WLAT-FM

PRODUCT OF

Remington Rand

MADE IN U.S.A.

LIBRARY BUREAU DEPARTMENT
BRANCHES EVERYWHERE

REMOVABLE LABEL GUIDE

CATALOG NO. 4550L 1/5

Form BC 126
June 1954
Official No. 1560

FM BROADCAST

BROADCASTING STATION LICENSE RECORD

Date first licensed SEPTEMBER 28, 1964

Call letters W L A T-FM

Station location CONWAY, SOUTH CAROLINA

Name of licensee COASTAL BROADCASTING CO., INC. (AL 12-21-72, Eff: 1-1-71)
LOYS MARSDON HAWLEY AND HERMAN LEE HANKS d/b as COASTAL BROADCASTING COMPANY

Transmitter location US #501, 0.5 mi. NNW of city limits of Conway, S. C. (PH 2-12-64) / (LH 9-28-64)

Main studio location US #501, 0.5 mi. NNW of city limits of Conway, S. C. (PH 2-12-64) / (LH 9-28-64)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BPH-4156 HAAT:140'	2-12-64	104.1mcs Ch.281	ERP:26kw TPO:5kw	Unl.	4-12 10-12-64 (Cond'l)
	CP for a new Class C FM broadcast station.				
BSCA-516	4-2-64	Subsidiary Communications Authorization on approximately 67 kilocycles.			
BLH-2568 HAAT:140'	9-28-64	104.1mcs Ch.#281	ERP:26kw TPO:4.6kw	Unl.	9-28-64 12-1-66
	Lic. to cover CP(BPH-4156) which auth. a new FM broadcast station.				
BRH-1560 BRSCA-516	11-30-66	Renewal of license Renewal of SCA			12-1 12-1-69
BRH-1560(S) BRSCA-516	11-26-69	Renewal of license Renewal of SCA		NDEA	12-1 12-1-72
EBSA	5-25-72				
BRH-1560(L) BRSCA-516	12-21-72	Renewal			12-1-75
BALH-1773 BASCA-544	12-21-72	Vol. AL			
BPH-8264 HAAT: 140'	2-28-73 (H&V)	104.1mhz. #281 Class C	ERP: 65kw(H&V)		2-28-74
		CP install new trans., new antenna, chg. TPO, ERP.			
ORDER SHOW CAUSE why lic. should not be mod. to Ch.263 100.5mhz, Must file by 12-20-73 request for hearing. If hearing waived file statement by 12-31-73.					
BMPH-14,004 (1)	4-5-74	MP(BPH-8264) ext. time to 8-28-74			
BMPH-14,202 (2)	9-9-74	MP(BPH-8264) ext. time to 2- 8-75			
BTC-7590	11-22-74	Invol. TC. EFR:			
BMPH-14,405(3)	2-14-75	MP(BPH-8264, as mod) ext time 8-8-75			
BPH-9620(L)	10-22-75	CP to replace expired permit 2-8-76 (BPH-8264, as modified)			
BRH-1560 (5) BRSCA-516	5-23-78	Renewal (Main & SCA)			12-1-78

FM

BROADCASTING STATION HISTORY RECORD

First licensed 9-28-64

Call Letters WLAT-FM

Station Location CONWAY, SOUTH CAROLINA

Name COASTAL BROADCASTING CO., INC.

Transmitter Location SEE CARD #1

Main studio location

Form BC-126
December 1978

Authorization Record

File No.	Granted	Facilities	Expires
BRH 780724 UA	11-28-78	REN. OF LIC. &	
BRSCA "	"	SCA	12-1-81

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WLAT-FM

Name Loys Marsden Hawley and Sherman Lee Hanks d/b as COASTAL BROADCASTING COMPANY
Conway, South Carolina (P O c/o L. M. Hawley, Box 799, Conway, S. C.)

File No.	Dated	Application for	Action Nature	Action Date
BPH-4156 R. & F.	9-20-63 10-9-63	CP for a new FM broadcast station to be operated on: Frequency: 104.1mc CH 281 ERP: 26.05kw Type transmitter: Collins 830-E1-A TPO: 5kw Type antenna: Collins 37-M (6 section) HAAT: 139.2 ft. Trans. location: On US #501, 0.5 mi. NNW of city limits of Conway, S. C. (same as AM, WLAT) Studio location: Same as transmitter Engr: Ambrose W. Kramer, De Funiak Springs, Fla.	GRANTED Cond'l re WLAT submit 302w	2-12-64

FORM BC-121 #2
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WLAT-FM

Name Loys Marsden Hewley and Herman Lee Hanks d/b as Coastal Broadcasting Company
Conway, South Carolina

