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CATALOG NO. 4550L 1/5

Form BC 126

June 1954

Official No. ~~1000~~  
1511

# BROADCASTING STATION LICENSE RECORD

Date first licensed April 10, 1964

W L T A (EFF: 11-10-75)

Call letters X W L T A-FM

Station location Atlanta, Georgia

SUSQUEHANNA BROADCASTING CO. (ALH & SCA 1-31-74 EFF: 3-1-74)

Name of licensee X EATHEL HOLLY TR/AS ATLANTA FM BROADCASTERS

1018 W. Peachtree St., N.W., Atlanta, Ga. (PH-9-24-69)

<sup>S W</sup>  
X 944 Gordon St., Atlanta, Ga. (MPH 6-18-63)(LH 4-10-64)

Transmitter location X Pierce Ave at Bankhead Highway, Atlanta, Georgia (CP-12-8-61)

1459 Peachtree, Northeast, Atlanta, Georgia (BSH 6-4-74)

x1038 West Peachtree St. N.W. Atlanta, Ga. (MPH-10-16-69)

X 944 Gordon St., Atlanta, Ga. (MPH- 6-18-63) (LH 4-10-64)

Main studio location X Pierce Ave. at Bankhead Highway, Atlanta, Georgia (CP-12-8-61)

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Channel & Freq.	ERP Power	Time Div.	Period From To
BPH-3467 HAAT: 120ft	12-8-61	99.7mcs CH.259	10kw TPO: 3kw	U	2-8-62 8-8-62
CONDI Construction Permit for a new FM Broadcast Station,					
BMPH-7274 (1)	7-31-62	Mod. of CP(BPH-3467) for extension of completion date to 2-8-63.			
BMPH-7468 (2)	1-22-63	Mod. of CP(BPH-3467, as mod.) for ext. of completion date to 8-8-63.			
BMPH-7275 (3)	6-18-63	Mod. of CP(BPH-3467, as mod.) to chg. ant.-trans. & studio loc.; chg. type trans. (RCA BTF-3B); chg. type ant. (Collins 37M-4, 4 secs.); chg. TPO to 2.50kw.			
BMPH-7651 (4)	8-7-63	Mod. of CP(BPH-3467, as mod.) for ext. of completion date to 11-8-63.			
BMPH-7663 (5)	8-23-63	Mod. of CP(BPH-3467, as mod.) to chg. type trans. (Gates FM-5B); augm. oper. trans. by RC from studio loc.; chg. type ant. (Gates FMA-4, 4 secs.).			
BLH-2464 HAAT: 120'	4-10-64	99.7mcs Ch.#259	ERP: 10kw TPO: 2.5kw	Unl.	4-10-64 4-1-67
Lic. to cover CP(BPH-3467, as mod.) which auth. a new FM broadcast station.					
BPH-5179 HAAT: 120'	11-24-65	99.7mc. ch.#259	ERP: 20kw. TPO: 5 kw.	Unl.	1-24-66 7-24-66
CP to increase TPO; and increase ERP;					
BLH-3249 (1)	6-29-66	Lic to cover CP(BPH-5179) chg ERP & TPO (GATES FMS-5B Transmitter)			
BRH-1511	2-29-67	99.7mc.		U	4-1-70 4-1-70
BPH-6780 HAAT: 1,000'	9-24-69 (h&v)	99.7mc. ch#259	ERP: 25.5kw(h&v) TPO: 5kws.	U	5-24-70
CP chg. ant-trans, studio & RC loc; trans, ant; ERP; operate with vert. ERP and chg. HAAT;					
BPH-10,794 (1)	10-16-69	CP(BPH-6780) studio & RC loc. trans; ERP: 100kw(H&V) TPO: 19.5kw			
BRH-1511(5)	4-29-70	RENEWAL			

Form BC 126  
June 1954

#2

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W L T A-FM

Station location Atlanta, Georgia

Name of licensee EATHEL HOLLEY TR/AS ATLANTA FM BROADCASTERS

Transmitter location 1018 W. Peachtree St., N.W., Atlanta, Georgia

Main studio location 1038 West Peachtree St., N.W., Atlanta, Georgia

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BLH-4722(L) HAAT: 100' (H & V)	5-18-70	99.7mc.	ERP: 100 kw (H&V) TPO: 19.5 kw		4-1-73
		Lic. (BPH-6780 as mod) chg. ant, trans, ERP, TPO, & HAAT:			
BSCA-1,008	5-14-70	Request for SCA for 67kc			4-1-73
BSH-1511(L)	1-14-72	ML correct HAAT to 1000 Feet			4-1-73
EBSA	5-22-72				
BRH-1411(S) BRSCA-1008	3-30-73	RENEWAL RENEWAL of SCA			4-1-76
BALH-1905 BASCA-600	1-31-74	VOL AL & SCA		EFF: 3-1-74	
BSH-1511(L)	6-4-74	ML to change SL → RC			4-1-76
BRH-1511(L) BRSCA-1008	3-9-76 " " "		RENEWAL " " "		4-1-79 " " "
COMTEL Letter	4-20-76 4-6-77	Trans: COLLINS 831-G1/ORBAN BROADCAST OPTIMOD 8000A Stereo gen. Trans.: COLLINS/ROCKWELL-831G-2B (MAIN) COLLINS-831G-1 (Aux.) (Former Main)			
BSCA780913AD	3-13-79	SCA			4-1-82
BRH781201WC (S)	3-27-79	RENEWAL OF LICENSE			4-1-82

## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call  
Letters NEW W L T A - FMName EATHEL HOLLEY tr/as ATLANTA FM BROADCASTERS  
Atlanta, Georgia (P.O. - 235 Nightingale Drive, Columbus, Ga.)

File No.	Dated	Application for	Action	
			Nature	Date
BPH-3467	7-19-61	Construction permit for a new FM broadcast station to be operated on: 99.7mc CH 259 Frequency - <del>97.5mc-CH-248</del> <del>107.3mc-CH-297</del> ERP - 10kw Type transmitter - COLLINS 733 A Type antenna - ANDREW 1304-72(4 section) HAAT 120.5 ft Trans. location - Pierce Avenue at Bankhead Hwy. Atlanta, Georgia Studio location - Same as transmitter	GRANTED	12-8-61
Rec'd	7-21-61		Dondre this grant does not constitute approval of AM BP-13794	
Filed	7-21-61			
AMENDMENT	7-26-61	AMENDED to change frequency to <del>107.3mc-CH-297</del>		
R & F	7-27-61			
AMENDMENT	8-15-61	AMENDED to change frequency to 99.7mc CH 259;		
R & F	8-16-61	change type antenna to ANDREW 1304-2 (4 section)		

APPLICATION RECORD - BROADCASTING

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

Name EATHEL HOLLEY tr/as ATLANTA FM BROADCASTERS  
Atlanta, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-7274 R & F	6-25-62 6-28-62	Modification of CP (BPH-3467, which auth a new FM B/C station) for extension of completion time from 8-8-62 to _____	GRANTED to 2-8-63	7-31-62
BMPH-7275 R & F	6-25-62 6-28-62	Modification of CP (BPH-3467, which auth a new FM B/C station) <del>to chg ERP from 10kw to 20kw; HAT from 120' to 300'; chg ant-trans and studio loc from Pierce Ave. At Bankhead highway, Atlanta, Ga. to 17 1/2 Chalmers Dr., N.W., Atlanta, Ga.; chg type trans (ITA-FM-5000B); chg type ant (COLLINS-37H-6) and make chge in antenna eye (side mounted near the top of N.E. tower of WOK directional array)</del> Amend. rec'd 8-17-62 to chge frequency from 99.7mc CH 259 to 107.3mc CH 297. RET'D 8-22-62 not in conformance with Rules re mileage spacing	GRANTED	6-18-63

SEE CARD #3 FOR AMENDMENT

FORM BC-121  
 AUG. 1955

APPLICATION RECORD - BROADCASTING

Call  
 Letters .....

Name NATHAN HOLLEY, JR./AS ATLANTA FM BROADCASTERS  
Atlanta, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-7468 R & F	12-14-62 12-17-62	Mod. of CP (BPH-3467, as mod, which auth a new FM B/C station) for extension of completion date from 2-8-63 to	GRANTED	1-22-63 to 8-8-63
Amend BMPH 7275 Rec'd & F	5-24-63 5-28-63	AMENDED 5-28-63 to change ant.-trans. & studio location to "944 Gordon Street, S. W. Atlanta, Georgia; change type transmitter (RCA-BTF-3B); change type antenna (Collins 37-M4) and delete request to change ERP & HAAT	SEE CARD #2	
BMPH-7651 R & F	7-12-63 7-15-63	Mod. of CP (BPH-3467 as mod, which auth a new FM B/C station) for extension of completion date from 8-8-63 to 11-8-63.	GRANTED	8-7-63
BMPH-7663 R & F	8-8-63 8-12-63	Mod. of CP (BPH-3467 as mod which auth a new FM B/C station) to chg type trans (GATES-FM-5B) & type ant (GATES-FMA-4, 4 sect) and operate trans by HC from adjacent room at 944 Gordon St., S.W., Atlanta, Georgia.	GRANTED	8-23-63



FORM BC-121 #4  
Aug. 1955

# APPLICATION RECORD - BROADCASTING

Call  
Letters W L T A - FM

Name EATHEL HOLLEY TR/AS ATLANTA FM BROADCASTERS  
ATLANTA, GEORGIA

File No.	Dated	Application for	Action	
			Nature	Date
BLH-2464 R & F	11-5-63 11-8-63	Lic. to cover CP (BLH-3467 as mod) which auth a new FM D/C station.	GRANTED	4-10-64
BPH-5179 R&F	10-26-65 10-28-65	Construction permit to increase TPO to 5kw, and increase ERP to 19.52kw.	GRANTED	11-4-65
BLH-3249 R & F	4/8/66 4/13/66	Lic. to cover CP (BPH-5179) which auth. chng. TPO & ERP.	GRANTED	6-29-66
BLH-1511 R & F	12-30-66 1-3-67	Renewal of license.	GRANTED	3-29-67

