WWIL

PRODUCT OF

Remington Rand

MADE IN U.S.A.

LIBRARY BUREAU DEPARTMENT
BRANCHES EVERYWHERE

REMOVABLE LABEL GUIDE

CATALOG NO. 4550L 1/5

Form BC 126
June 1954 4306

BROADCASTING STATION LICENSE RECORD

Date first licensed 2-13-64

Call letters WWIL (Eff.: XWHSL 3-28-77)

Station location Wilmington, N. C.

Name of licensee NORTH CAROLINA BROADCASTING COMPANY, INCORPORATED (AL gr 10/19/76 EFF: 12/1/76
xTHE PROGRESSIVE BROADCASTING CORPORATION (BAP 4-1-63 eff. 4-22-63)
xJEFFERAY BROADCASTING CORPORATION

Transmitter location 1 Radio Lane, Eagles Island, Wilmington, North Carolina (Redescription)
x Wilmington, North Carolina (BP 2-6
xWest side of Government Yard Rd., ½ mi. S. of Old Ferry Rd., near/

5106 Wrightsville Ave., Wilmington, N.C. (ML 11-9-76)
Same as transmitter (Ltr. 1-25-71)
xTrust Bldg., Corner Front and Market Streets, Wilmington, N. C. (BRC 9-29-68)
ZIP 28401
Main studio location Wilmington, North Carolina (BP 2-6-82)
xWest side of Government Yard Rd., ½ mi. S. of Old Ferry Rd., near/

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	To
BP-13727	2-6-62	1490kc	250w	U	4-6	10-6-62
	CP for a new standard broadcast station.					
BP-13,727 (1)	5-16-62	Modification of construction permit to Assign Call Letters				
BMP-10,841 (2)	1-28-63	Mod. of CP (BP-13,727) for ext. of completion date to 3-15-63				
BMP-10,826 (3)	4-1-63	Mod. of CP (BP-13,727as mod.) for ext. of completion date to 9-15-63				
BAP-622 EFF:	4-1-63 4-22-63	Voluntary assignment of construction permit to The Progressive Broadcasting Corporation.				
BRC-2317	9-9-63	Mod. of CP(BP-13727) to change studio location to Trust Bldg., Corner Front and Market Streets, Wilmington, N. C. and operate transmitter by remote control from studio location.				
		1490kc	250w	U	4-6	9-15-63
BMP-10967	2-12-64	1490kc	250w,1kw-LS	U	4-12	10-12-64
	(Cond'l)	CP to inc. daytime power to 1kw, change type trans. (GATES BC-1T) and operate trans. by remote control from studio. (Issued as a New CP)				
BL-10293	2-13-64	1490kc	250w	U	2-13	12-1-66
	Lic to cover CP(BP-13,727 as mod.) which auth. a new standard broadcast station; specify type transmitter as GATES BC-1T.					
BP-16598	4-28-65	1490kc	250w,1kw-LS	U	6-28	12-28-65
	CP to replace expired CP(BMP-10,967) which auth. increase daytime power to 1kw, change type trans. to GATES BC-1T, change main studio loc. and opr. by remote control from Main Studio(Cond'l)					
BL-11,077	11-8-65	1490kc	250w,1kw-LS	U	11-8	12-1-66
	Lic to cover CP(BP-16,598) as reinstat which auth incr daytime power chg trans &studio					

Form BC 126
June 1954

#2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WHSL

Station location Wilmington, N.C.

