

WWC

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CATALOG NO. 4550L 1/5

Form BC 126

June 1954 OFF. NO. 4798

BROADCASTING STATION LICENSE RECORD

Date first licensed April 29, 1970

Call letters WWWC

Station location Wilkesboro, N.C.

WWWC, INC. (AL. 12-24-74; EFF: 3-15-75)

Name of licensee PAUL L. CASHION AND J. E. WILSON, Jr. d/b as WILKES COUNTY RADIO

Transmitter location Woodland Boulevard near West View Drive, near Wilkesboro, N.C. (BP 9-15-69)

7 4697

WWWC Studio Bldg., West Main St., Wilkesboro, N. C. (BRC 1-21-70)

studio location to be determined, Wilkesboro, North Carolina (BP 9-15-69)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div	Period From- To
BMP-12660	9-15-69	1240kc	100w	U	3-12-70
BMP-12769	CP for a new standard broadcast station (Cond'1)				
BMP-12784					
BP-16556					
BRC-3401(1)	1-21-70	Operate RC.			
BP-18,698	2-9-70	1240kc, 100w, U			4-9 10-9-70
		CP to install new ALT. MAIN trans. GATES, BC-500G to be operated at new station			
BL-12,567(L)	4-29-70	Lic.(BP-16556)	New Station		12-1-72
BL-12,601(L)	4-29-70	Lic. cover(BP-18,698)	New-AUX.		12-1-72
BP-18,755	12-22-70	1240kc 250w 500w U			12-22-71
		CP to increase daytime and nighttime power to 250w 500w LS U and install new trans Gates BC-500G			

BL-12,890 (L) (Main Only)	3-29-71	Lic.(BP-18,755) for changes			12-1-72
BS-4798(1)	9-17-71	Mod. of lic. to delete second remote control point. (Main & Aux.)			
EBSA	5-22-72				
BR-4798(L)	12-20-72	RENEWAL (Main & Aux)			12-1-75
		AUX. CANCELLED			
BS-4798(L)	8-26-74	ML delete aux. transmitter			12-1-75

HAL-8304	12-24-74	Vol. AL.		EFF: 3-15-75	

BR-4798(L)	11-12-75	RENEWAL			12-1-78

BTC-8235	1/24/77	Vol rel of neg con EFF:			3/24/77
BR780801XW BZ780816AG (L)	3-27-79	RENEWAL OF LICENSE RENEWAL & MODIFICATION			12-1-81

AUG. 1955

APPLICATION RECORD - BROADCASTING

Call WWNC
Letters

Name Paul L. Cashion and J. B. Wilson, Jr.
d/b as Wilkes County Radio
Wilkesboro, North Carolina (FO & Paul L. Cashion, 328 Forest Hill Rd., Wilkesboro,
N.C. 28697)

File No.	Dated	Application for	Nature	Date
BP-16,556	1-5-65	Construction permit for a new standard broadcast station to be operated on:	DOCKET #16311	
H & F	1-11-65	Frequency: 1240kw Power: 100 watts Hours of operation: Unlimited Type trans: Gates-BC-1G BC-250T Trans loc: Bridge St. & Henderson Drive, Near intersec. of Hwy 421 & 268 West of Wilkesboro, N. C. Studio loc: Same as trans to be determined, Wilkesboro, N. C. REQUEST WAIVER OF SECT 73.28(d)(2) Atty: Mallyck & Bernton Engr: Robert H. Epperson	GRANTED Issued with BMP-12,784 Cond'l res before prog. test operation may be authorized. 250w Class IV stations. Benton v. Cashion, Docket 1781. (Issued with BMP-12660, & BMP-12769) After hearing Docket No. 16311 Order Issued.	11-20-65

SEE CARD #2 FOR AMEND

FORM BC-121 #2
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters new W W W C

Name Paul L. Cashion and J. B. Wilson, Jr. d/b as Wilkes County Radio
Wilkesboro, North Carolina (PO Box 967, N. Wilkesboro, N.C. 28659)

