WMAG

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

Form BC-126
June 1954

3170 4-11-74. Auth. granted for on-the-air I.D.as "FOREST-MORTON", Miss.

BROADCASTING STATION LICENSE RECORD

Date first licensed 10 - 13 - 55

Call letters WMAG (Ltr. 12-22-54) xWFST

Station Location: Forest, Mississippi

SCOTT COUNTY BROADCASTING COMPANY, INC. (AL 5-3-56) EFF: 5-25-56)

Name of licensee x ROTH E. HOOK and WILLIAM E. FARRARR, d/b as SCOTT COUNTY BROADCASTING COMPANY

Transmitter location North side of U.S. Highway 80, 2.9 miles east of center of Forest, Mississippi(MP 12-22-54 (Lic. 10-13-55)

39074

North side of U.S. Hwy. 80, 2.9 mi. E. of center of Forest, Miss. (BZ 3-27-61 (Lic. 10-13-55)

Main studio location X First and Raleigh Streets, Forest, Mississippi (BRC-808) X North side of U.S. Highway 80, 2.9 miles east of center of Forest, Miss. (MP 12-22-54)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
Letter) BP-8857)	9-29-54	860	500w	Day	Subj. filing MP for approval T site and antenna For a new Standard Broadcast Station at Forest, Miss.
BP-8857 BMP-6721	12-22-54 CP for antenna,	860kc new station and	500w transmitter &	Day MP for approval of studio location	2-22-55 8-22-55
BMP-6930 (1)	8-12-55	Mod. of CP (BP-8857, as mod.) for extension of completion date to 10-22-55			
BRC-808 (2)	9-7-55	Modl of cp 8857, as mod., to op. trans. by remote control from First & Raleigh Streets Forest, Mississippi			
BMP-6954 (3)	9-7-55	Mod. of CP (8857, as mod.) to change type transmitter			
BL-5861	10-13-55	860kc	500w	Day	10-13-55 6-1-58
	Lic. to cover CP(8857, as mod.) for a new standard broadcast station.				
BAL-2275 EFF:	5-3-56 5-25-56	Vol. assignment of license to: Scott County Broadcasting Company, Inc.			
BTC-2710 EFF:	3-12-58 4-12-58	Voluntary acquisition of positive control of licensee corporation by R.E.Hook thru purchase of stock from W.E.Farrar.			
TELEGRAM	5-29-58	Action on renewal application deferred pending further consideration. Continued operation authorized.			
BR-3170	6-26-58	860	500w	Day	6-26 6-1-61
	6-1-61	Commission deferred action on renewal pending further consideration.			
BR-3170	6-21-61	Renewal of license			6-21 6-1-64
BZ-5144 (1)	3-27-64	Authority to determine operating power by direct measurement of antenna power. (chg.trans.COLLINS 20V-3; chg. studio to trans. site; delete remote control)			
BR-3170	5-28-64	860kc	500w	Day	6-1 6-1-67
BZ-5456 (1)	4-14-65	Authority to determine operating power by direct measurement of antenna power			

Form BC 126
June 1954

CARD #2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ....W.M.A.G.....

Station location .....

Name of licensee .....