Name of licensee THE PROGRESSIVE BROADCASTING CORPORATION

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BR-4306	1-20-67	Renewal of License			1-20 12-1-69
BTC-5976	10-29-69	Vol. TC			
EFF:	10-31-69				
BS-4306(S)	2-13-70	Renewal			12-1-72
BZ-7476(1)	4-27-70	Direct Measurement			
BS-4306 (2)	2-16-71	Chg. studio and redescribe TL, DeleteRC			
EBSA	5-25-72				
BR-4306(L)	12-6-72	Renewal			12-1-75
BS-4306(1)	2-14-74	Delete Markings			
BR-4306(L)	3-11-76		RENEWAL		12-1-78
BTC-8077	8/31/76	Vol TC	EFF:		
BAL-8731	10/19/76	Vol AL	EFF: 12/1/76		"Cond'l"
BML-2609(L)	11-9-76	ML chg. SL outside city & operate RC 1490khz 250w.1kw-LS U			12-1-78
EBSA	2-28-77				
BTC780920ED	10-10-78	VOL.	TC	EFF: 1-1-79	
BR780801YE(S)	12-29-78	RENEWAL OF LICENSE			12-1-81

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters ~~NEW~~ W H S L

Name JEFFERAY BROADCASTING CORPORATION
(P.O. c/o William W. Jefferay, ~~Radio Station-WRNB~~, New Bern, North Carolina)
New Holiday Inn Motel, Corner of Hwys 17 & 70

File No.	Dated	Application for	Action Nature	Action Date
BP-13,727 Rec'd Filed	12-4-59 12-11-59 12-11-59	Construction Permit for a new standard broadcast station to be operated on: Frequency - 1490kc Power - 250w Hours of operation - Unlimited Trans. location - ~~Highway 17 at Alligator Creek~~ Wilmington, North Carolina Studio location - Same as transmitter STATION LOCATION - WILMINGTON, NORTH CAROLINA Atty.- Cohn and Marks	GRANTED	2-6-62
AMENDMENT R & F	11-9-61 11-13-61	Engr.- Jules Cohen AMENDED to change ant-trans. & studio location to "Government Yard Rd., 1/4 mile south of Old Ferry Rd., Near Wilmington, N.C.		

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

Gates BC-250T

FORM BC-121
AUG. 1955

#2

APPLICATION RECORD - BROADCASTING

Call Letters WHSL

Name Jefferay Broadcasting Corporation
Wilmington, North Carolina

File No.	Dated	Application for	Action Nature	Action Date
BMP-10,541 R. & F.	8-28-62 9-4-62	Mod. of CP (BP-13,727 which auth. new standard broadcast station) for extension of completion date from 10-6-62 to 3-15-63. Atty: Leonard H. Marks	GRANTED	9-28-62
BAP-622 Rec'd 1-9-63 Filed 1-9-63	1-8-63	Voluntary assignment of construction permit to The Progressive Broadcasting Corporation. Martin J. Gaynes, Atty.	GRANTED: EFF:	4-1-63 4-22-63
BMP-10,626 R. & F.	3-1-63 3-4-63	Mod. of CP (BP-13,727 as mod., which auth. a new standard broadcast station) for extension of compeltion date from 3-15-63 to 9-15-63. Atty: Martin J. Gaynes	GRANTED	4-1-63

FORM BC-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

3

Call Letters WHSL

Name The progressive Broadcasting Corporation
Wilmington, North Carolina

File No.	Dated	Application for	Action Nature	Action Date
Rec'd	6-24-63 6-25-63	Mod. of CP (BP-13727, as mod., which auth. a new standard broadcast station) to change studio location from West side of Gov't Yard Rd, ¼ mi. S. of Old Ferry Rd, near Wilmington, N. D. to Trust Bldg, Front and Market Streets, Wilmington, N. C; and change type trans.	RETURNED Unnecessary	7-1-63
BMP-10,967 R. & F.	6-10-63 6-26-63	~~Mod. of~~ CP ~~(BP-13,727 which auth. a new standard broadcast station~~ as mod.) to increase daytime power from 250w to 1kw, change type trans. to Gates BC-1T, change main studio location from W. side of Gov't Yard Rd., ¼ Mi. S. of Old Ferry Rd., Nr Wilmington, to Trust Bldg, Front & Market Streets, Wilmington, N. C., with Remote Control from main studio. Engr: Robert H. Epperson, Mt. Airy, N. C.	GRANTED Cond'l re: 250 watt Class IV stations. (Issued as a new CP)	2-12-64

