

KWCK



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1396199

KWCK (EFF: 5-1-71)

Date first licensed ..October..1,..1951.....

Call letters ..XK..M..C..B.....

Location: Searcy, Arkansas

KWCK, INC. (AL 10-27-72 EFF: 12-1-72)

\*HORNE INDUSTRIES, INC. (AL 11-20-68, Eff: 12-2-68)

Name of licensee xWHITE COUNTY BROADCASTING COMPANY, INCORPORATED.....

On US Highway No.67 Right-away, 1.7 miles

Transmitter location East of Searcy, Arkansas (CP 5-25-51) Lic. 10-1-51.....

100 East Arch Ave., Searcy, Arkansas (BS 5-26-71)

x On US Highway No. 67 Right-away, 1.7 miles

Main studio location East of Searcy, Arkansas (CP-5-25-51) Lic. 10-1-51.....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
BP-7901	4-25-51 Ltr. 5-2-51.	1300	1kw	Day	CP granted subj. to filing MP for approval of site & antenna.
BP-7901 BMP-5559	5-25-51	1300kc	1kw	Day	By 7-25-51 1-25-52 Mod. of CP (BP-7901) for approval of Ant., T & S locations
TC-1177 Eff.	9-19-51 10-5-51	Acquisition of negative control of permittee corp. by C.N.DODD thru purchase of treasury stock			
BL-4523	10-1-51	1300	1kw	Day	10-1 6-1-52 Lic. cover CP 7901 as mod., for a new standard broadcast station
Telegram	3-24-52	Silent 10 days tower destroyed			
BS-2647	5-21-52	Extension of license			6-1 9-1-52
BR-2647	6-19-52	1300	1kw	Day	6-19 6-1-55
Z-3399	5-13-52	1300	1kw	Daytime	5-13 6-1-52 <u>Determine operating power by direct method</u>
BP-9030	3-3-54	1410	500w*1kw-LS U		5-3 11-3-54 *DA-N (COND'L CLAUSE) C.P. chg. freq.; power; hrs. oper.; and install DA for night use only
Telegram	4-26-54	Extension of commencement date of P-9030 granted for 120 days			
BR-2647	5-18-55	RENEWAL OF LICENCE			6-1 6-1-58
TC-2221 EFF:	5-23-56 6-4-56	Vol. acquisition of positive control of licensee corp., by C. N. Dodd through purchase of 70 shares (23.33%) from E.P. Pyeatt, M.P. Jones and J.E. Lightle.			
BR-2647	5-14-58	RENEWAL OF LICENCE			6-1 6-1-61
BTC-2920 Eff: Dodd to	12-10-58 12-26-58 C.R. Horne.	Voluntary transfer of control of licensee corp. from C.N.Dodd, Mary Dodd and Carlene			
BTC-8141	9/29/76	Vol TC EFF:			

\*Forfeited accordance sec. 1.314. Letter 12-15-54

Form BC 126

June 1954

#2

## BROADCASTING STATION LICENSE RECORD

Date first licensed 10-1751

Call letters KWCB

Station location \_\_\_\_\_

Name of licensee \_\_\_\_\_

Transmitter location \_\_\_\_\_

Main studio location \_\_\_\_\_

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BR-2647	5-27-64	Renewal	of license		6-1 6-1-64
BR-2647	5-28-64	Renewal	of License		6-1 6-1-67
BR-2647	7-24-67	Renewal	of License		7-24 6-1-70
TELEGRAM	10-17-67	PSA	500w		
BAL-6516	11-20-68	Vol. AL			
BR-2647(L)	6-10-70	Renewal			6-1-73
BRC-3464(1)	9-28-70	Authority to operate by	RC		
BR-2647(L)	6-10-70	Superseding Authorization to correct	November sign-off time.		
Ltr.	10-14-70	Trans: Gates	BC-IG		
BS-2647 (L)	3-30-71	Modification of license to correct	sunrise and sunset times.		
BS-2647(1)	5-1-71	Call letters changed to:	K W C K		
BS-2647(2)	5-25-71	ML chg. studio & RC location			
EBSA	6-12-72				
BAL-7716	10-27-72	Vol. AL			
BTC-7200	8-28-73	VOL. TC			
BR-2647(L)	7-13-73	RENEWAL			6-1-76
BS-2647(L)	10-29-73	XXXXXXXXXXXXXXXXXXXXXXXXXXXX	to redesign antenna		6-1-76
BS-2647(L)	10-29-73	superseded to correct	May sunset		6-1-76
BR-2647(S)	5-27-76	RENEWAL			6-1-79
BR790126UC (S)	5-20-80	RENEWAL OF LICENSE			6-1-82

