WSWG

Form BC 126
June 1954

Official No. 4354

# BROADCASTING STATION LICENSE RECORD

Date first licensed 6-5-64

Call letters W S W G (7-6-71) xW L E F

REINSTATED 1-8-82

~~DELETED - 12-14-81 -~~

Station location Greenwood, Miss.

LEFLORE BROADCASTING COMPANY, INC. (AL 7-3-69 ,Eff: 8-14-69)
xKATHLEEN E. STUTTS (AP & AL 12-16-66 Eff: 12-31-66)

Name of licensee xWILLIAM E. HARDY

(BP 10-16-73)
1.5 miles East of city limits on Browning Road, Greenwood, Mississipp

Transmitter location X NW corner of Highland Ave. and Ione Street, Greenwood, Mississippi

Browning Rd., 1 1/10 mi. E. of city limits of Greenwood, Miss. (BPL 8-24-69)

ZIP 38930

X Wright Bldg., Suite 30, 301½ W. Market Street, Greenwood, Miss. (BRC 2-25-63)

Main studio location xSame as transmitter.

# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No. | Date Issued | Freq. | Power | Time Div. | Period From To |
|---|---|---|---|---|---|
| BP-15,000 | 1-29-63 | 1540kc | 500w | Day | 3-29 9-29-63 |
| | CP for a new standard broadcast station. | | | | |
| BP-15,000 (1) | 2-19-63 | Mod. of Letters. | CP(BP-15,000) to assign Call | | |
| BRC-2204 (2) | 2-25-63 | Mod. of CP(BP-15,000) to change studio loc. to Wright Bldg., Suite 30, 301½ W. Market Street, Greenwood, Miss. and operate transmitter by remote control from studio location. | | | |
| BL-10,263 | 6-5-64 | 1540kc | 500w | Day | 6-5 6-1-67 |
| | Lic to cover CP (BP-15,000 as mod) which auth a new standard broadcast station. | | | | |
| BP-16315 | 4-19-65 | 1540kc | 1kw | Day | 6-19 12-19-65 |
| | CP to increase power to 1kw, install new transmitter (Gates BC-1T) and make change in antenna system (inc. hgt.). | | | | |
| BP-17,047 | 2-9-66 | 1540kc | 1kw | Day | 4-9 10-9-66 |
| | CP to replace expired permit BP-16,315 (which auth incr. power to 1kw install new trans (Gates BC-1T) and make chgs in ant. system (increase height) | | | | |
| BMP-11,909 (1) | 10-24-66 | Modification of CP (BP-~~16,315~~ 17,047 which auth. increase power; install new trans and make changes in antenna) for ext. of completion date to 1-10-67. | | | |
| BAP-733 BAL-5898 | 12-16-66 | Voluntary assignment of license and CP to KATHLEEN E. STUTTS. | | | |
| BMP-11,969 (2) | 2-3-67 | Mod. of CP(BP-17,047 as reinstated for extension of completion date to 3-9-67 | | | |
| BMP-12,011 (3) | 3-30-67 | Mod. of CP(BP-17,047 as reinstated) for ext. of completion date to 5-15-67 | | | |
| BP-17772 | 7-12-67 | 1540kc | 1kw | Day | 9-12 3-12-68 |
| | CP to replace expired (CP(BP-17,047). | | | | |
| BR-4354 | 9-29-67 | 1540kc | 500w | Day | 9-29 6-1-70 |
| | Renewal of NDEA | | | | |

Form BC 126
June 1954

#2

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W L E F

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 |
|---|---|---|---|---|---|
| BL-11,766 | 11-30-67 | 1540kc | 1kw | Day | 11-30 6-1-70 |
| | Lic. to cover CP(BP-17,047 as reinstated & mod.) | | | | |
| BAL-6619 | 7-3-69 | Vol. AL | | | |
| BML-2298(L) | 9-24-69 | ML to chg. main studio loc. 6-1-70 | | | |
| BR-4354(S) | 7-14-70 | RENEWAL & NDEA | | | 6-1-73 |
| BS-4354 (1) | 7-6-71 | Mod.of lic. to change call letters to: W S W G ' | | | |
| EBSA | 5-25-72 | | | | |
| BP-19,504 | 10-16-73 | 1540khz, 1kw | | Daytime | 10-16-74 |
| | | CP to change transmitter-antenna site. | | | |
| Ltr. | 7-10-75 | Trans: Gates BC-1H1 | | | |
| DECISION Adopted 7-13-77 Rel. 7-29-77 Renewal Denied | | | | | |

