

WMC-AM



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1330199

Date First 1-1963

Licensed.....SCRIPPS-HOWARD BROADCASTING COMPANY (BML 2-8-62)

X SCRIPPS-HOWARD RADIO, INC. (BAL 12-21-61 EFF: 12-31-61)

X WMC BROADCASTING COMPANY, (AL 12-29-59; EFF: 1-1-60)

X MEMPHIS PUBLISHING COMPANY (AL 11-26-40, Effective 12-9-40)

X MEMPHIS COMMERCIAL APPEAL COMPANY (Vol. Assign. Lic. 3-16-37)

X Memphis Commercial Appeal, Incorporated (Vol. Assign. Lic. 12-11-34)

Name of Licensee: X W M C, INCORPORATED (Vol. Assign. Lic. 10-17-33)

X MEMPHIS COMMERCIAL APPEAL, INC.

Call Letters W M C

LOCATION: MEMPHIS, TENN.

5317 Crestview Drive, N.E. of Memphis, Tenn. (BZ 12-29-66)

Macon Road) (MP-B 6-12-36.) Lic. 10-13-36

Transmitter Location: X Near Memphis, Tenn (3/4 mile N.W. of 5 Points - Intersec. U.S. Highway #70 and X 2 miles East of Bartlett, Tennessee.

38104

1960 Union Avenue, Memphis, Tennessee (Ltr. 12-31-58)

X 169 Madison Avenue, Memphis, Tenn. off 1-26-61, Tel 1-24-61

Main Studio Location: X Hotel Gayoso, 139 S. Main St., Memphis, Tenn. (Renewal 12-28-31)

X 50 North Second Street, Memphis, Tennessee

1-65

CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No. | Date Issued | Freq. | Power | Time Div. | PERIOD | | |
|-----------------------------------|-------------|--|----------------------------|------------------------|--------|---------|--------|
| | | | | | From | To | |
| R-B-477 | 8-4-31 | 780 | 500,1KW | LS Unltd. | 9-1 | 3-1-32 | |
| R-B-477 | 2-9-32 | 780 | 500,1KW | LS Unltd | 3-1 | 9-1-32 | |
| P-B-2518 | 4-12-32 | Install | aux. tr. (500W) | | 5-12 | 8-12-32 | |
| R-B-477 | 8-23-32 | 780 | 500,1KW | LS U | 9-1 | 3-1-33 | |
| R-B-867 | 8-30-32 | 780 | 500,1KW | LS U | 9-1 | 3-1-33 | |
| Auxiliary | | | 500W | (cover. C.F. for AUX.) | | | |
| R-B-477 | 2-10-33 | 780 | 500,1KW | LS U. | 3-1 | 9-1-33 | |
| S-B-477 | 8-18-33 | Use | Auxiliary transmitter. | | 8-18 | 9-16-33 | |
| R-B-477 | 8-4-33 | 780 | 500,1KW | LS U | 9-1 | 3-1-34 | |
| R-B-477 | 9-29-33 | 780 | 500,1kw | LS U | 9-29 | 3-1-34 | |
| Auxiliary | | | 500w | | | | |
| AL-B-536 | 10-17-33 | Vol. Assign. Lic. | to WMC, Inc. | | | | |
| R-B-477 | 2-20-34 | 780 | 500w,1kw | LS U | 3-1 | 9-1-34 | |
| Auxiliary | " | | 500w | Aux. | | | |
| A-B-155 | 6-29-34 | 780 | 1kw, 2 1/2kw | LS U | 6-29 | 9-1-34 | |
| | | Using | directional antenna | | | | |
| FEDERAL COMMUNICATIONS COMMISSION | | | | | | | |
| 33-R-477 | 8-7-34 | 780 | 500w,1kw | LS U | 9-1 | 3-1-35 | |
| Auxiliary | " | | 500w | Auxiliary | | | |
| SA-16 | 8-14-34 | S.A. Exp. | operate additional | 500w-night | 9-1 | 3-1-35 | |
| | | 1 1/2kw-LS | Directional Antenna | | | | |
| 3-AL-17 | 12-11-34 | Voluntary assignment of license to MEMPHIS COMMERCIAL APPEAL, INCORPORATED | | | | | |
| 33-S-477 | 2-26-35 | Extension of license | | | 3-1 | 4-1-35 | |
| | | Extension of auxiliary | | | 3-1 | 4-1-35 | |
| 33-SA-97 | 3-12-35 | 780 | 1kw, 2 1/2kw | LS U | 3-1 | 4-1-35 | |
| | | using | directional antenna night. | | | | |
| 33-S-477 | 3-19-35 | Ext. of | SA-97 | | 3-19 | 9-1-35 | |
| R-B-477 | 3-19-35 | 780 | 500,1kw | LS U | 3-19 | 9-1-35 | |
| Auxiliary | | | 500w | | | | |
| SA-2-18 | 4-16-35 | Direct measu. for S. Exp. A. | | | | 4-16 | 9-1-35 |
| SA-MI-182 | 5-14-35 | 780 | 1kw*2 1/2kw | LS U | 5-14 | 9-1-35 | |
| | | *Using directional antenna at night Mod. Lic. to cover Spec. Exp. Auth. for incr. in power and equipment changes | | | | | |
| 33-R-477 | 8-27-35 | 780 | 1kw, 2 1/2kw | LS U | 9-1 | 3-1-36 | |
| Auxiliary | 8-27-35 | | 500w | Aux. | 9-1 | 3-1-36 | |
| P-621 | 11-19-35 | 780 | 1kw, 5kw | LS; chg. equip. | 1-19 | 7-19-36 | |
| R-B-477 | 2-8-36 | 780 | 1kw, 2 1/2kw | LS U | 3-1 | 9-1-36 | |
| Auxiliary | " | | 500w | Aux. | 3-1 | 9-1-36 | |

BROADCASTING STATION LICENSE RECORD

Card #2

Date first licensed _____

Call letters W M C

XMEMPHIS COMMERCIAL APPEAL COMPANY (Vol.Assign.Lic.3-16-37)

Name of licensee XMEMPHIS COMMERCIAL APPEAL, INCORPORATEDTransmitter location See Card #1Main studio location See Card #1.

CONSTRUCTION PERMIT AND LICENSE RECORD

| APPL. No. | DATE ISSUED | FREQ. | POWER | TIME Div. | PERIOD | |
|------------------------|------------------|---|---------------------|-----------|--------|----------------------------|
| | | | | | From— | To— |
| B3-MP-317 B3-MP-318 | 6-12-36 | Mod.C.P. 621 for new trans.site, directional antenna night C. & C. dates | | | | and extend 6-12 1-19-37 |
| B3-R-477 | C. A. 8-15-36 | 780 *Directional antenna | 1kw*, 2kw-LS | U | 9-1 | 3-1-37 |
| Auxiliary | " | | 500w | Aux. | 9-1 | 3-1-37 |
| R3-L-395 Aux. | 10-13-36 | 780 *Directional antenna night. Lic.to cover C.P. for incr. day power; move changes in equip. & antenna. | 1kw*5kw-LS 500w | U | 10-12 | 3-1-37 |
| B3-P-1562 | 1-12-37 | Move aux. transmitter | | | 3-12 | 9-12-37 |
| B3-R-477 | 2-23-37 | 780 *Directional antenna night | 1kw*, 5kw-LS | U | 3-1 | 9-1-37 |
| Auxiliary | " | | 500w | | 3-1 | 9-1-37 |
| B3-AL-163 | 3-16-37 | Vol.Assign.Lic. to the MEMPHIS COMMERCIAL APPEAL COMPANY | | | | |
| B3-AL-163 | 3-16-37 | Vol.Assignment Lic. for aux.trans. and B3-P-1562 to Memphis Com.Appeal Co. | | | | |
| B3-R-477 | CAB-27-37 | 780 *Directional antenna night | 1kw*5kw-LS | U | 9-1 | 3-1-38 |
| B3-S-477 | CAB-27-37 | Extension of aux.trans. | | | 9-1 | 10-1-37 |
| B3-L-685 Aux. | 9-21-37 | 780 *Directional antenna night Lic.to cover C.P.to move auxiliary transmitter | 1kw*5kw-LS 500w | U | 9-21 | 3-1-37 |
| B3-Z-121 | 10-12-37 | Auth.det. oper. power by direct measure- ment | | | 10-12 | 3-1-38 |
| B3-R-477 Aux. | 2-26-38 | 780 *Directional antenna night | 1kw*5kw-LS 500w | U | 3-1 | 9-1-38 |
| B3-R-477 Aux. | 8-23-38 | 780 **Directional antenna night | 1kw**5kw-LS 500w | U | 9-1 | 3-1-39 |
| B3-S-477 | 8/22/38 | Opr.Station WMC with 5kw power, from 7:30 pm to 8 pm, CST. 8-22-38, brdcast.speech by Congressman J.S.Rankin. | | | | |
| B3-S-477 | 12/23/38 | Opr 5kw night frn Dec.23,1938 to Jan4,39 in order to overcome interference from Cuban Stat CMA. | | | | |

