WNGO

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B S-2798

BROADCASTING STATION LICENSE RECORD

(7-8-63) W M G O(7-1-630

Date first licensed 4-1-53

Call letters XWDOB

Station Location: Canton, Miss.

CANTON BROADCASTING CO., INC.(AL-8-11-65;EFF: 8-23-65
x MADISON COUNTY BROADCASTING COMPANY, INCORPORATED (AL 2-5-54 EFF: 3-10-54
x J. DIGE BISHOP, ANNIE DEE DAVIS and JAMES T. OWNBY, d/b as

Name of licensee MADISON COUNTY BROADCASTING COMPANY

Transmitter location East side of U.S. 51, just north of Canton city limits, Canton, Miss.
(MP 1-16-53)

107-09 West Peace Street, Canton, Mississippi (BRC 7-22-63)

Main studio location XEast side of U.S. 51, just north of Canton city limits, Canton, Miss.
(MP 1-16-53)

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
BP-8075	7-10-52	1370	500w	Daytime	
Ltr.	7-14-52 CP granted for new station subject to filing MP for approval of T site and antenna				
BP-8075	1-16-53	1370	500w	Day	3-16-53 9-16-53
BMP-5955	CP for new station and MP for approval antenna, T. site & studio loca. & cha. type T. (C.CLAUSE)				
BL-4940	4-1-53	1370	500w	Daytime	4-1-53 6-1-55
	Lic. cover CP(8075, as mod.) for new station (C.C.)				
BAL-1696	2-5-54	Vol. assignment of license to MADISON			
EFF:	3-10-54	COUNTY BROADCASTING COMPANY, INCORPORATED			
BP-9352	9-8-54	1370	1kw	Day	11-8 5-8-55
C.P. incr. power and convert obstruction marking specs.					
BL-5534	12-9-54	1370kc	1kw	Daytime	12-9-54 6-1-55
License cover CP(9352) to increase power					
BR-2798	5-4-55	Renewal of license		6-1	6-1-58
BTC-2302	9-11-56	Voluntary transfer of control of			
EFF:	9-18-56	licensee corp. from J.Dige Bishop,			
	James T.Ownley, and Annie Dee Davis, TO:				
	W.E.FARRAR, R.E.HOOK, LUCILLE HOOK & HUGH HUGHES				
BTC-2485	5-13-57	Voluntary acquisition of positive			
EFF:	5-27-57	control of licensee corporation by			
	R.E. Hook thru the purchase of stock (50%) from				
	W. E. Farrar and Hugh Hughes.				
Telegram	5-29-58	Action on renewal application deferred			
		pending further consideration. Continued			
		operation authorized.			
BR-2798	9-3-58	Renewal of license		9-3	6-1-61
	6-1-61	Comm. deferred action on renewal pending			
	further consideration.				
BR-2798	7-20-61	Renewal of license		7-20-	6-1-64
BTC-4175	1-16-63	Voluntary transfer of control of lic-			
EFF		ensee corporation from R. E. Hook and			
	Lucille Hook to Roy James Loflin, Jr., and Wilbur				
	Rodney Williams				

Ltr. dated 7-11-63 & rec'd 7-15-63 giving notification per Sect. 3.48(a)(5) Rules that a Collins 20V-3 trans. is now installed & in oper.

Form BC 126
June 1954

Card #2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WMGO

Station location .....

Name of licensee See Card #1

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BRC-2276 (1)	7-22-63	Mod. of license to change studio location to 107-09 West Peace Street, Canton, Mississippi and operate transmitter by remote control from Studios,			
BZ-5164 (2)	3-30-64	Authority to determine operating power by direct measurement of antenna power.			
BR-2798	5-28-64	1370kc	1kw	Day RC	6-1 6-1-67
BAL-5495 EFF:	8-11-65 8-23-65	Voluntary assignment of license to CANTON BROADCASTING CO., INC.			
BR-2798	5-22-67	1370kc	1kw (RC) Day		6-1 6-1-70
		Renewal of NDEA			6-1-70
BR-2798 (S)	5-27-70	Renewal & NDEA			6-1-73
BTC-6329	12-7-70	VOL. TC	EFF: 12-29-70		
EBSA	5-25-72				
BR-2798(S)	8-10-73	RENEWAL			6-1-76
BTC-7960	5/12/76	Vol TC	EFF: 5/17/76		
BR-2798(L)	5-12-76		RENEWAL		6-1-79
COMTEL	10-4-76	PSA	500w		
BR-790201VU	5-18-79	RENEWAL			6-1-82

