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B.S. 3316

BROADCASTING STATION LICENSE RECORD

Date first licensed 9-11-56

Call letters W B L A
Station Location: Elizabethtown, N.C.

Name of licensee BLADEN BROADCASTING CORPORATION (AP 4-25-56) EFF: 5-16-56)
x CAPE FEAR BROADCASTING COMPANY

Transmitter location Peanut Road, Elizabethtown, N. Carolina (BP 7-25-57)
x Peanut Road, approximately 1 mile west of center of Elizabethtown, North Carolina. (CP AND MP 12-7-55)(Lic. 9-11-56)

28337
Main studio location Same as transmitter (BP 7-25-57)
x Peanut Road, approximately 1 mile west of center of Elizabethtown, North Carolina. (CP AND MP 12-7-55)(Lic. 9-11-56)

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
BP-9040 Ltr.	7-27-55 8-1-55	1450kc CP for new standard broadcast station sub. filing MP for approval antenna & T. site	100w	Un	
BP-9040 BMP-7039	12-7-55 CP for new standard broadcast station and MP for approval of antenna-transmitter & studio location:	1450kc	100w	Un (COND'L CLAUSE)	2-7-56 8-7-56
BAP-284 EFF:	4-25-56 5-16-56	Vol. assignment of CP to Bladen Broadcasting Corporation			
BL-6278	9-11-56	1450kc	100w	U	9-11-56 12-1-57
Lic. to cover CP(BP-9040, as mod.) for a new standard broadcast station.					
Telegram	1-16-57	Sign-off at 8pm		daily	1-16 3-15-57
Telegram	3-14-57	SIGN-OFF 8 PM		daily thru 6-15-57	
WIRE	6-11-57	EXT. SIGN OFF 8 PM thru 9-30-57			
BP-11,090	7-25-57 CP to change freq. change power; hrs. of operation and install new trans.	1440kc	1kw,	Day	9-25 3-25-58
BMP-7859 (1)	9-19-57 transmitter.	Mod. of CP (BP-11090) to change type			
TELEGRAM	11-29-57	Action on renewal deferred- Continued operation authorized until final determination on renewal application.			
BR-3316	1-8-58	Renewal of license			1-8 12-1-60
BL-6890	3-25-58	1440kc License to cover CP(BP-11,090 as mod.) which authorized change frequency, change power, change hours of operation and install new transmitter.	1kw	Day	3-25 12-1-60
	11-30-60	Commission deferred action on renewal pending further consideration.			
BR-3316	1-18-61	Renewal of License			1-18 12-1-63
BR-3316	3-18-64	Renewal of License			3-18 12-1-66
BR-3316	12-15-66	1440kcs	1kw	Daytime	12-15 12-1-69
PSA	6-5-68	500w			

Form BC 126 #2
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W B L A

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-3316(S)	4-30-70	Renewal			12-1-72
EBSA	6-12-72				
BZ-8031(L)	5-16-72	DIRECT MEASUREMENT			
BR-3316(S)	12-6-72	Renewal			12-1-75
BP-19,361	3-9-73	1440kc,	1kw	Day	3-9-74
	CP to increase antenna height.				
BL-13,469(L)	8-16-73	Lic. to cover CP(BP-19361) for changes			12-1-75
BZ-8781(1)	3-14-75	Direct Measurement			
BR-3316(L)	12-24-75		RENEWAL		12-1-78
BR-3316(L)	12-24-75	Superseded to Correct Name of City.			
BP-20,275	10-28-77	1440khz. 5kw		Daytime	10-28-78
	CP to inc. power , & chg. type trans.				
BL-14,501(L)	10-25-78	Lic. to cover BP-20275 for changes			12-1-78
BL-14,501(L)	10-25-78	Superseded to correct daytime power to 5kw			12-1-78
BR780721UB(s)	1/30/79	Renewal of license (MAIN & AUX.)			12/1/81

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WBLA New

Name CAPE FEAR BROADCASTING COMPANY
(PO c/o Victor W. Dawson, P. O. Box 1230, Fayetteville, North Carolina)

File No.	Dated	Application for	Action Nature	Action Date
BP-9040 Rec'd Filed	10-5-53 10-5-53 10-5-53	Construction permit for a new standard broadcast station to be operated on: Frequency: 1450kc Power: ~~250w~~ 100w Hrs. of operation: Unlimited Trans. Location: To be determined Elizabethtown, North Carolina Studio Location: To be determined Elizabethtown, North Carolina Loucks, Zias, Young & Jansky, Attys. Cravens, Lohnes & Culver, Engrs.	GRANTED Sub. re filing of MP for approval antenna, and transmitter site Ltr. 8-1-55 Issued with BMP-7039	7-27-55
AMENDED Rec'd Filed	2-23-55 2-25-55 3-24-55	AMENDED to change power to 100w.		

