WLWL

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Patent No. 1399199

Form BC 126 #4786
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed March 6, 1970

Call letters WLWL

Station location Rockingham, N. C.

Name of licensee SANDHILLS BROADCASTING COMPANY, INC.

Old Steeles Mill Road, 0.9 mi. SW City limits(Re-descpt. Lic.)

Transmitter location xx Rd. 1103, 0.9 mile SW of city limits, Rockingham, N.C. (BP 4-8-69)

Main studio location Same as transmitter (BP 4-8-69)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-17965	4-8-69	1500kc	500w(250wCH)	Day	12-8-69
	CP for a new standard broadcast station.				
BP-17965	4-8-69	Superseding auth. to correct Power and Time of Operation.			
BP-17965(2)	6-16-69	Call letters assigned.			
BRC-3376(2)	10-9-69	Operate RC.			
BL-12,506(L)	3-6-70	Lic. (BP-17,965, as mod.) New Station			12-1-72
BS-4786(I)	3-2-70	ML correct CH current (Memo)			
EBSA	6-12-72				
BR-4786(L)	12-6-72	RENEWAL			12-1-75
BZ-8315(1)	4-30-37	Direct Measurement			
WIRE	1-9-74	PSA	23.3 watts (protected station WTOP)		
WIRE	2-8-74	PSA	45 watts (protected station WTOP)		
BTC -7283	4-29-74	VOLTC	EFF:		
BR-4786(L)	11-19-75	RENEWAL			12-1-78
BR780726UV (S)	1/23/79	Renewal			12/1/81

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters new W L W L

Name SANDHILLS BROADCASTING COMPANY, INC.
Rockingham, North Carolina (c/o Robert E. Perkins, ~~325 McArthur Dr., Rockingham, N. C. 28379; Rt. 5, Greenville, N.C. 27834~~

File No.	Dated	Application for	Action Nature	Action Date
BP- 17,965 Rec'd Filed MAR 12 1968	11-15-67 11-22-67 11-22-67	CP for a new standard broadcast station to be operated on: Frequency: 1500kc Power: 500w (250w-CH) Hours: Daytime Trans: Gates BC-500G Trans loc: Rd 1103, 0.9 mi. SW of City limits Rockingham, North Carolina Studio loc: Same as transmitter atty-Prince & Paul engr-Palmer A. Greer, Greenville, S. C.	GRANTED	4-8-69
AMENDMENT R&F	4-17-68	AMENDED Sections II and III.		
AMENDMENT R&F	6-11-68	AMENDED Section II.		
AMENDMENT	10-23-68	Change stockholders, officers, directors		
R & F Press: NOV 18 1968	11-4-68	and stockholdings and re Section III.		
Amend. R & F	1-14-69	Sec. III		

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

CONTACT: ROBERT E. PERKINS
PHONE: CODE 919; 758-4161
ADDRESS: ~~105 EAST 5TH STREET~~
~~GREENVILLE, N.C.~~
325 McArthur Dr.
Rockingham, N.C. 28379

FORM BC-121 #2
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W.L.W.L.

Name SANDHILLS BROADCASTING COMPANY, INC.
Rockingham, N. C.

File No.	Dated	Application for	Action Nature	Action Date
BRC-3376 R & F #546873 $30.	10-6-69 10-6-69 10-6-69 OCT 9 1969	MP(BP-17,965) to operate transmitter by remote control from Old Steeles Mill Road, 0.9 mile SW of city limits, Rockingham, N. C. Atty.: Ray R. Paul	GRANTED	10-9-69
BL-12,506 R & F #546427 $30. AMENDMENT R&F PTA	9-25-69 10-3-69 10-3-69 10-10-69 10-16-69 FEB 25 1970	Lic.(BP-17,965, as mod.)for new Standard Broadcast Station. Trans. & Studio loc. redes. as: Old Steeles Mill Road. Engineering & shares stock (Exh. 3). Atty: Prince & Paul	GRANTED	3-6-70

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

#3

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

1500kc.

Call Letters W L W L

Name SANDHILLS BROADCASTING COMPANY, INC.
Rockingham, N. C.

File No.	Dated	Application for	Action Nature	Action Date
BR-4786 R & F P.N. PRESS OCT 1 2 1972	8-22-72 9-5-72 9-5-72	Renewal of License Atty: Ray R. Paul	GRANTED	12-6-72
BZ-8315 R & F DM Amended PRESS	3-10 73 3-19-73 3-23-73 4-3-73 APR 2 5 1973	Direct Measurement antenna height Atty: Prince & Paul	GRANTED	4-30-73
BTC-7283 R & F FEE PD: $250 248623 CODE 047(FORM 316) NOV 1 3 1973	10-28-73 11-2-73	Voluntary transfer of control of lic corp from Robert E. Perkins and Altha Perkins, Joint Owners, to Robert E. Perkins Atty - Ray Paul	GRANTED EFF:	4-29-74

The Comm. by letter of 2-7-74 notified station of apparent liability of $1500 for violation of Sec. 73.87,

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

#4

1500 kc

Form BC-121
September 1969
12-70

APPLICATION RECORD - BROADCASTING

Call Letters W L W L

Name SANDHILLS BROADCASTING COMPANY, INC.
ROCKINGHAM, NORTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BR-4786 R & F PN Recd. PRESS	7-14-75 7-29-75 " AUG 27 1975	RENEWAL OF LICENSE Ray R. Paul, Atty.	GRANTED	11-19-75
BR780726UV PRESS SEP 15 1978		RENEWAL OF LICENSE	Granted	1/23/79

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.