

W L A T-FM

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CATALOG NO. 4550L 1/5

Form BC 126

June 1964

Official No. 1560

FM BROADCAST

# BROADCASTING STATION LICENSE RECORD

Date first licensed SEPTEMBER 28, 1964

Call letters WLA T-FM

Station location CONWAY, SOUTH CAROLINA

Name of licensee COASTAL BROADCASTING CO., INC. (AL 12-21-72, Eff: 1-1-71)  
LOYD 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'1)
BSCA-516	4-2-64	CP for a new Class C FM broadcast station. 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
BRH-1560 BRSCA-516	11-30-66	Lic. to cover CP(BPH-4156) which auth. a new FM broadcast station.			
BRH-1560(S) BRSCA-516	11-26-69	Renewal of license NDEA Renewal of SCA			
EBSA BRH-1560(L) BRSCA-516 BALH-1773 BASCA-544	5-25-72 <del>12-21-72</del> 12-21-72	Renewal Vol. AL			
BPH-8264 HAAT: 140'	2-28-73 (H&V)	104.1mhz. ERP: 65kw(H&V) 2-28-74 #281 Class C 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 BRSCA-516	5-23-78	Renewal (Main & SCA)			

## 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-121  
AUG. 1955

# APPLICATION RECORD - BROADCASTING

Call  
Letters ~~new FM~~ WLAT-FM

Name Loys Marsdon Hawley and Sherman Lee Hanks d/b as  
COASTAL BROADCASTING CO. PANY

Conway, South Carolina (P.O. c/o L. M. Hawley, Box 799, Conway, S. C.)

File No.	Dated	Application for	Action	
			Nature	Date
BPH-4156 R. & F.	9-20-63	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	2-12-64
	10-9-63		Cond'l re WLAT submit	302w

FORM BC-121 #2  
Aug. 1955

# APPLICATION RECORD - BROADCASTING

Call  
Letters W.I.A.T. FM

Loye Marston Hawley and Herman Lee Hanks d/b as  
Name Coastal Broadcasting Company  
Conway, South Carolina

File No.	Dated	Application for	Action	
			Nature	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		

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call W L A T-FM

Letters

COASTAL BROADCASTING CO., INC.

KLOYS MARSDON HAWLEY AND HERMAN LEE HANKS d/b as COASTAL BROADCASTING COMPANY

Name

CONWAY, SOUTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BRH-1560 R & F PN BRSCA-516 PRESS SEP 29 1972	9-1-72 9-5-72 9-5-72 9-1-72	Renewal of License  Renewal of SCA	GRANTED Cond. re AL in 45 days	12-21-72 consummate days
BALH-1773 BASCA-544 R & F FEE PD: \$250 #131968 CODE 054 (Form 316) ALSO SEE FM DEC 8 1972	11-17-72 11-28-72	Voluntary assignment of license and SCA to COASTAL BROADCASTING CO., INC.  Atty - A.L. Stein	GRANTED Eff: 1-1-71	12-21-72

## APPLICATION RECORD - BROADCASTING

104.1mhz.

Call  
Letters W L A T-FMName Coastal Broadcasting Co., Inc.  
Conway, South Carolina

File No.	Dated	Application for	Action	
			Nature	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 to report changes.	2-28-73 submit 302's to report changes.
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 310) 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, Executor of the Estate of Loys Marsdon Hawley, (Deceased) Atty - A.L. Stein	GRANTED EFF:	11-22-74

# APPLICATION RECORD - BROADCASTING

104.1 mhz.

Call  
Letters **W L A T-FM**

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

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-14,405 R & F #387437 \$50 Code 057 PRESS	1-24-75 1-30-75 1-31-75  <b>FEB 11 1975</b>	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	8-25-75 9-2-75 9-24-75 9-8-75 9-24-75  <b>OCT 2 - 1975</b>	CP to replace expired permit (BPH-8264, as modified).  Atty: A.L. Stein	GRANTED	10-22-75

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	Date
BRH-1560 BRSCA-516 R & F PN Recd. PRESS	7-31-75 " 8-4-75 " <b>SEP 1 1975</b>	RENEWAL OF LICENSE RENEWAL OF SCA AMENDED 11-3-75 re: EEO	GRANTED	5-23-78
BRH780724UA BRSCA 780724UA R & F PRESS	7-15-78 7-15-78 7-24-78	Renewal of License Renewal of SCA	GRANTED	11-28-78
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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.

