WTAN

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

• M.S. • 2148

BROADCASTING STATION LICENSE RECORD

Date first licensed 11-1-48 Call letters W T A N

STATION LOCATION: Clearwater, Florida

SHORE BROADCASTING, INC. (AL 7-31-80 EFF: 8-15-80)
X BENI OF FLORIDA, INC. (AL gr 4/7/77 EFF: 4/30/77
XXCLEARWATER RADIO, INC. (AL 12-11-57) Eff: 1-17-58
xWTAN, INC. (AL 9-15-54 EFF: 10-21-54)

Name of licensee xCLEARWATER RADIO BROADCASTERS, INC.

200 Pierce Boulevard at Bayfront, Clearwater, Florida (BL-5078)
xPierce Street at Bayfront, Clearwater, Fla. (CP 6-24-53) (L 8-20-53)
(Lic. 11-1-48)
xFoot of Pierce Street at the Seawall, Clearwater, Florida. (MP 5-28-48)

Transmitter location X Municipal Auditorium, Clearwater, Florida (CP 5-5-48)

33515

200 Pierce Boulevard at Bayfront, Clearwater, Fla. (BL-5078)
x Pierce Street at Bayfront, Clearwater, Florida (CP 6-24-53) (L 8-20-53)
Pierce St.,

Main studio location xMunicipal Auditorium, Clearwater, Florida (CP 5-5-48) (Lic. 11-1-48

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	To
83-P-4650	5-5-48	1340	250w	U	7-5	1-5-49
	CP for new station. (COND. CLAUSE)					
BMP-3906	5-28-48	1340	250w	U	7-5	1-5-49
	Mod. CP (4650) to make changes in vertical antenna and change T site. (COND. CLAUSE)					
BL-3209	11-1-48	1340	250w	U	11-1	2-1-50
	Lic. to cover CP (4650 as mod) for a new station. (CONDITIONAL CLAUSE)					
BS-2148	1-25-50	Extension of License			2-1	6-1-50
BR-2148	5-18-50	1340	250w	U	5-18	2-1-53
Telegram	1-29-53	Action on renewal deferred 1-28-53 and continued operation auth. until final determination on renewal.				
BR-2148	2-18-53	1340kc	250w	U	2-18	2-1-55
BP-8890	6-24-53	CP change T & S sites			8-24	2-24-54
BL-5078	8-20-53 (COND'L)	Lic. cover CP chgn. trans & studio sites 1340	250w	U	8-20	2-1-55
BAL-1844 Eff:	9-15-54 10-21-54	Vol. AL TO WTAN, Inc.				
BR-2148	1-12-55	1340kc	250w	U	2-1	2-1-58
BAL-2842 Eff:	12-11-57 1-17-58	Voluntary assignment of license to Clearwater Radio, Inc.				
Telegram	1-31-58	Action on renewal deferred 1-30-58 and continued operation authorized until final determination on application				
BR-2148	2-20-58	1340kc	250w	U	2-20	2-1-61
BR-2148	1-25-61	Renewal of License			2-1	2-1-64
BZ-5036 (1)	9-9-63	Authority to determine operating power by direct measurement of antenna power.				
BR-2148	1-17-64	1340kc	250w	Unl	2-1	2-1-67
BR-2148	1-13-67	Renewal of license			2-1	2-1-70
BR-2148 (s)	1-29-70	Renewal			2-1-73	
BP-18,973	5-12-71	1340kc	250w 1kw	U	5-12-72	
	CP to increase daytime power to 250w 1kw-LS U					
	Install new transmitter Collins, 820D-1.					