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters

WMC

Name of licensee

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

| APPL. No. | DATE ISSUED | FREQ. | POWER | TIME Div. | PERIOD | |
|------------------|-------------|-------|---|-----------|--------|---|
| | | | | | From— | To— |
| B3-S-477 | 1/3/39 | | Ex opr 5kw night | | | in order to overcome interference to Feb 3, 1939 |
| B3-S-477 | 1/31/39 | | EX opr 5kw night | | | in order to overcome interference to Feb 28, 1939 |
| B3-S-477 | 1/31/39 | | EX opr 5kw night | | | in order to overcome interference to Mar 5, 1939 |
| B3-R-477 Aux. | 2-6-39 | 780 | 1kw**5kw-LS 500w | U | 3-1 | 9-1-39 |
| | | | **Directional antenna night. | | | |
| B3-S-477 | 3/28/39 | | Ex opr 5kw night | | | in order to overcome interference to Apr 4, 1939 |
| B3-S-477 | 3/28/39 | | Ex opr 5kw night | | | in order to overcome interference to May 4, 1939 |
| B3-S-477 | 4/24/39 | | Ex opr 5kw night | | | in order to overcome interference to June 3, 1939 |
| B3-S-477 | 6/2/39 | | Ex opr 5kw night | | | in order to overcome interference to July 3, 1939 |
| B3-S-477 | 6/14/39 | | opr 5kw night | | | in order to overcome interference frm 6/14 to 7/13/39 |
| B3-S-477 | 6/29/39 | | opr 5kw night | | | in order to overcome interference frm 7/14 to 8/12/39 |
| B3-S-477 | 8-3-39 | | Ext.S.A. 5kw night | | 8-13 | 9-1-39 |
| B3-S-477 | 8-3-39 | | Ext.S.A. 5kw night | | 9-1 | 9-11-39 |
| B3-R-477 Aux. | 8-8-39 | 780 | 1kw**5kw-LS 500w | U | 9-1 | 4-1-40 |
| | | | *Directional antenna night | | | |
| B3-S-477 | 9/1/39 | | rebr. 3:30 to 3:45pm CST | | | 9/3/39 (Drill Session) of Amateur Stations |
| B3-S-477 | 9/13/39 | | EXT S.A. 5kw night | | 9/12 | 10/11/39 |
| B3-S-477 | 10/10/39 | | EXT S.A. 5kw night | | 10/12 | 11/10/39 |
| B3-S-477 | 11/9/39 | | EXT S.A. 5kw night | | 11/11 | 12/10/39 |
| B3-S-477 | 3/19/40 | | reb/o. Memphis police, two way radio, call letters PD, 5:15 to 5:45pm | | | 3/22/40 (demonstrate application of radio to modern policing) |
| B3-S-477 | 3-22-40 | | Extension of license | | 4-1 | 5-1-40 |
| B3-S-477 | 4-29-40 | | Extension of license Main and Auxiliary | | 5-1 | 6-1-40 |
| B3-S-477 | 5-28-40 | | Extension of license Main and Auxiliary | | 6-1 | 7-1-40 |
| B3-S-477 | 6-25-40 | | Extension of license Main & Auxiliary | | 7-1 | 8-1-40 |
| B3-S-477 | 7-24-40 | | Ext. of Main & Aux. license | | | 8-1 10-1-40 |
| Order | 9-10-40 | | Extension of license Main & Auxiliary | | 10-1 | 3-29-41 |

BROADCASTING STATION LICENSE RECORD

Date first licensed _____

Call letters W M C

Name of licensee _____

MEMPHIS PUBLISHING COMPANY

Transmitter location _____

Main studio location _____

CONSTRUCTION PERMIT AND LICENSE RECORD

| APPL. No. | DATE ISSUED | FREQ. | POWER | TIME Div. | PERIOD | |
|-----------------------------|-------------|---|---------------|---------------|-----------------|-----------|
| | | | | | From— | To— |
| 8-AL-294 | 11-26-40 | Assignment of license to MEMPHIS PUBLISHING CO. Effective 11:25am, | | | 12-9-40 | |
| 83-S-477 | 2/11/41 | opr 5kw night using DA frn 2/11 to 3/12/41 to overcome interference frn Cuban station C-30 | | | | |
| 83-S-477 | 3/13/41 | opr 5kw night frn 3/13 to 3/28/41, pending reallocation to overcome interference caused to WMC by CMBC | | | | |
| 8-F-191 | 3-19-41 | Install automatic frequency control equipment on 790 kc under NARBA | | | | |
| NARBA REALLOCATION | | | | | | |
| 83-R-477 | 3-24-41 | 790 | 1kw*5kw-LS | U | 3-29-41 | 4-1-42 |
| Aux. | | | 500w | *DA-N Aux. | | |
| 83-P-2743 | 8-5-41 | 790 | 5kw*5kw-LS | U | | |
| Letter | 8-30-41 | C.P. to increase night power and make changes in *DA for night use. Granted subject to redesigning of DA and conditional upon multiple ownership rules. | | | | |
| 83-R-477 | 3-17-42 | 790 | 1kw*5kw-LS | U | 4-1 | 6-1-44 |
| Auxiliary | | | *DA-N 500w | | | |
| 83-P-2743) 83-MP-1410) | 3-17-42 | 790 | 5kw*5kw-LS | U | 5-17 | 11-17-42 |
| | | | *DA-Night | | (Cond'l Clause) | |
| | | C.P. incr. night power and make changes in DA for night use; also mod. C.P. for changes in D.A. | | | | |
| 83-Z-1358 | 4-22-42 | 790 | 1kw*5kw-LS | U | 4-22 | 6-1-44 |
| Auxiliary | | | 500w | Aux. | | |
| | | | *DA-Night | | | |
| | | Determine operating power by direct measurement | | | | |
| 83-Z-1358 | 4-22-42 | 790 | 1kw*5kw-LS | U | 4-22 | 6-1-44 |
| Auxiliary | | | 500w | Aux. | | |
| | | | *DA-Night | | | |
| | | This license supersedes above license of same date | | | | |
| 83-L-1710 | 10-14-42 | 790 | 5kw*5kw-LS | U | 10-14 | 6-1-44 |
| | | | 500w | Aux. | | *DA-Night |
| | | Lic. to cover CP 2743 as mod., for incr. in power, and changes in DA for night use; also determining operating power by direct measurement. (COND'L CLAUSE) | | | | |