FORM BC-121
AUG. 1955

# APPLICATION RECORD - BROADCASTING

Call Letters NEW- WLEF

Name WILLIAM E. HARDY
GREENWOOD, MISSISSIPPI (P.O.-415 Howard Street, Greenwood, Mississippi)

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BP-15,000<br>Rec'd<br>Filed | 7-17-61<br>7-19-61<br>7-19-61 | Construction permit for a new standard broadcast station to be operated on:<br>Frequency-1540kc<br>Power-500w<br>Hours of operation-Daytime<br>Trans. location-NW corner of Highland Ave. & Ione St., Greenwood, Miss.<br>Studio location-same as transmitter.<br>Engr: W. J. Holey, Atlanta, Georgia | GRANTED | 1-29-63 |
| | | | GRANTED | 6-5-64 |

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

GATES BC-500T

FORM BC-121
AUG. 1955

#2

# APPLICATION RECORD - BROADCASTING

Call Letters WLEF

Name WILLIAM E. HARDY
GREENWOOD, MISSISSIPPI

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BRC-2204<br>Rec'd<br>Filed | 2-4-63<br>2-6-63<br>2-6-63 | Mod. of CP(BP-15,000) to change studio location to Wright Building, Suite 30, 301½ W. Market Street, Greenwood, Mississippi and operate transmitter by remote control from studio location. | GRANTED | 2-25-63 |
| BL-10,263<br>R. & F. | 8-7-63<br>8-12-63 | Lic to cover CP(BP-15,000 as mod) which auth a new standard broadcast station. | GRANTED | 6-5-64 |
| BP-16315<br>Rec'd<br>Filed | 8-7-64<br>8-10-64<br>8-10-64 | CP to increase power from 500w to 1kw, install new transmitter (Gates BC-1T) and make change in antenna system (inc. hgt.)<br>Eng. W. J. Holey, Atlanta, Ga. | GRANTED | 4-19-65 |

#3

FORM BC-12
AUG. 1955

# APPLICATION RECORD - BROADCASTING

Call Letters: W L E F

Name: William E. Hardy
Greenwood, Mississippi

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BP-17,047<br>R. & F. | 12-27-65<br>12-29-65 | CP to replace expired permit BP-16,315 (which auth. incr. power to 1kw, install new trans. (Gates BC-1T) and make changes in antenna system (increase height). | GRANTED | 2-9-66 |
| BMP-11,909<br>R & F | 10-6-66<br>10-10-66 | Modification of CP(BP-~~16,315~~ 17,047 AS REINSTATED) which authorized increase power; install new trans., and make changes in antenna system)for extension of completion date from 10-9-66 to 1-10-67. | GRANTED | 10-24-66 |
| BAL-5898<br>R & F | 10-6-66<br>10-10-66 | Voluntary assignment of license to KATHLEEN E. STUTTS | GRANTED | 12-16-66<br>EFF: 12-31-66 |
| BAP-733<br>AMENDED TO | 10-21-66<br>INCLUDE CP | Voluntary assignment of CP (BP-~~16,315~~ 17,047 as mod) to KATHLEEN E. STUTTS | | |

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

FORM BC-121
AUG. 1955

#4

# APPLICATION RECORD - BROADCASTING

Call Letters WLEF

Name KATHLEEN E. STUTTS
GREENWOOD, MISSISSIPPI

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BMP-11,969 R & F | 1-5-67 1-9-67 | Mod. of CP(BP-17,047 as reinstated & mod., which auth. inc. power; install new trans. & make changes in ant-sys) for extension of completion date from 1-10-67 to 3-9-67. | GRANTED to | 2-3-67 3-9-67 |
| BMP-12,011 Received Filed | 3-4-67 3-6-67 3-13-67 | Mod. of CP(BP-17047 as reinstated & mod., which auth. inc. power; install new trans & make chgs in ant-sys) for extension of completion date from 3-9-67 to 4-15-67 | GRANTED to | 3-30-67 5-15-67 |
| BR-4354 R.&F. | 2-27-67 3-1-67 | RENEWAL OF LICENSE | GRANTED | 9-29-67 |
| BP-17,772 R.&F. | 6-23-67 6-26-67 | CP to replace expired CP(BP-17,047 as reinstated & mod.,) which auth. inc. power; install new tran. & make changes in antenna system. | GRANTED | 7-12-67 |

