WCLD

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

B.S. 2436

BROADCASTING STATION LICENSE RECORD

Date first licensed ...[illegible]... EFF: 1-1-58

Call letters W C L D

Location: Cleveland, Mississippi

Name of licensee RADIO CLEVELAND, INC. (AL 12-18-57/
x VOICE OF THE DELTA (AL 5-19-54 EFF: 5-25-54)
x C.W.CAPPS & LOWRY TIMS d/b as CLEVELAND BROADCASTING CO. (AL 3-15-54, EFF 4-7-54)
X CLEVELAND BROADCASTING CO., INC. (AP 1-25-50) (EFF: 2-1-50)
x C. W. CAPPS, LOWRY TIMS, and CY N. BAHAKEL d/b as CLEVELAND BROADCASTING COMPANY

Transmitter location 0.15 miles E. of Highway 61, Cleveland, Mississippi (BP 5-13-64) L 3-31-65
X .2 mile east of U.S. Highway 61, ½ mile S. of city limits of Cleveland, Mississippi (MP 10-5-49) (Lic. 4-7-50)

Main studio location Same as transmitter (BP 5-13-64) L 3-31-65
X [illegible] South Davis St., Cleveland, Mississippi (Lic. 4-7-50)
x 118 South Davis Street, Cleveland, Mississippi (MP 11-4-49)

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-7076	8-24-49	1490	250w	Un	
	Ltr. 8-30-49. CP for a new station granted subj. filing MP for approval T site and antenna.				
BP-7076 BMP-4777	10-5-49	1490	250w	Un	12-5 6-5-50
	Mod. CP (7076) for approval of antenna and T site and specify studio location. (COND. CLAUSE)				
BMP-4834	11-4-49	1490	250w	Un	12-5 6-5-50
	Mod of CP (7076 as mod) to make changes in vertical antenna. (COND. CLAUSE)				
BAP-125 EFF:	1-25-50	Vol. assignment of permittee corp. to Cleveland B/Cing Co., Inc.			
	2-1-50				
BL-3873	4-7-50	1490	250w	U	6-7 8-1-51
	Lic. to cover CP (7076 as mod) for new station and specify studio location. (COND. CLAUSE)				
BL-3873	4-7-50	Overreaching limiting oper. hrs in lieu of A-2.			
BTC-1005 Eff: 12-15-50	11-24-50	Voluntary acquisition of control of licensee corp. from Cy N. Bahakel to C.W. Capps, Melvin C. Lee and Lowry Tims.			
BS-2436	7-25-51	Extension of license			8-1 11-1-51
BR-2436	10-25-51	1490	250w	U	10-25 6-1-52
BR-2436	5-21-52	1490kc	250w	Unl (Con Clse)	6-1-52 6-1-55
BAL-1736 EFF	3-15-54 4-7-54	Assignment of license to C.W.CAPPS & LOWRY TIMS d/b as CLEVELAND BROADCASTING COMPANY			
BAL-1765 EFF:	5-19-54 5-25-54	Vol. AL to VOICE OF THE DELTA			
BRC-459	7-23-54	Modification of license to operate transmitter by remote control from 129 South Davis Street, Cleveland, Mississippi			
BR-2436	5-4-55	Renewal of license			6-1 6-1-58
BAL-2864 EFF:	12-18-57 1-1-58	Voluntary assignment of license to Radio Cleveland, Inc.			
Telegram	5-29-58	Action on renewal application deferred pending further consideration. Continued operation authorized.			

Form BC 126
June 1954

#3

BROADCASTING STATION LICENSE RECORD

Date first licensed 4-7-50

Call letters W C L D

Station location

Name of licensee RADIO CLEVELAND, INC.

