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CATALOG NO. 4550L 1/5



June 1954

FM BROADCAST

1361

## BROADCASTING STATION LICENSE RECORD

Date first licensed 8-15-62

Call letters WQMG

Station location Greensboro  
North Carolina

Name of licensee MURRAY HILL BROADCASTING COMPANY

1019 Warehouse Street, Greensboro, N. C. (MP-5-7-68)  
U.S. 220, 12 mi. NW of Greensboro, N.C. (PH-2-14-68)

16th Floor

Transmitter location North Carolina  
top/Jefferson Standard Bldg., E. Market and N. Elm Sts., Greensboro, N.C.

27405

1019 Warehouse Street, Greensboro, North Carolina (RCH-8-22-66)  
xx 707 Guilford Bldg., 301 S. Elm Street, Greensboro, N. C. (BRCH 3-29-63)

721

Main studio location x/Jefferson Standard Bldg., E. Market and N. Elm Sts., Greensboro, N.C.



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	ERP: Power	Time Div.	Period From To
BPH-3561 HAAT: 320' CH: 246	4-19-62	97.1mcs	20kw	Un	4-19 12-1-66
Construction permit which authorized a new FM broadcast station					
BRCH-379 (1)	6-27-62	Mod. of CP(BPH-3561) to operate transmitter by remote control from Jefferson Standard Bldg., E. Market & N. Elm Streets, Greensboro, North Carolina.			
BSCA-423	7-31-62	Subsidiary Communications Authorization on approximately 67 kilocycles.			
BLH-2128 HAAT: 320ft.	8-15-62	97.1mcs	20kw	U	8-15 12-1-66
		TOP: 4.1kw			
Lic. to cover CP (BPH-3561 as mod) which auth a new FM B/C station & spec. a GATHE FM-5C trans.					
BRCH-438 (1)	3-29-63	Mod. of license to change studio loc. and remote control point to 707 Guilford Bldg., 301 South Elm Street, Greensboro, North Carolina.			
BRH-1361	11-29-63	97.1mcs.	20kw	U	12-1 12-1-66
BRSCA-423	11-29-63	Subsidiary Communications Authorization on Multiplex Basis to 12-1 12-1-66			
BTC-4657	11-13-64	Voluntary transfer of control of lic. corp. from Harry J. Hill to Ralph C. Price			
Eff: 11-16-64					
BRCH-744 (1)	8-22-66	Mod. of lic. to chg. studio & Remote Control location to 1019 Warehouse Street, Greensboro, North Carolina			
BRH-1361 HAAT: 320'	11-18-66	97.1mc.	ERP: 20kw	Unl.	12-1 12-1-69
		ch#246 TPO: 4.1kw (EC)			
Renewal of license					
BRSCA-423	11-18-66	Renewal of SCA (67kcs) 12-1 12-1-69			
BPH-6094	2-14-68	97.1mc.	ERP: 20kw(h&v)	U	4-14-68
		ch#246 TPO: 9.1kw (EC)		10-14-68	
CP'chg. ant-trans loc.; new trans(Gates-FM-10H)					
new ant(Gates-FMC-5, 5 sects); TPO, operate with					
vert. ERP; HAAT;					



Form BC 126 # 2

June 1954

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ..... W Q M G

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
BMPH-9953 HAAT: 520' (h&v)	5-7-68	97.4mc. ch#246 MP(BPH-6094) chg. ant-trans loc.,; chg. TPO, and HAAT;	ERP: 20kw(h&v) U TPO: 8.7kw (K <sup>2</sup> C)		10-14-68
BMPH-10,271 (1)	9-25-68	MP(BPH-6094 as mod.)	ext. time to		6-14-69
ELH-4337(L)	6-10-69	Lic. (BPH-6094 as mod.)	for chgs.		12-1-69
BTC-6021	11-14-69	Vol. TC			
ELH-4433	12-1-69	LICENSE: (for Aux. purposes only)	to used former main trans.		12-1-72
BRH-1361 (S) BRSCA-423	11-26-69	Renewal of License & SCA			12-1-72
EBSA BRH-1361(S) BRSCA-423	5-22-72 12-5-72	Renewal of License & SCA			12-1-75
BRH-1361(S) BRSCA-423	11-12-75 " " "	RENEWAL " " "	(MAIN & AUX.)		12-1-78 " " "
BTC-8591	6-12-78	VOL. TC			
BRH780728WB BRSCA" " "	11-20-78	RENEWAL OF LICENSE RENEWAL OF SCA	(MAIN & AUX.)		12-1-81



AUG. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters NEW WQMGName MURRAY HILL BROADCASTING COMPANY  
GREENSBORO, NORTH CAROLINA (P.O. - Room 721, Jefferson Standard Bldg., Greensboro, N.C.)