#5  
FORM BC-121  
AUG. 1955

# APPLICATION RECORD - BROADCASTING

Call Letters W L T A-FM

Name Ethel Holley tr/as Atlanta FM Broadcasters  
Atlanta, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BPH-6780 R & F #523412 \$75	6-16-69 6-18-69 6-18-69	CP to chg. ant-trans, studio & RC loc. to 1081 W. Peachtree St., N.W., Atlanta, Georgia; install new ant(Collins-37CP=12, 12 sections); make chgs. in ant. system(incr. hght); chg. ERP: 25.7kw; operate with vert. ERP: 25.7kw; and chg. HAAT: 1,000.9 ft. REQUEST WAIVER OF SECTION 73.213(f)(1) OF THE COMMISSION'S RULES. 330 46' 57" - 840 23' 20" Atty - None Engr.: None	GRANTED	9-24-69
Amended 9-8-69 re community needs.		Letter dated August 1, 1969 from Paul Dobin behalf WLOS-FM, Asheville, N. C. Station WLOS-FM has no objection to grant.		stating licensee

## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call  
Letters W L T A-FMName EATHEL HOLLEY tr/as ATLANTA FM BROADCASTERS  
"ATLANTA," GEORGIA

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-10,794 R & F #546876 \$30 PRESS:	10-4-69 10-6-69 10-6-69 OCT 13 1969	MP(BPH-6780) studio & RC loc. to 1038 W. Peachtree St., Atlanta, Ga.; trans(Collins-831G-1); TPO: 19.44kw; ERP 100kws(h&v).	GRANTED	10-16-69
BRH-1511 R & F #566019 \$75. PH PRESS	12-19-69 12-29-69 12-29-69 12-29-69	Renewal of license	GRANTED	4-20-70
BSCA-1,008 R & F #597022\$30. PRESS:	4-24-70 4-28-70 4-28-70 MAY 7 1970	Request for Subsidiary Communications Authorization on a sub-carrier frequency of 67 kilocycles.	GRANTED	5-14-70

APPLICATION RECORD - BROADCASTING

99.7mhz

Call  
Letters W L T A

SUSQUEHANNA BROADCASTING CO.  
KATHEL HOLLEY TR/AS ATLANTA FM BROADCASTERS

Name  
Atlanta, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BLH-4722 R & F #580451 \$30. PTA PRESS MAY 1 1970	2-24-70 2-25-70 2-25-70 3-5-70	Lic.(BPH-6780, as mod.) for changes.	GRANTED	5-18-70
BRH-1511 BRSCA-1008 R & F PN Recd. PRESS	12-17-72 12-18-72 12-19-72 "	RENEWAL OF LICENSE RENEWAL OF SCA	GRANTED	3-30-73
BALH-1905 BASCA -600 R & F FEE PD: \$1000 #234106 CEDE 049 OCT 12 1973 Pub. notice filed 1-11-74	9-14-73 9-18-73	Voluntary assignment of license and SCA to SUSQUEHANNA BROADCASTING CO.  Atty - Cohn & Marks  (SEE OVER)	GRANTED Grant Fee: \$ 51,000.00 EFF: Pd 050 W299203	1-31-74 3-1-74 4-4-74

RE: BALH-1905 - Assignee is licensee of WSBA etc  
(Articles etc on file ; NOTED: Del. corporation  
AMENDED 1-3-74 - financial data; reflect pending BALH-1900  
re comm spot announcements - Articles to be filed(KPLX)

Form BC-121  
September 1969  
4-64

## APPLICATION RECORD - BROADCASTING

Call  
Letters W L T A

Name SUSQUEHANNA BROADCASTING CO.  
ATLANTA, GEORGIA

File No.	Dated	Application for	Action	
			Nature	Date
BRH-1511 BRSCA-1008 R & F PN Recd. PRESS	11-26-75 12-4-75 12-1-75 " DEC 18 1975	RENEWAL OF LICENSE RENEWAL OF SCA L.N. Cohn, Atty.	GRANTED	3-9-76
BSCA780913AD PRESS	SEP 28 1978	Request for Subsidiary Communications Authorization on a subcarrier frequency of 67 kilohertz.	GRANTED	3-13-79
BRH781201M PRESS: JAN 9 1979	JAN 9 1979	RENEWAL OF LICENSE  Atty: Richard A. Helmick	GRANTED	3-27-79

BSCA-780913AD

Amend Rec'd 2-5-79 re: Engineering

## 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.

