WSRC

Library Bureau
Division of
Remington Rand Inc.
Branches Everywhere
MADE IN U. S. A.

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

B 3016

BROADCASTING STATION LICENSE RECORD

Date first licensed October 22, 1954

Call letters W S R C

Station Location: Durham, North Carolina

CAROLINA RADIO OF DURHAM, INC. (BAL 1-23-62 EFF: 1-31-62)
x CAROLINA RADIO, INC. (AL 9-25-57; EFF: 10-15-57)
xJOHN C. GREENE, JR., (AL 2-23-55 EFF: 3-4-55)

Name of licensee x J. C. GREENE, JR. AND R. H. WHITESIDES d/b as SOUTHERN RADIOCASTING COMPANY

BP-6 1 78

Transmitter location On Colclough Ave. 0.2 mi. N. of Club. Rd, Durham, North Carolina / x 700 (BZ-1-19-66) / East Club Boulevard, Durham, N. Car (MP 3-22-54) Lic. 10-22-54

Main studio location 27706 700 (BZ-1-19-66) / East Club Boulevard, Durham, N. Car. (MP 3-22-54) Lic. 10-22-54

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
P-8787	10-21-53	1410	1kw	Day	
Ltr.	10-26-53	CP for a new standard broadcast station subj. filing MP approval of ant. & trans. site.			
MP-6149	3-22-54	1410	1kw	Daytime	5-22 11-22-54
P-8787	Mod.CP(8787) for approval antenna, & T & S sites and change type transmitter				
P-6662 (1)	10-13-54	Mod. of CP (8787) as mod., for new T and ext. C&C dates			12-13 6-13-55
L-5492	10-22-54	1410	1kw	Day	10-22 12-1-54
Lic. cover CP (8787) as mod., for a new Standard Broadcast Station					
BR-3016	11-24-54	Renewal of License			12-1 12-1-57
BAL-1928 EFF:	2-23-55 3-4-55	Vol. assignment of license to John C. Greene, Jr.			
BAL-2778 EFF:	9-25-57	Voluntary assignment of license to Carolina Radio, Inc.			
BR-3016	11-13-57	Renewal of license			12-1 12-1-60
BR-3016	11-13-57	1410	1kW	Day	12-1 12-1-60
BZ-4182	9-25-59	Auth. to determine operating power by direct measurement of antenna power.			
BR-3016	8-17-61	1410	1kw	Daytime	8-17 12-1-63
BTC-3864 EFF:	11-13-61 12-22-61	Voluntary acquisition of positive control of licensee corporation by Robert A. Monroe thru purchase of stock from Seymour Schneidman, Philip Nadler, Arnold Schneidman and Vincent Colangelo.			
Per Form 223					
BAL-4422 EFF:	1-23-62 1-31-62	Voluntary assignment of license to Carolina Radio of Durham, Inc.			
BR-3016	11-29-63	Renewal of license			12-1 12-1-66
BZ-5521 (1)	6-10-65	Authority to determine operating power by direct measurement of antenna power			
BZ-5826 (2)	1-19-66	Auth. to determine operating power by direct measurement of antenna power.			
BR-3016	11-30-66	1410kc	1kw	day	12-1 12-1-69
TELEGRAM	10-17-67	PSA	500w		

Form RC 126 #2
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W S R C

Station location .....

Name of licensee .....

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To-
BR-3016(S)	6-10-70	Renewal			12-1-72
GBSA	6-12-72				
BR-3016(S)	12-6-72	Renewal			12-1-75
Letter	5-28-74	Trans. Gates BC-1H now installed.			
BZ-8685(1)	12-19-74	Direct Measurement			
L-13,826(L)	3-26-75	Lic. to use former main trans. for alternate trans.			12-1-75
Letter	7-3-75	Trans. redescribed as GATES BC1-H1 (Main)			
BR-3016(L)	5-28-76	RENEWAL (ALT. TRANS.)			12-1-78
BP-21,033	6-1 78	1410khz. 5kw DA- Day CP to increase power, chg. TL & SL			6 1 79
APPLIC	4-20-79	RC NOW AT STUDIO LOCATION			
BRC-790420AN	5-9-79	Remote Control: 700 E Club Blvd., Durham, North Carolina			
BMP790521AP (1)	7/10/79	MP (BP-21,033) as for ext. of completion date to:			1/6/80
BR780731WB(L)	9-13-79	RENEWAL OF LICENSE			12-1-81
BMP800128AK (1)	4-28-80	MP (BP-21033, as mod.) for ext. of time to:			10-20-80
COMTEL	11-7-80	AUTH. & TERMS COMTEL 10-9-80 EXT. THRU 12-10-80.			

