Library Bureau
Division of
Remington Rand Inc.
Branches Everywhere

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1290199

1993

BROADCASTING STATION LICENSE RECORD

Date first licensed 7-21-48

Call letters W C O G

Station location: Greensboro, N. C.

Name of licensee

THE THOMS BROADCASTING COMPANIES, INC. (BML 10-31-66)
X WCOG, INC. (APL 4-25-56, Eff.5-24-56)
xINTER-CITY ADVERTISING COMPANY OF GREENSBORO, N.C., INC. (AL 4-6-49)
x INTER-CITY ADVERTISING COMPANY (EFF: 5-1-49)

Transmitter location

4635 Edwards Road, Greensboro, North Carolina(Redescribed in Let. 12-31-56) (L 3-18-57)
X West of the city of Greensboro, North Carolina (CP 10-14-47) (Lic. 7-21-48)

Main studio location

4635 Edwards Road, Greensboro, North Carolina (Let. of 12-31-56)(L3-18-57)
X 314 South Green Street, Greensboro, North Carolina (Lic. 7-21-48)
x To be determined, Greensboro, North Carolina (CP 10-14-47)

FCC-63

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-5915	10-14-47 CP for new station.	1320	1kw-DA	U	12-14 6-14-48
BMP-3816	5-4-48	Mod. CP (5915) to change type of T.			12-14 6-14-48
BL-3250	7-21-48 Lic. to cover CP (5915 as mod) for a new standard broadcast station and specify studio site.	1320	1kw-DA	U	7-21 11-1-48
BR-1993	10-27-48	1320	1kw* *DA	U	11-1 11-1-51
BAL-854 EFF:	4-6-49 5-1-49	Vol. assignment of license to Inter-City Advertising Company of Greensboro, N.C., Inc.			
BR-1993	10-31-51	1320	1kw-DA	U	11-1 12-1-51
BR-1993	11-28-51	1320	1kw-DA	U	12-1 12-1-54
BR-1993	11-3-54	Renewal of license			12-1 12-1-57
BP-10066	12-21-55 CP to increase day power, install new transmitter & new tower for new daytime DA (COND'L CLAUSE)	1320kc	1kw,5kw-LS DA-2	U	2-21-56 8-21-56
BTC-2197 EFF:	4-25-56 5-23-56	Vol. Trans. of Control of Lic. Corp. from George W. Dowdy, B.T.Whitmire, and J.H.Doughton TO Harold H. Thoms, Meredith S. Thoms, and Matilenn S. Thoms.			
BAPL-112 EFF:	4-25-56 5-23-56	Vol. assignment of license to WCOG, INC.			
BMP-7237	6-15-56	Mod. of CP (BP-10066) to change type transmitter (Collins 21A) -Cond'l Clause.			
BMP-7309 (1)	7-31-56	Mod. of CP(BP-10066) as mod., for ext. completion date to October 21, 1956.			
BMP-7367 (2)	9-25-56	Mod. of CP(BP-10066) as mod., for extension of completion date to 11-21-56.			
BMP7445 (3)	11-27-56	Mod. of CP(BP-10066) for extension of completion date to 12-21-56.			
BL-6454	3-18-57 License to cover BP-10066 as mod. to increase day-time power, install new transm. & new tower for daytime DA.	1320kc,	1kw,5kw-LS	U (DA2)	3-18 12-1-57

Form BC-126
June 1954

#2.

BROADCASTING STATION LICENSE RECORD

Date first licensed 7-21-48 Call letters WOOG

Name of licensee X WOOG, INC.

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Day.	Period From-- To--
[illegible]	11-[illegible]-57	Action on renewal deferred. Continued operation authorized until final determination on renewal application.			
BR-1993	12-5-57	Renewal of license		12-5	12-1-60
BP-13527	10-22-59	1320	1kw,5kw-LS,DA-2	U 12-22	6-22-60
		CP to install new transmitter (RCA BTA-5R).			
BS-1993	2-19-60	1320kc	1kw,5kw-LS DA-2	U 2-19	12-1-60
		Mod. of license to change weekly monitor point field measurement requirement to monthly; change daily base current reading requirement to weekly; change day phase monitor sample current to remote base current; and change day ratio for remote indication from 0.882 to 0.667.			
BL-77[illegible]	4-28-60	Lic. to cover cp (BP-13,[illegible]) which auth. installation of a new transmitter.			
BR-1993	11-16-60	1320kc	1kw,5kw-LS DA-2	U 12-1	12-1-63
BR-1993	11-27-63	Renewal of license		12-1	12-1-66
BML-2183 (1)	10-31-66	Mod. of license to change licensee name to THE THOMS BROADCASTING COMPANIES, INC.			
BR-1993	11-16-69	1320kc	1kw,5kw-LS DA-2	Unl. 12-1	12-1-69
BR-1993	11-2[illegible]-69	[illegible]			12-1-72
Comtel	3-23-70	Phase Monitor: Nems-Clarke 106-E			
BL-[illegible]	[illegible]-70	[illegible] 1[illegible], DA-2, Unl. 11-[illegible]-70 CP to install new [illegible] 1-1[illegible] trans. for a x. [illegible] at [illegible] on 1[illegible] night and day.			
BL-1[illegible]	[illegible]-20-70	Surrendering authorization to delete freq. 2.			
BL-12,[illegible] (2)	11-[illegible]-[illegible]	Lic.(BL-12,[illegible]) new Aux.-Alt.-Main transm.			12-1-72
EBSA	3-2[illegible]-72				
BR-1993(L)	11-16-73	RENEWAL OF MAIN & AUX-ALT.			12-1-75

