

W O N N

 SPERRY RAND

REMOVABLE LABEL TAB

GUIDES AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/8

RR BROADCASTING STATION LICENSE RECORD

Date first licensed 9-26-49 Call letters W O N N
 LOCATION: LAKELAND, FLORIDA
 WONN, INC. (AL gr 12/22/76 EFF: 2/15/77 consummated 2/14/77)
 xx TELLAFAN, INC. (AL 11-21-71 EFF: 12-22-71)
 x WONN, INC. (AL 9-30-59 EFF: 10-5-59)
 x NOYES ENTERPRISES, INC. (AL 6-13-57; EFF: 7-15-57)
 Name of licensee x COASTAL BROADCASTING COMPANY

Transmitter location 404 West Lime Street Lakeland, Florida (L-8-17-66)
x 500' South of southern tip of Lake Hunter, Lakeland, Florida (MP 3-23-49)
(L.c. 9-26-49)

Main studio location 33803
x Same as transmitter (L-8-17-66)
x 500' South of southern tip of Lake Hunter, Lakeland, Florida (Ltr. 2-28-51)
x New Florida Hotel, Lakeland, Florida (MP 3-23-49) (L.c. 9-26-49)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
B3-P-5256	1-14-49	1230	250w	U	
	Order Issued. CP for a new station granted subj. filing MP for approval T site and antenna (COND. CLAUSE)				
B3-P-5256 BMP-4433	3-23-49	1230	250w	U	5-23 11-23-49
	Mod. CP (5256) for approval of antenna and T site and specify studio location and change type of T. (COND. CLAUSE)				
BL-3803	9-26-49	1230	250w	Un	9-26 2-1-52
	Lic. to cover CP (5256 as mod) for a new station				
BR-2335	1-16-52	1230	250w	U	2-1 2-1-55
BR-2335	1-12-55	Renewal of license			2-1 2-1-58
TC-2469 EFF:	6-13-57 7-15-57	Voluntary transfer of control of licensee corporation from Robert S. Taylor, Duane F. McConnell and E.D. Covington, Jr., to Noyes Enterprises, Inc.			
BAL-2628 EFF:	6-13-57 7-15-57	Voluntary assignment of license to Noyes Enterprises, Inc.			
BR-2335	1-17-58	1230	250w	U	2-1 2-1-61
BAL-3630 EFF:	9-30-59 10-5-59	Voluntary assignment of license to WOVN, INC.			
BR-2335	1-27-61	RENEWAL OF LICENSE			2-1 2-1-61
BZ-4377	1-4-61	1230kc	250w	U	1-4-61 2-1-61
	Authority to determine operating power by direct measurement of antenna power.				
BP-14795	7-26-62	1230kc	250w-1kw	LS	9-26-62 2-26-63
	CP to increase daytime power from 250w to 1kw and install new transmitter (Raytheon RA-1000) (COND'L)				
BMP-10708 (1)	12-20-62	Mod. of CP(BP-14,795) to change type trans. to GATES BC-1G.			
	Ltr. dated 3-1-63 & rec'd 3-4-63 giving notification per Sect. 3.48(a)(5) Rules that a Gates BC-1G trans. is now installed & in oper. Eff.: 3-2-63.				
SL-10,009	6-24-63	1230kc	250w-1kw	LS Un	6-24 2-1-64
	Lic. to cover CP(BP-14,795 as mod) which auth. incr. daytime power and install new trans. CONDL				

Form BC 126 #2
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W O N N

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
BL-10.009	6-24-63	This authorization supersedes authorization as of the same date to correct obstruction markings.			
BR-2335	7-22-64	Renewal	of License		7-22 2-1-67
BP-16684	6-17-65	1230kc	250w, 1kw-LS U	8-17	2-17-66
		CP to change antenna-trans. and studio loc. and make changes in antenna system (insert resistor increase height, and change to shunt-fed unipole). (Cond'l)			
BP-16684	6-17-65	Superseding authorization to show the correct type transmitter as GATES RADIO CO., Type BC-1G.			
BMP-11,692 (1)	2-21-66	Modification of (BP-16,684) for extension of completion date to 4-15-66			
BMP-11,759 (2)	5-3-66	Modification of CP(BP-16,684 as mod.) for extension of completion date to 6-15-66.			
BMP-11765 (3)	5-5-66	Mod. of CP(BP-16684, as mod.) to remove resistor.			
BL-11,348	8-17-66	1230kc	250w-1kw-LS U	8-17	2-1-67
Cond'l		Lic to cover CP(BP-16,684 as mod) which auth chg. ant-trans & studio loc, and make chgs in ant-sys (remove resistor)			
BR-2335	1-13-67	Renewal	of License	2-1	2-1-70
BR-6601 (1)	11-8-67	Auth. to determine operating power by direct meas. of antenna power.			
BR-6601	7-22-69	Marking: Para. 1, 3, 17 & 21			
BR-2335(L)	1-29-70	Renewal			2-1-73
PTC-6610	7-30-71	VOL. TC	EFF:	9-8-71	
BAL-7448	11-24-71	VOL. AL	EFF:	12-22-71	
EBSA	5-22-72				
Ltr.	2-12-73	Trans. Gates BC-1H. now installed.			
BR-2335(L)	1-31-73	RENEWAL			2-1-76
BL-13,423(L)	4-30-73	Lic. to use former Main transmitter for aux. purposes only.			2-1-76
		1230khz	250w, 1kw-LS U		
			250w, 1kw-LS	aux.	

