

UNITED STATES OF AMERICA
FEDERAL COMMUNICATIONS COMMISSION

File No.: BR-1127
FAC ID: 47456
Call Sign: WHIS

STANDARD BROADCAST STATION LICENSE

Subject to the provisions of the Communications Act of 1934, subsequent Acts, and Treaties, and Commission Rules made thereunder, and further subject to conditions set forth in this license, ^{1/}the LICENSEE

NATCHEZ BROADCASTING COMPANY

is hereby authorized to use and operate the radio transmitting apparatus hereinafter described for the purpose of broadcasting for the term ending 3 a.m. Local Time **JUNE 1, 1979**

The licensee shall use and operate said apparatus only in accordance with the following terms:

- On a frequency of **1340** kHz.
- With nominal power of **250** watts nighttime and **1 kilo** watts daytime,
with antenna input power of **250** watts **non** directional
antenna nighttime Antenna current **2.14** amperes
antenna nighttime Antenna resistance **55.0** ohms,
and antenna input power of **1 kilo** watts **non** directional
antenna daytime Antenna current **4.27** amperes
antenna daytime Antenna resistance **55.0** ohms

3. Hours of operation: **Unlimited Time.**

Average hours of sunrise and sunset:

Jan. 7:00 am to 5:30 pm;	Feb. 6:45 am to 5:45 pm;	Licensee shall accept such inter- ference as may be imposed by other existing 250w Class IV stations in the event they are subsequently authorized to increase power to 1000 watts.
Mar. 6:15 am to 6:15 pm;	Apr. 5:45 am to 6:30 pm;	
May 5:15 am to 7:00 pm;	June 5:00 am to 7:15 pm;	
July 5:15 am to 7:15 pm;	Aug. 5:30 am to 6:45 pm;	
Sep. 5:45 am to 6:15 pm;	Oct. 6:15 am to 5:30 pm;	
Nov. 6:30 am to 5:00 pm;	Dec. 7:00 am to 5:00 pm;	
Central Standard Time (Non-Advanced).		

- With the station located at: **Natchez, Mississippi**
- With the main studio located at: **City Bank Bldg., 407 Franklin Street, Natchez, Mississippi**
- Remote control point: **City Bank Bldg., 407 Franklin Street, Natchez, Mississippi**
- Transmitter location: **Shady Lane just off Hwy. 61 South Natchez, Mississippi**
North Latitude: **31° 31' 14.2"**
West Longitude: **91° 23' 09.4"**

8. Obstruction marking specifications in accordance with the following paragraphs of FCC Form 715: **None Required.**

9. Transmitter(s): **COLLINE, 820-D**

10. ~~Conditions:~~ **ANTENNA: 195' (199' overall height) uniform cross section, guyed, series excited vertical radiators. Ground system consists of 180 equally spaced, buried, copper radials 200' in length plus 360 interspaced radials 20' in length.**

The Commission reserves the right during said license period of terminating this license or making effective any changes or modification of this license which may be necessary to comply with any decision of the Commission rendered as a result of any hearing held under the rules of the Commission prior to the commencement of this license period or any decision rendered as a result of any such hearing which has been designated but not held, prior to the commencement of this license period.

This license is issued on the licensee's representation that the statements contained in licensee's application are true and that the undertakings therein contained so far as they are consistent herewith, will be carried out in good faith. The licensee shall, during the term of this license, render such broadcasting service as will serve public interest, convenience, or necessity to the full extent of the privileges herein conferred.

This license shall not vest in the licensee any right to operate the station nor any right in the use of the frequency designated in the license beyond the term hereof, nor in any other manner than authorized herein. Neither the license nor the right granted hereunder shall be assigned or otherwise transferred in violation of the Communications Act of 1934. This license is subject to the right of use or control by the Government of the United States conferred by Section 606 of the Communications Act of 1934.

^{1/}This license consists of this page and pages ***

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Dated: **JULY 27, 1976**