

W C C D



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

Form BC-126 3470
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed 7-30-57 (EFF: W C C D 11-21-79)
Call letters XW D O L
B & W OF GEORGIA BROADCASTING CO. (AL: 9-25-79) Station location Athens, Georgia
x WDOL BROADCASTING, INC. (AL gr 4/7/77 EFF: 4-21-77)
x TOLLIVER R. RIVERS (AL gr 11/30/76 EFF: 12/1/76)
x UNIVERSITY CITY, INC., (AL 3-31-60; EFF: 3-31-60)
Name of licensee x JAMES S. RIVERS tr/as SOUTHEASTERN BROADCASTING SYSTEM

255 Whitehall Road, Athens, Georgia, (Redescribed, BS-5-6-75)
2.8 mi. S of the center of Athens, Whitehall Rd., Athens, Ga. (L 7-30-57)
Transmitter location x On US Hwy. 441, 2.8 miles south of center of Athens, Ga. (CF 3-6-57)
255 Whitehall Road, Athens, Georgia (BS-5-6-75)
x 225 1/2 South Lumpkin St., Athens, Ga. (Ltr. 2-18-72)
x 30 Hancock St., Athens, Ga. (Ltr. 4-7-57)
x 225 1/2 North Lumpkin Street, Athens, Georgia (BS 11-20-62)
x 1225 1/2 North Lumpkin Street, Athens, Georgia. (CF 5-1-57)
Main studio location x to be determined, Athens, Georgia (CF 3-6-57)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BP-10758	3-6-57	1470kc	1kw	Day	5-6 11-6-57
	CP for a new standard broadcast station				
BMP-7632 (1)	5-1-57	Mod. of CP(BP-10,758) to change type of transmitter (Raytheon RA-1000), change studio location and operate transmitter by remote control from main studio location.			
BL-6678	7-30-57	1470kc	1kw	Day	7-30 4-1-58
	License to cover construction permit (BP-10,758, as Mod.) which authroized a new standard broadcast station.				
BR-3470	3-26-58	Renewal of license			4-1 4-1-61
BAL-3815 EFF:	3-31-60	Voluntary assignment of license to University City, Inc.			
	3-31-60				
	3-29-61	Commission deferred action on renewal pending further consideration.			
BR-3470	4-26-61	1470kc	1kw	Day (Re)	4-26 4-1-64
BP-15314	4-19-62	1470kc	1kw	Day	6-19 12-19-62
	CP to make changes in antenna system (incr height) AMENDED 3-7-62 to make chges in antenna system (decr. hght)				
BS-3470 (1)	11-20-62	Mod. of license to change studio loc.			
BRC-2161 (2)	12-17-62	Mod. of license to change studio loc. and remote control point to 225 1/2 N. Lumpkin, Athens, Georgia.			
BP-16046	12-30-63	1470kc	1kw	Day	2-29 8-30-64
	CP to make changes in antenna system (increase height).				
	3-25-64	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.			
BR-3470	4-1-64	1470kc	1kw	Day	4-1 4-1-67
BL-10450	6-26-64	1470kc	1kw	Day	6-26 4-1-67
	Lic to cover CP(BP-16,046 which auth. make change in antenna system (increase height).				
BR-3470	5-3-67	Renewal of License			5-3 4-1-70

Form EC 126

June 1954

CARD #2

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W D O L

Station location ATHENS, GEORGIA

Name of licensee UNIVERSITY CITY, INC.

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From.. To.
TELEGRAM	10-17-67	PSA	500w		
Tele.	7-7-69	Studio:	830 Hancock St.,	Athens, Ga.	
Ltr.	7-30-69	RC at same address.			
BZ-7298(1)	9-29-69	Direct Measurement			
BR-3470(L)	4-20-70	Renewal			4-1-73
BS-3470 (1)	1-31-72	ML chg. SL & RC			
EBSA	6-12-72				
BR-3470(L)	4-23-73	Renewal of License			4-1-76
Tel.	9-4-74	Trans. RAYTHEON RA-1000			now installed
BTC-7512	11-6-74	Vol. TO. EFF:	12-17-74		
BL-13,811(I)	3-26-75	Lic. to use former main trans. for alternate trans.			4-1-76
BS-3470(1)	5-6-75	Ltr. rec'd 2-3-75 ML to change SL, redescribe TL, delete RC			
BR-3470(L)	3-9-76	Renewal (Main & Alt. Main)			4-1-79
BAL-8807	11/30/76	Vol AL EFF: 12/1/76			
BAL-8947	4/7/77	Vol AL EFF: 4-21-77			
BAL790706HT	9-25-79	VOL. AL		EFF:	10-1-79
EBSA	11-21-79	chg. call			
CONTEL	1-7-80	Delete marking			
BR781204VW(L)	6-15-79	Renewal of License			4-1-82