Form BC 126 #3
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W O N N

Station location

Name of licensee SEE CARD #1

Transmitter location SEE CARD #1

Main studio location SEE CARD #1

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BR-2335(S)	5-24-76	RENEWAL	(MAIN & AUX.)		2-1-79
BAL-8828	12/22/76	Vol AL	EFF: 2/15/77	cons.	2/14/77
BR781002XV (L)	1/23/79	Renewal	Main & Aux.		2/1/82
BZ-800717AE(1)	8-5-80	DIRECT MEASUREMENT			

APPLICATION RECORD - BROADCASTING

 Call W O N N
 Letters None
Name COASTAL BROADCASTING COMPANY(PO 1100 Florida National Bank Building, Jacksonville, Florida)

File No.	Dated	Application for	Action	
			Nature	Date
B3-P-5256	9-6-46	Construction Permit for a new standard broad- cast station to be operated on: Frequency: 1400kc - 1230kc Power: 250w Hours of operation: Unlimited Trans. location: To be determined-Lakeland, Florida Studio location: same Filed by John P. Southmayd, Atty. George E. Gautney, Engr.	Docket # 8039	
Rec'd	9-13-46		Granted 1-14-49 after	
Filed	9-13-46		hearing subj. to filing MP for approval T site and antenna & further cond. that the station not commence opr. until WLOF, Orlando, Florida ceases opr. on 1230 kc & is licensed to opr. on 950 kc.	
AMENDED	1-4-47	AMENDED to change frequency <u>from</u> 1400kc <u>to</u>	Decision and Order	
Recd.	1-7-47	1230kc	Issued	
Filed	1-17-47		Issued with MP 4433	

Transmitter- Gates 250-01

APPLICATION RECORD - BROADCASTING

Call Letters **W O N N**
UnassignedName **COASTAL BROADCASTING COMPANY**

File No.	Dated	Application for	Action	
			Nature	Date
BMP-4433 Rec'd Filed	12-11-48 1-19-49 1-19-49	Mod. of C.P. (B3-P-5256, which authorized a new standard broadcast station) for approval of antenna and transmitter location at 500 feet south of southern tip of Lake Hunter, Lakeland, Florida and specify studio location as New Florida Hotel, Lakeland, Florida and change type of transmitter (Gates 250A). (John P. Southmayd, Atty.)	GRANTED subj. to cond. that opr. is not commenced until WLOF cease opr. on 1230kc and is lic. to operate on 950kc.	3-23-49
BL-3803 Rec'd Filed	9-3-49 9-7-49 9-7-49	License to cover construction permit (BP-5256 as modified) which authorized a new standard broadcast station. John P. Southmayd, Atty.	granted	9-26-49
BR-2335 Rec'd Filed	10-30-51 11-1-51 11-1-51	Renewal of license	GRANTED	1-16-52

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
Letters W O N NName COASTAL BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
EP-9245	3-25-54	Construction permit to change frequency from 1230kc to 910kc; increase power from 250w, day and night to 1kw, night; 5kw, day; and install directional antenna for night use only (DA-N) and new transmitter (RCA-5D) and change transmitter and studio location from 500 ft. S. of Southern tip of Lake Hunter, Lakeland, Florida. to (trans.) On old Tampa Hwy, .75 mi. W. of Lakeland, Florida and (studio) to Lake Hunter Drive, Lakeland, Florida.	DISMISSED request of attorney	3-14-55
Rec'd	4-2-54			
Filed	4-2-54			
AMENDED	1-22-55	Fisher, Wayland, Duvall, & Southern ^{South} Wayd , Attys. Gautney & Jones, Engr.		
Rec'd	1-28-55			
Filed	2-2-55			
		AMENDED to change studio location to On Old Tampa Highway, Winston, Florida, redescribe transmitter location as On Old Tampa Highway, Winston, Florida and change STATION LOCATION TO WINSTON, FLORIDA.		

