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Form BC 126
June 1954 #4419

BROADCASTING STATION LICENSE RECORD

Date first licensed 12-31-64 Call letters WBBR

Station location Travelers Rest, S. C.

PIEDMONT BROADCASTING CO.,INC.(BAP-12-31-64;EFF:12-31-64)
Name of licensee x WILLIAM H. KIRBY AND JOHN B. BURNS d/b as PIEDMONT BROADCASTING CO.

Old Buncombe Rd., 1.2 mi. S. of center of Greenville, SC (redescription
x Old Buncombe Rd. ~~Watson Rd.~~, 1.2 mi. S. of center of Travelers Rest, S. C. (BMP 6-16-64)
(BP 2-6-64)

Transmitter location North Corner Old Buncombe Rd. and Waston Rd., Travelers Rest, S. C./

29690
Main studio location Same as transmitter

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From–	To–
BP-14527	2-6-64	1580kc	500w	Day	4-6	10-6-64
		CP for a new standard broadcast station (Cond'1).				
BP-14527 (1)	5-4-64	Mod. of CP(BP-14527) to assign Call Letters.				
BMP-11252 (2)	6-16-64	Mod. of CP(BP-14,527) to change antenna-transmitter and studio location.				
BL-10,706	12-31-64	1580kc	500w	Day	12-31	12-1-66
		Lic to cover construction permit (BP-14,527 as modified) which auth a new standard broadcast station; specify type transmitter as Gates BC-1G				
BAP-696 Eff:	12-31-64 12-31-64	Voluntary assignment of license to PIEDMONT BROADCASTING CO. INC.				
BR-4419	11-18-66	1580kc	500w	Day	12-1	12-1-69
BP-17494	12-26-67	1580kc	1kw	Day	2-26	8-26-68
		CP to increase power to 1kw, make changes in antenna system (increase height) Cond'1.				
BL-11949(L)	4-30-68	Lic. cover BP-17494				12-1-69
BR-4419 (S)	11-26-69	RENEWAL OF LIC.				12-1-72
BTC-6333	10-12-70	VOL. TC EFF: 11-4-70				
BZ-7910(1)	12-10-71	Direct Measurement				12-1-72
EBSA	6-12-72					
BR-4419	12-6-72	Renewal of License				12-1-75
COMTEL	3-11-75	Obstruction markings in accordance with Paragraph 1 only.				
XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
BR-4419 BZ-9065(L)	4-5-76	RENEWAL AND MODIFCATION				12-1-78
BP780727AC	7-30-79	CP increase power. 1580khz [illegible] 5kw(1kwCH) Day 7-30-80				
BR-780731WZ(1)	1-23-79	RENEWAL OF LICENSE				12-1-81

XXXXXX No. 2

BC-126
June 1975

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W.B.B.R.

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-
BL-800314AK	(L) 4-30-80	Lic.	to cover	BP-780727AC	for chgs. 12-1-81

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Name WILLIAM H. KIRBY AND JOHN B. BURNS d/b as PIEDMONT BROADCASTING CO.
TRAVELERS REST, SOUTH CAROLINA (P.O. William H. Kirby, 138 Keith Dr., Greenville, S.C.

Call Letters new W B B R

File No.	Dated	Application for	Action Nature	Action Date
BP-14,527 Rec'd Filed	11-28-60 12-1-60 12-1-60	Construction Permit for a new standard broadcast station to be operated on: Frequency - 1580kc Power - 500w Hours of operation - Daytime Trans. location - North Corner old Buncombe Road and Watson Road Travelers Rest, South Carolina Studio location - Same as transmitter Eng.- Palmer A. Greer, Greenville, S. C.	GRANTED Cond'l re: FAA Regulations. After Hearing Docket No. 15108 Order issued	2-6-64 Sect. 77.23
BMP-11,252 R. & F.	4-24-64 5-1-64	Mod. of CP (BP-14,527, which auth. a new standard broadcast station) to change antenna-transmitter and studio location from North Corner Old Buncombe Rd., and Waston Rd., Travelers Rest, S. C. to Watson Rd., 1.2 miles South of Center of Travelers Rest, South Carolina. Attys-Prince & Paul	GRANTED	6-16-64

WASHINGTON, D. C.

