

WCOA



Remington Rand Inc.
BRANCHES EVERYWHERE
MADE IN U. S. A.

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

BROADCASTING STATION LICENSE RECORD

Date First

Licensed 8-24-26

Call

Letters WCOA

Authorized to operate 2-3-26 SEE CARD # 2 FOR NAME

X TRIANGLE BROADCASTING CORPORATION (AL. 11-27-74; EFF: 4-27-75) LOCATION: Pensacola, Fla.

X WCOA RADIO, INC., (AL 4-13-60; EFF: 5-1-60)

X DIXIE RADIO, INC. (AL 11-13-57) EFF: 12-2-57

XX WCOA, INC. (AL 1-8-52, Eff. 2-6-52)

Name of Licensee: X PENSACOLA BROADCASTING COMPANY (Vol. Assign. Lic. 1-15-32)

X CITY OF PENSACOLA "A Municipality"

Lakewood Road, Warrington, Florida (Aux. trans. site)

Hollywood Ave., 1 block S of Mass. Ave., 2 miles W of Pensacola, West of Pensacola, Fla.

X Lakewood Road, Warrington, Florida (Ltr. 2-6-59 Redescription) (CP gr. 9-28-79)

X W. of the City Limits of Pensacola, Fla. (Lic. 11-18-47)

X near Pensacola Bay Bridge, Pensacola, Florida (C.P. & Mo-B 8-30-37) Lic. 3-14-34

X NW Cor. Palafox & Garden Sts. (San Carlos Hotel), Pensacola, Fla. (Mod. C.P. 4-29-32)

Pensacola, Fla. (C.P. 7-31-31) Lic.

Transmitter X S.E. Corner of Legion Field Baseball Park, West Gregory & "G" Sts., 10-7-32

Location: City Hall Building, Pensacola, Fla.

Lakewood Road, Warrington, Florida (Ltr. 2-6-59)

1118 East Intendencia St., Pensacola, Fla. (Ltr. 7-15-51 Eff: 3-1-51)

(Lic. 10-7-32)

Main Studio X NW Cor. Palafox & Barden Sts. (San Carlos Hotel) Pensacola, Fla. (Mod. C.P. 4-29-32)

Location: X City Hall Building, Pensacola, Florida. (Jan. 12, 1929)

CONSTRUCTION PERMIT AND LICENSE RECORD

Lic. No.	Date Issued	Freq.	Power	Time Div.	PERIOD	
					From	To
3-R-B-434	4-14-27	1190	500	-	not stated	
"	6-1-27	1200	500	Unltd.	6-1	8-1-27
EFF.	Late Prev. Lic. deferred by G.O. #13				6-15	8-15-27
3-R-B-434	8-8-27	Letter of Extension			8-15	10-15-27
	Extended by G.O. 18				10-15	11-1-27
3-R-B-434	10-24-27	Letter of Extension			11-1	1-1-28
	Extended by G.O. 21				1-1	2-1-28
"	"	22			2-1	3-1-28
"	"	23			3-1	4-1-28
"	"	25			4-1	5-1-28
"	"	27			5-1	6-1-28
"	"	33			6-1	6-1-28
"	"	35			8-1	9-1-28
"	"	38			9-1	10-1-28
"	"	44			10-1	11-11-28
ALLOCATION	11-11-28	1120	500	-		
3-R-B-434	10-30-29	1120	500	Unltd.	11-11	1-31-29
3-R-B-434	1-15-29	1120	500	Unltd.	-31	4-30-29
3-R-B-434	4-12-29	1120	500	Unltd.	4-30	6-15-29
3-R-B-434	6-25-29	1120	500	Unltd.	6-15	7-31-29
3-R-B-434	License extended by G.O. #69				7-31	10-31-29
3-R-B-434	10-25-29	1120	500	Unltd.	10-31	11-15-29
ditto	-4-29	1340	500	Unltd.	11-15	1-31-30
3-R-B-434	1-11-30	1340	500	Unltd.	1-31	4-30-30
Telegram	4-30-30	Extension of operation			4-30	5-14-30
3-R-B-434	6-24-30	1340	500	Unltd.	6-24	7-31-30
3-R-B-434	7-9-30	1340	500	Unltd.	7-31	10-31-30
3-R-B-434	10-22-30	1340	500	Unltd.	10-31	11-30-30
3-R-B-434	11/25/30	1340	500	Unltd.	11-30	12-31-30
3-R-B-434	12-19-30	1340	500	Unltd.	12-31	1-31-31
G.O. 103	1-20-31	Extension of License			1-31	4-30-31
3-P-B-1987	3-8-31	Changes in equipment			3-30	5-30-31
3-R-B-434	4-20-31	1340	500	Unltd.	4-30	11-1-31
3-MP-B-225	7-31-31	Move of Tr. & ext. date C.P.			9-1	10-1-31
3-MP-B-254	10-6-31	Extend C. & C. Dated			1-1	2-1-32
3-R-B-434	10-27-31	1340	500	Unltd.	11-1	5-1-32
AL-B-408	1-15-32	Vol. Assign. License (Conditionally)				
MP-B-27	1-15-32	Vol. Assign. C.P. (Conditionally)				
3-R-B-434	4-22-32	1340	500	Unltd.	5-1	11-1-32
MP-B-294	4-29-32	Move local & chg. equip.			1-1	7-28-32

Date First

Licensed.....

Card #2.

