

WWCG

BROADCASTING STATION LICENSE RECORD

Off. No. 570

Date first licensed 11-1-50

W M C G (EFF: 9-1-76)

Call letters XWLAQ-FM
LOCATION: LA GRANGE, GEORGIA

LaGRANGE RADIO, INC. (ALN gr 10/15/75 EFF: 10/27/75)

Name of licensee XLA GRANGE BROADCASTING COMPANY

304 Broome Street, La Grange, Georgia (let. 4-7-58)
x 305-307-308 Broome Street,

Transmitter location ----- La Grange, Georgia

30240 304 Broome Street, La Grange, Georgia (let. 4-7-58)
x 305-307 Broome Street, La Grange, Georgia (c.p. 3-19-52)

Main studio location -----

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
	8-18-47	104.1 mcs. proposed assignment Ch#281			
BPH-762	10-8-47	104.1	5.1 kw	U	By 12-8-47 To 6-6-48
BPH-1839	5-3-48	104.1 Ch#281	5.1 kw Terr: 375 ft.	U	By 12-6-47, to 6-6-48
	MOD. OF C.P.	to change type of transmitter			
Telegram	9-29-48	Relet August 14. Auth. gr. WLAG-FM period ending 10-20-48 op. 104.1 mcs using Gates BF-1A Trans. w/1 kw max. output power & single sect. RCA Pylon ant. mounted 98 ft. above ground atop WLAG studio bldg. re FM prog. serv. Nfy. COMM. when prog. serv. has commenced			
BPH-1484	9-29-48	104.1 Ch#281	5.1 kw Terr: 375 ft.	U	By 12-6-47 to 10-20-48
		Reinstatement of CP			
BMPH-2605	10-13-48	Ext. of completion date to 11-20-48			
Telegram	11-2-48	Relet 30. Auth. extended interim operation period ending 11-20-48			
Telegram	11-19-48	Relet 8. Auth. ext. interim operation period ending 12-2-48.			
BMPH-2876	11-30-48	Ext. of completion date to 5-20-49			
Telegram	4-12-49	Auth. gr. period 4-12-49 through 5-20-49 op. 104.1 mcs using gates BF-1-A trans. w/1 kw. max. output pr. and single sec. RCA pylon ant. mt. 98 ft. abv. gr. atop WLAG studio building re FM prog. serv.			
BMPH-3422	5-2-49	Ext. of completion date to 11-20-49			
Telegram	5-9-49	Relet 18. Auth. ext. period ending 11-20-49.			
Telegram	11-17-49	Re. BMPH-3854. Auth. ext. period ending 12-20-49 accord. Comm. wire 4-12-49			
Telegram	12-7-49	Relet 1 and Tel. 18. Auth. ext. period ending 1-30-50 accord. Comm. wire 4-12-49			

Date first licensed

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Call letters

WLAQ-PH

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Name of licensee

LA GRANDE BROADCASTING COMPANY

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Transmitter location

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Main studio location

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CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BMPH-3854	11-21-49	Ext. of completion date			11-30-50
Telegram	5-15-50	Relet 19.	Auth. ext. period ending	11-30-50 op. 104.1 mcs. using Gates BFIA trans. with 1 kw. output and 1-section RCA Pylon ant. mounted 98 ft. above gnd. atop WLAG studio bldg. re FM prog. serv.	
BMPH-4158	5-10-50	Ext. of completion date			to 11-30-50
BMPH-4118	7-21-50	104.1	1.3 kw.	120 ft.	To 11-30-50
Change trans. site		ERP; ant. ht. & ant. sys.			
ELH-668	11-1-50	Lic. to cover CP.			11-1-50 to 12-1-51.

