


W Z L D

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CATALOG NO. 4550L 1/5

Form BC 126 #2950

June 1954 On-the-Air I.D. as: "CAYCE-COLUMBIA, S. CAROLINA"

FREQUENCY MODULATION

12-22-81

BROADCASTING STATION LICENSE RECORD

Date first licensed 8-16-74

Call letters WZLD

Station location Cayce, South Carolina

SUNCOM, INC. (ALH 2-9-81, EFF: 4-1-81)

*WZLD, INC. (APH 7-30-74 EFF: 8-30-74)

Name of licensee X William D. Hunt

Transmitter location 0.2 mi. S. of Edgewood R. at 2 Notch Rd., Columbia, S.C. (PH-3-4-74)

1303 State Street Cayce South Carolina PH- 6/14/74

Main studio location X To-be-determined, Cayce, S. C. (PH-3-4-74)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BPH-7658 HAAT: 300' (h&v)	3-4-74	96.7mhz. #244 Class-A CP for New FM Station.	ERP: 3kw (h&v)	U (RC)	3-4-75
BPH-7658 (1)	5-6-74	Call letters assigned			
EBSA	5-6-74				
BMPH-14094 HAAT: 300ft (H&V)	6-14-74	96.7mhz MP(BPH-7658) chg. ant, SL, trans TPO, and ant. sys.	ERP: 3kw (H&V)	TPO: 2.25kw	
BAPH- 563	7-30-74	VOL. APH	EFF: 8-30-74		
BLH-6304	8-16-74	Lic.(BPH-7658, as mod.)-New			12-1-75
BSCA-1,386	10-11-74	SCA	67 kHz		
BRH-2950(L)	11-26-75	RENEWAL			12-1-78
BRSCA-1386	" " "	" " "			" " "
BRH-2950(L)	11-26-75	Superseded to show cor. ant. descrip.			
BRH780726UY (S)	11-30-78	Renewal			12/1/81
BALH801126GF	2-9-81	VOL AL. EFF:			4-1-81

APPLICATION RECORD - BROADCASTING

Call W Z L D
Letters NEW-FM

Name William D. Hunt
Cayce, South Carolina (PO 3027 Kershaw St., Columbia, S. C. 29205)

File No.	Dated	Application for	Action	
			Nature	Date
BPH-7658	10-14-71	CP for New FM on: 96.7mc, #24, ERP: 3kw(h&v)	GRANTED	3-4-74
R & F	10-15-71	HART: 300' (h&v) TPO: 1.85kw.	gr. fee \$900.00 req.	
#012409 \$100	10-15-71	Trans: Gates-FM-2H3; Ant: Gates-FMC_4A, 4 sections.	PD 014	3-19-74
CODE: 013		TL: 2806 Edgewood Avenue, Columbia, S. C.	W292592	
PRESS: 1	NOV 1971	SL: To be determined, Cayce, S. C.	DOCKET 19569	
PN REC'd:	11-4-71	34-00-59 - 81-00-45		
	11-16-71			
	11-26-71	Atty- Robert L. Olender		
		Engr- Serge Bergen		
AMENDED	10-18-71	Additional Bank Commitment Letters.		
AMENDED	10-28-71	Section IV-A.		
AMENDED	1-19-72	Section II, Additional Infor. w/ref. Comm. Survey.		
AMENDED	2-14-72	Change Trans. Loc. to: Two Notch Road at Edgewood Road, Columbia, South Carolina; make chg. ant. system (increase height).		
PRESS: FEB 24 1972		(34° 01' 03" - 81° 00' 48") Financial Data (Revised Section III).		
AMENDED	2-23-72	F.C.C. - WASHINGTON, D. C.		

SEE CARD # 2

CONTACT: William D. Hunt
3027 Kershaw Street
Columbia, South Carolina 29205
(803) 751-6924 or 254-3429 or 256-2405

