

W M L M

BROADCASTING STATION LICENSE RECORD

#5073

Date first licensed November 7, 1978

Call letters W M L M

Station location Saint Louis, Mich.

Name of licensee SIEFKER BROADCASTING CORPORATION

Transmitter location SE Corner of Begole and Monroe Roads, Saint Louis, Michigan

208½ N. Mill St., Saint Louis, Michigan

Main studio location ^x To Be Determined

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To
BP-20,229	8-29-77	1540khz	1kw (250w CH)	Daytime	8-29-78
		CP for new station			
BP-20,229	11-7-77	CALL LETTERS & EBSA ASSIGNED.			
(1)					
BP-20,229(2)	1-31-78	MP (BP-20,229)		to specify hours of operation	
BL-14,505(L)	11-7-78	Lic. to cover BP-20,229 for New AM Station			
		1540khz	1kw(250w CH) (RC)		10-1-79
BR790525UI(S)	9-21-79	RENEWAL OF LICENSE			10-1-82

APPLICATION RECORD - BROADCASTING

1540khz

#2

Call
Letters W M L MName SIEFKER BROADCASTING CORPORATION
Saint Louis, Michigan

File No.	Dated	Application for	Action	
			Nature	Date
BL-14,505 Filed Amend PTA PRESS	11-30-77 12-22-77 - 2-3-78 SEP 19 1978	Lic. to cover BP-20,229 for New Standard Broadcast Station enrg. data	GRANTED	11-7-78
BR790525UI PRESS JUL 2 1979		Renewal of License	GRANTED	9-21-79
BP-801002AB (C) ACCEPTED CUT OFF DATE 2-2-81	1-22-81	Construction Permit to change frequency from 1540khz to 1520khz; add nighttime service with 1kw; install DA-2; chg TL: Harrison and State Rds., Alma, Michigan; make changes in antenna system 43° 21' 08" 84° 36' 15" MAJOR ENVIRONMENTAL ACTION UNDER SECTION 1.1305 (OVER)		

BP-801002AB

2-17-81

Section IV-A, Programming

2-11-81

PETITION FOR LEAVE TO AMEND FILED BY JERROLD MILLER ON BEHALF OF SIEFKER BROADCASTING CORPORATION

APPLICATION RECORD - BROADCASTING

Call W M L M
Letters X NEW

Name SIEFKER BROADCASTING CORP.
Saint Louis, Michigan

File No.	Dated	Application for	Action	
			Nature	Date
BP-20,229	1-31-76	Construction permit for a new standard	GRANTED	8-29-77
Rec'd	2-4-76	broadcast station on:		
Filed		Freq. 1540khz.		
\$200-525420	2-4-76	Power 1kw (250w CH)		
AC-001		Hours of oper. Daytime		
PN REC'D	3-18-76	Transmitter: Sparta 701 B	PTA	12-9-77
NOV 29 1976		Trans. loc. Corner of Begole Rd. & Monroe Rd.,		
		St. Louis, Michigan		
		Studio loc. & RC, To be determined, St. Louis,		
		Michigan.		
		43° 24' 16" 84° 38' 37"		
		Atty:-		
		Eng. E. Harold Munn		
Amended 6-30-76 re: Community Ascertainment, financial infor.				

Amended 7-29-77 re: additonal ascertainment of community needs

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.