BROADCASTING STATION LICENSE RECORD

B -S-

Card #5

Date first licensed

Call letters **W M C**

Name of licensee

SEE: Card #1

Transmitter location

Main studio location

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

| APPL. No. | DATE ISSUED | FREQ. | POWER | TIME Div. | PERIOD | |
|---|-------------|--|---------------------|----------------|--------|--------|
| | | | | | From— | To— |
| B3-S-477 Aux | 11-6-42 | 790 | 5kw* 5kw-LS 500w | U *DA-N | 12-1 | 6-1-44 |
| CANCELLED Mod. Lic. accordance Order 107 (Cond'l Clause) | | | | | | |
| B3-L-1716) B3-Z-1450) | 10-14-42 | 790 | 5kw* 500w | U Aux. | 10-14 | 6-1-44 |
| *DA-Night (Cond'l Clause) Lic. to cover CP 2743 as mod., for incr. in power & changes in DA for night use; also determine operating power by direct measurement. This license supersedes license previously dated 10-14-42 and includes requirement that the field be measured monthly per Engr.'s Memo of 9-9-43 | | | | | | |
| B3-S-477 Auxiliary | 11-6-42 | 790 | 5kw* 500w | U Aux. | 12-1 | 6-1-44 |
| *DA-Night (Cond'l Clause) Mod. lic. accordance Order 107 This license supersedes above license of same date and includes requirement that field be measured monthly per Engr's Memo of 9-9-43 | | | | | | |
| B3-S-477 Aux. | 5-30-44 | 790 | 5kw* 500w | U *DA-N (H) | 6-1 | 5-1-46 |
| Pending Hearing | | | | | | |
| B3-R-477 Auxiliary | 6-26-45 | 790 | 5kw* 500w | U Aux. | 6-26 | 5-1-46 |
| *DA-N | | | | | | |
| B3-S-477 | 9-25-45 | 790 | 5kw* 500w | U Aux. | 10-1 | 5-1-46 |
| Mod. Lic. Order 107A | | | | | | |
| B3-P-3958 | 10-8-45 | C.P. install new transmitter | | | 12-8 | 6-8-46 |
| B3-L-1922 Aux. | 2-18-46 | 790 | 5kw* 500w | U Aux. | 2-18 | 5-1-46 |
| *DA-N Lic. to cover C.P. (P-3958) for new transmitter | | | | | | |
| B3-S-477 | 4-26-46 | Extension of license Main & Auxiliary | | | 5-1 | 7-1-46 |
| B3-S-477 | 6-20-46 | Extension of license Main & auxiliary | | | 7-1 | 9-1-46 |

BROADCASTING STATION LICENSE RECORD

#6

Date first licensed _____

Call letters W M CName 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— | |
| B3-R-477 Aux. | 7-19-46 | 790 | 5kw* 500w *DA-N | U | 7-19 | 5-1-49 | |
| B3-L-2133 | 11-18-46 | 790 | 5kw* 5kw *DA-N | U | 11-18 | 5-1-49 | |
| License to use Old Main Trans. as an auxiliary Trans. with Power of 5 kw. | | | | | | | |
| BP-6579 | 7-20-48 | 790 | 5kw*, 5kw-LS *DA-N | U | 9-20 | 3-20-49 | |
| CP to make changes in DA system and to mount television and FM antenna on AM tower. (CONDITIONAL CLAUSE) | | | | | | | |
| BL-3542 | 2-15-49 | 790 | 5kw*, 5kw-LS *DA-N | U | 2-15 | 5-1-49 | |
| Lic. to cover CP (6579) for changes in DA system and to mount Television and FM antennas on top of AM tower. | | | | | | | |
| BR-477 Aux. | 4-29-49 | 790 | 5kw*5kw-LS 5kw *DA-N | U | 5-1 | 5-1-52 | |
| BS-477 Aux. | 6-6-49 | 790 | 5kw*, 5kw-LS 5kw *DA-N | U Aux. | 6-6 | 5-1-52 | |
| Mod. lic. covering new operating cond. of DA in accordance with engineering report filed 6-1-49. | | | | | | | |
| BP-8316 | 1-22-52 | CP to remove FM ant. from top and mount on side of NW tower (COND'L CLAUSE) | | | | 3-22 | 9-22-52 |
| BR-477 & Aux. | 4-17-52 | 790 | 5kw, LS 5kw DA-N | U | 5-1 | 8-1-52 | |
| BMP-5909 | 7-15-52 | Mod. CP (8316) for changes in antenna system & extension of C & C dated 9-15 | | | | 3-15-53 | |
| (CONDITIONAL CLAUSE) | | | | | | | |
| BR-477 | 7-30-52 | 790kc | Au5kw* Ma5kw* | Aux *DA-N Unl. | 8-1-52 | 8-1-55 | |
| BMP-6024 | 11-19-52 | Mod. of CP (BP-8316, as mod.) to increase height of tower (COND'L CLAUSE) | | | | 1-19-53 | 7-19-53 |

B.S.

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BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W M O

Name of licensee

Transmitter location

Main studio location

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No. | Date Issued | Freq. | Power | Time Div. | Period From-- To-- |
|--|---|---|-----------|--------------|-----------------------|
| BP-8941 | 8-11-53 | CP replace expired permit (BP-8316, as mod.) which auth. removal of FM antenna & side mount on NW tower & increase height of tower. (COND'L CLAUSE) | | | 10-11 4-11-54 |
| BMP-6335 | 11-6-53 | 790kc | 5kw, DA-N | Un | 1-6-54 7-6-54 |
| | Mod. of CP(8941) to make changes in antenna system (CONDITIONAL CLAUSE) | | | | |
| BMP-6565 (1) | 8-10-54 | Mod. of CP(8941, as mod.) to make changes in antenna system (Cond'l) | | | 10-1-54 4-10-54 |
| BL-5314 | 10-14-54 | 790 | 5kw-DA-N | U | 10-14 8-1-55 |
| Lic. cover CP (8941) as mod., to remove FM ant. from top and mount on side of NW tower and incr. height of tower | | | | | |
| BL-5314 | 10-14-54 | 790 | 5kw DA-N | U | 10-14 8-1-55 |
| Lic. cover CP(8941) as mod., to remove FM ant. from top & mount on side of NW tower and incr. height of tower | | | | | |
| <u>Supersedes above and corrects current & resistance values</u> | | | | | |
| BR-477 | 7-20-55 | RENEWAL OF LICENSE Main & Auxiliary | | | 8-1 8-1-58 |
| BR-477 | 7-9-58 | Renewal of license Main and Auxiliary | | | 8-1 8-1-61 |
| BAL-3740 ✓EFF: | 12-29-59 1-1-60 | Voluntary assignment of license to WMC Broadcasting Company | | | |
| | 7-26-61 | Comm. deferred action on renewal pending further consideration. | | | |
| BR-477 AUX | 7-31-61 | 790kc | 5kw-DA-N | U | 8-1 8-1-64 |
| | | | 5kw-DA-N | AUX | 8-1 8-1-64 |
| BR-477 | 7-31-61 | Superseding authorization to show the antenna current and the antenna resistance the same as the main transmitter. (Aux.) | | | |
| BAL-4416 EFF: | 12-21-61 12-31-61 | Voluntary assignment of license to Scripps-Howard Radio, Inc. | | | |
| BML-1984 | 2-8-62 | 790kc | 5kw-DA-N | U | 2-8 8-1-64 |
| Mod. of license to change name to SCRIPPS-HOWARD BROADCASTING COMPANY | | | | | |
| | | | 5kw-DA-N | Aux. | |

Form BC 126

June 1954

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BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WMC

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 |
|---|----------------|---|--|--------------|------------------------|
| BZ-4881 | 4-22-63 | Authority to determine operating power by direct measurement of antenna power (Main transmitter) and AUXILIARY) | | | |
| BR-477 AUX | 10-28-64 | 790kc. | 5kw | U DA-N to | 10-28 8-1-67 8-1-67 |
| BZ-5369 | 12-29-66 | 790kc | 5kw-DA-N | U | 12-29 8-1-67 |
| Authority to determine operating power by direct measurement of antenna power (Main Transmitter) | | | | | |
| BZ-5640 (1) | 12-29-66 | Authority to determine operating power by direct measurement of ant. power (Auxiliary Transmitter). | | | |
| Ltr. dtd. 5-19-67, rec'd 5-23-67 giving notification per Sect. 73.48(a)(5) Rules that a RCA BTA-5T trans. is now installed & in oper. as Auxiliary Trans. (Eff: 8-1-66) | | | | | |
| BR-477 | 7-18-67 | 790kc | 5kw-DA-N | Aux. | 8-1 8-1-70 |
| | | Renewal of License (Main) | | | |
| | | Renewal of NDEA | | | |
| BR-477(L) BL-12,557-(Alt.) | 9-30-71 | RENEWAL | MAIN -ALT. | MAIN | 8-1-73 |
| BR-477(L) | 10-24-73 | MAIN | -ALT. | MAIN | 8-1-76 |
| Ltr. 9-3-76 RCA BTA-5L2 replaces RCA IOF alt. | | | | | |
| COMTEL | 2-1-77 | Obstruction marking spec. in accordance paragraphs 1,3, 8,17 and 21 for tower #1(NW); Par. 1, 3 and 21 for towers #2(NE) & #3(SE); and Par. 1 for tower #4(SW) and the Auxiliary tower. | | | |
| BR-477(L) | 2-22-78 | RENEWAL (MAIN & ALT. MAIN) 8-1-79 | | | |
| COMTEL | 1-18-78 | TRANS: | RCA BTA-5L2 now installed as ALT. MAIN | | |
| BP-20907 | 3-25-80 | 790kHz | 5kw-DA-N,U. | 3-25-81 | |
| CP to make changes in nighttime MEOV's. | | | | | |
| BR-800425A (1) | 7-9-80 | Mod. of License operate by RC from main studio loc. | | | |
| COMTEL | 11-17-80 | AU. & TERMS COMTEL 12-2-77 EXT. THRU 1-30-81 | | | |

BROADCASTING STATION HISTORY RECORD

CARD # 9

First licensed

AM
Call Letters WMC

Station Location

Name SEE CARD # 1

Transmitter Location

Main studio location

Authorization Record

| File No. | Granted | Facilities | Expires |
|----------|---------|---------------------------------------|--------------|
| COMTEL | 8-6-80 | AUTH & TERMS COMTEL THRU 10-30-80. | 12-2-77 EXT. |

STATION APPLICATION RECORD

1.