Call
Letters WCOA

Name of

Licensee:

XY SUMMIT COMMUNICATIONS OF FLORIDA, INC. (AL. 11-27-74; EFF: 1-7-75)
PFNSACOLA BROADCASTING COMPANY

Transmitter

Location: _____

Main Studio

Location: _____

FRC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

ZONE 3

Appl. No.	Date Issued	Freq.	Power	Time Div.	PERIOD	
					From	To
MP-B-359	8-18-32	Ext. compl. date of C.P.			1-1	9-1-32
5-L-B-886	10-7-32	1340	500	U	10-7	11-1-32
3-R-B-434	10-21-32	1340	500	U	11-1	5-1-33
3-R-B-434	4-11-33	1340	500	U	5-1	11-1-33
3-R-B-434	10-6-33	1340	500	U	11-1	5-1-34
3-S-B-434	12-8-33	Remain silent 12-25-33 and			1-1-34	
3-R-B-434	4-13-34	1340	500	U	5-1	11-1-34
FEDERAL COMMUNICATIONS COMMISSION						
B3-R-434	10-16-34	1340	500	U	11-1	5-1-35
B3-R-434	4-16-35	1340	500	U	5-1	11-1-35
B3-TC-21	9-10-35	Transfer of Control				
B3-R-434	10-8-35	1340	500	U	11-1	5-1-36
B3-R-434	4-24-36	1340	500	U	5-1	11-1-36
B3-S-434	8-13-36	Oper. 50w test trans. between 12 mid. and 6am EST from 8-15 to 9-13-36				
B3-R-434	10-27-36	1340	500	U	11-1	5-1-37
B3-R-434	4-9-37	1340	500	U	5-1	11-1-37
Letter	4-20-37	1340	500w, 1kw	LS U		Subject to
B3-P-1422	Eff. 5-25-37	Rule 131 and trans. site				
B3-P-1422	CA 8-30-37	1340	500w, 1kw	LS U	10-30	4-30-38
B3-MP-543		C.P. to incr. power; move trans.; make changes in trans. and antenna.				
		Mod. C.P. for approval of trans. site & antenna				
B3-R-434	CA 10-29-37	1340	500w	U	11-1	5-1-38
B3-S-434	12/23/37	Oper. reduced power 100w 12/26 to 12/31 - give audience continuous service while moving equip. prov. sta. held strictly resp. to compl. all rules.				
B3-Z-133) B3-L-754)	3-14-38	1340	500w, 1kw	LS U	3-14	5-1-38
		Lic. to cover C.P. to move trans.; changes in equip. & antenna; incr. power; Direct Measure.				
B3-S-434	4-15-38	Extension of license			5-1	6-1-38
B3-R-434	5-25-38	1340	500w, 1kw	LS U	5-25	11-1-38
B3-S-434	6/28/38	Rebroadcast Pensacola annual deep sea fishing rodeo 7/2, 3 and 4/38 as broadcast by US Coast Guard from its patrol boat KIMBALL.				
B3-R-434	10-11-38	1340	500w, 1kw	LS U	11-1	5-1-39

B -8-

BROADCASTING STATION LICENSE RECORD

Card #3

Date first licensed

Call letters W C O A

Name of licensee X PENSACOLA BROADCASTING COMPANY

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

APPL. No.	DATE ISSUED	FREQ.	POWER	Time Div.	Period	
					From	To
B3-R-434	4-24-39	1340	500w, 1kw-LS	U	5-1	11-1-39
B3-R-434	10-24-39	1340	500w, 1kw-LS	U	11-1	8-1-40
B3-P-2709	2-8-40	C.P. install new equip.			4-8	10-5-40
B3-L-1118	3-21-40	1340	500w, 1kw-LS	U	3-21	8-1-40
		Lic. to cover CP 2709 for new equip.				
B3-S-434	4-13-40	1340	500w 1kw-LS	U	4-13	8-1-40
	Mod. Lic. to add sunrise					
Order	6/12/40	Extension of License			8/1	10/1/40
Order	9-10-40	Extension of license			10-1	3-29-41
NARBA REALLOCATION						
B3-R-434	3-24-41	1370	500w, 1kw-LS	U (T)	3-29	*
	*Pending Commission action on renewal application					
B3-S-434	11-6-42	1370	500w, 1kw-LS	U (T)	12-1	*
	*Pending Commission action on renewal application					
	Mod. lic. in accordance with Order #107					
B3-S-434	2-3-43	1370	500w, 1kw-LS	U	2-3	12-1-44
B3-S-434	11-28-44	Extension of license			12-1	2-1-45
B3-R-434	12-27-44	1370	500w, 1kw-LS	U	12-27	11-1-47
B3-S-434	9-25-45	1370	500w, 1kw-LS	U	10-1	11-1-47
	Mod. Lic. Order 107-A					
B3-P-4660	4-18-47	1370	5kw* 5kw-LS	U	6-18	12-18-47
			*DA-N	(Conditional clause)		
	CP-increas power, install new T, DA for night & change T loc.					
BR-434	10-16-47	1370	500w, 1kw-LS	U	11-1	11-1-50
BL-2648	11-18-47	1370	*5kw, 5kw-LS	U	11-18	11-1-50
BZ-2482	Lic. to cover CP (4660) for increase in power, install new T, and *DA-N, change T site and determine operating power by direct method.					
	(CONDITIONAL CLAUSE)					
BR-434	10-18-50	1370	5kw*, 5kw-LS	U	11-1	11-1-53
			*DA -N			
BZ-434	11-28-50	1370	5kw*, 5kw-LS	U	11-28	11-1-53
			*DA-N			
	Mod. lic. correcting DA upon accordance engr. report filed					

