WTOB

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

B-S- 1636

BROADCASTING STATION LICENSE RECORD

p 14

W T O B (1-16-47)

Date first licensed 11-10-47

Call letters x W B O N

LOCATION: Winston-Salem, N. C.

1490, INC. (AOL. AL 8-23-73 EFF: 10-1-73

x SOUTHERN BROADCASTING COMPANY (ML-2-9-66)

Name of licensee X WINSTON-SALEM BROADCASTING COMPANY, INC.

Merrimont Drive, ~~xxxx~~ Winston-Salem, North Carolina (redescribed) BP-13488

X Polo View Drive, Nr. Winston-Salem, North Carolina BL

x Polo Road, Near Winston-Salem, North Carolina (CP 3-20-50)

Transmitter location x On Fogle Rd. Extended, .45 mi. from city limits, Winston-Salem, N. C.

(MP 1-10-47)

Lic. 11-10-47

811 W 5th Street, Winston-Salem, North Carolina (BS-1-21-76)

27103

xxx 300 South Stratford Road, Winston-Salem, North Carolina (Let. 12-29-56)

x 826½ West Fourth Street, Winston-Salem, N.C. (Lic. 11-10-47)

Main studio location x Winston Salem, North Carolina (MP 1-10-47)

FCC 65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
B3-P-5028	10-10-46	710	1kw	Daytime	
Letter 10-29-46 CP for new station granted subject to filing MP for approval of T site and antenna					
B3-P-5028	1-10-47	710	1kw	Daytime	3-10 9-10-47
B3-MP-2369	Mod. C.P.(5028) for change type T and approval antenna and T site and specify S location				
BL-2431 BZ-2245	11-10-47	710	1kw	Daytime	11-10 11-1-49
	Lic. to cover CP (5028 as mod.) for a new station to change studio site and determine operating power by direct method.				
BR-1636	10-21-49	710	1kw	Daytime	11-1 11-1-52
[illegible]	[illegible]	[illegible]	[illegible]	U	[illegible]
	Install DA-1, change T site & change ground sys. (COND'L. CLAUSE)				
[illegible]	[illegible]	1380	1kw-DA	U	8-20 11-20-50
	Mod. of CP (6449 as mod.) to change T site coordinates only (COND'L. CLAUSE)				
BMP-5270	8-23-50	1380	1kw-DA	U	5-20 11-20-50
	Mod. of CP(6449 as mod) to change T.(COND'L. CLAUSE)				
BL-4203	11-21-50	1380	1kw-DA	U	11-21 11-1-53
Lic. cover CP(6449,as mod. which auth. chg. in freq., hours of operation, increase in power,installation DA, chg. T location. (Conds)					
BP-8360	10-23-52	1380	5kw-1kw DA-N	U	12-23-52 6-23-53
CP to increase daytime power, incstall new trans.; change from employing DA day & night to DA night only					
BL-4971(1)	5-28-53	1380	1kw*5kw-DA-N	LS U	5-28 11-1-53
Lic. to cover CP (BP-8360) inc. day power, install new T & change from DA-1 to DA-N.					
BTC-1551 EFT:	9-9-53 9-21-53	Vol. relinquishment of positive control by James W. Coan, John G. Johnson, Robert V. Brawley and Archibald Craige.			
BR-1636	10-7-53	1380	1kw-5kw-DA-N	LS U	11-1 12-1-54

B-S- #2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W T O B

Name of licensee WINSTON-SALEM BROADCASTING COMPANY, INC.

Transmitter location .....

Main studio location .....