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

FORM BC-121 #5
AUG. 1955

# APPLICATION RECORD - BROADCASTING

1540kc

Call Letters WLEF

LEFLORE BROADCASTING COMPANY, INC.
Name x KATHLEEN E. STUTTS
Greenwood, Mississippi 38930

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BL-11,766<br>R & F<br>PTA-7/13/67<br>OCT 17 1967 | 5/31/67<br>6/8/67 | Lic. to cover CP (BP-17,047 as reinstated & mod.) which authorized increase power; install new trans. & chng. ant-system. (RC)<br>Engr: L. J. N. duTreil, New Orleans, La. | GRANTED | 11-30-67 |
| BAL-6619<br>R & F<br>FEE PD: $150<br>REFUND $75<br>APR 1 1969 | 1-8-69<br>3-19-69<br>-#499970<br>-overpayment | Vol. assignment of license to LEFLORE BROADCASTING COMPANY, INC.<br>(3-28-69)<br>Cert of By-Laws filed 5-14-69 (reply to ltr 5-14-69)<br>AMENDED 5-19-69 re programming (reply to ltr 4-29-69)<br>Doctor's ltr filed 6-16-69 (reply to ltr 6-4-69) | GRANTED<br>Eff: 8-14-69 | 7-3-69 |
| BML-2298<br>R&F<br>$30 #539245 | 8-26-69<br>9-2-69<br>9-2-69 | M change main studio location to Browning Rd., 1 1/10 miles east of city limits of Greenwood, Miss. (WSWG(FM) trans. site, common owner.) | GRANTED | 9-24-69 |

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

#6

Form BC-121
September 1969

# APPLICATION RECORD - BROADCASTING

Call Letters WSWG ~~WLEF~~

Name LEFLORE BROADCASTING COMPANY, INC.
Greenwood, Mississippi

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| | | | GRANTED | 7-14-70 |
| BR-4354 | 3-2-70 | Renewal of License | | |
| R & F | 3-6-70 | | | |
| #583265 $75. | 3-6-70 | | | |
| Amended | 4-1-70 | re: Signature page | | |

APR 13 1970

PETITION FOR ISSUANCE OF CEASE AND DESIST ORDERS OR REVOCATION ORDER; COMMISSION RULING; INVESTIGATION OF RACIALLY DISCRIMINATORY EMPLOYMENT PRACTICES; AND DISCLOSURE OF GREENWOOD RADIO STATIONS FINANCIAL REPORTS filed 4-8-71 by The Greenwood Movement

10-20-71. Reply to Licensee's Response to Petitioners' Reply filed by Robert Stein & Al Kramer

MEMO O&O adopted 7-19-72 WSWG must file renewal by 11-1-72 with composite week specified in Order

REPLY TO OPPOSITION TO MOTION FOR CLARIFICATION OR RECONSIDERATION filed 9-27-72 by Greenwood, Mississippi Movement

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

#7

Form BC-121
September 1969

# APPLICATION RECORD - BROADCASTING

1540 kc 6-1-73

Call Letters W S W G

Name LEFLORE BROADCASTING COMPANY, INC.
GREENWOOD, MISSISSIPPI

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BR-4354 | 10-30-72 | RENEWAL OF LICENSE | Designated for Hearing | APR 17 1974 # 20025 |
| R & F | 11-7-72 | Forbes W. Blair, Atty. | Min. | |
| PN Recd. | " | | | |
| PRESS NOV 1 1972 | | 1-10-73, PETITION TO DENY AND TO INTERVENE FILED by James Moore and Greenwood Communications Committee and Martha Cooley and Jake McGhee. | DENIED 7-13-77 | |
| | | AMENDED 1-12-73 re: financial & engineering data | | |

