

WCLD



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

BROADCASTING STATION LICENSE RECORD

Date first licensed 4-7-50 EFF: 1-1-58Call letters WCLD

RADIO CLEVELAND, INC. (AL 12-18-57/

Location: Cleveland, Mississippi

x VOICE OF THE DELTA (AL 5-19-54 EFF: 5-25-54)

x C.W. CAPPS & LOWRY TIMS d/b as CLEVELAND BROADCASTING CO. (AL 3-15-54, EFF 4-7-54)

x CLEVELAND BROADCASTING CO., INC. (AP 1-25-50) (EFF: 2-1-50)

Name of licensee x C. W. CAPPS, LOWRY TIMS, and CY N. BAHAKEL d/b as CLEVELAND BROADCASTING COMPANY

0.15 miles E. of Highway 61, Cleveland, Mississippi (BP 5-13-64) / 3-31-61

Transmitter location x .2 mile east of U.S. Highway 61, $\frac{1}{2}$ mile S. of city limits of Cleveland, Mississippi (MP 10-5-49) (Lic. 4-7-50)

Same as transmitter (BP 5-13-64) / 3-31-61

Main studio location x 118 South Davis Street, Cleveland, Mississippi (MP 11-4-49)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BP-7076	8-24-49	1490	250w	Un	
	Ltr. 8-30-49. CP for a new station granted subj. filing MP for approval T site and antenna.				
BP-7076	10-5-49	1490	250w	Un	12-5 6-5-50
BMP-4777	Mod. CP (7076) for approval of antenna and T site and specify studio location. (COND. CLAUSE)				
BMP-4834	11-4-49	1490	250w	Un	12-5 6-5-50
	Mod of CP (7076 as mod) to make changes in vertical antenna. (COND. CLAUSE)				
BAP-125	1-25-50	Vol. assignment of permittee corp. to Cleveland B/Cing Co., Inc.			
EFF:	2-1-50				
BL-3873	4-7-50	1490	250w	U	4-7 8-1-51
	Lic. to cover CP (7076 as mod) for a new station and specify studio location. (COND. CLAUSE)				
BL-3873	4-7-50	Superseding licensing spec. A-5-a in lieu of A-5-b.			
BTC-1005	11-24-50	Voluntary acquisition of control of licensee corp. from Cy N. Bahakel to C.W. Capps, Melvin C. Lee and Lowry Tims.			
Eff:	12-18-50				
BS-2436	7-25-51	Extension of license			8-1 11-1-51
BR-2436	10-25-51	1490	250w	U	10-25 6-1-52
BR-2436	5-21-52	1490kc	250w	Unl	6-1-52 6-1-55
		(Con Clse)			
BAL-1736	3-15-54	Assignment of license to C.W. CAPPS & LOWRY TIMS d/o as CLEVELAND BROADCASTING COMPANY			
EFF	4-7-54				
BAL-1765	5-19-54	Vol. AL to VOICE OF THE DELTA			
EFF:	5-25-54				
BRC-459	7-23-54	Modification of license to operate transmitter by remote control from 129 South Davis Street, Cleveland, Mississippi			
BR-2436	5-4-55	Renewal of license			6-1 6-1-58
BAL-2869	12-18-57	Voluntary assignment of license to Radio Cleveland, Inc.			
EFF:	1-1-58				
Telegram	5-29-58	Action on renewal application deferred pending further consideration. Continued operation authorized.			

Form BC 126

June 1954

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BROADCASTING STATION LICENSE RECORD

Date first licensed 4-7-50

Call letters W C L D

Station location

Name of licensee RADIO CLEVELAND, INC.