File No.	Dated	Application for	Action	
			Nature	Date
BP-16,556 cont'd Amendment H&F	2-8-65 2-9-65	AMENDED to change trans to Gates-BC-250T.	GRANTED	11-20-65
Amendment Received Filed(order)	3-31-66 4-11-66 6-22-66	AMENDED to change trans loc to Bridge St. and Henderson Drive, Wilkesboro, N.C. and change studio location (to be determined, Wilkesboro, N. C.) (same site as BP-16,466).		
BP- Recd	1-18-68 1-19-68	Mod. of CP(BP-16,556, application for a new ^{trans} standard b/c station) to chg. antenna loc. 500 feet west of present site(same description)	RETURNED per Sect.1.102(a)(3) CP in hearing status	1-29-68
Attys-Mallyck & Bernton Engr-George C.Davis(Ralph E.Dippell,Jr.) Ltr. of objects filed 1-25-68 by Miller & Schroeder (John B. Kenkel) on behalf of WKBC -WKBC-FM				

FORM BC-121

AUG. 1955

APPLICATION RECORD - BROADCASTING

1240kc

Call W W W C

Letters ~~unassigned~~

Paul L. Gashion and J. B. Wilson, Jr., d/b as

Name Wilkes County Radio

Wilkesboro, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BMP-12,660 R. & F. #502331 \$30 APR 1969	1-22-69 1-24-69 3-27-69	MP(BP-16,556) to change TL to Joines St. at James St., Wilkesboro, N. C., and change type transmitter to RCA BTA-1B1. atty-Mallyck & Bernton enr-George C. Davis	GRANTED Issued with BMP-12,784, BMP-769 & BP-16556.	4-9-69
BMP-12,784 Rec'd #516002 \$30 R&F R&F SEP	5-16-69 5-19-69 5-19-69 7-2-69 7-3-69	MP(BP-16,556, as mod) to change TL to Woodland Blvd near West View Drive, near Wilkesboro, N.C. atty-Mallyck & Bernton enr-Ralph E. Dippel, Jr.	Returned per Sec. 73.37- GRANTED (Issued with BMP-12660, BMP-12769 & BP-16556)	6-13-69
BMP-12,769 R&F \$30-530727 press:	7-16-69 7-22-69 7-22-69	MP(BP-16,556, as mod.) for extension of completion date to _____. NEW STATION. Atty. Mallyck & Bernton.	GRANTED to (Issued with 12660, BMP-12784 & BP-16556)	9-15-69 3-12-70

Form BC-121
September 1969

#4
APPLICATION RECORD - BROADCASTING

Call
Letters W W W C

Name PAUL L. CASHION AND J. B. WILSON d/b as WILKES COUNTY RADIO
Wilkesboro, N. C.

File No.	Dated	Application for	Action	
			Nature	Date
BRG-3401 R & F #569169 \$30. JAN 21 1970	1-5-70 1-8-70 1-8-70	MP (BP-16556) to change studio loc. to WWNC Studio Bldg., West Main Street, Wilkesboro, N.C. and operate transmitter by remote control from studio location and transmitter may be operated by remote control from 505 7th Street, North Wilkesboro, N.C. (By Employees of the Station only) <u>SECOND REMOTE CONTROL POINT.</u> Atty.: E. Theodore Mallyck	GRANTED	1-21-70
BP-18,698 R&F \$30-570612 PRESS: JAN 30 1970	1-9-70 1-13-70	CP to install New Alternate Main Transmitter, Gates, BC-500G. Atty. Mallyck & Bernton	GRANTED	2-9-70

Form BC-121
September 1969

Card #5

APPLICATION RECORD - BROADCASTING

Call Letters **WWWC**

PAUL L. CASHION AND J. B. WILSON, JR. d/b as WILKES COUNTY RADIO

Name **Wilkesboro, North Carolina**

File No.	Dated	Application for	Action	
			Nature	Date
BL-12,567 Rec'd #563854 \$30. Filed PTA PRESS	12-13-69 12-15-69 12-15-69 1-9-70 1-15-70	Lic.(BP-16556, as mod.) for new Standard Broadcast Station and changed location. Atty: <u>Mallyck & Bernton</u> Amendments on back	GRANTED	4-29-70
BL-12,601 Rec'd #579138 \$30. Amended & F #586874 \$30. PTA PRESS	2-16-70 2-18-70 2-18-70 3-23-70 3-23-70 4-1-70 APR 27 1970	Lic.(BP-18,698) Alternate-Main. Desig. as Auxiliary Trans. for Auxiliary purp. only. (Trans: GATES BC-500-G). FCC Form 302 submitted as "Aux.-Main" Refunded	GRANTED	4-29-70