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Day	Period From	Period To
BR-2436	6-26-58	1420	250w	U	6-26	6-1-61
	6-1-61	Commission deferred action on renewal pending further consideration.				
BR-2436	4-19-62 4-19-52	Renewal of license			4-19	6-1-64
BP-15682	7-17-63	1490kc	250w,1kw-LS	U	9-17	3-17-64
	CP to increase daytime power to 1kw, install new transmitter (COLLINS 20V-3) (Cond'l).					
BP-16133	5-13-64	1490kc	250w,1kw-LS	U	7-13	1-13-65
	CP to move antenna-trans. loc. to .15 mi. E. of Hwy. 61, Cleveland, Mississippi, and change studio location to same as transmitter, and delete remote control. (Cond'l)					
BL-10458	5-28-64	1490kc	250w,1kw-LS	U	5-28	6-1-64
	Lic. to cover CP(BP-15,682) which auth. incr. day power and install new trans., specify type trans. as ITA-1000A.					
BR-2436	7-16-67	RENEWAL OF LICENSE			7-16	6-1-67
BL-10,810	3-31-65	1490kc	250w,1kw-LS	U	3-31	6-1-67
	Lic to cover CP (BP-16133) which auth move antenna transmitter location; chg studio loc; delete RC. new Gr sys install.					
BR-2436	6-16-67	RENEWAL OF LICENSE			6-16	6-1-70
		RENEWAL OF NDEA				
BZ-6496 (1)	8-15-67	Auth. to determine operating power by direct meas. of antenna power.				
BS-2436 (2)	12-26-67	Memo delete obstruction marking				
BR-2436	7-26-72	Renewal of license			6-1-73	
EBSA	5-25-72					
BP-19,234	7-26-72	1490kc	250w 1kw	U	7-26	3
	CP to increase tower height to accommodate FM antenna, operate by RC.					
BR-2436 BL-13,366	(L) 3-13-74	RENEWAL OF LICENSE Lic.(BP-19,234)-Changes			6-1-76	
BR-2436(S)	6-25-76		RENEWAL		6-1-79	

CARD 3

BROADCASTING STATION HISTORY RECORD

First licensed SEE CARD 1

Call Letters W C L D

Station Location CLEVELAND, MISSISSIPPI

Name SEE CARD 1

Transmitter Location SEE CARD 1

Main studio location SEE CARD 1

Form BC-126
December 1978

Authorization Record

File No.	Granted	Facilities	Expires
BR-790221UA(S)	11-8-79	RENEWAL OF LICENSE	6-1-82

Form BC-126 (Back)
December 1978

FCC Form 94

APPLICATION RECORD - BROADCASTING

Call Letters WCLD New

Name C. W. CAPPS, LOWRY TIMS and CY N. BAHAKEL, ~~co-partners~~ d/b as CLEVELAND BROADCASTING COMPANY
(PO c/o C. W. Capps, Capps Bldg., Central Avenue, Cleveland, Mississippi)

File No.	Dated	Application for	Action Nature	Action Date
BP-7076 Rec'd Filed	1-13-49 1-18-49 1-18-49	Construction Permit for a new standard broadcast station to be operated on: Frequency: ~~1400kc~~ 1490kc Power: 250w Hours of operation: Unlimited Trans. location: To be determined-Cleveland, Mississippi Studio location: To be determined-Cleveland, Mississippi (Filed by John Creutz, Engr.)	Granted subj. filing MP for approval of site and antenna. Ltr. 8-30-49 Issued with MP 4777	8-24-49
AMENDED Recd. Filed	3-12-49 3-16-49 3-16-49	AMENDED to change frequency from 1400kc to 1490kc		
AMENDED Recd. Filed	4-25-49 4-27-49 4-27-49	AMENDED to change name of applicant from C.W. Capps, Lowry Tims and Cy N. Bahakel co-partners d/b as Cleveland Broadcasting Company to C.W. Capps, Lowry Tims and Cy N. Bahakel d/b as Cleveland Broadcasting Company.		

FCC Form 94 #2

APPLICATION RECORD - BROADCASTING

Name CLEVELAND BROADCASTING CO., INC. (AP 1-25-50)
x C. W. CAPPS, LOWRY TIMS and CY N. BAHAKEL, d/b as
CLEVELAND BROADCASTING COMPANY

Call Letters W C L D

File No.	Dated	Application for	Action Nature	Action Date
BMP-4777 Rec'd Filed	9-9-49 9-15-49 9-22-49	Modification of construction permit (BP-7076, which authorized a new standard broadcast station) for approval of antenna and transmitter location as Near Cleveland, Mississippi and to specify studio location as 118 South Davis Street, Cleveland, Mississippi. John Creutz, Engr.	GRANTED re blanketing clause	10-5-49
BMP-4834 Rec'd Filed	10-15-49 10-21-49 10-21-49	Modification of construction permit (BP-7076, as mod., which authorized a new standard broadcast station) to make changes in the vertical antenna.	GRANTED re blanketing clause	11-4-49
BAP-125 Rec'd Filed	10-20-49 10-24-49 10-24-49	Voluntary assignment of permittee corporation from C. W. Capps, Lowry Time and Cy N. Bahakel, d/b as Cleveland Broadcasting Company to Cleveland Broadcasting Co., Inc.	GRANTED EFF:	1-25-50 2-1-50