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BR-2436	6-26-58	1490	250w	U	6-26 6-1-61
	6-1-61	Commission deferred action on renewal pending further consideration.			
BR-2436	4-19-62	Renewal of license			4-19 6-1-64
BP-15682	7-17-63	1490kc	250w, 1kw-LS	U	7-17 3-17-64
	CP to increase daytime power to 1kw, install new transmitter (COLLINS 20V-3) (Cond'l).				
BP-16133	5-13-64	1490kc	250w, 1kw-LS	U	7-13 1-13-65
	CP to move antenna-trans. loc. to .15 mi. E. of Hwy. 61, Cleveland, Mississippi, and change studio location to same as transmitter, and delete remote control. (Cond'l)				
BL-10458	5-28-64	1490kc	250w, 1kw-LS	U	5-28 6-1-64
	Lic. to cover CP(BP-15,682) which auth. incr. day power and install new trans., specify type trans. as ITA-1000A.				
BR-2436	7-16-66	RENEWAL OF LICENSE			7-16 6-1-67
BL-10,810	3-31-65	1490kc	250w, 1kw-LS	U	3-31 6-1-67
	Lic to cover CP(BP-16133) which auth. move antenna transmitter location; chg studio loc; delete RC. new Gr sys installed.				
BR-2436	6-16-67	RENEWAL OF LICENSE			6-16 6-1-70
	RENEWAL OF NDEA				
BZ-6496 (1)	8-16-67	Auth. to determine operating power by direct meas. of antenna power.			
BS-2436 (2)	12-26-67	Memo delete obstruction marking			
BR-2436	5-27-70	Renewal of NDEA			6-2-71
EBSA	5-25-72				
BP-19,234	7-26-72	1490kc	250w 1kw	U	7-26-73
	CP to increase tower height to accommodate FM antenna. operate by RC.				
BR-2436 (L)		RENEWAL OF LICENSE			6-1-76
BL-13,366	3-13-74	Lic.(BP-19,234)-Changes			
BR-2436(S)	6-25-76	RENEWAL			6-1-79

CARD 3

BROADCASTING STATION HISTORY RECORD

First licensed SEE CARD 1

Call Letters W C L D

Station Location CLEVELAND, MISSISSIPPI

Name SEE CARD 1

Transmitter Location SEE CARD 1

Main studio location SEE CARD 1

Authorization Record

File No.	Granted	Facilities	Expires
BR-790221UA(S)	11-8-79	RENEWAL VF LICENSE	6-1-82

APPLICATION RECORD - BROADCASTING

Call W C L D

Name C. W. CAPPS, LOWRY TIMS and CY N. BAHAKEL, co-partners Letters New
d/b as CLEVELAND BROADCASTING COMPANY
(PO c/o C. W. Capps, Capps Bldg., Central Avenue, Cleveland, Mississippi)

File No.	Dated	Application for	Action	
			Nature	Date
BP-7076	1-13-49	Construction Permit for a new standard broad-	Granted	3-24-49
Rec'd	1-18-49	cast station to be operated on:	subj. filing MP for	
Filed	1-18-49	Frequency: 1400kc 1490kc	approval of site and	
		Power: 250w	antenna.	
		Hours of operation: Unlimited	Ltr. 8-30-49	
		Trans. location: To be determined-		
		Cleveland, Mississippi		
		Studio location: To be determined-		
		Cleveland, Mississippi		
		(Filed by John Creutz, Engr.)		
AMENDED	3-12-49	AMENDED to change frequency from 1400kc to		
Recd.	3-16-49	1490kc		
Filed	3-16-49			
AMENDED	4-25-49	AMENDED to change name of applicant from C.W.		
Recd.	4-27-49	Capps, Lowry Tims and Cy N. Bahakel co-partners		
Filed	4-27-49	d/b as Cleveland Broadcasting Company to C.W. Capps,		
		Lowry Tims and Cy N. Bahakel d/b as Cleveland		
		Broadcasting Company.		

Issued with MP 4777

APPLICATION RECORD - BROADCASTING

CLEVELAND BROADCASTING CO., INC. (AP 1-25-50)
 x C. W. CAPPS, LOWRY TIMS and CY N. BAHAKEL, d/b as
 Name CLEVELAND BROADCASTING COMPANY

Call
 Letters W.C.L.D.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-4777 Rec'd Filed	9-9-49 9-15-49 9-22-49	Modification of construction permit (BP-7076, which authorized a new standard broadcast station) for approval of antenna and transmitter location as Near Cleveland, Mississippi and to specify studio location as 118 South Davis Street, Cleveland, Mississippi. John Creutz, Engr.	GRANTED re blanketing clause	10-5-49
BMP-4834 Rec'd Filed	10-15-49 10-21-49 10-21-49	Modification of construction permit (BP-7076, as mod., which authorized a new standard broadcast station) to make changes in the vertical antenna.	GRANTED re blanketing clause	11-4-49
BAP-125 Rec'd Filed	10-20-49 10-24-49 10-24-49	Voluntary assignment of permittee corporation from C. W. Capps, Lowry Time and Cy N. Bahakel, d/b as Cleveland Broadcasting Company to Cleveland Broadcasting Co., Inc.	GRANTED EFF:	1-25-50 2-1-50