BC-126
June 1975

#3

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W C O G

Station location .....

Name of licensee SEE CARD ONE

Transmitter location SEE CARD ONE

Main studio location SEE CARD ONE

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BR-1993(S)	12-27-76	RENEWAL	(MAIN, ALT. & AUX.)		12-1-78
BTC-8350	6/15/77	Vol acq of pos con EFF: NOT CONSUMMATED			Ltr 8/5/77
BTC781011EG	10-26-78	VOL. TC	EFF:		
BR780726UN(S)	1-24-80	Renewal of License			12-1-81

Form 94

APPLICATION RECORD - BROADCASTING

Call Letters WCOG New

Name INTER-CITY ADVERTISING COMPANY
(PO 120 E.Third Street, Charlotte, North Carolina)

File No.	Dated	Application for	Action Nature	Action Date
BP-5915 Rec'd Filed	1-30-47 2-7-47 2-7-47	Construction Permit for a new standard broadcast station to be operated on: Frequency: 1320kc Power: 1kw DA-1 Hours of operation: Unlimited Trans. location: West of the City of Greensboro, North Carolina Studio location: To be determined-Greensboro, North Carolina (Filed by Ralph L.Walker,Atty.; Frank H.McIntosh,Engr.)	Docket # 8372 Petition for reconsideration granted. Application removed from hearing docket & GRANTED 10-14-47 ORDER ISSUED	

Form 94 #2

APPLICATION RECORD - BROADCASTING

Call Letters WCOG

Name INTER-CITY ADVERTISING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BMP-3816 Rec'd Filed	4-17-48 4-20-48 4-20-48	Mod. of C.P. (BP-5915, which authorized a new standard broadcast station) to change type of transmitter (Raytheon RA-1000). (Filed by Robert E. Hodson, Atty.)	GRANTED	5-4-48
BL-3250 Rec'd Filed	5-8-48 5-11-48 5-17-48	License to cover C.P. (BP-5915, as mod.,) which authorized a new standard broadcast station and specify studio location as 316 S. Green St., Greensboro, No. Carolina. (Robert E. Hodson, Atty, William E. Benns,Jr.,Engr.)	GRANTED	7-21-48

FCC Form 94 #3

APPLICATION RECORD - BROADCASTING

Name INTER-CITY ADVERTISING COMPANY OF GREENSBORO, N.C., X INTER-CITY ADVERTISING COMPANY INC. (AL 4-6-49)

Call Letters WCOG

File No.	Dated	Application for	Action Nature	Action Date
BR-1993 Rec'd	8-26-48 9-7-48	Renewal of License (filed by Robt. E. Hodson, atty.)	Granted	10-27-48
BAL-854 Rec'd Filed	3-26-49 3-28-49 3-28-49	Voluntary assignment of license from Inter-City Advertising Company to Inter-City Advertising Company of Greensboro, N.C. Inc. Contingent upon the grant of BAL-855 & BAL-856 Filed by Harrison T. Slaughter, Atty.	GRANTED EFF:	4-6-49 5-1-49
BP-8015 Rec'd Filed	2-28-51 2-28-51 2-28-51	Construction permit to make changes in the maximum expected operating values. Ralph L. Walker, Atty. William D. Benns, Jr., Engr.	~~Dismissed at Request of Attorney~~ RETURNED AS UNNECESSARY 2-24-53	
AMENDED Rec'd Filed	1-15-52 1-15-52 1-15-52	AMENDED to make changes in MEOV		

FCC Form 94

#4

APPLICATION RECORD - BROADCASTING

Call Letters W.C.O.C.

Name INTER-CITY ADVERTISING COMPANY of GREENSBORO, N.C., INC.

