W C L D-FM

SPERRY RAND

REMOVABLE LABEL TAB

GUIDES AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/5

Form BC 126
June 1954

#2994

FREQUENCY MODULATION

BROADCASTING STATION LICENSE RECORD

Date first licensed 12-9-74

Call letters W C L D-FM

Station location Cleveland, Miss.

Name of licensee Radio Cleveland, Inc.

Redes: 0.2 mi. E. of Hwy. 61 on White St., Cleveland, Miss. (PH 5-16-75)
×Redes: 1101 S.Davis Ave., Cleveland, Mississippi

Transmitter location ~~XO.15 mile east of Highway 61, Cleveland, Mississippi (PH 9-1-71)~~

1101 South Davis Avenue, Cleveland, Miss. (PH 10-7-76)

Main studio location Same as Transmitter

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BPH-6473(L) Cond'l	9-1-71 HAAT: 140'	1-3.9 (H&V)	ERP: 3kw(H&V) TPO: 800w		11-1-71 to 9-1-72
	CP for new FM station.				
BPH-6473(1)	1-10-72	Call letters assigned.			
EBSA	5-22-72				
BMPH-13,544(L) HAAT: 300'(H&V)	7-19-72	103.9mc #280 ant	ERP: 1kw(H&V) MP(BPH-6473) chg. trans., TPO, ERP, HAAT.	Unl.	9-1 72 (RC)
BMPH-13,544(L)	7-19-72	Supersedes to correct expiration date			11-1-72
BLH-5801(L)	12-9-74	Lic.(BPH-6473)-New Sta.			6-1-76
BPH-9355 HAAT: 300ft(H&V)	5-16-75	103.9MHz. ERP: 1.6kw(H&V) CP chg TPO, ERP & redescribe TL			5-16-76
BLH-6837(L)	3-16-76	Lic.(BPH-9355)-Changes.			6-1-76
BRH-2994(S)	6-25-76	Renewal			6-1-79
BPH-10226 HAAT: 300' H&V	10-7-76	103.9MHz ERP: 3kw H&V U {RC} CP chg SL, RC, TPO & ERP			10-7-77
COMTEL	11-9-76	CP(BPH-10226) ERRONEOUSLY LISTED TPO as 700 WATTS, SHOULD BE TPO: 880 WATTS.			
BLH-7320	7-1-77	Lic{BPH-10226} Chgs			6-1-79
BRH791221UB (S)	11-8-79	RENEWAL			6-1-82

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W C L D-FM
X NEW FM

Name RADIO CLEVELAND, INC.
CLEVELAND, MISSISSIPPI (PO c/o J. R. Denton, WCLD, Cleveland, Miss. 38732)

File No.	Dated	Application for	Action Nature	Action Date
BPH-6473	9-18-68	CP for new FM on: 103.9mc #280 ERP:3kw(H&V)	GRANTED	9-1-71
R & F	9-25-68	HAAT:138' TPO:.802kw		
#461422 $75	9-25-68	Trans.: Collins 830D-1A		
PRESS:		Ant.: Collins 37CP-8, 8 secs.		
PN REC'D:	12-5-68	T-SL: .2 mi. E. of Hwy. #61, Cleveland, Miss.		
		Atty.: Daly and Joyce		
		Engr.: E. W. Bie (Shelby County, Mississippi)		
AMENDED	9-4-70	Section IV-A.		
AMENDED	6-10-71	Financial Data; Revised Programming in Response to Sect. IV-A.		
AMENDED	7-16-71	Section IV-A.		
AMENDED	8-9-71	Section IV-A.		

PETITION TO DISMISS filed 10-7-68 by Rainer K. Kraus (Koteen & Burt) on behalf of Tony P. Conguista. (WDSK)

MOTION FOR EXTENSION OF TIME filed 10-22-68 by Daly and Joyce on behalf of Radio Cleveland.

OPPOSITION TO PETITION TO DISMISS filed 10-25-68 by Daly and Joyce on behalf of Radio Cleveland.

REPLY TO OPPOSITION TO PETITION TO DISMISS filed 11-6-68 by R. K. Kraus (Koteen & Burt) on behalf of Conguista (WDSK).

Amendded 6-13-69 re Section IV-A revised and financial data submitted.

Form BC-121
September 1969

#2

APPLICATION RECORD · BROADCASTING

103.9mc

Call Letters W C L D-FM

Name RADIO CLEVELAND, INC.
Cleveland, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BMPH-13,544 R & F 082406 $50 Code 061 JUL 2 Press	6-8-72 6-14-72 6-14-72 1972	MP (BPH-6473) chg. trans. (RCA BTF-1E2); chg. ant. (RCA BFH-8A, 8 sects.(H&V); make chg. ant. system (increase height); chg. TPO; ERP: 1KW (H&V); HAAT: 300'(H&V). Atty: George R. Borsari, Jr.	GRANTED	7-19-72
BLH-5801 R & F W 116598-$50. AC-068 LTD PTA PTA Ext. PRESS MAY 11 1973	10-4-72 10-6-72 10-6-72 10-12-72 1-5-73	Lic.(BPH-6473, as mod.) for New FM B/c Station. T-S-RC loc: 1101 S. Davis Ave., Cleveland, Miss. Atty: Daly, Joyce and Borsari expired 11-12-72	GRANTED	12-9-74

Form BC-121
September 1969

#3

APPLICATION RECORD · BROADCASTING

103.9mhz.

Call Letters W C L D-FM

Name Radio Cleveland, Inc.
Cleveland, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BPH-9355 R & F #389442 $50 Code 057 PRESS	1-17-75 2-5-75 2-6-75 FEB 26 1975	Construction Permit to redescribe trans. & studio loc. as: 0.2 mi. East of Hwy 61 on White Street, Cleveland, Mississippi; chg. TPO; chg. ERP: 1.585kw(H&V) Atty: George R. Borsari, Jr. (Daly, Joyce, etc)	GRANTED	5-16-75
BLH-6837 R & F W 480405$100. PTA PRESS	9-22-75 9-25-75 9-29-75-001 10-10-75 NOV 10 1975	Lic.(BPH-9355)-Changes.	GRANTED	3-16-76
BRH-2994 R & F PN Recd. PRESS	1-19-76 2-2-76 2-9-76 MAR 10 1976	RENEWAL OF LICENSE John A. Borsari, Atty. AMENDED 6-10-76 re: prog.	GRANTED	6-25-76

Form BC-121
May 1976

No. 4

APPLICATION RECORD - BROADCASTING

103.9MHz

Call Letters WCLD-FM

Name Radio Cleveland, Inc
Cleveland, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BPH-10226 R & F 604920$100 CODE 001 PRESS	8-16-76 8-18-76 8-20-76 OCT 1 1976	CP chg SL & RC to: 1101 South Davis Avenue, Cleveland, Miss; chg TPO & ERP {3 kilowatts H&V} Atty--- Engr Percy Kuhn	GRANTED	10-7-76
BLH-7320 R & F PTA PRESS	2-23-77 2-28-77 3-2-77 MAR 28 1977	Lic. (BPH-10,226) for changes.	GRANTED	7-1-77
BRH 790221 UB PRESS	FEB 28 1979	RENEWAL OF LICENSE	GRANTED	11-8-79

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.