File No.	Dated	Application for	Action	
			Nature	Date
BPH-3561	10-9-61	Construction permit for a new FM broadcast station to be operated on:	GRANTED	2-19-62
Rec'd	10-11-61	Frequency -- <del>102.7mc CH-274</del> 97.1mc CH 246		
Filed	10-11-61	ERP - 20kw TPO <del>3.91kw</del> 4.06kw		
		Type transmitter - GATES FM 5B		
		Type antenna - MAL MOBLEY MM-5 (5 section)		
		HAAT 315 ft		
		Trans. location - Atop Jefferson Standard Bldg. E. Market & N. Elm Sts., Greensboro, N.C.		
		Studio location - Jefferson Standard Bldg. E. Market & N. Elm Sts., Greensboro, N.C.		
		Atty. - R.L. Heald (Spearman & Roberson)		
		Engr. - Silliman, Moffet & Rohrer		
AMENDMENT	12-29-61	AMENDED to change frequency to 97.1mc CH 246;		
R & F	1-2-62	change TPO to 4.06kw.		



FORM BC-121  
Aug. 1955

#2

# APPLICATION RECORD - BROADCASTING

Call  
Letters W Q M Q

Name MURRAY HILL BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BRCH-379 Rec'd Filed	6-15-62 6-18-62 6-18-62	Mod. of CP(BPH-3561) to operate transmitter by remote control from Jefferson Standard Bldg., E. Market & N. Elm Streets, Greensboro, North Carolina. Robert L. Heald, Atty.	GRANTED	6-27-62
BLH-2128 R & F 6-27-62	6-6-62 6-12-62	Lic to cover CP (BPH-3561, as modified) which auth a new FM B/C Station and specify a GATES FM-5C transmitter Attys: Spearman & Roberson	GRANTED	8-15-62
BSCA-423 R & F	6-1-62 6-4-62	Request for a subsidiary communications auth to operate on a sub-carrier frequency of 67kc Attys: Spearman & Roberson	GRANTED	7-31-62



FORM BC-121  
Aug. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters WQMG

Name MURRAY HILL BROADCASTING COMPANY  
GREENSBORO, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BRCH-438 Rec'd Filed	3-22-63 3-25-63 3-25-63	Modification of license to change studio location and remote control point to 707 Guilford Bldg., 301 South Elm Street, Greensboro, North Carolina.	GRANTED	3-29-63
BRH-1361 Rec'd Filed	9-25-63 9-27-63 9-27-63	Renewal of license---12-1-63 (Main) Atty. Robert L. Heald	GRANTED	11-29-63
BRSCA-423 KKKYX Rec'd Filed	9-12-63 9-27-63 9-27-63	Renewal of license---12-1-63 (SCA) Atty. Robert L. Heald	GRANTED	11-29-63
BTC-1657 R & F	9-12-64 9-14-64	Voluntary transfer of control of licensee corp. from Harry J. Hill to Ralph C. Price REQ. WAIVER OF SECTION 1.597 of RULES Atty. - Spearman & Roberson	GRANTED	11-13-64 Eff: 11-16-64



## APPLICATION RECORD - BROADCASTING

Call  
Letters WQMGName MURRAY HILL BROADCASTING COMPANY  
Greensboro, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BRCH-744 R & F	8-8-66 8-11-66	Modification of license to change studio location and remote control point to 1019 Warehouse Street, Greensboro, N. C.	GRANTED	8-22-66
BRH-1361 R & F	8-24-66 8-29-66	Renewal of License	GRANTED	11-18-66
BRSCA-423 R & F	8-24-66 8-29-66	Renewal of SCA		
BPH-6094 Rec'd Resub Recd Filed JAN 18 1968	7-24-67 7-25-67 9-29-67 10-12-67 12-7-67	CP to chg. ant-trans location to US 220, 12 mi. NW of city, Greensboro, N. C., install new trans(Gates-FM-10H); install new ant(Gates-FMC-5, 5 sects); incr. TPO to 9.05kw; operate with a vert. ERP 20kw; and incr. HAAT to 555 feet. (Request for Waiver of Section 73.213 (f)(1) of the Rules) <del>granted by Comm. Action</del> Attys-Fletcher, Heald, Rowell, Kennehan & Hildreth Engr: Palmer A. Green, Greenville, S. C.	<del>Returned--8-10-67--short-spacing--</del> Waiver granted; appli. Accept. for filing by Comm. Action 12-20-67. GRANTED	<del>8-10-67</del>  2-14-68