File No.	Dated	Application for	Action Nature	Action Date
BSCA-516 R & F	2-18-64 2-19-64	Request for subsidiary communications authorization on sub-carrier frequency of 67kc.	GRANTED	4-2-64
BLH-2568 R&F	5-29-64 6-1-64	Lic to cover CP (BPH-4156) which auth a new FM B/C station.	GRANTED	9-28-64
BRH-1560 R & F	8/19/66 8/24/66	Renewal of License	GRANTED	11-30-66
BRSCA-516 R & F	8-19-66 8-24-66	Renewal of license (SCA)		
BRH-1560 R & F #540171 $ 240 PRESS: OCT 3 - 1969 PN FILED	9-1-69 9-5-69 9-5-69 9-5-69	Renewal of License	GRANTED	11-26-69
BRSCA-516 R & F	9-1-69 9-5-69	Renewal of SCA		

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

#3

104, Inc.

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters W L A T-FM

Name COASTAL BROADCASTING CO., INC.
XLOYS MARSDON HAWLEY AND HERMAN LEE HANKS d/b as COASTAL BROADCASTING COMPANY
CONWAY, SOUTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BRH-1560 R & F PN	9-1-72 9-5-72 9-5-72	Renewal of License	GRANTED Cond. re AL in 45	12-21-72 consummate days
BRSCA-516 PRESS	9-1-72	Renewal of SCA		
BALH-1773 BASCA-544 R & F FEE PD: $250 #131968 CODE 054 (Form 316) ALSO SEE FM	11-17-72 11-28-72	Voluntary assignment of license and SCA to COASTAL BROADCASTING CO., INC. Atty - A.L. Stein	GRANTED	12-21-72 Eff: 1-1-71

SEP 29 1972

DEC 8 1972

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

Form BC-121
September 1969

#4

APPLICATION RECORD · BROADCASTING

104.1mhz.

Call Letters W L A T-FM

Name Coastal Broadcasting Co., Inc.
Conway, South Carolina

File No.	Dated	Application for	Action Nature	Action Date
BPH-8264 R & F #152015 $50 CODE: 061 PRESS: FEB 21 1973	2-2-73 2-9-73 2-9-73	CP install new trans.(CCA-FM-25000-DS); install new Ant.(CCA-FMC-HP-6, 6 sects. (h&v); chg. TPO; ERP: 65kw(h&v). Atty--	GRANTED Cond'l submit 302's to report changes.	2-28-73
BMPH-14,004 R & F #275190 $50 CODE: 057 MAR 11 1974	1-28-74 1-31-74 2-4-74	MP (BPH-8264) ext. time to _____. (For Changes)	GRANTED TO	4-5-74 8-28-74
BMPH-14,202 R & F #334053 $50 Code 057 PRESS: AUG 23 1974	8-1-74 8-6-74 8-14-74	MP(BPH-8264) ext. time to 2-28-75. (Changes)	GRANTED TO	9-9-74 2-8-75
BTC-7590 R & F FEE PD: $250 #362157 CODE 049 (Form 316) ALSO SEE AM NOV 20	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, Executors of the Estate of Loys Marson Hawley, (Deceased) Atty - A.L. Stein	GRANTED EFF:	11-22-74

Form BC-121
September 1969

#5

APPLICATION RECORD - BROADCASTING

104.1mhz.

Call Letters W L A T-FM

Name Coastal Broadcasting Co., Inc.
Conway, South Carolina

File No.	Dated	Application for	Action Nature	Action Date
BMPH-14,405 R & F #387437 $50 Code 057 PRESS FEB 11 1975	1-24-75 1-30-75 1-31-75	Mod. of CP(BPH-8264, as modified) for extension of time to_____. (Changes)	GRANTED TO	2-14-75 8-8-75
BPH-9620 Rec'd Filed #471347$50 #479072$50 Code 001 PRESS OCT 2 - 1975	8-25-75 9-2-75 9-24-75 9-8-75 9-24-75	CP to replace expired permit (BPH-8264, as modified). Atty: A.L. Stein	GRANTED	10-22-75

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

Form BC-121
September 1969
#6

APPLICATION RECORD · BROADCASTING

Call Letters WLAT-FM

Name COASTAL BROADCASTING CO., INC.
CONWAY, SOUTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BRH-1560	7-31-75	RENEWAL OF LICENSE	GRANTED	5-23-78
BRSCA-516	"	RENEWAL OF SCA		
R & F	8-4-75	AMENDED 11-3-75 re: EEO		
PN Recd.	"			
PRESS	SEP 1 1975			
BRH780724UA	7-15-78	Renewal of License	GRANTED	11-28-78
BRSCA 780724UA	7-15-78	Renewal of SCA		
R & F	7-24-78			
PRESS				

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.