
X Adjacent to A & Y RR, near Retreat St., Greensboro, N. C. (BS 11-24-64)
X2436 S. Ashe Street, Extension, Greensboro, N. C. (Lic. 1-11-50)
x To be determined, Greensboro, North Carolina (MP 10-31-49)

FCC-65

# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No. | Date Issued | Freq. | Power | Time Div. | Period From- To- |
|---|---|---|---|---|---|
| BP-5830 | 7-21-49 | 1400 | 250w | Un | |
| | Order Issued. CP for a new station granted subj. filing MP for approval T site and antenna. | | | | |
| BAP-120 | 10-21-49 Vol. assignment of CP from Gilbert M. Hutchison tr/as Guilford Broadcasting Co. to Greensboro Broadcasting Co., Inc. | | | | |
| EFF: | | | | | |
| BP-5830 BMP-4751 | 10-31-49 | 1400 | 250w | Un | 12-31 6-30-50 |
| | Mod. CP (5830) for approval of antenna and T location. (COND. CLAUSE) | | | | |
| BAP-120 | 10-21-49 Vol. assignment of CP to supersede that issued as of the same date to include modification of CP. | | | | |
| EFF: | | | | | |
| BAP-120 | 11-16-49 Vol. assignment of CP from Gilbert M. Hutchison tr/as Guildord Broadcasting Company to Greensboro Broadcasting Co., Inc., to make a change in conditional clause | | | | |
| EFF: 11-29-49 | | | | | |
| BL-3914 | 1-11-50 | 1400 | 250w | Un | 1-11 8-1-50 |
| | Lic. to cover CP (5830 as mod) for a new station and specify studio site as S. Ashe St. Ext. (COND. CLAUSE) | | | | |
| BR-2391 | 7-21-50 | 1400 | 250w | U | 8-1 8-1-53 |
| BZ-3316 | 8-20-51 | 1400 | 250w (COND'L CLAUSE) | U | 8-20 8-1-53 |
| Determine operating power by direct measurement | | | | | |
| BR-2391 | 7-1-53 | RENEWAL OF LICENSE | | | 8-1-53 12-1-54 |
| BR-2391 | 11-3-54 | 1400 | 250w | U | 12-1-54 12-1-57 |
| BRC-580 (1) | 11-18-54 | Modification of license to operate transmitter by remote control from South Ashe Street Extended, Greensboro, North Carolina | | | |
| BR-2391 | 11-13-57 | Renewal of License | | | 12-1 12-1-60 |
| | 11-30-60 | Commission deferred action on renewal pending further consideration. | | | |
| ~~BRCex~~ BR-2391 | 12-7-60 | Renewal of License | | | 12-7 12-1-63 |

Form BC 126 #2
June 1954

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters .....W G B G.....

Station location .....

Name of licensee ...SEE CARD #1.....

Transmitter location ...SEE CARD #1.....

Main studio location ....SEE CARD #1.....

# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No. | Date Issued | Freq. | Power | Time Div. | Period From | Period To |
|---|---|---|---|---|---|---|
| BP-13563 | 3-29-61 | 1400kc | 250w-1kwLS | U | 5-29 | 11-29-61 |
| | CP to increase daytime power and install a new transmitter. (COND'L) | | | | | |
| BMP-9444 (1) | 5-18-61 | Mod. 6P(BP-13563) to chg. type trans. (GATES BC 1T) | | | | |
| BL-8717 (Cond'l) | 9-28-61 | 1400kc | 250w-1kw | U | 9-28 | 12-1-63 |
| | Lic. to cover CP (BP-13,563 as mod) which auth. incr. daytime power and instl. of new trans. | | | | | |
| BR-2391 | 11-6-63 | Renewal of license | | | 12-1 | 12-1-66 |
| BS-2391 (1) | 11-23-64 | Mod. of Lic. to chg. studio loc. to trans. loc. & delete RC oper. of trans. from old studio loc. | | | | |
| BR-2391 | 11-30-66 | 1400kc | 250w,1kw-LS | U | 12-1 | 12-1-69 |
| BRC-3031 (1) Eff:1-23-67 | 1-18-67 | Mod. of license to change studio loc. to 200 West Wendover Ave., Greensboro, N. C. and operate transmitter by remote control from studio location. | | | | |
| BP-18617 | 9-10-69 | 1400kc | 250w,1kw-LS | U | 5-10-70 | |
| | CP to change ant-trans. location. | | | | | |
| BR-2391(L) | 11-26-69 | RENEWAL & NDEA | | | 12-1-72 | |
| BL-12,556 | 3-27-70 | Lic.(BP-18,617) for changes. 12-1-72 | | | | |
| EBSA | 5-25-72 | | | | | |
| BS-2391(1) | 12-11-72 | ML to redes. TL. | | | | |
| BR-2391(L) BR-2391(L) | 12-6-72 | Renewal Superseded to delete Marking | | | 12-1-75 | |
| BR-239(S) | 11-12-75 | RENEWAL | | | 12-1-78 | |
| BR780731YF (S) | 11-14-78 | Renewal of License | | | 12-1-81 | |
| BTC800707EQ | 9-10-80 | Vol TC EFF:9-16-80 | | | | |
| EBSA | 11-19-80 | CALL SIGN CHANGE | | | | |

Form 94

# APPLICATION RECORD - BROADCASTING

Call Letters WHGR New

Name GILBERT M. HUTCHISON tr/as GUILFORD BROADCASTING COMPANY
(PO 114 Homewood Avenue, Greensboro, North Carolina)

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BP-5830<br>Rec'd<br>Filed | 2-3-47<br>2-6-47<br>2-6-47 | Construction Permit for a new standard broadcast station to be operated on:<br>Frequency: 1400kc<br>Power: 250w<br>Hours of operation: Unlimited<br>Trans. location: To be determined-In or near Greensboro, North Carolina<br>Studio location: To be determined-Greensboro, North Carolina<br>(Filed by John C. Hayes, Atty.; Harold B. Rothrock, Engr.) | Docket # 8204<br>Granted 7-21-49<br>after hearing; subj.<br>filing MP for approval<br>T site and antenna<br>ORDER ISSUED | |

Transmitter-Gates 250-C1

FCC Form 94

# APPLICATION RECORD - BROADCASTING

#2

GREENSBORO BROADCASTING COMPANY, INCORPORATED (AB 10-21-49 Call Letters WHGR

Name x GILBERT M. HUTCHISON tr/as GUILFORD BROADCASTING COMPANY

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BMP-4751<br>Rec'd<br>Filed | 8-20-49<br>8-22-49<br>8-22-49 | Mod. of C.P. (BP-5830, which authorized a new standard broadcast station) for approval of antenna and transmitter location as Adjacent to A and Y Railroad near Retreat Street, Greensboro, North Carolina.<br><br>(Harold B. Rethrock, Engr.)<br>(John C. Hayes, Atty.) | GRANTED re blanketing clause | 10-31-49 |
| BAP-120<br>Rec'd<br>Filed | 8-25-49<br>8-26-49<br>8-26-49 | Voluntary assignment of construction permit from Gilbert M. Hutchison tr/as Guilford Broadcasting Company to Greensboro Broadcasting Company, Incorporated.<br><br>Eugene L. Burke, Atty - Assignor<br>Charles V. Wayland, Atty. - Assignee.<br>Petition filed 10-26-49 to modify condition of grant by Burke for Hutchinson | GRANTED<br>EFF:<br>subj. to cond. that assigment not be effectuated until such time as the assignee shall have disposed of its interest in WGBG, Greensboro, N.C. | 10-21-49<br>11-29-49 |