AUG. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters WQMGName MURRAY HILL BROADCASTING COMPANY  
GREENSBORO, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-9953 R & F #414687 \$30 APR 10 1968	3-15-68 3-19-68 3-19-68	MP(BPH-6094) chg. ant-trans loc. 1019 Warehouse St., Greensboro, North Carolina; make chg. in ant. system(decr. hght); chg. TPO 8.72kw; and HAAT 515 feet. Atty - James P. Riley(Fletcher, Heald etc.) Engr: Palmer Greer(Greenville, S.C.)	GRANTED	5-7-68
BMPH-10,271 R & F #457294 \$30 SEP 20 1968	9-8-68 9-9-68 9-9-68	MP(BPH-6094 as mod.) ext. time to _____ (FOR CHANGES.)  Atty - Vincent J. Curtis, Jr.(Fletcher, Heald)	GRANTED to	9-25-68 4-14-69
BLH-4337 R & F #495207 \$30 PT MAR 25 1969	2/26/69 3/3/69 3/3/69 3/11/69	Lic. (BPH-6094 as mod.) for changes.	GRANTED	6-10-69



FORM BC-121

AUG. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters WQMGName MURRAY HILL BROADCASTING COMPANY  
Greensboro, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BLH-4433	5/28/69	License to use former main trans. GATES FM 5C for auxiliary purposes only. (97.1mc ERP: 20kw <sup>(h-v)</sup> TPO: 5kw HAAT: 520' N+V) Atty: Vincent J. Curtis, Jr. Re engr. data.	GRANTED	12-1-69
R & F	6/2/69			
#519178 \$30	6/2/69			
PT	6/13/69			
AMENDED:RAF	6/18/69			
-----				
BTC -6021	8-15-69	Voluntary transfer of control of lic. corp. from Ralph Price to Julian Price II  Atty - Fletcher, Heald etc (V.J. Curtis, Jr.)	GRANTED	11-14-69
R & F	8-20-69			
FEE PD: \$75 -#536643			Eff:	12-5-69.
PN filed 9-25-69.				
AMENDED 10-29-69 - Bal.		Sheet (transferee)		



FORM BC-121

Aug. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters

W Q M G

## MURRAY HILL BROADCASTING COMPANY

Name  
Greensboro, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BRH-1361	8-27-69	Renewal of license	GRANTED	11-26-69
R & F	9-2-69			
BRSCA-423	8-27-69	Renewal of SCA		
R & F	9-2-69			
#539212 \$75	9-2-69	Atty-Fletcher, Heald, Rowell, etc.		
#539213 \$30	9-2-69	(Vincent J. Curtis, Jr.)		
P.N. filed	9-2-69			
PRESS SEP 16 1969				
BRH-1361	8-24-72	RENEWAL OF LICENSE (MAIN & AUXILIARY)	Granted	12-6-72
BRSCA-423	8-21-72	RENEWAL OF SCA		
R & F	9-1-72			
PN Recd.	"			
PRESS OCT 4 1972				
BRH-1361	7-14-75	RENEWAL OF LICENSE (MAIN & AUXILIARY)	GRANTED	11-12-75
BRSCA-423	7-11-75			
R & F	7-31-75	RENEWAL OF SCA		
PN Recd.	"			
PRESS AUG 22 1975		AMENDED 10-17-75 re: commercial matter		



# APPLICATION RECORD - BROADCASTING

FM

Call  
Letters WQMG

Name Murray Hill Broadcasting Company  
Greensboro, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BTC -8591 Rec'd (PART III) 12-28-77 Rec'd (PARTS I & II) 1-23-78 FILED (Signature page of transferor) FEB 23 1978 PN FILED	1-13-78 2-16-78 3-28-78	Voluntary transfer of control of lic corp from Julian Price, II and Joyce M. Webster Beidler to POAG COMMUNICATIONS COMPANY  Atty for transferor - Patton, Boggs & Blow for transferee - Millin, Connor & Rhyne Signature page of transferor (J. Price II); bal. sheet; contract & Sec VI filed 2-16-78  (OVER)	GRANTED EFF:	6-12-78 8-11-78
BRH780728WB BRSCA780728WB R & F PRESS	7-12-78 7-12-78 7-28-78 SEP 1 1978	RENEWAL OF LICENSE (MAIN & AUXILIARY) RENEWAL OF SCA	GRANTED	11-20-78



RE: BTC-8591 NOTED: perc shown on Par.6, ~~any~~ Part I differ from Table I(re stock sold)

Transferee is licensee of AM WEAL, Greensboro, N.C.

Amended 4-6-78 re: Recruit. list; info on Ralph C Price letter of credit from Wachovia B & T; bal sheets; comm. leaders; current employ.;

RESPONSE TO INFORMAL OBJECTIONS(3) filed 4-6-78 by Attys Mullin, Connor & Rhyne on behalf of prop. assigned

AMENDED 4-11-78 re: proposed programming data

AMENDED 4-13-78 re: proposed programming data

AMENDED 4-21-78 re: EEOP data



## 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.

FM History Cards were initiated in the early 1940s, with the authorization of the earliest FM stations in the FM band, then at 42 to 50 MHz. (The band was shifted to its present location, 88 to 108 MHz, in 1946.) 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 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). Prior to that move, 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.

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.