Aug. 1955

APPLICATION RECORD - BROADCASTING

Call

Letters ~~AEW~~ W D O L

Name JAMES S. RIVERS, tr/as SOUTHEASTERN BROADCASTING SYSTEM
 (P.O. - Box ~~492~~, -- Cordele, Georgia)
 429, Athens, Ga. (per MP-7632)

File No.	Dated	Application for	Action	
			Nature	Date
BP-10,758	8-15-56	Construction permit for a new standard	GRANTED	3-6-57
Rec'd	8-17-56	broadcast station to be operated on:		
Filed	8-17-56	Frequency - 1470kc		
		Power - 1kw		
		Hours of operation - Daytime		
		Transmitter location - 2.8 miles South of center		
		of Athens on US Hwy No.441, Athens, Ga.		
		Studio location - To be determined.		
		Athens, Georgia		
		Atty. - Philip M. Baker		
		Engr. - John H. Mullaney		

APPLICATION RECORD - BROADCASTING

Aug. 1955

Call
Letters

Name JAMES S. RIVERS, Jr/SA SOUTHEASTERN BROADCASTING SYSTEM

File No.	Dated	Application for	Action	
			Nature	Date
BRP-7632 Rec'd Filed	4-15-57 4-19-57 4-19-57	Modification of construction permit (BR-10,753, which authorized a new standard broadcast station) to change type transmitter (Raytheon RA-1000), change studio location from "To be determined", Athens, Georgia to 110 East Clayton Street, Athens, Georgia and operate transmitter by remote control from main studio location. Philip M. Baker, Atty.	GRANTED	5-1-57
BR-4673 Rec'd Filed	6-1-57 6-3-57 6-3-57	License to cover Construction Permit BR-10,753 as mod., which authorized a new standard broadcast station. Philip M. Baker, Atty.	GRANTED	7-30-57
BR-3470 Rec'd & Filed	12-27-57 12-30-57	Renewal of license Philip M. Baker, Atty.	GRANTED	3-20-58

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APPLICATION RECORD - BROADCASTING

Aug. 1955

Call Letters W D O L

Name JAMES E. RIVERS, by/as SOUTHEASTERN BROADCASTING SYSTEM.
Athens, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BAL-3815	3-16-60	Voluntary assignment of license to University City, Inc.	GRANTED	3-31-60
Rec'd	3-18-60		EFF:	3-31-60
Filed	3-18-60	Philip M. Baker, Atty.		

BR-3470	12-22-60	Renewal of license	GRANTED	4-26-61
Rec'd	12-23-60			
Filed	12-28-60	Philip M. Baker, Atty.		

BP-15314	1-19-62	CP to make changes in antenna system (incr hght)		
R&F	1-23-62	Atty: Philip M. Baker	GRANTED	4-19-62
AMENDMENT	2-28-62	AMENDED to make changes in antenna system		
R & F	3-7-62	(decr.hght)		

AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters W D O LName UNIVERSITY CITY, INC.
Athens, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BKC- 2161 Rec'd Resub. R & F	12-7-62 11-29-62 12--7-62 12-10-62	Modification of license to change studio location and remote control point to 225 1/2 N. Lumpkin, Athens, Georgia.	RETURNED Not signed or dated GRANTED	12-3-62 12-17-62
BP-16,046 R. & F.	12-19-63 12-20-63	CP to make changes in antenna system (increase height). Atty: Philip M. Baker Engr: John Mulaney	GRANTED	12-30-63
BR-3470 R. & F.	12-23-63 12-27-63	Renewal of license. 4-1-64 Atty- Philip Baker	GRANTED	4-1-64
BL-10450 Rec'd Filed	12-11-63 12-13-63 12-20-63	License to cover CP(BP-16,046, which auth. make change in antenna system (inc. hgt.))	GRANTED	6-26-64