B. S.

#4

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W C O A

Name of licensee

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BAL-1289 Eff.	1-8-52 2-6-52	Vol assignment of license to WCOA, INC.			
BTC-1427 EFF:	5-27-53 7-3-53	Involuntary TC from John H. Perry, Sr., Voting Trustee, Deceased to John H. Perry, Jr., Voting Trustee			
BR-434	10-7-53	1370	5kw*, 5kw *DA-N	U	11-1-53 2-1-55
BRC-494 (1)	8-25-54	Modification of license to operate transmitter by remote control from 118 East Intendencia St., Pensacola, Florida while using non-directional antenna			
BR-434	1-12-55	1370	5kw-DA-N	U	2-1-55 2-1-58
BAL-2806 EFF:	11-13-57 12-2-57	Voluntary assignment of license to Dixie Radio, Inc.			
BR-434	1-22-58	1370kc	5kw-DA-N	U	2-1-58 2-1-61
BAL-3516 EFF:	4-13-60 5-1-60	Voluntary assignment of license to WCOA RADIO, INC.			
BR-434	1-25-61	1370kc	5kw, 5kw	U	2-1-61 2-1-64
BR-4711	2-13-63	1370kc	5kw-DA-N	Un	2-13-63 2-1-64
		Authority to determine operating power by direct measurement of antenna power.			
	1-29-64	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.			
BR-434	3-31-64	Renewal of License			3-31-64 2-1-67
BR-6253	12-23-66	1370kc	5kw-DA-N	U	12-23-66 2-1-67
		Auth. to determine operating power by direct measurement of antenna power.			
BR-434	3-2-67	RENEWAL OF LICENSE			3-2-67 2-1-70
BP-18574	6-17-69	1370kc	250w	Aux.	2-17-70
		CP to install an aux. trans., at main trans. loc., to be oper. on 1370kc, 250w, non-DA, for aux. purposes only.			
HL-12635 (1)	9-17-70	Lic. cover(BP-18574)		Aux.	11-18-70 to 2-1-73
BR-434(I)	11-18-70	Renewal & NDEA			2-1-73
EB31	5-25-72				

Form BC 126 #5
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters

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-434(L)	1-3-74	RENEWAL OF MAIN & AUX. (Cond '1)	1370khz	5kw DA-N U		2-1-76
			250w non-DA			
BS-434(L)	5-30-74	replacement of antenna				2-1-76
		monitor.				
BAL-8238	11-27-74	Vol. AL	EFF:	1-7-75		
BAL-8292	11-27-74	Vol. AL	EFF:	1-7-75		
BS-434(L)	12-19-74	readjustment of antenna system				2-1-76
BR-434(S)	1-28-76	Renewal (Main & Aux.)				2-1-79
BR-434(L)	1-28-76	Supersedes short auth. of same date to show correct lic. name.				2-1-79
BR-434(L)	1-28-76	Supersede delete conds., specs. & 347.5 ⁰ monitor point.				
BP-790323AE	9-28-79	CP to chg. TL,	1370KHz	5kW, 5kW DA-N		9-28-80
BRC-800424AK	7-9-80	Mod. of License operate by RC from main studio loc.				
BP-800318AT	1-6-81	CP to utilize main trans. as Aux. will be located at main Trans. Loc.	1370khz	0.5kw 5kw Unl.		1-6-82
BTC800806EF	12-18-80	Vol TC EFF:				12-19-80
BP-800318AT	1-6-81	SUPERSEDE TO CORRECT THE FOR AUXILIARY.				
BRK BR-780929VU BL-800417AA	1-8-81	RENEWAL & MODIFICATION (ISSUED TOGETHER)				2-1-82

STATION APPLICATION RECORD

APPLICANT: City of Pensacola, Florida. "A Municipality"

CALL LETTERS: WCOA

ADDRESS: City Hall Bldg. Pensacola, Fla.

FILE NO: 3-3-B-434 DATED: 3-29-27

Present Assignment: 1190 kc. 500 W. -

L.P. issued 4-14-27 500 W. 1190Kc

Requested: 1190 500 W. -

ACTION: Per. not stated - Lic. issued 6-1-27 1200 kc. 500 W. Unltd. Per. 6-1-1-27.

APPLICANT: SAME

CALL LETTERS: WCOA

ADDRESS: SAME

FILE NO: 3-R-B-434 DATED: 7-30-27

Present Assignment: 1200 kc. 500 W. Unltd.

Extended by Letter 8-8-27

Requested: Renewal

ACTION: Period 8-15 to 10-15-27

APPLICANT: SAME

CALL LETTERS: WCOA

ADDRESS: SAME

FILE NO: 3-R-B-434 DATED: 9-30-27

Present Assignment: 1200 kc. 500 W. Unltd.

ACTION: Extended by Letter Oct. 24, 1927 Period 11-1 to 1-1-28

Requested: Renewal

STATION APPLICATION RECORD

APPLICANT: City of Pensacola, Florida

CALL LETTERS: WCOA

ADDRESS: Pensacole, Florida

FILE NO: 3-R-B-434 DATED: 1-16-28

Present
Assignment: 1200 kc. 500 W. Unltd.ACTION: Lic. issued 10-30-28
1120 kc. 500 W. Unltd. Per.
11-11-28 1-31-29

Requested: Renewal

APPLICANT: SAME

CALL LETTERS: WCOA

ADDRESS: SAME

FILE NO: 3-R-B-434 DATED: 11-20-28

Present
Assignment: 1120 kc. 500 W. Unltd.Lic. issued 1-12-29 1120 kc.
ACTION: 500 W. Unltd.
Period 1-31-29 4-30-29

Requested: Renewal

APPLICANT: SAME

CALL LETTERS: WCOA

ADDRESS: City Hall Bldg., Pensacola, Fla.

