

W S A O

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CATALOG NO. 4550L 1/5

Form BC 126 4189

June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed 11-20-62

Call letters W S A O

Station location Senatobia, Mississippi

Jeanette S. Mathis, Robin H. Mathis, Ralph C. Mathis and
John B. Skelton, Jr., dba Northwest Mississippi Broadcasting Company (AL 11-24-70/
EFF: 12-1-70)

x ROBIN H. MATHIS, MARVIN L. MATHIS, RALPH C. MATHIS AND JOHN B. SKELTON, JR.,
Name of licensee ..d/b as NORTHWEST MISSISSIPPI BROADCASTING COMPANY.....

Transmitter location 1.7 mi. E. of Business Dist. on Mississippi Hwy. 4, Senatobia, Miss. (BP 5-3-61)

Main studio location 1.7 mi. E. of Business Dist. on Mississippi Hwy. 4, Senatobia, Miss.

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period	
					From	To
BP-12431	5-3-61	1550kc	5kw	Day	7-3	1-3-62
CP for a new standard broadcast station.						
BP-12431 (1)	7-25-61	Mod. of CP(BP-12431) to assign Call Letters.				
BMP-10,014 (2)	1-25-62	Mod. of CP(BP-12431) for extension of completion date to April 3, 1962				
BMP-10196 (3)	4-3-62	Mod. of CP(BP-12431 as mod.) for ext. of completion date to 7-3-62.				
BMP-10351 BMP-10352 (4)	7-27-62	Mod of CP(BP-12431 as mod which auth ne std B/C station) for extension of completion date to 9-15-62 and chg type trans to ITA, Type AM-5000-A.				
BL-9580	11-20-62	1550kc	5kw	Day	11-20	6-1-64
Lic. to cover CP (BP-12,431 as mod) which auth. a new standard b/c station.						
BR-4189	5-28-64	Renewal of License			6-1	6-1-67
BR-4189	7-5-67	Renewal of license			7-5	6-1-70
BR-4189(S)	9-30-70	Renewal				6-1-73
BAL-6886 EBSA	11-24-70 6-12-72	VOL. AL			EFF: 12-1-70	
BR-4189(L)	6-15-73	RENEWAL				6-1-76
BR-4189(S)	5-12-76	RENEWAL				6-1-79
BR790201WV (s)	5-18-79	RENEWAL				6-1-82

APPLICATION RECORD - BROADCASTING

AUG. 1955

JOHN B. SKELTON, JR. Call

ROBIN H. MATHIS, MARVIN L. MATHIS, RALPH C. MATHIS and / Letters new W S A OName d/b as NORTHWEST MISSISSIPPI BROADCASTING COMPANY
(P.O. - Robin H. Mathis, Box 552, Houston, Miss.)

File No.	Dated	Application for	Action	
			Nature	Date
BP-12,431	9-30-58	Construction permit for a new standard broadcast station to be operated on: Frequency - 1550kc Power - 10kw 5kw Hours of operation - Daytime Trans. location - 1.7 miles east of Business Dist. on Mississippi Highway 4, Senatobia, Mississippi Studio location - Same as transmitter	GRANTED After Hearing Docket No. 12966 Order Issued	5-3-61
Rec'd	10-1-58			
Filed	10-1-58			
AMENDMENT	10-30-59	Engr. - Claude M. Gray, Birmingham, Ala.		
Rec'd	11-3-59	AMENDED to decrease power to 5kw; change type		
Filed(order)	12-1-59	transmitter (GATES BC 5P)		

APPLICATION RECORD - BROADCASTING

Call

Letters W.S.A.O.

