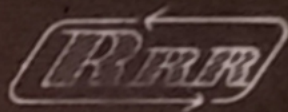


WSPW



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

<u>Appl. No.</u>	<u>Date Issued</u>	<u>Freq.</u>	<u>Power</u>	<u>Time Div.</u>	<u>Period From- To</u>
BP-17864	6-5-68	1110kc	1kw	Day	2-5-69
	<u>CP for a new standard broadcast station(Cond'1)</u>				
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			6-1-75
BTC-7280	12-14-73	VOL TC	EFF:		
BR-4765(L)	5-28-75	RENEWAL			6-1-78
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 ~~WSPW~~ WSPW

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	8-14-67	CP for a new standard broadcast station to be	GRANTED	6-5-68
Rec'd	8-16-67	operated on:	Cond'l re: Sections	
Filed	8-16-67	Frequency: 1110kc	73.48 & 2.579.	
		Power: 1kw	Any pre-sunrise oper.	
JAN 8 1968		Hours: Daytime	must conform with Sects.	
		Trans: Collins 820D-1	73.87 & 73.99 of the	
		Trans loc: Route 116 at city limits, Seneca	Rules.	
		Falls, New York		
		Studio loc: Same as transmitter		
		atty-Murray J. S. Kirshtein, Utica, N.Y.		
		enr-Willis C. Beecher		
AMENDMENT REF 5-23-68		AMENDED Section IV-A.		

AUG. 1955

Call
Letters

W S F W

Name WATER FALLS BROADCASTING CORPORATION
Seneca Falls, New York

File No.	Dated	Application for	Action	
			Nature	Date
BRC-3313	11-20-68	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.	Returned	12-2-68
Rec'd	11-25-68		Applic. signed by	Chief Engineer
#474654 \$30.	11-25-68			
Resub.	12-4-68			
R & F	12-9-68		GRANTED	12-13-68
DEC 17 1968				
BL-12,406	11/12/68	License (BP-17,864) for anew standard b/c station, specify type trans. BAUER 707. (R.C.)	RETURNED	2/28/69 Sect. 1
Rec'd	11/18/68		unauthorized sign.	
#471802 \$30	11/18/68			
RESUB:	3/3/69			
R & F	3/6/69		GRANTED	7-17-69
PT	11/26/68			

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
ETC-7286 R & F FEE PD: \$250 CODE 047 214 ALSO SEE FM	10-18-73 11-2-73 #248624 (FORM 316) NOV 12 1973	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	1-10-75 2-3-75 11 FEB 1975	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 FORM 315 (ALSO SEE FM) PRESS MAR 12 1980 PN FILED " 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 5-21-81</i> ISSUED

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 12th 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.