MOTION FOR EXTENSION OF TIME filed 1-22-73 by Forbes W. Blair, Counsel for LeFlore B/C Co.
LETTER OF CLARIFICATION RE LATE DELIVERY OF PETITION TO LEFLORE filed 1-29-73 by Petitioners
MOTION FOR EXTENSION OF TIME filed 1-20-73 by Lefore Broadcasting Co., Inc.
MOTION FOR EXTENSION OF TIME filed 2-20-73 by Forbes W. Blair on behalf of Leflore Broadcasti Co., Inc.
OPPOSITION TO PETITION TO DENY AND TO INTERVENE filed 3-14-73 by Forbes W. Blair, Counsel on behalf of Leflore Broadcasting Company, Inc.
MOTION FOR EXTENSION OF TIME TO FILE REPLY TO OPPOSITION filed 3-22-73 by Robert Jay Stein Counsel for James Moore & the Greenwood Communications Committee
MOTION FOR EXTENSION OF TIME filed 4-9-73 by James Moore et al & Greenwood Co... Committee

(OVER)

BR-4354 PETITION TO DENY AND TO INTERVENE filed 5-1-73
by James Moore, Individually and Greenwood Communications
Committee
AMENDED 4-10-74 re: business interests

Form BC-121
September 1969

Card #8

# APPLICATION RECORD - BROADCASTING

1540khz

Call Letters W S W G

Name LEFLORE BROADCASTING COMPANY, INC.
GREENWOOD, MISSISSIPPI

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BP- 19,504<br>Rec'd<br>Filed<br>$50-228635<br>AC-056<br>PRESS: SEP 27 1973 | 8-30-73<br>8-31-73<br>8-31-73<br>8-31-73 | Construction permit to change the antenna-transmitter site to 1.5 mi. East of City limits on Browning Road, Greenwood, Mississippi.<br>33° 31' 12" 90° 08' 27.5"<br>Atty. Forbes W. Blair | GRANTED | 10-16-73 |
| BAPL-444<br>R & F<br>FEE PD: $1000 #281169<br>CODE 047(ALSO SEE FM)<br>MAR 13 1974<br>Pub. notice filed 3-22-74 | 2-11-74<br>2-19-74 | Voluntary assignment of license and CP(BP-19504 chge site) to COTTON CENTER BROADCASTING COMPANY, INC.<br>(SEE OVER)<br>Atty - Bilger & Blair<br>LTR from atty filed 2-27-74 - include CP | DISMISSED 2-21-75<br>Req of assignee(by atty | |

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

RE: BAPL-444 - Atty was called 2-25-74 - cert of by laws necessary

AMENDED 4-1-74 - cert of by laws; bank ltr re loan

AMENDED 11-21-74 to reflect closing of complaint re EEOP

(NOTED: - LTR not attached as stated)

1540khz

Form BC-121
September 1969

#9

# APPLICATION RECORD - BROADCASTING

Call Letters W S W G

Name LEFLORE BROADCASTING COMPANY, INC.
Greenwood, Mississippi

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BL-13,569 | 11-1-73 | Lic. to cover BP-19504 for changes | | |
| R & F | 11-7-73 | | | |
| $50#249776 | 11-8-73 | | | |
| PTA | 2-13-75 | | | |
| PRESS FEB 2 7 1975 | | | | |
| Amend | 9-5-74 - Section II-A engr. data | | | |
| Amend | 1-31-75 - Section V-A engr. data | | | |
| | | Atty: Forbes W. Blair(Bilger & Blair) | | |
| BAPL | 5-18-78 | Voluntary assignment of license and CP(BP-13569 chgd site) to DAVID B. MONTGOMERY | RETURNED 7/11/78 Request of assignors Atty | |
| R&F | 5-25-78 | | | |
| FORM 314 | | | | |
| ALSO SEE WSWG-FM | | Atty for assignor: Forbes W. Blair(Bilger &Blair)<br>" " assignee: (Midlen and Reddy) | | |
| | | MOTION FOR STAY PENDENTE LITE filed 7-7-78 by Atty Midlen on behalf of proposed assignee (see over)<br>OPPOSITION TO MOTION FOR STAY PENDENTE LITE filed 7-17-78 by Atty Blair on behalf of licensees | | |

RE: BAPL - Motion for stay(of return) rec'd by RM 7-12-78
(applic ret 7-11-78)

# 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.