WLAT

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390196

B-S-1221

BROADCASTING STATION LICENSE RECORD

Date first licensed 9-24-45

Call letters W L A T

Location: Conway, South Carolina

COASTAL BROADCASTING CO., INC. (AL 12-21-72, Eff:1-1-71)
x LOYS MARSDON HAWLEY and HERMAN LEE HANKS d/b as
COASTAL BROADCASTING COMPANY (AL 11-29-46, EFF: 1-8-47)

Name of licensee x LOYS MARSDON HAWLEY

On U.S.Hwy.501,Approx.0.5 mi. NNW of city limits of Conway, S.C. (CP 8-3-50)
Transmitter location x Near U.S. Highway #701, 1½ mi. NNW of Center of City, Conway, S. C. Lic.12-4-51
(CP 3-20-45) (Lic.9-24-45)

On U.S.Hwy.501,Approx.0.5 mi. NNW of city limits of Conway, S.C. (CP 8-3-50)
Main studio location x Near U.S. Highway #701, 1½ mi. NNW of Center of City, Conway, S. C. Lic.12-4-51
(CP 3-20-45) (Lic.9-24-45)

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
Letter B3-P-3709	1-16-45	1490	250w	U	Subj.compliance
	procedural requirements of Commission's policy of 1-26-44 (Cond'l Clause)				
	For a new station at Conway, S. C.				
B3-P-3709	3-20-45	1490	250w	U	5-20 11-20-45
	(Cond'l Clause)				
	C.P. for a new station at Conway, S.C.				
B3-L-1902 B3-Z-1721	9-24-45	1490	250w	U	9-24 8-1-48
	Lic. to cover C.P. (3709) for a new station & authority determine operating power by direct measurement (DONDITIONAL CLAUSE)				
B3-S-1221 Mod. Order	9-24-45 107-A	1490	250w	U (CONDITIONAL CLAUSE)	10-1 8-1-48
B3-AL-568	11-29-46	Assignment of licent to Loys Marsdon Hawley and Herman Lee Hanks d/b as Coastal Broadcasting Company			
EFF: 1-8-47					
BS-1221	1-7-47	1490	250w	U	1-7 8-1-48
	Mod. Lic. to delete waivers 3.55(b) and 3.60				
BS-1221	7-28-48	Extension of license			8-1 12-1-48
BR-1221	9-29-48	1490	250w	U	9-29 8-1-51
P-7713	8-3-50	1490	250w	U	10-3 4-3-51
	CP to make changes in antenna, change T & studio locations. (CONDL. CLAUSE)				
BS-1221	7-25-51	Extension of license			8-1 11-1-51
BR-1221	8-24-51	1490	250w	U	8-24 12-1-51
BR-1221	11-28-51	1490	250w	U	12-1 12-1-54
BL-4392	12-4-51	1490	250w	U	12-4 12-1-54
Lic. cover CP 7713 to chg. T&S sites					
Telegram	11-30-54	Continued operation authorized until final determination on application for renewal of license			
BR-1221	1-19-55	Renewal of license			1-19 12-1-57
BP-10353	6-20-56	1330kc	1kw	Day	8-20 2-20-57
	CP to change frequency from 1490kc to 1330kc, inc. power to 1kw, chg. opr. to daytime, and install a new transmitter (RCA BTA-1MX)				
BL-6335	10-16-56	1330kc	1kw	Day	10-16 12-1-57
	Lic to cover BP-10353 to change freq, increase power, change hrs oper, install new transm.				

Form BC-126
June 1954

BROADCASTING STATION LICENSE RECORD

2/Buff Card

Date first licensed 9-24-45 Call letters WLAT

Name of licensee LOYS MARSDON HAWLEY AND HERMAN LEE HANKS D/B AS COASTAL BROADCASTING COMPANY(AL 11-29-46, EFF: 1-8-47)

