WHOC

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1399199

B-S 2080

BROADCASTING STATION LICENSE RECORD

Date first licensed 9-14-48

Call letters W H O C

Location: Philadelphia, Mississippi

Name of licensee WILLIAM HOWARD COLE

Transmitter location State Highways 15 and 16, Extension of Beacon Street, Philadelphia, Mississippi (MP 5-18-48) (Lic. 9-14-48)

Main studio location State Highways 15 and 16, Extension of Beacon Street, Philadelphia, Mississippi (MP 5-18-48) (Lic. 9-14-48)

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	To
BP-6299	11-28-47	1490	250w	U		
	Ltr. 12-26-47. CP for new station granted subject to filing MP for T site and antenna. (CONDITIONAL CLAUSE)					
BP-6299 BMP-3650	5-18-48	1490	250w	U	7-18	1-18-49
	Mod. CP (6299) to make changes in T equipment, for approval of antenna, T and studio sites.					
BL-3304	9-14-48	1490	250w	U	9-14	8-1-51
	Lic. to cover CP (6299 as mod) for a new station					
Tele.	4-2-51	Temp. permission granted eff. 4-2-51 thru 5-2-51 to use lower class operator.				
Tele.	4-13-51	Temp. permission granted thru 5-2-51 to use lower class operator.				
BR-2080	7-18-51	1490	250w	U	8-1	6-1-52
BS-2080	5-21-52	Extension of license			6-1	9-1-52
BR-2080	6-19-52	1490	250w	U	6-19	6-1-55
BR-2080	5-11-55	Renewal of license			6-1	6-1-58
BR-2080	5-7-58	Renewal of license			6-1	6-1-61
BR-2080	5-17-61	Renewal of license			6-1	6-1-64
BP-15231 *	9-11-63	1490kc	250w,1kw-LS	U	11-11	5-11-64
	CP to increase daytime power to 1kw and install new transmitter (COLLINS 20-V) (Cond'l).					
*BP-15231 set aside and des. for hearing 1-8-64						
BR-2080	5-28-64	Renewal of License			6-1	6-1-67
BP-15231	10-12-65	1490kc	250w,1kw-LS	U	12-12	6-12-66
	CP to increase daytime power to 1kw and install new transmitter (Collins 20-V). (Cond'l)					
Ltr. dated 4-7-66 & rec'd 4-11-66 giving notification per Sect. 73.48(a)(5) Rules that a Gates BC-1G trans. is now installed & in oper. (Eff:4-6-66)						
BL-11,310	6-27-66	1490kc	250w,1kw-LS	U	6-27	6-1-67
		Lic to cover CP(BP-15,231) which auth incr. daytime power and install new trans				
	Main					
BL-11,311	6-27-66	1490kc	250w	Aux. Alt M.	6-27	6-1-67
		Lic to use old main trans COLLINS 300-C at mian trans loc. as an Aux. day and Alt-M. night trans to be operated on 1490 250w.				

Form BC 126
June 1954

#2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W H O C

Station location .....

See Card #1

Name of licensee .....

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	To
BR-2080	5-22-67	Renewal of License Renewal of NDEA		Main & Au	6-1 Alt	6-1-70
BR-2080(S)	5-27-70	Renewal Of Main & Aux.Alt.Main Renewal of NDEA				6-1-73
~~EBSA~~	5-25-72					
BR-2080(S)	5-31-73	RENEWAL OF MAIN & ALT. M-AUX.				6-1-76
COMTEL	10-12-73	Delete antenna marking requirements.				
BR-2080(L) BZ780205AK	11-30-78	Renewal of License (Main & Alt. Main-Aux.)				6-1-79
BR790131UC	(S) 5-31-79	Renewal of license				6-1-82
BP-791123AE (L)	6-9-80	1490khz CP to mke chgs. in ant. system	.25kw	1.0kw		6-9-81
COMTEL	8-18-80	DUE TO DELAY IN FILING FORM 302 CAUSED BY DEFECTIVE GROUND SYSTEM SPECIAL TEMP AUTH. GR. TO OPERATE WHOO WITH FACILITIES SPECIFIED IN CONSTRUCTION PERMIT BP-791123AE. WITH ANTENNA INPUT POWER 949 WATTS DAYTIME 237 WATTS NIGHTTIME DETERMINED BY INDIRECT METHOD. AUTH. EXPIRES 10-14-80.				
COMTEL	11-20-80	AUTHORITY & TERMS COMTEL 8-18-80 EXT THRU 12-14-80 DUE TO DEFECTIVE TRNASFORMER.				