Gates BC-500T

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

#2

Call Letters WBBR

Name x PIEDMONT BROADCASTING CO., INC.
William H. Kirby and John B. Burns d/b as Piedmont Broadcasting Co.
Travelers Rest, South Carolina

File No.	Dated	Application for	Action Nature	Action Date
BL-10,706 R. & F. P A 10-9-64	9-29-64 10-2-64	License to cover construction permit (BP-14,527 as modified) which authorized a new standard broadcast station; specify type transmitter as Gates BC-1G. Atty- Prince & Paul	GRANTED	12-31-64
~~BAP-696~~ R & F	~~12-5-64~~ 12-7-64	~~Voluntary assignment of construction permit~~ to PIEDMONT BROADCASTING CO., INC. Atty. - Ray Paul	GRANTED Effective	12-31-64 12-31-64
BP-17,494 Rec'd Resub. R. & F.	12-4-65 12-6-65 10-27-66	CP to increase power from 500w to 1kw, make changes in antenna system (increase height). Atty: Prince & Paul Engr: Palmer A. Greer 1580 ~~(Contingent on grant of WYCL, BP-16,626)~~	~~RETURNED~~ ~~per Pub. Notice Re~~ ~~contingent applications~~ ~~FCC 61-1286~~ GRANTED Cond'l re: Pre-sunrise. Sect. 73.54	~~2-8-66~~ 12-26-67

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

CONTACT: WILLIAM H. KIRBY
TELEPHONE: CODE 803; 834-7265
ADDRESS: OLD BUNCOMBE ROAD
TRAVELERS REST, S. C.

FORM BC-121
Aug. 1955

#3

APPLICATION RECORD - BROADCASTING

Call Letters WBBR

Name PIEDMONT BROADCASTING CO., INC.
Travelers Rest, S. C.

File No.	Dated	Application for	Action Nature	Action Date
BR-4419 R & F	8-26-66 8-29-66	Renewal of license Atty- Ray R. Paul (Prince & Paul)	GRANTED	11-18-66
BL-11,949 Rec'd Filed #406230 $30 Amended R & F PT APR 1 8 1968	2/19/68 2/21/68 3/4/68 2/21/68 3/1/68 3/4/68 3/8/68	License (BP-17,494, for changes). Atty: Ray R. Paul Engr: Burton S. Anderson, S.C.	GRANTED	4-30-68
BR-4419 R & F #540100 $75 PN Press SEP 2 5 1969	8-19-69 9-3-69 9-3-69	Renewal of license Atty- Ray R. Paul	GRANTED 11-26 GRANTED	11-26-69 11-26-69

Form BC-121 #4
September 1969

APPLICATION RECORD - BROADCASTING

1580kc

Call Letters WBBR

Name PIEDMONT BROADCASTING CO., INC.
Travelers Rest, South Carolina 29601

File No.	Dated	Application for	Action Nature	Action Date
BTC-6333 R & F FEEPD: $75 - #620120 REFUND $45 - overpayment (Form 316) AUG 13 1970	7-29-70 7-31-70	Voluntary transfer of control of lic corp from John B. Burns and William H. Kirby (50% each) to William H. Kirby (100%) Atty - Ray R. Paul AMENDED 9-25-70 - bank ltr re loan (transferee)	GRANTED EFF:	10-12-70 11-4-70
BZ-7910 R & F DM PRESS NOV 29 1971	10-11-71 10-15-71 10-26-71	Direct Measurement	GRANTED	12-10-71
BR-4419 R & F P.N. PRESS OCT 11 1972	8-19-72 9-5-72 9-5-72	Renewal of License Atty.: Ray R. Paul	Granted	12-6-72

#5

Form BC-121
September 1969
12-64

1580 kc

APPLICATION RECORD - BROADCASTING

Call Letters WBBR

Name PIEDMONT BROADCASTING CO., INC.
TRAVELERS REST, SOUTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BR-4419 R & F PN Recd. PRESS	7-21-75 7-29-75 " AUG 28 1975	RENEWAL OF LICENSE R.R.Paul,Atty. AMENDED 10-3-75 re: engineering data	GRANTED issued with BZ-9065	3-17-76
BZ-9065 R & F DM PRESS FEB 26 1976	1-8-76 1-13-76 2-18-76	Direct Measurement Atty: Eugene L. Burke (Prince & Paul)	GRANTED issued with RENEWAL	4-5-76
BP- Recd 586701 $400	6-28-76 6-30-76 7-1-76	CP to increase power to 5kw and change trans. to HARRIS MW-5. Atty: Ray Paul Engr: Palmer Greer	RETURNED Unacceptable for filing pursuant Section 0.281 Ru	6-18-78

Form BC-121
May 1976

#6

APPLICATION RECORD - BROADCASTING

1580KHz

Call Letters WBBR

Name PIEDMONT BROADCASTING CO., INC.
Travelers Rest, South Carolina

File No.	Dated	Application for	Action Nature	Action Date
BP-780727AC Rec'd 7-27-78 FILED (resub) 7-27-78 FEB 23 1979 PRESS:		Construction permit to increase power to 5kW (1kw C.H.);chg trans(HARRIS MW-5); ATTY:Ray Paul (Alexandria, Va.)	GRANTED	7-30-79
BR780731WZ R & F 7-27-78 PRESS 7-31-78 SEP 1 1978		RENEWAL OF LICENSE Atty. Ray R. Paul (Alexandria, Virginia)	GRANTED	1-23-79
BL-800314AK R & F 3-14-80 PRESS APR 2 1980		Lic. to cover BP-780727AC for changes	GRANTED	4-30-80

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.