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
TELEGRAM	11-29-57	No action taken, continued operation authorized until final determination on application for renewal of license.			
BR-1221	3-26-58	Renewal of license			3-26 12-1-60
BP-11999	12-17-58	1330kc	5kw	Day	2-17 8-17-59
	CP to increase power to 5kw and install new transmitter (RCA BTA-5H).				
BL-7493	8-12-59	Lic. to cover CP (BP-11,999) which auth. an increase in power and installation of new transmitter.			
	11-30-60	Commission deferred action on renewal pending further consideration.			
BMP-8480	10-26-61	1330kc	500w,5kw-DA-N	U	12-26 6-26-62
	CP to change hours of operation to Unl. with power of 500w-5kw-LS, and install directional antenna for nighttime use (DA-N) and make changes in ground system.(Cond'l). (Issued as a new CP)				
BMP-10334 (1)	8-10-62	Mod. of CP(BMP-8480) for ext. of completion date to			10-31-62
BP-15674	9-10-62	1330kc	500w-1kw-LS Alt.M-N	Aux-D11-10	5-10-63
	CP to install RCA Type BTA-1MX trans. to be used as auxl day and/or alt. main trnas. night (at main trans. loc.) to be operated on 1330kc, 500w-1kw-LS DA-N.				
BR-1221	12-26-62	RENEWAL OF LICENSE			12-26 12-1-63
BL-9526	1-24-63	1330kc	500w-5kw	U	1-24 12-1-63
	Lic. to cover CP (BMP-8480 as mod) to chg. hours of oper. to Unl.; power 500w-5kw, LS and instl. DA-N and make chgs. in ground sys.				
BL-9889 AUX.& Alt.Main	3-6-63	1330kc	500w-1kw	DA-N	Alt.Main Aux.-6 12-1-63
	Lic. to cover CP(BP-15,674) which auth. install old main trans. as Alt. Main Night and for aux. purposes only daytime.				
BR-1221	2-28-64	Renewal of License			2-28 12-1-66
	Main and Alt Main Aux				

Form BC 126
June 1954 # 3

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W L A T

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
BZ-5317	12-17-64	1330	500w-5kw-LS	U	12-17	12-1-66
		Authority to determine operating power by direct measurement of antenna power				
BZ-5502 (1)	4-21-65	Authority to determine operating power by direct measurement of antenna power				
BR-1221	3-21-67	(5) Renewal of License Main Trans.			3-21-	12-1-69
BR-1221	3-21-67	(4) 1330kc 500w-1kw Aux.			3-21	12-1-69
		Renewal Of NDBA				
BR-1221(6)	11-26-69	Renewal of (Main & Alt. Main Aux.)				
		Renewal of NDBA				12-1-72
EBSA BR-1221(L)	5-25-72 12-21-72	Renewal Main & Alt-Aux				12-1-75
BAL-775I	12-21-72	Vol. AL	EFF: 1-1-71			
BTC-7589	11-22-74	Invol. TC. EFF:				
BR-1221(L)	1-12-76	RENEWAL (MAIN, ALT. & AUX.) 12-1-78 and modification				
BR780724UL (9)	5-25-79	b RENEWAL (MAIN ,ALT & AUX 12-1-81				

Form 94

APPLICATION RECORD—BROADCASTING

Call letters W L A T x New

Name LOYS MARSDON HAWLEY (P.O. 814 King Avenue, Florence, South Carolina)

FILE No.	DATED	APPLICATION FOR—	ACTION: NATURE	ACTION: DATE
B3-P-3709 Rec'd Resubmitted Rec'd & Filed	6-29-44 7-13-44 7-29-44 9-28-44	Construction Permit for a new standard broadcast station to be operated on: Frequency: 1490 kc Power: 250w Hours of Operation: Unlimited time Trans. Location: Near U.S. Highway #701, 1¼ mi. North-Northwest of center of city of Conway, S.C. Studio Location: Same as transmitter. (Filed by Congressman Jno. L. McMillan)	~~Returned Sec. 12(g)(4),(5);13(c);16(e);21(1); Signature~~ Granted compliance requirements of Commission's policy of 1-26-44 AND waived provisions of Sec.3.55(b) and 3.60 conditionally Letter Written Grant accepted per letter of 2-1-45 Memo Opinion Adopted and C.P. issued Min. #131	~~7-17-44~~ 1-16-45 Subj. procedural 3-20-45

U. S. GOVERNMENT PRINTING OFFICE

COMPOSITE Transmitter

Form 94

#2

APPLICATION RECORD - BROADCASTING

Call Letters WLAT

Name LOYS MARSDON HANLEY

File No.	Dated	Application for	Action Nature	Action Date
B3-L-1902 Rec'd Resub. Rec'd Filed	7-23-45 7-23-45 8-10-45 8-17-45 9-10-45	License to cover C.P. (B3-P-3709) which authorized a new standard broadcast station; and	~~Returned~~ ~~Old form.~~ GRANTED	~~7-30-45~~ 9-24-45
B3-Z-1721 Rec'd Filed	7-23-45 7-23-45 7-23-45	Authority to determine operating power by direct measurement of antenna power.	Conditional Waiver 3.55(b) & 3.60 of R & R upon the following conditions:	

(a) that a cathode ray oscilloscope will be used to continously monitor percentage modulatipn; (b) that frequency checks by an external standard will be submitted to the Commission weekly & (c) that approved frequency and modulation monitors will be installed as soon as such equipment becomes available.

