

W D N G



REMOVABLE LABEL GUIDE •

Cat. No. 4550L

Patent No. 1590127

## BROADCASTING STATION LICENSE RECORD

W D N G (7-3-57)

Date first licensed November 14, 1938

Call letters ~~XW~~ H M A

LOCATION: ANNISTON, ALABAMA

POTTS BROADCASTING CO., INC. (AL 7-22-59 Eff: 7-27-59)

X RALPH M. ALLGOOD AND GROVER WISE, 4/5 of THE SOUTHLAND BROADCASTING  
COMPANY OF MONTGOMERY, ALABAMA (AL 6-27-57; EFF: 7-1-57)

x ANNISTON BROADCASTING COMPANY (AL 11-21-47; EFF: 12-20-47)

Name of licensee x HARRY M. AYERS

All of Block 63, between 15th and 16th and Crawford & Boynton Sts.,  
Anniston, Ala. (CP 7-26-46)Transmitter location Little Theatre Bldg., Noble and 14th Sts., Anniston, Alabama (C.P. & MP.  
Licensed 11-14-38  
10-11-38)

1115 Leighton Ave., Anniston, Alabama (ES 9-16-69)

X1031 Noble Street, Anniston, Alabama (BRC 1-19-61)

XAll of Block 63, between 15th and 16th and Crawford & Boynton Sts.,  
Anniston, Alabama (Ltr. 1-17-58)

X1330 Noble Street, Anniston, Alabama

Main studio location x Little Theatre Bldg., Noble and 14th Sts., Anniston, Alabama (C.P. & MP.  
Licensed 11-14-38  
10-11-38)

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Frequ.	Power	Time Div.	Period	
					From	To
Letter B3-P-1964	8-3-38	1420	100w	D	Subject to Eff. 8-13-38 trans. site and antenna. C.P. for new station in Anniston, Alabama	
B3-P-1964	10-11-38	1420	100w	D	12-11	8-11-39
B3-MP-703	C.P. for new station; Mod. C.P. for approval of trans. site & antenna; change authorized equipment					
B3-L-876	11-14-38	1420	100w	D	11-14	7-1-39
-	11/2/38	Opr unlimited time Nov 3 & 4, 1938, in connection with opening of WPM				
B3-S-987	5/13/39	opr IS May 6:30pm and June 7pm CST to conclusion baseball games. May 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, June 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13, 14, 1939. sub: compliance with Rule 15.15				
B3-S-987	5/19/39	opr IS May 6:30 and June 7pm CST to conclusion baseball games. May 19, 20, 22, 23, 24, 25, 26, 27, 30, 31, June 1, 2, 3, 4, 5, 6, 7, 8, 11, 13, 14, 1939. 50 w only, sub: compliance with Rule 15.15				
B3-S-987	7/8/39	opr IS July 7pm CST to conclusion "All Star" BB Game on 7/8/39. 50w only				
B3-R-987	6-20-39	1420	100w	D	7-1	1-1-40
B3-ML-615	8-19-39	1420	100w	U	8-20	1-1-40
	Eff. 8-30	Mod. License for Unlimited time				
B3-P-2545	11-20-39	1420	250w	U	1-20	7-20-40
	C.P. increase power and equip. changes					
B3-R-987	12-26-39	1420	100w	U	1-1	12-1-40
B3-S-987	2/23/40	1420	100w	U	3/1	8/1/40
B3-L-1109	3-14-40	1420	250w	U	3-14	8-1-40
	Lic. cover CP 2545 equip. changes, incr. power					
Order	6/12/40	Extension of License			8/1	10/1/40
Order	9-10-40	Extension of license			10-1	3-29-41
B3-Z-584	11-28-40	1420	250w	U	11-28	3-29-41
	Determine operating power by direct method.					
WARBA RELOCATION						
B3-R-987	2-24-41	1420	250w	U	2-29	12-1-41
B3-R-987	11-25-41	1450	250w	U	12-1	10-1-43
-S-987	11-6-42	1450	250w	U	12-1	10-1-43
	Mod. Lic. accordance Order 107					

B-S

# BROADCASTING STATION LICENSE RECORD

#2

WDNG (7-3-57)

Date first licensed .....

Call letters  WHMA .....

Name of licensee HARRY M. AYERS .....