FILE NO: 3-R-B-434 DATED: 4-1-29

Present
Assignment: 1120 kc. 500 w. Unltd.ACTION: Lic. 4-12-29. 1120 kc.
500 w. Unltd. Per. 4-30 to 6-15-29

Requested: Renewal

STATION APPLICATION RECORD

APPLICANT: City of Pensacola

CALL LETTERS: WCOA

ADDRESS: City Hall Bldg., Pensacola, Fla.

FILE NO: 3-2-B-434 DATED: 5-14-29

Present

Assignment: 1120 kc. 500 w. Unltd.

ACTION: Lic. 5-25-29. 1120 kc.
500 w. Unltd. Period 6-15 to
7-31-29

Requested: Renewal

APPLICANT: City of Pensacola

CALL LETTERS: WCOA

ADDRESS: City Hall Bldg., Pensacola, Fla.

FILE NO: 3-2-B-434 DATED: 7-27-29

Present
Assignment: 1120 kc. 500 w. Unltd.ACTION: P.O. #69. period 7-31-29
to 10-31-29

Requested: Renewal

APPLICANT: City of Pensacola

CALL LETTERS: WCOA

ADDRESS: City Hall Bldg., Jefferson, St., Pensacola, Fla.

FILE NO: 3-2-B-939 DATED: 9-18-29

Present
Assignment: 1120 kc. 500 w. Unltd.Denied in. 2-21-30 Order
ACTION: 2-21-30Requested: 940 kc. 5 KW. Unltd. (Install Direc.)
(Crystal Control)

STATION APPLICATION RECORD

APPLICANT: City of Pensacola

CALL LETTERS: WCOA

ADDRESS: City Hall Bldg., Pensacola, Fla.

FILE NO: 3-R-B-434 DATED: 9-20-29

Present
Assignment: 1120 kc. 500 w. Unltd.Lic. 10-25-29 1120 kc. 500 w.
ACTION: Unltd. 10-31-29 to
11-15-29. Lic. 11-4-29 1340 kc.
500 w. Unltd. 11-15-29 to 1-31-30

Requested: Renewal

APPLICANT: City of Pensacola,

CALL LETTERS: WCOA

ADDRESS: City Hall Bldg., Pensacola, Fla.

FILE NO: 3-R-B-434 DATED: 12-26-29

Present
Assignment: 1340 kc. 500 w. Unltd.Renewal Lic. 1-14-30
ACTION: Period 1-31 to 4-30-30

Requested: Renewal

APPLICANT: Same

CALL LETTERS: WCOA

ADDRESS: Same

FILE NO: 3-R-B-434 DATED 5-29-30

Present
Assignment: 1340 Kc. 500 W. , UnlimitedGranted Min. 6-24-30 for Renewal
License for period 6-24-30 to
ACTION: 7-31-30.

Requested: Renewal

Telegram to operate from 4-30-30
to 5-14-30

No. 5.

STATION APPLICATION RECORD

APPLICANT: CITY OF PENSACOLA, FLORIDA CALL LETTERS: WCOA
ADDRESS: City Hall Bldg., Pensacola, Florida FILE NO: 3-P-B-1429 DATED: 5/13/30
Present Assignment: 1340 kc. 500 W. Unlimited ACTION: Denied 9-25-31
Requested: Install new equip. and incr. power to 1 KW.

APPLICANT: Same CALL LETTERS: WCOA
ADDRESS: Same FILE NO: 3-R-B-434 DATED: 6-25-30
Present Assignment: 1340 Kc. 500 watts, unlimited ACTION: Renewal License 7-9-30
Requested: Renewal ACTION: Per: 7-31 to 10-31-30

APPLICANT: CALL LETTERS:
ADDRESS: FILE NO: DATED:
Present Assignment: ACTION:
Requested:

APPLICATION RECORD - BROADCASTING

Call
Letters WCOAName CITY OF PENSACOLA

File No.	Dated Received	Application for	Action	
			Nature	Date
3-R-B-434	9-9-30	Renewal of lic.	Granted (30 days)	10-21-30
			Granted (31 D)	11/25/30
			Granted (30 D)	12-19-30
3-R-B-434	12-13-30	Renewal of license	G.O.103 Granted	1-20-31 4-24-31
3-P-B-1987	1-22-31	Change equipment to 1 KW Max. pr.	Granted	3-6-31
3-MP-B-225	6-12-31	Modify 3-P-B-1987, to move transmitter locally, install new W.S. Type 6-B transmitter (instead of composite) and extend commencement and completion dates to 9-1-31 and 10-1-31 respectively.	Granted	7-31-31
Amended	7-13-31	Install new transmitter (Piezoelectric Lab. - DC Max. 1 KW), instead of W.S. 6-B transmitter.		for move of Tr. ext. dates.
3-MP-B-254	9-19-31	Extend completion dates of 3-P-B-1987, as modified, to 1-1-32 and 2-1-32 respectively.	Granted	10-6-31
3-R-B-434	9-24-31	Renewal of license	Granted	10-27-31

APPLICATION RECORD - BROADCASTING

Call

Letters

CO.