File No.	Dated	Application for	Action Nature	Action Date
BR-1993 Rec'd Filed	7-13-51 7-17-51 7-17-51	Renewal of license Filed by Ralph L. Walker, atty.	Granted	10-31-51
BR-1993 Rec'd Filed	11-8-51 11-13-51 11-13-51	Request for renewal of license Filed by Robert E. Hodson atty.	Granted	11-28-51
BR-1993 Rec'd Filed	8-19-54 8-20-54 8-20-54	Renewal of License Filed by Norman E. Jorgensen, Atty.	GRANTED	11-3-54

#5

FORM BC-121
FORMERLY FORM A-170

APPLICATION RECORD - BROADCASTING

Call Letters WGGG

Name INTER-CITY ADVERTISING COMPANY OF GREENSBORO, N.C., INC.

File No.	Dated	Application for	Action Nature	Action Date
BP-10,066 Rec'd Filed	8-30-55 8-31-55 8-31-55	Construction permit to increase daytime power from 1kw to 5kw; install a new transmitter (GATES BC-5B); and erect an additional tower for new daytime directional array. Kreiger & Jorgensen, Attys. George C. Davis, Engr.	GRANTED Cond'l re phase monitor field measuring equip; DA and non-DA proof & submit measurements to prove night DA pattern adjusted within auth. values.	12-21-55

FORM BC-121 #6

FORMERLY FORM A-170

APPLICATION RECORD - BROADCASTING

Name WCOG, INC. (APL 4-25-56, Eff. INTER-CITY ADVERTISING COMPANY OF GREENSBORO, N. C., INC.

Call Letters W C O G

File No.	Dated	Application for	Action Nature	Action Date
BTC-2197 Rec'd Filed	3-5-56 3-23-56 3-23-56	Voluntary transfer of control of licensee corporation from George W. Dowdy, B.T. Whitmire and J. H. Doughton to Harold H. Thoms, Meredith S. Thoms and Matilann S. Thoms.	GRANTED EFF:	4-25-56 5-24-56
BAFL-112 Rec'd Filed	3-22-56 3-23-56 3-23-56	Voluntary assignment of license and construction permit from Inter-City Advertising Company of Greensboro, N.C., Inc. to W C O G, Inc. (Contingent on grant of BTC-2197) Norman Jorgensen, Atty.	GRANTED EFF:	4-25-56 5-24-56

FORM BC-121 #7
FORMERLY FORM A-170

APPLICATION RECORD - BROADCASTING

Call Letters WCOG

Name WCOG, INC.

File No.	Dated	Application for	Action Nature	Action Date
BMP-7237 Rec'd Filed	5-28-56 5-31-56 5-31-56	Modification of construction permit (BP-10,066 which auth. increase daytime power, installation of new transmitter and erect additional tower for new daytime directional array) to change type transmitter (Collins 21A) and extend completion date from 8-21-56 to 10-21-56. Atty. - Norman E. Jorgensen	GRANTED (period ending 8-21-56) Cond'l re compliance Sec. 3.43 and 2.524	6-15-56
BMP-7309 Rec'd Filed	7-21-56 7-23-56 7-23-56	Modification of construction permit(BP-10,066 as mod., which auth increase daytime power, install new trans. and erect additional tower for new daytime directional array) for extension of completion date from 8-21-56 to 10-21-56. Atty. - Norman E. Jorgensen	GRANTED	7-31-56

FORM BC-121 #8
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WCOG

Name WCOG, INC.

File No.	Dated	Application for	Action Nature	Action Date
BMP-7367 Rec'd Filed	9-7-56 9-10-56 9-10-56	Modification of construction permit (BP-10,066 as mod., which auth. incr. daytime power, install new trans. and erect additional tower for new daytime directional array) for extension of completion date from 10-21-56 to 11-21-56. Atty. - Norman E. Jorgensen	GRANTED	9-25-56
BMP-7445 Rec'd Filed	11-2-56 11-13-56 11-13-56	Modification of construction permit (BP-10,066, as mod., which authorized increasing daytime power, installation of a new transmitter and erection of additional tower for new daytime directional array) for extension of completion date from 11-21-56 to 12-21-56. Norman E. Jorgensen, Atty.	GRANTED	11-27-56

FORM BC-121
AUG. 1955

#9

APPLICATION RECORD - BROADCASTING

Call Letters WCOG

Name WCOG, Inc.

File No.	Dated	Application for	Action Nature	Action Date
BL-6454 Rec'd Filed	11-15-56 11-23-56 11-23-56	License to cover Construction Permit (BP-10,066 as mod.,) which authorized increase daytime power, install a new transmitter and erect an additional tower for new daytime directional array. Atty's: Krieger & Jorgensen	GRANTED	3-18-57
BR-1993 Rec'd Filed	9-3-57 9-6-57 9-6-57	Renewal of License Norman E. Jorgensen, Attorney	GRANTED	12-5-57
BP-13527 R & F	10-13-59 10-13-59	Construction Permit to install new transmitter (RCA-BTA-5R) Atty's: Krieger & Jorgensen	GRANTED	10-22-59

FORM BC-121 #10
AUG 1955

APPLICATION RECORD - BROADCASTING

Call Letters WCOG

Name WCOG, INC.
Greensboro, N.C.

