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CATALOG NO. 4550L 1/3

Form BC 126  
June 1954

44729

## BROADCASTING STATION LICENSE RECORD

Date first licensed 11-21-68

Call letters W V A P

Station location Burnettsville, S. C.

Name of licensee MIDLAND VALLEY INVESTMENT CO., INC.

Transmitter location Corner Hwy. 66 and High Street, Burnettsville, S. C. (BP 4-3-68)

Main studio location Same as transmitter



# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl.<br>No.                                     | Date<br>Issued | Freq.  | Power         | Time<br>Div. | Period<br>From- To      |
|--|----------------|--|---------------|--------------|-------------------------|
| BP-17743   | 4-3-68         | 1510kc   | 500w(250w CH) | Day          | 12-3-68                 |
| CP for a new standard broadcast station (Cond'1) |                |  |               |              |                         |
| BP-17743 (1)                                     | 8-8-68         | Call letters assigned.                             |               |              |                         |
| BL-12,171(L)                                     | 11-21-68       | Lic. (17,743) for new sta. -specify<br>type trans. |               |              |                         |
|  |                |  |               |              | 12-1-69                 |
| BR-4729(S)                                       | 11-26-69       | Renewal of license                                 |               |              | 12-1-12-1-72            |
| EBSA   | 5-22-72        |  |               |              |                         |
| BR-4729(S)                                       | 12-6-72        | Renewal  |               |              | 12-1-75                 |
| BR-4729(L)                                       | 1-25-77        | Renewal of License                                 |               |              | 12-1-78                 |
| BP-20,964(L)                                     | 12-26-78       | 1510kHz  | 1kw(250w CH)  | Day          | 12-26-79                |
| CP incr. pwr;incr. ant. hght.                    |                |  |               |              |                         |
| BR-780801XZ                                      |                |  |               |              |                         |
| BL-790206AC(L)                                   | 5-18-79        | Renewal of License and<br>BP-20964 for changes     |               |              | Lic.to cover<br>12-1-81 |



Aug. 1955

## APPLICATION RECORD - BROADCASTING

 Call  
 Letters ~~new~~ **W V A P**

 Name **Midland Valley Investment Co., Inc.**  
**Burnettown, South Carolina (c/o Harry A. Park; P. O. Box 1, Langley, S.C. 29834)**

| File No.  | Dated                                 | Application for   | Action   |          |
|---|---------------------------------------|---|--|----------|
|   |                                       |   | Nature   | Date     |
| BP-17,743<br>Rec'd<br>Filed<br>AUG 11 1967              | 5-2-67<br>5-5-67<br>5-5-67            | CP for a new standard broadcast station to be operated on:<br>Frequency: 1510kc<br>Power: 500w (250w CH)<br>Hours: Daytime<br>Trans: Gates BC-500G<br>Trans loc: Corner Hwy 66 and High Street, Burnettown, S. C.<br>Studio loc: Same as transmitter<br>Atty: Fletcher, Heald, Rowell, Kenahan & Hildreth<br>Engr: Palmer A. Greer, Greenville, S. C. | GRANTED<br>Cond'l re: Any pre-sunrise oper. must conform with Sects. 73.27 & 73.99 of the Rules. | 4-3-68   |
| BL-12,171<br>R & F<br>#457256 \$30<br>PT<br>NOV 15 1968 | 9/3/68<br>9/9/68<br>9/9/68<br>9/18/68 | License (BP-17,743) for new b/c station, specify type trans. CCA AM-500D.<br><br>Atty: Wade H. Hargrove<br>Engr: Palmer Greer, Greenville, S.C.   | GRANTED  | 11-21-68 |



CONTACT: HARRY A. PARKER

PHONE: CODE 803; Home: 593-2948

Business: 648-1109

ADDRESS: AUGUSTA ROAD

LANGLEY, S. C.



Aug. 1955

#2

## APPLICATION RECORD - BROADCASTING

Call  
Letters

W V A P

Name MIDLAND VALLEY INVESTMENT CO., INC.  
Burnettown, South Carolina

| File No.   | Dated                        | Application for  | Action  |          |
|--|------------------------------|--|---------|----------|
|  |                              |  | Nature  | Date     |
| BR-4729<br>R & F<br>#538606 \$75<br>PN<br>Press SEP 9 1969 | 8-8-69<br>8-28-69<br>8-28-69 | Renewal of license<br><br>Atty- Vincent J. Curtis, Jr. (Fletcher, Heald et al) | GRANTED | 11-28-69 |
| BR-4729<br>R & F<br>PN Recd.<br>PRESS<br>OCT 13 1972       | 8-14-72<br>9-5-72<br>"       | RENEWAL OF LICENSE<br>Robert L. Heald, Atty.                                   | Granted | 12-6-72  |
| BR-4729<br>R & F<br>PN<br>PRESS<br>SEP 9 1975              | 7-25-75<br>8-1-75<br>8-1-75  | Renewal of license<br>Atty- David G. Rozzelle (Fletcher, Heald et al)          | Granted | 1-25-77  |

Form BC-121

May 1976

## APPLICATION RECORD - BROADCASTING

Call  
Letters **W V A P**Name **Midland Valley Investment Co., Inc.**  
**Burnettown, South Carolina**

| File No.                                 | Dated                           | Application for   | Action                             |          |
|--|---------------------------------|---|------------------------------------|----------|
|  |                                 |   | Nature                             | Date     |
| BP- 20964<br>R & F<br>PRESS:<br>PN filed | 2-23-77                         | Construction permit to increase power to 1kw<br>(retain 250w C.H.) and increase antenna height.<br><br>Atty: David Rozzelle | GRANTED                            | 12-26-78 |
|  | 2-28-77<br>AUG 4 1978<br>3-3-78 |   |                                    |          |
| Amend R                                  | 3-3-78                          | re: community leader survey   |                                    |          |
| BR780801XZ<br>PRESS                      | SEP 8 1978                      | Renewal of License  | GRANTED<br>issued with BL-790206AC | 12-18-78 |
| BL-790206AC<br>R & F<br>PTA<br>PRESS     | 2-6-79<br>2-13-79<br>APR 4 1979 | Lic. to cover BP-20964 for changes  | GRANTED                            | 5-18-79  |

## 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. 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 – 3" by 5" filing cards – 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). 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. Generally, they have been left as negatives as those are often easier to read.

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.

