

W B S A



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REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390159

BROADCASTING STATION LICENSE RECORD

Date first licensed 2-10-60

Call letters X H A V C

RADIO SAND MOUNTAIN, INC. (BAL 11-21-61 EFF: 12-29-61)

Station location Boaz, Alabama

X VEARL CICERO tr/as CICERO BROADCASTING CO. (BAL 11-16-61 EFF: 11-28-61 / 2-10-60; EFF: 2-10-60)

X VEARL CICERO AND CHESTER K. SPARKS d/as CICERO BROADCASTING CO. (BAL 11-16-61 EFF: 11-28-61 / 2-10-60; EFF: 2-10-60)

X VEARL CICERO, tr/as CICERO BROADCASTING CO.

Name of licensee X VEARL CICERO, tr/as MARSHALL COUNTY BROADCASTING CO.

Transmitter location On old Boaz-Ruleah road, one mile NE of Boaz, Alabama

Main studio location On old Boaz-Ruleah road, one mile NE of Boaz, Alabama

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BP-11547	10-8-58	1300kc	500w	Day	12-8 6-8-59
		CP for a new standard broadcast station.			
BMP-8328 (1)	12-12-58	Mod. of CP(BP-11,547) to			change name of
		permittee to Vearl Cicero tr/as Cicero Broadcast- ing Co.			
BMP-8510 (2)	5-19-59	Mod. of CP(BP-11,547) for			extension of
		completion date November 1, 1959.			
BMP-8651 (3)	8-21-59	Mod. of CP(BP-11547) to			12-8-58
		install new transmitter.			11-1-59
BL-7673	2-10-60	1300kc	500w	Day	2-10 4-1-61
		Lic. to cover CP (BP-11,547 as mod. which auth. a standard broadcast station.			
BAP-473	2-10-60	Voluntary assignment of			
EFF:	3-25-60	license to Vearl Cicero and Charle K. Sparks d/b as Cicero Broadcasting Company			
	3-29-61	Commission deferred action on renewal pending further consideration.			
BAL-4192	11-16-61	Voluntary assignment of license to			
EFF:	11-28-61	Vearl Cicero tr/as Cicero Broadcasting Co.			
BR-3832	11-21-61	1300kc	500w	Day	11-21 4-1-64
BAL-4220	11-21-61	Voluntary assignment of license to			
EFF:	12-29-61	Radio Sand Mountain, Inc.			
BP-13,655	2-14-62	1300kc	1kw	Day	4-1-62/10-1-64
		Construction permit to incr. power from 500w to 1kw. (Cond'l)			
BL-9235	10-22-62	1300kc	1kw	Day	10-22 4-1-64
		Lic. to cover CP (BP-13,655) which auth. incr. power. <i>Cond'l</i>			
	3-25-64	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.			
BR-3832	4-9-64	Renewal of License			4-9 4-1-67
		Ltr. dated 10-26-64 & rec'd 10-29-64 giving notification per Sect. 73.48(a)(5) Rules that a Bauer 707 is now installed & in oper.			

Form BC 126

June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WWSB

Station location Boaz, Alabama

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-3832	3-29-67	1300kc	1kw	Day	4-1- 4-1-70
TELEGRAM	10-17-67	PSA	500w		
BTC-5661	9-30-68	VOL. TC			
EFF:	10-22-68				
BR-3832	6-19-70	Renewal of license			4-1 4-1-73
EBSA	6-12-72				
BR-3832(S)	5-11-73	RENEWAL			4-1-76
BZ-9001	1-12-76				
BR-3832(L)	3-9-76	RENEWAL & MODIFICATION			4-1-79
BR-781204UC (S)	3-27-79	RENEWAL OF LICENSE			4-1-82

APPLICATION RECORD - BROADCASTING

Call WVBC
Letters NEW d.a.v.cApplicant PEARL CIGERO, tr/as MARSHALL COUNTY BROADCASTING CO.
(P.O. - 1073 - 50 St. Ensley, Birmingham 8, Ala.)

File No.	Dated	Application for	Action	
			Nature	Date
BP-11,547	8-19-57	Construction permit for a new standard broadcast station to be operated on: Frequency - 1240kc 1300kc Power - 250w 500w Hours of operation - Unlimited Daytime Trans. location - On old Boaz-Buleah road, one mile Northeast of Boaz, Alabama Studio location - Same as transmitter STATION LOCATION - BOAZ, ALABAMA	GRANTED	10-8-58
Rec'd	8-22-57			
Filed	8-22-57			
AMENDED	8-27-58	AMENDED to change frequency to 1300kc; change		
R. & F	8-29-58	hours of operation to Daytime; increase power to 500w; change type transmitter (GATES BC-1J and make changes in antenna & ground systems.		

~~REF ID: A660250-850~~

GATES BC-1J

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call Letters XWAVCName VEARL CICERO tr/as MARSHALL COUNTY BROADCASTING CO.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-8328 Rec'd Filed	11-19-58 11-21-58 11-21-58	Modification of c.p. (EP-11,547 which authorized a new standard broadcast station) to change name of permittee from Vearl Cicero, tr/as Marshall County Broadcasting Co. to Vearl Cicero tr/as Cicero Broadcasting Co.	GRANTED	12-12-58
BMP-8510 Rec'd Filed	5-2-59 5-4-59 5-4-59	Modification of c.p. (EP-11,547 as mod., which authorized a new AM Broadcast Station) for extension of completion date from 6-8-59 to 11-1-59.	GRANTED	5-19-59 to 11-1-59.
BMP- 8651 Rec'd RESUBMITTED Filed	7-27-59 7-28-59 8-3-59 8-4-59	Modification of CP (EP-11,547 as mod., which auth. a new standard broadcast station) to change type transmitter (COLLINS 20K).	GRANTED GRANTED GRANTED	7-30-59 7-30-59 8-21-59

APPLICATION RECORD - BROADCASTING

Aug. 1958

Call WAVC (2-6-62)
Letters XWAVCName VEARL CICERO tr/GR. CICERO BROADCASTING CO.