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To-
BZ-5791 (2)	12-2-65	Auth. to determine operating power by direct measurement of antenna power.			
BR-8170	7-5-67	860kc	500w	Day	7-5 6-1-70
BP-18,504	9-15-70	850kc 10kw DA-D Day 9-15-71 CP to chg. to 850kc 10kw DA-D (trans. CCA AM-10,000D.			
BR-3170	9-11-70	Renewal of license			6-1-73
BP-18,504(1)	1-22-71	Memo correct spacing of towers.			
BMP-13,322(2)	11-15-71	MP(BP-18,504) ext. time to 3-15-72			
BMP-13,359(3)	1-18-72	Mod. of CP(BP-18,504) to change antenna parameters.			
BMP-13,392(4)	3-29-72	MP(BP-18,504) ext. time to 9-15-72			
EBSA	6-12-72				
BMP-13,487(5)	9-22-72	MP(BP-18,504) ext. time to 3-15-73			
BMP-13,585(6)	3-20-73	MP(BP-18,504) ext. time to 8-15-73			
BMP-13,658(7)	7-26-73	MP(BP-18,504) ext. time to 2-15-74			
BL-13562(L)	3-8-74	RENEWAL & Modification			6-1-76
BR-3170	"	850khz 10kw DA-D			"
BL-13562(L) BR-3170	3-8-74	Supersede correct TL, marking and add condition.			6-1-76
Comlet	6-21-74	Ant. monitor Potomac Inst. AM-19(204)			
BL-13722(L)	8-19-74	Lic. to use former main trans. for aux. purposes only			6-1-76
BR-3170(S)	10-21-76	RENEWAL (MAIN & AUX.)			6-1-79
BS-3170(L)	2-22-77	ML to add condition re: Section 73.114(A)(8) of the rules			6-1-79
BS-3170(L)	4-5-78	readjustment of directional antenna system			6-1-79
BR790201ZV(S)	6-20-79	Renewal of License (Main & aux.)			6-1-82

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WFST x New

Name ROTH E. HOOK AND WILLIAM E. FARRAR d/b as SCOTT COUNTY BROADCASTING COMPANY
PO c/o Roth E. Hook Aliceville, Alabama

File No.	Dated	Application for	Action Nature	Action Date
BP-8857 Rec'd Resub. Rec'd Filed	3-14-53 4-13-53 4-28-53 4-30-53 4-30-53	Construction permit for a new standard broadcast station to be operated on: Frequency: ~~550kc~~ 860kc Power: ~~1kw~~ 500w Hours of Operation: Daytime Trans. Location: To be determined Forrest, Mississippi Studio Location: To be determined Forrest, Mississippi John F. Clagett, Atty. John A. Moffet, engr.	~~RETURNED~~ ~~Exhibit B ltd. after Section I.~~ GRANTED 9-29-54 Subj. filing MP approval T-site and ant. Letter Written 10-5-54 Issued with BMP-6721	APR 20 1953
AMENDED Rec'd Filed	3-31-54 4-5-54 4-12-54	AMENDED toc hange frequency to 860kc, change power to 500w, and change transmitter to (GATES BC-500-GY)		

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

Gates ~~BC-1F~~ lrw
BC500GY

#2

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WMAG ~~WFST~~

Name ROTH E. HOOK AND WILLIAM E. FARRAR, d/b as SCOTT COUNTY BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BMP-6721 Rec'd Filed	12-1-54 12-8-54 12-8-54	Modification of construction permit (BP-8857 which auth. a new standard broadcast station) for approval of antenna, transmitter and studio location as N. side US Hwy. 80, 2.9 miles E. of center of Forest, Mississippi. John F. Clagget, Atty. Robert M. Silliman & Associates, Engrs.	GRANTED	12-22-54
BMP-6930 Rec'd Filed	8-4-55 8-9-55 8-9-55	Modification of construction permit (BP-8857 as mod., which auth. a new standard broadcast station) for extension of completion date from 8-22-55 to 10-22-55. John F. Clagett, Atty.	GRANTED	8-12-55

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

FORM A-170 #3

FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WMAG

Name ROTH E. HOOK AND WILLIAM E. FARRAR, d/b as SCOTT COUNTY BROADCASTING COMPANY
Forest, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BRC-808 Rec'd Filed	9-3-55 9-6-55 9-6-55	Mod. of construction permit, (as mod) to operate transmitter by remote control from First and Raleigh Streets, Forest, Mississippi.	GRANTED	9-7-55
BMP-6954 Rec'd Filed	9-3-55 9-6-55 9-6-55	Modification of construction permit (BP-8857, as mod., which auth. a new standard broadcast station) to change type transmitter (GATES BC-1F).	GRANTED	9-7-55
BL-5861 Rec'd Resub. Rec'd Filed	8-24-55 8-26-55 9-26-55 10-3-55 10-3-55	License to cover construction permit (BP-8857, as mod.) which authorized a new standard broadcast station.	~~Ret. 9-15-55 re name of licensee.~~ GRANTED	10-13-55

