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CATALOG NO. 4550L 1/5

Form BC 126

June 1954

Official No. 2202

FREQUENCY MODULATION

BROADCASTING STATION LICENSE RECORD

Date first licensed April 9, 1968

W D M S (Eff:3-10-69)

Call letters XW G V M-FM

Greenville, Mississippi

Station location

Name of licensee Mid-America Broadcasting Company, Inc.

1383 Pickett St., Greenville, Mississippi (PH-5-26-81)

Transmitter location North Pickett St., Greenville, Mississippi (PH-8-15-67) (LH 4-9-68)

38701
Main studio location 1383 Pickett Street, Greenville, Mississippi (BSH-10-18-73)
X118 South Broadway, Greenville, Mississippi (PH-8-15-67) (LH 4-9-68)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BPH-5855 HAAT: 150' Cond'1	8-15-67	100.7mc ch# 264	ERP: 51kw UNL. TPO: 5kw		10-15-67 4-15-68
		CP for a new Class C FM broadcast station with RC.			
BPH-5855 (1)	9-8-67	Mod. of CP(BPH-5855) to	assign call		
letters W G V M-FM.					
BLH-3921	4-9-68	100.7mc	ERP: 51kw Unl. RC		6-1-70
		Lic. to cover CP(BPH-5855) for new FM station.			
BRH-2202(S)	9-11-70	Renewal of License			6-1-73
EBSA	5-22-72				
BRH-2202(S)	6-22-73	RENEWAL			6-1-76
BSH-2202 (1)	10-18-73	Ltr. Rec'd: 9-10-73 chg. SL & delete RC.			
BRH-2202(L)	7-27-76		RENEWAL		6-1-79
BSCA-1802	2-13-78	SCA on	67 khz.		6-1-79
COMTEL	1-25-78	TRANS: CCA FM-1	2000E now installed		
BMSCA-780721A1	9-29-78	SCA			
BRH-790125UO(S)	6-13-79	RENEWAL OF LICENSE			6-1-82
BRSCA " "		" " " SCA			
BPH-810123AT	5-26-81	100.7mhz, ERP: 100kW(H)	5-26-82		
HAAT: 150' (h)		CP to chg. TL; incre. ERP; & chg. TPO.			
(L)					

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call **W G V M-FM**
Letters **-New-FM-**

Name **MID-AMERICA BROADCASTING COMPANY, INC.**
GREENVILLE, MISSISSIPPI (PO Box 247, Greenville, Mississippi 38702)

File No.	Dated	Application for	Action	
			Nature	Date
BPH-5855 R & F	5-6-67	CP for a new FM broadcast station to be operated on: Freq.: 100.7mcs, Ch.#264 ERP: 50.6kw Type trans.: RCA BTF-5D TPO: 5kw Type ant.: Jampro JA-12B, 12 sections HAAT: 150 feet Trans. loc.: North Pickette Street Greenville, Mississippi Studio loc.: 118 South Broadway Greenville, Mississippi RC pt. loc.: Same as Studio McInnis, Wilson, Munson & Woods, Attys. (Everett D. Johnston) Robert R. Blanchard, Engr. (Lakewood, Colo.)	GRANTED Cond'1	8-15-67
	5-16-67			submit 302's for WGVM.

CONTACT: David M. Segal

PHONE: Code 303-534-8137

ADDRESS: 1728 Sherman Street
Denver, Colorado 80203

FORM BC-121 #2
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call W D M S
Letters XW G V M-FM

Name MID-AMERICA BROADCASTING COMPANY, INC.
Greenville, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BLH-3921 R & F PT #396090 \$30	12/14/67 12/19/67 1/5/68 12/19/67	License (BPH-5855, for new station) (trans. CCA-FM-5000-D). Atty: Everett D. Johnson	GRANTED	4-9-68
BRH-2202 R & F #582029 \$75 PN PRESS APR 1 1970	2-7-70 3-3-70 3-3-70	Renewal of license AMENDED 8-21-70 re: engineering data	GRANTED	9-11-70
BRH-2202 R & F PN Recd. PRESS APR 19 1973	2-16-73 3-1-73 "	RENEWAL OF LICENSE Everett D. Johnston, Atty. AMENDED 4-27-73 re: programming AMENDED 6-7-73 re: commercial policy; ascertainment of comm. needs; employment policy	GRANTED	6-22-73

FORM BC-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

100.7 mhz

Call
Letters W D M S

Name MID-AMERICA BROADCASTING COMPANY, INC.
Greenville, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BRH-2202 R & F PN PRESS	1-15-76 1-20-76 1-20-76 APR 15 1976	Renewal of License Atty.: Everett D. Johnston (See WRBC for petitions) (See WRBC for petition filed 6-11-76)	GRANTED	7-27-76
BSCA-1802 R & F PRESS:	1-20-78 1-27-78 FEB 6 1978	Request for Subsidiary Communications Authorization on a subcarrier frequency of 67 khz. Atty: ----	GRANTED	2-13-78
BMSCA-780721AI R & F PRESS:	7-15-78 7-21-78 AUG 9 1978	Mod. of Subsidiary Communications Authroization to make changes in equipment & programming. Atty: -----	GRANTED	9-29-78

#4

Form BC-121

May 1976

6-68

APPLICATION RECORD - BROADCASTING

F M

Call
Letters W D M SName MID-AMERICA BROADCASTING COMPANY, INC.
GREENVILLE, MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BRH 790125 UO BRSCA " PRESS MAR 30 1979		RENEWAL OF LICENSE RENEWAL OF SCA Julian P. Freret, Atty.	GRANTED	6-13-79
BPH810123AT PRESS (O) MAR 12 1981		CP to chg. TL to: 1383 Pickett St., Greenville, Mississippi; incre. ERP: 100.0kw (H) & chg. TPO. 33° 25' 20.38" 91° 01' 41.13"	GRANTED:	5-26-81

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.

FM History Cards were initiated in the early 1940s, with the authorization of the earliest FM stations in the FM band, then at 42 to 50 MHz. (The band was shifted to its present location, 88 to 108 MHz, in 1946.) 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 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). Prior to that move, 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.

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.