APPLICANT: MEMPHIS COMMERCIAL APPEAL, INC.

CALL LETTERS: WMC

ADDRESS: 30 North Second St., Memphis, Tennessee

FILE NO: 3-R-B-477 DATED: 3/29/29

Present Assignment: 780 Kc., 500 W.N. & 1 KW. LS., unlimited

ACTION: Lic. 4/16/29, 780 Kc.,
500 W.N., 1 KW. LS., unlimited,
period 4/30/29 to 7/31/29

Requested: Renewal

APPLICANT: Memphis Commercial Appeal, Inc.

CALL LETTERS: WMC

ADDRESS: 2 miles east of town of Bartlett, Shelby, Co. Tenn.

FILE NO: 3-P-B-859 DATED: 7/29/29

Present Assignment: 1 KW Day and 500 W. nite
780 Kc. ~~500 W.~~ Unlimited time

Approved 9/25/29 (Min.)
C. P. issued 10/1/29 for
ACTION: change in location only.
as requested.
Com. date 1/15/30.

Requested: Same Kc, 1 KW " : Change in Loc. of Trans.

APPLICANT: MEMPHIS COMMERCIAL APPEAL, INC.

CALL LETTERS: WMC

ADDRESS: #30 North Second St., Memphis, Tenn.

FILE NO: 3-R-B-477 DATED: 6/25/29

Present Assignment: 780 kc. 500 w. night; 1 KW LS Unlimited

ACTION: G.O. 69 - 7/31/29 to
10/31/29

Requested: Renewal

#2.

STATION APPLICATION RECORD

APPLICANT: MEMPHIS COMMERCIAL APPEAL, INC. CALL LETTERS: WMC

ADDRESS: 30 North 2nd St., Memphis, Tenn. FILE NO: 3-R-B-477. DATED: 9/24/29

Present 500 w.
 Assignment: 780 kc. 1 KW. L.S. Unlimited ACTION: Lic. 10-18-29
 780 kc. 500 w. 1 KW.-L.S. Unlim.
 Requested: Renewal Per. 10-31-29 to 1-31-30

APPLICANT: MEMPHIS COMMERCIAL APPEAL, INC. CALL LETTERS: WMC

ADDRESS: 2 miles East of Bartlett, Tennessee FILE NO: 3-AP-B-45 DATED: 12-30-29

Present 1 KW. LS
 Assignment: 780 kc. 500 W. nite Unlimited Granted Mimed 1-20-30
 Issued 1-22-30 for extension
 ACTION: As requested. only to
 3/15/30
 To install auxiliary transmitter at 30 N. 2nd St (W.E. 101-B)
 Requested: Extend completion date from 1/15/30 to 3/15/30.

APPLICANT: MEMPHIS COMMERCIAL APPEAL, INC., CALL LETTERS: WMC

ADDRESS: 30 North Second St., Memphis, Tenn. FILE NO: 3-R-B-477. DATED: 12-27-29

Present
 Assignment: 780 kc 500 w. 1 kw LS., unlimited. ACTION: Renewal license 1-15-30.
 Period 1-31 to 4-30-30.
 Requested: Renewal

STATION APPLICATION RECORD

#3.

APPLICANT: MEMPHIS COMMERCIAL APPEAL, INC.

CALL LETTERS: WMC

ADDRESS: 30 North 2nd St., Memphis, Tenn.

C. P. to move to Bartlett, Tenn.

FILE NO: 3-P-B-1155 DATED: 2-11-30

C.P. granted Min. 3-14-30, issued 3-14-30 to erect an auxiliary

Present Assignment: 780 Kc. 500 w. 1 Kw. LS., unlimited.

ACTION: transmitter at location of main transmitter. Completion

Requested: authority to erect an auxiliary transmitter. *at Bartlett* date 6-14-30.

APPLICANT: MEMPHIS COMMERCIAL APPEAL, INCORPORATED

CALL LETTERS: WMC

ADDRESS: 2 miles East of Bartlett, Tennessee

FILE NO: 3-L-B-292 DATED: 3/14/30

Present Assignment: 780 kc. 500 W. Unlimited

Mod. Lic. granted C.A. 4-3-30, issued 4-3-30 to cover two C.P.'s

Requested: License to cover *(3-P-B-859 issued 10/1/29)*
(3-P-B-1155 issued 3/14/30)

ACTION: as requested, (above) Period 4-3-30 to 4-30-30.

APPLICANT: Same

CALL LETTERS: WMC

ADDRESS: Same

FILE NO: 3-R-B-477 DATED: 4-15-30

Present Assignment: 780 Kc. 500 W 1 KW LS Unlimited

Renewal Lic. 4-21-30

ACTION: Per: 4-30 to 7-31-30

Requested: Renewal

#4.

STATION APPLICATION RECORD

APPLICANT: MEMPHIS COMMERCIAL APPEAL, INCORPORATED

CALL LETTERS: WMC

ADDRESS: 2 miles E. of Bartlett, Tennessee

FILE NO: 3-P-B-1389 DATED: 5/7/30

Present Assignment: 780 kc. 1 KW. day and 500 W. nite Unlimited

ACTION: Retired to files at applicant's request.
Letter to applicant 6/13/30

Requested: Install new equipment.

APPLICANT: same

CALL LETTERS: WMC

ADDRESS: same

FILE NO: 3-R-B-477 DATED: 6-25-30

Present Assignment: 780 kc. 500 w.nite, 1KW LS Unlimited

Renewal License 7-7-30
ACTION: Per: 7-31 to 10-31-30

Requested: renewal

APPLICANT:

CALL LETTERS:

ADDRESS:

FILE NO: DATED:

Present Assignment:

ACTION:

Requested:

APPLICATION RECORD - BROADCASTING

Memphis Commercial Appeal, Inc. (4-3-31)

Call

Letters

WMC

X Paul Dillard and Enoch Brown, Jr., Receivers (1-20-31)

Name X Memphis Commercial Appeal, Inc.

| File No. | Date d 7/10/30 | Application for | Action | |
|--|------------------------------|---|--------------------|---------------------|
| | | | Nature | Date |
| 3-P-B-1541 | 7-10-30 | Construction permit to install new 50 KW equipment, change frequency from 780 kc. to 650 kc., and increase power from 500 w. night, 1 KW LS to 50 KW. <i>Unlimited hours.</i> | Withdrawn | 7-25-30 |
| 3-P-B-1681 | 9/23/30 | Install new equipment, change frequency from 780 kc. to 650 kc., and increase power from 1 KW. day and 500 W. night to 50 KW., unlimited. | Dismissed | 1-30-31 |
| 3-R-B-477 | 9/26/30 | Renewal of License | Granted | 10-21-30 |
| 3-AL-B-310 Filed by Dillard & Brown. | 12-18-30 | Involuntary assignment of license to PAUL DILLARD AND ENOCH BROWN, JR., RECEIVERS | Granted | 1-20-31 |
| 3-R-B-477 | 12-27-30 | Renewal of license | G.O.103 Granted | 1-20-31 4-24-31. |
| 3-AL-B-324 <i>Filed by Memphis Com Appeal</i> | 2-14-31 | Involuntary assignment of license to MEMPHIS COMMERCIAL APPEAL, INC. | Granted | 4-3-31 |