Form 94 #3

APPLICATION RECORD - BROADCASTING

LOYS MARDSON HAWLEY and HERMAN LEE HANKS d/b as COASTAL BROADCASTING COMPANY

Call Letters WLAT

Name xLOYS MARSDON HAWLEY

File No.	Dated	Application for	Action Nature	Action Date
B3-AL-568 Rec'd Resubmitted & amended Rec'd Filed	9-12-46 10-3,46 9-12-46 11-12-46 11-12-46	Voluntary Assignment of License from Loys Marsdon Hawley to Loys Marsdon Hawley and Herman Lee Hanks, a partnership d/b as Coastal Broadcasting Company	~~Returned 11-5-46 Incomplete~~ GRANTED EFF: 1-8-47	11-29-46
BR-1221 Rec'd	5-31-48 6-1-48	Renewal of License	Granted	9-29-48

Card #4 is missing

FCC Form 94
#5

APPLICATION RECORD - BROADCASTING

Call Letters WLAT

Name LOYS MARSDON HAWLEY and HERMAN LEE HANKS d/b as
COASTAL BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BP-7713 Rec'd Resubm. Rec'd Filed	4-5-50 5-22-50 5-3-50 6-19-50 6-19-50	Construction Permit to make changes in the antenna and change transmitter and studio locations from Near U.S. Highway #701, 1¼ miles NNW of Center of City, Conway, South Carolina to Approximately .5 mile, N. N.W. of the City limits on U.S. Highway no. 501, Conway, South Carolina.	~~Returned 5-26-50~~ ~~Section V-C not filed.~~ GRANTED 8-3-50 re waiver of Sect. 3.30a to identify location as Conway, South Carolina.	
BL-4392 Rec'd. Filed	3-16-51 3-21-51 3-21-51	License to cover construction permit (BP-7713) which authorized changes in the antenna and change transmitter and studio locations.	GRANTED	12-4-51
BR-1221 Rec'd Filed	7-21-51 7-25-51 7-25-51	Renewal of license	Granted	8-24-51
BR-1221 Rec'd Filed	11-15-51 11-16-51 11-16-51	Request for renewal of license	Granted	11-28-51

FORM A-170 #6

FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WLAT

Name LOYS MARSDON HAWLEY AND HERMAN LEE HANKS, d/b as COASTAL BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BR-1221 Rec'd Filed	11-20-54 11-24-54 11-24-54	Renewal of License	GRANTED	1-19-55
BP-10,353 Rec'd Filed	1-31-56 2-2-56 2-2-56	Construction permit to change frequency from ~~1490kc~~ to ~~1430kc~~; increase power from 250w to 1kw, change hours of operation from Unlimited to Daytime and install a new transmitter ~~(GATES BC-1F)~~.	GRANTED	6-20-56
AMENDED Rec'd Filed	3-13-56 3-15-56 3-15-56	AMENDED to change type transmitter (RCA BTA-1MX).		
AMENDED REC'D FILED	5-22-56 5-23-56 5-23-56	AMENDED to change frequency to 1330kc.		

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

FORM BC-121
AUG. 1955 #7

APPLICATION RECORD - BROADCASTING

Call Letters W.L.A.T

Name LOYS MARSDON HAWLEY AND HERMAN LEE HANKS, d/b as COASTAL BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BL-6335 Rec'd Filed	9-10-56 9-12-56 9-12-56	License to cover Construction Permit BP-10,353 which authorized change in frequency, increase in power, change hours of operation and install a new transmitter.	GRANTED	10-16-56
BR-1221 Rec'd Filed	11-8-57 11-13-57 11-13-57	Renewal of license.	GRANTED	3-26-58
BP-11,999 Rec'd Filed	5-6-58 5-8-58 5-8-58	Construction permit to increase power from 1kw to 5kw and install new trans. (RCA BTA 5H) Engr. - William E. Benns, Jr.	GRANTED	12-17-58

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

#8

Name Loys Marsdon Hawley and Herman Lee Hanks d/b as COASTAL BROADCASTING COMPANY

Call Letters W L A T

File No.	Dated	Application for	Action Nature	Action Date
BMP-8480 Rec'd Filed	3-23-59 3-24-59 3-24-59	Modification of Construction Permit (BP-11999 which auth. increase power from 1kw to 5kw and install a new transmitter) to change hours of operation from daytime to Unl. with power of 500w-5kwLS, and install directional antenna for nighttime use (DA-N) and make changes in ground system Request waiver of Section 3.28(c) of Rules Engr.- William E. Benns, Jr. (filed 7-11-60)	GRANTED Cond'l re: Phase Mon., Field meas. equip., DA & complete non-DA proof. After Hearing Docket No. 13841 Order Issued.	10-26-61
BL-7493 R & F	4-8-59 4-9-59	License to cover C.P. (BP-11,999) which authorized an increase in power and installation of new transmitter.	GRANTED	8-12-59
BR-1221 Rec'd Filed	8-23-60 8-26-60 8-26-60	Renewal of license	GRANTED	12-26-62