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	To
BRC-517 (1)	9-2-54	Modification of license to operate transmitter by remote control from 300 South Stratford Road, Winston-Salem, N. C. (TV studio location) while using non-directional antenna.				
BR-1636	11-24-54	1380kc	1kw, 5 kw-LS	DA-N U	12-1	12-1-57
BR-1636	11-12-57	1380kc	1kw-5kw-LS	DA-N U	12-1	12-1-60
BP-13488	10-14-59	1380kc	1kw-	DA-N Aux.-Day Alt.Main-N	12-14	6-14-60
	CP to install new transmitter (GATES BC-1T) to be used as an alternate main nighttime, auxiliary daytime, to be located at Merrimont Drive (main transmitter location re-described) and to be operated on 1380kc power 1kw using DA nighttime					
BL-7792	6-23-60	1380kc	1kw	DA-N Aux.Day Alt. Main-N	6-23-60	12-1-60
	Lic. to cover C. P. (BP-13488) which auth. install new trans. to be used as alt. main night, aux. day using DA-N.					
BR-1636	11-30-60	Renewal of License (Aux Alt Main)			12-1	12-1-63
BR-1636	11-30-60	1380kc	1kw-DA-N 5kw-LS	U	12-1	12-1-63
BZ-5056 BZ-5057	11-7-63	Authority to determine operating power by direct measurement of antenna power Main, Alt.M & Aux. transmitters.				
	11-27-63	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.				
BR-1636	4-30-64	1380kc	1kw, 5kw LS	(DA-N) Uni	4-30	12-1-66
AUX AND ALT MAIN			1kw	DA-N to		12-1-66
BML-2151 (1)(Main&Aux-Alt.M)	2-9-66	Mod. of lic to chg name of licensee to SOUTHERN BROADCASTING COMPANY				
BR-1636	11-18-66	1380kc,	1kw-5kw-LS DA-N 1kw DA-N(Aux.-Alt.M)	U	12-1	12-1-69 12-1-69
BR-1636(S)	11-26-69	Renewal Main & Aux-Alt.				12-1-72
BS-1636(3) 11-4-71 ML correct oper. specs.						

Form BC 126
June 1954

#3

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W T O B

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
EBSA	5-22-72				
BS-1636(L)	7-31-72	ML to change monitoring points description			12-1-72
BR-1636(S)	12-6-72	RENEWAL			12-1-75
BAL-7909	8-23-73	VOL. AL			
WIRE	1-9-74	PSA	500w		
BS-1636 (L)	10-31-74	ML chg. oper. specs & meas. MPI's 30day			
BR-1636(S)	11-26-75	RENEWAL(MAIN,ALT. & AUX.)			12-1-78
BS-1636(L)	1-21-76	ML to chg. SL and RC			
COMTEL	10-12-76	DELETE OBSTRUCTION MARKING & LIGHTING			
BRC-3858(2)	1-31-77	ML operate DA by RC.			
COMTEL	3-30-78	SPECIAL EQUIPMENT TEST AUTH. GR. (OPERATE NIGHTTIME POWER AND radiation pattern during daytime hou hours Only			
BR78072BUI(L)	4-27-79	Renewal of License			12-1-81

Form 94

APPLICATION RECORD - BROADCASTING

Call Letters W B O N x NEW

Name WINSTON-SALEM BROADCASTING COMPANY, INC.
(505 Wachovia Bank Building, Winston-Salem, North Carolina)

File No.	Dated	Application for	Action Nature	Action Date
B3-P-5028 Rec'd Filed	7-5-46 7-10-46 7-10-46	Construction permit for a new standard broadcast station to be operated on Frequency: 710kc Power: 1kw Hours of Operation: Daytime only T & S Location: To be determined, Winston-Salem North Carolina Filed by Leonard H. Marks, Atty John Barron, Engr.	GRANTED subject to filing MP for approval of T site and antenna Letter 10-29-46 Issued with MP-2369	10-10-46

WE 443A-1 Transmitter

Form 94

APPLICATION RECORD - BROADCASTING

#2

Call Letters WTOB xWBON

Name Winston-Salem Broadcasting Company, Inc.

