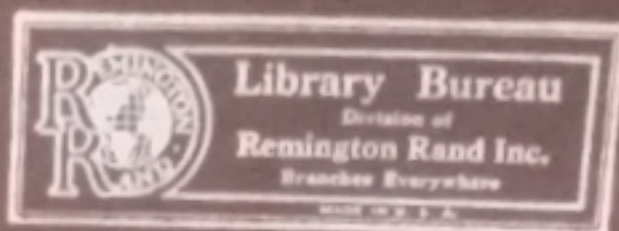


W G V M



**REMOVABLE LABEL GUIDE**

**Cat. No. 4550L**

**Patent No. 1399199**

## BROADCASTING STATION LICENSE RECORD

Date first licensed 4-14-49

Call letters W.G.V.M.

Station location: Greenville, Mississippi

MID-AMERICA BROADCASTING COMPANY, INC. (ML 3-9-55)

x COTTON BELT BROADCASTING CORPORATION OF MISSISSIPPI (AL 8-9-50 Eff: 8-2-50)

Name of licensee x DAVID M. SEGAL, tr/as COTTON BELT BROADCASTING COMPANY

1383 Pickett Street, Greenville, Mississippi (Redes. Ltr. 9-10-73)

Transmitter location x W. Pickett Street, Greenville, Mississippi (MP 11-19-48)(Lic. 4-14-49)

1383 Pickett Street, Greenville, Mississippi (BS 9-10-73)

x 118 South Broadway, Greenville, Mississippi (Letter 7-25-51)

x 316 Washington St., Greenville, Miss (Lic. 4-14-49)

Main studio location x To be determined, Greenville, Mississippi (MP 11-19-48)



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-6597	8-25-48	1260	1kw	Daytime	
	Ltr. 9-1-48. CP for a new station granted subj. filing MR for approval T site and antenna.				
BP-6597	11-19-48	1260	1kw	Daytime	1-19 7-19-49
BMP-4189	Mod. CP(6597) to change type of T and for approval of antenna and T site. (COND. CLAUSE)				
BL-3510	4-14-49	1260	1kw	Daytime	4-14 11-1-51
	Lic. to cover CP (6597 as mod) to specify studio location. (COND. CLAUSE)				
BP-7468	1-16-50	1260	1kw	Daytime	3-16 9-16-50
	CP to install new T. (COND. CLAUSE)				
BL-4006	4-13-50	1260	1kw	Daytime	4-13 11-1-51
	Lic. to cover CP(7468) to install new T. (COND. CLAUSE)				
EAL-1056	8-9-50	Vol. AL from D.M. Segal tr/as Cotton Belt B/c Co. to Cotton Belt B/c Corp. of Miss.			
EFF:	8-9-50				
BR-2248	10-10-51	1260	1kw	D	11-1 6-1-52
BS-2248	5-21-52	Extension of license			6-1 9-1-52
BR-2248	6-19-52	1260	1kw	D	6-19 6-1-55
BRC-157	8-27-53	Mod. of license to operate transmitter by R.C. from 118 South Broadway, Greenville, Miss.			
BWL-1619	3-9-55	ML change name to MID-AMERICA BROADCASTING COMPANY, INC.			
(2)	-----	-----			
BR-2248	5-4-55	1260kc	1 kw	Day	6-1 6-1-58
BR-2248	5-14-58	Renewal of license			6-1 6-1-61
BP-13245	12-21-60	1260	5kw	Day	2-21 8-21-61
	CP to increase power and install a new trans.				
BMP-9398	4-10-61	Mod. of CP(BP-13245) to change type transmitter. (COLLINS 21-E)			
--(1)	5-1-61	Completion deferred action on renewal pending further consideration.			
BR-2248	7-27-61	Renewal of license			7-27 6-1-64
BL-8529	9-15-61	Lic. to cover construction permit (BP-13245 which auth. inc. power & install new trans.			
(1)					

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W G V M

Station location .....

Name of licensee See Card #1

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BP-15120	10-27-61	1260kc	1kw	Aux. (RC)	12-27 6-27-62
CP to install old main trans. (COLLINS 20T) as auxiliary trans. on 1260kc, 1kw power at N. Pickette Street, Greenville, Miss. (main trans. loc) to be operated by remote control from studio loc. and used for auxiliary purposes only.					
BL-9114	5-3-62	1260kc	1kw	Aux	5-3 6-1-64
Lic. to cover CP (BP-15,120) which auth. instl. of old main trans. (Collins 20T) as an aux. trans. on 1260kc, 1kw power/day pres. loc. of main trans operate by RC; for Aux. Purp. Only.					
6-3-64 COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.					
BR-2248 AUX	1-22-65	1260kc	1kw	Day	1-22 6-1-67
Renewal of License to 6-1-67					
BR-2248	8-25-67	Renewal of License (Main & Auxiliary)			8-25 6-1-70
TELEGRAM	10-17-67	PSA	500w		
BL-6725 (1)	1-19-68	Auth. to determine operating power by direct meas. of antenna power.			
BL-6752 (1)	3-19-68	Auth. to determine operating power by direct meas. of antenna power.			
BR-2248(L)	5-27-70	Renewal Of Main & Aux.			6-1-73
EBSA	6-12-72				
BR-2248(S)	6-22-73	RENEWAL OF MAIN & AUX.			6-1-76
BS-2248 (1)	9-10-73	ML to redes. trans. site, chg. studio site to 1383 Pickett St. and delete remote control authority. (Main & Aux)			
BR-2248(L)	7-27-76	RENEWAL (MAIN & AUX.)			6-1-79
BR790125UF(A)	6-13-79	Renewal (Main & Aux.)			6-1-82

