WGSE

BC-126
June 1975

BROADCASTING STATION LICENSE RECORD

CH 43

Date first licensed

Call letters W G S E

Station location MYRTLE BEACH, SOUTH CAROLINA

Name of licensee KING COMMUNICATIONS, INC.

Transmitter location No. 1 Broadcast Circle, Myrtle Beach, South Carolina

Main studio location No. 1 Broadcast Circle, Myrtle Beach, South Carolina

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To-
BPCT-5058	11-23-77	Ch-43	V-759kW	Unl.	1-23-78
AH:270' MSL:325'		644-650	A-151kW		5-23-79
CP for a New Commercial Television Station.					
BPCT-5058(1)	1-16-78	Call Letters WGSE assigned.			
EBSA	1-16-78				
BMPCT-790423KH {2}	4-1-80	MP{BPCT-5058} for extension of time to construct station			to: 10-1-80

COMMERCIAL TV

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call Letters ~~(NEW)~~ WGSE

Name KING COMMUNICATIONS, INC.
CH-43 MYRTLE BEACH, SOUTH CAROLINA (PO c/o Richard K. Burton, Box 2860, Myrtle Beach, SC 29577)

File No.	Dated	Application for	Action Nature	Action Date
BPCT-5058 R & F PRESS: PN REC'D:	6-16-77 6-17-77 JUL 1 1977 6-30-77	CP for new TV on: Freq.: Ch-43, 644-650 ERP: Vis. 1740kW(Max) 1669kW(H), Aur. 334kW(H) HAAT: 274 ft. TL: No. 1 Broadcast Circle, 150' S. of 10th Ave., Myrtle Beach, S. C. ~~(33 41 57 78 53 18)~~ SL: Same as TL Trans.: RCA TTU-30D Ant.: RCA TFU-30JDA (DA) Atty.: William S. Green (Pierson, Ball & Dowd) Engr.: Lohnes and Culver Amended 8-23-77 Financial	GRANTED Conditional	11-23-77
CUT OFF DATE SEP 12 1977				
AMENDMENT R & F PRESS:	8-25-77 SEP 27 1977	Re correct coordinates: 33-41-52 78-53-14		

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

BPCT-5058 Grtd. 11-23-77 - conditions:
The transmitter specified has not been type accepted. Accordingly, before program tests will be authorized, the transmitter must be type accepted in accordance with the requirements of Section 73.640 of the Commission's Rules.

Subject to the condition that prior to issuance of program tests authority for the construction authorized herein, the permittee shall file with the Commission a partial proof of performance, as defined by Section 73.154(a) of the Commission's Rules on standard broadcast station W T G R Myrtle Beach, South Carolina made both before commencement and after completion of the construction of the antenna structure specified herein, to satisfactorily demonstrate that the ~~ant~~ radiation pattern has not changed because of said construction.
These measurements shall be submitted in tabulated form. Also, measurement data shall be certified by all parties involved before submission to the Commission. The engineer selected by the permittee to make the measurements shall be acceptable to all parties, and the cost of making the measurements, and any corrective measures that may be required to restore the patterns to the conditions prior to this construction shall be borne by the permittee herein. Also, permittee shall be responsible for maintenance and repair of any detuning circuits installed on the antenna supporting structure of the TV station proposed herein which are necessary to restore the radiation patterns of station W T G R.

#2

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call Letters WCSE

Name KING COMMUNICATIONS, INC.
CH-43 MYRTLE BEACH, SOUTH CAROLINA (PO c/oRichard K. Burton, Box 2860, Myrtle Beach, SC

File No.	Dated	Application for	Action Nature	Action Date
BMPCT-790423KH	4/18/79	MP(BPCT-5058) to extend completion date.	DISMISSED 8-30-79 Per Sect. 73.3534(a)	
R&F	4/23/79		Designated for Hearing	
RN				
PRESS 79 0814		GRANTED 01 APR 1980	Min. 79 1106 BC-79-301	
BAPCT-800421KG	4-18-80	Voluntary assignment of contruction permit to CAROLINA CHRISTIAN BROADCASTING, INC.		
R&F	4-21-80			
PN REC'D (FORM 314)	5-20-80	ASSIGNOR-William S,Green, atty. (Pierson, Ball & Dowd)		
PRESS	MAY 14 1980	Assignee- Richard R. Zaragoza,Atty. (Fisher, Wayland, Southmayd and Cooper)		
		AMENDED 10-23-80 re EEO; app. onfile forCP, filed 9-18-80.		