Transmitter location See Card #1 .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
B3-R-987	9-7-43	1450	250w	U	10-1 10-1-45
B3-S-987	9-25-45	Extension of license Order 107-A			10-1 12-1-45
B3-Z-1709	9-4-45	1450	250w	U	9-4 10-1-45 Authority to determine operating power by direct measurement
B3-S-987	9-25-45	Superseding extension of license in accordance with Z-1709 & 107-A			10-1 12-1-45
B3-S-987	11-21-45	Extension of license			12-1 2-1-46
B3-S-987	1-23-46	Extension of license			2-1 4-1-46
B3-S-987	3-20-46	Extension of license			4-1 6-1-46
B3-R-987	4-17-46	1450	250w	U	4-17 2-1-48
B3-F-4811	7-26-46	CP change transmitter location, install new antenna and ground system			9-26 3-26-47
B3-L-2033 B3-Z-1855	12-3-46	1450	250w	U	12-3 2-1-48 Lic. to cover CP(4811) which authorized change T site, install new vertical antenna and ground system and determine operating power by direct method
BAL-649 EFF:	11-21-47	Assignment of License to Anniston Broadcasting Company.			
BR-987	2-20-48	1450	250w	U	2-1 2-1-51
BR-987	1-17-51	1450	250w	U	2-1 2-1-54
BZ-3267	3-13-51	1450	250w	U	3-13 2-1-54 Auth. to determine power by direct meas.
BRC-59(1)	5-22-53	Mod. of lic. to operate trans. by R.C. from 1330 Noble Street, Anniston, Alabama			
BP-8980	8-31-53	CP install new trans.			10-31 4-30-54
BR-987	1-27-54	1450	250w	U	2-1-54 4-1-55
BI-5126	1-20-54	1450kc	250w	U	1-20-54 2-1-54 Lic. cover CP(8980) to install new trans.
BR-987	3-9-55	Renewal of license			4-1- 4-1-58
BAL-2082 EFF:	6-27-57 7-1-57	Vol. assignment of lic. to Ralph M. Allgood and Grover Wine, d/b as The Southland Broadcasting Company of Montgomery, Alabama.			(CONDITIONAL)

Form BC-126

June 1954

Card #3

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W D N G .....

Name of licensee .....

Transmitter location .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BZ-3950 (1)	12-26-57	Authority determine operating power by direct measurement antenna power			
TELEGRAM	3-28-58	Action on renewal deferred 3-27-58 and continued operation authorized until final determination on application.			
BR-987	4-16-58	1450	250w	U	4-16 4-1-61
BAL-3547 Eff:	7-22-59 7-27-59	Voluntary assignment of license to POTTS BROADCASTING CO., INC.			
BRC-1778	1-9-61	1450kc	250w	U	1-9 4-1-61
	Modification of license to change studio location from All of Block 63 and Boynton Sts., Anniston, Ala., to 1031 Noble Street, Anniston, Alabama and operate transmitter by Remote Control from <u>studio location</u>				
	3-29-61	Commission deferred action on renewal pending further consideration.			
BP-14131	10-25-61	1450kc	250w, 1kw-LS	U	12-25 6-25-62
	CP to increase daytime power to 1kw and install a new transmitter (COLLINS 20-V) (Cond'1).				
BR-987	8-31-61	Renewal of license			8-31 4-1-64
BL-9182 (1) <i>main</i>	5-23-62	1450kc	250w, 1kw	U	
	License to cover CP (BP-14131) which auth. incr. in daytime power and install new trans. (Collins 20-V-2) (Card'1)				
BR-987	3-24-64	1450kc	250kw, 1kw, 2kw	U	4-1 4-1-67
BR-987	3-31-67	Renewal of license			4-1 4-1-70
BS-987(1) (Applic.)	9-16-69	Mod. of license to chg. studio loc. & remote control point to 1115 Leighton Avenue, Anniston, Alabama.			
BR-987(L)	4-1-70	RENEWAL			4-1-73
BI-1256(L)	4-10-70	1450kc	250w, 1kw-LS	Aux.	4-1-73
	Lic. use former main as aux.				
BZ-7939(L)	2-4-72	Direct Measurement			
EBSA	5-22-72				
BR-987	8-30-74	(S) REN. OF LICENSE MAIN & AUX.			4-1-76

BC-126  
June 1975

# BROADCASTING STATION LICENSE RECORD

CARD 4

Date first licensed .....