## APPLICATION RECORD - BROADCASTING

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

 Name **DAVID M. SEGAL tr/as**  
**COTTON BELT BROADCASTING COMPANY**

(PO c/o David M. Segal, c/o Radio Station KTFB, Texarkana, Texas)

File No.	Dated	Application for	Action	
			Nature	Date
BP-6597	2-12-48	Construction Permit for a new standard broadcast station to be operated on: Frequency: <del>1190</del> kc 1260kc Power: 1kw Hours of operation: Daytime only Trans. location: To be determined- Greenville, Mississippi Studio location: To be determined- Greenville, Mississippi	GRANTED	8-25-48
Rec'd	2-16-48		subj. filing MP for approved T site and antenna.	
Filed	2-16-48		Ltr. 9-1-48	
AMENDED	3-17-48	AMENDED to change frequency from 1190kc to 1260kc	Issued with MP 4189	
Recd.	3-19-48			
Filed	3-19-48			



Transmitter\* Gates BC-1E

Henry N. Jones, Engr.  
Radio Station K T F S  
Texarkana, Texas

## APPLICATION RECORD - BROADCASTING

Call **W G V M**  
 Letters **(Unassigned)**

Name **DAVID M. SEGAL, JR./AS COTTON BELT BROADCASTING COMPANY**

File No.	Dated	Application for	Action	
			Nature	Date
BNP-4189 Rec'd Filed	9-15-48 9-17-48 9-17-48	Mod. of C.P. (BP-6597, which authorized a new standard broadcast station) to change type of transmitter (Composite) and for approval of antenna and transmitter location at N. Pickette Street, Greenville, Miss.	GRANTED subj. to cond. that per- mittee shall be required to take corrective action as necessary to eliminate interference of this & other stations & submit data to show I capable of op. in accord. Good Eng. St-	11-19-48
BL-3510 Rec'd Filed	12-12-48 12-15-48 12-15-48	License to cover C. P. (BP-6597, as mod., which authorized a new standard broadcast station) and to specify studio location as 316 Washington Street, Greenville, Mississippi.	GRANTED same cond. as above	4-14-49
BP-7468 Rec'd Filed	12-27-49 12-29-49 12-29-49	Construction permit to install new transmitter (Collins 20-T).	GRANTED subj. taking such action as may be neces- sary to eliminate inter- ference or other problems created by the proximity of this and other radio stations.	1-16-50



## APPLICATION RECORD - BROADCASTING

#3

Call  
Letters W G V MName David M. Segal, tr/as Cotton Belt Broadcasting Company

File No.	Dated	Application for	Action	
			Nature	Date
BL-4005	3-7-50	License to cover construction permit (BP-7468) which authorized installation of a new transmitter.	Returned	3-17-50
Rec'd	3-9-50		Section I-net-sub-	
Resubm	3-7-50		scribed-and-sworn-to	
Rec'd	3-24-50		before-a-notary public.	
Filed	3-24-50		GRANTED	4-13-50
			re licensee required to take action as may be necessary to eliminate interference or other problems created by the proximity of this and other stations.	

## APPLICATION RECORD - BROADCASTING

(AL 8-9-50)

COTTON BELT BROADCASTING CORPORATION OF MISSISSIPPI

Call  
Letters

WGVM

Name **X** DAVID M. SEGAL tr/as COTTON BELT BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BAL-1056 Rec'd Filed	7-1-50 7-12-50 7-12-50	Voluntary assignment of license from David M. Segal tr/as Cotton Belt Broadcasting Company to Cotton Belt Broadcasting Corporation of Mississippi.	GRANTED  EFF: 8-9-50	8-9-50
BR-2248 Rec'd Filed	7-31-51 8-6-51 8-6-51	Renewal of license	Granted	10-10-51
BR-2248 Rec'd Filed	2-28-52 3-3-52 3-3-52	Renewal of license	GRANTED	6-19-52
BRC-157 Rec'd Filed	8-20-53 8-21-53 8-21-53	Modification of license to operate transmitter by Remote Control from 118 South Broadway, Greenville, Mississippi.	GRANTED	8-27-53



## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

MID-AMERICA BROADCASTING COMPANY, INC.