APPLICATION RECORD - BROADCASTING

#3

Call
Letters V C L D

Name CLEVELAND BROADCASTING CO., INC.
~~C. W. CAPPS, LOWRY TIMS and Cy N. BAHAKEL, d/b as~~
~~CLEVELAND BROADCASTING COMPANY~~

File No.	Dated	Application for	Action	
			Nature	Date
BL-3873	11-14-49	License to cover C.P. (BP-7076, as mod.,) which authorized a new standard broadcast station and change studio location from: 118 South Davis Street, Cleveland, Mississippi to: 129 South Davis Street, Cleveland, Mississippi.	GRANTED	4-7-50
Rec'd	11-15-49		re blanketing clause	
Filed	11-15-49			
Amended	2-10-50	AMENDED to change name of applicant from C. W. CAPPS, Lowry Tims and Cy N. Bahakel, d/b as Cleveland Broadcasting Company to Cleveland Broadcasting Co., Inc.		
Rec'd	2-15-50			
Filed	2-15-50			

APPLICATION RECORD - BROADCASTING

Call
Letters W C L DName CLEVELAND BROADCASTING CO., INC.

File No.	Dated	Application for	Action	
			Nature	Date
BTC-1005	9-26-50	Voluntary acquisition of control of licensee	GRANTED Eff: 11-18-50	11-24-50
Rec'd	10-2-50	corporation from Cy N. Bahakel to C. W. Capps,		
Filed	10-2-50	Melvin C. Lee and Lowry Tims. (102 shares of common stock - 51%).		
AMENDED	10-18-50	Stephen Tuhy, Jr., Atty.		
Rec'd	10-23-50	AMENDED to change from 102 to 25½ shares of		
Filed	10-23-50	common stock - 51%.		
BR-2476	5-31-51	Renewal of License	GRANTED	10-25-51
Rec'd	6-4-51			
Filed	6-4-51			
BR-2476	5-21-52	Renewal of License	GRANTED	5-21-52
Rec'd	5-21-52			
Filed	5-21-52			
BAL-1736	2-23-54	Voluntary assignment of license to C. W. Capps	GRANTED EFF	3-15-54 4-7-54
Rec'd	2-26-54	and Lowry Tims, d/b as Cleveland Broadcasting		
Filed	2-26-54	Company.		
		Harry Daly, Atty.		

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FORM A-170

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

RADIO CLEVELAND, INC.

Name **X** C. W. CAPPS AND LOWRY TINS, d/b as CLEVELAND BROADCASTING COMPANY

Call

Letters

W C L D

File No.	Dated	Application for	Action	
			Nature	Date
BAL-1765	4-13-54	Voluntary assignment of license to Voice of the Delta.	GRANTED	5-19-54
Rec'd	4-14-54		EFF:	5-25-54
Filed	4-14-54			
BRC-459	7-2-54	Modification of license to operate transmitter by remote control from 129 South Davis Street, Cleveland, Mississippi	GRANTED	7-23-54
Rec'd	7-6-54			
Filed	7-6-54			
BR-2436	3-9-55	Renewal of license	Returned	Ltr 3-18-55 re:
Resubmitted	3-30-55			signature, Sec. 1
Rec'd	4-4-55			par. 2a, par. 1
Filed	4-4-55			5(1), 4(1), 6, 7, 9,
			GRANTED	5-4-55
BAL-2869	11-19-57	Voluntary assignment of license To Radio Cleveland, Inc.	GRANTED	12-18-57
Rec'd	11-20-57		EFF:	1-1-58
Filed	11-20-57			

