WNAT

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

B.S. 2387

BROADCASTING STATION LICENSE RECORD

~~7-29-70 on the air T.D. as: NATCHEZ-VIDALIA, MISSISSIPPI.~~

Date first licensed 12-28-49

Call letters W N A T

FIRST NATCHEZ CORPORATION (BML 9-15-72) Location: Natchez, Mississippi

x OLD SOUTH BROADCASTING CO., INC. (AL 10-13-50 Eff: 11-1-50)

x H. J. JENNINGS, CHARLES E. RATCLIFFE, LAURIE G. RATCLIFFE, EDNA R. LAMBERT, AND EDWARD G. LAMBERT, d/b as OLD SOUTH BROADCASTING COMPANY (AL 5-31-50 Eff: 6-15-50)

Name of licensee x M. T. SEALE AND H. J. JENNINGS, d/b as OLD SOUTH BROADCASTING COMPANY

(BP 1-13-67)

St. Catherine St. and Old Washington Rd. Intersection, Natchez, Miss.

Transmister location ~~Sheilds~~ Shields Lane, Natchez, Mississippi (MP 9-26-49) (Lic. 12-28-49)

Same as transmitter

Main studio location X ~~Sheilds~~ Shields Lane, Natchez, Mississippi (MP 9-26-49) (Lic. 12-28-49)

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
BP-6989	5-5-49	1450	250w	U	
	Ltr. 5-12-49. CPfor a new station granted subj. filing MP for approval T site and antenna.				
BP-6989 BMP-4687	9-26-49	Mod. CP (6889) for approval of antenna T and studio locations.			11-26 5-26-50
BL-3901	12-28-49	1450	250w	Un	12-28 2-1-51
	L.c. to cover CP (6989 as mod) for a new station,				
BAL-1024 Eff: 6-15-50	6-31-50	Voluntary assignment of license.			
BAL-1085 Eff:11-1-50	10-13-50	Voluntary assignment of license to OLD SOUTH BROADCASTING CO., INC.			
BS-2387	1-29-50	Extension of license			2-1 6-1-51
BR-2387	5-23-51	1450	250w	U	5-23 2-1-54
BR-2387	1-27-54	Renewal of license		U	2-1 6-1-55
BZ-3587 (1)	6-28-54	Auth. determine operating power by direct method			6-28-54 6-1-55
BR-2387	5-25-55	1450kc	250w	U	6-1 6-1-58
BZ-3803 (1)	10-4-56	Authority to determine operating power by direct measurement of antenna power.			
BR-2387	5-14-58	1450	250w	U	6-1 6-1-61
BTC-2884 Eff: 11-18-58	10-22-58	Voluntary transfer of control of licensee corp. from Mrs. Laurie G. Ratcliffe, Charles Everette Ratcliffe and Mrs. Edna R. Lambert to W.S. Perkins.			
	11-18-58	Granted subject to approval of transfer of control pending further consideration.			
BR-2387	12-12-62	Renewal of license			12-12 6-1-64
BP-13973	2-20-63	1450kc	250w,1kw-LS	U	4-20 10-20-63
	CP to increase daytime power to 1kw and install a new transmitter (GATES BC-1T) (Cond'l).				
BL-10,098	9-27-63	1450kc	250w-1kw	U	9-27 6-1-64
	Lic. to cover CP (BP-13,973) which auth. incr. day power and inst. new trans. spec. type ~~xxxxx~~ trans. as Bauer 707				
BR-2387	7-22-64	Renewal of License, to			7-22 6-1-67