FORM A-170

FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters: WSRC x New

Name: J. C. GREENE, JR. AND R. H. WHITESIDES d/b/as SOUTHERN RADIOCASTING COMPANY
(PO c/o J.C. Greene, Box 641, Rock Hill, South Carolina)

File No.	Dated	Application for	Action: Nature	Action: Date
BP-8787 Rec'd Filed	2-27-53 3-3-53 3-3-53	Construction permit for a new standard broadcast station to be operated on: Frequency: 1410kc Power: 1kw Hrs. of operation: Daytime Trans. Location: To be determined Durham, North Carolina Studio Location: To be determined Durham, North Carolina R. L. Easley, Engr.	GRANTED subj. filing MP approval of ant. & trans. site. Issued with MP-6449	10-21-53

Collins 20-V lkw

#2

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Name J. C. GREENE, JR. AND R. H. WHITESIDES d/b/as Southern Radiocasting Company

Call Letters W S R C

File No.	Dated	Application for	Action Nature	Action Date
BMP-6449 Rec'd Filed	3-1-54 3-2-54 3-2-54	Modification of construction permit (BP-8787 which auth. a new standard broadcast station) for approval of antenna, transmitter and studio location as East Club Blvd., Durham, North Carolina and change type transmitter (GATES BC-1F) Arthur H. Schroeder, Atty. Palmer A. Greer, Engr.	GRANTED	3-22-54
BMP-6662 Rec'd Filed	10-8-54 10-11-54 10-11-54	Modification of construction permit (BP-8787, as mod., which auth. a new standard broadcast station) to change type transmitter (Collins 20V).	GRANTED	10-13-54
BL-5492 Rec'd Filed	10-4-54 10-6-54 10-6-54	License to cover construction permit (BP-8787, as modified) which authorized a new standard broadcast station.	GRANTED	10-22-54

#3

FORM A-170

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94 JOHN C. GREENE, JR. (AL 2-23-55

x J. C. GREENE, JR. AND R. H. WHITESIDES

Name d/b as SOUTHERN RADIOCASTING COMPANY

Call Letters W S R C

File No.	Dated	Application for	Action Nature	Action Date
BR-3016 Rec'd Filed	11-2-54 11-9-54 11-9-54	Renewal of license	GRANTED	11-24-54
BAL-1928 Rec'd Filed	12-11-54 12-14-54 12-14-54	Voluntary assignment of license to John C. Greene, Jr.	GRANTED EFF:	-2-23-55 3-4-55
BAL-2778 Rec'd Filed	8-19-57 8-28-57 8-28-57	Voluntary assignment of license to Carolina Radio, Inc. John B. Kenkel, Atty.	GRANTED EFF:	9-25-57 10-15-57
~~BZ-7182~~ ~~R & F~~	7-28-59 8-3-59	~~Authority to determine operating power by direct measurement of antenna power.~~		

FORM BC-121 #4
AUG. 1955

APPLICATION RECORD - BROADCASTING

Name CAROLINA RADIO, INC.
X JOHN C. GREENE, JR.

Call Letters W.S.R.C.

File No.	Dated	Application for	Action Nature	Action Date
BR-3016 Rec'd Filed	8-31-57 9-3-57 9-3-57	Renewal of License	GRANTED	11-13-57
Amended Rec'd Filed	10-21-57 10-22-57 10-22-57	Amended to change applicant name to Carolina Radio, Inc.	XXXXXXXXXXXXXXXXXX	
BZ-4182 R & F	7-28-59 8-3-59	Authority to determine operating power by direct measurement of antenna power.	GRANTED	9-25-59
BR-3016 Rec'd Filed	9-1-60 9-2-60 9-2-60	Renewal of license	GRANTED	8-17-61
BTC-3864 Rec'd Filed	9-27-61 10-4-61 10-4-61	Voluntary acquisition of positive control of licensee corporation by Robert A. Monroe thru purchase of stock from Seymour Schneidman, Philip Nadler, Arnold Schneidman and Vincent Colangelo. John H. Midlen, Atty.	GRANTED EFF:	11-13-61 12-22-61 Per Form 323

FORM BC-121 #5
AUG. 1955

APPLICATION RECORD - BROADCASTING

Name X CAROLINA RADIO OF DURHAM, INC.
CAROLINA RADIO, INC.
DURHAM, NORTH CAROLINA

Call Letters WSRC

File No.	Dated	Application for	Action Nature	Action Date
BAL-4422 Rec'd Filed	12-15-61 12-15-61 12-15-61	Voluntary assignment of license to Carolina Radio of Durham, Inc. Robert E. Hodson, Atty. for Assignor Frank U. Fletcher, Atty. for Assignee	GRANTED EFF:	1-23-62 1-3-62
BR-3016 Rec'd Filed	8-31-63 9-3-63 9-3-63	Renewal of license	GRANTED	11-29-63
BZ- 5521 Rec'd RESUB. R & F	--- 3-23-65 3-30-65 4-1-65	Authority to determine operating power by direct measurement of antenna power.	RETURNED NOT SIGNED OR DATED GRANTED	3-26-65 6-10-65
BZ-5826 R & F	11/29/65 12/1/65	Auth. to determine operating power by direct meas. of antenna power.	GRANTED	1-19-66
BR-3016 R& F	8-31-66 9-2-66	Renewal of License	GRANTED	11-30-66