Call letters W D N C

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
BR987	3-9-76	Renewal	of Main & Aux.		4-1-79
BZ-9706(1)	6-27-78	Direct	Measurement		
BR781201YO (L)	3-30-79	RENEWAL	OF LICENSE (MAIN & AUXILIARY TRANS.)		4-1-82

#1

Call WHMA  
Letters X NEWName HARRY M. AYERSP.O. Anniston, Ala.

File No.	Dated	Application for	Action	
			Nature	Date
B3-P-1964	10-11-37	C.P. for new station to be operated on: Frequency - 1420 kc Power - 100 w Time -- daytime studio and transmitter sites to be determined, Anniston, Ala.	Returned -- 10-15-37 Section 16-(e-2) Returned 10-23-37 Jurat Ex. Rept. I-630 Dock. 4932 GRANTED Min. 8-3-38 Effective 8-13-38 Trans. site and antenna to be determined Letter written Issued with LP-703 10-11-38	
Resubmitted (rec'd 10-21-37)	10-11-37			
Resubmitted (rec'd 10-27-37)	10-11-37			
B3-MP-703	9-6-38	Modification of C.P. (B3-P-1964) to change type of equipment, approval of antenna, and studio and transmitter site at Corner Noble & 14th St., Anniston, Alabama.	Returned -- 9-14-38 10-11-38	
Resubmitted	9-16-38		Granted	10-11-38

## APPLICATION RECORD - BROADCASTING

Call

Letters                     Name HARRY M. AYERS

File No.	Dated	Application for	Action	
			Nature	Date
B3-L-876	10-23-38	License to cover C.F. (B3-P-1964) as modified for a new station.	Granted	11-14-38
B3-ML-815	12-1-38	Mod. of license to change hours of operation from daytime to unlimited time, using 100 watts power day and night.	Returned	11-6-38
Resubmitted	12-8-38		Docket 5473 B-46 GRANTED 8-19-39 Effective 8-20-39 Min. #378 8-21-39	
B3-R-987	4-18-39	Renewal of license	Granted	6-20-39
B3-ML-819	8-25-39	Modification of license to change hours of operation from daytime to unlimited time using 100w day and night.	Returned	8-29-39
			Facilities requested already granted	

## APPLICATION RECORD—BROADCASTING

F 3

Call letters W H M AName HARRY M. AYERS

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-P-2548 Resubmitted	9-26-39 10-16-39	C.P. to make changes in equipment, and increase power from 100 to 250w day & night.	<del>Returned</del> <del>only one copy returned</del> Granted	<del>10-12-39</del>  11-20-39
B3-R-987	10-30-39	<sup>T</sup> Renewal of license	Granted	12-26-39
B3-L-1109 Resubmitted	2-21-40 3-2-40	License to cover C.P. (B3-P-2548) for changes in equipment and increase in power	<del>Returned</del> <del>Signature &amp; Jurat</del> Granted	<del>2-26-40</del>  3-14-40
B3-L-987	5/1/40	Renewal of license	Granted	3-24-41 1450kc, 250w, U

#4

Call  
Letters W H M AName HARRY M. AYERS

File No.	Dated	Application for	Action	
			Nature	Date
B3-Z-584 Rec'd Date Filed	10-28-40 11-8-40 11-8-40	Authority to determine operating power by direct measurement of antenna power.	GRANTED	11-28-40
B3-R-957 Resub.	9-23-41 "	Renewal of license	Ret'd. - 8-13-41; Sections 14; 15(a); 17(1); 20(g) -- Granted	11-26-41
B3-R-987 Rec'd	7-29-43 8-2-43	Renewal of license	Granted	9-7-43
B3-R-987 Rec'd.	7-21-45 8-1-45	Renewal of license 303-A filed 8-7-45	Granted	4-17-46
B3-Z-1709 Rec'd Filed	8-6-45 8-7-45 8-7-45	Authority to determine operating power by direct measurement of antenna power.	Granted	9-4-45

## APPLICATION RECORD - BROADCASTING

#5

Call  
Letters W H M AName HARRY M. AYERS

File No.	Dated	Application for	Action	
			Nature	Date
87-P-4811 Rec'd Filed	4-23-46 4-24-46 5-22-46	Construction Permit to install new vertical antenna and ground system and move transmitter from Noble and 14th Streets, Anniston, Alabama to <u>All</u> of Block 63, between 15th and 16th and Crawford and Boynton Streets, Anniston, Alabama. (Filed by Andrew W. Bennett, Atty.)	GRANTED	7-26-46

