

WMDC



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

BROADCASTING STATION LICENSE RECORD

Date first licensed 7-3-53

W M D C (10-16-52)

Call letters x W H L Z

Station Location: Hazlehurst, Miss.

Name of licensee LOUIS ALFORD, PHILLIP D. BRADY, ALBERT MACK SMITH, a partnership d/b as
SOUTHWESTERN BROADCASTING COMPANY OF MISSISSIPPITransmitter location East Side Highway 51, Approx. 2.6 miles NNW center of Hazelhurst, Miss.
(L 7-3-53) (MP 3-13-53)Main studio location East Side Highway 51, Approx. 2.6 miles NNW center of Hazlehurst, Miss;
FCC-65 (L 7-3-53) (MP 3-13-53)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
BP-8184 Ltr.	8-13-52 8-19-52	1220	250w	Daytime	CP for new station granted subject to filing MP for approval of T site and antenna
BP-8184 BMP-6-25	3-13-53	1220kc	250w	Daytime	5-13-53 11-13-53 CP for new station and MP for approval of antenna, transmitter & studio location
BL-5045 Lic. cover	7-3-53	1220	250w	Day	7-3 6-1-55 CP (BP-8184, as mod) for new station.
BR-2835	5-11-55	RENEWAL OF LICENSE			6-1 6-1-58
BR-2835	5-21-58	RENEWAL OF LICENSE			6-1 6-1-61
	6-1-61	Comm. deferred action on renewal pending further consideration.			
BR-2835	6-28-61	Renewal of License			6-28 6-1-64
BR-2835	5-7-64	Renewal of License			6-1 6-1-67
BR-2835	5-22-67	1220kc	250w	Daytime	6-1 6-1-70
BS-2835(1)	1-4-68	Memo. Correct coordinates.			
Z-7446(L)	3-31-70	Direct	Measurement		6-1-70
BR-2835(S)	5-27-70	Renewal			6-1-73
ComTel	1-27-71	PSA	66w		
EBSA	6-12-72				
BR-2835(S)	6-15-73	RENEWAL			6-1-76
BR-2835(L)	7-9-76		RENEWAL		6-1-79
BR790201KV	5-18-79	RENEWAL			6-1-82

FORM A-170

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call W H L Z

LOUIS ALFORD, PHILLIP D. BRADY, ALBERT MACK SMITH, A

Letters ~~x~~ New

Name Partnership d/b as SOUTHWESTERN BROADCASTING COMPANY OF MISSISSIPPI

P.O. c/o Louis Alford, P.O. Box 604, McComb, Miss.

File No.	Dated	Application for	Action	
			Nature	Date
BP-8184	7-7-51	Construction permit for a new standard broad-	GRANTED subject filing MP for approval of T site and antenna Ltr. Issued with B/P-6025	8-13-52
Rec'd	7-10-51	cast station to be operated on:		
Filed	7-10-51	Frequency: 1220kc		
		Power: 250w		
		Hours of operation: Daytime		
		Trans. Location: To be determined		
		Hazlehurst, Mississippi		
		Studio Location: To be determined		
		Hazlehurst, Mississippi		
		Phillip D. Brady, Engr.		

Gates BC-250-GY

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

LOUIS ALFORD, PHILLIP D. BRADY, ALBERT MACK SMITH, A

Call W M D C

Letters X W H L Z

Name Partnership d/b as SOUTHWESTERN BROADCASTING COMPANY OF MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BMP-6025 Rec'd Filed	10-9-52 10-13-52 10-13-52	Modification of construction permit (BP-8184, which auth. a new standard broadcast station) for approval of antenna, transmitter and studio location as Approx. 2.6 miles NNW center of Hazlehurst, Miss. and East side Highway 51, and change type transmitter (Gates BC-250-D). Philip D. Brady, Engr.	GRANTED	3-13-53
BL-5045 Rec'd Filed	6-3-53 6-5-53 6-5-53	License to cover construction permit (BP-8184 as mod.) which auth. a new standard broadcast station.	GRANTED	7-3-53
BR-2835 Rec'd Filed	3-23-55 3-28-55 3-28-55	Renewal of License	GRANTED	5-11-55

APPLICATION RECORD - BROADCASTING

Aug. 1955

Call

Letters W.M.D.C.

Name LOUIS ALFORD, PHILLIP D. BRADY, ALBERT MACK SMITH, A PARTNERSHIP
D/B AS SOUTHWESTERN BROADCASTING COMPANY OF MISSISSIPPI

HAZLEHURST, MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BR-2835 Rec'd. Filed	4-24-58 4-28-58 4-28-58	Renewal of license.	GRANTED	5-21-58
BR-2835 Rec'd&Filed	3-2-61 3-6-61	Renewal of License	GRANTED	6-28-61
BR-2835 Rec'd Filed	3-4-64 3-9-64 3-9-64	Renewal of license	GRANTED	5-7-64
BP- Rec'd	8-26-64 8-28-64	CP to change frequency from 1220kc to 1140; increase power from 250w to 1kw; install new transmitter (RCA BTA-1L).	Ret'd Per Sec.	SEP 22 1964 1.569(b)(2)(1)
BP- Rec'd	10-29-65 11-1-65	CP to change frequency from 1220kc to 1080kc, increase power from 250w to 500w, install new transmitter (Gates 500GY).	Returned per Sec.	8-1-66 73.37(a)
BR-2835 R & F	2-24-67 2-27-67	Renewal of License	GRANTED	5-22-67

FORM BC-121

Aug. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters W M D C

Name

LOUIS ALFORD, PHILLIP D. PRADY, ALBERT MACK SMITH, a
Partnership d/b as SOUTHWESTERN BROADCASTING COMPANY OF MISSISSIPPI
Hazlehurst, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BZ-7446	10-24-69	Direct Meas.	GRANTED	11-18-69
Rec'd.	11-10-69	L.J.N. duTreil & Assoc, Ingr.	See I	
RESUBMITTED	12-3-69	Sect. I	GRANTED	3-31-70
Filed	12-8-69			
DM	12-15-69			
PRESS	MAR 31 1970			
BR-2835	2-27-70	Renewal of License	GRANTED	5-27-70
R & F	3-4-70	AMENDED 5-26-70 re: commercial policy		
#582083 \$75.	3-4-70			
P.N.	3-4-70			
	APR 8 1970			
BR-2835	2-28-73	RENEWAL OF LICENSE	GRANTED	6-15-73
R & F	3-5-73	AMENDED 5-31-73 re: ascertainment of comm. needs;		
PN Recd.	"	programming		
PRESS				
MAR 23 1973				

#5

Form BC-121
September 1969
6-53

APPLICATION RECORD - BROADCASTING

1220 kc

Call
Letters W M D C

LOUIS ALFORD, PHILLIP D. BRADY, ALBERT MACK SMITH A Partnership
Name d/b AS SOUTHWESTERN BROADCASTING COMPANY OF MISSISSIPPI
HAZLEHURST, MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BR-2835 R & F PN Recd. FILED PRESS	1-31-76 2-3-76 " 3-18-76 APR 5 1976	RENEWAL OF LICENSE	GRANTED	7-9-76
BR790201XV PRESS:	MAR 15 1979	RENEWAL OF LICENSE	925-18-79 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 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.