#6

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W S R C

Name CAROLINA RADIO OF DURHAM, INC.
Durham, North Carolina

File No.	Dated	Application for	Action Nature	Action Date
BR-3016 R & F #537380$75 P.N. filed PRESS OCT 1 3 1969	8-29-69 9-2-69 9-2-69 9-2-69	Renewal of license	GRANTED	6-10-70
BR-3016 R & F P.N. PRESS OCT 1 6 1972	9-29-72 10-2-72 10-3-72	Renewal of License Atty.: M. Scott Johnson	GRANTED	12-6-72
BZ-8685 R & F DM PRESS 2 5 NOV 1974	8-19-74 8-22-74 10-17-74	Direct Measurement	GRANTED	12-19-74
BL-13,826 R & F $50#359437 PTA	9-30-74 10-30-74 10-31-74 11-4-74	Lic. to use former Main Trans. for Alternate Transmitter, Collins 20-V PRESS JAN 3 0 1975 F.C.C. - WASHINGTON, D. C.	GRANTED	3-26-75

#7

Form BC-121
September 1969
12-54

APPLICATION RECORD - BROADCASTING

1410 khz

Call Letters W S R C

Name CAROLINA RADIO OF DURHAM, INC.
DURHAM, NORTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BR-3016 R & F PN Recd. PRESS	7-28-75 8-1-75 " SEP 11 1975	RENEWAL OF LICENSE (MAIN & ALTER. TRANS.) PETITION filed 10-29-75 by Alvin Henry Hill, et al, Concerned Black listeners against application for Renewal of License.	GRANTED	5-28-76
BP-21,033 Rec'd Filed $400-574501 AC-001 Resub. 10-7-77 PRESS	5-19-76 6-1-76 6-1-76 FEB 6 1978 10-7-77	Construction permit to chg. ant. TL & SL to On Colclough Ave. 0.2 mi. N. of Club Rd., Durham, N.C. inc. power to 5kw, install DA, & chg. type trans. Gates BC-5H. Atty: Wade H. Hargrove 36° 01' 46" Eng. John H. Mullaney 78° 51' 03" PETITION FOR RECONSIDERATION FILED BY CAROLINA RADIO OF DURHAM, INC. Amend R & F 10-77 re: EXh EE-2 "MAJOR ENVIRONMENTAL ACT. UNDER SEC. 1.1305 OF THE RULES	GRANTED RETURNED	6 1-78 9-12-77

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

Amend R & F 3-28-78 re: Environmental Impact Statement

Amend R & F 3-28-78 re: Eng, Exh EE-1

1410khz.

Form BC-121
May 1976

#8

APPLICATION RECORD - BROADCASTING

Call Letters W S R C

Name CAROLINA RADIO OF DURHAM, INC.
Durham, North Carolina

File No.	Dated	Application for	Action Nature	Action Date
BR780731WB R & F PRESS	7-26-78 7-31-78 AUG 3 0 1978	RENEWAL OF LICENSE (MAIN & ALTERNATE TRANS.) ATTY: Wade H. Hargrove 12-1-78 PETITION TO DENY filed 11-1-78 by Durham Coalition OPPOSITION TO PETITION TO DENY filed 11-30-78 by Wade H. Hargrove, Counsel on behalf of Carolina Radio of Durham, Inc. REVISED PTEITION TO DENY AND TO INTERVENE filed 2-9-79 by Durham Coalition	GRANTED Memo. Opinion and Order.	9-13-79 (OVER)
BRC-790420AN PRESS: (O)	MAY 3 1979	Mod of license to operate transmitter by remote control from700 E Club Blvd.,Durham,North Carolinal(DA-D and DA-CH)	GR.	5-9-79

(BR780731WB) MOTION FOR LEAVE TO FILE FURTHER OPPOSITION AND OPPOSITION TO REVISED PETITION TO DENY AND TO INTERVENE filed 4-23-79 by Wade H. Hargrove, Counsel on behalf of Carolina Radio of Durham, Inc.

#9

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

1410KHz.

Call Letters W S R C

Name CAROLINA RADIO OF DURHAM, INC.
DURHAM, NORTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BMP790521AP PRESS (0)	JUN 29 19	MP (BP-21,033) for Extension of Time to: 10-1-79 (FOR CHANGES) Atty. Steven L. Evans (Raleigh, N.C.)	GRANTED	7/10/79
BMP-800128AK PRESS: (c)	APR 10 19	MP(BP-21033 as mod) for extension of time to: April 21, 1980	GRANTED	4-28-80
AMENDED	3-24-80	Copies of 701 which was filed 1-28-80 into the Comm.		
BL-800930AK R & F AMENDED AMENDED PTA PRESS	 9-30-80 11-10-80 1-27-81 2-10-81 FEB 27 1981	Lic. to cover (21,033 as mod) for changes. Atty: Steven L. Evans (Tharrington,Smith & Hargrove)		ISSUED

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 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.