

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 ZStation 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
BR790201XV	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 broadcast station to be operated on: 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.	GRANTED subject filing MP for approval of T site and antenna	8-13-52
Rec'd	7-10-51			Ltr. 8-19-52
Filed	7-10-51		Issued with B/P-6025	

Gates BC-250-GY

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call W M D C

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

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

Aug. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WMDC

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 Rec'd. RESUBMITTED Filed DM PRESS MAR 31 1970	10-24-69 11-10-69 12-3-69 12-8-69 12-15-69	Direct Meas. L.J.N. duTreil & Assoc, Ingr. Sect. I	GRANTED See T GRANTED	11-18-69 3-31-70
BR-2835 R & F #582083 \$75. P.N. APR 8 1970	2-27-70 3-4-70 3-4-70 3-4-70	Renewal of License AMENDED 5-26-70 re: commercial policy	GRANTED	5-27-70 10
BR-2835 R & F PN Recd. PRESS MAR 23 1973	2-28-73 3-5-73 "	RENEWAL OF LICENSE AMENDED 5-31-73 re: ascert. of comm. needs; programming	GRANTED	6-15-73

#5

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

1220 kc

6-53

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	<i>925-18-79</i> 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.

