

WNLA



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

BROADCASTING STATION LICENSE RECORD

W N L A (Ltr. 10-18-63)

X W D L T (Eff: 5-1-59)

Date first licensed 5-22-53

Call letters X W N L A

SEE PAGE 2 x RADIO CLEVELAND, INC. (AL-2-3-59; EFF: 3-3-59) Station Location: Indianola, Mississippi

x CENTRAL DELTA BROADCASTING COMPANY, INC. (AL 12-6-54 EFF: 12-23-54)

x W. L. KENT AND JOHN M. McLENDON d/b as CENTRAL DELTA BROADCASTING COMPANY

(AL 8-4-53 EFF: 8-11-53)

x W. L. KENT, EDWARD M. GUSS, AND JOHN M. McLENDON d/b as CENTRAL DELTA

Name of licensee BROADCASTING COMPANY

Transmitter location On North side of U.S. Highway 82, 3/4 mile East of Indianola City limits, Indianola, Mississippi (MP 3-25-53) (Lic. 5-22-53)

On North side of U.S. Highway 82, 3/4 mi. east of Indianola, Mississippi/ (BS 8-10-61)

Main studio location x 134 S. Baker Street, Indianola, Mississippi (MP 3-25-53) (Lic. 5-22-53)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-8458 Ltr.	1-14-53 1-26-53	1380 CP For new station granted subject to filing MP for approval antenna & T. site	500w	Day	
BP-8458 BMP-6113	3-25-53	1380kc CP for new station and MP for approval antenna, transmitter and studio location and change type transmitter (BLANKETING CLAUSE)	500w	Day	5-25-53 11-25-53
BL-4996	5-22-53	1380kc Vic. cover CP(8458, as mod) for new station(C. CLAUS	500w	Day	5-22-53 6-1-55
BAL-1582 EFF:	8-4-53 8-11-53	Vol. assignment of license to W. L. KENT AND JOHN M. McLENDON d/b as CENTRAL DELTA BROADCASTING COMPANY			
BRC-183 (1)	9-30-53	Mod. of lic. to operate trans. by R.C. from 184 Baker St., Indianola, Mississippi			
BP-9315 C.P. install new	6-18-54	1380 T and convert obstruction marking specs.	500w	Day	8-18 2-18-55
BAL-1899 EFF:	12-6-54 12-23-54	Vol. assignment of license to Central Delta Broadcasting Company, Inc.			
BR-2816	5-11-55	1380kc	500w	Day	6-1 6-1-58
BMP-6582 * *	9-19-56	1380 Issued as CP, for increase in power and change type transmitter. (Condition)	1kw	Day	11-19 5-19-57
BTC-2714 NOT CONSUMED Letter 4-	2-26-58 2-22-58	Voluntary transfer of control of licensee corporation from W.L. Kent and John H. McLendon to Ira T. Crosby			
BR-2816	5-28-58	Renewal of license	Day	6-1	6-1-61
BTC-2871 Eff McLendon to W. R.	9-3-58 10-1-58	Voluntary transfer of control of licensee corporation from W.L. Kent and John M. Landman and Gertrude Landman.			
BAL-3298 EFF:	2-3-59 3-3-59	Voluntary assignment of license to Radio Cleveland, Inc.			
	6-1-61	Comm. deferred action on renewal pending further consideration.			
BS-2816 (1)	8-10-61	Mod. license to change main studio loc. and delete remote control operation xmtr.			
** BMP-6582 Forfeited per Section 1.313 - Letter 3-18-58.					
* CP CANCELLED 7-27-54 Request of applicant.					

Form BC 126 #2
June 1954
2816

BROADCASTING STATION LICENSE RECORD

Date first licensed 5-22-63

WNLA
X WDLT

Station location

Name of licensee FRITTS BROADCASTING, INC(EFF10-1-63
BAL-4829 9-24-63)

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BR-2816	5-11-62	1380kc	500w	Day	5-11 6-1-64
BAL-4829 FFF:	9-24-63 10-1-63	Voluntary assignment of license to Fritts Broadcasting, Inc.			
BZ-5192	4-23-64	1380kc	500w	Day	4-23 6-1-64
		Auth. to determine operating power by direct measurement of antenna power.			
BR-2816	5-7-64	Renewal of License			6-1 6-1-67
BR-2816	5-22-67	Renewal of License			6-1 6-1-70
TELEGRAM	10-17-67	PSA	500w		
BZ-7386 (1)	2-5-70	Direct Measurement			
BR-2816(L)	5-27-70	Renewal			6-1-73
EBSA	6-12-72				
BTC-6930	8-31-72	Vol. TC			
BR-2816	5-31-73	RENEWAL OF LICENSE			6-1-76
BR-2816(L)	5-12-76	RENEWAL			6-1-79
BR790201WM (s)	5-18-79	RENEWAL			6-1-82

