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Form 1534 #1891

FREQUENCY MODULATION

BROADCASTING STATION LICENSE RECORD

Date first licensed 7-6-66

WSKR (EFF. 10-6-80)

Call letters ~~WSKR~~ **WATM-FM**

Station location ~~ATMORE, ALABAMA~~

TALTON BROADCASTING COMPANY OF ESCAMBIA COUNTY (AL: 8-10-79 EFF: 9-1-79)

Name of licensee ~~TOM C. MINIARD AND GRADY L. INGRAM D/B AS SOUTHLAND BROADCASTING COMPANY~~

Transmitter location ~~810 East Craig Street, Atmore, Alabama (BPH-12-29-65)~~

ZIP 36502

Main studio location ~~Same as Transmitter~~

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BPH-5012 HAAT:195' cont'l	12-29-65	104.1mc. ch.#281	ERP:29kw. TPO:5kw.	Unl.	2-28-66 8-29-66
	CP for a new Class C FM broadcast station.				
BPH-5012 (10)	1-21-66	Mod. of BPH-5012 to assign call letters W A T H-FM.			
BLH-3286 HAAT: 195'	7-6-66	104.1mc. CH.#281	ERP:29kw TPO:5kw	U	7-6 4-1-67
	Lic to cover CP(BPH-5012) which auth a new FM broadcast station.				
BRH-1891	3-29-67	Renewal of License			4-1 4-1-70
BRH-1891(6)	6-25-70	Renewal			4-1-73
EBSA	5-22-72				
BRH-1891(S)	7-13-73	RENEWAL			4-1-76
BALH790614HM	8-10-79	VOL. AL			EFF:
BRH1891 (7)	7-16-79	RENEWAL OF LICENSE			4-1-82
EBSA	10-6-80	CALL SIGN CHANGE			

Aug. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters ~~WATM~~ W.A.T.H-FM

TOM C. MINIARD & GRADY L. INGRAM d/b as
 Name SOUTHLAND BROADCASTING COMPANY
ATMORE, ALABAMA (PO BOX 59, Atmore, Alabama)

File No.	Dated	Application for	Action	
			Nature	Date
BR-5012 R.&F.	6-23-65 6-25-65	Construction permit for a new FM broadcast station to be operated on: Frequency: 104.1mc CH 281 ERP: 29kw TPO: 5kw HAAT: 193' Trans.: GATES FM-5G (5kw) Antenna: GATES FMA-6, 6 sect. Trans. Loc: 810 E. Craig St. Atmore, Alabama Studio Loc: Same as trans. Atty-none Engr-L.J.N. du Treil & Assoc. New Orleans, La.	GRANTED cont'l submit 302's for WATM.	12-29-65

Form BC-121 #2
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W A T M-FM

Name TOM C. MINIARD & GRADY L. INGRAM d/b as SOUTHLAND BROADCASTING COMPANY
Atmore, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BLH-3286 R & F	5/4/66 5/9/66	Lic. to cover CP (BPH-5012) which auth. a new FM broadcast station.	GRANTED	7-6-66
BRH-1891 R & F	12-12-66 12-19-66	Renewal of license.	GRANTED	3-29-67
BRH-1891 R & F #565936 \$75. PN PRESS	12-26-69 12-31-69 12-31-69 12-31-69 1970	Renewal of license	GRANTED	6-25-70
BRH-1891 R & F PN Recd. PRESS	12-20-72 12-29-72 " 1973	RENEWAL OF LICENSE	GRANTED	7-13-73

Form BC-121
September 1969
4-66

APPLICATION RECORD - BROADCASTING

Call W S K R
Letters XWATM-FM

TALTON BROADCASTING COMPANY OF ESCAMBIA COUNTY EFF: 9-1-79

Name* TOM C. MINIARD & GRADY L. INGRAM d/b as SOUTHLAND BROADCASTING COMPANY
ATMORE, ALABAMA

File No.	Dated	Application for	Action	
			Nature	Date
BRH-1891 R & F PN Recd. PRESS	11-18-75 11-24-75 " DEC 15 1975	RENEWAL OF LICENSE AMENDED 2-4-76 re: commercial matter & EEO SUPPLEMENTAL APPLICATION filed 11-30-78 as an amendment to pending renewal application. (BRH781130UJ) PRESS: JAN 26 1979	GRANTED	7-16-79
BALH790611HN FORM 314 (also see AM) PRESS: JUN 22 1979		Vol AL to TALTON BROADCASTING COMPANY OF ESCAMBIA COUNTY Atty - James K. Edmundson	GRANTED EFF:	8-10-79
810730AG		Construction permit to chg. TL: 6.1 mi. at 266, near Loxley, Atmore, Alabama, specify SL/RC: to be determined, Atmore, Alabama, incr. ERP: 100 kW H&V; HAAT: 1600' H&V, chg. type trans., & make chgs. in ant. sys. 30 37 35 87 38 50 Atty; James K. Edmundson		

10-6-80 W S R

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 12th 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.