PENSACOLA BROADCASTING COMPANY (Vol. Assign. Lic. 1-15-32)
 x CITY OF PENSACOLA, FLORIDA

Name

File No.	Date Received	Application for	Action	
			Nature	Date
3-AP-B-37	12-18-31	Voluntary assignment of cons. permit to PENSACOLA BROADCASTING COMPANY (3-MP-B-254)	Granted Conditionally	1-15-32
3-AL-B-408	12-16-31	Voluntary assignment of license to PENSACOLA BROADCASTING COMPANY.	Granted Conditionally	1-15-32
3-MP-B-294	1-22-32	Modify 3-P-B-1987 & 3-MP-B-254. Move transmitter and studio locally (to San Carlos Hotel, Palafox & Garden Sts.). install W.E. Type 303A transmitter, and extend commencement and completion dates to 2-1-32 and 5-1-32 respectively.	Granted	4-29-32
3-R-B-434	X 1-21-32	Renewal of license (Requested)	Order of Grant	4-22-32
3-MP-B-359	7-26-32	Modify 3-P-B-1987. Extend completion date to 9-1-32.	Granted	8-18-32

APPLICATION RECORD - BROADCASTING

Call
Letters W C O AName PENSACOLA BROADCASTING COMPANY

File No.	Date Received	Application for	Action	
			Nature	Date
3-L-B-886	9-15-32	Covers 3-MP-B-359 which modified 3-P-B-1987.	Granted	10-7-32
3-R-B-434	10-5-32	Renewal of license	Granted	10-21-32
3-R-B-434	1-28-33	Renewal of license	Granted	4-11-33
3-R-B-434	7-31-33	Renewal of License	Granted	10-6-33
3-R-B-434	2-7-34	Renewal of license	Granted	4-13-34
		FEDERAL COMMUNICATIONS RECORDS:		
B3-R-434	6-13-34	Renewal of license	Granted	10-16-34
B3-R-434	2-23-35	Renewal of license	Granted	4-16-35
B3-R-434	7-27-35	Renewal of license	Granted	10-8-35

APPLICATION RECORD - BROADCASTING

9.

Call
Letters W C O AName PENSACOLA BROADCASTING CO.

File No.	Dated	Application for	Action	
			Nature	Date
B3-TC-21	7-31-35.	Authority to transfer control of Corp. from Pensacola B/c Co., John C. Pace, Burgess Pace, & Beecher Hayford, sole stockholders, to The News-Journal Co. a corp. 200 shares of common-non-par value stock.	Granted	9-10-35
B3-ML-246	9-27-35	Modification of license to increase power from 500w to 1kw.	Returned Filed Wrong Form	10-4-35
B3-R-434	4-2-36	Renewal of license	Returned	4-8-36
Resubmitted	4-13-36	(Sec. 26a & signature)	Granted	4-24-36
B3-R-434	9-8-36	Renewal of license	Granted	10-27-36

APPLICATION RECORD—BROADCASTING

#10

Call letters WCOAName PENSACOLA BROADCASTING COMPANY

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-P-1422	9-22-36	C.P. to make changes in trans. and antenna, move trans. from San Carlos Hotel, Pensacola, Fla. to site to be determined, Pensacola, Fla. and increase power from 500watts to 1 kilowatt.	Examiner's Report 1-359 GRANTED Min. 4-20-37 Eff. 5-25-37 1340kc. 500w, 1kw-LS U since application was amended in hearing to request 500w, 1kw-LS Granted subject to R.131 and trans. site. Letter written. Issued with MP-543 8-30-37	
B3-R-434	2-20-37	Renewal of License	Granted	4-9-37

APPLICATION RECORD—BROADCASTING

#11

Call letters WCOAName PENSACOLA BROADCASTING COMPANY

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-MP-543	6-25-37	Modification of construction permit (B3-P-1422) for approval of vertical antenna and transmitter site at Pensacola, Florida (No street address)	Granted	C.A. 8-20-37
Amended	7-16-37	Re; antenna.		
B3-R-434	9-24-37	Renewal of license	Granted	C.A. 10-29-37
B3-R-434	1-11-38	Renewal of license (65 and 22 -incomp.)	Returned	3-25-38
Resubmitted	"	" (38 -incomplete)	Returned	4-6-38
Resubmitted	"		Granted	5-25-38

Form 94

APPLICATION RECORD - BROADCASTING

#12

Call

Letters W C O AName PENSACOLA BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B3-2-133	1-17-38	Authority to determine operating power by direct measurement of antenna.	Granted	3-14-38
B3-L-754	2-3-38	License to cover construction permit (B3-P-1422) as modified, to make changes in transmitter and antenna, move transmitter and increase power.	Granted	3-14-38
B3-R-434	8-3-38	Renewal of license	Granted	10-11-38
B3-P-2262 Amended	9-22-38 2-20-39	C.P. to install new transmitter and increase power from 500w; 1kw-L3 to 1kw; 5kw-L3. Trans-site to be determined, Pensacola, Fla.	Granted DISMISS Prejudice Min. #146	Motion to Appl. Without 3-31-39