Form 94

APPLICATION RECORD - BROADCASTING

Call Letters: WHOC X New

Name: WILLIAM HOWARD COLE
(PO Box 119, Philadelphia, Mississippi)

File No.	Dated	Application for	Action: Nature	Action: Date
BP-6299 Rec'd Filed	7-8-47 8-25-47 8-25-47	Construction Permit for a new standard broadcast station to be operated on: Frequency: 1490kc Power: 250w Hours of operation: Unlimited Trans. location: To be determined-Philadelphia, Mississippi Studio location: To be determined-Philadelphia, Mississippi (John Creutz, Engr.)	GRANTED subject to filing MP for approval of T site and antenna. re waiver 3.60. Ltr. 12-26-47 Issued with MP 3650	11-28-47

Transmitter-Collins 300-G

Form 94

APPLICATION RECORD - BROADCASTING

2

Call Letters WHOC

Name WILLIAM HOWARD COLE

File No.	Dated	Application for	Action Nature	Action Date
			GRANTED	5-18-48
BMP-3650 Rec'd Filed	1-3-48 2-18-48 2-18-48	Mod. of C.P. (BP-6299, which authorized a new standard broadcast station) to make changes in transmitting equipment, for approval of antenna, transmitter and studio locations at Highways 15 and 16, extension of Beacon Street, Philadelphia, Mississippi. John Crettz, Engr.		
AMENDED Recd. Filed	3-12-48 3-18-48 3-18-48	AMENDED to change transmitter location(goeg. coords. only) and make changes in antenna.		
BL-3304 Rec'd Filed	7-26-48 7-28-48 7-28-48	License to cover C.P. (BP-6299, as mod.,) which authorized a new standard broadcast station.	GRANTED	9-14-48

FORM A-170 #3

FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WHOO

Name WILLIAM HOWARD COLE

File No.	Dated	Application for	Action Nature	Action Date
BR-2080 Rec'd	5-17-51 5-21-51	Renewal of License	Granted	7-18-51
BR-2080 Rec'd Filed	2-28-52 3-3-52 3-3-52	Renewal of license	GRANTED	6-19-52
BR-2080 Rec'd Resub. Rec'd Filed	3-7-55 4-9-55 4-11-55 4-11-55	Renewal of License ~~(not signed, dated or notarized)~~	~~RETURNED~~ GRANTED	~~9-31-55~~ 5-11-55

FORM BC-121 #4
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WHOC

Name WILLIAM HOWARD COLE
Philadelphia, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BR-2080 Rec'd. Filed	3-24-58 3-26-58 3-26-58	Renewal of license.	GRANTED	5-7-58
BR-2080 Rec'd&Filed	3-21-61 3-28-61	Renewal of license	GRANTED	5-17-61
BP-15,231 Rec'd Filed	11-28-61 11-30-61 11-30-61	CP to increase daytime power from 250w to 1kw and install new transmitter (Collins 20-V) Eng. Claude M. Gray, Birmingham, Ala.	*GRANTED 9-11-63 Cond'l re: Sect. 3.54 of the Comm. Rules. Class IV stations. Permittee shall accept any interf. (BP-15,033)	

STATEMENT REJECTING PARTIAL GRANT filed 10-14-63 by Dave Stevens.