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

W. L. KENT, EDWARD M. GUSS AND JOHN M. McLENDON

Call

X D L T (5-1-5)

X W N L A

Letters

X New

Name d/b as CENTRAL DELTA BROADCASTING COMPANY

PO c/o W. L. Kent Box 523 Greenville, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BP-8458	3-21-52	Construction permit for a new standard broad-	RETURNED	
Rec'd	3-24-52	cast station to be operated on:	Engr. data dated after	
Resub.	4-7-52	Frequency: 900kc 1380kc	Section-I.	
Rec'd	4-9-52	Power: 250w 500w	GRANTED	1-14-53
Filed	4-9-52	Hours of Operation: Daytime	sub. filing MP for	
		Trans. Location: To be determined	approval antenna & T site	
		Indianola, Mississippi		
		Studio Location: To be determined	Ltr. 1-26-53	
		Indianola, Mississippi	Issued with BMP-6113	
		Welton H. Jetton, Engr.		
AMENDED	9-20-52	AMENDED to change frequency from 900kc to		
Rec'd	9-22-52	1380kc; change power from 250w to 500w; and		
Filed	9-22-52	change type of transmitter (GATES BC-500D).		

~~-Gates-BC-250-CY-~~

GATES BC-500D

FORM A-170

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Name **W.L. KENT, EDWARD M. GUSS AND JOHN M. McLENDON**
d/b as CENTRAL DELTA BROADCASTING COMPANY

Call
Letters

W D L T
X W N L A
X Unassigned

File No.	Dated	Application for	Action	
			Nature	Date
BMP-6113	1-17-53	Modification of construction permit (EP-8458 which auth. a new standard broadcast station) for approval of antenna, transmitter and studio Location as North side of U.S. Hwy. 82 Three-Quarters mile E. of Indianola, Mississippi.	GRANTED Blanketing clause.	3-25-53
Rec'd	1-21-53			
Filed	1-21-53			
Amend	2-2-53	Welton H. Jetton, Engr. AMENDED to change type Transmitter to: Collins (20-V) and Specify Studio Location as: 134 S. Baker Street, Indianola, Miss.		
Rec'd	2-4-53			
Filed	2-4-53			
BL-4996	4-21-53	License to cover construction permit (EP-8458 as mod., which auth. a new standard broadcast station)	GRANTED Blanketing clause.	5-22-53
Rec'd	4-22-53			
Filed	4-22-53			

#3

FORM A-170

FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call
Letters

WHLA

Name W. L. KENT, EDWARD M. GUSS AND JOHN M. McLendon d/b as
CENTRAL DELTA BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BAL-1582	4-30-53	Voluntary assignment of license to W. L. Kent and John M. McLendon d/b as Central Delta Broadcasting Company.	RETURNED	MAY 27 1953
Rec'd	5-20-53		name of assignee & assigner incorrect	
Resub.	6-10-53			
Rec'd	7-10-53		GRANTED	8-4-53
Filed	7-10-53		EFF:	8-11-53
BRC-183	9-19-53	Modification of license to operate transmitter by Remote Control from 134 Baker Street, Indianola, Mississippi.	GRANTED	9-30-53
Rec'd	9-21-53			
Filed	9-21-53			
BP-9315	5-31-54	Construction permit for installation of new transmitter (Collins 202-A). (Composite).	GRANTED	6-18-54
Rec'd	6-2-54		CP CANCELLED	7-27-54
Filed	6-2-54		Request of applicant.	
BMP-6582	7-6-43	Modification of construction permit (BP-9315 which auth. installation of new transmitter) for increase in power from 500w daytime to 1kw; prog. tests will not be and change type of transmitter (Collins 20V).	Docket No. 11188	
Rec'd	7-8-54		GRANTED	9-19-56
Filed	7-8-54		Subj. to condition that auth. until WTUP, Tupelo, Miss. has begun prog. tests on another freq. and a license will not be issued until WTUP is licensed on another frequency.	
AMEND SEE AMENDMENT ON CARD #4			CP Forfeited Section 1.313 - Letter 3-18-58.	

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

CENTRAL DELTA BROADCASTING COMPANY, INC.

Name **x** W. L. KENT AND JOHN M. McLENDON D/B as CENTRAL DELTA BROADCASTING COMPANY

Call

W N L A

Letters

File No.	Dated	Application for	Action	
			Nature	Date
BAL-1899 Rec'd Filed	11-12-54 11-15-54 11-15-54	Voluntary assignment of license to: CENTRAL DELTA BROADCASTING COMPANY, INC.	GRANTED EFF:	12-6-54 12-23-54
BR-2816 Rec'd Filed	2-1-55 3-3-55 3-3-55	Renewal of license	GRANTED	5-11-55
BP-6582 (CONTINUED FROM CARD #3) AMENDED REC'D FILED	4-18-55 5-2-55 5-24-55	AMENDED to change name of applicant to Central Delta Broadcasting Company, Inc., and to make application contingent on grant of BP-9746 WTUP, Tupelo, Mississippi.	See Card #3 for action	
BTC-2714 Rec'd Filed	1-29-58 2-3-58 2-3-58	Voluntary transfer of control of licensee corporation from W. L. Kent and John M. McLendon to Ira T. Crosby.	GRANTED EFF: NOT CONSUMED Letter 4-22-58	2-26-58

D. F. Prince, Atty.

F.C.C. - WASHINGTON, D. C.