Name Robin H. Mathis, Marvin L. Mathis, Ralph C. Mathis and John B. Skelton, JR.
 d/b as Northwest Mississippi Broadcasting Company Senatobia, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BMP-10,014 R&F	12-11-61 12-13-61	Mod of CP (BP-12431 which auth a new standard broadcast station) for extension of completion date from 1-3-62 to 4-3-62. Atty: Daly and Ehrig	GRANTED	1-25-62 to 4-3-62
BMP-10196 R.&F.	3-8-62 3-9-62	Mod of CP(BP-12431 as mod. which auth. a new standard broadcast station) for extension of completion date from 4-3-62 to 7-3-62. Atty: Daly & Ehrig	GRANTED	4-3-62
BMP-10351 R. & F.	6-9-62 6-11-62	Mod. of CP (BP-12431 as mod. which auth. new standard broadcast station) for extension of completion date from 7-3-62 to 9-3-62. Atty: Daly and Ehrig	GRANTED with BMP-10352	7-27-62 to 9-15-62

FORM BC-121
Aug. 1955

#3

APPLICATION RECORD - BROADCASTING

Call Letters W S A O

Name Robin H. Mathis, Marvin L. Mathis, Ralph C. Mathis and John B. Skelton, Jr.,
d/b as NORTHWEST MISSISSIPPI BROADCASTING COMPANY Senatobia, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BMP-10352 R. & F.	6-9-62 6-11-62	Mod. of CP (BP-12431 as mod. which auth. new standard broadcast station) for change in type of equipment (trans: ITA 5000 A)	GRANTED with BMP-10351	7-27-62
BL-9580 Rec'd Filed	7-28-62 7-30-62 7-30-62	License to cover CP (BP-12,431, as mod., which auth. new standard broadcast station) Atty-Daly & Ehrig	GRANTED	11-20-62
BR-4187 Rec'd Filed	3-2-64 3-4-64 3-4-64	Renewal of license	GRANTED	5-28-64
BR-4189 R & F	2-28-67 3-3-67	Renewal of license Atty- Daly & Joyce	GRANTED	7-5-67

APPLICATION RECORD - BROADCASTING

JEANETTE S. MATHIS

Call Letters **W S A O**

ROBIN H. MATHIS, ~~MARVIN L. MATHIS~~, RALPH C. MATHIS

AND JOHN B. SKELTON, JR., d/b as NORTHWEST MISSISSIPPI BROADCASTING COMPANY

Name Senatobia, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BR - 4189 R & F #581874 \$75. PM PRESS	2-27-70 3-3-70 3-3-70 3-3-70	Renewal of license Atty: Daly & Joyce AMENDED 4-3-70 re: Balance Sheet AMENDED 5-14-70 re: programming AMENDED 9-25-70 re: commercial policy	GRANTED	9-30-70
BAL-3886 R & F FEE PD: \$30 (Form 316) ALSO SEE WSJO etc APR 14 1970	3-30-70 4-6-70 #590876	Voluntary assignment of license to JEANETTE S. MATHIS, ROBIN H. MATHIS, RALPH C. MATHIS and JOHN B. SKELTON, JR., dba NORTHWEST MISSISSIPPI BROADCASTING COMPANY (SEE OVER FOR AMENDMENTS) Atty - L. Joyce	GRANTED KFF:	11-24-70 12-1-70
BR-4189 R & F PN Recd. PRESS APR 10 1973	3-1-73 3-6-73 "	RENEWAL OF LICENSE L. Joyce, Atty. AMENDED 6-3-73 re: commercial policy	GRANTED	6-15-73

RE: BAL-6886 - Sec II (legal qualif) re Meda Jeannette S.
Mathis filed 11-16-70

#5
Form BC-121
September 1969
6-62

APPLICATION RECORD - BROADCASTING

1550 khz

Call
Letters W S A O

JEANETTE S. MATHIS, ROBIN H. MATHIS, RALPH C. MATHIS and JOHN B. SKELTON, JR.

Name
DBA NORTHWEST MISSISSIPPI BROADCASTING COMPANY SENATOBIA, MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BR-4189 R & F PN Recd. PRESS	1-28-76 2-2-76 " MAR 11 1976	RENEWAL OF LICENSE John A. Borsari, Atty. (Daly & George)	GRANTED	5-12-76
90201WV LESS:	MAR 14 197	RENEWAL OF LICENSE ATTY: Leonard Joyce	GRANTED	5-18-79
-790622AC- ACCEPTED---		Construction permit to chg freq from 1550KHz to 1140 KHz REQ WAIVER OF SECTION 1.569 ATTY: Leonard Joyce		RETURNED-2-21-80- VIO-OF-SECTION-73-3569- (b)(2)(i)---
BP_800411AA		PETITION FOR RECONSIDERATION FILED		

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.

