

W E G G

 SPERRY RAND

REMOVABLE LABEL TAB

GUIDES AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/5

June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed 12-16-75

Call letters W E G G

Station location Rose Hill, N C

(AP 6-29-73 EFF: 8-14-73)

Name of licensee X J. M. FARLOW AND WILLIAM D. MILLS d/b as DUPLIN COUNTY BROADCASTERS
JEFF B. WILSON AND WILLIAM D. MILLS dba DUPLIN COUNTY BROADCASTERS

Transmitter location On left of Hwy. 117 N. 2.6 mi. N. of town Rose Hill N.C. (BP 6-19-70)

Main studio location On left of Hwy. 117 N. 2.6 mi. N. of town Rose Hill N.C. (BP 6-19-70)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BP-17,406	6-19-70	710kc	250w	DA, Day	2-19-71
CP for a new standard broadcast station.					
BP-17,406(1)	12-28-70	Call letters assigned			
BMP-13,182 (2)	3-5-71	MP(BP-17,406) ext. time to 8-19-71			
BMP-13,281	(3) 10-22-71	MP(BP-17,406) ext. time to 2-19-72			
Further ext. not contemplated absent filing of appli. mod. of CP by 1-15-72 or showing of progress toward completion of construction.					
EBSA	6-12-72				
BMP-13,385	9-8-72	MP(BP-17,406) ex. time to 3-19-73			
BMP-13,474	issued with ext. (Mod. to chg. ant. sys.) Non-DA.				
BMP-13,586	(1) 3-20-73	MP(BP-17,406) ext. time 5-19-73			
BMP-13,625	(2) 6-29-73	MP(BP-17,406) ext. time to 11-19-73			
BAP-811	6-29-73	VOL AP	EFF:	(Cond'l.)	
BMP-13,719	(3) 11-30-73	MP(BP-17,406) ext. time 5-19-74			
BMP-13,784	(L) 5-31-74	MP(BP-17,406, as mod) and name change ext. time to			
		710khz	250w	Day	11-19-74.
BMP-13,905 (1)	12-23-74	MP(BP-17,406 as mod) to ext. time to 5-18-75			
BMP-13987	(2) 6-9-75	MP(BP-17406, as mod) ext to 8-18-75			
BL-14,011	(L) 12-16-75	Lic. to cover BP-17,406 for NEW STANDARD BROADCAST STATION 12-1-78			
CM72L	10-1-76	FSA	250w		
EX780721UH (5)	11-14-78	Renewal of License			
		12-1-81			

Aug. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters new W E G GName J. M. Farlow and William D. Mills d/b as
Duplin County Broadcasters

Rose Hill, North Carolina (c/o J. M. Farlow, Rte 2, Asheboro, N.C. 27203)

File No.	Dated	Application for	Action	
			Nature	Date
BP-17,406 R. & F.	8-13-66 8-15-66	CP for a new standard broadcast station to be operated on: Frequency: 710kc Power: 250w DA-D Hours of operation: Daytime Type trans. Gates BC-250T Trans. location: On left of Hwy 117 North, 2.6 mi. N of town, Rose Hill, North Carolina Studio location: Same as transmitter Atty: Mallyck & Bernton Engr: Robert H. Epperson, Edward Deeters Preliminary examination indicates this proposal is MUTUALLY EXCLUSIVE with BP-17,143, BP-17,273, BP-17,278 and BP-17,421.	DESIGNATED FOR HEARING 2-5-69 Docket #18443	
SEE AMEND CARD #2			GRANTED	6-19-70
AMENDMENT 1&F 9-3-68		AMENDED Section IV-A		

APPLICATION RECORD - BROADCASTING

AUG. 1955 CARD #2

Call WELG
Letters newName J. M. FARLOW AND WILLIAM D. MILLS d/b as DUFLEN COUNTY BROADCASTERS
Rose Hill, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BP-17,406 cont'd AMENDMENT R & F OCT 28 1968	9-26-68 10-1-68	Change ground-system and make changes in antenna-system (change tower spacing) and amend Sections III and IV-A and engineering (correct coordinates).		
BMP-13,182 R & F \$50-662988 AC-067 FEB 2 1971	2-6-71 2-9-71 2-9-71	MP(BP-17,406) for extension of completion date to _____ (new) Atty: Mallyck & Bernton	GRANTED TO	3-5-71 8-19-71
BMP-13,281 R & F #024586 \$50 Acc. 067 Press AUG 23 1971 Amended 10-1-71 re: Additional Information	8-11-71 8-16-71 8-16-71	MP(BP-17,406, as mod.) for extension of completion date to _____. (New) Atty: E. Theodore Mallyck	GRANTED to	10-22-71 2-19-72