Form BC 126
June 1954

#2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W T A N

Station location Clearwater, Florida

Name of licensee SEE CARD No. 1

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BL-13,025	9-10-71	Lic. (BP-18,973) for changes.			
EBSA	5-22-72				
BR-2148(S)	1-28-76	RENEWAL (COND'L)			2-1-76
BTC-8060	8/26/76	Vol TC EFF: 10/12/76			
BAL-8936	4/7/77	Vol AL EFF: 4/30/77			
BR781002C5(L)	1-31-79	Renewal 1340khz	250w, 1kw-LS	U	2-1-82
BZ-800313AA(1)	3-26-80	DIRECT MEASUREMENT			
BAL800417GO	7-31-80	Vol AL	EFF:	8-15-80	
BZ801209AB(L)	12-29-80	DIRECT MEASUREMENT			2-1-82

Form 94 #1

APPLICATION RECORD - BROADCASTING

Call Letters: W T A N New

Name: CLEARWATER RADIO BROADCASTERS, INC.
(P.O. 214 Coachman Bldg., Clearwater, Fla.)

File No.	Dated	Application for	Action: Nature	Action: Date
B3-P-4650 Rec'd Filed	3-6-46 3-12-46 3-29-46	Construction Permit for a new standard broadcast station to be operated on: Frequency - 1340 kc Power - 250w Hours of operation - Unlimited time Trans. location - Municipal Auditorium Clearwater, Fla. Studio location - Municipal Auditorium Clearwater, Fla. (Facilities to be relinquished by WLAK) (Filed by Corwin R. Lockwood, Atty.)	Docket #7503 GRANTED hearing . Decision & Order Issued. Subj. to condition athat permittee will install any special equipment that may be necessary to insure the stable operation of the antenna system of the proposed station.	5-5-48 after
AMENDED Recd. Filed	1-28-47 1-30-47 2-7-47	AMENDED re change in Directors and Stockholders		

Collins 300-G-1 transmitter

Filed by Denzil Pulley, Macon, Ga., Engr.

Form 94 #2

APPLICATION RECORD - BROADCASTING

Call Letters WTAN

Name CLEARWATER RADIO BROADCASTERS, INC.

File No.	Dated	Application for	Action Nature	Action Date
BMP-3906 Rec'd Filed	4-12-48 4-14-48 4-14-48	Mod. of C.P. (B3-P-4650, which authorized a new standard broadcast station) to make changes in vertical antenna and change transmitter location from Municipal Auditorium, Clearwater, Florida TO Foot of Pierce Street at the seawall, Clearwater, Florida. (Filed by Corwin R. Lockwood, Atty.)	GRANTED Subj. to condition that permittee will install any special equipment that may be necessary to insure the stable operation of the antenna system of the proposed station.	5-28-48
BL-3209 Rec'd Filed	6-2-48 6-4-48 6-4-48	License to cover C.P. (B3-P-4650, as mod.,) which authorized a new standard broadcast station. (Corwin R. Lockwood, Atty.)	GRANTED subj. to cond. that the licensee will install any special equipment that may be necessary to insure the stable opr. of the antenna system.	11-1-48

FCC Form 94 #3

APPLICATION RECORD - BROADCASTING

Call Letters WTAN

Name CLEARWATER RADIO BROADCASTERS, INC.

File No.	Dated	Application for	Action Nature	Action Date
BR-2148 Rec'd	1-7-50 1-12-50	Renewal of license. (Corwin Lockwood, Atty)	Granted	5-18-50
BR-2148 Rec'd Filed	11-3-52 11-5-52 11-5-52	Renewal of License	Granted	2-18-53
BP-8890 Rec'd Filed	6-1-53 6-4-53 6-4-53	Construction permit to change transmitter location from Foot of Pierce St. at the seawall, Clearwater, Florida to Pierce St. at Bayfront, Clearwater, Florida; change studio location from Municipal Auditorium, Pierce St., Clearwater, Florida to Pierce St., at Bayfront, Clearwater, Florida. Corwin Lockwood, Atty.	GRANTED	6-24-53

4

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Name x CLEARWATER RADIO BROADCASTERS, INC.
CLEARWATER RADIO, INC.

