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Patent No 1390199

B.S. 2412

BROADCASTING STATION LICENSE RECORD

Date first licensed 2-9-50

Call letters W.A.T.M.

Location: Atmore, Alabama

Name of licensee TALTON BROADCASTING COMPANY OF ESCAMBIA COUNTY (AL: 8-10-79 EFF:
x TOM C. MINIARD and GRADY L. INGRAM, d/b as
x SOUTHLAND BROADCASTING COMPANY (AL 11-7-51, Eff. 12/1/51)
xCYRIL W. REDDOCH and J. B. McCRARY, A Partnership d/b as SOUTHLAND BROADCASTING COMPANY

Transmitter location 810 East Craig Street, Atmore, Alabama (Ltr. 12-17-58 Redescription)
xCypress Street, Atmore, Alabama CP & MP 11-21-49) . (Lic. 2-9-50)

Main studio location 810 East Craig Street, Atmore, Alabama (Ltr. 12-17-58 Redescription)
xCypress St., Atmore, Alabama (ltdtd. 8-19-53.)
x 120 Main Street, Atmore, Alabama (MP 11-21-49) (Lic. 2-9-50)

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	Period To
BP-6633	7-20-49	1580	250w	Daytime		
	Ltr. 7-22-49. CP for a new station granted subj. filing NP for approval T site and antenna.					
BP-6633 BMP-4783	11-21-49	1580	250w	Daytime	1-21	7-21-50
	Mod. CP (6633) for approval of antenna and T site and specify studio location and change type transmitter. (COND. CLASE)					
BL-3913	2-9-50	1580	250w	Daytime	2-9	5-1-51
	Lic. to cover CP (6633 as mod) for a new station					
BR-2412	4-25-51	1580	250w	Daytime	5-1	5-1-54
BAL-1272 Eff.	11-7-51	Vol. assignment of license to TOM C. MINIARD and GRADY L. INGRAM, d/b as SOUTHLAND BROADCASTING COMPANY				
BR-2412	4-21-54	1580	250w	Daytime	5-1	4-1-55
BR-2412	3-23-55	Renewal of license			4-1	4-1-58
BP-10184	3-7-56	1590kc	1kw	Daytime	5-7-56	11-7-56
	CP to change freq., power and install new T					
BMP-7170 (1)	4-5-56	Mod. of CP(BP-10,184) to change type of transmitter.				
BL-6135	5-17-56	1590kc	1kw	Daytime	5-17-56	4-1-58
	Lic. to cover CP(BP-10,184, as mod.) to change frequency, increase power and install a new transmitter.					
TELEGRAM	3-28-58	Action on renewal deferred 3-27-58. Continued operation authorized until final determination on renewal application				
BR-2412	9-3-58	Renewal of license			9-3	4-1-61
BP-11583	9-17-58	1590	5kw	D	11-17	5-17-59
	CP incr. power and install new trans.					
BL-7327 (1)	2-18-59	1590kc	5kw	D	2-18-59/4-1-61	
	Lic. to cover CP (BP-11,583)as Mod. to increase power and install new transmitter.					
	3-29-61	Commission deferred action on renewal pending further consideration.				
BR-2412	7-27-61	1590kc	5kw	Day	7-27	4-1-64

Form BC 126
June 1954 #2

BROADCASTING STATION LICENSE RECORD

Date first licensed 2-9-50

Call letters WATM

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-
BR-1412	3-13-64	Renewal of License			4-1 4-1-67
BZ-6016 (1)	6-22-66	Auth. to determine operating power by direct meas. of antenna power.			
BR-2412	3-29-67	1590kc	5kw	Day	4-1 4-1-70
TELEGRAM	10-17-67	PSA	500w		
BR-2412(S)	6-25-70	Renewal			4-1-73
EBSA	6-12-72				
BR-2412(S	7-13-73	RENEWAL			4-1-76
BAL790614HL	8-10-79	VOL. AL		EFF:	
BR2412(L)	7-16-79	RENEWAL OF LICENSE			4-1-82

Form 94

APPLICATION RECORD - BROADCASTING

Name CYRIL W. REDDOCH and J. B. McCRARY, A Partnership d/b as SOUTHLAND BROADCASTING COMPANY
(PO c/o Cyril W. Reddoch, Box. 486, Crestview, Florida)

Call Letters New WATM

File No.	Dated	Application for	Action Nature	Action Date
BP-6633 Rec'd Filed	2-23-48 2-27-48 2-27-48	Construction Permit for a new standard broadcast station to be operated on: Frequency: ~~1080kc~~ 1580 kc Power: 250w Hours of operation: Daytime only Trans. location: To be determined-Atmore, Alabama Studio location: To be determined-Atmore, Alabama	Granted subj. filing MP for approval T site and antenna Ltr. 7-22-49	7-20-49 Issued with MP 4783
Amended Recd.& Filed	3-23-49 3-28-49	Amended to change frequency from 1080 kc to 1580 kc.		

