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CATALOG NO. 4550L 1/5

June 1954

## BROADCASTING STATION LICENSE RECORD

Date first licensed 11-7-60

Call letters W V O M

Station location Iuka, Mississippi

SEGARS COMMUNICATIONS, INC. (ML grted 11-6-78)

X HORIZON BROADCASTING, INC. (AL 12-28-71 EFF: 1-24-72)

X KELLY S. SEGARS (AL 1-13-70 EFF: 1-31-70)

Name of licensee X E. C. HOLTSFORD

Transmitter location East side of Pleasant Hill Rd., approx. 1.3 mi. S. of Iuka, Miss. (BP 6-8

311 West Eastport, Iuka, Mississippi (BZ-10-8-70)

xx 103 1/2 Front Street, Iuka, Mississippi (BL-11-7-60)

Main studio location X To be determined, Iuka, Mississippi (BP 6-8-60)



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Day	Period From To
BP-13004	6-8-60	1270kc	1kw	Day	8-8 2-8-61
	CP for a new standard broadcast station (Cond'1).				
BP-13004	7-13-60	Mod. of CP(BP-13004) to assign Call			letters.
(1)	-----				
BL-8114	11-7-60	1270kc	1kw	Day	11-7 6-1-61
	Lic. to cover cp (BP-13,004) which authorized a new standard broadcast station. Studio loc. and R.C. point 103 1/2 Front St., Iuka, Miss. (Cond'1).				
---	6-1-61	Comm. deferred action on renewal pending further consideration.			
BR-3919	<del>11-16-61</del>	Renewal of license			11-16 6-1-64
BR-3919	5-28-64	Renewal of License			6-1 6-1-67
BR-3919	6-16-67	Renewal of License			-16 6-1-70
TELEGRAM	10-17-67	PSA	500w		
BAL-7470	1-13-70	VOL. AL	EFF: 1-31-70		
BR-3919(L)	7-31-70	RENEWAL			6-1-73
BZ-7637(1)	10-8-70	Direct Measurement			
BAL-7470	12-28-71	VOL. AL	EFF: 1-24-72		
EBSA	6-12-72				
BR-3919	5-31-73	(L) RENEWAL OF LICENSE			6-1-76
BR-3919(S)	7-29-76	RENEWAL			6-1-79
-----					
BML-781025A	11-6-78	ML to chg. name			
BR-3919(L)	5-31-79	Renewal of License			6-1-82



Aug. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters NEWName E. C. HOLTSFORD  
(P.O. Iuka, Mississippi)

File No.	Dated	Application for	Action	
			Nature	Date
BP-13,004	4-13-59	Construction Permit for a new standard broadcast station to be operated on: Frequency - 1270kc Power - 1kw Hours of operation - Daytime Trans. location - East side of Pleasant Hill Rd. approx. 1.3 mi. S. of Iuka, Mississippi Studio location - To be determined Iuka, Mississippi Remote Control Point - Same as studio	GRANTED	6-8-60
Rec'd	4-15-59		Con'd'l re: subj. to acceptance of any interf that may be received in the event of a subsequent grant of the proposal, File No. BP-14042, for a new station to operate at Ripley, Mississippi on 1260kc with 500w.	
Filed	4-15-59			
BL-8114	8-30-60	Atty.- Koteen & Burt Engr.- J. L. Stevens, Memphis, Tenn. License to cover C.P. (BP-13,004) which auth. a new standard broadcast station. Studio location and remote control point: 103½ Front St. Iuka, Miss.	GRANTED	11-7-60
Rec'd	9-1-60		Con'd'l re accept inter. from BP-14042.	
Filed	9-1-60			



RCA-BTA-1R



Aug. 1955

#2

## APPLICATION RECORD - BROADCASTING

1270kc

Call  
Letters

WVOM

KELLY S. SEGARS

Name ☒ E. C. HOLTSFORD  
IUKA, MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BR-3919 Rec'd & Filed	3-1-61 3-3-61	Renewal of License	GRANTED	11-16-61
BR-3919 Rec'd Filed	2-24-64 3-2-64 3-2-64	Renewal of license	GRANTED	5-28-64
BR-3919 R & F	3-1-67 3-3-67	Renewal of License	GRANTED	6-16-67
BAL-6791 R & F FEE PD: \$75 - #549330 Pub. notice filed 10-29-69 NOV 6 1969	10-11-69 10-15-69	Voluntary assignment of license to KELLY S. SEGARS	GRANTED EFF: 1-31-70	1-13-70

# APPLICATION RECORD - BROADCASTING

Call  
Letters W.V.O.M.

Name KELLY S. SEGARS  
Iuka, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BR-3919 Rec'd #580882 \$75.	2-4-70 2-26-70 2-26-70 APR 16 1970	Renewal of License AMENDED 2-8-70 re: commercial policy	<del>Returned 4-15-70 re: Sect. I signed by General Manager. Sect. II dated after Sect. I.</del> GRANTED	<del>4-15-70</del> 7-31-70
Resub. R & F	2-25-70 4-23-70 APR 29 1970			
BZ-7637 R & F #626834 \$30. AC-067 DM PRESS OCT 6 - 1970	8-18-70 8-26-70 8-26-70 9-3-70	Direct Measurement. \$20. applied to WTIB(FM) form 301 filed 9-8-70 \$10. to 302 filed for WTIB(FM) 8-26-70.	GRANTED	10-8-70



# APPLICATION RECORD - BROADCASTING

1270kc

Call  
Letters **W V O M**

**HORIZON BROADCASTING, INC.**

Name **KELLY S. SEGARS**

**Iuka, Mississippi**

File No.	Dated	Application for	Action	
			Nature	Date
BAL-7470 Rec'd (form 315) 7-6-71 LTR WRITTEN 7-22-71 316 to be filed; also fee (ALSO SEE: WTIB (fm) RESUB(316) 11-24-71 R & F 11-29-71 FEE PD: \$250 #514542 DEC 7 1971		Voluntary assignment of license to HORIZON BROADCASTING, INC.  (SEE OVER)	<del>RETURNED</del> 9-23-71 <del>filed - common form</del> GRANTED 12-28-71 EFF: 1-24-72	
BR-3919 R & F P.N. PRESS APR 24 1973	2-9-73 2-27-73 2-27-73	Renewal of License  Atty.: A. L. Stein	GRANTED	5-31-73
BR-3919 R & F PN Recd. PRESS APR 14 1976	1-30-76 2-3-76 "	RENEWAL OF LICENSE AMENDED 5-24-76 re: engineering & demographic study of area Ltr. 10-21-76 Baraff, Koerner & Olender now attys. F. C. C. - WASHINGTON, D. C.	GRANTED	7-29-76



RE: BAL-7470 - By-Laws not submitted (as req. in ltr 7-23<sup>71</sup>-



Form BC-121  
May 1976

## APPLICATION RECORD - BROADCASTING

Call  
Letters W V O M

SEGARS COMMUNICATIONS, INC.

Name X HORIZON BROADCASTING, INC.  
IUKA, MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BML781025AH PRESS	NOV 6 1978	Modification of License to change Name to: Segars Communications, Inc.	GRANTED	11-6-78
BR790129VD PRESS	MAR 30 1979	Renewal of License	<del>Applicant</del> <del>ret'd 3-43-79</del> <del>signed by General Manager</del> GRANTED	5-31-79



## 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 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.

