W L S M-FM

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CATALOG NO. 4550L 1/5

Form BC 126
June 1954 #1873

FREQUENCY MODULATION

# BROADCASTING STATION LICENSE RECORD

Date first licensed 6-29-66

Call letters W.L.S.M-FM

Station location LOUISVILLE, MISSISSIPPI

Name of licensee LOUISVILLE BROADCASTING CORPORATION

Transmitter location ~~2.2~~ 2.5 mi. E. of business district on Hwy. 14 of Louisville, Miss. (PH 10-13-65)

Main studio location ~~2.2~~ 2.5 mi. E. of business district on Hwy. 14 of Louisville, Miss. (PH 10-13-65)

# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No. | Date Issued | Freq. | Power | Time Div. | Period From | To |
|---|---|---|---|---|---|---|
| BPH-4775<br>HAAT: 200'<br>(Cond'l) | 10-13-65 | 107.1mcs<br>Ch.#296 | ERP:3kw<br>TPO:920w | Unl. | 12-13-65 | 6-13-66 |
| | CP for a new Class A FM broadcast stations. | | | | | |
| BPH-4775<br>(1) | 2-8-66 | Mod. of (BPH-4775) to assign call letters W L S M-FM. | | | | |
| BLH-3252<br>HAAT: 200' | 6-29-66 | 107.1mcs<br>CH.#296<br>Lic to cover CP(BPH-4775) which auth a new FM broadcast station specify type trans GATES FM-1G, specify type ant. trans FTA-4A | ERP:2.7kw<br>TPO:1kw | U | 6-29 | 6-1-67 |
| BRH-1873 | 5-22-67 | Renewal of License | | | 6-1 | 6-1-70 |
| BRH-1873(S) | 5-27-70 | Renewal | | | | 6-1-73 |
| BPH-7290<br>HAAT: 200'<br>COND'L | 11-2-70<br>(H&V) | 107.1mc<br>Ch#296<br>CP install new trans & new ant. make chgs. in ant system. chg. TPO, ERP and HAAT. | ERP: 3kw(H&V)<br>TPO: 2.0kw | | 1-2 | 11-2-71 |
| BTC-6582 | 6-16-71 | VOL. ACQ. OF POSOTOVE TC | | | | |
| BPH-7823(L)<br>HAAT: 200'(H&V) | 3-17-72 | 107.1mc #296<br>CP to replace expired permit (BPH-7290) | ERP: 3kw(H&V) | | 3-17-73 | |
| Comtel | 3-17-72 | Temp. auth. oper. BPH-7823 to 4-14-72 | | | | |
| EBSA | 5-22-72 | | | | | |
| BLH-5430(L)<br>HAAT: 200' | 5-18-72<br>(H&V) | Lic(BPH-7823) for changes<br>107.1mcs | ERP: 3kw(H&V) | | 6-1-73<br>TPO: 2.0kw | |
| BRH-1873<br>BPH-8719 | 5-31-73<br>1-8-74 | (S) RENEWAL OF LICENSE<br>CP chg. ant. TPO: 2.85kw | | | 6-1-76<br>1-8-75 | |
| BLH-6235(L)<br>HAAT: 200' | 6-12-74<br>(H&V) | Lic.(BPH-8719)-Changes<br>107.1mhz., ERP: 3kw(H&V) | | | 6-1-76 | |
| BRH-1873(S) | 7-27-76 | RENEWAL | | | 6-1-79 | |
| BRH790201B2 | 5-18-79 | RENEWAL | | | 6-1-82 | |

FORM BC-121
AUG. 1955

# APPLICATION RECORD - BROADCASTING

Call Letters ~~NEW FM~~ W L S M-FM

Name LOUISVILLE BROADCASTING CORPORATION
Louisville, Mississippi (P.O. c/o F. E. Holladay, Box 5797, Meridian, Mississippi)

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BPH-4775<br>Rec'd<br>Filed | 1-12-65<br>1-14-65<br>1-14-65 | Construction permit for a new FM broadcast station to be operated on:<br>Frequency: 107.1mc CH 296<br>ERP: 3kw<br>Type transmitter: Gates FM-1C<br>TPO: 0.921kw<br>Type antenna: Gates FMA-4 (4 sections)<br>HAAT: 200 ft.<br>Transmitter Loc.: 2.2 mi. East of Business District, Louisville, Miss. (SAME AS AM)<br>Studio Loc.: Same as transmitter<br><br>John H. Mullaney and Associates, Engrs. | GRANTED<br>Cond'l re<br>submit 302a | 10-13-65<br>WLSM(AM) |

FORM BC-121 #2
AUG. 1955

# APPLICATION RECORD - BROADCASTING

Call Letters W L S M-FM

Name LOUISVILLE BROADCASTING CORPORATION
Louisville, Mississippi

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BLH-3252<br>R & F | 4/9/66<br>4/12/66 | Lic. to cover CP (BPH-4775) which auth. a new FMbroadcast station, specify type trans. GATES FM-1 G, specify type ant-GATES FMA-4A.<br><br>Attys: Daly & Joyce | GRANTED | 6-29-66 |
| BRH-1873<br>R & F | 2-23-67<br>3-1-67 | Renewal of License<br>Atty: Daly and Joyce | GRANTED | 5-22-67 |
| BRH-1873<br>R & F<br>#581583 $75<br>P. N. | 2-16-70<br>3-2-70<br>3-2-70<br>3-2-70<br>MAR 25 1970 | Renewal of License<br><br>Atty: Leonard S. Joyce(Daly and Joyce) | GRANTED | 5-27-70 |