Transmitter-Gates 250-C

Jack L. Giddens, Atty.
Troy, Alabama

~~John M. Bullock, Engr.~~
~~Troy, Alabama~~

Amendment - M. G. Boatright, Engr.
Port Arthur, Texas.

FCC Form 94 #2

APPLICATION RECORD - BROADCASTING

Name CYRIL W. REDDOCH and J. B. McCRARY, A Partnership d/b as SOUTHLAND BROADCASTING COMPANY

Call Letters WATM

File No.	Dated	Application for	Action Nature	Action Date
BMP-4783 Rec'd Filed	9-10-49 9-19-49 9-19-49	Modification of construction permit (BP-6633, which authorized a new standard broadcast station) for approval of antenna & transmitter location as Cypress Street, Atmore, Alabama and specify studio location as 120 Main Street, Atmore, Alabama & change type transmitter (RCA ET-425D). C. Robert Mathis, Atty.	Granted 11-21-49 subj. to submitting data re results of measurements to show that T is capable of opr. in accord with the requirements of Sec. 12 of the Standards, before program tests will be authorized.	

FCC Form 94 APPLICATION RECORD - BROADCASTING

#3

Name TOM C. MINIARD and GRADY L. INGRAM, d/b as SOUTHLAND BROADCASTING COMPANY (AL 11-7-51, Eff. 12/1/51) xCYRIL V. REDDOCH and J. B. McCRARY, A Partnership d/b as SOUTHLAND BROADCASTING COMPANY

Call Letters WATM

File No.	Dated	Application for	Action Nature	Action Date
BL-3913 Rec'd Filed	12-14-49 12-15-49 12-15-49	License to cover C.P. (BP-6633, as mod.,) which authorized a new standard broadcast Station.	GRANTED	2-9-50
BR-2412 Rec'd	2-24-51 3-1-51	Renewal of License	GRANTED	4-25-51
BP-8113 Rec'd Filed	5-11-51 5-17-51 5-17-51	Construction permit to increase power from 250w to 1kw and install a new transmitter (Collins 20V). C. Robert Mathis, Atty. (See Card #4 for Amendment)	DOCKET NO. 10 233 Dismissed without prejudice request of applica nt ORDER	9-12-52
BAL-1272 Rec'd Filed	10-16-51 10-19-51 10-19-51	Voluntary assignment of license to Tom C. Miniard and Grady L. Ingram, d/b as Southland Broadcasting Company C. Robert Mathis, Atty.	GRANTED Eff.	11-7-51 12/1/51

FORM A-170
FORMERLY FCC FORM 94

#4

APPLICATION RECORD - BROADCASTING

Call Letters WATM

Name TOM C. MINIARD AND GRADY L. INGRAM, d/b as SOUTHLAND BROADCASTING COMPANY (AL 11-7-51, Eff. 12/1/51)
xCYRIL W. REDDOCH AND J. B. MCCRARY, A PARTNERSHIP d/b as SOUTHLAND BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BP-8113 AMENDED Rec'd Filed	12-10-51 1-3-52 1-3-52	AMENDED to change name of applicant from Cyril W. Reddoch and J. B. McCrary, a partnership d/b as Southland Broadcasting Company to Tom C. Miniard and Grady L. Ingram d/b as Southland Broadcasting Company	See Card	#3 for action
BR-2412 Rec'd Filed	1-26-54 1-28-54 1-28-54	Renewal of License	Granted	4-21-54
BR-2412 Rec'd Filed	12-29-54 1-5-55 1-5-55	Renewal of License	GRANTED	3-23-55

F.C.C. · WASHINGTON, D. C.

#6

FORM BC-121
FORMERLY FORM A-170

APPLICATION RECORD - BROADCASTING

Name TOM C. MINIARD AND GRADY L. INGRAM d/b as SOUTHLAND BROADCASTING COMPANY

Call Letters WATM

File No.	Dated	Application for	Action Nature	Action Date
BP-10,184 Rec'd Filed	10-25-55 11-1-55 11-1-55	Construction permit to change frequency from 1580kc to 1590kc; increase power from 250w to 1kw; and install a new transmitter (RCA BTA-1M). C. Robert Mathis, Atty.	GRANTED	3-7-56
BMP-7170 Rec'd Filed	3-24-56 3-26-56 3-26-56	Modification of construction permit (BP-10,184 which auth. chg. frequency; power and install a new transmitter) to change type transmitter (GATES BC-1J).	GRANTED	4-5-56
BL-6135 Rec'd Filed	4-10-56 4-16-56 4-16-56	License to cover construction permit (BP-10,184, as mod.) which authorized a change in frequency, increase in power and installation of a new transmitter.	GRANTED	5-17-56