#6

Call

Letters

W M C

Name MEMPHIS COMMERCIAL APPEAL, INC.

| File No. | Dated Resubmitted | Application for | Action | |
|-------------|---------------------------------|--|--------------------|---------|
| | | | Nature | Date |
| 3-R-B-477 | 2-26-31 | Renewal of license | Not necessary | |
| 3-R-B-477 | 6-24-31 | Renewal of license | Granted | 8-4-31 |
| 3-R-B-477 | 12-28-31 | Renewal of license | Granted | 2-9-32 |
| | 2-2-32 | Renewal of license for aux. transmitter----- | Returned | 9-23-32 |
| 3-P-B-2518 | 3-14-32 | Install auxiliary transmitter (500 W) | Granted | 4-12-32 |
| 3-R-B-477 | 6-25-32 | Renewal of license | Granted | 8-23-32 |
| 3-L-B-867 | 8-8-32 | License to cover Cp for Aux. Transmitter | Granted | 8-30-32 |
| 3-R-B-477 | 12-22-32 | Renewal of license | Granted | 2-10-33 |
| 3-SA-B-32 | 2-17-33 | Modification of license to increase power from 500w, lkw-LS, to 500w with additional 500 w, night experimentally, lkw day. | Returned | 2-25-33 |
| Resubmitted | 2-27-33 | Properly executed | Returned | 6-8-33 |
| | | | not in proper form | |
| 3-R-B-477 | 6-27-33 | Renewal of license | Granted | 8-4-33 |
| 3-R-B-477 | 9-4-33 | Renewal of License for Auxiliary | Granted | 9-29-33 |

#7

Call
Letters W M CW M C, INCORPORATED (Vol. Assign. Lic. 10-17-33)
Name ~~MEMPHIS COMMERCIAL APPEAL, INC.~~

| File No. | Dated | Application for | Action | |
|----------------------------|-------------------------|---|--|--|
| | | | Nature | Date |
| 3-AL-B-536 Recd | 8-31-33 9-21-33. | Consent to voluntary assignment of license to W M C, Inc. | Granted | 10-17-33 |
| 3-P-B-3059 Amended | 11-21-33 12-2-33 | Construction Permit to move Studio from Memphis, Tenn., to U.S. Highway #51, Frankstown, Miss., to increase power from 500w-night & 1 KW-LS, to 1 KW-night & 2 ¹ / ₂ KW-LS, also make changes in equipment. To be considered under Paragraphs 6 (f) and 6 (g). | Dismissed at request of applicant, ORDER, Min. June 29, 1934 | |
| 3-R-B-477 " Resubmitted | 12-26-33 " 1/24/34 | Renewal of license - - - - - " " " of auxiliary trans. - - - - - | Granted Returned Granted | 2-20-34 1-19-34 2-20-34 |

APPLICATION RECORD - BROADCASTING

#8

Call

Letters

W M C

Memphis Commercial Appeal, Incorporated (Vol. Assign. 12-11-34)

Name x W M C, Incorporated

| File No. | Dated | Application for | Action | |
|--|----------|---|---------|----------|
| | | | Nature | Date |
| 3-SA-B-155 | 6-25-34 | Special Experimental Authorization to increase power from 500w-night, 1KW-LS to 1KW-night, 2 $\frac{1}{2}$ KW-LS, also changes in equipment. For period not beyond 9-1-34. | Granted | 6-29-34 |
| 3-R-B-477 | 6-25-34 | Renewal of license & auxiliary | Granted | 8-7-34 |
| <u>FEDERAL COMMUNICATIONS COMMISSION</u> | | | | |
| B3-SA-16 | 7-31-34 | Extension of special experimental authorization to operate with an additional power of 500 watts night 1 $\frac{1}{2}$ kilowatts-LS for the period 9-1-34 to 3-1-35 (Directional Antenna) | Granted | 8-14-34 |
| B3-AL-17 | 10-27-34 | Voluntary assignment of license to Memphis Commercial Appeal, Inc., Memphis, Tenn. | Granted | 12-11-34 |

#9

Call

Letters WMCName W M C, Incorporated

| File No. | Dated | Application for | Action | |
|--------------------------------|----------|---|---|--|
| | | | Nature | Date |
| B3-Z-11 Resubmitted 1-10-35 | 11-30-34 | Authority to determine operation power by direct measurement of antenna (for S.A. exp.) | Returned Jurat & signature Request of applicant | 1-8-35 3-12-35 Returned |
| B3-MSA-11 | 12-3-34 | Modification of special experimental authorization to operate without directional antenna | Returned wrong form | 1-8-35 |
| B3-R-477 Resubmitted 2-9-35 | 12-31-34 | Renewal of license Sec. 17(c) | Returned returned | 2-5-35 2-25-35 |
| B3-R-477 Resubmitted 2-9-35 | 1-19-35 | " " " for auxiliary Resub. 3-9-35 | Granted Returned | 3-19-35 2-19-35 2-5-35 |
| B3-SA-97 | 2-9-35 | Extension of special experimental authorization to operate with power 1kw, 2½kw-LS for period from 3-1-35 to 9-1-35 (Directional Antenna) | Granted | Min. 3-12-35 |
| B3-Z-18 | 3-18-35 | Authority to determine operating power by direct measurement of antenna (For S.A. Exp.) | Granted | 4-16-35 |

WNC, Incorporated

Call

Letters WNC

Name _____

| File No. | Dated | Application for | Action | |
|-----------|----------|--|--|---------|
| | | | Nature | Date |
| B3-ML-182 | 4-5-35 | Modification of license to change operating power from 500w-1000w L.S. to 1 kw. using direct- al antenna- 2.5 kw L.S. and to cover equipment changes made under authorization of S.A. | Granted | 5-14-35 |
| B3-P-621 | 6-4-35 | Construction permit to make changes in equip- ment and increase power from 1kw, 2½kw-LS to 1kw, 5Kw-LS. | ORDER of Recon. & Grant Min. 11-19-35 | |
| Amended | 6-29-35 | To make changes in equipment (antenna). | | |
| B3-R-477 | 6-27-35 | Renewal of license for main auxiliary | Granted | 8-27-35 |
| " | " | " " " " W aux. trans. | | |
| B3-R-477 | 12-28-35 | Renewal of License (Main Trans.) | Granted | 2-8-36 |
| " | " " | " " " " (Aux. Trans.) | | |

APPLICATION RECORD—BROADCASTING

Call letters WMCName MEMPHIS COMMERCIAL APPEAL, INC

| FILE No. | DATED | APPLICATION FOR— | ACTION | |
|-----------|--------|--|---------|---------|
| | | | NATURE | DATE |
| B3-MP-317 | 5-7-36 | Modification of construction permit (B3-P-621) to install a new directional antenna, change transmitter site from Intersection U.S. Highways 64 and 70, Memphis, Tennessee to 3/4 Mi. N.W. of 5 points-Intersection U.S. Highway #70 and Macon Road, near Memphis, Tennessee, extend commencement and completion dates from 1-19-36 and 7-19-36 respectively to date of grant and 1-19-37. | Granted | 6-12-36 |
| B3-MP-318 | 5-9-36 | Modification of Construction permit (B3-P-621) to extend completion date from 7-19-36 to 1-19-37. | Granted | 6-12-36 |

APPLICATION RECORD—BROADCASTING

Call letters WMCName MEMPHIS COMMERCIAL APPEAL, INC.

| FILE No. | DATED | APPLICATION FOR— | ACTION | |
|---------------|--------------|---|---------------------------------|--------------|
| | | | NATURE | DATE |
| B3-R-477 " | 6-27-36 " | Renewal of license " " " for Aux. Trans. | Granted | C.A. 8-15-36 |
| B3-L-395 | 9-18-36 | License to cover construction permit (B3-P-621) for changes in equip., antenna, increase in power and change in transmitter site. | Granted | 10-13-36 |
| B3-ML-389 | 11-9-36 | Modification of license to increase night power from 1kw to 5kw (using directional antenna) | Returned Request of attorney | 5-12-37 |