FCC Form 94

APPLICATION RECORD - BROADCASTING

#3

Name CLEVELAND BROADCASTING CO., INC. ~~C. W. CAPPS, LOWRY TIMS and CY N. BAHAKEL, d/b as CLEVELAND BROADCASTING COMPANY~~

Call Letters WCLD

File No.	Dated	Application for	Action: Nature	Action: Date
BL-3873 Rec'd Filed	11-14-49 11-15-49 11-15-49	License to cover C.P. (BP-7076, as mod.,) which authorized a new standard broadcast station and change studio location from: 118 South Davis Street, Cleveland, Mississippi to: 129 South Davis Street, Cleveland, Mississippi.	GRANTED no blanketing clause	4-7-50
Amended Rec'd Filed	2-10-50 2-15-50 2-15-50	AMENDED to change name of applicant from C. W. CAPPS, Lowry Tims and Cy N. Bahakel, d/b as Cleveland Broadcasting Company to Cleveland Broadcasting Co., Inc.		

FCC Form 94 #4

APPLICATION RECORD - BROADCASTING

Call Letters WCLD

Name CLEVELAND BROADCASTING CO., INC.

File No.	Dated	Application for	Action Nature	Action Date
BTC-1005 Rec'd Filed	9-26-50 10-2-50 10-2-50	Voluntary acquisition of control of licensee corporation from Cy N. Bahakel to C. W. Capps, Melvin C. Lee and Lowry Tims. (102 shares of common stock - 51%). Stephen Tuhy, Jr., Atty.	GRANTED Eff: 11-18-50	11-24-50
AMENDED Rec'd Filed	10-18-50 10-23-50 10-23-50	AMENDED to change from 102 to 25½ shares of common stock - 51%.		
BR-2476 Rec'd Filed	5-31-51 6-4-51 6-4-51	Renewal of License	GRANTED	10-25-51
BR-[illegible] Rec'd Filed	[illegible]	Renewal of License	GRANTED	5-21-52
BAL-1736 Rec'd Filed	2-23-54 2-26-54 2-26-54	Voluntary assignment of license to C. W. Capps and Lowry Tims, d/b as Cleveland Broadcasting Company. Harry Daly, Atty.	GRANTED EFF	3-15-54 4-7-54

#5

FORM A-170

FORMERLY FCC FORM 91

APPLICATION RECORD - BROADCASTING

Name RADIO CLEVELAND, INC. X C. W. CAPPS AND LOWRY TIMS, d/b as CLEVELAND BROADCASTING COMPANY

Call Letters W C L D

File No.	Dated	Application for	Action Nature	Action Date
BAL-1765 Rec'd Filed	4-13-54 4-14-54 4-14-54	Voluntary assignment of license to Voice of the Delta.	GRANTED EFF:	5-19-54 5-25-54
BRC-459 Rec'd Filed	7-2-54 7-6-54 7-6-54	Modification of license to operate transmitter by remote control from 129 South Davis Street, Cleveland, Mississippi	GRANTED	7-23-54
BR-2436 Resubmitted Recd Filed	3-9-55 3-30-55 4-4-55 4-4-55	Renewal of license	~~Returned~~ GRANTED	~~Ltr 3-18-55 re: signature; Sec[illegible] par. 2a, par. 1([illegible] 2(b), 4(b), 6, 7, 9, 12~~ 5-4-55
BAL-2869 Rec'd Filed	11-19-57 11-20-57 11-20-57	Voluntary assignment of license To Radio Cleveland, Inc.	GRANTED EFF:	12-18-57 1-1-58

FORM BC-121 #6
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters ...H.C.L.D.....

