

WMAG



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

BROADCASTING STATION LICENSE RECORD

Date first licensed 10 - 13 - 55

Call letters WMAQ (Ltr. 12-22-54)
XWFSI

Station Location: Forest, Mississippi

SCOTT COUNTY BROADCASTING COMPANY, INC. (AL 5-3-56) EFF: 5-25-56)

X ROTH E. HOOK and WILLIAM E. FARRARR, d/b as

Name of licensee SCOTT COUNTY BROADCASTING COMPANY

Transmitter location North side of U.S. Highway 80, 2.9 miles east of center of Forest,
Mississippi (MP 12-22-54)
(Lic. 10-13-55)

39074

North side of U.S. Hwy. 80, 2.9 mi. E. of center of Forest, Miss. (BZ 3-27-64)
X First and Raleigh Streets, Forest, Mississippi (BRC-808) Lic. 10-13-55)

Main studio location North side of U.S. Highway 80, 2.9 miles east of center of Forest, Miss.
(MP 12-22-54)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From.. To..
Letter) BP-8857)	9-29-54	860	500w	Day	Subj. filing MP
For a new Standard Broadcast Station at Forest, Miss.					
BP-8857 BMP-6721	12-22-54	860kc	500w	Day	2-22-55 8-22-55
CP for new station and MP for approval of antenna, transmitter & studio location					
BMP-6930 (1)	8-12-55	Mod. of CP (BP-8857, as mod.) for extension of completion date to 10-22-55			
BRC-308 (2)	9-7-55	Mod. of cp 8857, as mod., to op. trans. by remote control from First & Raleigh Streets Forest, Mississippi			
BMP-6954 (3)	9-7-55	Mod. of CP (8857, as mod.) to change type transmitter			
BL-5861	10-13-55	860kc	500w	Day	10-13-55 6-1-58
Lic. to cover CP(8857, as mod.) for a new standard broadcast station.					
BAL-2275 EFF: 5-25-56	5-3-56	Vol. assignment of license to: Scott County Broadcasting Company, Inc.			
BTC-2710 EFF: 4-12-58	3-12-58	Voluntary acquisition of positive control of licensee corporation by R.E.Hook thru purchase of stock from W.E.Farrar.			
TELEGRAM	5-29-58	Action on renewal application deferred pending further consideration. Continued operation authorized.			
BR-3170	6-26-58	860	500w	Day	6-26 6-1-61
Lic. to cover CP(8857, as mod.) for a new standard broadcast station.					
BR-3170	6-21-61	Renewal of license			
BZ-5144 (1)	3-27-64	Authority to determine operating power by direct measurement of antenna power. (chg.trans.COLLINS 20V-3; chg. studio to trans. site; delete remote control)			
BR-3170	5-28-64	860kc	500w	Day	6-1 6-1-67
BZ-5456 (1)	4-14-65	Authority to determine operating power by direct measurement of antenna power			

Form BC 126

June 1954

BROADCASTING STATION LICENSE RECORD

CARD #2

Date first licensed

Call letters W.M.A.G.

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:
BZ-5791 (2)	12-2-65	Auth. to determine operating power by direct measurement of antenna power.			
BR-8170	7-5-67	860kc	500w	Day	7-5 6-1-70
BP-18,504	9-15-70	850kc	10kw DA-D	Day	9-15-71
		CP to chg. to 850kc 10kw DA-D (trans. CCA AM-10000D.			
BR-3170	9-11-70	Renewal of license			6-1-73
BP-18,504(1)	1-22-71	Memo correct spacing of towers.			
BMP-13,324	(2) 11-15-71	MP(BP-18,504) ext. time to			3-15-72
BMP-13,359	(3) 1-18-72	Mod. of CP(BP-18,504) to change antenna parameters.			
BMP-13,392	(4) 3-29-72	MP(BP-18,504) ext. time to			9-15-72
EBSA	6-12-72				
BMP-13,487	(5) 9-22-72	MP(BP-18,504) ext. time to			3-15-73
BMP-13,585	(6) 3-20-73	MP(BP-18,504) ext. time to			8-15-73
BMP-13,658	(7) 7-26-73	MP(BP-18,504) ext. time to			2-15-74
BL-13562(L)	3-8-74	RENEWAL & Modification			6-1-76
BR-3170	"	850khz 10kw DA-D			"
BL-13562(L)	3-8-74	Supersede correct TL, marking and add condition.			6-1-76
BR-3170					
Comlet	6-21-74	Ant. monitor Potomac Inst.			AM-19(204)
BL-13722(L)	8-19-74	Lic. to use former main trans. for aux. purposes only			6-1-76
BR-3170(S)	10-21-76	RENEWAL (MAIN & AUX.)			6-1-79
BS-3170(L)	2-22-77	ML to add condition re: Section 73.114(A)(8) of the rules			6-1-79
BS-3170(L)	4-5-78	readjustment of directional antenna system			6-1-79
BR790201ZV(S)	6-20-79	Renewal of License (Main & aux.)			6-1-82