APPLICATION RECORD—BROADCASTING

#13

Call letters WCOAName PENSACOLA BROADCASTING COMPANY

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-R-434	2-9-39	Renewal of license	Granted	4-24-39
B3-R-434	9-6-39	Renewal of license	Granted	10-24-39
B3-P-2709	1-12-40	C.P. to install new equipment.	Granted	2-8-40
B3-L-1118	3-4-40	License to cover C.P. (B3-P-2709) for installation new equipment.	Granted	3-27-40
B3-R-434	5/28/40	Renewal of license (See 18b & f)	Returned	1-8-41
"	2-28-41	" " " Resub.	Granted	3-24-41
		Form 335 filed 7-10-41 set'd 7-16-41 (only 1 copy of contract submitted) Resubmitted 7-21-41	1370kc, 500w, 1kw-LS, U (temp. basis)	Granted 2-3-43
			Regular basis	

APPLICATION RECORD—BROADCASTING

Call letters WCOAName PENSACOLA BROADCASTING COMPANY

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-P-2943 Rec'd	7-24-40 7-29-40	Construction permit to increase power from 500w 1kw-LS to 1kw day and night and install directional antenna for night use. (Filed by Walter Johnson) Form 335 filed 7-10-41 and 7-16-41 (only 1 copy of contract submitted) Resubmitted 7-21-41	10-10-41 dismissed without prejudice & retired to closed files (Req. Atty. superseded)	
B3-P-3342 Rec'd Filed	10-2-41 10-8-41 10-8-41	C.P. to change freq. from 1370kc to 1030kc, increase power from 500w, 1kw-LS to 10kw day and night, install new transmitter and D.A. for night use, and change location of trans. from Near Pensacola Bay Bridge, Pensacola, Fla. to 3 miles west of Brent, Fla. Form 335 filed (Filed by Dempsey & Koplovitz)	Docket No. 6441 Dismissed without Prejudice Request of Applicant	1-13-43
Amended Recd & filed	3-30-42 4-4-42	RE: Changes in antenna proposed		

APPLICATION RECORD—BROADCASTING

#15

Call letters WCOAName PENSACOLA BROADCASTING COMPANY

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-R-434 Rec'd	9-30-44 10-4-44	Renewal of license Filed by Richard O'Hare atty. Amend. 303-A filed 10-18-44	Granted	12-27-44
B3-P-4660 Rec'd Filed	3-20-46 3-22-46 3-22-46	C.P. to increase power from 1kw day and 500w night to 5kw day and night, install new transmitter (RCA BTA-5F) and D:A. for night use, and change transmitter location from near Pensacola Bay Bridge, Pensacola, Fla. to <u>Slightly West</u> of the City Limits of Pensacola, Florida. (Filed by William C. Koplovitz, Atty. Frank H. McIntosh, Engr.)	GRANTED subject to the condition that the permittee shall satisfy legitimate complaints of blanketing within the 250 mv/m contour, including external cross modulation.	4-18-47
AMENDED Recd. Filed	1-9-47 1-10-47 1-10-47	AMENDED re changes in DA system		

APPLICATION RECORD - BROADCASTING

#16

Call

Letters

W C O A

Name PENSACOLA BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BR-434 Rec'd	8-27-47 9-2-47	Renewal of license Filed by Frederick H. Walton, Jr. atty.	Granted	10-16-47
BL-2648 Rec'd Filed	9-3-47 9-4-47 9-4-47	License to cover C.P. (E3-P-4660) which authorized increase power, install new transmitter and D.A. for night use and change transmitter location. and Authority to determine operating power by direct measurement of antenna power. (Frederick H. Walton, Jr., Atty. Andrew F. Inglis, Engr.)	GRANTED re blanketing clause	11-18-47
BZ-2482 Rec'd Filed	9-3-47 9-4-47 9-4-47			

APPLICATION RECORD - BROADCASTING

W C O A, INC. (AL 1-8-52, Eff. 2-6-52)

Call
Letters W C O A

Name x PENSACOLA BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BR-434 Rec'd Resub.	8-18-50 8-21-50 8-30-50	Renewal of license (to be executed by an officer & for balr sheet & ans. Par. 9, Sec. IV) Resub. by Frederick H. Walton, Jr. atty.	Ret'd Granted	8-22-50 10-18-50
BAL-1289 Rec'd Filed	11-28-51 11-29-51 11-29-51	Voluntary assignment of license to WCOA, Inc. Frederick H. Walton, Atty.	GRANTED Eff.	1-8-52 2-6-52
BTC-1427 Rec'd Filed	12-12-52 12-15-52 12-15-52	Involuntary transfer of control of licensee corporation from John H. Perry, Sr., Voting Trustee, Deceased to John H. Perry, Jr., Voting Trustee. Frederick H. Walton, Jr., Atty.	GRANTED EFF:	5-27-53 7-3-53

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call

Letters W.C.O.A.Name DIXIE RADIO, INC.
W.C.O.A., INC.

File No.	Dated	Application for	Action	
			Nature	Date
BR-434 Rec'd Filed	7-31-53 8-4-53 8-4-53	Renewal of license Frederick H. Walton, Jr., Atty.	GRANTED	10-7-53
BRC-494 Rec'd Filed	8-16-54 8-18-54 8-18-54	Modification of license to operate transmitter by remote control from 118 East Intendencia Street, Pensacola, Florida, while using non- directional antenna Harry J. Ockershausen, Atty.	GRANTED	8-25-54
BR-434 Rec'd Filed	11-2-54 11-3-54 11-3-54	Renewal of License Filed by Frederick H. Walton, Jr., Atty.	GRANTED	1-12-55
BAL-2806 Rec'd Filed	9-13-57 9-18-57 9-18-57	Voluntary assignment of license to Dixie Radio, Inc. Frederick H. Walton, Jr., Atty. for Assignor Vincent Pepper for Assignee;	GRANTED EFF:	11-13-57 12-2-57 (Mutually cont'g on grant BAL-2803 & BALH-293 WDLP - WDLP-FM

APPLICATION RECORD - BROADCASTING

Aug. 1955

#19 WCOA RADIO, INC.