Collins 300-FA

#2

FORM BC-121
FORMERLY FORM A-170

APPLICATION RECORD - BROADCASTING

Call Letters WRLA

Name CAPE FEAR BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BMP-7039 Rec'd Filed	11-23-55 11-25-55 11-25-55	Modification of construction permit (BP-9040 which auth. a new standard broadcast station) for approval of antenna-transmitter and studio location as Peanut Road, Elizabethtown, North Carolina. Craven, Lohnes and Culver, Engrs.	GRANTED	12-7-55 re Section 3.48 of Commission Rules.
BAP-284 Rec'd Filed	3-30-56 4-3-56 4-3-56	Voluntary assignment of construction permit from Cape Fear Broadcasting Company to Bladen Broadcasting Corporation. Verne R. Young, Atty.	GRANTED EFF:	4-25-56 5-16-56

FORM BC-121 # 3
AUG. 1955

APPLICATION RECORD - BROADCASTING

Name BLADEN BROADCASTING CORPORATION (EFF. 5-16-56) Call Letters WBLA

File No.	Dated	Application for	Action Nature	Action Date
BL-6278 Rec'd Filed	7-22-56 7-24-56 7-24-56	License to cover construction Permit (BP-9040 as mod.,) which authorized a new standard broadcast station.	GRANTED	9-11-56
BP-11,090 Rec'd Filed	2-6-57 2-11-57 2-11-57	Construction permit to change frequency from 1450kc to 1440kc; change power from 100w to 1kw; change hours of operation from Unlimited to Daytime and install new transmitter (Collins 20V) Engr. - Lohnes and Culver	GRANTED	7-25-57
BMP-7859 Rec'd Filed	9-19-57 9-19-57 9-19-57	Modification of Construction Permit (BP-11,090 which authorized change frequency, change power, change hours of operation and install new transmitter) to change type transmitter to (RCA BTA-1MX).	GRANTED	9-19-57

FORM BC-121
AUG. 1955 #4

APPLICATION RECORD - BROADCASTING

Call Letters WBLA

Name BLADEN BROADCASTING CORPORATION

File No.	Dated	Application for	Action Nature	Action Date
BR-3316 Rec'd Filed	9-3-57 9-4-57 9-4-57	Renewal of License	GRANTED	1-8-58
BL- 6890 Rec'd ~~Filed~~ Resub. Rec'd & Filed	9-3-57 9-16-57 9-12-57 11-15-57	License to cover construction permit BP-11,090 as mod., which authorized change frequency, change power, change hours of operation and install new transmitter.	~~Application returned 11-6-57 section II dated after Section I.~~ GRANTED	3-25-58
BR-3316 Rec'd Filed	8-3-60 8-5-60 8-5-60	Renewal of license	GRANTED	1-18-61
BR-3316 Rec'd Filed	8-23-63 8-26-63 8-26-63	Renewal of license	GRANTED	3-18-64

FORM BC-121
AUG. 1955

#5

APPLICATION RECORD - BROADCASTING

Call Letters WBLA

Name BLADEN BROADCASTING CORPORATION
Elizabethtown, North Carolina

File No.	Dated	Application for	Action Nature	Action Date
BR-3316 R & F	7-27-66 8-1-66	Renewal of license	GRANTED	12-15-66
BR-3316 R & F #537746 $75. P.N. filed PRESS SEP 4 1969	8-18-69 8-22-69 8-22-69 8-22-69	Renewal of license	GRANTED	4-30-70
BZ-8031 R & F W 052314-$30. DM PRESS	3-15-72 3-20-72 3-20-72 4-3-72 MAY 9 1972	Direct Measurement AC-067 - Refunded	GRANTED	5-16-72
BR-3316 R & F P.N. PRESS SEP 4 1972	8-25-72 8-28-72 8-28-72	Renewal of License AMENDED 11-2-72 re: programming; commercial policy	Granted	12-6-72

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

#6

Call Letters WBLA

Name BLADEN BROADCASTING CORPORATION
Elizabethtown, N.C.

File No.	Dated	Application for	Action Nature	Action Date
BP-19,361 Rec'd Filed $50-148650 AC-060 FEB 27 1973	1-25-73 1-29-73 1-29-73 1-29-73	Construction permit to increase antenna height to 368 feet.	GRANTED	3-9-73
BL-13,469 Rec'd & Filed $50. W200868 PTA PRESS AUG 2 1973	6-12-73 6-15-73 6-19-73 6-27-73	Lic. to cover CP(BP-19361) for changes	GRANTED	8-16-73
BZ-8781 R & F DM PRESS MAR 7 1975	12-17-74 12-20-74 1-15-75	Direct Measurement	GRANTED	3-14-75

#7

1440 khz

Form BC-121
September 1969
12-56

APPLICATION RECORD - BROADCASTING

Call Letters W B L A

Name BLADEN BROADCASTING CORPORATION
ELIZABETHTOWN, NORTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BR-3316 R & F PNRecd. PRESS	7-23-75 7-28-75 SEP 1 1975	RENEWAL OF LICENSE	GRANTED	12-24-75
BP- 20,275 Rec'd Filed $400-540618 AC-001 PN Rec'd MAY 18 1977	2-26-76 3-12-76 3-12-76 8-1-77	Construction permit to increase power to 5kw, chg. type trans. Harris MW-5. Atty- Eng. Elizabetn L. Dahlberg	GRANTED	10-28-77
BL-14,501 Filed PTA PRESS SEP 1 8 1978	7-6-78 7-14-78	Lic. to cove r BP-20,275 for changes	GRANTED	10-25-78

#8

Form BC-121
May 1976

12-56

1440 khz

APPLICATION RECORD - BROADCASTING

Call Letters W B L A

Name BLADEN BROADCASTING CORPORATION
ELIZABETHTOWN, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR780721UB PRESS	SEP 8 1978	RENEWAL OF LICENSE (MAIN & AUX.)TRANS.)	Granted	1/30/79

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 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.