FCC Form 94
#3

# APPLICATION RECORD - BROADCASTING

Call Letters W G B C (LTR. 12-21-49 X W H G R

Name GREENSBORO BROADCASTING COMPANY, INCORPORATED

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BL-3914<br>Rec'd<br>Filed | 12-18-49<br>12-20-49<br>12-20-49 | License to cover C.P. (BP-5830, as mod.,) which authorized a new standard broadcast station and specify studio location as S. Ashe St. Extension., Greensboro, North Carolina.<br><br>(Charles V. Wayland, Atty.) | GRANTED<br>re blanketing clause | 1-11-50 |
| BR-2391<br>Rec'd | 5-22-50<br>5-26-50 | Renewal of license.<br>(Charles V. Wayland, Atty.) | Granted | 7-21-50 |
| BZ-3316<br>Rec'd<br>Filed | 8-2-51<br>8-6-51<br>8-6-51 | Authority to determine operating power by direct measurement of antenna power. | GRANTED<br>Cond'l re blanketing | 8-20-51 |

FORM A-170 #4
FORMERLY FCC FORM 94

# APPLICATION RECORD - BROADCASTING

Call Letters W.G.B.G.

Name GREENSBORO BROADCASTING COMPANY, INCORPORATED

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BR-2391<br>Rec'd<br>Resub.<br>Rec'd<br>Filed | 4-28-53<br>4-30-53<br>5-14-53<br>5-18-53<br>5-18-53 | Renewal of License ~~(Sect. II dated after Sect. I)~~ | ~~RETURNED~~<br>GRANTED | ~~MAY 13 1953~~<br>7-1-53 |
| BR-2391<br>Rec'd<br>Filed | 8-11-54<br>8-13-54<br>8-13-54 | Renewal of License | GRANTED | 11-3-54 |
| BRC-580<br>Rec'd<br>Filed | 11-12-54<br>11-15-54<br>11-15-54 | Modification of license to operate transmitter by remote control from South Ashe Street Extended, Greensboro, North Carolina | GRANTED | 11-18-54 |

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

FORM BC-121
AUG. 1955

#5

# APPLICATION RECORD - BROADCASTING

Call Letters WCBG

Name GREENSBORO BROADCASTING COMPANY, INCORPORATED

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BR-2391<br>Rec'd<br>Filed | 8-27-57<br>8-28-57<br>8-28-57 | Renewal of License | GRANTED | 11-13-57 |
| BP-13,563<br>Rec'd<br>Filed | 9-28-59<br>9-29-59<br>9-29-59 | Construction Permit to increase daytime power from 250w to 1kw and install a new transmitter(RCA-BTA-1R)<br><br>Atty.- Fisher, Wayland, Duvall & Southmayd<br>Engr.- George C. Davis<br><br>Request waiver of Section 3.28(c) of Rules if necessary - filed 2-29-60. | GRANTED<br>Cond'l re accept interf. resulting from grant of BP-13,575, & any imposed by exist. Class IV stat. if auth. incr. power to 1kw. Submit antenna resistance meas. in accordance with Sec. 3.54 of Rules. | 3-29-61 |

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

FORM BC-121
AUG. 1955

# 6

# APPLICATION RECORD - BROADCASTING

Call Letters W.G.B.G.

Name GREENSBORO BROADCASTING COMPANY, INCORPORATED
Greensboro, North Carolina

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BR-2391<br>Rec'd<br>Filed | 8-26-60<br>8-29-60<br>8-29-60 | Renewal of license | GRANTED | 12-7-60 |
| BMP-9444<br>R.&F. | 4-8-61<br>4-10-61 | Modification of construction permit(BP-13563 which auth. inc. daytime power and install new transmitter) to chg. type transmitter (GATES BC 1T).<br><br>Atty-Fisher, Wayland,Duvall & Southmayd | GRANTED | 5-18-61 |
| BL-8717<br>R. & F. | 8-14-61<br>8-16-61 | License to cover C.P. (BP-13,563 as mod.) which auth. increase daytime power and the installation of a new transmitter. | GRANTED<br>(Cond'l re accept interference) | 9-28-61 |