## APPLICATION RECORD - BROADCASTING

WHITE COUNTY BROADCASTING COMPANY, INCORPORATED

Call K W C B

Letters ~~.....~~ xNew.....Name ~~WILLIAM R. SMITH tr/as WHITE COUNTY BROADCASTING CO.~~

(P.O. 828 S. Broad St., Batesville, Arkansas) C.N. Dodd, Searcy, Arkansas

File No.	Dated	Application for	Action	
			Nature	Date
BP-7901	11-16-50	Construction permit for a new standard broadcast station to be operated on:	GRANTED Subj. to approval of site & antenna. Ltr.	4-25-51 filing MP for of site & antenna. 5-2-51
Rec'd	11-20-50	Frequency: 1300kc		
Filed	11-20-50	Power: 1kw Hours of Operation: Daytime Trans. Location: To be determined Searcy, Arkansas Studio Location: To be determined Searcy, Arkansas Fred O. Grimwood, Engr. St. Louis, Missouri		
AMENDED	3-1-51	AMENDED to change name of applicant from		
Rec'd	3-5-51	William R. Smith tr/as White County Broadcasting Co. <u>to</u> White County Broadcasting		
Filed	3-5-51	Company, Incorporated.		

Gates BC-1F

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call K W C B  
Letters  UnassignedName WHITE COUNTY BROADCASTING COMPANY, INCORPORATED

File No.	Dated	Application for	Action	
			Nature	Date
EMP-5559 Rec'd Filed	5-2-51 5-4-51 5-4-51	Modification of construction permit (EP-7901, which authorized a new standard broadcast station) for approval of antenna and transmitter and main studio locations as 1.7 miles East of Searcy on U. S. Highway No. 67 Right-away, near Searcy, Arkansas.  Ralph J. Bitzer, Engr. St. Louis, Missouri	GRANTED	5-25-51



## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call **K W C B**  
Letters  Unassigned.Name WHITE COUNTY BROADCASTING COMPANY, INCORPORATED

File No.	Dated	Application for	Action	
			Nature	Date
BL-4523 Rec'd Filed	8-11-51 8-19-51 8-19-51	License to cover construction permit (BP-7901 as modified) which authorized a new standard broadcast station.  Theodore A. Giles, Engr. St. Louis, Mo.	GRANTED	10-1-51
BTC-1177 Rec'd Filed	8-6-51 8-8-51 8-8-51	Voluntary acquisition of <sup>negative</sup> control of permitted corporation by C. N. Dodd thru purchase of 105 shares of Treasury stock.	GRANTED Eff.	9-19-51 10-5-51
BR-2647 Rec'd & Filed	2-25-52 3-28-52	Renewal of license	GRANTED	6-19-52

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters K W C BName WHITE COUNTY BROADCASTING COMPANY, INCORPORATED

File No.	Dated	Application for	Action	
			Nature	Date
BZ-3399 Rec'd Filed	4-23-52 4-25-52 4-25-52	Authority to determine operating power by direct measurement of antenna power.	GRANTED	5-13-52
EP-9030 Rec'd Filed	9-21-53 9-28-53 9-28-53	Construction permit to change frequency from 1300kc to 1410kc, change hours of operation from daytime to unlimited using power of 500w night and install directional antenna for night use only (DA-N).  Ralph J. Bitzer, Engr.	GRANTED Com'l re phase monitor; field meas. equip.; and Non-DA proof  Forfeited Letter	3-3-54   1.314 of Rules 12-15-54
BR-2647 Rec'd Filed	2-25-55 2-28-55 2-28-55	Renewal of License	GRANTED	5-18-55