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

Ltr. 8-30-79 from Richard Shiben to King Communications, Inc.:
This refers to the above-captioned application for an extension of time within which to construct Station WGSE(TV).
The Commission's records show that the application for a construction permit to buld Station WGSE(TV) was granted November 23, 1977, with construction to be completed by May 23, 1979. Your present application indicates that no progress has been made toward construction and that equipment has not been ordered. Your reason is that you expected to obtain a network affiliation which you have not yet received.
In effect, you are now informing the Commission that you will not construct the station unless you obtain a network affiliation, a representation which you did not make to the Commission in your application for a construction permit. It appears, therefore, that your failure to construct is due to conditions wholly within your control and no other reason appears which would justify grant of your request. Accordingly, you are advised that, pursuant to Section 319(b) of the Communications Act of 1934, as amended, and Section 73.3534(a) of the Commission's Rules, your application IS DISMISSED, the construction permit for Station WGSE(TV) IS CANCELLED, and the call letters ARE DELETED. Should you desire a hearing on your application, you may request reinstatement, by letter submitted no later than thirty days from the date of receipt of this letter. In the event that you request reinstatement, your application will be set for oral argument before the Commission's Review Board.

BC 01999, ADOPTED NOVEMBER 13, 1980, RELEASED NOVEMBER 28, 1980; BY DELEGATED AUTHORITY: APPLICANT'S APRIL 21, 1980 modification application represented its effort to comply with the Review Board's requirement that it file for a minor modification which would not require a hearing and that it inaugurate service as rapidly as possible. It appears, however, that in order to avoid non-compliance with the Rules, a major change was necessary. Applicant has
{see next card no. 3}.

COMM. TV

APPLICATION RECORD-BROADCASTING

Call Letters: WGSE

Name: KING COMMUNICATIONS, INC.

Station Location: MYRTLE BEACH, SOUTH CAROLINA

File No.	Date	Description	Action and Date
BMPCT-800421KF PRESS		MP (BPCT-5058 as mod.) to decr. ERP to Vis. 65kW, Aur. 6.5kW; chg. TL to SE of Intersection of SR-79 and US 701 near Bucksville, S. C. (33-43-32 79-05-04) and make chgs. to the antenna system; HAAT 607 feet. MAJOR ENVIRONMENTAL ACTION (Contingent on the grant of BAPCT-800421KG) AMENDED 9-15-80 re chg. in SL AMENDED 10-23-80 re removal of need for waiver of principal city coverage rule.	DISMISSED 8-29-80 Per Sect. 73.3566 of the Rules.

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Ltr. 8-29980 from Jerold Jacobs to Carolina Christian B/cing., Inc. re BMPCT-800421KF:
...the Commission concludes that you have failed to allege facts sufficient, if true, to justify waiver of Section 73.685 of the Rules. We further conclude that your showing in support of locating Station WGSE(TV)'s main studio outside its community of license is patently insufficient to justify grant of your request. Accordingly, your request for waiver of Section 73.685 of the Rules IS DENIED and the above-referenced application IS DISMISSED pursuant to Section 73.3566 of the Rules.

Ltr. 8-29-80 from Jerold Jacobs to King Communications, Inc. re BMPCT-790423KH:
Accordingly, grant of the above-referenced application IS VACATED and that application IS DENIED, the construction permit of Station WGSE(TV), Myrtle Beach, South Carolina IS CANCELLED and the stations's call sign IS DELETED.

PETITION FOR RECONSIDERATION 9-15-80 by Richard Zaragoza for WGSE(TV)
(orig. pet. & ap-folder to Gordon Oppenheimer 9-18-80)

PETITION FOR RECONSIDERATION 9-17-80 by William Green for King Communications, Inc.

COMMENTS IN SUPPORT OF PETITION FOR RECONSIDERATION 9-18-80 by Richard Zaragoza for Carolina Christian Broadcasting, Inc.

BC 01999, ADOPTED NOVEMBER 13, 1980, RELEASED NOVEMBER 28, 1980; BY DELEGATED AUTHORITY: {CONT'D FROM CARD NO. 2} indicated its intention to file such a modification. Accordingly, the Broadcast Bureau will grant the Petition for Reconsideration and reinstate the application on the condition on the condition that applicant file its major change within 30 days of the release date of this Order. Accordingly, IT IS ORDERED, That the Petition for Reconsideration IS GRANTED; the above-captioned construction IS REINSTATED; the waiver requests ARE RESTORED; and the applicant's call sign IS RESTORED subject to the following condition: That the applicant file its major change

CARD NO. 4

APPLICATION RECORD-BROADCASTING
COMMERCIAL TELEVISION

Call Letters: W G S E

Name: KING COMMUNICATIONS, INC.
ch-43

Station Location: MYRTLE BEACH, SOUTH CAROLINA

File No.	Date	Description	Action and Date
BPCT-801023KJ		CP to decr. ERP to 56kW, incr. HAAT to 607 feet. ACCEPTED JAN 23 '81 CUT OFF MAR 6 '81	P-

Form BC-121
March 1979

amendment within 30 days of the release date of this Order.

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.