FORM BC-121
AUG. 1955

# 7

# APPLICATION RECORD - BROADCASTING

Call Letters WGBG

Name Greensboro BROADCASTING Company, Incorporated

~~Greensboro, North Carolina~~

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BR-2391<br>Rec'd<br>Filed | 8-30-63<br>9-3-63<br>9-3-63 | Renewal of license | GRANTED | 11-6-63 |
| BR-2391<br>R & F | 8-19-66<br>8-22-66 | Renewal of license | GRANTED | 11-30-66 |
| BRC-3031<br>R & F | 1-10-67<br>1-12-67 | Modification of license to change studio location to 200 West Wendover Avenue, Greensboro, North Carolina and operate transmitter by remote control from studio location.<br><br>Atty.: Charles V. Wayland | GRANTED | 1-18-67<br>Eff:1-23-67 |
| Ltr. | 4-16-68 | Now represented by Arthur Stambler(J.L.Shrinsky) | | |
| BP-18,617<br>R&F<br>Φ30 #527453 | 7-7-69<br>7-8-69<br>7-8-69 | CP change ant-Trans. location to West of intersection Morehead Ave. & S.Edgeworth St., Greensboro, N.C.. | GRANTED | 9-10-69 |

Amended 8-26-69 to show correct overall height above ground.

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

FORM BC-121
AUG. 1955

#8

# APPLICATION RECORD - BROADCASTING

Call Letters WGBG

Name GREENSBORO BROADCASTING COMPANY, INCORPORATED
Greensboro, North Carolina

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BR-2391<br>R & F<br>#538621 $75<br>PN<br>Press | 8-26-69<br>8-28-69<br><br>8-28-69<br>2 [illegible] 1969 | Renewal of license<br>Atty- Charles V. Wayland | GRANTED | 11/26/69 |
| BL-12,556<br>R & F<br>#558454 $30.<br>PTA<br>PRESS MAR [illegible] 1970 | 11-19-69<br>11-21-69<br>11-21-69<br>12-2-69 | Lic.(BP-18,617) ~~as mod.~~ for changes. | GRANTED | 3-27-70 |
| BR-2391<br>R & F<br>P.N.<br>PRESS<br>SEP [illegible] 1972 | 8-25-72<br>8-31-72<br>8-31-72 | Renewal of License<br><br>Atty.: Wade H. Hargrove, Raleigh, N. C. | Granted | 12-6-72 |

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

#9

Form BC-121
September 1969
12-50

# APPLICATION RECORD - BROADCASTING

1400 khz

Call Letters WKEW
XWGBG

Name GREENSBORO BROADCASTING COMPANY, INCORPORATED
GREENSBORO, NORTH CAROLINA

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BR-2391<br>R & F<br>PN Recd.<br>PRESS | 7-20-75<br>8-1-75<br>"<br>SEP 22 1975 | RENEWAL OF LICENSE | GRANTED | 11-12-75 |
| BR780731YF<br>R & F<br>PRESS | 7-25-78<br>7-31-78<br>AUG 18 1978 | RENEWAL OF LICENSE | GRANTED | 11-14-78 |
| BTC800707EQ<br>Form 315<br>PRESS<br>PN FILED | [illegible]<br>JUL 23 1980<br>7-24-80 | Vol TC from Ralph M. Lambeth to Friendly Broadcasting of Greensboro, Inc.<br><br>Atty-Steven L. Evans (Raleigh, N.C.)<br>(over) | GRANTED<br><br>EFF: | 9-10-80<br><br>9-16-80 |

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

BTC800707EQ AMENDED 8-26-80 re: Funds on deposit; broadcast interests and proposed officers & directors of licensee after transfer.

AMENDED 9-11-80 Re: Broadcast Interest

1400 khz

#10

# APPLICATION RECORD-BROADCASTING

Call Letters: WKEW

Name: Greensboro Broadcasting Company, Incorporated

Station Location: Greensboro, North Carolina

| File No. | Date | Description | Action and Date |
|---|---|---|---|
| BAL810406GV<br>Form 316<br>PRESS MAY 20 1981 | | Vol AL. to Friendly Broadcasting of Greensboro, Inc.<br><br>Atty: Mark J. Prak | EFF: 6-26-81<br><br>ISSUED |

Form BC-121
March 1979

# 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.