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CATALOG NO. 4550L 1/5

June 1954

4051

## BROADCASTING STATION LICENSE RECORD

Date first licensed 2-8-62

WHNE (EFF. 9-11-80)

Call letters XW S N EStation location Cumming, GeorgiaName of licensee HOWARD ROWE & ASSOCIATES, INC. (BAL-6391 9-12-68 EFF: 9-18-68)  
X JOHN T. PITTARD, tr/as SAWNEE BROADCASTING COMPANYTransmitter location On U.S. Hwy. #19, 2 mi. south of Courthouse, Cumming, Georgia (BP 5-10-61)Main studio location On U.S. Hwy. #19, 2 mi. south of Courthouse, Cumming, Georgia (BP 5-10-61)



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BP-13,266	5-10-61	1410kc	1kw-DA	Day	7-10 1-10-62
	CP for a new standard broadcast station (Cond'1)				
BP-13266 (1)	6-23-61	Mod. of CP(BP-13,266) to assign Call Letters.			
BL-8839	2-8-62	<del>1410 1kw-DA- Day 2-8-62 -4-1-64</del> Lic. to cover C.P. (BP-13,266) which auth. a new standard broadcast station.			
BR-4051	3-17-64	Renewal of License			4-1 4-1-67
BR-4051	3-29-67	Renewal of license			4-1 4-1-70
TELEGRAM	10-17-67	PSA	500w		
BAL-6391	9-12-68	VOL. AL			
EFF: 9-18-68					
BR-4051(L)	4-1-70	RENEWAL & NDEA			4-1-73
BP-18,333	6-25-70	1170kc	1kw	Day	2-25-71
	CP to chg. from 1410kc 1kw DA-D to 1170kc 1kw Day (non-DA).				
BL-12,761(1)	10-26-70	Lic. (BP-18,333) for changes			4-1-73
W I R E:	8-13-70	PSA deleted.			
EBSA	6-12-72				
BR-4051(S)	3-30-73	- RENEWAL OF LICENSE -			4-1-76
TELE	10-23-74	PSA	11.4w		
BR-4051(L)	3-12-76	RENEWAL			4-1-79
BTC790214ER	3-6-79	INVOL.	TC	EFF:	
BR781201XT (S)	3-27-79	RENEWAL OF LICENSE			4-1-82
E B S A	9-11-80	CALL SIGN CHANGE			



## APPLICATION RECORD - BROADCASTING

Aug. 1955

Call

Letters NEW W S N E

Name JOHN T. PITTARD tr/as  
SAWNEE BROADCASTING COMPANY  
 (P.O. General Delivery, Cumming, Georgia)

File No.	Dated	Application for	Action	
			Nature	Date
BP-13,266 Rec'd Filed	6-22-59	Construction Permit for a new standard broadcast station to be operated: Frequency - 1410kc Power - 1kw-DA-D Hours of operation - Daytime Trans. location - On U. S. Hwy. #19, 2 mi. south of Courthouse, Cumming, Georgia Studio location - Same as transmitter (Requests waiver of Sec. 3.28(c) of the Rules)  Engr.- W. J. Holey, Atlanta, Ga.	GRANTED Cond'l re: Phase Mon., Field meas. equip., DA & Complete non-DA proof.  After Hearing Docket No. 13896 Order Issued.	5-10-61
	6-24-59			
	6-24-59			
DL-2839 R & F	10-2-61	License to cover C.P. (BP-13,266) which authorized a new standard broadcast station  Atty. Jansky	GRANTED	2-8-62
	10-4-61			
BR-4051 R & F	12-21-63	Renewal of License	GRANTED	3-17-64
	12-24-63			

Gates BC-1T



FORM BC-121  
Aug. 1955

#2

# APPLICATION RECORD - BROADCASTING

Call  
Letters W S N E

HOWARD ROWE & ASSOCIATES, INC. (9-12-68)