Call  
Letters W G V MName ☒ COTTON BELT BROADCASTING CORPORATION OF MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BR-2248 Rec'd Filed	2-21-55 2-23-55 2-23-55	Renewal of License	GRANTED	5-4-55
REL-1619 Rec'd Filed	2-28-55 3-4-55 3-4-55	Modification of license to change name of licensee to Mid-America Broadcasting Company, Inc.	GRANTED	3-9-55
BR-2248 Rec'd Filed	3-1-58 3-7-58 3-7-58	Renewal of license.	GRANTED	5-14-58
BP-13,245 R & F	6-9-59 6-15-59	Construction Permit to increase power from 1kw to 5kw and install a new transmitter (Gates BC-5E) Engr.- W. H. Simons, Oklahoma City, Okla.	GRANTED	12-21-60

Aug. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters

WGVM

#6

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

File No.	Dated	Application for	Action	
			Nature	Date
BR-2248 Rec'd & Filed	2-28-61 3-2-61	Renewal of License	GRANTED	7-27-61
BMP-9398 R.&F.	3-1-61 3-3-61	Modification of construction permit(BP-13245 which auth. inc. power & install new trans) to changetype transmitter (Collins 21E)	GRANTED	4-10-61
BL-8529 R & F	5-8-61 5-10-61	Lic. to cover CP(BP-13,245) as mod. to incr. power from 1kw to 5kw, and install new trans.(Collins 21E)	GRANTED	9-15-61
BP-15180 R&F	9-25-61 9-29-61	CP to install old main trans(Collins 20T) as auxiliary trans on 1200kc with 1kw power at W. Pickett St., Greenville, Miss to be operated by remote control from studio loc and used for aux purposes only.	GRANTED	10-27-61



## APPLICATION RECORD - BROADCASTING

Call  
Letters W G V MName MID-AMERICA BROADCASTING COMPANY, INC.  
Greenville, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BL-9114 R. & F.	2-8-62 2-12-62	Lic to cover CP(BP-15,120) which auth. installation of old main trans. (Collins 20T) as an aux. trans. on 1260kc with 1kw power at present loc of main trans.; operated by remote control; for AUXILIARY PURPOSES ONLY.	GRANTED	5-3-62
BR-2248 Rec'd Filed	2-28-64 3-2-64 3-2-64	Renewal of license---Main & Auxiliary	GRANTED	1-22-65
BR-2248 R. & F.	2-13-67 2-28-67	RENEWAL OF LICENSE-Main & Auxiliary  Attys-McInnis, Wilson, Munson & Woods (Everett D. Johnston)	GRANTED	8-25-67
BZ-6725 Rec'd RESUB: R & F DM-1/8/68	12/28/67 12/19/67 12/28/67 1/2/68 JAN 18 1968	Auth. to determine operating power by direct meas. of ant. power.  Engr: J. L. Stevens, Greenville, Miss.	<del>RETURNED</del> <del>Sect. I</del> GRANTED	<del>12/22/67 no</del>  1-19-68

Form BC-121 #8  
Aug. 1955

# APPLICATION RECORD - BROADCASTING

Call  
Letters W G V M

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

File No.	Dated	Application for	Action	
			Nature	Date
BZ-6752 R & F DM-1/30/68	1/24/68 1/26/68	Auth. to determine operating power by direct meas. of ant. power. (Aux.)	GRANTED	3-19-68
BR-2248 R & F #582056 \$75. #582057 \$30. P.N.	2-7-70 3-3-70 3-3-70 3-3-70 MAR 30 1970	Renewal of License (Main & Auxiliary) Atty.: E. D. Johnston AMENDED 4-27-70 re: commercial policy	GRANTED	5-27-70
BR-2248 R & F PN Recd. PRESS APR 19 1973	2-16-73 3-1-73 " APR 19 1973	RENEWAL OF LICENSE (MAIN & AUXILIARY) Everett D. Johnston, Atty. AMENDED 6-7-73 re: commercial policy; ascertainment of comm. needs; employment policy	GRANTED	6-22-73



## APPLICATION RECORD - BROADCASTING

1260 khz

Aug. 1955

Call  
Letters W G V MName MID-AMERICA BROADCASTING COMPANY, INC.  
Greenville, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BR-2248 R & F PN PRESS	1-15-76 1-20-76 1-20-76 APR 15 1976	Renewal of License (Main & Auxiliary) Atty.: Everett D. Johnston (See WRBC for petitions) (See WRBC for petition filed 6-11-76)	GRANTED	7-27-76
BR 790125 UF PRESS MAR 26 1979		RENEWAL OF LICENSE (MAIN & AUXILIARY TRANS.) Julian P. Freret, Atty.	GRANTED	6-13-79

W G V M - RECORD OF DENIAL OF INFORMAL APPLICATIONS

Ltr. 8-16-49 denying request to opr. Sunday only during  
Nov., Dec. and Jan. to 5:30 pm. not granted  
accordance Sec. 1.324 of the Rules.



## 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 12<sup>th</sup> 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.