Call Letters WTAN

File No.	Dated	Application for	Action Nature	Action Date
BL- 5078 Rec'd Filed	7-15-53 7-20-53 7-20-53	License to cover construction permit (BP-8890) which auth change in transmitter and studio locations.	GRANTED Cond'l re install special equip insure stable op. of ant. system.	8-20-53
BAL-1844 Rec'd Filed	8-17-54 8-18-54 8-18-54	Voluntary assignment of license to WTAN, Inc. Arthur H. Schroeder, Atty.	GRANTED EFF:	9-15-54 10-21-54
BR-2148 Rec'd Filed	10-30-54 11-3-54 11-3-54	Renewal of License Filed by Arthur H. Schroeder, Atty.	GRANTED	1-12-55
BAL-2842 Rec'd Filed	10-26-57 10-31-57 10-31-57	Voluntary assignment of license to Clearwater Radio, Inc. Hogan & Hartson, Atty's.	GRANTED Eff:	12-11-57 1-17-58

FORM BC-121 #5
AUG. 1955

APPLICATION RECORD - BROADCASTING

Name CLEARWATER RADIO, INC. ~~WTAN, INC.~~

Call Letters ~~WTAN~~

File No.	Dated	Application for	Action Nature	Action Date
BR-2148 Rec'd Filed	10-24-57 10-28-57 10-28-57	Renewal of License	GRANTED	2-20-58
BR-2184 AMENDED Rec'd & Filed	1-20-58 1-28-58	To change applicant name to Clearwater Radio, Inc. Corwin Lockwood, Atty.		
BP-13,148 Rec'd Filed	5-12-59 5-15-59 5-15-59	Construction permit to increase daytime power from 250w to 1kw; install a new transmitter (COLLINS 20V) Atty. - Hogan & Hartson Engr. - Robert M. Silliman Request waiver of Section 3.28(c)(3) of Rules if necessary - filed 12-7-59.	DISMISSED Order-Docket 13407 Request of Applicant	10-12-60

FORM BC-121 #6
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WTAN

Name CLEARWATER RADIO, INC.
Clearwater, Florida

File No.	Dated	Application for	Action Nature	Action Date
BR-2148 Rec'd Filed	10-25-60 11-2-60 11-2-60	Renewal of License Corwin R. Lockwood, Atty.	GRANTED	1-25-61
BZ-5036 R. & F,	7-29-63 8-2-63	Authority to determine operating power by direct measurement of antenna power. Atty- Hogan & Hartson	GRANTED	9-9-63
BR-2148 Rec'd Filed	10-30-63 11-4-63 11-4-63	Renewal of license Atty. Corwin R. Lockwood	GRANTED	1-17-64
BR-2148 R & F	10-31-66 11-1-66	Renewal of license Atty. Hogan & Hartson	GRANTED	1-13-67
BR-2148 R & F #554031 $75. PN PRESS	10-31-69 11-3-69 11-3-69 11-3-69	Renewal of license Atty: Hogan & Hartson(Corwin R. Lockwood) AMENDED 1-6-70 re: programming data AMENDED 1-22-70 re: Programming data	GRANTED	1-29-70

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Card #7

Call Letters W T A N

Name CLEARWATER RADIO, INC.
CLEARWATER, FLORIDA

File No.	Dated	Application for	Action Nature	Action Date
BP-18,973 Rec'd Filed $100-663179 AC-045 PN filed PRESS: FEB 25 1971	2-3-71 2-4-71 2-4-71 2-4-71 3-1-71	Construction permit to increase daytime power from 250w, Unl. to 250w, 1kw-LS, Unl. and install new transmitter Collins, 820-D1. Atty. Hogan & Hartson Eng. Silliman, Moffet & Kowalski	GRANTED Fee Padd: 046	5-12-71 6-29-71. W509975
Request grant fee of $900.				
BL-13,025 R & F PTA PRESS	8-7-71 8-10-71 8-12-71 SEP 3 1971	Lic.(BP-18,973) for changes. Atty: Corwin R. Lockwood(Hogan & Hartson)	GRANTED	9-10-71