APPLICATION RECORD - BROADCASTING

Call Letters KWCB

Name WHITE COUNTY BROADCASTING COMPANY, INCORPORATED  
Searcy, Arkansas

File No.	Dated	Application for	Action	
			Nature	Date
BTC-2221 Rec'd Filed	4-20-56 4-23-56 4-23-56	Voluntary acquisition of positive control of licensee corporation by C. N. Dodd through purchase of 70 shares (23.33%) from E. P. Pyeatt, J. E. Lightle and M. P. Jones.	GRANTED EFF:	5-23-56 6-4-56
BR-2647 Rec'd. Filed	2-26-58 2-28-58 2-28-58	Renewal of license.	GRANTED	5-14-58
BTC-2928 Rec'd. Filed	10-6-58 10-9-58 10-9-58	Voluntary transfer of control of licensee corporation from C.N. Dodd, Mary Dodd and Carlene Dodd to C.R. Horne.	GRANTED EFF:	12-10-58 12-26-58
BR-2647 Rec'd&Filed	2-21-61 2-27-61	Renewal of License	GRANTED	5-17-61

#6

1410kc

FORM BC-121

## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call  
Letters KWCBName WHITE COUNTY BROADCASTING COMPANY, INCORPORATED  
Searcy, Arkansas 72143

File No.	Dated	Application for	Action	
			Nature	Date
BR-2647 Rec'd Filed	2-17-64 3-12-64 3-12-64	Renewal of license	GRANTED	5-28-64
BR-2647 R & F	2-28-67 3-2-67	Renewal of License	GRANTED	7-24-67
BAL-6516 R & F FEE PD: \$30 (Form 316) NOV 8 1968	10-21-68 10-30-68 #468713	Voluntary assignment of license to HORNE INDUSTRIES, INC.  Atty - Eugene T. Smith	GRANTED ff:	11-20-68 12-2-68
BR-2647 R & F #582020 \$75. P.N.	2-20-70 3-3-70 3-3-70 3-3-70 APR 2 1970	Renewal of License  Atty.: Eugene T. Smith AMENDED 5-25-70 re: commercial policy	GRANTED	6-10-70

APPLICATION RECORD - BROADCASTING

Call K W C K  
Letters \* K W C B

**KWCK, Inc.**

Name  HORNE INDUSTRIES, INC.  
SEARCY, ARKANSAS

File No.	Dated	Application for	Action	
			Nature	Date
BRC-3464 R & F #629931 \$50 ACC. 067	9-11-70 9-15-70 9-15-70	Mod. of lic. to operate transmitter by remote control from US Highway 67, 1.7 miles East of Searcy, Arkansas.  Atty: Eugene Smith	GRANTED	9-28-70
BAL-7716 R & F FEE PD: \$250 #114039 (Form 316) CODE 053 <b>OCT 20 1972</b>	9-12-72 9-29-72	Voluntary assignment of license to KWCK, INC.  (SEE OVER)  Atty - E.T. Smith	GRANTED	10-27-72
BR-2647 R & F P.N. PRESS  APR 5 1973	2-26-73 3-1-73 3-1-73	Renewal of License  Atty.: Eugene T. Smith AMENDED 6-26-73 re: employment program	GRANTED	7-13-73

RE: BAL-7716 - Atty was called 10-19-72 - nec. to amend  
BPH-6810 DOCKET 18989 to reflect this assignment

#8

1300khz

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call  
Letters K W C KName KNCK, INC.  
Searcy, Arkansas

File No.	Dated	Application for	Action	
			Nature	Date
BTC -7200 R & F FEE PD: \$1000 #209718 CODE 047 (ALSO SEE KARV) JUL 26 1973 (BTC-7199)	6-18-73 6-29-73	Voluntary transfer of control of Horne Industries, Inc. (majority stockholder of lic corp) from C.R. Horne to Michael Horne  Atty - Eugene T. Smith	GRANTED Grant Fee: \$10,600 (KNCK & KARV) pd 048 10-15-73 242152	8-28-73
BR-2647 R & F PN Recd. PRESS	1-20-76 2-2-76 FEB 27 1976	RENEWAL OF LICENSE E.T. Smith, Atty. AMENDED 5-25-76 re: demographic study of area	GRANTED	5-27-76
BP- Rec'd Filed Resub. \$200-566722 AC-001 \$200-573489	4-26-76 5-13-76 11-18-77 5-13-76 5-26-76	Construction permit to increase power to 5kw, chg. type trans. & inc. ant. height. Gates MW-5.  Atty: Eugene T. Smith Eng. Robert A. Jones	<del>RETURNED</del>	<del>9-7-77-OVERLAP</del>
MOTION FOR (Major)	ADDITONAL TIME FILED 6-10-77 by Eugene T. Smith on behalf of applicant. DEC 7 1977	(over)		

BP-

PETITION TO DISMISS filed 5-27-77 by Harold Sudbury on behalf of Newport B/C Co.