#3

APPLICATION RECORD - BROADCASTING

710khz

Call
Letters W E G G

Name J. M. FARLOW AND WILLIAM D. MILLS d/b as DUPLIN COUNTY BROADCASTERS
Rose Hill, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BMP-13,385 R & F \$50-042629 AC-067 FEB 24 1972	2-7-72 2-17-72 2-17-72	MP(BP-17,406 as mod.) for extension of completion date _____ (new) Atty: E. Theordore Mallyck	GRANTED to	9-8-72 3-19-73
BMP-13,474 Rec'd filed \$50-042631 AC-060 PRESS: AUG 15 1972	2-7-72 2-17-72 2-17-72 2-17-72	Modification of CP(BP-17,406 as mod.) to change antenna system to a single tower non-directional antenna. (chge from to DA to non-DA) Atty. <u>Mallyck</u> and Bernton	GRANTED issued with BMP-13,385	8-30-72
BMP-13,586 R&F \$50-159118 AC-067 PRESS: MAR 14 1973	3-2-73 3-5-73 3-5-73	Mod. of CP(BP-17,406 as mod.) for extension of completion date to _____. (New) Atty. Theodore Mallyck	GRANTED to	3-20-73 5-19-73

APPLICATION RECORD - BROADCASTING

710khz

JEFF B. WILSON AND WILLIAM D. MILLS dba DUPLIN COUNTY BROADCASTERS

Call

X J.M. Farlow and William D. Mills

Letters W E G G

Name dba DUPLIN COUNTY BROADCASTERS

Rose Hill, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BAP -811 R & F FEE PD: \$1000 #168076 CODE 047 Pub. notice filed	3-23-73 3-27-73 APR 20 1973 5-11-73	Voluntary assignment of CP(BP-17406, as mod. new station) to JEFF B. WILSON and WILLIAM D. MILLS dba DUPLIN COUNTY BROADCASTERS (SEE OVER FOR AMENDMENTS ETC) Atty - <u>Mallyck</u> & Bernton	GRANTED Req. Grant Fee EFF: pd 048	6-29-73 \$120.00 8-14-73 222561
BMP-13,625 R & F \$50-182607 AC-067 MAY 24 1973	4-27-73 5-7-73 5-7-73 Amended 6-11-73 re concerning required equipment. Amended 6-28-73 re concerning rental of equipment.	MP(BP-17,406, as mod.) for extension of completion date to _____ (new) Atty: Theodore Mallyck	GRANTED to	6-29-73 11-19-73
BMP-13,719 R & F \$50-253043 AC-056 PRESS: NOV 26 1973	11-12-73 11-16-73 11-16-73	Mod. of CP(BP-17,406 as mod.) for extension of completion date to _____. (New) Atty. Mallyck & Bernton	GRANTED to	11-30-73 5-19-74

RE: BAP-811 - AMENDED 6-11-73 - statement re consideration
financial data & re programming

AMENDED 6-11-73 - affidavits re expenses incurred; & to
reflect chg to non-DA. (BMP-13474 gr 8-30-72)

APPLICATION RECORD - BROADCASTING

#5

Call
Letters W E C G

Name Jeff B. Wilson and William D. Mills d/b as Duplin County Broadcasters
Rose Hill, N. C.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-13,784 R & F \$50-301765 AC-056 PRESS MAY 1 6 1974	4-30-74 5-6-74 5-8-74	MP(BP-17,406, as mod) ext. time to _____ NEW Atty: Theodore Mallyck	GRANTED TO	5-31-74 11-19-74
Request R&F PRESS: SEP 4 1974	8-17-74 8-23-74	Request waiver of Section 73.1201(b)(2) of the Rules to identify as "ROSE HILL-KENANSVILLE" North Carolina. Atty. <u>Mallyck</u> & Bernton	DENIED	9-27-74
BMP-13,905 R&F \$50365293 AC 056 PRESS DEC 1 1 1974	11-14-74 11-14-74	as mod. MP(BP17,406) to ext. time to _____	GRANTED	12-23-74 to 5-18-75

APPLICATION RECORD - BROADCASTING

Call
Letters W E G G

Name Jeff B. Wilson and William D. Mills d/b as Duplin County Broadcasters
Rose Hill, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BMP-13,987 R & F \$100-427976 AC-056 PRESS	5-12-75 5-15-75 5-15-75 JUN 5 1975	MP(BP-17,406, as mod.) ext. time to 8-18-75. (New Station) Atty: E. Theodore Mallyck (Mallyck & Bernton)	GRANTED TO	6-9-75 8-18-75
BL-14,011 R & F \$100#458907 P T A PRESS SEP 3 1975	7-31-75 8-7-75 8-8-75 8-18-75	Lic. to cover BP-17,406 for New Standard B/C Station, Transmitter: Collins 300G Att: Theodore Mallyck	GRANTED	12-16-75
BR780721UH R & F PRESS AUG 1 1978	7-7-78 7-21-78	RENEWAL OF LICENSE Atty: E. Theodore Mallyck	GRANTED	11-14-78

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.