Form BC 126 #2
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W N A T

Station location Natchez, Mississippi

Name of licensee See Card #1

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To-
BP-17525	1-13-67	1450kc	250w,1kw-LS	U	3-13 9-13-67
	CP to chg. ant.-trans. & studio loc., make chgs. in ant. system (inc. hgt.) Cond'l.				
BP-17766	6-27-67	1450kc	250w	Aux.	8-27 2-27-68
	CP to install aux. trans (G.E. BT-20-A) at approx 225' N. of St. Catherine St. and Old Washington Rd. Inter., Natchez, Miss. to be operated on 1450kc, 250w for Aux. purposes only.				
BMP-12,139 (1)	8-29-67	Mod. of CP(BP-17,525) for ext. of completion date to			11-30-67
BR-2387	5-22-67	Renewal of License & NDEA			3-1 4-1-70
BMP-12,230 (2)	1-8-68	Mod. of CP(BP-17,525, as mod.) for ext of completion date to			2-10-68
BMP-12275 (3)	2-14-68	Mod. of CP(BP-17,525) for ext. of completion date to 4-1-68.			
BMP-12322 (1)	3-13-68	Mod. of CP(BP-17,766) for ext. of completion date to 5-1-68. (Aux.)			
BMP-12356 (4)	4-16-68	MP(BP-17,525) ext. time (Main)			6-1-68
BMP-12394(2)	5-16-68	MP(BP-17766) ext. time(Aux.)			7-1-68
BL-12,015	7-17-68	Lic(BP-17,525, as mod.) for changes.			7-17 6-1-70
BL-12,016	7-17-68	Lic(BP-17,766, as mod.) for Aux. Transmitter.			7-17 6-1-70
BR-2387 (S)	10-19-70	RENEWAL OF LICENSE & NDEA MAIN & AUXILIARY			6-1-73
EBSA	5-25-72				
BML-2424(1)	9-15-72	ML to chg. corporate name.			
BR-2387	5-31-72	RENEWAL OF LICENSE (LONG) MAIN & AUXILIARY			6-1-76
BR-2387(S)	10-21-76	RENEWAL (MAIN & AUX.)			6-1-79
BR790201V V (s)	5-18-79	RENEWAL(MAIN &AUX. TRANS			6-1-82
BZ-9826(L)	3-17-80	DIRECT MEASUREMENT			6-1-82

FCC Form 94

APPLICATION RECORD - BROADCASTING

Call Letters: W N A T New

Name: M. T. SEALE and H. J. JENNINGS, d/b as OLD SOUTH BROADCASTING COMPANY
(PO 115 Arlington Street, Natchez, Mississippi)

File No.	Dated	Application for	Action: Nature	Action: Date
BP-6989 Rec'd Filed	10-13-48 11-1-48 11-1-48	Construction Permit for a new standard broadcast station to be operated on: Frequency: 1450kc Power: 250w Hours of operation: Unlimited Trans. location: To be determined-Natchez, Mississippi Studio location: To be determined-Natchez, Mississippi	GRANTED subj. filing MP for approval T site and antenna Ltr. 5-12-49 Issued with MP 4687	5-5-49

Transmitter - G.E. BT-20-A

Ross K. Prescott, Atty.
1517 Commerce Street
Dallas, Texas

Guy C. Hutcheson, Engr.
Arlington, Texas

FCC Form 94
#2

APPLICATION RECORD - BROADCASTING

Call Letters WNAT

Name M. T. SEALE AND H. J. JENNINGS, d/b as
OLD SOUTH BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BMP-4687 Rec'd Filed	7-5-49 7-7-49 7-7-49	Mod. of C.P. (BP-6989 which authorized a new standard broadcast station) for approval of antenna, transmitter and studio locations as Sheilds Lane, Natchez, Mississippi. Ross K. Prescott, Atty.; Dallas, Texas Guy C. Hutcheson, Engr.; Arlington, Texas	GRANTED	9-26-49
AMENDED Recd. Filed	9-7-49 9-8-49 9-8-49	AMENDED to change transmitter location (geog. coords. only)		

#3

FCC Form 94

APPLICATION RECORD - BROADCASTING

OLD SOUTH BROADCASTING CO., INC. (BAL 10-13-50 Eff:

x H.J. JENNINGS, CHARLES E. RATCLIFFE, LAURIE G. RATCLIFFE, EDNA R. LAMBERT, AND EDWARD G. LAMBERT, d/b as OLD SOUTH BROADCASTING COMPANY(AL5-51-50)