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

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WLAT

Name Clove Marsden Hawley and Herman Lee Hanks d/b as COASTAL BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BMP-10194 C. & F.	6-8-62 6-11-62	Modification of CP (BP-[illegible]480 to change hours of operation to Unl. with power of 500w-5kw-LS, and install directional antenna for nighttime use (DA-N) and make changes in ground system) for extension of completion date from 6-20-62 to _____.	GRANTED	8-10-62 to 10-31-62
BL-9526 R. & F.	7-20-62 7-27-62	Lic. to cov. CP(BMP-8480 as mod.) to chg. hours of operation to Unl. with power of 500w 5kw,-LS and install directional antenna for nighttime use (DA-N) and make chgs. in ground system.	GRANTED	1-24-63
BP-15,674 R. & F.	7-12-62 7-27-62	CP to install RCA Type BTA-1MX trans. to be used as aux. day and/or alt. main tr ns, night. (at main trans. loc.) to be operated on 1330kc, 500w-1kw-LS DA-N.	GRANTED	9-10-62

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

FORM BC-121
AUG. 1955 #10

APPLICATION RECORD - BROADCASTING

Call Letters WLAT

Name Loys Marsdon Hawley and Herman Lee Hanks d/b as COASTAL BROADCASTING COMPANY
Conway, South Carolina

File No.	Dated	Application for	Action Nature	Action Date
BL-9889 R. & F.	11-28-62 11-30-62	Lic to cover CP(BP-15,674) which auth install old main trans as an Alternate Main Nighttime and for AUXILIARY PURPOSES ONLY DAYTIME.	GRANTED	5-6-63
BR-1221 R. & F.	8-23-63 8-29-63	Renewal of license.(Main & AlternateMain-Aux)	GRANTED	2-28-64
BZ-5317 R. & F.	6-1-64 6-4-64	Authority to determine operating power by direct measurement of antenna power. (Main Transmitter)	GRANTED	12-17-64
BZ-5502 R. & F.	1-18-65 1-26-65	Authority to determine operating power by direct measurement of antenna power. (Auxiliary-Day & Alternate Main Night)	GRANTED	4-21-65
BR-1221 R & F	8/19/66 8/24/66	Renewal of License (Main and Alt-Main-N-Auxiliary-Day)	GRANTED	3-21-67

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

FORM BC-121 #11
AUG. 1955

APPLICATION RECORD - BROADCASTING

1330kc

Call Letters WLAT

Name Coastal Broadcasting Co., Inc.
x Loys Marsdon Hawley and Herman Lee Hanks d/b as
Coastal Broadcasting Company
Conway, South Carolina

File No.	Dated	Application for	Action Nature	Action Date
BR-1221 R & F #540171 $240 PRESS: OCT 8 - 1969 PN REC'd:	9-1-69 9-5-69 9-5-69 9-5-69	Renewal of License (Main & Alt. Main N- Auxi. Day)	GRANTED	11-26-69
BR-1221 R & F PN PRESS SEP 29 1972	9-1-72 9-5-72 9-5-72	Renewal of License(Main & Aux-Alt. Main) AMENDED 12-7=72 re: programming	GRANTED	12-21-72
BAL-7751 R & F FEE PD: $250 #131967 CODE 053(FORM 316) ALSO SEE: FN DEC 8 1972	11-17-72 11-28-72	Voluntary assignment of license to COASTAL BROADCASTING CO., INC. Atty - A.L. Stein AMENDED 12-19-72 - bal. sheet & reasons.	GRANTED	12-21-72 Eff: 1-1-71

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

FORM BC-121 #12
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WLAT

Name COASTAL BROADCASTING CO., INC.
Conway, South Carolina

File No.	Dated	Application for	Action Nature	Action Date
BTC-7589 R & F FEE PD: $250 # 362158 CODE 047(FORM 316) ALSO SEE FM NOV 20 1974	10-30-74 11-7-74	Involuntary transfer of control of lic corp from Loys Marsdon Hawley and Herman Lee Hanks (50% each) to Herman Lee Hanks, and Jack E. Hawley, Executor of the Estate of Loys Marsdon Hawley (deceased) Atty - A.L. Stein	GRANTED EFF:	11-22-74
BR-1221 R & F P. N. Rec'd Press SEP 22 1975	7-31-75 8-4-75 8-4-75	Renewal of License.(Main & Alt.Main-Aux.) AMENDED 11-3-75 re: EEO	GRANTED	1-12-76
BR780724UL PRESS SEP 15 1978	7-15-78	RENEWAL OF LICENSE (MAIN & ALTER.MAIN and AUX.TRANS.)	GRANTED	5-25-79

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

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 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. 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.