SEE AMENDMENT ON CARD #3(a)

FORMERLY FCC FORM 94

Call
Letters W O N NName COASTAL BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BP-9245 (CONTINUED FROM CARD #3)			See card 3 for action.	
AMENDED	3-1-55	AMENDED to make changes in the directional		
REC'D	3-2-55	antenna pattern.		
FILED	3-2-55			

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call

Letters

W O N N

Name **NOYES ENTERPRISES, INC.**
x COASTAL BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BR-2335 Rec'd Filed	10-19-54 11-2-54 11-2-54	Renewal of license	GRANTED	1-12-55
BTC-2469 Rec'd Filed	4-5-57 4-5-57 4-5-57	Voluntary transfer of control of licensee corporation from Robert S. Taylor, Duane F. McConnell and E. D. Covington, Jr., to Noyes Enterprises, Inc. Ben C. Fisher, Atty.	GRANTED EFF:	6-13-57 7-15-57
BAL-2628 Rec'd Filed	4-5-57 4-5-57 4-5-57	Voluntary assignment of license to Noyes Enterprises, Inc. Ben C. Fisher, Atty. (Contingent on grant BTC-2469)	GRANTED EFF:	6-13-57 7-15-57

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call

Letters WONNName WONN, INC.
~~X NOYES ENTERPRISES, INC.~~

File No.	Dated	Application for	Action	
			Nature	Date
BR-2335 Rec'd Filed	10-30-57 11-1-57 11-1-57	Renewal of License	GRANTED	1-17-58
BAL-3630 Rec'd. Filed	8-31-59 9-4-59 9-4-59	Voluntary assignment of license to WONN, Inc. Ben C. Fisher, Atty. for Assignor Samuel Miller, Atty. for Assignee	GRANTED EFF:	9-30-59 10-5-59
BR-2335 Rec'd Filed	10-26-60 11-3-60 11-3-60	Renewal of license. Samuel Miller, Atty.	GRANTED	1-5-61
BZ-1377 R & F	11-10-60 11-14-60	Authority to determine operating power by direct measurement of antenna power. Atty: Samuel Miller	GRANTED	1-4-61
BP-14,795 Rec'd Filed	4-19-61 4-24-61 4-24-61	CP to increase daytime power from 250w to 1kw and install new transmitter (Raytheon RA-1000) Atty. Samuel Miller	GRANTED COND'L re	7-26-62 250w Class IV stations; 3.54 of Rules; submission by per- mittee of data made in accordance with 3.48 and 2.524 of Rules.

FORM BC-121
Aug. 1955

#6
APPLICATION RECORD - BROADCASTING

Call
Letters W O H N

Name W O H N, INC.
Lakeland, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BMP-10,708 R. & F.	12-5-62 12-6-62	Mod. of CP(BP-14,795 which auth. incr. day power and install new trans.) to change type trans. to Gates EC-1G. Atty: Samuel Miller	GRANTED	12-20-62
BL-10,009 R. & F.	2-28-63 3-4-63	Lic to cover CP(BP-14,795 as mod) which auth. incr. daytime power and install new trans. Atty- Samuel Miller	GRANTED	6-24-63
BR-2335 Rec'd Filed	10-24-63 10-28-63 10-28-63	Renewal of license Atty. Samuel Miller	GRANTED	Cond'l re: interference re C1 IV inc. power 7-22-64

APPLICATION RECORD - BROADCASTING

Call
Letters W O N N

Name WONN, INC.
Lakeland, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BP-16,684 R&F	4-2-65	Construction permit to change antenna-trans. and main studio loc. from 500' South of southern tip of Lake Hunter, Lakeland, Florida to 404 West Lime Street, Lakeland, Florida; and make changes in antenna system (insert resistor, increase height, and change to shunt-fed unipole). Atty: Samuel Miller Engr: John H. Mullaney & Assoc.	GRANTED Cond'l res. test operation.	6-17-65
	4-5-65			Before prog.
BMP-11,692 R&F	1-27-66	Modification of CP(BP-16,684, which authorized change antenna-transmitter and studio location, make changes in antenna system) for extension of completion date from 2-17-66 to 4-15-66.	GRANTED to	2-21-66
	1-28-66			4-15-66
BMP-11,759 R&F	4-14-66	Modification of CP(BP-16,684 as mod. which auth. chg. ant. trans and studio location, make change in antenna system) for extension of completion date from 4-15-66 to _____	GRANTED to	5-3-66
	4-15-66			6-15-66

