WKMG

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CATALOG NO. 4550L 1/3

Form BC 126
June 1954

44697

BROADCASTING STATION LICENSE RECORD

Date first licensed 7-10-68

Call letters W.K.M.G.

Station location Newberry, S. C.

Name of licensee SERVICE RADIO COMPANY, INC./(AP- 3-21-68 EFF. 4-15-68)
x JAMES B. GOWAN, JAMES R. KELLY AND JOE E. MORRIS d/b as SERVICE RADIO COMPANY

Transmitter location Highway 68, South, Newberry, South Carolina (BP 7-19-67)

29108

Main studio location Same as transmitter

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To-
BP-16678	7-19-67	1520kc	1kw	Day	9-19 3-19-68
	CP for a new standard broadcast station (Cond 1)				
BP-16678 (1)	10-2-67	Mod. of letters.	CP(BP-16678) to assign call		
BMP-12316 (2)	3-5-68	Mod. of CP(BP-16678) for ext. of completion date to 5-1-68.			
BAP-760 , EFF.	3-21-68 4-15-68	Voluntary assignment of CP			
BL-11,999	7-10-68	Lic. (BP-16,678) for new sta. 12-1-69			
BR 4697 (S)	11-26-69	Renewal of License			12-1-72
BR-4697(S)	12-6-72	Renewal			12-1-75
BR-4697(L) CONTEL	11-12-75 1-23-78	PSA 50w protect WKBW	RENEWAL		12-1-78
BR780719UB (S)	11-20-78	Renewal of License			12-1-81

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters new W K M G

SERVICE RADIO COMPANY, INC.
XJames B. Gowan, James R. Kelly, and Joe E. Morris ~~and~~
Name ~~Franklin D. R. McClure~~ d/b as Service Radio Company
Newberry, South Carolina (P.O.-~~210 Pecan St., Johnston, S. C.~~)
% James B. Gowan, Globe Finance Co., 1100 Caldwell St., Newberry, S.C. 29108

File No.	Dated	Application for	Action Nature	Action Date
BP-16,678 R. & F.	3-29-65 4-5-65	CP for a new standard broadcast station to be operated on: Frequency: 1520kc Power: 1kw Hours of operation: Daytime Type transmitter: Gates BC 1G Transmitter location: Highway 68 South, Newberry, South Carolina Studio location: Same as transmitter	GRANTED Cond'l re: Prog. tests will not be auth. until permittee submits satisfactory evidence that Joe Morris has severed all connections with the licensee of Station WCAY, Cayce, S. C. Any pre-sunrise oper. must conform with Sect. 73.87 & 73.99 of the Rules.	7-19-67
AMENDMENT R&F	12-24-65 12-29-65	AMENDED to change applicant name to James B. Gowan, James R. Kelly And Joe E. Morris d/b as Service Radio Company. Atty: Midlen & Harrison		
PETITION TO DENY Filed 9-22-65, by Barker for WKDK, Newberry, S.C.				
SUPPLEMENT TO PETITION TO DENY filed 3-6-67 by Wilkinson for WKDK.				
BAP-760 Rec'd&Filed (Form 316)	2-12-68 2-15-68 FEB 28 1968	Voluntary assignment of construction permit to SERVICE RADIO COMPANY, INC.	GRANTED EFF.	3-21-68 4-15-68

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

FORM BC-121
AUG. 1955

#2

APPLICATION RECORD - BROADCASTING

Call Letters W.K.M.G.

Name SERVICE RADIO COMPANY, INC.
X JAMES B.GOWAN, JAMES R.KELLY AND JOE E.MORRIS,
~~d/b as SERVICE RADIO COMPANY~~
Newberry, South Carolina

File No.	Dated	Application for	Action Nature	Action Date
BMP-12,316 R.& F. FEB 28 1968	2-15-68 2-16-68	Mod. of C.P.(BP-16,678,which auth. a new standard B/C station) for extension of completion date from 3-19-68 to 5-1-68.	GRANTED to	3-5-68 5-1-68
BL-11,999 R & F #425345 $30 PT JUN 19 1968	5/2/68 5/6/68 5/6/68 5/16/68	License (BP-16,678 as mod.) for new station. Engr: Palmer A. Greer, Greenville, S.C.	GRANTED	7-10-68
BR-4697 Rec'd #538888 $75. P.N. filed PRESS OCT 16 1969 Resub R & filed OCT 30 1969	8-30-69 9-4-69 9-4-69 9-4-69 10-20-69 10-23-69	Renewal of license	~~RETURNED~~ ~~10-15-69~~ re: ~~Signed by Director~~ gm 11-24 Granted	11-26-69

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

Form BC-121 #3
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters W K M G

Name SERVICE RADIO COMPANY, INC.
NEWBERRY, SOUTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BR-4697 R & F PN Recd. PRESS SEP 26	8-29-72 9-5-72 " 	RENEWAL OF LICENSE	Granted	12-6-72
BR-4697 R & F PN Recd. PRESS	7-29-75 7-31-75 " AUG 21 1975	RENEWAL OF LICENSE	GRANTED	11-12-75
BR780719UB R & F PRESS	7-17-78 7-19-78 SEP 1 1978	RENEWAL OF LICENSE	GRANTED	11-20-78

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 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. 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.