BL-Amended: 12-22-69 re remote control
" 12-24-69 re Sect. II-A, Engr. data
" 1-2-70 supple engr. data
" 1-9-70 " " "

APPLICATION RECORD - BROADCASTING

Card #6

Call
Letters

W W W C

Name Paul L. Cashion and J. B. Wilson, Jr., d/b/a WILKES COUNTY RADIO
Wilkesboro, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BP-18,755	4-10-70	CP to increase daytime and nighttime power to 250w, Hew -LS, Unlimited. (1240kc) and install new transmitter Gates BC-1G , Gates BC-500G Atty. <u>Mallyck</u> and Bernton Eng. John H. Mullaney & Associates (Peter V. Gureckis) Amended to reduce power to 500w and change type transmitter to Gates, BC-500G.	GRANTED	12-22-70
Rec'd	4-14-70			
Filed	4-14-70			
\$75-593489	4-14-70			
PRESS: NOV 2 1970				
PN:	6-23-70			
Amendment	10-6-70			
R&F	10-9-70			
	NOV 2 1970			
BL-12,890	2-22-71	Lic.(BP-18,755) for changes, Main Trans. Atty: <u>Mallyck</u> & Bernton	GRANTED	3-29-71
R & F	2-25-71			
#667500 \$50.	2-25-71			
AG-067				
PTA	3-3-71			
PRESS MAR 17 1971				

Contact: Jeff B. Wilson, Jr.

"C" Street

North Wilkesboro, North Carolina

Telephone: Area Code 919 Local No. 667-1241

APPLICATION RECORD - BROADCASTING

1240kc.

Call
Letters W W W C

WWNC, INC.

Name PAUL L. CASHION AND J. B. WILSON, JR., d/b as WILKES COUNTY RADIO
Wilkesboro, N. C.

File No.	Dated	Application for	Action	
			Nature	Date
BR-4798 R & F P.N. PRESS AUG 8 1972	8-10-72 8-14-72 8-14-72	Renewal of License Atty.: E. Theodore Mallyck AMENDED 10-11-72 re: community problems AMENDED 12-4-72 re: programming	GRANTED	12-20-72
BR-4798	9-30-72	Renewal of Auxiliary		
BR-5304 R & F FEE PD: \$250 # 370835 CODE 047 (FORM 316) DEC 16 1974	12-2-74 12-5-74	Voluntary assignment of license to WWNC, INC. Atty - Mallyck & Bernton	GRANTED EFF:	12-24-74 3-15-75
BR-4798 R & F PN Recd. PRESS AUG 27 1975	7-24-75 7-30-75 "	RENEWAL OF LICENSE E.T.Mallyck, Atty.	GRANTED	11-12-75

Atty. was called 8-29-72 re: Aux.

APPLICATION RECORD - BROADCASTING

1240khz

Call
LettersW.W.W.G.....

Name WWNC, INC.
WILKESBORO, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BTC-8235 R & F (FORM 316)	12/27/76 1/3/77	Voluntary relinquishment of negative control of lic corp by J.B. Wilson, Jr. thru purchase of stock by Patricia C. Anderson from the licensee corp	GRANTED EFF:	1/24/77 3/24/77
BR780801XW PRESS	SEP 8 1978	Atty - <u>Mallvck</u> & Bernton RENEWAL OF LICENSE	GRANTED	3 29 79
BZ-780816AG R & F DM PRESS	8-16-78 10-17-78 NOV 2 1978	Direct Measurement	GRANTED issued with renewal.	3 27 79

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.