Amended 5-27-77 re: Engineering report

OPPOSITION TO PETITION TO DISMISS filed 7-8-77 by Eugene T. Smith on behalf of APPLICANT

PETITION FOR RECONSIDERATION FILED 11-18-77 by Eugene T. Smith on behalf of KWCK

4-24-78 PETITION TO DISMISS FILED BY STATION KNBY(AM) NEWPORT B/CING COMPANY.

4-24-78 PETITION TO DISMISS FILED BY STATION WRBC(AM) REBEL BROADCASTING CO. OF MISSISSIPPI,  
INC.

7-10-78 OPPOSITION TO PETITION TO DISMISS FILED BY REBEL B/CING CO. OF MISSISSIPPI, INC.  
THROUGH ITS ATTY. EUGENE T. SMITH

7-13-78 MOTION FOR EXTENSION OF TIME FILED BY REBEL B/CING CO. OF MISS., INC. (WRBC) thru  
ITS ATTY. DEMPSEY & KOPLOVITZ

8-21-78 REPLY TO OPPOSITION TO PETITION TO DISMISS FILED BY REBEL B/CING CO. OF MISS., INC.  
THRU ITS ATTY. DEMPSEY & KOPLOVITZ

7-27



APPLICATION RECORD - BROADCASTING

1300khz

Call  
Letters K W C K

Name KWCK, INC.  
SEARCY, ARKANSAS

File No.	Dated	Application for	Action	
			Nature	Date
BTC-8141 Rec'd Filed Fee pd \$100 Code 047 (FORM 316) Also see KSER(FM)	8/16/76 8/19/76 9/17/76 W 604909	Voluntary transfer of control of lic corp from Horne Industries, Inc. to Michael Horne  Atty - Eugene Smith (Over)	GRANTED EFF: NO FEE:	9/29/76
BR 790126 UC PRESS MAR 30 1979		RENEWAL OF LICENSE	GRANTED	5-20-80
BZ-800110AH R & F <del>xR&amp;F</del> DM PRESS MAR 4 1980	1-10-80 1-18-80 1980	DIRECT MEASUREMENT Atty: Eugene T. Smith	<b>ISSUED</b>	

RE: BTC-8141 - No Bal. sheet sub. for Michael Horne &  
also Amended By-Laws sub. as Exh #1

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## APPLICATION RECORD-BROADCASTING

1300KHz

Call Letters: KWCK

Name: KWCK, INC.

Station Location: SEARCY, ARKANSAS

File No.	Date	Description	Action and Date
BP-800509AA RESUBMITTED (C)		Construction permit increase power to 5KW ATTY: Eugene Smith	
ACCEPTED	10-28-80		
CUT OFF DATE	12-5-80		
	12-4-80	PETITION TO DIMSISS FILED BY PRESSIDENT OF NEWPORT BROADCASTING COMPANY	
	1-2-81	MOTIO. FOR ADDITIONAL TIME FILED BY EUGENE T. SMITH ON BEHALF OF HORNE INDUSTRIES, INC.	
	1-30-81	PETITION TO DISMISS FILED BY EUGENE T. SMITH ON BEHALF OF HORNE INDUSTRIES, INC.	
	4-6-81	REBUTTAL TO OPPOSITION TO PETITION TO DISMISS FILED BY HAROLD L. SUBBURY, ON BEHALF OF HORNE INDUSTRIES, INC.	

## APPLICATION RECORD-BROADCASTING

Call Letters: KWCK

Name: KWCK, INC.

Station Location: Searcy, Arkansas

File No.	Date	Description	Action and Date
BTC810302FG Form 315 PRESS APR 09 1981 Also see KSER(fn)		Vol TC from Michael Horne to Trend Communications, Inc.  Atty for transferor Eugene T. Smith Atty for transferee Sol Schildhause	

## 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 one set is known to 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.