File No.	Dated	Application for	Action Nature	Action Date
B3-MP-2369 Rec'd Filed	1206-46 12-6-46 12-6-46	Mod. of C.P. (B3-P-5028, which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter (Gates 1-D), for approval of transmitter location at .45 miles from city limits on Fogle Road extended, Winston-Salem, North Carolina and to specify studio location as Winston-Salem, North Carolina. (John Barron, Engr.; Leonard H. Marks, Atty.)	GRANTED	1-10-47

Form 94 #3

APPLICATION RECORD - BROADCASTING

Call Letters W T O B

Name WINSTON-SALEM BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action Nature	Action Date
BL-2431 Rec'd Filed	4-16-47 4-17-47 4-17-47	License to cover C.P. (B3-P-5028, as mod.,) which authorized a new standard broadcast station and for change of studio location from: Winston-Salem, North Carolina to: 826½ W. Fourth St., Winston Salem, N. C.	GRANTED	11-10-47
		and		
BZ-2245 Rec'd Filed	4-16-47 4-17-47 4-17-47	Authority to determine operating power by direct measurement of antenna power.		

Form 94

APPLICATION RECORD - BROADCASTING

#4

Call Letters W T Q B

Name WINSTON-SALEM BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action Nature	Action Date
BP-6449 Rec'd Filed	11-15-47 11-21-47 11-21-47	Construction Permit to change frequency from 710kc, to ~~1330kc~~, change hours of operation from daytime to unlimited time, increase power from 1kw day to 1kw day and night, install directional antenna for day and night use (DA-1) and change transmitter location from 4.5 miles from city limits on Fogle Road, extended, Winston-Salem, North Carolina TO ~~4.9 miles W.W. of Winston-Salem near U.S. 421~~ near Winston-Salem, North Carolina. (Filed by Norman E. Jorgensen, Atty.; William E. Benns, Jr., Engr., Birmingham, Alabama)	Docket 3478 GRANTED	-50-50 after being rec'd fru. hearing re properly designed phase monitor installed; re field meas. equipment; re complete non-DA proof in add. to required proof on the DA sys.; re horizontal inverse distance field intensity at 1 mi. shall not exceed 12 mv/m at 50° true.

(See amendment Card #5)

Form 94

APPLICATION RECORD - BROADCASTING

#5

Call Letters W T O B

Name WINSTON-SALEM BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action Nature	Action Date
BP-6449 (cont. from Card #4)				
AMENDED Recd. Filed	7-1-48 7-2-48 7-2-48	AMENDED to change frequency from 1380kc to ~~550kc~~; changes in ground system; make change in DA pattern and change transmitter location from 4.9 miles NW of Winston-Salem near U.S. 421 near Winston-Salem, North Carolina, to Polo Road near Winston-Salem, North Carolina.	See Card 6 for action	
AMENDED Recd. Filed	1-11-50 1-11-50 1-18-50	AMENDED to change frequency from 550kc to 1380kc and make changes in DA pattern (DA-1).		

Form 94 #6

APPLICATION RECORD - BROADCASTING

Call Letters W T O B

Name WINSTON-SALEM BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action Nature	Action Date
BR-1636 Rec'd Resub.	9-7-49 9-27-49 10-3-49	Renewal of license Filed by Courtney, Krieger & Jorgensen Attys. ~~(Sec. II, date in adv. of jurat)~~	~~Ret'd~~ GRANTED	~~9-28-49~~ 10-21-49
BMP-5108 Rec'd Filed	4-25-50 4-25-50 4-25-50	Modification of construction permit (BP-6449, which authorized a change in frequency, hours of operation, increase power, install directional antenna for day and night use(DA-1), change transmitter location and make changes in the ground system) to change transmitter location. ~~[illegible]~~ (change coordinates only) Norman E. Jorgensen, Atty. William E. Benns, Jr., Engr.	GRANTED	5-18-50

re properly designed phase monitor installed; re field meas. equip.; re complete non-DA proof in add. to required proof on the DA sys.; re horizontal inverse distance field intensity at 1 mi. shall not exceed 12 mv/m at 56° true.

#7

FCC Form 94

APPLICATION RECORD - BROADCASTING

Call Letters WTOB

Name WINSTON-SALEM BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action Nature	Action Date
BMP-5270 Rec'd Filed	8-4-50 8-7-50 8-7-50	Modification of construction permit (BP-6449, as modified, which authorized a change in frequency, hours of operation, increase power, install DA-1, change transmitter location and make changes in the ground system) to install a new transmitter (Gates BC-1F). William E. Benns, Jr., Engr.	GRANTED	8-23-50

re properly designed phase monitor installed; re field meas. equipment; re complete non-DA proof be made in addition to proof on DA system; re horizontal inverse distance field intensity at 1 mi. shall not exceed 12 mv/m at 56° true.