FORM BC-121 #6

FORMERLY FORM A-170

APPLICATION RECORD - BROADCASTING

Call Letters WATM

Name Tom C. Miniard and Grady L. Ingram, d/b as Southland Broadcasting Company

File No.	Dated	Application for	Action Nature	Action Date
BAL-2463 Rec'd Resub. Rec'd Filed	5-22-56 5-25-56 7-27-56 10-10-56 10-10-56	Voluntary assignment of license from Tom C. Miniard and Grady L. Ingram, d/b as Southland Broadcasting Company to Southland Broadcasting Company, Inc.	~~Ret. 5-28-56. Filed on wrong form.~~ DISMISSED Req. applicant, let. 11-5-56	11-8-56
BP-11,583 Rec'd Filed	9-12-57 9-16-57 9-16-57	Construction permit to increase power from 1kw to 5kw and install new trans. (Gates BC 5P)	GRANTED	9-17-58
BR-2412 Rec'd & Filed	12-10-57 12-16-57	Renewal of license.	GRANTED	9-3-58
BL-7327 Rec'd Filed	11-18-58 11-20-58 11-20-58	License to cover construction permit (BP-11,583) which authorized increase power, and install new transmitter.	GRANTED	2-18-59

FORM BC-121
AUG. 1955

#7

APPLICATION RECORD - BROADCASTING

Call Letters W A T M

Name TOM C. MINIARD AND GRADY L. INGRAM, d/b as SOUTHLAND BROADCASTING COMPANY
Atmore, Alabama

File No.	Dated	Application for	Action Nature	Action Date
BR-2412 Rec'd Filed	12-27-60 12-29-60 12-29-60	Renewal of license	GRANTED	7-27-61
BR-2412 Red'd Filed	12-16-63 12-20-63 12-20-63	Renewal of license	GRANTED	3-13-64
BZ-6016 R & F	5/20/66 5/24/66	Auth. to determine operating power by direct meas. of antenna power. 1540 kc	GRANTED	6-22-66
BR-2412 R & F	12-12-66 12-19-66	Renewal of license	GRANTED	3-29-67
m 11 -19-69. By Memorandum Opinion and Order. ORDERED to pay $200 Forfeiture.				
BR-2412 R & F #565935 $75. PN PRESS FEB 18 1970	12-26-69 12-31-69 12-31-69 12-31-69	Renewal of license AMENDED 3-16-70 re: Programming AMENDED 4-9-70 re: business interests & programming	GRANTED	6-25-70

F.C.C. - WASHINGTON, D. C.

#8

AM

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters W A T M

Name TALTON BROADCASTING COMPANY OF ESCAMBIA COUNTY
x TOM C. MINIARD and GRADY L. INGRAM d/b as
x SOUTHLAND BROADCASTING COMPANY
ATMORE, ALABAMA

File No.	Dated	Application for	Action Nature	Action Date
BR-2412 R & F PN Recd. PRESS FEB 5 1973	12-20-72 12-29-72 " 	RENEWAL OF LICENSE AMENDED 4-20-73 re: ascert. of comm. needs; equal employment policy AMENDED 6-25-73 re: commercial policy	GRANTED	7-13-73
BR-2412 R & F PN PRESS	11-18-75 11-24-75 11-24-75 DEC 1 5 1975	Renewal of license AMENDED 2-4-76 re: commercial matter & EEO SUPPLEMENTAL APPLICATION filed 11-30-78 as an amendment to pending renewal application.(BR781130UB) PRESS: JAN 2 2 1979	GRANTED	7-16-79
BAL790614HL FORM 314(also see FM) PRESS: JUN 2 2 1979 PN FILED 7-5-79		Vol AL to TALTON BROADCASTING COMPANY OF ESCAMBIA COUNTY (SEE OVER) Atty - James K. Edmundson	GRANTED EFF:	8-10-79

F.C.C. - WASHINGTON, D. C.

RE: BAL/HL - Stamp only (Certification by official of stat
Atty states that in Ala. that is all that is nec.
AMENDED 6-25-79 re: bal. sheet of assignee; plan of
financing; bank ltr. & financial resources of assignee
AMENDED 7-10-79 re: financial info

#9

APPLICATION RECORD-BROADCASTING

Call Letters: WATM

Name: TALTON BROADCASTING COMPANY OF ESCAMBIA COUNTY

Station Location: ATMORE, ALABAMA

File No.	Date	Description	Action and Date
810622AF		Construction permit to chg hrs of operation to unlimited by adding nighttime service with 1kw; install DA-N; chg TL,SL&RC: 805 North Maine Street, Atmore, Alabama, and make chgs in antenna system. 31° 02' 12" 87° 29' 42" MAJOR ENVIRONMENTAL ACTION UNDER SECTION 1.1305 ATTY: James K. Edmundson	

Form BC-121
March 1979

RECORD OF APPLICATIONS REQUESTING FACILITIES OF BROADCASTING STATION WATM

Licensee

File No.	Date	Call Letters	Name and Location of Applicant	Remarks	Disposition

FORM 108-M

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.