*Grant set aside and des. for hearing 1-8-64 RE-GRANTED 10-12-65

OPPOSITION TO PETITION FOR RECONSIDERATION filed 11-12-63 by Jorgenson for WECP BP-15088

MOTION FOR EXTENSION OF TIME filed 11-26-63 by Stevens for WHOC

REPLY TO OPPOSITION TO PETITION FOR RECONSIDERATION filed 12-11-63 by Stevens for WHOC

MOTION FOR ACCEPTANCE OF PLEADING filed 12-12-63 by Stevens for WHOC

FURTHER OPPOSITION TO PETITION FOR RECONSIDERATION filed 12-24-63 by Jorgenson for WECP

OPPOSITION TO MOTION FOR ACCEPTANCE OF PLEADING filed 12-24-63 by Jorgenson for WECP

FORM BC-121
AUG. 1955

#5

APPLICATION RECORD - BROADCASTING

Call Letters WHOC

Name WILLIAM HOWARD COLE
Philadelphia, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BR-2080 Rec'd Filed	3-3-64 3-5-64 3-5-64	Renewal of license	GRANTED	5-28-64
BL-11,310 R & F	4/20/66 4/22/66	Lic. to cover CP (BP-15,231) which auth. incr. daytime power and install new trans. (MAIN)	GRANTED	6-27-66
BL-11,311 R & F	4/21/66 4/22/66	Lic. to use old main trans. COLLINS 300-G at main trans. loc. as an auxiliary day and alt-main nighttime transmitter to be operated on 1490kc 250w, ~~for auxiliary purposes only~~. (Auxiliary-Alternate Main)	GRANTED	6-27-66
BR-2080 R & F	2-27-67 3-1-67	Renewal of license (Main & Aux.- Alt. Main)	GRANTED	5-22-67

Form BC-121
September 1969

#6

APPLICATION RECORD - BROADCASTING

Call Letters WHCC

Name WILLIAM HOWARD COLE
Philadelphia, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BR-2080 R & F #581592 $75 #581593 $30 P. N.	2-27-70 3-2-70 3-2-70 3-2-70 3-2-70 MAR 25 1970	Renewal of License (Main & Alternate Main) AMENDED 4-7-70 re: engineering data AMENDED 5-12-70 re: commercial policy	GRANTED	5-27-70
BR-2080 Recd. PN Recd. FILED PRESS APR 2 1973	3-2-73 3-5-73 " 3-6-73	RENEWAL OF LICENSE (MAIN & ALTER.MAIN) AMENDED 5-21-73 re: programming; employment policy	GRANTED	5-31-73
BR-2080 R & F PN Recd. PRESS	1-13-76 2-2-76 " APR 6 1976	RENEWAL OF LICENSE (MAIN & ALTER.MAIN) David Tillotson, Atty. (SEE WRBC for Petitions) (See WRBC for petition filed 6-11-76)	GRANTED (Issued with BZ780905AK)	11-30-78

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

Form BC-121
May 1976
#7

APPLICATION RECORD - BROADCASTING

1490khz

Call Letters W H O C

Name WILLIAM HOWARD COLE
Philadelphia, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BZ-780905AK R & F DM PRESS	9-5-78 10-26-78 NOV 2 1978	Direct Measurement	GRANTED (Issued with BR-2080)	11-30-78
BR790131UC PRESS MAR 12 1979		Renewal of License (Alt. & Aux. Transmitters) David Tillotson, Atty.	GRANTED	5-31-79
BP791123AE PRESS (0) AMENDED	 4-14-80	CP to make chgs. in Ant. Sys. (Incre. Hght. of Tower 20'). Atty. David Tillotson (Arent,Fox,Kintner etc.) response to Question 10 in Section VA	GRANTED Cond'l	6-9-80

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

#8

APPLICATION RECORD-BROADCASTING

1490 kHz
Call Letters: W H O C

Name: WILLIAM HOWARD COLE

Station Location: Philadelphia, Mississippi

File No.	Date	Description	Action and Date
BL-801216AF R & F PRESS	12-16-80 JAN 12 198	Lic. to cover (BP-791123AE) for changes. Atty: David Tillotson (Arent, Fox) amended 3-2-81	

Form BC-121
March 1979

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.