

WSWG

Form BC 126
June 1954

Official No. 4354

BROADCASTING STATION LICENSE RECORD

Date first licensed 6-5-64 Call letters WSWG(7-6-71)
XWLEF

REINSTATED 1-8-82

Station location Greenwood, Miss.

~~DELETED - 12-14-81 -~~

LEFLORE BROADCASTING COMPANY, INC. (AL 7-3-69, Eff: 8-14-69)

X KATHLEEN E. STUTTS (AP & AL 12-16-66 Eff: 12-31-66)

Name of licensee X WILLIAM E. HARDY

(BP 10-16-73)

Transmitter location 1.5 miles East of city limits on Browning Road, Greenwood, Mississippi
X NW corner of Highland Ave. and Ione Street, Greenwood, Mississippi

ZIP 38930 Browning Rd., 1 1/10 mi. E. of city limits of Greenwood, Miss. (BRC 2-25-63)
X Wright Bldg., Suite 30, 301 1/2 W. Market Street, Greenwood, Miss. (BRC 2-25-63)
Main studio location X Same as transmitter.

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BP-15,000	1-29-63	1540kc	500w	Day	3-29 9-29-63
	CP for a new standard broadcast station.				
BP-15,000 (1)	2-19-63	Mod. of	CP(BP-15,000)	to assign Call	Letters.
BRC-2204 (2)	2-25-63	Mod. of	CP(BP-15,000)	to change studio	loc. to Wright Bldg., Suite 30, 301 1/2 W. Market Street, Greenwood, Miss. and operate transmitter by remote control from studio location.
BL-10,263	6-5-64	1540kc	500w	Day	6-5 6-1-67
	Lic to cover CP (BP-15,000 as mod) which auth a new standard broadcast station.				
BP-16315	4-10-65	1540kc	1kw	Day	6-19 12-19-65
	CP to increase power to 1kw, install new transmitter (Gates BC-1T) and make change in antenna system (inc. hgt.).				
BP-17,047	2-9-66	1540kc	1kw	Day	4-9 10-9-66
	CP to replace expired permit BP-16,315 (which auth incr. power to 1kw install new trans (Gates BC-1T) and make chgs in ant. system (increase height)				
BMP-11,909 (1)	10-24-66	Modification of	CP (BP-16,315)	which	auth. increase power; install new trans and make changes in antenna) for ext. of completion date to 1-10-67.
BAP-733 BAL-5898	12-16-66	Voluntary assignment of license and CP to KATHLEEN E. STUTTS.			
BMP-11,969 (2)	2-3-67	Mod. of	CP(BP-17,047 as reinstated	for extension of completion date	to 3-9-67
BMP-12,011 (3)	3-30-67	Mod. of	CP(BP-17,047 as reinstated)	for ext. of completion date to	5-15-67
BP-17772	7-12-67	1540kc	1kw	Day	9-12 3-12-68
	CP to replace expired (CP(BP-17,047).				
BR-4354	9-29-67	1540kc	500w	Day	9-29 6-1-70
	Renewal of NDEA				

Form BC 126
June 1954

#2

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W L E F

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
BL-11,766	11-30-67	1540kc	1kw	Day	11-30 6-1-70
Lic. to cover CP (BP-17,047 as reinstated & mod.)					
BAL-6619	7-3-69	Vol. AL			
BML-2298(L)	9-24-69	ML to	chg. main studio	loc.	6-1-70
BR-4354(S)	7-14-70	RENEWAL & NDEA			6-1-73
BS-4354 (1)	7-6-71	Mod. of lic.	to change call	letters to:	W S W G
EBSA	5-25-72				
BP-19,504	10-16-73	1540khz, 1kw	Daytime	CP to change transmitter-antenna site	10-16-74
Ltr.	7-10-75	Trans:	Gates BC-1H1		
DECISION Adopted 7-13-77 Rel. 7-29-77 Renewal Denied					

FORM BC-121
AUG 1955

APPLICATION RECORD - BROADCASTING

Call
Letters NEW - W L E F

Name WILLIAM E. HARDY
GREENWOOD, MISSISSIPPI (P.O.-415 Howard Street, Greenwood, Mississippi)

File No.	Dated	Application for	Action	
			Nature	Date
BP-15,000 Rec'd Filed	7-17-61 7-19-61 7-19-61	Construction permit for a new standard broadcast station to be operated on: Frequency-1540kc Power-500w Hours of operation-Daytime Trans. location-NW corner of Highland Ave. & Ione St., Greenwood, Miss. Studio location-same as transmitter. Engr: W. J. Holey, Atlanta, Georgia	GRANTED	1-29-63
			GRANTED	6-5-64