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

(7-8-63) W M G O (7-1-63)
XW D O B

Call Letters x New

Name J. DIGE BISHOP, ANNIE DEE DAVIS and JAMES T. OWNBY d/b as MADISON COUNTY BROADCASTING COMPANY
(P.O. c/o James T. Ownby, P. O. Box 786, Jackson, Mississippi)

File No.	Dated	Application for	Action Nature	Action Date
BP-8075 Rec'd Filed	4-13-51 4-16-51 4-16-51	Construction permit for a new standard broadcast station to be operated on: Frequency: 1370kc Power: 500w Hours of Operation: Daytime Trans. Location: To be determined Canton, Mississippi Studio Location: To be determined Canton, Mississippi Vincent B. Welch, Atty. George M. Lohnes, Engr.	GRANTED subj. to filing MP for approval of T site and antenna Ltr. 7-14-52 Issued with BMP-5955	7-10-52

Collins 20V

#2

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Name J. DIGE BISHOP, ANNIE DEE DAVIS AND JAMES T. OWNBY d/b as MADISON COUNTY BROADCASTING COMPANY

Call Letters W.D.C.B.

File No.	Dated	Application for	Action Nature	Action Date
BMP-5955 Rec'd Filed	8-19-52 8-20-52 8-20-52	Modification of construction permit (BP-8075 which auth. a new standard broadcast station) for approval of antenna, transmitter and main studio location as E. side of U.S. 51, just North of Canton city limits, Canton, Mississippi and change type of transmitter (RCA BTA 1L) Robert L. Heald, Atty. George M. Lohnes, Engr.	GRANTED cond'l re blanketing and compliance 3.46 & Sec. 12.	1-16-53
BL-4940 Rec'd Filed	2-26-53 2-27-53 2-27-53	License to over construction permit (BP-8075, as mod.,) which auth. a new standard broadcast station. W.M. Ellington, Engr.	GRANTED blanketing clause	4-1-53

#3

FORM A-170

FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

(AL-2-5-54

Name MADISON COUNTY BROADCASTING COMPANY, INCORPORATED/ xJ. DIGE BISHOP, ANNIE DEE DAVIS AND JAMES T. OWNBY d/b as MADISON COUNTY BROADCASTING COMPANY

Call Letters WDOB

File No.	Dated	Application for	Action Nature	Action Date
BAL-1696 Rec'd Filed	12-28-53 12-30-53 12-30-53	Voluntary assignment of license to Madison County Broadcasting Company, Incorporated.	GRANTED EFT:	2-5-54 3-10-54
BP-9352 Rec'd Filed	6-11-54 6-17-54 6-17-54	Construction permit to increase power from 500w to 1kw. Ralph J. Bitzer, Engr.	GRANTED	9-8-54
BL-5534 Rec'd Resub. Rec'd Filed	11-2-54 11-8-54 11-17-54 11-26-54 11-26-54	License to cover construction permit (BP-9352) which authorized increase in power	~~Returned~~ ~~signed by~~ GRANTED	~~11-15-54~~ ~~Manager~~ 12-9-54
BR-2798 Rec'd Filed	2-28-55 3-7-55 3-7-55	Renewal of License	GRANTED	5-4-55

FORM BC-121 #4
AUG. 1955

APPLICATION RECORD - BROADCASTING

(7-8-63) W M G O (7-1-630

Call Letters X W D O B

Name MADISON COUNTY BROADCASTING COMPANY, INCORPORATED

File No.	Dated	Application for	Action Nature	Action Date
BTC-2302 Rec'd Filed	8-1-56 8-14-56 8-14-56	Voluntary transfer of control of licensee corporation from J. Dige Bishop, James T. Ownley, and Annie Dee Davis to W. E. Farrar, R. E. Hook, Lucille Hook and Hugh Hughes	GRANTED EFF:	9-11-56 9-18-56
BTC-2485 Rec'd Filed	4-26-57 4-30-57 4-30-57	Voluntary acquisition of positive control of licensee corporation by R. E. Hook, through the purchase of stock (50%) from W. E. Farrar and Hugh Hughes. David S. Stevens, Atty.	GRANTED EFF:	5-13-57 5-27-57

FORM BC-121 #5
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call 7/8/63 W M G O (2-1-63)
Letters X.W.D.O.B.