## APPLICATION RECORD - BROADCASTING

#6

Call

Letters W H M A

ANNISTON BROADCASTING COMPANY (AL 11-21-47; EFF 12-20-47)

Name X HARRY M. AYERS

File No.	Dated	Application for	Action	
			Nature	Date
B3-L-2033 Rec'd Filed	8-14-46 8-19-46 8-19-46	License to cover C.P. (B3-P-4811) which authorized to install a new vertical antenna and ground system and change transmitter location.  and Authority to determine operating power by direct measurement of antenna power.	GRANTED	12-3-46
B3-Z-1855 Rec'd Filed	8-14-46 8-19-46 8-19-46			
BAL-649 Rec'd Filed	8-30-47 9-18-47 9-18-47	Voluntary Assignment of License from Harry M. Ayers to Anniston Broadcasting Company. (Filed by Andrew W. Bennett, Atty.)  (335's filed)	GRANTED EFF:	11-21-47 12-20-47

## APPLICATION RECORD - BROADCASTING

#7

Call

Letters

WHMA

ANNISTON BROADCASTING COMPANY

Name XHARRY M. AYERS

File No.	Dated	Application for	Action	
			Nature	Date
BR-987 Rec'd	11-26-47 12-1-47	Renewal of license (303 ret'd to Andrew Bennett)	Ret'd	12-15-47
Resubmitted Rec'd.	12-29-47 1-2-48		GRANTED	1-30-48
BR-987 Rec'd	11-30-50 12-4-50	Renewal of license.	GRANTED	1-17-51
BZ-3267 Rec'd. Filed	2-23-51 2-26-51 2-26-51	Authority to determine operating power by direct measurement of antenna power.	GRANTED	3-13-51

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters W H M AName ANNISTON BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BRC-59 Rec'd Filed	5-14-53 5-18-53 5-18-53	Modification of license to operate transmitter by Remote Control from 1330 Noble Street, Anniston, Alabama.	GRANTED	5-22-53
BP-8980 Rec'd Filed	8-20-53 8-21-53 8-21-53	Construction permit for installation of a new transmitter (COLLINS 300-J).	GRANTED	8-31-53
BR-987 Rec'd Resub. Rec'd	10-31-53 11-4-53 12-21-53 12-23-53	Renewal of License (Sect. II dated after Sect. I)	<del>RETURNED</del> GRANTED	<del>DEC 11 1953</del> 1-27-54
BL-5186 Rec'd Filed	12-1-53 12-2-53 12-2-53	License to cover construction permit (BP-8980) which authorized installation of a new transmitter.	GRANTED	1-20-54

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call Letters W D N G (7-3-57)  
x W H M AName ANNISTON BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BP-9376 Rec'd Filed	7-3-54 7-7-54 7-7-54	Construction permit to change frequency from 1450kc to 1240kc.  Harry J. Daly, Atty. Claude M. Gray, Engr.	DISMISSED without prejudice Order - Doc. 11229	5-18-55
BR-987 Rec'd Filed	12-31-54 1-5-55 1-5-55	Renewal of License	GRANTED	3-9-55
BAL-2682 Rec'd Filed	5-29-57 5-31-57 5-31-57	Voluntary assignment of license to Ralph M Allgood and Grover Wise, d/b as The Southland Broadcasting Company of Montgomery, Alabama Harry J. Daly, Atty.	GRANTED E.F. COND'L re assignor dispose interest in notes	6-27-57 7-1-57 60 da.*

\*Time ext. add'l 60 days to disp.se of notes

WASHINGTON, D.C.

## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call

Letters W.D.N.G.

Name  RALPH M. ALLGOOD AND GROVER WISE, d/b as  
 THE SOUTHLAND BROADCASTING COMPANY OF MONTGOMERY, ALABAMA

File No.	Dated	Application for	Action	
			Nature	Date
BZ-3950 Rec'd Filed	11-12-57 11-21-57 11-21-57	Authority to determine operating power by direct measurement of antenna power.	GRANTED	12-26-57
BR-987 Rec'd Filed	1-25-58 2-3-58	Renewal of license.	GRANTED	4-16-58
BAL-3547 Rec'd. Filed	7-2-59 7-2-59 7-2-59	Voluntary assignment of license to Potts Broadcasting Co., Inc.  J. Roger Wollenberg, Atty.	GRANTED EFF:	7-22-59 7-27-59
BP-14,131 Rec'd Filed	5-4-60 5-9-60 5-9-60	Construction Permit to increase daytime power from 250w to 1kw and install a new transmitter (Collins 20-V)  Atty.- Haley, Wollenberg & Bader Eng.- Jansky & Bailey, Inc.	GRANTED Cond'l re: Permittee shall submit with the applic. for license antenna resistance meas. Permittee shall accept such interference.	10-25-61

