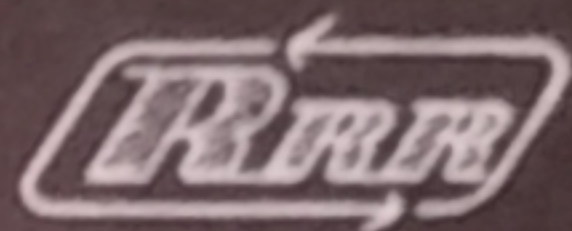


WWOC



REMOVABLE LABEL

GUIDES AND FOLDERS

MADE IN U.S.A.

CATALOG NO. 4550L 1/3

BC-126

February 1974

BROADCASTING STATION LICENSE RECORD

Official Number 3244

Date first licensed 3-2-77

Call letters WHOC

Station location Avalon, New Jersey

Name of licensee Avalon Broadcasting Co.

Transmitter location Shore Rd., Route 9, 4.2 mi. NW of Avalon, N.J. (PH 4-14-75)

Main studio location SAME AS TRANSMITTER

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BPH-8472 HAAT: 300ft (H&V)	4-14-75	94.3MHz. #232 Class-A CP for NEW FM Station	ERP: 3kw (H&V) U		4-14-76
BPH-8472(1)	8-4-75	Call letters assigned			
EBSA	8-4-75				
BLH-7036(L)	3-7-77	Lic. (BPH-8472, for new station	as mod)		6-1-78
BRH-3244	5-11-78	(S) REN. OF LIC.			6-1-81

APPLICATION RECORD - BROADCASTING

Call **W W O C**
Letters **X NEW-FM**

Name **Avalon Broadcasting Co.**

Avalon, New Jersey (PO c/o 28 Golden Oak Lane, Beesley's Point, New Jersey 08223)

File No.	Dated	Application for	Action	
			Nature	Date
BPH-8472	6-15-73	CP for New FM on: 94.3mhz. #232	Designated for New	
R & F	6-21-73	HAAT: 300' (h&v) FRP: 3kw(h&v)	APR 25 1974	20031
#203732 \$100	6-22-73	Trans: GATES-FM-2.5H3; Ant: GATES-FMC-3A, 3	Min.	
CODE: 013		sects. (h&v).		
PRESS: JUL 6 1973		T-SL: Shore Rd. Rte. 9, 4.2 mi. NW of Avalon,	GRANTED 4-14-75	
PN REC'd: 7-24-73		Swainton, New Jersey.	gr fee req. \$1,350.00	
		39° 7' 48" - 74° 47' 20"		
AMENDED	7-23-73	Atty - Forbes W. Blair	Pd 014	6-17-75
AMENDED	10-4-73	Sections II and III.	W439387	
AMENDED	10-31-73	Financial Data. & Business Data (Re/Sect. II.)		
AMENDED	11-8-73	Sect. II, (Table I) Table II & para. 21(c).		
AMENDED	1-16-74	Financial Data.		
AMENDED	3-18-74	Sect. II, Table II (Business & Financial Data.)		
AMENDED		Financial Data.		

APPLICATION RECORD - BROADCASTING

W. J. J. J.

Call
Letters W H O G

Name AVALON BROADCASTING CO.
Avalon, New Jersey

File No.	Dated	Application for	Action	
			Nature	Date
BLH-7036 Rec'd W540620-\$100. Amended LTD PTA Amended & F PTA Ext. PRESS	3-11-76 3-12-76 3-15-76-001 3-24-76 3-26-76 4-12-76 4-20-76 MAY 3 1976	Lic.(BPH-8472, as mod.) - New sta. Transmitter: SINTRONIC, DFM-3K-A Antenna: PHELPS-DODGE, CFM-LP-3. clarif. frequency meas. Supple audio proof of performance Atty: Bilger & Blair(Lee W. Shubert)	GRANTED	3-7-77
BRH-3244 R & F PRESS	1-24-78 1-31-78 MAR 7 1978	RENEWAL OF LICENSE Atty. Lee W. Shubert (Bilger & Blair)	GRANTED	5-11-78
BRH810121YA PRESS: PN FILED	MAR 16 1981 1-21-81	RENEWAL OF LICENSE atty: Donald Bilger	GRANTED	5-29-81

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.