FCC Form 94 #8

APPLICATION RECORD - BROADCASTING

Call Letters W T O B

Name WINSTON-SALEM BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action Nature	Action Date
BL-4203 Rec'd Filed	9-5-50 9-12-50 9-12-50	License to cover construction permit (BP-6449, as modified) which authorized change in frequency, hours of operation, increase in power, installation of directional antenna (DA-1), change transmitter location and make changes in the ground system and installation of a new transmitter. William E. Benns, Jr., Engr.	GRANTED re field measuring equip installed & appropriate record kept.	11-21-50
BP-8360 Rec'd Filed	1-7-52 1-8-52 1-8-52	Construction permit to increase daytime power from 1kw to 5kw; install a new transmitter (Gates BC-5B); change from employing DA day and night to DA night only. Norman E. Jorgensen, Atty. William E. Benns, Jr. Engr.	GRANTED	10-23-52

FORM A-170 #9
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WTOB

Name WINSTON-SALEM BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action Nature	Action Date
BL-4971 Rec'd Filed	3-25-53 3-26-53 3-26-53	License to cover construction permit (BP-8360) which authorized increase in daytime power, installation of a new transmitter, and change from employing DA day and night to DA night only. Norman E. Jorgensen, Atty.	GRANTED	5-28-53
BTC-1551 Rec'd Filed	7-23-53 7-24-53 7-24-53	Voluntary relinquishment of positive control of licensee corporation by James W. Coan, John G. Johnson, Robert V. Brawley and Archibald Craige (original stockholders) thru issuance of subscribed stock to Jonas S. Rice, Earl F. Slick, Thomas B. Rice and Albert L. Butler, Jr. (newcomers). Norman E. Jorgensen, Atty.	GRANTED EFF:	9-9-53 9-21-53

FORM A-170 #10
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WTOB

Name WINSTON-SALEM BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action Nature	Action Date
BR-1636 Rec'd Filed	7-27-53 7-31-53 7-31-53	Renewal of license Filed by Norman E. Jorgensen, Atty.	GRANTED	10-7-53
BRC-517 Rec'd Filed	8-27-54 8-30-54 8-30-54	Modification of license to operate transmitter by remote control from 300 South Stratford Road, Winston-Salem, N. C. (TV studio location) while using non-directional antenna. Norman E. Jorgensen, Atty.	GRANTED	9-2-54
BR-1636 Rec'd Filed	8-17-54 8-25-54 8-25-54	Renewal of License Filed by Norman E. Jorgensen, Atty.	GRANTED	11-24-54
BR-1636 Rec'd Filed	9-6-57 9-18-57 9-18-57	Renewal of License Norman E. Jorgensen, Attorney	GRANTED	11-13-57

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

FORM BC-121 #11
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WTOB

Name WINSTON-SALEM BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action Nature	Action Date
BP-13488 R & F	9-22-59 9-23-59	Construction Permit to install new transmitter (Gates BC-IT) to be used as an alternate main nighttime, auxiliary daytime to be located at Merrimont Drive (main transmitter location re-described) and to be operated on 1380kc, power 1kw using DA night-time. ~~[illegible]~~ Atty's: Krieger & Jorgensen	GRANTED	10-14-59
BL-7794 R&F	12-31-59 1-4-60	Lic. to cover cp(BP-13488) which auth. install new trans, to be used as an alt-main Nighttime & aux. Daytime trans. [illegible] using DA nighttime. Norman Jorgensen, atty	GRANTED	6-23-60
BR-1636 Rec'd Filed	9-1-60 9-9-60 9-9-60	Renewal of License (MAIN & AUX-ALT. MAIN) Norman E. Jorgensen, Atty.	GRANTED	11-30-60