APPLICATION RECORD - BROADCASTING

Call WZLD
Letters NEW-FM

Name WILLIAM D. HUNT
Cayce, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BPH-7658 CONTINUED FROM CARD #1				
AMENDED	3-13-72	Exhibit #5 re financial data.	Designated for Hearing	
AMENDED	6-26-72	Sect. IV-A		
AMENDED	6-29-72	Sect. IV-A		
AMENDED (ORDER)	8-17-72	Section II.		
AMENDED (ORDER)	8-31-72	Ext. of Option to lease trans. site ; Financial Data. & Section II.		
AMENDED (ORDER)	9-19-72	Section III & Exhibit 1 (Attachment A, w/ref. to Section II.		
AMENDED (ORDER)	2-26-73	Update broadcast interest.		
AMENDED (ORDER)	3-29-73	Ext. of Option to Lease Trans. Site.		
AMENDED (ORDER)	9-19-73	Ext. of Option to Lease Trans. Site has been ext.	GRANTED	3-4-74
BMPH-14,094	4-12-74	MP (BPH-7658) to chg. ant. to tower formerly	GRANTED	6-14-74
R & F	4-12-74	used by WXY(FM) (Same Site); specify SL & RC;		
#302282 \$50	4-15-74	1303 State Street, Cayce, South Carolina; chg.		
Code 057		trans. (Gates FM-2.5H3); chg. ant. (Gates		
Press	MAY 2 - 1974	FMC-3A, 3 sects. (H&V); make chg. ant. system		
		(incr. hght.); and chg. TPO. 45" (34' 00" 59" - 81' 00" 45") (ALSO SEE CARD #3)		
		F.C.C. - WASHINGTON, D. C. Atty: Donald E. Bilger (Bilger & Blair)		

APPLICATION RECORD - BROADCASTING

Call
Letters WZLD

WZLD, INC.

Name xWILLIAM D. HUNT
Cayce, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BAPH-563 R & F FEE PD: \$250 # 304713 CODE 049 (Form 316)	4-17-74 4-19-74	Voluntary assignment of CP (BPH-7658 - new station) to W.D. HUNT CORPORATION AMENDED 6-10-74 to chge corp name to WZLD, INC. Att - Bilger & Blair JUN 20 1974	GRANTED EFF:	7-30-74 8-30-74
BMPH-14,094 AMENDED Press	5-24-74 JUN 1 1974	CONTINUED FROM CARD #2 Engr. Data: Make changes in ant. system (incr. hght.)		
BLH-6304 Rec'd W 320719-\$50 Amended & F PTA PRESS Amended	6-28-74 6-28-74 6-28-74-057 7-1-74 7-9-74 1974 7-11-74	Lic. (BPH-7658, as mod.) - New Sta., Trans: GATES, FM-2H3. -Atty: <u>Bilger & Blair</u> enr. data - cor. coordinates. antenna height.	GRANTED	8-16-74

Name WZLD, Inc.
Cayce, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BSCA-1,386 R & F #343911 \$50 Code 057 Press SEP 27 1974	9-6-74 9-11-74 9-13-74	Request for Subsidiary Communications Authorization on a subcarrier frequency of 67 kilohertz. Atty: Lee W. Shuebert (Bilger & Blair)	GRANTED	10-11-74
BRH-2950 R & F PN Recd. PRESS AUG 21 1975	7-29-75 7-31-75	RENEWAL OF LICENSE AMENDED 11-10-75 re: EEO	GRANTED	11-26-75
ERSCA-1386 R & F	8-21-75 9-9-75	Renewal of SCA		
BTC-8192 R & F Fee pd \$100 Code 047 (FORM 316) DEC 6 1976	10/31/76 11/26/76 W 641114	Voluntary transfer of control of lic corp from William D. Hunt to William D. Hunt and Agnes C. Hunt (50% Each)	DISMISSED	12/16/76 Inadvertently accepted 315 necessary

OVER

re: BTC-8192 - 316 not dated - took date from Exh. #3

APPLICATION RECORD - BROADCASTING

Call
Letters WZLD

SUNCOM, INC.

Name WZLD, INCORPORATED
CAYCE, SOUTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BRH780720UF BRSCA780720UF PRESS	SEP 1 1978	RENEWAL OF LICENSE RENEWAL OF SCA	Granted	11/30/78
BALH 801126GF Form 314 PRESS PN filed 12-19-80	DEC 18 1980	Vol AL to SUNCOM, INC. Atty-Martin R. Leader OVER	GRANTED EFF:	2-9-81 4-1-81
BTCH81042100 Form 316 PRESS	MAY 20 1981	Vol TC of lic corp from Robert G. Liggett, Jr. to Liggett Broadcast, Inc. Atty. Kathryn R. Schmeltzer	ISSUED EFF:	5-27-81

BALH801126GF AMENDED 2-2-81 re: Financial data

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.