Call

X DIXIE RADIO, INC.

Letters ...W.C.O.A.

Name ~~X WCOA, INC.~~
PENSACOLA, FLA.

File No.	Dated	Application for	Action	
			Nature	Date
B R-434 Rec'd Filed	11-4-57 11-5-57 11-5-57	Renewal of License Frederick H. Walton, Jr., Attorney	GRANTED	1-22-58
Amended Rec'd & Filed	12-30-57 1-3-58	Amended to change applicant name to Dixie Radio, Inc.		
BAL-3816 Rec'd Resub. Rec'd Filed	2-8-60 2-17-60 2-27-60 2-29-60 2-29-60	Voluntary assignment of license to WCOA Radio, Inc. Smith & Pepper, Attys for Assignor Harry J. Daly, Atty. for Assignee	RESUBMITTED Agreement dated after Assignor's Section GRANTED EFF:	2-23-60 4-13-60 5-1-60
BR-434 Rec'd Filed	10-31-60 11-7-60 11-7-60	Renewal of License.	GRANTED	1-25-61
BR-4711 R. & F.	6-4-62 6-12-62	Authority to determine operating power by direct measurement of antenna power. Atty- McKenna & Wilkinson	GRANTED	2-13-63

APPLICATION RECORD - BROADCASTING

AUG. 1955

CARD #20

Call
Letters WCOAName WCOA RADIO, INC.
PENSACOLA, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BR-434 R & F	10-31-63 11-1-63	Renewal of License	GRANTED	3-31-64
<p>(of WDEF)</p> <p>OPPOSITION TO REQUEST/TO PROHIBIT PRE-SUNRISE OPERATION WITH DAYTIME FACILITIES filed 1-21-64 by Joyce for WCOA</p> <p>REPLY TO OPPOSITIONS TO REQUESTS TO PROHIBIT PRE-SUNRISE OPERATION WITH DAYTIME FACILITIES filed 2-6-64 by Slaughter for WDEF</p> <p>COMMENTS RE "REPLY TO OPPOSITION TO REQUESTS TO PROHIBIT PRESUNRISE OPERATION WITH DAYTIME FACILITIES filed 2-18-64 by Joyce for WCOA</p>				
BR-434 R & F	10-15-66 10-27-66	Renewal of license Atty- George R. Borsari, Jr. (Daly & Joyce)	GRANTED	3-2-67
<p>MOTION TO RECONSIDER ACTION OF THE COMMISSION filed 3-31-67 by Daly & Joyce for WCOA.</p> <p>AMENDED 9-30-68 re: Programming</p>				

LETTER dated 11-27-68 by Broadcast Bureau DISMISSED AS MOOT petitions.

Aug. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters WCOAName WCOA RADIO, INC.
Pensacola, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BZ-6243 Rec'd Filed	5/17/66 5/20/66 12/5/66	Auth. to determine operating power by direct meas. of antenna power. (CCA-AM-5000D) Atty: G. R. Borsari, Jr. Engr: C. M. Gray, Birmingham, Ala.	GRANTED	12-23-66
BP-18,574 Rec'd #45320 \$30 Refiled JUN 15 1968	7-12-68 7-19-68 7-19-68 7-19-68	CP to install an auxiliary transmitter (Gates PCA-250) at main trans loc, to be oper. on 1370kc, 250w, non-DA, for aux. purposes only. Leonard S. Joyce (Daly & Joyce)	Returned per Sec. 1.568(b) Inadvertently returned. GRANTED	5-15-69 1-5-68 6-17-69
BR-434 R & F #553367 \$75 F. N.	10-20-69 10-31-69 10-31-69 10-31-69	Renewal of License Atty: Leonard Joyce (Daly and Joyce)	GRANTED	11-18-70
EL-12,635 R & F #578613 \$30. PTA JUN 8 1970	2-13-70 2-17-70 2-17-70 2-24-70	Lic. (BP-18,574) for Auxiliary Transmitter. Atty: <u>Daly & Joyce</u> Amendment - other side	GRANTED	9-17-70 Eff: 11-18-70

Tr 8-23-68 re type transmitter (appl. rec'd 7-19-68).
BL-2-13-70 - Amended: 3-26-70 re Sect. II-A, Par. 6.