File No.	Dated	Application for	Action Nature	Action Date
BL-7738 Rec'd Filed	11-16-59 11-17-59 11-17-59	License to cover construction permit (BP-13527) which authorized installation of a new transmitter. (RCA BTA-5R) Norman E. Jorgensen, Atty.	GRANTED	4-28-60
BR-1993 Rec'd Filed	8-17-60 8-31-60 8-31-60	Renewal of license Atty: Norman E. Jorgensen	GRANTED	11-16-60
BR-1993 Rec'd Filed	8-29-63 9-3-63 9-3-63	Renewal of license Atty. Norman E. Jorgensen	GRANTED	11-27-63
BR-1993 R & F	8-22-66 8-26-66	Renewal of license Atty- Krieger & Jorgensen	GRANTED	11-18-66
BML-2183 R & F	10-22-66 10-24-66	Mod. of lic. to change licensee name to THE THOMS BROADCASTING COMPANIES, INC. Atty-Krieger & Jorgensen	GRANTED	10-31-66

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

FORM BC-121
AUG. 1955

#11

APPLICATION RECORD - BROADCASTING

Call Letters WCOG

Name THE TRIMS BROADCASTING COMPANIES, INC.
GREENSBORO, NORTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BR-1993 R & F #538557 $75 P. N.	8-26-69 8-27-69 8-27-69 8-27-69 SEP 2 3 1969	Renewal of License Atty: Norman E. Jorgensen(Krieger & Jorgensen) AMENDED 10-8-69 re: Engineering Data AMENDED 10-27-69 re: Programming & engineering statement	GRANTED	11-26-69
BP-18,733 R & F #584170 $30	3-6-70 3-10-70 3-10-70	CP to install new RCA, BTA-1R3 transmitter for auxiliary daytime and alternate main night on low night and day. Atty: Norman E. Jorgensen(Krieger & Jorgensen)	GRANTED	3-20-70
BL-12,780 R & F #632513$50(AC-067) AMENDED PTA PRESS NOV 16 1970	9-23-70 9-25-70 9-25-70 10-14-70 10-19-70	License (BP-18,733) Auxiliary-Alternate Main Transmitter Krieger & Jorgensen, Attys. re: Sect. II-A	GRANTED	11-24-70

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

Form BC-121
September 1969

#12

APPLICATION RECORD - BROADCASTING

1320kc

Call Letters WCOG

Name THE THOMS BROADCASTING COMPANIES, INC.
GREENSBORO, NORTH CAROLINA

File No.	Dated	Application for	Action: Nature	Action: Date
BR-1993 R & F PN PRESS SEP 25	7-30-72 8-29-72 8-29-72	Renewal of License(Main & Aux-Alt. Main) Atty: Norman E. Jorgensen AMENDED 11-28-72 re: ascert. of comm. needs AMENDED 1-8-73 re: equal employment program AMENDED 1-15-73 re: employment program	GRANTED	11-16-73
BR-1993 R & F PN Recd. PRESS	6-18-75 7-23-75 " AUG 1 1975	RENEWAL OF LICENSE (MAIN & ALTER.MAIN & AUX.TRANSMITTERS) Norman E. Jorgensen,Atty. AMENDED 10-28-75 re: programming	GRANTED	12-27-76
BTC-8350 R & F FORM 316 Also see WKIM,WCOG, & WANC-TV JUN 6 1977	5/17/77 5/24/77	Voluntary acquisition of positive control of lic corp by Meredith S. Thoms thru transfer of stock from the Estate of Harold H. Thoms (deceased) Atty - Norman Jorgensen	GRANTED EFF: NOT Ltr	6/15/77 CONSUMMATED 8/5/77

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

#13 1320 KHz.

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call Letters W C O G

Name THE THOMS BROADCASTING COMPANIES, INC.
GREENSBORO, NORTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BR780726UN PRESS SEP 15 1978		RENEWAL OF LICENSE (MAIN, ALT. & AUXILIARY) Atty. John G. Johnson, Jr. (Jorgensen, Johnson & Northrop) AMENDED 9-19-80 re: programming	GRANTED	1-24-80
BTC781011EG Form 316 (Also see WEAM and WKLM) Rec'd 10-11-78 FILED 10-25-78 (amendment filed re date of application) PRESS: OC 78	10-5-78	Voluntary acquisition of positive control of lic corp by Meredith S. Thoms thru transfer of stock from the Estate of Harold H. Thoms (deceased) Atty - Norman Jorgensen (Jorgensen, Johnson, etc.)	GRANTED EFF:	10-26-78

BZ - 2-4-81

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.