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Form FC 126 #2554
June 1954

FREQUENCY MODULATION

BROADCASTING STATION LICENSE RECORD

Date first licensed 11-30-70

Call letters WTIB

Station location Iuka, Mississippi

Name of licensee SEGARS COMMUNICATIONS, INC. (BML 11-6-78)
X HORIZON BROADCASTING, INC. (ML grted. 11-6-78)
X Horizon Broadcasting, Inc.(ALH 12-28-71 EFF: 1-24-72)
xKelly S. Segars

Transmitter location Pleasant Hill Rd. Approx. 1.3 mi. S., Iuka, Miss.(MPH-7-24-70)
XInter. of Hi. 72 & 25, on Hi 25 S., Iuka, Mississippi(PED-1-19-70)

38852

Main studio location 311 West Eastport Street, Iuka, Miss.(MPH-7-24-70)
XSame as Transmitter

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BPH-6741 HAAT: 225'	1-19-70	104.9mc. ch#285 CP for New Station.	ERP: 3kwa TPO: 940watts	Unl	9-19-70
BPH-6741(1)	3-25-70	CALL LETTERS ASSIGNED			
BMPH-12,023 HAAT: 225' (L) Cond'L	7-24-70 (H&V)	104.9mc MP(BPH-6741) chg tran loc & studio loc., ant, tran, ERP:, TPO:, & HAAT.	ERP: 3 kw (H&V) TPO: 2.35 kw (RC)		11-19-70
BMPH-12,099 (L)	10-7-70	MP(BPH-6741 as mod) make chg. in trans line,			11-19-70
BLH-4951(L)	11-30-70	Lic. (BPH-6741, as mod.) New FM B/C Station			6-1-73
BALH-1597 EBSA	12-28-71 5-22-72	VOL. ALH	EFF: 1-24-72		
BRH-2554(L)	5-31-73	RENEWAL OF LICENSE			6-1-76
BRH-2554(S)	11-30-76	Renewal of license			6-1-79
BMLH-781025AG	11-6-78	ML to chg. name			
BRH790129WS(L)	5-31-79	Renewal of License			6-1-82

FORM BC-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WTIB ~~NEW FM~~

Name Kelly S. Segars
Iuka, Mississippi(PO 1413 West Quitman, Iuka, Mississippi 38852)

File No.	Dated	Application for	Action Nature	Action Date
BPH-6741	5-14-69	CP for New FM on: 104.9mc. #285 ERP:3kw	GRANTED	1-19-70
R & F	5-21-69	HAAT:246' TPO:0.900kw		
#515593 $75	5-21-69	Trans.:RCA-BTF-1E; Ant.:RCA-BFA-4 sections		
PRESS: JUN 10 1969		T-SL: Highway 72, East, Iuka, Mississippi		
PN REC'D:	6-23-69	34° 48' 30" - 88° 11' 30"		
		Atty.: Applicant		
		Engr.: Ben L. Enochs, Lexington, Tenn./& studio		
AMENDMENT	6-19-69	Amended to change ant-trans/ location to Intersection of		
R&F	7-16-69	Hy. 72 and 25 on Hy. 25 South, (coord. 34° 48' 10" 88° 12' 20"),		
PRESS:		chg. TPO to 940w, HAAT. to 223.5'.		

Amended 9-5-69 to show corrected coordinates as 34° 47' 45"---88° 12' 25".
SEP 19 1969
Amended 11-10-69 re community survey.

Contact:

Kelly S. Segars
1413 W. Quitman Street
Tuka, Mississippi

Phone: Area 601 423-2621

Form BC-121 #2
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters WTIBJ

Name Kelly S. Segars
Iuka, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BMPH-12,023 R & F #616347$30. PRESS:	6-27-70 7-15-70 7-15-70 JUL 22 1970	MP(BPH-6741)chg. trans. loc. to E. side of Pleasant Hill Rd., approx. 1.3 mi. S. of Iuka, Mississippi(WVOM AM Site); chg. studio loc. 311 W. Eastport, Iuka, Mississippi; operate by remote control from the proposed studio loc; chg. Trans(CCA-FM-3000DS); chg. Ant(CCA-6811-3, sects.); make chgs. in ant. system(incr.hght) chg. TPO: 2.1kw; & HAAT: 222.5 feet. 34° 47' 34.5" - 88° 11' 34"	GRANTED	7-24-70
BMPH-12,099 R & F #629203 $30. CODE 061 #626834 $20. CODE 061 PRESS: AMENDED	9-4-70 9-8-70 9-8-70 8-26-70 SEP 22 1970 9-28-70	MP(BPH-6741 as mod) make changes in transmission line. chg. TPO: 2.26kw. make chgs. in efficiency line.	GRANTED	10-7-70

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

#3

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters WTIB

Name Kelly S. Segars
Iuka, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BMPH- Rec'd: #635671 $50 CODE: 068 PRESS: OCT 2 1970 $40. Refunded, $10. used for	10-10-70 10-12-70 11-16-70 302	MP(BPH-6741 as mod.)ext. time to ____ (NEW STATION).	RETURNED (Unnecessary 302's on file). G	10-22-70
BLH-4951 Rec'd #626833 $30. #626834 $10. #635671 $10. Amended & F PTA PRESS NOV 2 0 1970	8-18-70 8-26-70 8-26-70 8-26-70 10-12-70 11-3-70 11-5-70	Lic.(BPH-6741, as mod.) for new FM B/c Sta. Engr. data (freq. checks) new 302. Amendment (over)	GRANTED	11-30-70

BLH-4951 - Amended: 9-28-70 Engr. data

Form BC-121 #4
September 1969

104.9mc

APPLICATION RECORD - BROADCASTING

Call Letters WTIB

HORIZON BROADCASTING, INC.

Name x KELLY S. SEGARS
Iuka, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BALE-1597 Rec'd(Form 315) 7-6-71 FEE PD: $30 #015043 CODE 049 (SEE AM WVOM) LTR WRITTEN 7-23-71 ~~316 to be filed; add'l fee~~ RESUB(316) 11-24-71 R & F 11-29-71 FEE PD: add'l $220 #511543 CODE 054 DEC 7 1971		Voluntary assignment of license to HORIZON BROADCASTING, INC.	~~RETURNED 9-23-71 filed on wrong form.~~ GRANTED EFF:	12-28-71 1-24-72
BRH-2554 R & F P.N. PRESS APR 1 1973	2-9-73 2-27-73 2-27-73	Renewal of License Atty.: A. L. Stein	GRANTED	5-31-73

#5

FM 104.9 mc

Form BC-121
September 1969
6-70

APPLICATION RECORD - BROADCASTING

Call Letters WTIB

Name X SEGARS COMMUNICATIONS, INC.
HORIZON BROADCASTING, INC.
IUKA, MISSISSIPPI

File No.	Dated	Application for	Action Nature	Action Date
BRH-2554	1-30-76	RENEWAL OF LICENSE	GRANTED	11-30-76
R & F	2-3-76			
PN Recd.	"	AMENDED 5-24-76 re: engineering		
PRESS	APR 14 1976			
Ltr.	10-21-76	Baraff, Koerner & Olender now attys.		
BMLH781025AC PRESS	NOV 6 1978	Modification of License to change Name to: Segars Communications, Inc.	GRANTED	11-6-78
BRH790129VC PRESS	MAR 30 1979	Renewal of License	~~Applic. rec'd 3-15-79 - signed by General Manager~~ GRANTED	5-31-79

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.

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.