Gates ~~BC-1F~~ ~~lkv~~
BC50064

APPLICATION RECORD - BROADCASTING

Call **W M A C**
Letters **x W F S T**Name **BOTH E. HOOK AND WILLIAM E. FARRAR, d/b as SCOTT**
COUNTY BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-6721 Rec'd Filed	12-1-54	Modification of construction permit (BP-8857 which auth. a new standard broadcast station) for approval of antenna, transmitter and studio location as N. side US Hwy. 80, 2.9 miles E. of center of Forest, Mississippi. John F. Clagget, Atty. Robert M. Silliman & Associates, Engrs.	GRANTED	12-22-54
	12-8-54			
	12-8-54			
BMP-6930 Rec'd Filed	8-4-55	Modification of construction permit (BP-8857 as mod., which auth. a new standard broadcast station) for extension of completion date from 8-23-55 to 10-23-55. John F. Claggett, Atty.	GRANTED	8-12-55
	8-9-55			
	8-9-55			

APPLICATION RECORD - BROADCASTING

Call

Letters W M A G

Name BOTH E. HOOK AND WILLIAM E. FARRAR, d/b as SCOTT COUNTY BROADCASTING COMPANY
Forest, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BRC-808 Rec'd Filed	9-3-55 9-6-55 9-6-55	Mod. of construction permit, (as mod) to operate transmitter by remote control from First and Raleigh Streets, Forest, Mississippi.	GRANTED	9-7-55
BMP-6954 Rec'd Filed	9-3-55 9-6-55 9-6-55	Modification of construction permit (BP-8857, as mod., which auth. a new standard broadcast station) to change type transmitter (GATES BC-1F).	GRANTED	9-7-55
BL-5861 Rec'd Resub. Rec'd Filed	8-24-55 8-26-55 9-26-55 10-3-55 10-3-55	License to cover construction permit (BP-8857, as mod.) which authorized a new standard broadcast station.	Ret. 9-15-55 re name of licensee. GRANTED	10-13-55

Name ROTH E. HOOK AND WILLIAM E. FARRAR, d/b as
SCOTT COUNTY BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BAL-2275 Rec'd Filed	3-2-56 3-23-56 3-23-56	Voluntary assignment of license from Roth E. Hook and William E. Farrar, d/b as Scott County Broadcasting Company to Scott County Broadcasting Company, Inc. John F. Clagett, Atty.	GRANTED EFF:	5-3-56 5-25-56
BTC-2710 Rec'd Filed	1-9-58 1-23-58 1-23-58	Voluntary acquisition of positive control of licensee corporation by R. E. Hook thru purchase of stock from W. E. Farrar. David S. Stevens, Atty.	GRANTED EFF:	3-12-58 4-12-58
BR-3170 Rec'd. Filed	5-14-58 5-23-58 5-23-58	Renewal of license. Edward R. McKenna, Atty.	GRANTED	6-26-58

AUG. 1955

#5

APPLICATION RECORD - BROADCASTING

Call
Letters WMAG

Name SCOTT COUNTY BROADCASTING COMPANY, INC.

FOREST, MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BR-3170 Rec'd&Filed	3-14-61 3-20-61	Renewal of License	GRANTED	6-21-61
BR-3170 R.&F.	2-24-64 3-5-64	Renewal of license Atty: McKenna & Wilkinson (David S. Stevens)	GRANTED	5-28-64
BZ-5144 R&F	12-16-63 12-18-63	Authority to determine operating power by direct measurement of antenna power and specify transmitter as Collins 20-V-3 & specify studio at trans. site(delete remote control operation) Atty: McKenna & Wilkinson	GRANTED	3-27-64
BZ-5456 R. & F.	11-30-64 12-3-64	Authority to determine operating power by direct measurement of antenna power. Atty- McKenna & Wilkinson	GRANTED	4-14-65

FORM BC-121 #6
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters W M A G

Name SCOTT COUNTY BROADCASTING COMPANY, INC.
Forest, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BZ-5791 R & F	10/2/65 10/6/65	Authority to determine operating power by direct measurement of antenna power. Atty: McKenna & Wilkinson	GRANTED	12-2-65
BR-3170 R & F	2-9-67 3-3-67	Renewal of License Atty: David S. Stevens	GRANTED	7-5-67
BP-18,504 Rec'd & F. #495013 \$75 NP rec'd	2-27-69 2-27-69 2-27-69 3-28-69	CP to chg. from 860kc, 500w, Day to 850kc, 10kw, DA-D Day (trans.-CCA AM-10,000D) Attys: McKenna & Wilkinson (David S. Stevens) Engr-Silliman, Moffet & Kowalski (Marianna Cobb)	GRANTED	9-15-70
Preliminary examination with BP-18,188. APR 23 1969		indicates this proposal is mutually exclusive		

CONTACT: Hugh Hughes
618 Wilson Street
Forest, Mississippi

TELEPHONE: 601 - 469-3701

APPLICATION RECORD - BROADCASTING

Call
Letters W.M.A.G.