FORM BC-121 #4
FORMERLY FORM A-170

APPLICATION RECORD - BROADCASTING

Call Letters WMAG

Name ROTH E. HOOK AND WILLIAM E. FARRARE, d/b as SCOTT COUNTY BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BAL-2275 Rec'd Filed	3-2-56 3-23-56 3-23-56	Voluntary assignment of license from Roth E. Hook and William E. Farrar, d/b as Scott County Broadcasting Company to Scott County Broadcastign Company, Inc. John F. Clagett, Atty.	GRANTED EFF:	5-3-56 5-25-56
BTC-2710 Rec'd Filed	1-9-58 1-23-58 1-23-58	Voluntary acquisition of positive control of licensee corporation by R. E. Hook thru purchase of stock from W. E. Farrar. David S. Stevens, Atty.	GRANTED EFF:	3-12-58 4-12-58
BR-3170 Rec'd. Filed	5-14-58 5-23-58 5-23-58	Renewal of licanse. Edward R. McKenna, Atty.	GRANTED	6-26-58

FORM BC-121
AUG. 1955

#5

APPLICATION RECORD - BROADCASTING

Name SCOTT COUNTY BROADCASTING COMPANY, INC.

Call Letters WMAO

FOREST, MISSISSIPPI

File No.	Dated	Application for	Action Nature	Action Date
BR-3170 Rec'd&Filed	3-14-61 3-20-61	Renewal of License	GRANTED	6-21-61
BR-3170 R.&F.	2-24-64 3-5-64	Renewal of license Atty: McKenna & Wilkinson (David S.Stevens)	GRANTED	5-28-64
BZ-5144 R&F	12-16-63 12-18-63	Authority to determine operating power by direct measurement of antenna power and specify transmitter as Collins 20-V-3 & specify studio at trans. site(delete remote control operation) Atty: McKenna & Wilkinson	GRANTED	3-27-64
BZ-5456 R. & F.	11-30-64 12-3-64	Authority to determine operating power by direct measurement of antenna power. Atty- McKenna & Wilkinson	GRANTED	4-14-65

FORM BC 121 #6
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WMAG

Name SCOTT COUNTY BROADCASTING COMPANY, INC.
Forest, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BZ-5791 R & F	10/2/65 10/6/65	Authority to determine operating power by direct measurement of antenna power. Atty: McKenna & Wilkinson	GRANTED	12-2-65
BR-3170 R & F	2-9-67 3-3-67	Renewal of License Atty.: David S. Stevens	GRANTED	7-5-67
BP-18,504 Recd & F. #495013 $75 NP rec'd	2-27-69 2-27-69 2-27-69 3-28-69	CP to chg. from 860kc, 500w, Day to 850kc, 10kw, DA-D Day (trans.-CCA AM-10,000D) Attys: McKenna & Wilkinson(David S.Stevens) Engr-Silliman,Moffet & Kowalski(Marianna Cobb)	GRANTED	9-15-70

Preliminary examination indicates this proposal is mutually exclusive with BP-18,188.

APR 23 1969

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

CONTACT: Hugh Hughes
618 Wilson Street
Forest, Mississippi
TELEPHONE: 601 - 469-3701

Form BC-121
September 1969

#7

APPLICATION RECORD - BROADCASTING

Call Letters W.M.A.G.

