

WWZD

BROADCASTING STATION HISTORY RECORD

First licensed NOVEMBER 28, 1980Call Letters W W Z DStation Location Buena Vista, VirginiaName ROCKBRIDGE COMMUNICATIONS, INC.Transmitter Location Corner of Woodbine & 34th Street, Buena, Vista, VirginiaMain studio location TO BE DETERMINED, BUENA VISTA, VIRGINIA

APPLICATION RECORD - BROADCASTING

Call Letters **WWZD**
NEW FM

ROCKBRIDGE COMMUNICATIONS, INC.

Name **BUENA VISTA** **Lexington, Virginia (PO 711 Plunkett St., Lexington, Va. 24450)**

File No.	Dated	Application for	Action	
			Nature	Date
BPH-780801AG PRESS: JAN 31 1979	31 1979	Construction permit for new FM on: Frequency: 96.7MHz #244 ERP: 3KW(H&V) HAAT: minus-296'-(H&V) Ant: HARRIS FML-6E, 6 sections H&V TL: One mile NW of Buena Vista, 3 miles S side of US Rt 60 Buena Vista, Virginia SL&RC: to be determined 37-44-41-----79-23-16- ATTY: Francis Fletcher	GRANTED	6-17-80
AMENDED	1-14-80	financial(bank ltrs,)update Section II(James A Geason self employed) engr(chg TL: Corner of Woodbine and 34th St., Buena Vista, Virginia 37 44 58 79 20 36 HAAT: minus 290'H&V decr ant height engr(horizontal tabulation pattern)		
AMENDED	5-9-80			

APPLICATION RECORD-BROADCASTING

Call Letters: WWZD

#2

Name: ROCKBRIDGE COMMUNICATIONS, INC.

Station Location: BUENA VISTA, VIRGINIA

File No.	Date	Description	Action and Date
BLH-801112AD PTA PRESS	NOV 21 1980	License to cover (BPH-780801AG) for a new station. Atty: Francis E. Fletcher, Jr.	GRANTED 11-28-80
BRH810601VS PRESS	AUG 03 1981	RENEWAL OF LICENSE Atty. Francis E. Fletcher, Jr.	GRANTED 10-22-81

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 12th 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.