FORM BC-121
AUG. 1955

#5
APPLICATION RECORD - BROADCASTING

1470kc

Call
Letters W D Q I

Name UNIVERSITY CITY, INC.
Athens, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BR-3470 R & F	12-23-66 1-3-67	Renewal of License	GRANTED	5-5-67
B2-7298 R & F DM	8/20/69 8/25/69 9/2/69	Direct Meas. Atty: Philip M. Baker	GRANTED	9-23-69
BR-3470 R & F 6546083 175 PN	12-22-69 12-30-69 12-30-69	Renewal of license Atty- Philip M. Baker	GRANTED	4-20-70
BR-3470 R & F PN Recd. PRESS	12-27-72 1-2-73 18	RENEWAL OF LICENSE AMENDED 4-2-73 re: ascertainment of comm. needs; commercial policy; employment policy	GRANTED	4-23-73
FEB 16 1973 P.N.	1-20-73			

FORM BC-121 #6
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters W D O L

Name UNIVERSITY CITY, INC.
Athens, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BTC -7512 R & F FEE PD: \$1000 #330262 CODE 047 (ALSO SEE FM SEP 3 1974 WJSR) Pub. notice filed 9-5-74	7-16-74 7-29-74	Voluntary transfer of control of lic corp from James S. Rivers to Herschel M. Rivers Atty - Philip M. Baker AMENDED 10-30-74 - Sec. IV filed (transferee)	GRANTED EFF: FEE REQ. \$1,388.00 (includes FM) FEE PD: 12-5-74 \$63,837.00	11-6-74 12-17-74
BL-13,811 R & F \$50 #351800 PTA PRESS 1 DEC 1974	9-26-74 10-3-74 10-4-74 10-10-74	Lic. to use former Main Trans. for Alternate Purposes Only, Raytheon, RA-1000 Atty: Philip M. Baker	GRANTED	3-26-75
BR-3470 R & F P.N. PRESS JAN 23 1976	12-27-75 12-3-75 12-1-75	Renewal of License (Main & Alternate Main)	GRANTED	3-9-76

#7

APPLICATION RECORD - BROADCASTING

1470kHz

B & W OF GEORGIA BROADCASTING CO.
x WDOL BROADCASTING, INC.

Call WCCD
Letters xWDOL

x TOLLIVER R. RIVERS

Name x UNIVERSITY CITY, INC.
Athens, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BAL-8807 R & F FEE PD: \$200 #612651 CODE 047 Pub notice filed 10-11-76	9-5-76 9-13-76	Voluntary assignment of license to TOLLIVER R. RIVERS Atty - Philip M. Baker	GRANTED EFF: FEE REQ: Order Released	11/20/76 12/1/76 pd 12/3/76 12/1/76
OCT 20 1976				
BAL-8947 R & F FORM 316	3/17/77 3/25/77 MAR 27 1977	Voluntary assignment of license to WDOL BROADCASTING, INC. Atty - Philip Baker	GRANTED EFF: (per Form 323)	4/7/77 4-23-77
BR781204VW PRESS: FEB 14 1979		RENEWAL OF LICENSE	GRANTED	2-15-79
BAL-900747 FORM 316 PN FILED	9-24-79	Voluntary assignment of license to UNIVERSITY CITY, INC. Atty for assignor - Philip M. Baker for assignee - Philip M. Baker, et al	GRANTED EFF:	9-25-79 10-1-79

FE: BAL/HT - Atty was called 7-20-79 - cert of by laus
nec., Table I - place of birth not shown; discrep. re
stock(issued & sub?); relationship of Carol & W.C.Woodall
Exh.7 - financing(no exh. filed)

AMENDED 8-23-79 re: request call sign chge.; bank ltr.;
Arts. of Inc.; commitment ltr. from Woodall (pres.)

AMENDED 8-28-79 re: bank ltr.

AMENDED 9-11-79 re: B/c int. of Tolliver Rivers & finan-
cail data on Yancey Edwards

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.