Name .....RADIO CLEVELAND, INC.....
CLEVELAND, MISSISSIPPI

File No.	Dated	Application for	Action: Nature	Action: Date
BR-2436 Rec'd Filed	3-3-58 3-5-58 3-5-58	Renewal of License	GRANTED	6-26-58
BR-2436 Rec'd RESUBMITTED RE'D FILED	3-3-61 3-8-61 5-2-61 5-11-61	Renewal of license	RETURNED Notarized by interested party, etc. GRANTED	APR 14 1961 4-19-62
BP-15,682 Rec'd Resub. Filed Rec'd	6-23-61 6-26-61 7-27-62 8-1-62 8-1-62	Construction permit to increase daytime power from 250w to 1kw; install new transmitter (COLLINS 20V-3) Engr.- Walter A. Duke	RETURNED No engr. GRANTED Cond'l re: 250w Class IV stations. Permittee shall submit with the applic. for lic. antenna resistance meas.	6-29-61 7-17-63
BL-10,458 R.&F.	12-12-63 12-16-63	Lic. to cover CP(BP-15,682) which auth. inc. daytime power and install new trans.(specify trans. as ITA-1000A).	GRANTED	5-28-64

FORM BC-121 #7
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WCLD

Name RADIO CLEVELAND, INC.
Cleveland, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BP-16,133 R. & F.	3-20-64 3-25-64	CP to move antenna-transmitter location from .2 mi. E of U. S. Hwy 61, ½ mi. S of city limits of Cleveland, Miss. to .15 mi. E of Hwy 61, Cleveland, Mississippi, and change studio location from 129 South Davis St., Cleveland Miss. to Same as transmitter, and delete remote control. Atty: H. J. Daly	GRANTED	5-13-64
BR-2436 Rec'd Filed	5-21-64 5-25-64 5-25-64	Renewal of license Atty. Leonard S. Joyce	GRANTED	7-16-64
BL-10,810 Rec'd Filed	10-21-64 10-23-64 10-27-64	License to cover construction permit(BP-16133) which authorized move antenna transmitter location; change studio location; delete remote control. new ground sys. installed Atty-Daly & Joyce	GRANTED	3-31-65

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

FORM BC-121 #8
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WCLD

Name RADIO CLEVELAND, INC.
Cleveland, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BR-2436 R & F	2-22-67 3-1-67	Renewal of license Leonard Joyce, Atty.	GRANTED	6-16-67
BZ-6496 R & F DM-6/1/67	5/22/67 5/23/67 AUG 1 7 1967	Auth. to determine operating power by direct meas. of antenna power. Atty: G. R. Borsari, Jr. Engr: J. L. Stevens, Tenn.	GRANTED	8-16-67
BR-2436 R & F #582046 $75. PN	2-25-70 3-3-70 3-3-70 MAR 2 5 1970 5-8-70	Renewal of License Atty.: George R. Borsari, Jr. AMENDED 5-20-70 re: commercial policy	GRANTED	5-27-70
BP-19,234 Rec'd Filed $50-061082 AC-060 PRESS: JUN 9 1972	3-27-72 4-6-72 4-6-72 4-6-72	Construction permit to increase tower height to accommodate FM antenna. Coordinates redescribed as: 33° 44' 01" ,90° 42' 50". and operate trans. by remote contol from the Main studio location. Atty. Daly, Joyce and Borsari	GRANTED	7-26-72

F.C.C. · WASHINGTON, D. C.

Form BC-121
September 1969

#9

1490khz

APPLICATION RECORD - BROADCASTING

Call Letters .....W.C.L.D.....

Name RADIO CLEVELAND, INC.
Cleveland, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BL-13,366 Rec'd & F W 139302-$50 PTA Amended PRESS	12-19-72 12-27-72 12-27-72- 1-5-73 1-23-73 JAN 31 1973	Lic.(BP-19,234) for changes. AC-067 Antenna height Atty: Daly, Joyce and ~~[illegible]~~ Borsari	GRANTED Issued w/renewal	3-13-74
BR-2436 R & F, PN Recd. PRESS APR 8 1973	3-2-73 3-7-73 "	RENEWAL OF LICENSE G.R.Borsari,Jr.Atty. AMENDED 7-25-73 re: programming	GRANTED (Issued with BL)	3-13-74
BR-2436 Recd. PN Recd. FILED Press MAR 4 1976	1-19-76 2-2-76 " 2-9-76	RENEWAL OF LICENSE AMENDED 6-10-76 re: programming	GRANTED	6-25-76

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

1490 kHz

#10

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

4-50

Call Letters W C L D

Name RADIO CLEVELAND, INC.
CLEVELAND, MISSISSIPPI

File No.	Dated	Application for	Action Nature	Action Date
BR 790221 UA		RENEWAL OF LICENSE	GRN	8-79
PRESS FEB [illegible] 1979				

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 one set is known to 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.