FORM BC-121
AUG. 1955

#4

APPLICATION RECORD · BROADCASTING

Call Letters WHSL

Name THE PROGRESSIVE BROADCASTING CORPORATION
Wilmington, North Carolina

File No.	Dated	Application for	Action Nature	Action Date
BRC-2317 Rec'd Filed	8-30-63 9-4-63 9-4-63	Mod. of CP(BP-13,727) to change studio location to Trust Bldg., Corner Front and Market Streets, Wilmington, North Carolina and operate transmitter by remote control from studio location. Paul Dobin, Atty.	GRANTED	9-9-63
BL-10,293 R. & F.	8-30-63 9-4-63	Lic to cover CP(BP13,727 as mod) which auth a new standard broadcast station; specify type transmitter as Gates BC-1T. Atty- Cohn & Marks	GRANTED	2-13-64
BL- Rec'd	3-15-65 3-22-65	License to cover construction permit(BMP-10967) which authorized increase daytime power and install new transmitter. Atty- Cohn & Marks	RETURNED-3-27-65 321 NOT ACCEPTED BY COMMISSION YET	

#5

1490kc

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W H S L

Name THE PROGRESSIVE BROADCASTING CORPORATION
Wilmington, North Carolina

File No.	Dated	Application for	Action Nature	Action Date
BP-16,598 Rec. Filed (Comm. Action)	3-18-65 3-22-65 4-28-65	C.P. to replace expired C.P. (BMP-10,967) which authorized increase daytime power to 1kw, change type trans. to GATES BC-1T, change main studio location to Trust Building, Front & Market Streets, Wilmington, N.C. and opr. by remote control from main studio. REQUEST WAIVER OF SEC. 1.534(b) of RULES. Atty: Cohn & Marks	GRANTED Cond'l re: 250 watt Class IV stations. Permittee shall submit with the applic. for lic. antenna resistance measurements.	4-28-65
BL-11,077 R & F	8/7/65 8/10/65	License to cover CP (BP-16,598 as reinstated) which auth. incr. daytime power, chng. trans. type & main studio loc. with remote control.	GRANTED Cond'l	11-8-65 re: interferenc
BR-4306 R & F	8-29-66 9-2-66	Renewal of license Atty. Cohn & Marks	GRANTED	1-20-67
BTC-5976 R & F FEE PD: $105 -#52026 REFUND $30 -not nec for aux. serv. PN filed 7-9-69	6-5-69 6-9-69	Vol. transfer of control of lic. corp. from Sidney W. Wilson and Vera R. Wilson to Wilmington Broadcasting Company REQUEST WAIVER RE DOCKET 18110 -Filed 8-18-69 Atty for transferor - Cohn & Marks for transferee - Bilger & Glaser (also see WHSL-FM)	GRANTED EFF: Cond'l	10-29-69 10-31-69 re:D-18110)

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

SEE OVER FOR AMENDMENTS)

RE: BTC-5976 AMENDED 7-7-69 - fin. data (transferee)
AMENDED 8-18-69 re prog ~~xxxxxxxxxxxx~~
AMENDED 8-19-69 Clarif re prog & hrs of oper(transferor)
AMENDED 9-26-69. Programming data.