APPLICATION RECORD - BROADCASTING

SUMMIT COMMUNICATIONS OF FLORIDA, INC.
XTRIANGLE BROADCASTING CORPORATION

Call Letters WCOA

Name XWCOA RADIO, INC.
PENSACOLA, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BR-434 R & F PN PRESS	10-27-72 11-3-72 11-3-72 DEC 12 1972	Renewal of License (MAIN & AUXILIARY) Atty: <u>Daly, Joyce & Borsari</u> AMENDED 12-11-72 re: business interest AMENDED 1-8-73 re: commercial policy AMENDED 3-1-73 re: employment report AMENDED 9-11-73 re: EEO	GRANTED (Cond'l re: EEOP REPORT)	1-3-74
BAL-8238 R & F FEE PD: \$1000 #337379 CODE 047 (ALSO SEE FM WJLQ SEP 24 1974 Pub. notice filed 9-16-74	8-13-74 8-19-74	Voluntary assignment of license to TRIANGLE BROADCASTING CORPORATION (for assignor) (SEE OVER) Atty - <u>Daly, Joyce, Borsari & George</u> for assignee - <u>Fly, Shuebruk etc</u>	GRANTED EFF: FEE REQ. \$38,000.00 (includes FM) Fee Pd. 1-10-75, 063, W 380668	11-27-74 1-7-75
BAL-8292 P & F FEE PD: \$250 # 364909 CODE 047 (Form 316) ALSO SEE FM WJLQ	11-13-74 11-18-74 NOV 25 1974	Voluntary assignment of license to SUMMIT COMMUNICATIONS OF FLORIDA, INC. Contingent on grant of BAL-8238 & BALH-2044 Atty - <u>Fly, Shuebruk, Blume & Gaguine</u>	GRANTED EFF:	11-27-74 1-7-75

RE: BAL-8238 - AMENDED 10-17-74 re new drctr; reflect

BTU-7554 (WREC (AM, FM) (pending)

(corrected)

AMENDED 11-15-74 - Sec. II filed & current bal. sheet

RE: BAL-8238 Correction re name in Table I; also birghplace

APPLICATION RECORD - BROADCASTING

Call Letters WCOA

Name SUMMIT COMMUNICATIONS OF FLORIDA, INC.
Pensacola, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BR-434 R & F PN PRESS	9-29-75 10-1-75 10-1-75 NOV 11 1975	Renewal of license (Main) Atty-Jerome S. Boros (Fly, Shuebruk et al)	GRANTED	1-28-76
R & F	11-26-75	Renewal of Licence (Auxiliary)		
BR780929VU PRESS	DEC 4 1978	RENEWAL OF LICENSE (MAIN AND AUXILIARY) Atty. Stuart A. Shoreinstein (Fly, Shuebruk, Blume etc.)	GRANTED	1-31-79

APPLICATION RECORD - BROADCASTING

Call
Letters W C O AName SUMMIT COMMUNICATIONS OF FLORIDA, INC.
PENSACOLA, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BP790323AE PRESS (0)	APR 19 1979	CP to change Transmitter Location to: Hollywood Avenue 1 block South of Massachusetts Avenue, 2 miles West of Pensacola, West of Pensacola, Florida & chg. type Trans. (HARRIS MW-5).	Gr.	9-28-79
AMENDED AMENDED	5-8-79 6-19-79	MAJOR ENVIRONMENTAL ACTION UNDER SECTION 1.1305 OF THE COMMISSION'S RULES. 30° 26' 57" 87° 15' 46" Atty. Herbert M. Schulkind (Fly, Shuebruk, Blume etc.) enr(contour info) public notice filed and additional engr		

APPLICATION RECORD-BROADCASTING

1370KHz.

Call Letters: W C O A

Name: SUMMIT COMMUNICATIONS OF FLORIDA, INC.

Station Location: PENSACOLA, FLORIDA

File No.	Date	Description	Action and Date
BP800318AT PRESS (0) APR 28 1980		CP to Utilize Main Transmitter as Auxiliary, to be located at Main Transmitter Location. Atty. Herbert M. Schulkind (Fly, Shuebruk etc.)	GRANTED 1-6-81 Con'd
BL-800417AA R & F PTA PRESS MAY 14 1980	4-17-80 4-28-80	Lic. to cover BP-790323AE for changes Atty: Herbert M. Schulkind(Fly, Shuebruk, etc.)	GRANTED 1-8-81 Issued with BR-780929VU
BRC800424AK PRESS (0)	JUL 10 1980	Modification of License to Operate Trans. by Remote Control from: 900 Lakewood Rd., Pensacola, Florida (MAIN STUDIO LOCATION).	GRANTED: 7-9-80

Name: SUMMIT COMMUNICATIONS OF FLORIDA, INC.

Station Location: Pensacola, Florida

File No.	Date	Description	Action and Date
BTC800806EF FORM 316 PRESS (ALSO SEE WZXR(FM), KGCY, WJLQ(FM), WREC & KXXY(FM))	AUG 21 1980	Voluntary relinquishment of control of lic. corp. from Gordon Gray to Gordon Gray, Jr., Burton C. Gray, C. Boyden Gray and Bernard Gray as Individual Trustee under a living trust. Atty: Herbert M. Schulkind (Fly, Shuebruk)	GRANTED 12-18-80 EFF: 12-19-80

RECORD OF APPLICATIONS REQUESTING FACILITIES OF BROADCASTING STATION WCOA

~~Dixie Radio, Inc.~~

x WCOA, Inc.

x PENSACOLA BROADCASTING COMPANY (Vol. Assign. of Lic. 1-15-32)

Licensee x City of Pensacola "A Municipality"

File No.	Date	Call Letters	Name and Location of Applicant	Remarks	Disposition
3-ML-B-773A	12-12-31	WCOA WODX	Mobile Broadcasting Corp. Mobile, Ala.	1340 kc. Unltd. time Fac. WCOA.	Dismissed 4-1-32
B3-P-3453	2-2-42	W S A V	W S A V, Inc., Savannah, Ga.	^{DA-N} 1370 kc, lkw. U. con- tingent on WCOA's change to 1030 kc	Dismissed 1-26-43

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.

