

WKKE

# BROADCASTING STATION HISTORY RECORD

AM

First licensed DECEMBER 10, 1980

Call Letters W K K E (EFF. 1-8-81)  
X W P R L

Station Location Pearl, Mississippi

Name MID SOUTH MEDIA, INC.

Transmitter Location Just off Hwy. 49 South, Pearl, Mississippi

Main studio location SAME AS TRANS. SITE



# Authorization Record

File No.	Granted	Facilities	Expires
BP-20,839 (L)	8-13-80	1190KHZ 1kW DAYTIME CP FOR NEW AM STATION	8-13-81
BP-20,839 (1)	10-27-80	CALL LETTERS ASSIGNED AND EBSA ISSUED.	
BL-801027AF(L)	12-10-80	Lic. to cover BP-20839 for NEW AM STATION	6-1-82
E B S A	1-8-81	CALL SIGN CHANGE	



# APPLICATION RECORD - BROADCASTING

Call Letters W P R L  
NEW

Name MID MOUTH MEDIA, INC.  
Pearl, Mississippi TP. O. Box 5497, Pearl, Miss. 39208

File No.	Dated	Application for	Action	
			Nature	Date
BP- 20,839	2-18-76	Construction permit for a new standard		
Rec'd	2-25-76	broadcast station on:		
Filed		Freq. 1190khz.	DISMISSED	6-2-77
\$200-534225	2-25-76	Power. 1kw		
AC-001		Hours of oper. Daytime	GRANTED	8-13-80
		Trans. CCA 1000D		
		Trans. & studio loc. Just Off Hwy. 49, South		
		Pearl, Mississippi.		
		32° 13' 47" 90° 0' 32"		
		Amended 3-28-77 re: Exh. Fig 4-A		
		PETITION FOR RECONSIDERATION FILED 7-7-77 by Mark S. Fowler		
		on behalf of applicant.		
		Amended 7-5-77 re: Engr. Fig. 2 Maps		
AMENDED	8-7-78	additional info on shareholder Hiram Goodman		

# APPLICATION RECORD - BROADCASTING

Call  
Letters **NEW**

Name **Mid South Media, Inc.**  
**Pearl, Mississippi (P.O. Box 5497, Pearl, Mississippi 39208)**

File No.	Dated	Application for	Action	
			Nature	Date
BP-20,839	2-18-76	Construction permit for new Standard Broadcast	SECTION 1.569(b)(2)(1) WAIVED AND APPLICATION ACCEPTED FOR FILING	1.569(b)(2)(1)
Rec'd	2-25-76	station on:		
Resub	7-5-77	Frequency: 1190KHz		
FILED	7-5-77	Power: 1kw		
PN FILED		Hours of operation: Daytime		
PRESS:		trans: CCA 1000D		
	OCT 2 1978	TL&SL: Just off Hwy 49, South Pearl, Mississippi		
		32 13 47 90 0 32		
		PETITION FOR RECONSIDERATION FILED 7-5-77		
		ATTY: Mark Fowler		
		ENGR:-----		
AMENDED	6-2-80	financial, ,delete Hiram Goodman and all info contained in Table I		
		because of death,Pamela Clark purchased stock from applicant		
		programming		
	7-29-80	JOINT REQUEST FOR APPROVAL OF AGREEMENT FILED BY MARK FOWLER ON BEHALF		
		OF APPLICANT (OVER)		



BP-20,838

AMENDED  
10-7-80

Section II, Legal and Section IV-A, Programming

## APPLICATION RECORD-BROADCASTING

1140 kHz

Call Letters ~~W~~ P R L  
W K K E

Name: MID SOUTH MEDIA, INC.

Station Location: Pearl, Mississippi

File No.	Date	Description	Action and Date
BL-801027AF R & F PRESS	10-27-80 NOV 10 1980	Lic. to cover (BP-20,839) for a NEW STATION. Atty: Mark S. Fowler (Fowler & Meyers)	GRANTED 12-10-80
BP- 801230AD <b>ACCEPTED</b> FEB 27 '81	<b>CUT OFF</b> APR 10 '81	Construction permit to chg hrs of operation to unlimited by adding nighttime service with 5kw; increase daytime power to 10kw; chg frequency from 1190khz to 1180khz; install DA-N; TL: Just off hwy 49 East (night site) (two site operation) and make chgs in ant sys.	
AMENDED	2-17-81 2-20-81	MAJOR ENVIRONMENTAL ACTION UNDER SECTION 1.1305 ATTY: David Meyers RE: Additional Engineering Public Notice (OVER)	



BP-801230AD      AMENDED    4-9-81    Eric L. Bernthal counsel for Licensee

AMENDED 7-27-81 re pn, ENVIRONMENTAL STATEMENT CITY OF LIC. COVERAGE AND COMMUNITY



## 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.