APPLICATION RECORD—BROADCASTING

#13

Call letters W M CName MEMPHIS COMMERCIAL APPEAL, INCORPORATED

| FILE No. | DATED | APPLICATION FOR— | ACTION | |
|---------------|---------------|---|---------|---------|
| | | | NATURE | DATE |
| B3-P-1562 | 12-9-36 | Construction permit to move auxiliary transmitter from Intersection U.S. Highways 64 and 70, 2 Mi. east of Bartlett, Tenn. to 3/4 Mi. northwest of five points-intersection U.S. Highway #70 & Macon Road, near Memphis, Tennessee. | Granted | 1-12-37 |
| B3-R-477 " | 12-28-36 " | Renewal of license " " " " Aux. Trans. | Granted | 2-23-37 |

APPLICATION RECORD—BROADCASTING

#14

Call letters W M CName x MEMPHIS COMMERCIAL APPEAL COMPANY (Vol. Assign. Lic. 3-16-37)
x MEMPHIS COMMERCIAL APPEAL, INCORPORATED

| FILE No. | DATED | APPLICATION FOR— | ACTION | |
|-----------|---------|--|--|--------------------|
| | | | NATURE | DATE |
| B3-AL-163 | 1-14-37 | Voluntary assignment of license from Memphis Commercial Appeal, Inc. to Memphis Commercial Appeal Co. Original application requested assignment of aux. trans. and C.P. B3-P-1562 | Granted In Min. Substitute Minute Entry Granted assignment of aux. trans. and B3-P-1562 | 3-16-37 5-11-37 |
| B3-R-477 | 6-18-37 | Renewal of license | Granted | C.A. 8-27-37 |
| B3-L-685 | 9-8-37 | License to cover C.P. (B3-P-1562) to move aux. trans. | Granted | 9-21-37 |
| B3-Z-121 | 9-8-37 | Authority to determine operating power by direct measurement of antenna power. | Granted | 10-12-37 |

APPLICATION RECORD—BROADCASTING

#15

Call letters W M CName MEMPHIS COMMERCIAL APPEAL COMPANY

| FILE No. | DATED | APPLICATION FOR— | ACTION | |
|-------------|---------|--|------------------------------|---------|
| | | | NATURE | DATE |
| B3-P-1959 | 9-1-37 | Construction permit to make changes in directional antenna for night use and change power from 1kw, 5kw-LS to 5kw day and night. | Retired to closed 2-10-40 | |
| Superseded | 10-4-37 | | Superseded by B3-P-2743 | |
| B3-N-177 | 1-10-38 | Renewal of License (Obsolete form) | Returned | 1-18-38 |
| " | " | " " " Aux. Trans. | " | " |
| Resubmitted | 1-20-38 | Renewal of license | Granted | 2-26-38 |
| " | " | " " " Aux. Trans. | Granted | 2-26-38 |

APPLICATION RECORD—BROADCASTING

#16

Call letters W M CName Memphis Commercial Appeal Co.

| FILE No. | DATED | APPLICATION FOR— | ACTION | |
|-------------|----------|--------------------|---------------------|--------------------|
| | | | NATURE | DATE |
| B3-R-477 | 6-23-38 | Renewal of license | Returned | 7-14-38 |
| " | " | " " " Aux. Trans. | " | " |
| Resubmitted | " | " " " " | Granted | 8-23-38 |
| " | " | " " " " | " | " |
| B3-R-477 | 12-22-38 | Renewal of license | Granted | 2-6-39 |
| " | " | " " " Aux. Trans. | " | " |
| B3-R-477 | 6-20-39 | Renewal of license | Granted | 8-8-39 |
| " | " | " " " Aux. Trans. | " | " |
| B3-R-477 | 1-17-40 | Renewal of license | | |
| " | " | " " " Aux. Trans. | | |

Call

Letters

W M C

Name MEMPHIS COMMERCIAL APPEAL COMPANY

| File No. | Dated | Application for | Action | |
|--|--|---|---|------------------------------|
| | | | Nature | Date |
| B3-ML-957 Resubmitted Received | 1-31-40 1-31-40 3-30-40 | Modification of license to change corporate name of licensee from Memphis Commercial Appeal Company TO Memphis Publishing Company. | Returned LETTER Retiring ML to closed files. Superseded by AL. | 3-5-40 11-1-40 |
| B3-P-2743 Amended Received Filed Amended Etc'd filed | 1-24-40 11-30-40 12-5-40 12-5-40 5-21-41 5-23-41 5-23-41 | Construction permit to make changes in the directional antenna for night use and increase power from 1kw 5kw-LS to 5kw day and night. To change name of applicant to Memphis Publishing Company. Amended to request 790 kc under NARBA and make changes in D.A. Form 335 filed 7-1-41. | Granted subject to redesigning of antenna system. Conditional subject to such rules as may be adopted re multiple ownership. Letter Issued with MP-1410 | 8-5-41 |

APPLICATION RECORD - BROADCASTING

18

Call

Letters W M C

MEMPHIS PUBLISHING COMPANY (AL11-26-40, Eff.12-9-40)

Name x MEMPHIS COMMERCIAL APPEAL COMPANY

| File No. | Dated | Application for | Action | |
|---------------|--------------|--|--|---------|
| | | | Nature | Date |
| B3-TC-227 | 5-7-40 | Authority to transfer control of corporation from MEMPHIS PRESS-SCIMITAR COMPANY to THE E.W. SCRIPPS COMPANY, 3000 Class A Common and 3000 common stock. | Letter 11-1-40, Retiring TC to closed files. Superseded by AL. See B3-AL-294 | |
| B3-R-477 " | 5/24/40 " | Renewal of license " " (Dismissed without prej.) " " " " | Retired to closed files " " " " | 1-10-41 |

19.

Call
Letters W M CName MEMPHIS PUBLISHING COMPANY (AL 11-26-40, Eff. 12-9-40)
x MEMPHIS COMMERCIAL APPEAL COMPANY.

| File No. | Dated | Application for | Nature | Action | |
|--|---|--|--|---|---------------------|
| | | | | | Date |
| B3-AL-294 Received Filed | 10-23-40 10-24-40 10-24-40 | Voluntary assignment of license from MEMPHIS COMMERCIAL APPEAL COMPANY TO MEMPHIS PUBLISHING COMPANY. | GRANTED | Effective: 11:25 a.m., | 11-26-40 12-9-40 |
| B3-R-477 " | 1-21-41 " | Renewal of license " " " " " " | Granted 3-24-41 for 790 kc, 1kw Aux. Granted 3-24-41. NARBA | | 5kw-LS, U, DA-N |
| B3-F-191 received | 2-19-41 2-21-41 | Authority to install automatic frequency control equipment on 790 kc under NARBA | Granted | | 3-19-41 |
| B3-MP-1410 rec'd Filed Amended received Filed | 9-10-41 9-11-41 9-11-41 12-11-41 12-15-41 12-15-41 | Modif. of C.P. (B3-P-2743 for incr. in power from 1kw 5kw-LS to 5kw-Day & night & changes in DA for night use) to make changes in D.A. for night use RE: directional antenna. | Granted | Subj. to condition such rules as may be adopted re multiple ownership | 3-17-42 |

Call

Letters

W M C

Name

MEMPHIS PUBLISHING COMPANY.

| File No. | Dated | Application for | Action | |
|--------------------------------|--------------------------------|---|---|----------------------------|
| | | | Nature | Date |
| B3-P-3380 received filed | 10-13-41 11-4-41 11-7-41 | C.P. to install new transmitter, increase power from 1kw* 5kw-LS to 1kw* 10kw-LS.(DA*) Form 335 filed 11-12-41. Filed by Mr.G.Smith. C.E.Baker, Chief, Engr., Memphis, Tenn. | Dismissed without prejudice Memo opinion | accordance Min. 6-23-42 |
| B3-R-477 B3-R-477 | 1-16-42 1-16-42 | Renewal of license main " " " aux. atty. Geo. Smith | Granted | 3-17-42 |
| B3-Z-1358 Received | 2-21-42 2-24-42 | Authority to determine operating power by direct measurement of antenna power. Form 335 filed. Mr.Geo.Smith filed app. | Granted | 4-22-42 |