BPH-570	11-28-51	Renewal of license to			4-1-52
PH-1735	3-19-52	104.1	2.3 kw.	U	By 5-19-52
CP make changes		Ch. 281	Terr: 180 ft.		To 11-12-52
BRH-570	3-26-52	Renewal of license to			4-1-55
BLH-860	10-29-52	License to cover C.P. to			4-1-55
Letter	2-1-55	STA permit oper. ERP 600w			to 4-1-55
BPH-570	3-9-55	Renewal of license to			4-1-58
BPH-2264	10-2-57	CP to change ant-xmtr & studio to 304 Broome St. LaGrange			12-2 6-2-58
WIRE	12-11-57	REMAIN SILENT to 3-11-58			-----
WIRE	3-17-58	REMAIN SILENT TO 4-15-58			-----
TELEGRAM	3-28-58	Action on Renewal deferred 3-27-58 and continued operation authorized until final determination on Renewal.			
BRH-570	4-16-58	Renewal of license			4-16 4-1-61
BLH-1239	6-17-58	104.1mc	2.3kw	U	6/17/58-4/1/61
License to cover CP(BPH-2264) which authorizes change of antenna-transmitter and studio location					
BRH-570	3-15-61	renewal of license			4-1 4-1-64
BPH-3918	11-16-62	104.1mcs	ERP:2.3kw	Unl.	1-16 7-16-63
HAAT:180'		Ch.281	TPO:1kw		
CP to install new trans. (Gates FM-1C)					
BLH-2321	4-18-63	Lic. to cover CP(BPH-3918) which auth.			
(1)		install new trans.			-----

June 1954

BROADCASTING STATION LICENSE RECORD

CARD # 3

Date first licensed

Call letters **W L A G-FM**

Station location **LA GRANGE, GEORGIA**

Name of licensee **LA GRANGE BROADCASTING COMPANY**

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BSCA-471	7-15-63	Subsidiary Communications Authorization on approx. 67 kilocycles to 4-1-64.			
BRH-570	3-17-64	104.1mc.	2.3kw	U	4-1 4-1-67
BSCA-471	3-17-64	Subsidiary Communications Authorization on Multiplex Basis to			4-1-67
BTC-4785	4-14-65	Voluntary acquisition of positive control of licensee corp. by Fuller E. Callaway, Jr. and Fuller E. Callaway Foundation, jointly, thru purchase of stock by Fuller E. Callaway, Jr. from Roy C. Swank			
BRCH-686 (1)	1-31-66	Mod. of license to operate transmitter by remote control from 304 Broome Street, La Grange, Georgia.			
BRH-570 HAAT: 180'	3-29-67 CH 281	104.1mc	2.3kw	U (RC)	4-1 4-1-70
BRSCA-471	3-29-67	Renewal of Subsidiary Communication authorization. 67kc			4-1 4-1-70
BPH-6232 HAAT: 220' (h&v)	5-17-68	104.1mc.	ERP: 29.5kw (h&v) ch#281 TPO: 7.5kw (RC) CP install new trans; new ant; chg. TPO; horiz. ERP; operate with vert. ERP; and chg. HAAT;	U	1-17-69
BRH-570(S)	4-1-70	Lte. (BRH-6232) for chgs.			4-1-70
BRSCA-471	4-1-70	RENEWAL & NDEA RENEWAL of SCA			4-1-73
EBSA	5-25-72				
BRH-570(S)	6-21-74	RENEWAL			4-1-76
BRSCA-471	6-21-74	RENEWAL OF SCA			
BALH-2169 BASCA-701	10/15/75	Vol AL	EFF: 10/27/75		
Ltr.	2-18-76	Trans:	GATES FM-7.5 H3		
BRH-570(L)	3-30-76	RENEWAL			4-1-79
BRSCA-471	" " "	" " "			" " "
EBSA	9-1-76	issued in new call sign			

Form BC 126 #4
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WWCG

Station location

Name of licensee LAGRANGE RADIO, INC.