Name SCOTT COUNTY BROADCASTING COMPANY, INC.
Forest, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BR-3170 R & F #581392 $75. P.N.	3-2-70 3-3-70 ($180. submitted) 3-3-70	Renewal of License AMENDED 4-27-70 re: commercial policy Atty.: James R. Cooke	GRANTED	9-11-70
BMP-13,324 R & F Acc. 067 Press $50.00 paid	9-9-71 9-10-71 NOV 12 1971 9-10-71	MP (BP-18,504, as mod.) for extension of completion date to 3-15-72.(Changes) Atty: John L. Tierney	GRANTED to	11-15-71 3-15-72
BMP-13,359 Rec'd Filed $50-026495 AC-060 PRESS: JAN 13 1972	12-13-71 12-16-71 12-16-71 12-16-71	Modification of CP(Bp-18,504 as mod.) to change antenna parameters. Atty. John L. Tierney	GRANTED	1-18-72

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

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

#8

Call Letters W M A G

Name SCOTT COUNTY BROADCASTING COMPANY, INC.
Forest, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BMP-13,392 R & F $50-048668 AC-067 MAR 24 1972	3-8-72 3-8-72 3-8-72	MP(BP-18,504, as mod.) for extension of completion date to 9-15-72 (changes) Atty: John L. Tierney	GRANTED to	3-29-72 9-15-72
BMP-13,487 R & F $50-105274 AC-067 SEP 12 1972	8-30-72 8-31-72 8-31-72	MP(BP-18,504, as mod.) for extension of completion date to 3-15-72 (changes) Atty: John L. Tierney	GRANTED to	9-22-72 3-15-73
BMP-13,585 R&F $50-159137 AC-067 PRESS: MAR 14 1973	3-2-73 3-5-73 3-5-73	Mod. of CP(BP-18,504 as mod.) for extension of completion date to 9-15-73. (Changes) Atty. John L. Tierney	GRANTED to	3-20-73 8-15-73

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

#9
Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

860 kc

Call Letters W M A G

Name SCOTT COUNTY BROADCASTING COMPANY, INC.
FOREST, MISSISSIPPI

File No.	Dated	Application for	Action Nature	Action Date
BR-3170 R & F PN Recd. PRESS APR 19 1973	3-2-73 3-5-73 " 	RENEWAL OF LICENSE John L. Tierney, Atty. AMENDED 4-25-73 re: programming; ascert. of comm. needs AMENDED 6-4-73 re: programming	GRANTED	3-8-74
BMP-13,658 R & F $50-214497 AC-067	7-9-73 7-16-73 7-16-73	MP(BP-18,504, as mod.) for extension of completion date to 2-15-73 (changes) Atty: John L. Tierney	GRANTED to	7-26-73 2-15-74
BL-13562 Rec'd Amend & Filed $50#246133 PTA PRESS 1 MAR 1974	10-18-73 10-26-73 1-14-74 10-29-73 11-12-73	Lic. to cover BP-18504 for changes - engr. statements Atty. John L. Tierney	GRANTED (Issued with BR-3170)	3-8-74
Request R & F PRESS: MAR 22 1974	3-5-74 3-11-74	Request for Section 73.1201(b)(2) of the rules to identify as: FOREST-MORTON, MISSISSIPPI.	GRANTED	4-11-74

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

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

#10

Call Letters WMAG 850khz

Name SCOTT COUNTY BROADCASTING COMPANY, INC.
Forest, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BL-13722 R & F $50#309685 PTA PRESS 6 AUG 1974	5-16-74 5-28-74 5-30-74 6-20-74	Lic. to use former Main transmitter for Auxiliary Purposes Only, Collins 20V-3 Atty. John L. Tierney(McKenna, Wilkinson,etc.)	GRANTED	8-19-74
BR-3170 R & F PN Recd. PRESS	1-31-76 2-2-76 " MAR 26 1976	RENEWAL OF LICENSE (MAIN & AUX. TRANS.) James R.Cooke,Atty. (See WRBC for petitions) (See WRBC for petition filed 6-11-76)	GRANTED	10-21-76
MEMORANDUM OPINION & ORDER, adopted 10-21-76, Informal objection filed by the Mississippi State Branch of the NAACP, DENIED. AMENDED 9-14-76 re: EEO				
BR790201ZV PRESS	MAR 30 1979	Renewal of License (Main & Auxiliary) R. Michael Senkowski, Atty.	GRANTED	6-20-79

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.