Call Letters W N A T

Name: M. T. SEALE AND H. J. JENNINGS, d/b as OLD SOUTH BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BL-3901 Rec'd Filed	11-28-49 11-29-49 11-29-49	License to cover C.P. (BP-6989, as mod.,) which authorized a new standard broadcast station.	GRANTED	12-28-49
BAL-1024 Rec'd Filed	5-8-50 5-10-50 5-10-50	Voluntary assignment of license from M. T. Seale and H. J. Jennings, d/b as Old South Broadcasting Company to H. J. Jennings, Charles E. Ratcliffe, Laurie G. Ratcliffe, Edna R. Lambert and Edward G. Lambert, d/b as Old South Broadcasting Company.	GRANTED EFF:	5-21-50 6-15-50
BAL-1085 Rec'd Filed	9-14-50 9-18-50 9-18-50	Voluntary assignment of license from H. J. Jennings, Charles E. Ratcliffe, Laurie G. Ratcliffe, Edna R. Lambert and Edward G. Lambert d/b as Old South Broadcasting Company to Old South Broadcasting Co., Inc.	GRANTED Eff: 11-1-50	10-13-50

FCC Form 94 #4

APPLICATION RECORD - BROADCASTING

X M. T. SEALE AND H. J. JENNINGS, d/b as OLD SOUTH
X BROADCASTING COMPANY

Call Letters W N A T

Name OLD SOUTH BROADCASTING CO., INC. (AL-10-13-50; EFF: 11-1-50)

File No.	Dated	Application for	Action Nature	Action Date
BR-2387 Rec'd	12-2-50 12-5-50	Renewal of license	GRANTED	5-23-51
BR-2387 Rec'd Filed	10-31-53 11-3-53 11-3-53	Renewal of License	Granted	1-27-54
BZ-3587 Rec'd Resub. Rec'd Filed	4-8-54 4-14-54 5-27-54 6-2-54 6-2-54	Authority to determine operating power by direct measurement of antenna power	~~RETURNED 4-30-54~~ GRANTED	~~Signed by Gen. Mgr.~~ 6-28-54
BR-2387 Recd Resubmitted Recd&Filed	3-2-55 3-3-55 5-3-55 5-11-55	Renewal of license	GRANTED	~~Returned; Ltr 3-22-55 Re: Sec. I p.2, sign; Sec. II par. 5 Rated used; Sec. IV par. 2(b); Sec. IV par. 4(a)~~ 5-25-55

#5

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WNAT

Name OLD SOUTH BROADCASTING CO., INC.
NATCHEZ, MISSISSIPPI

File No.	Dated	Application for	Action Nature	Action Date
BZ-3803 Rec'd Filed	8-23-56 8-24-56 8-24-56	Authority to determine operating power by direct measurement of antenna power Guy C. Hutcheson, Engr.	GRANTED	10-4-56
BR-2387 Rec'd	3-1-58 3-5-58	Renewal of License	GRANTED	5-14-58
BTC-2884 Rec'd Filed	8-21-58 8-27-58 8-27-58	Voluntary transfer of control of licensee Corporation from Mrs. Laurie G. Ratcliffe, Charles Everette Ratcliffe and Mrs. Edna R. Lambert to W. S. Perkins.	GRANTED EFF:	10-22-58 11-18-58
BP-13,973 Rec'd Resub R & F	1-19-60 2-3-60 3-3-60 3-8-60	Construction Permit to increase daytime power from 250w to 1kw and install a new trans. (Gates BC-1T)	~~Ret'd~~ ~~Eng. dated after Dec. 1~~ GRANTED Cond'l re: Permittee shall submit with the applic. for lic. antenna measurements. re: Class IV stations.	~~2-12-60~~ 2-20-63