APPLICATION RECORD - BROADCASTING

Call  
Letters W D N G

Name POTTS BROADCASTING CO., INC.  
ANNISTON, ALABAMA

File No.	Dated	Application for	Action	
			Nature	Date
BRC-1778 Rec'd Filed	11-16-60 11-29-60 11-29-60	Mod. of license to change studio location from All of Block 63, between 15th and 16th and Crawford and Boynton Sts., Anniston, Alabama to 1031 Noble Street, Anniston, Alabama and operate transmitter by remote control from studio location.	GRANTED	1-9-61
BR-987 Rec'd & Filed	12-3-60 1-4-61	J. Roger Wollenberg, Atty. Renewal of license Haley, Wollenberg and Bader, Attys	GRANTED	8-31-61
BL-9182 R. & F.	2-15-62 2-16-62	Lic to cover CP (BP-14,131) which auth. incr. in daytime power and installation of a new transmitter.	GRANTED	5-23-62
Station now represented by Wilmer, Cutler & Pickering (J. Roger Wollenberg, Esq).			Cond'l: accept interference from other 250w Class IV stations if they incr. power to 1kw	

## APPLICATION RECORD - BROADCASTING

Call  
Letters W D N GName POTTS BROADCASTING CO., INC.  
Anniston, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BR-987 Rec'd Filed	11-18-63 12-20-63 12-20-63	Renewal of License  J. Roger Wollenberg, Atty.	GRANTED	3-24-64
BR-987 R & F	12-1-66 1-3-67 <b>DEC 9 1968</b>	Renewal of License  Attys - Wilmer, Cutler & Pickering( (J. Roger Wollenberg)	GRANTED Cond. re.	3-31-67 Class IV
BR-987 Rec'd Filed \$563863 \$75 (\$105 sub) PN PRESS JAN 28 1970	12-1-69 12-10-69 12-15-69 12-10-69	Renewal of license	GRANTED	4-1-70

#13

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call  
Letters W D N G

POTTS BROADCASTING CO., INC.

Name .....  
Anniston, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BL-12,569 R & F #560662 \$30. PTA PRESS APR 2 1970	12-11-69 12-17-69 11-28-69 12-29-69	Lic. to use former Main Trans. (COLLINS-20-V-2) as Auxiliary Trans. (1450kc, 250w-1kw-LS) Remote Control	GRANTED	4-10-70
BZ-7939 Rec'd DM Amended & F DM PRESS JAN 28 1972	10-27-71 11-17-71 11-23-71 12-27-71 1-7-72	Direct Measurement - Main  Main Direct Meas. - Auxiliary	GRANTED	2-4-72
BR-987 R & F PN Recd. PRESS BR-987 R & F JAN 4 1973	12-10-72 12-18-72 12-10-72 1-12-73	RENEWAL OF LICENSE (Main) AMENDED 3-22-73 re: ascertainment of comm. needs; employment program AMENDED 4-5-73 re: equal employment policy AMENDED 5-1-73 re: employment report Renewal of Auxiliary AMENDED 9-13-73 re: notice of charge of emp. discrimination	GRANTED	8-30-74

#14

1450 kc

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

4-38

Call  
Letters W D N GName POTTS BROADCASTING CO., INC.  
ANNISTON, ALABAMA

File No.	Dated	Application for	Action	
			Nature	Date
BR-987 R & F PN Recd. PRESS	11-20-75 12-1-75 " FEB 6 1976	RENEWAL OF LICENSE (MAIN & AUXILARY TRANS.) D. R. Anderson, Atty. (Wilmer & Cutler)	GRANTED	3-9-76
BZ-9706 R & F DM PRESS	5-2-78 5-10-78 5-17-78 JUN 14 1978	Direct Measurement	GRANTED	6-27-78
BR781201YO PRESS:	FEB 7 1979	RENEWAL OF LICENSE (Main & Aux. Trans.)	GRANTED	3-30-79

## 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 12<sup>th</sup> 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.