QATES BC-500T

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters W L E FName WILLIAM E. HARDY
GREENWOOD, MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BRC-2204 Rec'd Filed	2-4-63 2-6-63 2-6-63	Mod. of CP(BP-15,000) to change studio location to Wright Building, Suite 30, 301½ W. Market Street, Greenwood, Mississippi and operate transmitter by remote control from studio location.	GRANTED	2-25-63
BL-10,263 R. & F.	8-7-63 8-12-63	Lic to cover CP(BP-15,000 as mod) which auth a new standard broadcast station.	GRANTED	6-5-64
BP-16315 Rec'd Filed	8-7-64 8-10-64 8-10-64	CP to increase power from 500w to 1kw, install new transmitter (Gates BC-1T) and make change in antenna system (inc. hgt.) Eng. W. J. Holey, Atlanta, Ga.	GRANTED	4-19-65

FORM BC-12
AUG. 1955

#3

APPLICATION RECORD - BROADCASTING

Call Letters WLEF

Name William E. Hardy
Greenwood, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BP-17,047 R. & F.	12-27-65 12-29-65	CP to replace expired permit BP-16,315 (which auth. incr. power to 1kw, install new trans. (Gates BC-1T) and make changes in antenna system (increase height).	GRANTED	2-9-66
BMP-11,909 R & F	10-6-66 10-10-66	Modification of CP(BP-16,315 which authorized increase power; install new trans., and make changes in antenna system)for extension of completion date from 10-9-66 to 1-10-67.	GRANTED	10-24-66
BAL-5898 R & F	10-6-66 10-10-66	Voluntary assignment of license to KATHLEEN E. STUTTS	GRANTED	12-16-66
BAP-733 AMENDED TO	10-21-66 INCLUDE CP	Voluntary assignment of CP (BP-16,315 as mod) to KATHLEEN E. STUTTS	EFF	12-31-66

FORM BC-121
Aug. 1955

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APPLICATION RECORD - BROADCASTING

Call
Letters W L F F

Name KATHLEEN E. STUTTS
GREENWOOD, MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BMP-11,969 R & F	1-5-67 1-9-67	Mod. of CP(BP-17,047 as reinstated & mod., which auth. inc. power; install new trans. & make changes in ant-svs) for extension of completion date from 1-10-67 to 3-9-67.	GRANTED to	2-3-67 3-9-67
BMP-12,011 Received Filed	3-4-67 3-6-67 3-13-67	Mod. of CP(BP-17047 as reinstated & mod., which auth. inc. power; install new trans & make chgs in ant-sys for extension of completion date from 3-9-67 to 4-15-67	GRANTED to	3-30-67 5-15-67
BR-4354 R.&F.	2-27-67 3-1-67	RENEWAL OF LICENSE	GRANTED	9-29-67
BP-17,772 R.&F.	6-23-67 6-26-67	CP to replace expired CP(BP-17,047 as reinstated & mod.,) which auth. inc. power; install new tran. & make changes in antenna system.	GRANTED	7-12-67

FORM BC-121 #5
AUG. 1955

APPLICATION RECORD - BROADCASTING

1540kc

Call Letters W L E F

LEFLORE BROADCASTING COMPANY, INC.

Name X KATHLEEN E. STUTTS
Greenwood, Mississippi 38930

File No.	Dated	Application for	Action	
			Nature	Date
EL-11,766 R & F PTA-7/13/67 OCT 17 1967	5/31/67 6/8/67	Lic. to cover CP (BP-17,047 as reinstated & med.) which authorized increase power; install new trans. & chng. ant-system. (R & F) Engr: L. J. N. duFreil, New Orleans, La.	GRANTED	11-30-67
EAL-6619 R & F FEE PD: \$150 REFUND \$75 APR 1 1969	1-8-69 3-19-69 -#499970 overpayment (3-28-69)	Vol. assignment of license to LEFLORE BROADCASTING COMPANY, INC.	GRANTED Eff: 8-14-69	7-3-69
		Cert of By-Laws filed 5-14-69 (reply to ltr 5-14-69) AMENDED 5-19-69 re programming (reply to ltr 4-29-69) Doctor's ltr filed 6-16-69 (reply to ltr 6-4-69)		
FMI-2298 R & F \$30 #539245	8-26-69 9-2-69 9-2-69	Change main studio location to Browning Rd. 1 1/10 miles east of city limits of Greenwood, Miss. (WFWG(FM) trans. site, common owner.)	GRANTED	9-24-69

#6

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call W S W G
Letters ~~X~~W.L.E.F.Name LEFLORE BROADCASTING COMPANY, INC.
Greenwood, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BR-4354	3-2-70	Renewal of License	GRANTED	7-14-70
R & F	3-6-70			
#583265 \$75.	3-6-70			
Amended	4-1-70	re: Signature page		
	APR 13 1970			
		PETITION FOR ISSUANCE OF CEASE AND DESIST ORDERS OR REVOCATION ORDER; COMMISSION RULING; INVESTIGATION OF RACIALLY DISCRIMINATORY EMPLOYMENT PRACTICES; AND DISCLOSURE OF GREENWOOD RADIO STATIONS FINANCIAL REPORTS filed 4-8-71 by The Greenwood Movement		
		10-20-71. Reply to Licensee's Response to Petitioners' Reply filed by Robert Stein & Al Kramer		
		MEMO O&O adopted 7-19-72 WSWG must file renewal by 11-1-72 with composite week specified in Order		
		REPLY TO OPPOSITION TO MOTION FOR CLARIFICATION OR RECONSIDERATION filed 9-27-72 by Greenwood, Mississippi Movement		