FORM BC-121
AUG. 1955

#6

APPLICATION RECORD · BROADCASTING

Call Letters WMNS

Name THE INCORPORATIVE BROADCASTING CORPORATION
WILMINGTON, NORTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BR-4306 R & F #539300 $75 P. N.	8-27-69 8-29-69 8-29-69 8-18-69	Renewal of License Atty: Paul Dobin(Cohn & Marks)	GRANTED	2-13-70
BZ-7476 R & F #564493 $30. Refunded DM PRESS	12-17-69 12-22-69 12-22-69 4-22-70 1-13-70 APR 23 1970	Direct Measurement	GRANTED	4-27-70
BR-4306 R & F PN Recd. PRESS OCT	8-29-72 9-5-72 "	RENEWAL OF LICENSE Robert L. Olender,Atty. AMENDED 11-28-72 re: programming	Granted	12-6-72

#7
Form BC-121
September 1969

APPLICATION RECORD · BROADCASTING

1490khz

Call Letters W H S L

Name NORTH CAROLINA BROADCASTING COMPANY, INCORPORATED
× THE PROGRESSIVE BROADCASTING CORPORATION
WILMINGTON, NORTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BR-4306 R & F PN Recd. PRESS	7-23-75 8-1-75 " SEP 17 1975	RENEWAL OF LICENSE AMENDED 11-19-75 re: EEO	GRANTED	3-11-76
BTC-8077 Rec'd Filed Fee pd$100 W 583009 Code 047 (FORM 316) Also see WWIL(FM) JUL 20 1976	5/21/76 6/21/76 7/8/76	Voluntary transfer of control of Wilmington Broadcasting Company(parent corp of licensee) from William O. Jones, William W. Dixon and Martin E. Kilpatrick, Jr. to Gemini Communications, Inc. Reasons for stock transfer filed 8-30-76 Atty - Midlen & Reddy	GRANTED EFF: NO FEE:	8/31/76
BAL-8731 Rec'd FEE PD: $400 #585772 CODE 047(INCLUDES FM WWIL) FILED JUL 20 1976 PN filed	6-21-76 6-28-76 7-8-76 10/1/76	Voluntary assignment of license to NORTH CAROLINA BROADCASTING COMPANY, INCORPORATED (SEEOVER) Atty for assignor - Midlen & Reddy for assignee - Kirkland, Ellis & Rowe AMENDED 7-8-76 - correction re assignee and include SCA(for WWIL)	GRANTED EFF: FEE REQ: pd 12/8/76 W 644357	10/19/76 12/1/76 "Cond'l"

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

RE: BAL-8731 - Assignee is licensee of WBIG, Greensboro, N.
(ART ETC ON FILE)

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

1490khz
Call Letters WWIL
XWHSL

Name NORTH CAROLINA BROADCASTING COMPANY, INCORPORATED
x THE PROGRESSIVE BROADCASTING CORPORATION
Wilmington, N.C.

File No.	Dated	Application for	Action Nature	Action Date
BML-2609 R & F $100-62472 DCT 19 1976	9-22-76 9-30-76 9-30-76	Mod. of lic. to chg. studio loc. to 5106 Wrightsville Ave., Wilimgton N.C., (outside corporate city limits) & operate trans. by RC from SL. Atty: John C. Quale	GRANTED	11-9-76
BP-20,848 R & F PN Rec'd PRESS	9-13-77 9-20-77 OCT 3 1977	CP to install a 250w auxiliary transmitter {Gates BC-250GY}. Atty: John C. Quale		
BR780801YQ PRESS SEP 15 1978		Renewal of License John C. Quale, Atty.	GRANTED	12-29-78

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

#9 1490khz

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call Letters W W I L

Name NORTH CAROLINA BROADCASTING COMPANY, INCORPORATED
Wilmington, North Carolina

File No.	Dated	Application for	Action Nature	Action Date
BTC780920ED Form 316 (Also see WBIG & WHSL(fm)) PRESS SEP 27 1978	9-12-78	Vol. TC from Jefferson-Pilot Corporation to JEFFERSON-PILOT BROADCASTING COMPANY Atty - John C. Quale (Kirkland & Ellis)	GRANTED EFF	10-10-78 1-1-79
BZ-810602AD R & F DM PRESS JUN 17 1981	6-2-81	DIRECT MEASUREMENT Atty: Douglas W. Harold, Jr. (Kirkland & Ellis)	ISSUED	

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.