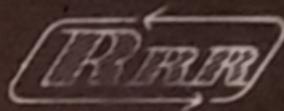


WSPW



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REMOVABLE LABEL

GUIDES AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/5

Form BC 126 4765  
June 1954

## BROADCASTING STATION LICENSE RECORD

Date first licensed 7-17-69

Call letters WSPW

Station location Seneca Falls, N. Y.

Name of licensee WATER-FALLS BROADCASTING CORPORATION

Transmitter location Route 116 at city limits, Seneca Falls, New York (BP 6-5-68)

1 Water Street, Seneca Falls, New York (BRC 12-13-68)

Main studio location  Same as transmitter

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BP-17864	6-5-68	1110kc	1kw	Day	2-5-69
CP for a new standard broadcast station(Cond'1)					
BP-17864(1)	9-10-68	Call letters assigned.			
BRC-3313 (2)	12-13-68	Operate RC.			
BL-12,406(L)	7-17-69	Lic.(BP-17,864) for new sta., specify type trans. BAUER 707.(RC)			
EBSA	6-12-72				
BR-4765(S)	5-31-72	RENEWAL			
BTC-7280	12-14-73	VOL TC	EFF:		
BR-4765(L)	5-28-75	RENEWAL			
BZ-9565(1)	12-21-77	Direct Measurement			
BTC800222EQ	5-20-80	VOL TC	EFF:		
BR-4765(L)	11-17-80	Renewal of License			
					6-1-81

Aug. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters ~~WSPV~~ WSPV

Name Water-Falls Broadcasting Corporation  
Seneca Falls, New York (c/o Murray J. S. Kirshtein, Esq., 118 Bleecker St.,  
Utica, New York 13501)

File No.	Dated	Application for	Action	
			Nature	Date
BP-17,864 Rec'd Filed  JAN 8 1958	8-14-67 8-16-67 8-16-67	CP for a new standard broadcast station to be operated on: Frequency: 1110kc Power: 1kw Hours: Daytime Trans: Collins 820D-1 Trans loc: Route 116 at city limits, Seneca Falls, New York Studio loc: Same as transmitter atty-Murray J. S. Kirshtein, Utica, N.Y. enr-Willis C. Beecher	GRANTED Cond'l re: Sections 73.48 & 2.579. Any pre-sunrise oper. must conform with Sects. 73.87 & 73.99 of the Rules.	6-5-68
AMENDMENT R&F	5-23-68	AMENDED Section IV-A.		

AUG. 1955

## APPLICATION RECORD - BROADCASTING

1110ke

Call  
Letters W S F WName WATER-FALLS BROADCASTING CORPORATION  
Seneca Falls, New York

File No.	Dated	Application for	Action	
			Nature	Date
BRC-3313 Rec'd #474654 \$30. Resub. R & F DEC 17 1968	11-20-68 11-25-68 11-25-68 12-4-68 12-9-68	MP(BP-17,864) to change studio location to 1 Water Street, Seneca Falls, New York and operate transmitter by remote control from studio location.	<del>Returned</del> Applic. signed by Chief Engineer  GRANTED	<del>12-2-68</del>   12-13-68
BL-12,406 Rec'd #471802 \$30 RESUB: R & F PT	11/12/68 11/18/68 11/18/68 3/3/69 3/6/69 11/26/68	License (BP-17,864) for a new standard b/c station, specify type trans. BAUER 707. (R.C.)	<del>RETURNED</del> unauthorized sign.  GRANTED	<del>2/28/69</del> Sect. 1  7-17-69

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call  
Letters W S F WName WATER-FALLS BROADCASTING CORPORATION  
Seneca Falls, New York

File No.	Dated	Application for	Action	
			Nature	Date
BR-4765 R & F P.N. PRESS MAR 24 1972	1-27-72 3-3-72	Renewal of License  Atty: Leonard S. Joyce  AMENDED 3-6-72 re: Sect. II & Transmitter Logs AMENDED 5-4-72 re: business interests; equal employment policy	GRANTED	5-31-72
BT-7280 R & F FEE PD: \$250 #248624 CODE 047 214 (FORM 316) ALSO SEE FM 807 12 87	10-18-73 11-2-73	Voluntary transfer of control of lic corp from Francis J. Souhan and Samuel A. Bunis (50% each) to Francis J. Souhan, Samuel A. Bunis, and Robert Burns (33 1/3% each)	GRANTED EFF:	12-14-73
BR-4765 R & F P. N. Rec'd Press 11 FEB 1975	1-10-75 2-3-75	Renewal of License.  Atty: John A. Borsari (Daly, Joyce etc.)  AMENDED 5-9-75 re: EEO	GRANTED	5-28-75

APPLICATION RECORD - BROADCASTING

XX:XXXXXX  
1110khz

Call  
Letters W S F W

#4

Name WATER-FALLS BROADCASTING CORPORATION  
Seneca Falls, New York

File No.	Dated	Application for	Action	
			Nature	Date
BZ-9565 R & F DM PRESS SEC 1 1977	5-20-77 6-14-77 11-28-77	Direct Measurement Atty: John R. Borsari, Jr.	GRANTED	12-21-77
BR-4765 R & F PRESS MAR 13 1978	1-20-78 2-1-78	Renewal of License George R. Borsari, Jr., Atty.	GRANTED	11-17-80
BTC-800222BQ FCRM 315 (ALSO SEE FM) PRESS PN FILED " MAR 12 1980 3-10-80 3-25-80		Vol TC from Robert Burns, the Estate of Samuel Bunis, George G. Souhan, et al, to George G. Souhan Atty - G. Borsari, Jr. (over)	GRANTED EFF:	5-20-80

BTC800222EQ Amended 4-21-80 re: Redemption Agreement -  
Waterfalls Broadcasting Corporation is buying the stock  
of the Estate of Samuel Bunis; which in turn will in-  
crease the stock (percentages) held by stockholders

AMENDED 5-7-80 re: Legal qualifications.

AMENDED 5-9-80 re: bank letter.

#5

## APPLICATION RECORD-BROADCASTING

1110 KHz

Call Letters: W S F W

Name: WATER-FALLS BROADCASTING CORPORATION

Station Location: Seneca Falls, NY

File No.	Date	Description	Action and Date
BR810202B9 PRESS MAR 25 1981		Renewal of License Atty.: Richard F. Kennedy AMENDED 5-4-81 re: commercial matter	<i>W S F W</i> <b>ISSUED</b>

## 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.