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

FORM BC-121 #6
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WNAT

Name OLD SOUTH BROADCASTING CO., INC.
NATCHEZ, MISSISSIPPI

File No.	Dated	Application for	Action Nature	Action Date
BR-2387 Rec'd&Filed	3-3-61 3-6-61	Renewal of License	GRANTED considered short term	12-12-62
BL-10,098 R. & F.	5-2-63 5-3-63	Lic to cover CP(BP-13,973) which auth incr day power and install new trans; specify type trans. as Bauer 707.	GRANTED	9-27-63 Cond'l
BR-2387 Rec'd Filed	2-27-64 3-2-64 3-2-64	Renewal of license Atty. Norman E. Jorgensen	GRANTED	7-22-64
BP-17,525 R & F	11-30-66 12-5-66	CP to chg ant-trans. & studio loc to Approx 225' N of St. Catherine St. and Old Washington Road Intersection, Natchez, Miss. make chgs in ant. system (inc. hgt.) Atty. Norman E. Jorgensen En r. Silliman, Moffett & Kowalski	GRANTED Cond'l re: Before prog. test operation. 250 watt Class IV station	1-13-67
BR-2387 R & F	2-27-67 3-3-67	Renewal of License Atty: Norman E. Jorgensen	GRANTED Con'd. 250w Class IV stations	5-22-67

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

1450kc

FORM BC-121
AUG. 1955 #7

APPLICATION RECORD - BROADCASTING

Call Letters W N A T

Name OLD SOUTH BROADCASTING CO., INC.
NATCHEZ, MISSISSIPPI

File No.	Dated	Application for	Action Nature	Action Date
BP-17,766 R & F	6-9-67 6-13-67	CP to install aux. trans (G.E. BT-20-A) at approx. 225' N of St. Catherine St. and Old Washington Rd. Inter., Natchez, Miss. to be operated on 1450kc, 250w for Aux. purposes only. Atty. Krieger & Jorgensen Engr. Robert E. Ritch	GRANTED	6-27-67
BMP-12,139 R & F AUG 24 1967	8-11-67 8-14-67	Mod. of CP(BP-17,525 which auth chg. ant-trans & studio loc.,make chgs in ant. sys(increase height) for extension of completion date from 9-13-67 to 11-30-67 Atty. Krieger & Jorgensen	GRANTED to	8-29-67 11-30-67
BMP-12,230 R.&F. JAN 2 1968	11-18-67 11-20-67	Mod. of CP(BP-17,525 as mod. which auth.chg. ant-trans & studio loc.,make chgs in ant.sys(inc hgt) for extension of completion date from 11-30-67 tol-10-68 ATTYS: Krieger & Jorgensen	GRANTED	1-8-68 to 2-10-68

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

FORM BC-121
AUG. 1955

#8

APPLICATION RECORD - BROADCASTING

1450kc

Call Letters WNAT

Name Old South Broadcasting Co., Inc.
Natchez, Miss.

File No.	Dated	Application for	Action Nature	Action Date
BMP-12,275 R. & F. FEB 2 1968	1-6-68 1-9-68	Mod. of CP (BP-17,525, as mod., which auth. change ant-trans & studio loc, make changes in ant system) for ext of completion date from 2-10-68 to 3-1-68. atty-Krieger & Jorgensen	GRANTED to	2-14-68 4-1-68
BMP-12,322 R.& F. MAR 7 1968	2-16-68 2-19-68	Mod. of C.P.(BP-17,766,which auth.install auxiliary transmitter) for extension of completion date from 2-27-68 to 4-1-68. Atty: Krieger & Jorgensen (N.Jorgensen)	GRANTED to	3-13-68 5-1-68
BMP-12,356 R & F #417051 $30 Press APR 4 1968	3-26-68 3-27-68 3-27-68	MP (BP-17,525 as mod) for extension of completion date from 4-1-68 to 5-1-68. Norman E. Jorgensen, atty	GRANTED to	4-16-68 6-1-68

FORM BC-121 #9
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W.N.A.T.