Name MADISON COUNTY BROADCASTING COMPANY, INCORPORATED

File No.	Dated	Application for	Action Nature	Action Date
BR-2798 Rec'd Resubmitted Rec'd&Filed	2-27-58 3-3-58 5-24-58 5-29-58	Renewal of License	~~Ret'd 3-7-58, signed by Manager,~~ (GRANTED	9-3-58
BR-2798 Rec'd&Filed	3-14-61 3-20-61	Renewal of License William N. Early, atty.	GRANTED	7-20-61
BTC-4175 Rec'd Filed	11-17-62 12-5-62 12-5-62	Voluntary transfer of control of licensee corporation from R. E. Hook and Lucille Hook to Roy James Loflin, Jr. and Wilbur Rodney Williams. David S. Stevens, Atty.	GRANTED: EFF: NOT TO BE CONSUMMATED PER LTR	1-16-63 2-19-63
BRC-2276 Rec'd Filed	7-11-63 7-17-63 7-17-63	Modification of license to change Studio Location to 107 - 09 West Peace Street, Canton, Mississippi and operate Transmitter by Remote Control from Studios. Dave Stevens, Atty.	GRANTED	7-22-63

WASHINGTON, D. C.

FORM BC-121
Aug. 1955

46

APPLICATION RECORD - BROADCASTING

Call Letters W M G O

Name CANTON BROADCASTING CO., INC.
×MADISON COUNTY BROADCASTING COMPANY, INCORPORATED
Canton, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BR-2798 Rec'd Filed	2-11-64 3-16-64 3-16-64	Renewal of license Attys:McKenna & Wilkinson	GRANTED	5-28-64
BZ-5164 R. & F.	1-27-64 1-28-64	Authority to determine operating power by direct measurement of antenna power. Atty- McKenna & Wilkinson	GRANTED	3-30-64
BAL-5495 Rec'd Filed	6-10-65 6-11-65 6-14-65	Voluntary assignment of license to CANTON BROADCASTING CO., INC. Atty. - Julian P. Freret	GRANTED EFF:	8-11-65 8-23-65
BR-2798 R & F	2-28-67 3-1-67	Renewal of license Atty- Julian P. Freret	GRANTED	5-22-67

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

Form BC-121
September 1969

#7

APPLICATION RECORD - BROADCASTING

1370kc

Call Letters WMGO

Name CANTON BROADCASTING CO., INC.
Canton, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BR-2798 R & F #579589 $75. P.N.	2-24-70 2-24-70 2-24-70 2-24-70	Renewal of License Atty.: Julian P. Freret	GRANTED	5-27-70
BTC -6329 R & F FEE PD: $75 AUG 11 1970	6-30-70 7-8-70 #613932	Voluntary transfer of control of lic corp from American Public Life Insurance Co. to Ralph O. Williams and John Noel Pass (51%) (49%) Atty - Booth & Freret AMENDED 11-30-70 - corporate Resolution; Prop. pledge agree & promisso note AMENDED 12-1-70 - survey re programming	GRANTED Req. grant fee $1300.00 EFF:	12-7-70 12-29-70
Pub. notice filed 8-26-70			Grant fee paid 1-6-71.	
BR-2798 R & F PN Recd. PRESS	2-23-73 3-2-73 " MAR 15 1973	RENEWAL OF LICENSE Robert G. Seaks, Atty. (Wheeler & Wheeler) AMENDED 7-13-73 re: ascert. of comm. needs; proposed programming	GRANTED	8-10-73

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

Refunded 1300.00 to Carlton B/C
Conedint locate fee stamp in file
9] SA 5/22/80

Form BC-121 #8
September 1969
6-53

1370khz

APPLICATION RECORD - BROADCASTING

Call Letters WMGO

Name Canton Broadcasting Co., Inc.
Canton, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BTC-7960 R & F FEE PD: $200 #527896 FEB 26 1976 PN filed	1-30-76 2-3-76 3/8/76	Voluntary transfer of control of lic corp from Ralph O. Williams and John Noel Pass to Glynn E. Holland, Herbert D. Knotts, Earl Holland, and Bernadine Holland (SEE OVER) Atty-Mullin, Connor & Rhyne Contingent Assumption Agreement and Option Revision filed 3-4-76(Supplements Exh. I)	GRANTED EFF: FEE REQ:	5/12/76 5/17/76 pd 6/2/76 W 574891
BR-2798 R & F PN Recd. PRESS FEB 20 1976	1-26-76 1-30-76 "	RENEWAL OF LICENSE R.E.Seaks,Atty.	GRANTED	5-12-76
BR790201VU PRESS: MAR 13 1979		RENEWAL OF LICENSE Atty: Nathaniel F. Emmons	9N 5-18-79 GRANTED	5-18-79

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

RE:BTC-7960 Agreement signed by all parties (OK)
(Application signed by only one transferor)
LTR FROM ATTY filed 3-31-76 showing proposed officers &
drctrs & perc. of stock

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.