AUG. 1955

Call
LettersW.O.N.N.....Name WONN, INC.
Lakeland, Florida

File No.	Dated	Application for	Action	
			Nature	Date
EMP-11,765 R. & F.	2-20-66 2-23-66	Mod. of CP (BP-16,684, as mod., which auth. change ant-trans. & studio loc., and make changes in antenna system) to remove resistor. Atty: Samuel Miller Engr: Louis R. du Treil	GRANTED	5-5-66
BL-11,348 R & F	4/27/66 4/29/66	Lic. to cover CP (BP-16,684 as mod.) which auth. chng. ant-trans & studio loc., and make chngs in ant-system (remove resistor). Atty: Samuel Miller	GRANTED	8-17-66 Dondl re accept interf. re Class IV inc. power to lkw
BR-2335 R & F	10-26-66 10-28-66	Renewal of license Atty- Samuel Miller	GRANTED	1-13-67
BZ-6661 R & F DM-10/27/67..	10/17/67 10/19/67	Auth. to determine operating power by direct meas. of ant. power. Engr: Odes E. Robinson, Ft. Lauderdale, Fla.	GRANTED	11-6-67

NOV 3 1957

#9

1230 KC

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call
Letters W O N N

TELLAFAN, INC.

Name^x WONN, Inc.
Lakeland, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BR-2335 R & F #552537 \$75 PRESS: PN filed 10-29-69	10-20-69 10-29-69 10-29-69	Renewal of License	GRANTED	1-29-70
NOV 24 1969				
BTC-3610 R & F FEE PD: \$1000 #012235 CODE 047	3-16-71 6-18-71 Jul 1 1971	Voluntary transfer of control of lic corp from Duane F. McConnell, Martha V. McConnell, and John W. Gilman to Tellafan, Inc.	GRANTED Req. grant fee \$12,540.00	7-30-71
Pub. notice filed 7-19-71		Atty - Dow, Lohnes & Albertson	EFF: Grant Fee Paid. 048, 9-16-71. W-004023	9-8-71
BAL-7448 R & F FEE PD: \$250 #013772 CODE 053 (Form 316) NOV	10-19-71 10-21-71	Voluntary assignment of license to TELLAFAN, INC. Atty - Dow, Lohnes & Albertson	GRANTED EFF:	11-24-71 12-22-71

BFC-6610 - Cert. of By-Laws filed 7-13-71

APPLICATION RECORD - BROADCASTING

Call
Letters W O N N

Name TELLAFAN, INC.
LAKELAND, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BR-2335 Recd. PN Recd. FILED PRESS	10-26-72 11-2-72 " 11-16-72 NOV 2 1972	RENEWAL OF LICENSE Dominic Monahan, Atty. (Dow & Albertson) AMENDED 12-8-72 re: balance sheet; trans. logs AMENDED 1-5-73 re: equal employment program	GRANTED	1-31-73
BL-13,423 R & F W 166435-\$50. PTA PRESS	3-20-73 3-23-73 3-23-73-AC-067 3-30-73 APR 25 1973	Lic. to use former Main transmitter (GATES, BC-1G) for Auxiliary purposes only. Atty: Dow, Lohnes & Albertson (Dominic Monahan)	GRANTED	4-30-73
BR-2335 R & F PN Recd. PRESS	9-26-75 10-1-75 " OCT 23 1975	RENEWAL OF LICENSE Dominic Monahan, Atty. AMENDED 11-6-75 re: engineering	GRANTED	5-24-76

APPLICATION RECORD - BROADCASTING

May 1976

Call
Letters W O N N

WONN, INC.

Name TELLAFAN, INC.Lakeland, Fla.

File No.	Dated	Application for	Action	
			Nature	Date
BAL -8828 Rec FEE PD: \$200 #623584 CODE 047(10-13-76) FILED (Sec.I - assignee filed) ALSO SEE FM WPCV Pub notice filed 11-10-76 NOV 12 1976	10-18-76 10-12-76 10-20-76	Voluntary assignment of license to WONN, INC. (D. Monahan) Atty for assignor - Dow, Lohnes etc for assignee - Cohn & Marks (SEE OVER)	GRANTED FEE: consummated FEE REQ:	12/22/76 2/15/77 2/17/77
BR781002XV PRESS NOV 13 1978		Renewal of License (Main & Auxiliary) Atty. Lawrence N. Cohn	Granted	1/23/79
BZ-800717AE R & F PRESS JUL 30 1980	7-17-80	DIRECT MEASUREMENT	GRANTED	8-5-80

RE: BAL-8628 - Atty was called 11-12-76 - discrep re pure price(par. 13c)

Bank ltr re loan filed 11-2-76

Statement filed 11-18-76 re B/C int

Statement(assignee) filed 12-15-76 re B/C int; financing

APPLICATION RECORD-BROADCASTING

Call Letters: WONN

Name: WONN, INC.

Station Location: Lakeland, Florida

File No.	Date	Description	Action and Date
BAL810427EA Form 314 PRESS JUN 0 3 1981 Also see WPCV(fm) PN FILED 5-27-81		Vol AL to Hall Communications, Inc. Atty Gene A. Bechtel for assignor Atty David F. Tillotson for assignee	

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.