Name X JOHN T. PITTARD tr/as SANNIE BROADCASTING COMPANY  
Cumming, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BP-16,375 R. & F.	9-22-64 9-28-64	CP to change frequency from 1410kc to 1130kc, change from DA-D to non-DA, make changes in antenna system (increase height), and make changes in ground system. Engr: W. J. Holey  Per ltr. 3-11-65 legal representative MILLER AND SCHROEDER.	DENIED Order #1534 -D-#16301	1-17-68
BR-4051 R & F	12-30-66 1-3-67	Renewal of license	GRANTED	3-29-67
BAL-6391 R & F #433978 \$75	5-29-68 6-5-68 6-5-68	Vol. AL to Howard Rowe & Associates, Inc. Atty: Miller & Schroeder	GRANTED EEF:	9-12-68 9-18-68
JUN 26 1968 Pub. Notice F 6-25-68 By-Laws filed 7-3-68 Amended 8-19-68 re purchase & Sales Agreement				

AUG. 1955

#3

## APPLICATION RECORD - BROADCASTING

Call  
Letters W S N E

HOWARD ROWE &amp; ASSOCIATES, INC.

Name ☒ JOHN T. PITTARD tr/as SAWNEE BROADCASTING COMPANY  
CUMMING, GEORGIA

File No.	Dated	Application for	Action	
			Nature	Date
BP-18,333 R.&F. #445428 \$75 PN filed	7-19-68 7-19-68 7-19-68 8-8-68	CP to chg from 1410kc lkw DA-D Day <u>to</u> 1170kc lkw Day (non-DA).  Attys: Miller, Schroeder & Bankson Engr: W.J.Holey, Atlanta, Ga.	GRANTED	6-25-70
AMENDED R. & F. OCT 29 1968	10-7-68 10-10-68	AMENDED to reflect BAL-6391 gr 9-12-68 to HOWARD ROWE & ASSOCIATES, INC. (waiver of Sect. 1.569(b)(2)(i) of Rules gr. & application accepted by Comm.action 10-2-68)		
Amended 3-23-70 re community survey.				
Amended 6-2-70 re community survey.				



CONTACT: HOWARD M. ROWE  
PHONE: CODE 404; 873-4586  
ADDRESS: 735 SPRING ST., N.W.  
ATLANTA, GEORGIA



# APPLICATION RECORD - BROADCASTING

Call  
Letters WSNE

Name HOWARD ROWE & ASSOCIATES, INC.  
Cumming, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BR-4051 R & F #566505 \$75 PN PRESS	12-15-69 1-2-70 1-2-70 1-2-70	Renewal of license John P. Bankson, Jr., Atty.	GRANTED	4-1-70
BL-12,761 R & F #625770 \$50. PTA (1td) Amended PTA ext. PRESS OCT 20 1970	8-18-70 8-20-70 8-20-70 8-28-70 9-24-70 9-24-70	Lic.(BP-18,333) for changes.  Engr. data	GRANTED	10-26-70
BR-4051 R & F PN PRESS JAN 22 1973	12-19-72 12-29-72 12-29-72	Renewal of License  Atty: John P. Bankson, Jr. AMENDED 2-23-73 re: commercial matter Ltr. 11-16-73 John Bankson, Jr. (Hamel, Park etc) now atty. F.C.C. - Washington, D.C.	GRANTED	3-30-73

#5

Form BC-121  
September 1969

4-62

## APPLICATION RECORD - BROADCASTING

1170khz

Call W H N E  
Letters XW S W EName HOWARD ROWE & ASSOCIATES, INC.  
CUMMING, GEORGIA

File No.	Dated	Application for	Action	
			Nature	Date
BR-4051 R & F PNRedd. PRESS	11-28-75 12-1-75 FEB 6 1976	RENEWAL OF LICENSE John P. Bankson, Jr. Atty. (Hamel & McCabe) AMENDED 2-27-76 re: commercial matter	GRANTED	3-12-76
BR 781201 XT PRESS JAN 31 1979		RENEWAL OF LICENSE	GRANTED	3-27-79
BTC790214ER Form 316 W D G L) PRESS	2-6-79 (also see FEB 23 1979	Invol. TC of lic corp from Howard M. Rowe (deceased) to Evelyn P. Rowe (sole heir at law)  Atty - John P. Bankson, Jr. (Hamel, Park, etc) (over)	GRANTED EFF:	3-6-79 COND'L



BTC790214ER Note: No court order or Will - not nec. Ga.  
law

AMENDED 9-5-80 Re: Part II, Part III, Sec.II, Legal Qua-  
lifications Table I, & II, Community leaders Interviews

## 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.