APPLICATION RECORD - BROADCASTING

Call
LettersW M CName MEMPHIS PUBLISHING COMPANY

| File No. | Dated | Application for | Action | |
|--|---------------------------------------|---|---|----------|
| | | | Nature | Date |
| B3-L-1716 and B3-Z-1450 RScd. | 9-10-42 9-22-42 | License to cover construction permit (B3-P-2743 as modified) which authorized increase in night power and changes in DA for night use AND authority to determine operating power by direct measurement of antenna power. Filed by Geo. Smith. A.D. Ring - Engr. 335's filed. | Granted Subj. such rules as may be adopted re multiple ownership | 10-14-42 |
| B3-R-477 " Rec'd " | 3-25-44 4-3-44 4-1-44 4-5-44 | Renewal of license (main) " " Aux. Main Filed by George Smith atty. Aux. " " " " Program log filed 4-5-45 Amend. filed 5-9-45 | (1) (2) Designated for Hearing Temp. license Granted for period ending 5-1-46 Min. #238-44 5-30-44 Docket No. 6610 ORDER of Grant Min. #297 6-26-45 | |

APPLICATION RECORD - BROADCASTING

#22

Call

Letters W M CName MEMPHIS PUBLISHING COMPANY

| File No. | Dated | Application for | Action | |
|-----------------------------|-----------------------------|--|---------|---------|
| | | | Nature | Date |
| B3-P-3958 Rec'd Filed | 8-30-45 9-7-45 9-7-45 | Construction Permit to install new transmitter. (Filed by Geo. S. Smith, Atty.) | Granted | 10-8-45 |
| B3-L-1922 Recd. Filed | 1-2-46 1-5-46 1-5-46 | License to cover C.P. (B3-P-3958) which authorized installation of new transmitter. (Filed by Atty. Harold Cowgill) | Granted | 2-18-46 |
| B3-R-477 " Rec'd | 2-25-46 " 2-27-46 | Renewal of license " " Aux. Filed by Harold Cowgill atty. Amend. Par. 17b filed 4-10-46 Add'l program material filed 6-21-46 | Granted | 7-19-46 |

APPLICATION RECORD - BROADCASTING

#23

Call
Letters W M CName MEMPHIS PUBLISHING COMPANY

| File No. | Dated | Application for | Action | |
|-----------------------------|----------------------------------|---|---|--|
| | | | Nature | Date |
| B3-L-2133 Rec'd Filed | 10-17-46 10-31-46 10-31-46 | License to use Old Main Transmitter (COMPOSITE) as an auxiliary transmitter with power of 5 kw. for auxiliary purposes only. (David E. Tolman, Atty.) | GRANTED | 11-18-46 |
| BP-5992 Rec'd Filed | 2-3-47 2-14-47 2-14-47 | Construction Permit to make changes in directional antenna and mount FM antenna on top of AM tower. (Harold G. Cowgill, Atty. & George C. Davis, Engr.) | GRANTED not issued as not issued as RETIRED TO CLOSED FILES | 5-12-47 2-10-48 2-10-48 2-10-48, Request of Atty. Superseded by BP-6579 |

APPLICATION RECORD - BROADCASTING

24

Call
Letters W M CName MEMPHIS PUBLISHING COMPANY

| File No. | Dated | Application for | Action | |
|---------------------------|-------------------------------|--|---------|---|
| | | | Nature | Date |
| BP-6579 Rec'd Filed | 1-23-48 2-3-48 2-3-48 | Construction Permit to make changes in directional antenna system, and to mount the George C. Davis, Engr. Television and the FM antennas on top of the AM tower. (Geo. C. Davis, Engr.) | GRANTED | 7-20-48 subj. cond. that per- mittee file a new proof of performance to indi- cate that the DA pattern remains essentially un- changed. |
| BL-3542 Rec'd Filed | 1-11-49 1-13-49 1-13-49 | License to cover C. P. (BP-6579) which auth- orized change in DA system and to mount the Television and the FM antennas on top of the AM tower. (Harold G. Cowgill, Atty. George C. Davis, Engr.) | GRANTED | 2-15-49 |
| BR-477 Rec'd | 2-26-49 3-1-49 | Renewal of license Main and Auxiliary. (Harold G. Cowgill, Atty.) | Granted | 4-29-49 |

Name MEMPHIS PUBLISHING COMPANY

| File No. | Dated | Application for | Action | |
|---|--|---|--|----------------|
| | | | Nature | Date |
| EP-8316 Rec'd Filed | 11-2-51 11-15-51 11-15-51 | Construction permit to remove FM antenna from top & mount on side of N. W. AM tower. David E. Tolman, Atty. Ralph E. Dippell, Jr., Engr. | GRANTED Cond'l re receipt and appr. method of oper. during alterations; submission proof after alterations; and not to be construed as appr. TV ant. for use by TV station | 1-22-52 |
| BR-477 Rec'd Filed | 1-23-52 1-31-52 1-31-52 | Renewal of license Main & Auxiliary Harold Cowgill, atty. | GRANTED | 4-17-52 |
| BMP-5909 Rec'd Filed | 6-9-52 6-12-52 6-12-52 | Modification of construction permit (EP-8316 which auth. removal of FM antenna from top & mount on side of N.W. AM tower) to increase the height of the N.W. tower of the directional array. David E. Tolman, Atty. Ralph E. Dippell, Jr. <small>P. O. Box 1000 WASHINGTON, D. C.</small> | GRANTED and extension of C & C dates Same conditions as CP | 7-15-52 |

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
Letters W.M.G.Name MEMPHIS PUBLISHING COMPANY

| File No. | Dated | Application for | Action | |
|----------------------------|---------------------------------|---|---|----------|
| | | | Nature | Date |
| BR-477 Rec'd Filed | 7-16-52 7-18-52 7-18-52 | Renewal of license Main & Auxiliary (Informal) George S. Smith, Atty. | GRANTED | 7-30-52 |
| BMP-6024 Rec'd Filed | 9-24-52 10-10-52 10-10-52 | Modification of construction permit (BP-8316, as mod., which authorized removal of FM antenna from top and mount on side of N.W. tower) to increase height of tower. David E. Tolman, Atty. Ralph E. Dippell, Jr., engr. | GRANTED Same cond. as CP | 11-19-52 |
| BP-8941 Rec'd Filed | 7-22-53 7-23-53 7-23-53 | Construction permit to replace expired con- struction permit (BP-8316, as mod., which auth. removal of FM antenna from top and mount on side of N.W. tower & increase height of tower). | GRANTED Same condition as BP- 8316, as mod. | 8-11-53 |

APPLICATION RECORD - BROADCASTING

Call
Letters W M C

Name MEMPHIS PUBLISHING COMPANY

| File No. | Dated | Application for | Action | |
|-----------------------------|-------------------------------|---|---------|--|
| | | | Nature | Date |
| B MP-6335 Rec'd Filed | 10-2-53 10-5-53 10-5-53 | Modification of construction permit (BP-8941, replacing expired permit BP-8316, as mod., which auth. removal of FM antenna from top and mount on side of N.W. tower & increase height of tower) to make changes in antenna system (increase height of tower). Segal, Smith & Hennessey, Attys. George C. Davis, Engr. | GRANTED | 11-6-53 re data to be sub. re Sec. 2-B of Standards; resistance of NW tower and common point impedance to be remeasured & sub. on 302; data re nighttime DA and permanent remote antenna ammeters shall be installed. |
| BL-5314 Rec'd Filed | 4-29-54 5-5-54 5-5-54 | License to cover construction permit (EP-8941 as reinstated and mod.) which auth. removal of FM antenna from top and mount on side of N.W. tower & increase height of tower. Segal, Smith & Hennessey, Attys. George, C. Davis, Engr. | GRANTED | 10-14-54 |

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

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| File No. | Dated | Application for | Action | |
|---|--|--|----------------|----------------|
| | | | Nature | Date |
| BMP-8565 Rec'd Filed | 5-24-54 6-21-54 6-21-54 | Modification of construction permit (BP-8941 replacing expired permit BP-8316, as modified, which auth. removal of FM antenna from top and mount on side of N.W. tower & increase height of tower) to make changes in directional antenna system. Filed by Seymour M. Chase | GRANTED | 8-10-54 |
| BR-477 Rec'd Filed | 4-7-55 4-26-55 4-26-55 | Renewal of license (Main & Auxiliary) Seymour M. Chase, Atty. | GRANTED | 7-20-55 |
| BR-477 Rec'd Filed | 4-6-61 4-27-61 | Renewal of license HARRY J. GÖRGENBAUM, ATTY. | | |