APPLICATION RECORD - BROADCASTING

Aug. 1955

Call

Letters W.C.L.D.Name RADIO CLEVELAND, INC.
CLEVELAND, MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BR-2436	3-3-58	Renewal of License	GRANTED	6-26-58
Rec'd	3-5-58			
Filed	3-5-58			
BR-2436	3-3-61	Renewal of license	RETURNED	APR 14 1961
Rec'd	3-8-61		Notarized by interested	
FILED	5-2-61		party, etc.	
FILED	5-11-61		GRANTED	4-19-62
BP-15,682	6-23-61	Construction permit to increase daytime power	RETURNED	6-29-61
Rec'd	6-26-61	from 250w to 1kw; install new transmitter	No engr.	
Resub.	7-27-62	(COLLINS 20V-3)	GRANTED	7-17-63
Filed	8-1-62	Engr.- Walter A. Duke	Cond'l res 250w Class	
Rec'd	8-1-62		IV stations.	
			Permittee shall submit	
			with the applic. for lic.	
			antenna resistance meas.	
BL-10,458	12-12-63	Lic. to cover CP(BP-15,682) which auth. inc.	GRANTED	5-28-64
R.&F.	12-16-63	daytime power and install new trans. (specify		
		trans. as ITA-1000A).		

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters

W C L D

Name RADIO CLEVELAND, INC.
Cleveland, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BP-16,133 R. & F.	3-20-64	CP to move antenna-transmitter location from .2 mi. E of U. S. Hwy 61, 1/2 mi. S of city limits of Cleveland, Miss. <u>to</u> .15 mi. E of Hwy 61, Cleveland, Mississippi, and change studio location from 129 South Davis St., Cleveland Miss. <u>to</u> Same as transmitter, and delete remote control. Atty: H. J. Daly	GRANTED	5-13-64
	3-25-64			
BR-2436 Rec'd Filed	5-21-64	Renewal of license Atty. Leonard S. Joyce	GRANTED	7-16-64
	5-25-64			
	5-25-64			
EL-10,810 Rec'd Filed	10-21-64	License to cover construction permit(BP-16133) which authorized move antenna transmitter location; change studio location; delete remote control. new ground sys. installed Atty-Daly & Joyce	GRANTED	3-31-65
	10-23-64			
	10-27-64			

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call Letters WCLDName RADIO CLEVELAND, INC.
Cleveland, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BR-2436 R & F	2-22-67 3-1-67	Renewal of license Leonard Joyce, Att.	GRANTED	6-16-67
BZ-6496 R & F DM-6/1/67	5/22/67 5/23/67 AUG 1 1967	Auth. to determine operating power by direct meas. of antenna power. Atty: G. R. Borsari, Jr. Engr: J. L. Stevens, Tenn.	GRANTED	8-16-67
BR-2436 R & F #582046 \$75. PN	2-25-70 3-3-70 3-3-70 MAR 20 1970 5-8-70	Renewal of License Atty.: George R. Borsari, Jr. AMENDED 5-20-70 re: commercial policy	GRANTED	5-27-70
BP- 19,234 Rec'd Filed \$50-061082 AC-060 PRESS: JUN 9 1972	3-27-72 4-6-72 4-6-72 4-6-72	Construction permit to increase tower height to accommodate FM antenna. Coordinates redescribed as: 33° 44' 01" 90° 42' 50" and operate trans. by remote control from the Main studio location. Atty. Daly, Joyce and Borsari	GRANTED	7-26-72

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APPLICATION RECORD - BROADCASTING

1490khz

Call
Letters W.C.L.D.

Name RADIO CLEVELAND, INC.
Cleveland, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BL-13,366 Rec'd & F W 139302-\$50. PTA Amended PRESS	12-19-72 12-27-72 12-27-72- 1-5-73 1-23-73 JAN 31 1973	Lic.(BP-19,234) for changes. AC-067 Antenna height Atty: Daly, Joyce and XXXXXXXX <u>Borsari</u>	GRANTED Issued w/renewal	3-13-74
BR-2436 R & F, PN Recd. PRESS APR 9 1973	3-2-73 3-7-73 " APR 9 1973	RENEWAL OF LICENSE G.R.Borsari, Jr. Atty. AMENDED 7-25-73 re: programming	GRANTED (Issued with BL.)	3-13-74
BR-2436 Recd. PN Recd. FILED Press MAR 4 1976	1-19-76 2-2-76 " 2-9-76 MAR 4 1976	RENEWAL OF LICENSE AMENDED 6-10-76 re: programming	GRANTED	6-25-76

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.