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
Letter	1-3-77	Delete	Remote	Control	
BTCH800206	FC 2-25-80	VOL.	TC	EFF:	

APPLICATION RECORD - BROADCASTING

(FM)

Call

Letters ~~NEW~~ WLAG-FMName LA GRANGE BROADCASTING COMPANYP.O. 303 Broome St., La Grange, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
B3-PH-762	10-6-45	Construction permit for new FM broadcast station. (Metropolitan) Frequency: Ch. 227 (93.3 mcs) Coverage: 6,940 sq. mi. Population: 349,431 Studio: 303 Broome St., La Grange, Ga. Transmitter: On La Grange College Campus, La Grange, Ga. (RCA BTF-1C Max. 1kw) Program analysis rec'd. 4-1-46 AMENDED TO change number of shares of stock-ENGR. info. recd. 7-8-47 changing transmitter site; ERP; frequency & make changes in antenna system.	Granted conditionally	
Rec'd	10-15-45		4-10-47.	Class "B"
Filed	10-15-45		station.	Letter mailed
			4-15-47.	
			Program Plans and Basic Engrs. approved	8-23-47
			C.P. issued	10-6-47
AMENDED	3-14-47			
Recd.	3-19-47			
Filed	3-19-47			
BAPH-1839	4-17-48	Mod. of C. P. (B3-PH-762 which authorized a new FM broadcast station) to change type of transmitter from RCA, BTF-1C, max 1 kw. to Gates BF-1A, max. 1 kw.; and change completion date from 6-6-48 to 12-6-48	GRANTED	5-3-48
Rec'd	4-21-48			
Filed	4-21-48			

Holey & Hillegas, Engineers

APPLICATION RECORD - BROADCASTING

Call
Letters WLAG-FMName LAGRANGE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BPH-1484 Recd Filed	8-20-48 8-23-48 8-23-48	Construction permit to reinstate C.P. (BPH-762 as modified - which authorized a new FM broadcast station) which expired 6-6-48.	GRANTED Exp. 10-20-48	9-29-48
BMPH-2605 Recd. Filed	9-16-48 9-17-48 10-13-48	Mod. of C. P. (BPH-1484) which authorized a new FM broadcast station for extension of completion date from 10-20-48 to 11-16-48.	GRANTED	10-18-48 to 11-20-48
BMPH-2876 Recd. Filed	11-15-48 11-16-48 11-16-48	Mod. of C. P. (BPH-1484) which authorized a new FM broadcast station for extension of completion date from 11-20-48 to 5-20-49.	GRANTED	11-30-48
BMPH-3422 Recd. Filed	4-22-49 4-25-49 4-25-49	Mod. of C. P. (BPH-1484) which authorized a new FM broadcast station for extension of completion date from 5-20-49 to 11-20-49.	GRANTED	5-2 -49
BMPH-3854 Recd. Filed	10-21-49 10-24-49 10-24-49	Mod. of C. P. (BPH-1484 as modified) which authorized a new FM broadcast station for extension of completion date from 11-20-49 to 7-1-50.	GRANTED to 5-30-50 only	11-21-49

Name LA GRANGE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-4115 Rec'd. Filed	3-14-50 3-24-50 3-24-50	Mod. of C. P. (BPH-762 as mod.) which authorized a new FM broadcast station to change ERP from 5.1 kw. to 1.5 kw., antenna height above average terrain from 375 ft. to 99 ft., transmitter location from Broad St., and Park Ave., LaGrange, Georgia to 303 Broome St., LaGrange, Georgia and make changes in the antenna system.	GRANTED	7-21-50
BMPH-4158 Recd. Filed	5-2-50 5-4-50 5-4-50	Mod. of C. P. (BPH-762 as mod.) which authorized a new FM broadcast station for extension of completion date from 5-30-50 to 11-30-50.	GRANTED	5-10-50
ELH-668 Recd & Filed	9-26-50 9-29-50	License to cover CP (BPH-762 as reinstated & mod.) which authorized a new FM b/c station.	GRANTED	11-1-50.