SEE CARD #29

APPLICATION RECORD - BROADCASTING

Call
Letters W.M.C.Name MEMPHIS PUBLISHING COMPANY
Memphis, Tennessee

| File No. | Dated | Application for | Action | |
|----------------------------|----------------------------------|--|-----------------|----------------------|
| | | | Nature | Date |
| BR-477 Rec'd. Filed | 3-20-58 4-15-58 4-15-58 | Renewal of license. (Main & Auxiliary) Harry J. Ockershausen, Atty. | GRANTED | 7-9-58 |
| BAL-3740 Rec'd Filed | 12-15-59 12-16-59 12-16-59 | Voluntary assignment of license to WMC Broadcasting Company. Harry J. Ockershausen, Atty. | GRANTED EFF: | 12-29-59 1-1-60 |
| BR-477 REC'D & FILED | 4-6-61 4-27-61 | RENEWAL OF LICENSE (MAIN & AUXILIARY) HARRY J. OCKERSHAUSEN, ATTY. | GRANTED | 7-31-61 |
| BAL-4416 Rec'd Filed | 12-6-61 12-8-61 12-8-61 | Voluntary assignment of license to Scripps- Howard Radio, Inc. Harry J. Ockershausen, Atty. | GRANTED EFF: | 12-21-61 12-31-61 |
| BML-1984 R&F | 1-11-62 1-16-62 | Mod of lic to chg name from Scripps-Howard Radio, Inc to Scripps-Howard Broadcasting Company Atty: Dempsey and Koplovitz | GRANTED | 2-8-62 |

Aug. 1955 #30

Call
Letters W M CName SCRIPPS-HOWARD BROADCASTING COMPANYMemphis, Tennessee

| File No. | Dated | Application for | Action | |
|--------------------------|-------------------------------|--|---------|----------|
| | | | Nature | Date |
| BZ-4881 R. & F. | 12-18-62 12-26-62 | Authority to determine operating power by direct measurement of antenna power (Main trans) & Aux. Atty- Kempsey & Koplovitz | Granted | 4-22-63 |
| BR-477 Rec'd Filed | 4-16-64 4-30-64 4-30-64 | Renewal of license---(Main & Auxiliary) Atty. Harry J. Ockershausen | GRANTED | 10-28-64 |
| BZ-5369 R. & F. | 8-15-64 8-17-64 | Authority to determine operating power by direct measurement of antenna power. (Main Transmitter) Engr- George C. Davis | GRANTED | 12-29-66 |
| BZ-5640 R & F | 8/21/64 8/24/64 | Auth. to determine operating power by direct measurement of ant. power. (Aux.) | GRANTED | 12-29-66 |

APPLICATION RECORD - BROADCASTING

Call
 Letters W M C

Name SCRIPPS-HOWARD BROADCASTING COMPANY
Memphis, Tennessee

| File No. | Dated | Application for | Action | |
|---|---|--|---------|---------------------------------|
| | | | Nature | Date |
| BR-477 R & F | 4/27/67 5/1/67 | Renewal of license (Main & Auxiliary) Atty: H. J. Ockershausen | GRANTED | 7-18-67 |
| BL- 12,557 rec'd. \$30 #551514 | 10-15-69 10-23-69 10-23-69 | License designate Aux. trans. as Alt.-Main. Harry Ockershausen, Atty. | GRANTED | 9-30-71 (Issued with BR-477) |
| Amended Filed PTA PRESS | 12-17-69 12-22-69 1-2-70 JUN 16 1970 | Section II-A | | |
| BR-477 R & F \$105 #598646 PN Recd. PRESS | 4-29-70 5-4-70 " " JUN 16 1970 | RENEWAL OF LICENSE (MAIN & ALTERNATE) Harry J. Ockershausen, Atty. (Dempsey & Koplovitz) AMENDED 7-6-70 re: business interests | GRANTED | 9-30-71 |

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call
Letters W M CName SCRIPPS-HOWARD BROADCASTING COMPANY
MEMPHIS, TENNESSEE

| File No. | Dated | Application for | Action | |
|---|------------------------|--|---------|----------|
| | | | Nature | Date |
| BR-477 R & F PN Recd. PRESS JUN 21 1973 | 4-27-73 5-3-73 " | RENEWAL OF LICENSE (MAIN & ALTER.MAIN) H.J.Ockershausen, Atty. AMENDED 6-27-73 re: engineering data AMENDED 6-29-73 re: commercial policy; emp. policy AMENDED 10-10-73 re: notice of charge of emp. discrimination | GRANTED | 10-24-73 |
| BR-477 R & F PN Recd. PRESS MAY 28 1976 | 3-30-76 4-1-76 " | RENEWAL OF LICENSE (MAIN & ALTER.MAIN) C.J.Reynolds, Atty. (Dempsey & Koplovitz) AMENDED 5-26-76 re: litigation & business interests PETITION TO DENY AND TO INTERVENE filed 7-1-76 by Alvin Chambliss, Counsel on behalf of Memphis Chapter of People United to Save Humanity, Cypress Health and Safety Committee, North Miss. Coalition for Better B/Casting & Alpha Phi Alpha Fraternity (over) | GRANTED | 2-22-78 |

BR-477 MOTION FOR LEAVE TO FILE SUPPLEMENTAL AFFIDAVIT TO THE PETITION TO DENY filed 7-13-76 by Alvin O. Chambliss, Counsel on behalf of Memphis Chapter of Operation Push, et al.

OPPOSITION TO MOTION FOR LEAVE TO FILE SUPPLEMENTAL AFFIDAVIT TO THE PETITION TO DENY filed 7-20-76 by Harry J. Ockershausen, Counsel on behalf of Scripps-Howard Broadcasting Company
AMENDED 8-5-76 re: litigation

OPPOSITION TO PETITION TO DENY filed 9-8-76 by Harry J. Ockershausen, Counsel on behalf of Scripps-Howard Broadcasting Company

MOTION FOR LEAVE TO FILE SUPPLEMENTAL AFFIDAVIT TO THE PETITION TO DENY filed 10-12-76 by Alvin O. Chambliss, Counsel on behalf of Memphis Chapter of People United to Save Humanity, et al.

AMENDED 9-1-76 re: EEO complaint

MOTION FOR AN ADDITION ALLOTMENT OF TIME filed 11-2-76 by Alvin O. Chambliss, Counsel on behalf of Memphis Chapter of People United to Save Humanity, et al.

MEMORANDUM OPINION & ORDER adopted 2-22-78 Petition to Deny filed by the Memphis chapter of People United to Save Humanity and other groups, is DENIED.

PETITION FOR RECONSIDERATION filed 4-13-78 by Alvin O. Chambliss on behalf of People United to Save Humanity

OPPOSITION TO PETITION FOR RECONSIDERATION filed 4-24-78 by J. Richard Carr, Counsel, on behalf of Scripps-Howard Broadcasting Company.

APPLICATION RECORD - BROADCASTING

Call
Letters W M CName SCRIPPS-HOWARD BROADCASTING COMPANY
MEMPHIS, TENNESSEE

| File No. | Dated | Application for | Action | |
|--|--------------------|---|----------|---------|
| | | | Nature | Date |
| BP-20,907 R & F PN Rec'd PRESS DEC 5 1977 | 9-22-77 10-6-77 | CP to make changes in nighttime MEOV's. Atty: Harry J. Ockershausen | GRANTED | 3-25-80 |
| BR 790330 WO PRESS APR 26 1979 | | RENEWAL OF LICENSE (MAIN & ALTER. TRANS.) C.J.Reynolds, Atty. AMENDED 6-4-80 re: listing of broadcast stations | OVER | |
| BRC800425AK PRESS (0) | JUL 10 1980 | Modification of License to Operate Trans. by Remote Control from: 1960 Union Avenue, Memphis, Tennessee (MAIN STUDIO LOCATION). | GRANTED: | 7-9-80 |

BP-20907 amended re engr(addition of maximum tolerance values to the theoretical pattern)

W M C - RECORD OF DENIAL OF INFORMAL APPLICATIONS

B3-S-477 11-19-41 To opr. with power of 5kw nighttime for period not to exceed 30 days, in acc. with C.P. as modified (B3-MP-1410) and not to exceed limitations to Stations WTAR and KGHL as set forth therein.

B3-S-477 12-19-41 To opr. with power of 4kw nighttime, using D.A., for period not to exceed 30 days, in order to overcome interference from Station CMBC.

B3-S-477

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.