Name SCOTT COUNTY BROADCASTING COMPANY, INC.
Forest, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BR-3170 R & F #581392 \$75. P.N.	3-2-70 3-3-70 3-3-70	Renewal of License AMENDED 4-27-70 re: commercial policy Atty.: James R. Cooke	GRANTED	9-11-70
BMP-13,324 R & F Acc. 067 Press \$50.00 paid	9-9-71 9-10-71 NOV 12 1971 9-10-71	MP (BP-18,504, as mod.) for extension of completion date to 3-15-72.(Changes) Atty: John L. Tierney	GRANTED to	11-15-71 3-15-72
BMP-13,359 Rec'd Filed \$50-026495 AC-060 PRESS: JAN 13 1972	12-13-71 12-16-71 12-16-71 12-16-71	Modification of CP(Bp-18,504 as mod.) to change antenna parameters. Atty. John L. Tierney	GRANTED	1-18-72

APPLICATION RECORD - BROADCASTING

Call
Letters W M A G

#8

Name SCOTT COUNTY BROADCASTING COMPANY, INC.
Forest, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BMP-13,392 R & F \$50-048668 AC-067 MAR 24 1972	3-8-72 3-8-72 3-8-72	MP(BP-18,504, as mod.) for extension of completion date to 9-15-72 (changes) Atty: John L. Tierney	GRANTED to	3-29-72 9-15-72
BMP-13,487 R & F \$50-105274 AC-067 SEP 12 1972	8-30-72 8-31-72 8-31-72	MP(BP-18,504, as mod.) for extension of completion date to 3-15-72 (changes) Atty: John L. Tierney	GRANTED to	9-22-72 3-15-72
BMP-13,585 R&F \$50-159137 AC-067 PRESS: MAR 14 1973	3-2-73 3-5-73 3-5-73	Mod. of CP(BP-18,504 as mod.) for extension of completion date to 9-15-73. (Changes) Atty. John L. Tierney	GRANTED to	3-20-73 8-15-73

#9

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

860 kc

Call
Letters W M A GName SCOTT COUNTY BROADCASTING COMPANY, INC.
FOREST, MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BR-3170 R & F PN R _e cd. PRESS APR 19 1973	3-2-73 3-5-73 "	RENEWAL OF LICENSE John L. Tierney, Atty. AMENDED 4-25-73 re: programming; ascert. of comm. needs AMENDED 6-4-73 re: programming	GRANTED	3-8-74
BMP-13,658 R & F \$50-214497 AC-067	7-9-73 7-16-73 7-16-73	MP(BP-18,504, as mod.) for extension of completion date to 2-15-73 (changes) Atty: John L. Tierney	GRANTED to	7-26-73 2-15-74
BL-13562 Rec'd Amend & Filed \$50#246133 PTA PRESS 1 MAR 1974	10-18-73 10-26-73 1-14-74 - engr. statements 10-29-73 11-12-73	Lic. to cover BP-18504 for changes Atty. John L. Tierney	GRANTED (Issued with BR-3170)	3-8-74
Request R & F PRESS: MAR 22 1974	3-5-74 3-11-74 22 1974	Request for Section 73.1201(b)(2) of the rules to identify as: FOREST-MORTON, MISSISSIPPI.	GRANTED	4-11-74

APPLICATION RECORD - BROADCASTING

Call 850khz
Letters W.M.A.G.....

#10

Name SCOTT COUNTY BROADCASTING COMPANY, INC.....
Forest, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BL-13722 R & F \$50#309685 PTA PRESS 6 AUG 1974	5-16-74 5-28-74 5-30-74 6-20-74	Lic. to use former Main transmitter for Auxiliary Purposes Only, Collins 20V-3 Atty. John L. Tierney (McKenna, Wilkinson, etc.)	GRANTED	8-19-74
BR-3170 R & F PN Recd. PRESS MAR 26 1976	1-31-76 2-2-76 " MAR 26 1976	RENEWAL OF LICENSE (MAIN & AUX. TRANS.) James R. Cooke, Atty. (See WRBC for petitions) (See WRBC for petition filed 6-11-76)	GRANTED	10-21-76
MEMORANDUM OPINION & ORDER, adopted 10-21-76, Informal objection filed by the Mississippi State Branch of the NAACP, DENIED. AMENDED 9-14-76 re: EEO				
BR790201ZV PRESS MAR 30 1979		Renewal of License (Main & Auxiliary) R. Michael Senkowski, Atty.	GRANTED	6-20-79

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 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.