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

FORM BC-121
AUG. 1955 #12

APPLICATION RECORD - BROADCASTING

Call Letters W T O B

Name SOUTHERN BROADCASTING COMPANY (BML 2-9-66
WINSTON-SALEM BROADCASTING COMPANY, INC.
Winston-Salem, North Carolina

File No.	Dated	Application for	Action Nature	Action Date
BZ-5056 R. & F.	8-19-63 8-20-63	Authority to determine operating power by direct measurement of antenna power. (Main Transmitter) Atty- Krieger & Jorgensen Engr- Russell P. May	GRANTED	11-7-63
BZ-5057 R. & F.	8-19-63 8-20-63	Authority to determine operating power by direct measurement of antenna power. (Aux-Day & Alt.M.-Night) Atty- Krieger & Jorgensen Engr- Russell P. May	GRANTED	11-7-63
BR-1636 Rec'd Filed	8-30-63 9-3-63 9-3-63	Renewal of license---(Main & Aux, Alt. Main) Atty. Norman E. Jorgensen	GRANTED	4-30-64
BML-2151 R.& F.	1-10-66 1-12-66	Mod of lic. to change name of licensee to SOUTHERN BROADCASTING COMPANY. Atty: Welch & Morgan	GRANTED	2-9-66

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

FORM BC-121 #13
AUG. 1955

APPLICATION RECORD - BROADCASTING

1380khz

Call Letters W T O B

Name 1490, INC.
x SOUTHERN BROADCASTING COMPANY
Winston-Salem, North Carolina

File No.	Dated	Application for	Action Nature	Action Date
BR-1636 R & F	8/26/66 8/31/66	Renewal of license (-Main & Auxiliary-Alt-M) Atty: Krieger & Jorgensen	GRANTED	11-18-66
BR-1636 R & F #539589 $105 ($135 sub) PN Press	8-26-69 9-2-69 9-2-69 SEP 19 1969	Renewal of license (Main & Aux-Alt.Main) Atty- Norman E. Jorgensen AMENDED 11-12-69 re: Business interests	GRANTED	11-26-69
BR-1636 R & F P.N. PRESS AUG 31 1972	7-27-72 8-16-72 8-16-72	Renewal of License (Main & Aux.-Alt. Main) Atty.: Norman E. Jorgensen AMENDED 11-8-72 re: notice of future filing of transfer of control	GRANTED grante fee $25,00.00	12-6-72
BAL-7909 R & F FEE PD: $1000 #193945 CODE 047 Pub.notice filed 6-1-73 JUN 28 1973	5-30-73 6-1-73	Voluntary assignment of license to 1490, Inc. (SEE OVER) REQUEST FOR ISSUANCE OF TAX CERTIFICATE Atty - N.E. Jorgensen AMENDED 7-10-73 (assignor) to reflect grantee of AL's & TC's	GRANTED EFF: 10-1-73 pd 048 10-11-73 241336 grant fee $25,000.00	8-23-73

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

RE: BAL-7909 Assignee is licensee of WSSB(Art. on file)
AMENDED 7-19-73 (assignor) re B/C int; legal data
AMENDED 8-16-73 - legal data (assignee)

#14

1380 khz

Form BC-121
September 1969

12-47

APPLICATION RECORD · BROADCASTING

Call Letters W T O B

Name 1490, INC.
WINSTON-SALEM, NORTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BR-1636 R & F PN Recd. PRESS	7-28-75 8-1-75 " SEP 9 1975	RENEWAL OF LICENSE (MAIN & ALT. MAIN & AUX. TRANS.) AMENDED 11-10-75 re: composition of area	GRANTED	11-26-75
BRC-3858 R &F $100-615544 AC:001 PRESS: DEC 2 1976	9-15-76 9-20-76 9-21-76	Mod. of license to oper. trans. by remote control from: 811 W 5th Street, Winston-Salem, North Carolina (Main, Alt. and Aux.) Atty: ------	GRANTED	1-31-77
BR780728UI R & F PRESS	7-25-78 7-28-78 AUG 11 1978	RENEWAL OF LICENSE	GRANTED	4-27-79

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

PURCHASE AGREEMENT fil d 12-19-80

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.