APPLICATION RECORD - BROADCASTING

AUG. 1955

#5

Call W D L T
Letters K W N L AName *CENTRAL DELTA BROADCASTING COMPANY, INC.
Indianola, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BR-2816 Rec'd Filed	2-18-58 2-20-58 2-20-58	Renewal of license.	GRANTED	5-28-58
BTC-2871 Rec'd. Filed	7-21-58 8-8-58 8-8-58	Voluntary transfer of control of licensee corporation from W.L. Kent and John M. McLendon to W.R. Landman and Gertrude Landman D.F. Prince, Atty.	GRANTED EFF:	9-3-58 10-1-58
BAL-3298 Rec'd. Filed	12-31-58 1-8-59 1-8-59	Voluntary assignment of license to Radio Cleveland, Inc. Lenore H. Ehrig, Atty.	GRANTED EFF:	2-3-59 3-3-59)
BR-2816 Rec'd Resub. Rec'd Filed	3-3-61 3-8-61 5-11-61 5-15-61 5-15-61	Renewal of License	RETURNED Notarized by interested party, Engr., Prog., & 323 GRANTED	ADD 1-8-1961 5-11-62

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call W N L A
Letters X. W. D. L. T.

FITTS BROADCASTING, INC.
 Name **RADIO CLEVELAND, INC.**
Indianola, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BAL-4829 R & F	5-29-63 6-7-63	Voluntary assignment of license to FRITTS BROADCASTING, INC. Atty. - Daly & <u>Ehrig</u>	GRANTED EFF	9-24-63 10-1-63
BZ- 5192 Rec'D RESUB R. & F.	1-6-64 2-5-64 2-7-64	Authority to determine operating power by direct measurement of antenna power. Atty- Harry J. Daly	RETURNED No Section 1-	1-24-64
BR-2816 Rec'd Filed	2-11-64 2-19-64 2-19-64	Renewal of license - 1-1-64 Atty. Harry Daly	GRANTED GRANTED	4-23-64 5-7-64
BR-2816 R & F	2-15-67 2-17-67	Renewal of license Atty- Daly & Joyce	GRANTED	5-22-67
BZ-7386 R & F DM	8-15-69 8-19-69 8-29-69	Direct Meas. Atty: Geo. R. Borsari, Jr.(Daly & Joyce)	GRANTED	2-5-70

FEB 3

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call
Letters W N L A

FRITTS BROADCASTING, INC.

Name
Indianola, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BR-2816 R & F #581847 \$75. PN PRESS	2-18-70 3-3-70 3-3-70 3-3-70 APR 1 1970	Renewal of license Atty: Geo. R. Borsari, Jr. (Daly & Joyce)	GRANTED	5-27-70
BTC-6930 R & F FEE PD: \$250 #094751 CODE 053 (Form 316) ALSO SEE FM	7-20-72 7-26-72 #094751 AUG 9 1972	Voluntary transfer of control of lic corp from Ruth C. Fritts to Edward O. Fritts, Individually and as Custodian for Kimberly Dale Fritts and Timothy Owens Fritts (minors) Atty - Daly, Joyce & Borsari	GRANTED EFF: 9-6-72 NO GRANT FEE REQUIRED	8-31-72
BR-2816 R & F PN r ^{Ed} . PRESS MAR 14 1973	2-23-73 3-2-73 "	RENEWAL OF LICENSE George R. Borsari, Jr. Atty.	GRANTED	5-31-73

Form BC-121
September 1969

6-53

APPLICATION RECORD - BROADCASTING

1380 kc

Call
Letters W N L AName FRITTS BROADCASTING, INC.
INDIANOLA, MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BR-2816 R & F PN Recd. PRESS	1-30-76 2-2-76 " APR 7 1976	RENEWAL OF LICENSE Geo.R.Borsari, Jr., Atty.	GRANTED	5-12-76
BR790201WM PRESS: Amended	MAR 14 1979 2-7-79	RENEWAL OF LICENSE Exibits 13, 14 & 15 Atty: Richard F. Kennedy	GRANTED	5-18-79

44-1-3(5-1-59) W N L A

WNLA RECORD OF DENIAL OF INFORMAL APPLICATIONS

11-5-56 Wire Requesting authority to operate Tues. night
11-6-56 for election returns

7-30-59 Wire Requesting authority operate night of Aug. 4
for local and state election results.

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.