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
Letters WLAG-FMName LAGRANGE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BRH-570 Rec'd Filed	8-30-51 8-31-51 8-21-51	Renewal of license <i>6052-12-11-51</i>	GRANTED	11-28-51
BPH-1735 Rec'd. Filed Amendment Rec'd. & Filed Amendment Rec'd. & Filed	1-8-52 1-10-52 1-10-52 1-8-52 1-18-52 2-4-52 2-11-52	Construction permit to make changes in exist- ing FM broadcast station to change ERP from 1.3 kw., to 4.45 kw., antenna height above average terrain from 120 ft., to 154 ft., transmitter and studio location from 303 Broome St., to 305-307 Broome Street, LaGrange, Ga., and make changes in antenna system. Amendment to change ERP from 4.45 to 2.4 kw, the antenna height above average terrain from 154 ft. to 140.5 ft. Overall height above ground from 173.5 ft. to 160 ft, type of antenna from RCA, three section Pylon, to RCA, 2-section pylon. There is no change in studio or transmitter location, applicant used AM locations instead of FM	letter 1-14-52 See page 2 Company name not included GRANTED ERP: 2.3 kw. Ant. ht. abv. aver. terr: 180 ft.	3-19-52

APPLICATION RECORD - BROADCASTING

Call
Letters **TLG-74**

Name **LA GRANGE BROADCASTING COMPANY**
305-307 Broome St., LaGrange, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BRH-570 Rec'd. Filed	3-1-52 3-3-52 3-3-52	Informal Renewal of license	GRANTED	3-26-52
BLH-860 Rec'd & Filed	10-14-52 10-15-52	License to cover CP (BPH-1735 to make changes in licensed station).	GRANTED	10-29-52
BRH-570 Rec'd. & Filed	12-7-54 12-10-54	Renewal of license.	GRANTED	3-9-55
BPH-2264 Rec'd Filed	8-24-57 9-3-57 9-3-57	CP to change antenna-transmitter and studio from 305 Broome Street to 304 Broome Street, LaGrange, Georgia.	GRANTED	10-2-57
BRH-570 Rec'd & Filed	12-30-57 12-31-57	Renewal of license.	GRANTED	4-16-58

AUG. 1955

APPLICATION RECORD - BROADCASTING

Call

Letters WLAG-FMName LAGRANGE BROADCASTING COMPANYLaGrange, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BLH-1239	4-7-58	License to cover construction permit (BPH-2264) which authorized change of antenna-transmitter and studio location to 304 Broome Street, LaGrange, Georgia.	GRANTED	6-17-58
Rec'd.	4-9-58		HAAT: 180 ft.	
Filed	4-9-58		EPR: 2.3 kilo	
BRH-570	12-28-60	Renewal of license	GRANTED	3-15-61
Rec'd	12-30-60			
Filed	12-30-60			
BPH-3918	10-30-62	Construction permit to install new trans (GATES-FM-1C).	GRANTED	11-16-62
R & F	10-31-62			
BLH-2321	12-27-62	Lic. to cover CP (BPH-3918) which auth install new trans (Gates-FM-1C).	GRANTED	4-18-63
R & F	12-31-62			
BSCA-471	6-13-63	Request for subsidiary communications authorization to operate on sub-carrier frequencies 42-6 67kc.	GRANTED	7-15-63
R & F	6-13-63			
AMENDMENT	7-1-63	AMENDED to delete request for 41kc.		
R&F	7-3-63			