#7

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

1540 kc

6-1-73

Call
Letters W S W GName LEFLORE BROADCASTING COMPANY, INC.
GREENWOOD, MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BR-4354	10-30-72	RENEWAL OF LICENSE	Designated	for Hearing
R & F	11-7-72	Forbes W. Blair, Atty.	APR 17	1974 # 20025
PN Recd.	"		Min.	
PRESS		1-10-73, PETITION TO DENY AND TO INTERVENE FILED	DENIED	7-13-77
NOV 1 1972		by James Moore and Greenwood Communications Committee and Martha C00ley and Jake McGhee.		
		AMENDED 1-12-73 re: financial & engineering data		
		MOTION FOR EXTENSION OF TIME filed 1-22-73 by Forbes W. Blair, Counsel for Leflore B/C Co.		
		LETTER OF CLARIFICATION RE LATE DELIVERY OF PETITION TO LEFLORE filed 1-29-73 by Petitioners		
		MOTION FOR EXTENSION OF TIME filed 1-20-73 by Leflore Broadcasting Co., Inc.		
		MOTION FOR EXTENSION OF TIME filed 2-20-73 by Forbes W. Blair on behalf of Leflore Broadcasti		
		Co., Inc.		
		OPPOSITION TO PETITION TO DENY AND TO INTERVENE filed 3-14-73 by Forbes W. Blair, Counsel		
		on behalf of Leflore Broadcasting Company, Inc.		
		MOTION FOR EXTENSION OF TIME TO FILE REPLY TO OPPOSITION filed 3-22-73 by Robert Jay Stein		
		Counsel for James Moore & the Greenwood Communications Committee		
		MOTION FOR EXTENSION OF TIME filed 4-9-73 by James Moore et al & Greenwood Co... Committee		

BR-4354 PETITION TO DENY AND TO INTERVENE filed 5-1-73
by James Moore, Individually and Greenwood Communications
Committee

~~AMENDED~~ 4-10-74 re: business interests

Form BC-121
September 1969

Card #8

APPLICATION RECORD - BROADCASTING

1540khz

Call
Letters W S W G

Name LEFLORE BROADCASTING COMPANY, INC.
GREENWOOD, MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BP- 19,504 Rec'd Filed \$50-228635 AC-056 PRESS: SET 27 1973	8-30-73 8-31-73 8-31-73 8-31-73	Construction permit to change the antenna-transmitter site to 1.5 mi. East of City limits on Browning Road, Greenwood, Mississippi. 33° 31' 12" 90° 08' 27.5" Atty. Forbes W. Blair	GRANTED	10-16-73
<hr/>				
BAPL-hh R & F FEE PD: \$1000 #281169 CODE 047 (ALSO SEE FM) MAR 13 1974 Pub. notice filed 3-22-74	2-11-74 2-19-74	Voluntary assignment of license and CP (BP-19504) change site) to COTTON CENTER BROADCASTING COMPANY, INC. Atty - Bilger & Blair LTR from atty filed 2-27-74 - include CP	DISMISSED 2-21-75 Req of assignee (by atty	

RE: BAPL-444 - ~~Atty. was called~~ ⁴⁻¹⁻⁷⁴ 2-25-74 - cert of by laws
necessary

AMENDED 4-1-74 - cert of by laws; bank ltr re loan

AMENDED 11-21-74 to reflect closing of complaint re EEOP

(NOTED: - LTR not attached as stated)

APPLICATION RECORD - BROADCASTING

1540khz

Call
Letters W S W G

Name LEFLORE BROADCASTING COMPANY, INC.
Greenwood, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BL-13,569 R & F \$50#249776 PTA PRESS FEB 27 1975 Amend Amend	11-1-73 11-7-73 11-8-73 2-13-75 9-5-74 - 1-31-75 -	Lic. to cover BP-19504 for changes Section II-A engr. data Section V-A engr. data Atty: Forbes W. Blair(Bilger & Blair)		
BAPL R&F FORM 314 ALSO SEE WSWG-FM	5-18-78 5-25-78	and CP (BP-13569 site) Voluntary assignment of license/to DAVID B. MONTGOMERY Atty for assignor: Forbes W. Blair(Bilger & Blair) " " assignee: (Midlen and Reddy) MOTION FOR STAY PENDENTE LITE filed 7-7-78 by of proposed assignee (see over) OPPOSITION TO MOTION FOR STAY PENDENTE LITE filed 7-17-78 by Atty Blair on behalf of licensee	RETURNED Request of assignors Atty	7/11/78

RE: BAPL - Motion for stay (of return) rec'd by RM 7-12-78
(applic ret 7-11-78)

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.

