WDLV

BROADCASTING STATION HISTORY RECORD

AM

First licensed SEPTEMBER 30, 1980

Call Letters W D L V

Station Location PINEHURST, NORTH CAROLINA

Name 107, Inc.

Transmitter Location .5 miles W of N.C Hwy 5, & North of New Landfill Rd., Sand Hills, NC

Main studio location Corner Short & Long Sts., Between Pinehurst & South Pines, North Carolina

Form BC-126
December 1978

Authorization Record

File No.	Granted	Facilities	Expires
BP-780925AA CP for a new AM	11-9-79 station	550KHz, 1kW DA-D RC authorized at SL	11-9-80
BP-780925AA (1)	12/31/79	CALL LETTERS ASSIGNED	& EBSA ISS.
BMP-791205AE	X~~XXXXXX~~ 3-7-80	MP(BP-780925AA) to chg. TL to .4 mi. W. of N.C. Hwy. 5 & N. of New Landfill Rd., Sand Hills North Carolina	3-7-81
BL-800318AH(L)	9-30-80	Lic. to cover BP-780925AA as Mod. for New AM Station	12-1-81

Form BC-126 (Back)
December 1978

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call Letters WDLV
NEW AM

Name 107, Inc.
Pinehurst, North Carolina (PO Corner of Short & Long Sts., Southern Pines, N.C.28387)

File No.	Dated	Application for	Action Nature	Action Date
BP-780925AA PRESS: CUT OFF DATE	APR 20 1979 AUG 17 1979	Construction permit for new AM station on: Frequency: 550KHz Power: 1kw DA Hours of operation: Daytime TL: ~~1500J-W-of-N.C.-Hwy-5,-near-Vina-Vista,-North-Carolina,---~~ SL&RC: Corner Short & Long Sts.,Between Pinehurst and South Pines, North Carolina ~~35-09-48---79--28---39--~~ MAJOR ENVIRONMENTAL ACTION UNDER SECTION 1.1305 Atty: James L. Oyster	Gr.	11-9-79
AMENDED	8-30-79	engrchg trans : .5 miles W of N.C. Hwy 5,& North of New Landfill Rd., Sand Hills, North Carolina 35 09 04 79 28 46.5		
AMENDED	9-10-79			
AMENDED	9-25-79	summary of technical specifications		

APPLICATION RECORD-BROADCASTING

WDLV
Call Letters: UNASSIGNED

Name: 107, Inc.

Station Location: PINEHURST, NORTH CAROLINA

File No.	Date	Description	Action and Date
BMP-791205AE PRESS		MP (BP-780925AA) to chg. TL to: .4 miles W of N. C. Hwy. 5, & North of New Landfill Rd., Sand Hills, North Carolina. (35-09-04 79-28-40)	GRANTED ~~[illegible]~~ 3-7-80
BL-800318AH R & F PTA PRESS	3-18-80 3-24-80 JUL 18 1980	Lic. to cover BP-780925AA as mod. for NEW AM STATION	GRANTED 9-30-80

Form BC-121
March 1979

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.