FORM BC-121

Aug. 1955 #7

APPLICATION RECORD - BROADCASTING

Call
Letters W L A G-FMName LA GRANGE BROADCASTING COMPANY
La Grange, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BRH-570	12-23-63	Renewal of license. 4-1-64	GRANTED	3-17-64
R. & F.	12-26-63			
BRSCA-471	12-23-63	Renewal of SCA. 4-1-64	GRANTED	3-17-64
R. & F.	12-26-63			
ETC-4786	3-19-65	Voluntary acquisition of positive control of licensee corp. by Fuller E. Callaway, Jr. and Fuller E. Callaway Foundation, Jointly, thru purchase of stock by Fuller E. Callaway, Jr. from Roy C. Swank	GRANTED	4-14-65
R & F	3-24-65		EFF:	4-19-65
BRCH-686	1-20-66	Modification of license to operate transmitter by remote control from 304 Broome Street, La Grange, Georgia.	GRANTED	1-31-66
R & F	1-24-66			
BRH-570	12-27-66	Renewal of license	GRANTED	3-29-67
BRSCA- 471	12-27-66	Renewal of SCA		
R & F	1-3-67			

Form BC-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters WLAG-FM

Name LA. GRANGE BROADCASTING COMPANY
LA GRANGE, GEORGIA

File No.	Dated	Application for	Action	
			Nature	Date
BFH-6232 R & F \$418763 \$75	3-29-68 4-3-68 4-3-68 APR 10 1968	CP install new trans (Gates-FM-7.5H); install new ant (Gates-FMC-8, 8 sects); make chg. in ant. system (incr. hght) chg. TPO 7.5kw; chg. horiz. ERP 29.588kw; operate with vert. ERP 29.588kw; and chg. HAAT 219.8 ft. Engr: Joseph A. Gamble, Columbus, Ga.	GRANTED	5-17-68 condl re subm. data re type accept. of trans.
BLH-4267 R & F \$472466 \$30 PT AMENDED: R & F FEB 8 1969	11/19/68 11/21/68 11/21/68 12/6/68 1/8/69 <u>OVER</u>	License (BFH-6232) for changes. (GATES FM-7.5H) Re type trans. & engineering data.	GRANTED	2-28-69
BRH-570 BRSCA-471 R & F \$565921 \$105 PN	12-29-69 12-29-69 12-31-69 12-31-69	Renewal of license Renewal of SCA AMENDED 3-4-70 re: Programming FEB 10 1970 F.C.C. - WASHINGTON, D. C.	GRANTED	4-1-70

AMENDMENT: R & F 2/10/69 re proof of performance

APPLICATION RECORD - BROADCASTING

104.1mc.

Call
Letters WLAG-FM

LAGRANGE RADIO, INC.

Name ~~xx~~ LAGRANGE BROADCASTING COMPANY
LaGrange, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BRH-570 R & F P.N. PRESS	12-29-72 1-2-73 1-2-73	Renewal of License PETITION TO DENY RENEWAL OF LICENSE filed 3-16-73 by the Troup County Branch of the NAACP AMENDED 4-25-73 re: programming; emp. policy	GRANTED	6-21-74
BRSCA-471 R & F	12-29-72 1-2-73	Renewal of SCA		
BALH-2159 BASCA -701 R & F SEE AM FOR FEE PD SEP 5 1975	8-21-75 8-26-75	Voluntary assignment of license and SCA to LAGRANGE RADIO, INC.	GRANTED EFF: gr fee req fee pd	10/15/75 10/27/75 11/3/75 W 492884

APPLICATION RECORD - BROADCASTING

104.1 MHz

Call **W W C G**
Letters **WLAG-FM**

Name **LaGRANGE RADIO, INC.**
LaGrange, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BRH-570 R & F PN PRESS	11-25-75 12-1-75 12-1-75 FEB 6 1976	Renewal of License	GRANTED	3-30-76
BRSCA-471 R & F	11-25-75 12-8-75	Renewal of SCA		
BRH781204WH BRHSCA781204WH FEB 14 1979		RENEWAL OF LICENSE RENEWAL OF SCA	<i>Cy 3-27-79</i>	
BTCH800206FC Form 316 (Also see WLAG) PRESS FEB 20 1980	1-3-80	Vol. acquisition of positive control (100%) of lic corp by Paul E. Reid thru purchase of stock (and retirement thereof) by the licensee corp from L. A. Wood, Jr.	GRANTED EFF:	2-25-80

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.