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

Form BC-121 #8
September 1969

APPLICATION RECORD - BROADCASTING

1340 kc

Call Letters WTAN

Name CLEARWATER RADIO, INC.
CLEARWATER, FLORIDA

File No.	Dated	Application for	Action Nature	Action Date
BR-2148 R & F 1PN Recd. PRESS	10-31-72 11-3-72 " DEC 1 0 1972	RENEWAL OF LICENSE Corwin R. Lockwood, Atty. AMENDED 2-12-73 re: programming; emp. policy AMENDED 3-5-73 re: employment practices AMENDED 5-24-74 re: EEO	GRANTED (Cond'l re: EEOP REPORT)	1-3-74
BR-2148 R & F PN Recd. PRESS	9-25-75 9-29-75 " OCT 6 1975	RENEWAL OF LICENSE AMENDED 10-9-75 re: EEO	GRANTED	1-28-76
BTC -8060 Rec'd FEE PD: $400 #579383 CODE 047 INCLUDES FM) FILED JUN 3 0 1976 PN filed	6-11-76 6-11-76 6-25-76 7/8/76	Voluntary transfer of control of lic corp from H. Dennison Parker, James J. Short and Frank L. Reid(all stockholders) to Beni of Florida, Inc. Atty for transferor - Hogan & Hartson for transferee - Arent, Fox etc (Gary Epstein) Cert Art of Inc. - filed 6-25-76 (SEE OVER)	GRANTED EFF: FEE REQ:	8/26/76 10/12/76 pd 10/18/76 W 625478

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

RE: BTC-8060 - Atty was called 6-29-76 re Sec.II,Par.6 - citizenship???

AMENDED 8-16-76 to reflect chges in stockholdings; financial data

AMENDED 8-25-76 - stock pledge agreement

#9 1340khz

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

SHORE BROADCASTING, INC.
XBENI OF FLORIDA, INC.
Name xxCLEARWATER RADIO, INC.
CLEARWATER, FLORIDA

Call Letters W T A N

File No.	Dated	Application for	Action Nature	Action Date
BAL-8936 R & F Also see WOKF(FM) FORM 316 MAR 15 1977	2/22/77 3/3/77	Voluntary assignment of license to BENI OF FLORIDA, INC. Atty - Arent,Fox,etc(Gary Epstein)	GRANTED EFF:	4/7/77 4/30/77
OVER				
BR 781002C5 PRESS NOV 17 1978		RENEWAL OF LICENSE	GRANTED	1-31-79
BZ-800313AA R & F PRESS MAR 24 1980	3-13-80	DIRECT MEASUREMENT Atty: Gary M. Epstein(Arent, Fox, etc.)	GRANTED	3-26-80
BAL800417GO FORM 314 PRESS MAY 5 1980 PN FILED	5-1-80	Vol. AL to SHORE BROADCASTING, INC. Atty for assignor - Arent, Fox, Kintner,etc for assignee - Dow, Lohnes &Albertson	GRANTED EFF:	7-31-80 8-15-80

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

AL-8936 - Art. of Inc. & By_Laws on file with BTC-8060

BAL800417GO AMENDED 6-4-80 re: Question 17 of Section II.
AMENDED 6-26-80 re: Election of new officers.

AMENDED 7-2-80 re: Financial data(bank letters)

AMENDED 7-21-80: Financial data.

#10

APPLICATION RECORD-BROADCASTING

1340 kHz

Call Letters: W T A N

Name: SHORE BROADCASTING, INC.

Station Location: Clearwater, Florida

File No.	Date	Description	Action and Date
BZ-801209AB R & F PRESS	12-9-80 DEC 18 1980	DIRECT MEASUREMENT Atty: Alan C. Campbell (Dow, Lohnes & Albertson)	GRANTED 12-29-80

Form BC-121
March 1979

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.