File No.	Dated	Application for	Action	
			Nature	Date
BL-7673 Rec'd Filed	9-17-59 9-18-59 9-18-59	License to cover construction permit (BP-11547, as modified) which authorized a new standard broadcast station.	GRANTED	2-10-60
BP-13655 Rec'd Filed	10-29-59 11-2-59 11-2-59	Construction permit to increase power from 500w <u>to</u> 1kw.	GRANTED	2-14-62 Cond'1
SEE BELOW FOR AMENDMENT				
Rec'd Resub. Rec'd	12-15-59 12-22-59 12-23-59	Voluntary assignment of construction permit to W. A. V. C., a partnership composed of Vearl Cicero and Charles H. Sparks.	GRANTED 12-29-59 Assignee's name incorrect	
PP-13655 (cont'd) AMENDMENT Rec'd Filed	12-14-61 12-18-61 12-29-61	AMENDED to change applicant name to "RADIO SAND MOUNTAIN, INC." (BAL-4220 gr 11-21-61)	GRANTED	2-14-62 Cond'1

APPLICATION RECORD - BROADCASTING

Form BC-121
Aug 1955

Call Letters
WDCB (2-6-62)
WDCB
VAVC

Name ~~ROBERT MOUNTAIN, INC.~~
X VEARL CICERO tr/as CICERO BROADCASTING CO.

File No.	Dated	Application for	Action	
			Nature	Date
BAP-473 Rec'd Filed	1-5-60 1-6-60 1-6-60	Voluntary assignment of construction permit to Vearl Cicero and Charles K. Sparks d/b as Cicero Broadcasting Company.	GRANTED EFF:	2-10-60 1-10-60
BR-3832 Rec'd & Filed	12-22-60 12-27-60	Renewal of License	GRANTED	11-21-61
BAL-4192 Rec'd Filed	3-18-61 3-27-61 3-27-61	Voluntary assignment of license to Vearl Cicero tr/as Cicero Broadcasting Co.	GRANTED EFF:	11-16-61 11-28-61
BAL-4220 Rec'd Filed	4-25-61 5-1-61 5-1-61	Voluntary assignment of license to Radio Sand Mountain, Inc. (CONTINGENT ON GRANT OF BAL-4192 AND BF-13655)	GRANTED EFF:	11-21-61 12-29-61
1-135 1-15-62	-12-62 -12-62	Lic to cover BF(13,655) which aut. incr. in cover.	GRANTED	10-22-62 re: Docket No. 14419 with respect to pre-sunrise operation

1200k

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WJLS

Name RADIO SAND MOUNTAIN, INC.
Booz, Alabama 35957

File No.	Dated	Application for	Action	
			Nature	Date
BR-3832 Rec'd Filed	12-31-63 1-5-64 1-5-64	Renewal of license	GRANTED	4-9-64
BR-3832 Rec'd Filed	12/31/66 1-5-67 1-11-67	Renewal of license	GRANTED Presunrise cond.	3-29-67
BTC-5661 R & F #435029 \$30 JUL 3 1968	6-7-68 6-10-68 6-10-68 (SEE OVER FOR AMENDMENTS)	Vol. acq. of pos. control of lic. corp. by Glenn M. Cornelius thru purchase of stock from L.D. Bentley, Jr. and Rachel B. Bentley.	GRANTED EFF:	9-30-68 10-22-68
BR-3832 R & F #56686 \$75. PM PRESS: FEB 1970	12-29-69 1-2-70 1-2-70 1-2-70	RENEWAL amended 4-9-70 re: financial data	GRANTED	6-10-70

RE: BTC-5661 - AMENDED 9-9-68 - fin. data(reply to ⁸⁻³⁰⁻⁶⁸ltr

APPLICATION RECORD - BROADCASTING

4-60

Call
Letters W B S A

Name RADIO SAND MOUNTAIN, INC.
BOAZ, ALABAMA 35957

File No.	Dated	Application for	Action	
			Nature	Date
BR-3832 R & F PN Recd. PRESS JAN 22 1973	1-2-73 1-3-73 "	RENEWAL OF LICENSE AMENDED 1-31-73 re: equal employment policy AMENDED 4-26-73 re: programming; commercial policy; community survey	GRANTED	5-11-73
BZ-9001 R & F DM PRESS JAN No 9 10 1976	10-31-75 10-5-75 12-23-75	Direct Measurement	GRANTED (issued with BR-3832)	1-12-76
BR-3832 R & F PN Recd. PRESS JAN 20 1976	11-29-75 12-1-75	RENEWAL OF LICENSE AMENDED 2-12-76 re: demographic study of area, prog. & commercial matter	GRANTED (issued with BZ-9001)	3-9-76
BR 781204UC PRESS DEC 15 1978		RENEWAL OF LICENSE	GRANTED	3-27-79

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 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.