Name Old South Broadcasting Co., Inc.
Natchez, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BMP-12,394 R. & F. #424514 $30 MAY 8	4-25-68 4-29-68 4-29-68 1968	MP (BP-17,766, as mod) for ext. of completion date from 5-1-68 to 6-1-68. (Aux.) atty-Krieger & Jorgensen	GRANTED to	5-16-68 7-1-68
BL-12,015 R & F #432523 $30 PTA JUL 10 1968	5/28/68 5/29/68 5/29/68 6/7/68	License (BP-17,525) as mod. for changes. (Main) Atty: Norman E. Jorgensen Engr: Robt. E. Ritch	GRANTED	7-17-68
BL-12,016 R & F #427865 $30 PTA JUL 10 1968	5/9/68 5/10/68 5/10/68 6/7/68	License (BP-17,766 as mod.) install aux. trans. (Aux.) Atty: Norman E. Jorgensen Engr: Robt. E. Ritch, D.C.	GRANTED	7-17-68

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

#10

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters WNAT

Name FIRST NATCHEZ CORPORATION
OLD SOUTH BROADCASTING CO., INC.
Natchez, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BR-2387 R & F #582026 $75. ($240. submitted) " $30. (Aux.) P.N.	2-26-70 3-3-70 3-3-70 APR 7 1970	Renewal of License (Main & Auxiliary) Atty.: Robert A. Woods AMENDED 4-17-70 re: Program affilitation AMENDED 5-13-70 re: Programming	GRANTED	10-19-70
LETTER 9-17-70 TO CHANGE COUNSEL TO: LOUIS SCHWARTZ(SCHWARTZ & WOODS)				
BML-2424 R&F $50-102926 AC-060 PRESS: AUG 29 1972	8-18-72 8-23-72 8-23-72	Modification of license to change the corporate name to FIRST NATCHEZ CORPORATION. Atty. Robert A. Woods	GRANTED	9-15-72
BR-2387 R & F PN Recd PRESS	1-24-76 2-2-76	RENEWAL OF LICENSE (MAIN & AUXILIARY) Robert A. Woods Atty.		

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

#11

1450kc.

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters WNAT

Name FIRST NATCHEZ CORPORATION
Natchez, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BR-2387 R & F P.N. PRESS	2-26-73 3-5-73 3-5-73 MAR 21 1973	Renewal of License (Main & Auxiliary) Atty.: Robert A. Woods AMENDED 5-22-73 re: ascert. of comm. needs; commercial policy; programming	GRANTED	5-31-72
BR-2387 R & F PN Recd. PRESS	1-26-76 2-2-76 MAR 31 1976	RENEWAL OF LICENSE (MAIN & AUXILIARY) Robert A.Woods,Atty. (See WRBC for petitions)	GRANTED	10-21-76

MEMORANDUM OPINION & ORDER, adopted 10-21-76, Informal objection filed by the Mississippi State Branch of the NAACP, DENIED.

AMENDED 9-7-76 re: EEO

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

#12 1450khz.

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call Letters WNAT

Name First Natchez Corporation
Natchez, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
LTR. DATED Rec'd: Filed: PRESS: DEC 14 1977	9-29-77 9-29-77 10-26-77	Filed by Lawrence M. Miller, Esq., for First Natchez Corporation, for Dual City Identification as: NATCHEZ-VIDALIA, MISSISSIPPI Atty - Lawrence M. Miller	DISMISSED (By Request of Applicant Attorney)	7-25-78
BR790201VV PRESS: MAR 13 1979		RENEWAL OF LICENSE (Main & Aux. Trans.) Atty: Lawerence M. Miller	9-5-79 GRANTED	5-18-79
BZ-9826 R & F PRESS MAR 6 1980	11-23-77	DIRECT MEASUREMENT Atty: Lawrence M. Miller	GRANTED	3-17-80

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

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.