

W A T P-FM

 SPERRY RAND

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CATALOG NO. 4550L 1/5



Form BC 126  
June 1954 #2548

FREQUENCY MODULATION

# BROADCASTING STATION LICENSE RECORD

Date first licensed November 4, 1970

Call letters WATP-FM

Station location Marion, South Carolina

Name of licensee SWAMP FOX BROADCASTING CORPORATION

Transmitter location Country Club Rd, 1.9 Mi. E of Marion, South Carolina (PH-7-15-70)

29571

Main studio location 324½ Main Street, Marion, South Carolina (PH-715-70)



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
RIH-7017	7-15-70	94.3mc	ERP: 3kw(h&v)		9-15 7-15-71
HAAT: 190' (h&v)		Ch#232	TFO: 1.25kw (RC)		
COND'L.....	CP For New FM Station				
BPH-7017(1)	9-8-70	Call Letters Assigned.			
BLH-4903(L)	11-4-70	Lic.(BPH-7017) for new FM B/C Station			12-1-72
EBSA	5-22-72				
BRH-2548(S)	12-6-72	RENEWAL			12-1-75
BRH-2548(L)	11-19-75		RENEWAL		12-1-78
BRH 780720	UA 11-20-78	(S)	REN.OF LIC.		12-1-81



Form BC-121  
September 1969

# APPLICATION RECORD - BROADCASTING

Call Letters WATP-FM  
NEW-FM

Name Swamp Fox Broadcasting Corporation  
Marion, South Carolina (PO 324 1/2 Main St., P. O. Box 1033, Marion, S. C. 29571)

File No.	Dated	Application for	Action	
			Nature	Date
BPH-7017 R & F #576996 \$75 PRESS: FEB 25 1970 PN REC'd: 3-24-70	1-30-70 2-10-70 2-10-70 2-5-70 3-24-70	CP for New FM on: 94.3mc. #232 ERP: 3.0kws(h&v) HAAT: 190.4' (h&v) TPO: 1.260kws. Trans: CCA-10000/DS; Ant.: CCA-6811, 5 sections TL: Country Club Rd., Marion, S. C. 34° 10' 46" - 79° 22' 13" SL: 324-1/2 Main St., Marion, S. C. (RC)  Atty - Daniel M. Redmond(Dow, Lohnes etc.) Engr- Robert Lambert(Columbia, S. C.) AM STATION: WATP, Marion, S. C.	GRANTED  COND'L FCC Form 302	7-15-70
Per Attorney AMENDED	Ltr. dated 6-11-70	3-16-70 chg. trans. to CCA-FM-1,000DS. Financial Data.		



CONTACT: Harry Hyman  
803-423-1415  
324½ Main St.  
Marion, S. C. 29571



# APPLICATION RECORD - BROADCASTING

Call Letters W A T P-FM

Name SWAMP FOX BROADCASTING CORPORATION  
MARTIN, SOUTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BLH-4903 R & F #629587\$50 AC-068 PTA PRESS NOV 8 - 1970	9-9-70 9-11-70 9-11-70 9-18-70	License (BPH-7017) for NEW FM B/C Station	GRANTED	11-4-70
BRH-2548 R & F PN PRESS SEP 27 1972	8-25-72 8-28-72 8-28-72	Renewal of License	GRANTED	12-6-72
BRH-2548 R & F PN Reqd. PRESS SEP 2 1975	7-21-75 7-28-75 8-1-75	RENEWAL OF LICENSE	GRANTED	11-19-75



APPLICATION RECORD - BROADCASTING

94.3 MHZ.

Call  
Letters W A T P-FM

Name SWAMP FOX BROADCASTING CORPORATION  
MARION, SOUTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BRH780720UA R & F PRESS	7-18-78 7-20-78 SEP 1 1978	RENEWAL OF LICENSE	<i>gr</i> GRANTED	11-20-78
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## 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 12<sup>th</sup> 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.

