

WLSC



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1396199

BROADCASTING STATION LICENSE RECORD

Date first licensed 9-26-58Call letters W L S CStation location Loris, South Carolina

MEDIA SERVICES, INC. (AL 8-2-73 EFF: 9-17-73)

* PEE DEE BROADCASTING COMPANY

(AL 12-22-59; EFF: 1-1-60)

Name of licensee X LORIS BROADCASTING COMPANYTransmitter location U.S. Highway 701, 0.3 mile south of Loris, South Carolina (CP 5-14-58)29569
Main studio location U.S. Highway 701, 0.3 mile south of Loris, South Carolina (CP 5-14-58)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BP-11366	5-14-58 Construction permit for new standard broadcast station.	1570kc	1kw	Day	7-14 1-14-59
BL-7191	9-26-58 License to cover CP (BP-11,366) which authorized a new Standard Broadcast Station.	1570kc	1kw	Day	9-26 12-1-60
BZ-4085(1)	12-24-58 direct measurement	Authority to determine operating power by of antenna power.			
BAL-3699 EFF:	12-22-59 1-1-60	Voluntary assignment of license to PEE DEE BROADCASTING COMPANY			
	11-30-60	Commission deferred action on renewal pending further consideration.			
BR-3679	6-21-61	1570kc	1kw	Day	6-21 12-1-63
	11-27-63	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.			
BR-3679	3-25-64	Renewal of license			3-25 12-1-66
BZ-5138 (1)	4-13-64	Authority to determine operating power by direct measurement of antenna power			
BR-3679	11-30-66	1570kc	1kw	Day	12-1 12-1-69
BR-3679(S)	2-13-70	RENEWAL & NDEA			12-1-72
EBSA	5-25-72				
BR-3679(S)	12-6-72	Renewal			12-1-75
AL-7902	8-2-73	VOL. AL	EFF:		
WIRE	10-10-73	PSA	346 watts		
BR-3679(L)	11-12-75	RENEWAL			12-1-78
BR780721UE(S)	1/9/79	Renewal of license			12/1/81
BTC791210EA	2-29-80	VOL. TC	EFF: 3-15-80		

FORM BC-121
FORMERLY FORM A-170

APPLICATION RECORD - BROADCASTING

Call
Letters ~~NEW~~ - W.L.S.C.

Name LORIS BROADCASTING COMPANY
(P.O. - Terrell J. Rozier, Box 317, Tabor City, N.C.)

File No.	Dated	Application for	Action	
			Nature	Date
BP-11,366 Rec'd Filed	6-10-57 6-13-57 6-13-57	Construction permit for a new standard broadcast station to be operated on: Frequency - 1570kc Power - 1kw Hours of operation - Daytime Transmitter location - US Hwy 701; 0.3 mi South of Loris, South Carolina Studio location - Same as transmitter STATION LOCATION - LORIS, SOUTH CAROLINA Engr. - Robert D. Lambert, Jr., Columbia, S.C.	GRANTED	5-14-58
BL-7191 Recd Filed	7-24-58 7-25-58 7-25-58	License to cover C.P.(BP-11,366) which authorized a new Standard Broadcast Station.	GRANTED	9-26-58

GATES BC 1J

APPLICATION RECORD - BROADCASTING

Aug. 1955

Call
Letters W L S CName LORIS BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BZ-4085 Rec'd Filed	10-25-58 10-29-58 10-29-58	Authority to determine operating power by the direct measurement of antenna power.	GRANTED	12-24-58
BP-12,958 Rec'd Filed AMENDMENT R & F	3-28-59 3-31-59 3-31-59 6-28-60 7-1-60	Construction permit to change frequency from 1570kc to 1480kc Engr. - Robert D. Lambert, Jr., Columbia, S. C. AMENDED to change applic. name to Pee Dee Broad- casting Company as auth by BAI-3699 gr 12-22-59	DISMISSED DOCKET 14010 WITH PREJUDICE	6-15-61
BAI-3699 Rec'd. Filed	11-6-59 11-12-59 11-12-59	Voluntary assignment of license to PEE DEE BROADCASTING COMPANY Samuel Miller, Atty.	GRANTED EFF:	12-22-59 1-1-60
BR-3679 Rec'd Filed	8-15-60 8-19-60 8-19-60	Renewal of license	GRANTED	6-21-61

FORM BC-121 **#3**
AUG. 1955

APPLICATION RECORD - BROADCASTING

1570kc

Call
Letters **W L S C**

Name **PEE DEE BROADCASTING COMPANY**
LORIS, SOUTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BAL-4373 Rec'd Filed	10-27-61 10-30-61 10-30-61	Voluntary assignment of license to Terrell J. Rozier. Samuel Miller, Atty.	DISMISSED Req. of Atty.	4-5-62
BR-3679 R. & F.	8-31-63 9-3-63	Renewal of license. <i>12-1-63</i>	GRANTED	3-25-64
BZ-5138 R. & F.	12-7-63 12-10-63	Authority to determine operating power by direct measurement of antenna power.	GRANTED	4-13-64
BR-3679 R & F	7-21-66 7-25-66	Renewal of license	GRANTED	11-30-66
BR-3679 Rec'd filed #537745 \$75. P.N. filed RESUBMITTED PRESS	8-22-69 9-11-69 8-22-69 8-22-69 9-8-69	Renewal of license AMENDED 11-26-69 re: Programming AMENDED 12-19-69 re: commercial practices AMENDED 1-23-70 re: commercial practices	Returned 9-1-69 incomplete date GRANTED	2-13-70

AMENDED 9-2-69 re: Balance Sheet

APPLICATION RECORD - BROADCASTING

MEDIA SERVICES, INC.

Call
Letters W L S C

Name *** PEE DEE BROADCASTING COMPANY**
LORIS, SOUTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-3679	9-1-72	RENEWAL OF LICENSE		
R & F	9-5-72	AMENDED 11-8-72 re: ascertainment of comm. needs;	Granted	12-6-72
PN Recd.	"	programming; equal employment policy		
PRESS				
	SEP 20 1972			
EAL -7902	5-18-73	Voluntary assignment of license to	GRANTED	8-2-73
R & F	5-25-73	MEDIA SERVICES, INC.	EFF:	9-17-73
FEE PD: \$1000 #191566			pd \$1,420	9-24-73 048
PUB. NOTICE FILED 6-12-73		Atty for assignee - Midlen & Reddy		235022
JUN 21 1973				
BR-3679	7-17-75	RENEWAL OF LICENSE	GRANTED	11-12-75
R & F	7-25-75	Ed.B.Reddy, Atty.		
PN Recd.	"			
PRESS	AUG 15 1975			

APPLICATION RECORD - BROADCASTING

1570khz.

Call
Letters W L S CName MEDIA SERVICES, INC.
Loris, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BR780721UE R & F PRESS	7-18-78 7-21-78 AUG 7 1978	RENEWAL OF LICENSE Atty: Edward B. Reddy	GRANTED	1/9/79
BTC-791210EA FORM 315 PRESS: DEC 27 1979 PN FILED 1-2-80		Vol TC from Harry R. Fogel, Carl D. Cooke and James C. Roling to Randy G. Ghent(53.5%) Atty - Midlen & Reddy	GRANTED EFF:	2-29-80 3-15-80

BTC791210EA Amended Bank loan commitment & lic renewal
of sta. WLSC for 1978

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.