#3

Form BC-121
September 1969

# APPLICATION RECORD · BROADCASTING

107.lmc

Call Letters W L S M-FM

Name Louisville Broadcasting Corporation
Louisville, Mississippi

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BPH-7290<br>R & F<br>#638613 $50<br>CODE: 061<br>PRESS: OCT 30 1970 | 10-16-70<br>10-21-70<br>10-21-70 | CP install new trans(CCA-3,000D); new Ant (Gates-FMC-4, 4 circular polarized sects); make chgs. in ant. system(incr. hght); chg. TPO: 1.92kw; ERP: 3kw; operate with vert. ERP: 3kw; & operate with vert. HAAT: 200 ft.<br><br>Atty - Leonard S. Joyce(Daly and Joyce)<br>Engr--------- | GRANTED COND'L<br><br>FCC Form 302 | 11-2-70 |
| BTC -6562<br>R & F<br>FEE PDP $250 #007769<br>CODE 054(Form 316)<br>ALSO SEE: AM & WVMI and WBIL(fm)<br>MAY 28 1971 | 5-19-71<br>5-20-71 | Voluntary acquisition of positive control of lic corp by Joseph W. Carson thru transfer of stock from Frank E. Holladay<br><br>Atty - Daly, Joyce & Borsari | GRANTED | 6-16-71 |

Form BC-121 #4
September 1969

# APPLICATION RECORD - BROADCASTING

107.1mc.

Call Letters W L S M-FM

Name Louisville Broadcasting Corporation
Louisville, Mississippi

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BPH-7823<br>R & F<br>#051234 $50<br>CODE: 057<br>PRESS: MAR 20 1972 | 3-13-72<br>3-16-72<br>3-16-72 | CP to replace expired permit (BPH-7290).<br><br>Atty - Leonard S. Joyce | GRANTED<br><br>Cond'l re: submit FCC Forms 302. | 3-17-72 |
| BLH-5430<br>R & F<br>W 051235-$50.-<br>PTA<br>PRESS MAY 10 1972 | 3-13-72<br>3-16-72<br>3-16-72<br>3-30-72 | Lic.(BPH-7823) for changes. Transmitter: CCA, 3000-DS.<br>AC-068<br>Atty: Daly, Joyce and Borsari | GRANTED | 5-18-72 |
| BRH-1873<br>Recd.<br>Filed<br>PN Recd.<br>PRESS<br>APR 10 1973 | 2-19-73<br>3-5-73<br>3-7-73<br>" | RENEWAL OF LICENSE<br>AMENDED 5-17-73 re: employment program | GRANTED | 5-31-73 |

#5

107.1mhz

Form BC-121
September 1969

# APPLICATION RECORD · BROADCASTING

Call Letters WLSM-FM

Name Louisville Broadcasting Corporation
Louisville, Mississippi

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BPH-8719<br>R & F<br>#251836 $50<br>Code 057<br>Press DEC 20 1973 | 10-9-73<br>11-13-73<br>11-14-73 | CP to install new antenna (CCA FMC-LP, 3 sects. (H&V) and chg. TPO. | GRANTED<br>submit 302 for WLSM | 1-8-74 |
| BLH-6235<br>Rec'd<br>W 302759-$50.<br>Amended & F<br>PTA<br>PRESS | 4-10-74<br>4-12-74<br>4-12-74-057<br>5-2-74<br>5-8-74<br>JUN 3 1974 | Lic.(BPH-8719)-Changes.<br>-Atty: Daly, Joyce, Borsari and George<br>engr. exhibit | GRANTED | 6-12-74 |
| BRH-1873<br>R & F<br>PN Recd.<br>PRESS | 1-13-76<br>2-2-76<br>"<br>FEB 26 1976 | RENEWAL OF LICENSE<br>L.S.Joyce,Atty.<br>(See WRBC for petitions) (over) | GRANTED | 7-27-76 |

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

(BRH-1873) OPPOSITION OF LOUISVILLE BROADCASTING CORPORATION (STATIONS WLSM & FM, LOUISVILLE, MISSISSIPPI) TO PETITION TO DENY AND TO INTERVENE, OR IN THE ALTERNATIVE, REVOCATION OF BROADCAST LICENSES FOR RACIALLY DISCRIMINATORY EMPLOYMENT PRACTICES AND PETITION TO PREVENT CONTINUING VIOLATION OF THE COMMUNICATIONS ACT AND OTHER COMMISSION POLICIES AND RULES filed 6-2-76 by Leonard S. Joyce, Counsel on behalf of Louisville B/Casting Corporation

(See WRBC for petition filed 6-11-76)

Form BC-121
May 1976

#6

# APPLICATION RECORD - BROADCASTING

107.1 mhz

Call Letters WLSM-FM

Name LOUISVILLE BROADCASTING CORPORATION
Louisville, MS

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BRH790201B2 PRESS | APR 4 1979 | Renewal of License<br>Atty. Leonard S. Joyce (Daly, Joyce & Borsari) | GRANTED | 5-18-79 |
| 810820AJ (C) | | CP to make chgs. in ant. sys.; incre. HAAT: 300' (H&V) & chg. TPO | | |

# 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.

FM History Cards were initiated in the early 1940s, with the authorization of the earliest FM stations in the FM band, then at 42 to 50 MHz. (The band was shifted to its present location, 88 to 108 MHz, in 1946.) 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 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). Prior to that move, 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.

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.