

WMAZ



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

5-3-D-

STATION LICENSE RECORD

Date First Licensed 10-20-68

Call Letters WMAZ

STATION LOCATION: MACON, GEORGIA

MULTIMEDIA, INC. (AL 9-22-67 EFF. 1-1-68)

X SOUTHEASTERN BROADCASTING CORPORATION (BML 8-16-63)

X WMRC, INC. (BAL 3-13-63 EFF: 4-30-63)

Name of Licensee: X SOUTHEASTERN BROADCASTING COMPANY, INC. (Vol Assign License 10-2-31)
X MACON JUNIOR CHAMBER OF COMMERCE

Forsyth Road,
~~Grand Buildings, 617 Mulberry St.,~~ Macon, Ga. (C.P.5-6-41) Lic. 1-27-43

Transmitter Location: x Napier Ave., Macon, Ga. (R-11-24-39 Name changed by County)
x Log Cabin Avenue, Macon, Georgia (MPB 9-25-34) Lic. 3-26-35
Mercer University, Macon, Georgia.

1314 Gray Hwy., Macon, Georgia (BS 12-26-74)

Main Studio Location: x Bankers Insurance Bldg., 682 Cherry St., Macon, Georgia (Ltr. 7-31-41 Eff. 7-28-41)
x Grand Bldg., 617 Mulberry St., Macon, Georgia (Ltr. 5-2-40, eff. 5-5-40)
x Bankers Health and Life Insurance Company Building,
211 Cotton Avenue, Macon, Georgia (Letter 4-30-32)
x Macon Gas Company Bldg., 220 - 1 St., Macon, Ga.

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	PERIOD		
					From	To	
3-R-B-442	4-24-31	890	250-N, 500	LS. WGST Invest.	4-30	7-1-31	
3-L-B-545	5-8-31	890	250-N, 500	LS, WGST equipment change	5-8	7-1-31	
3-M-B-632	5-15-31	1180	500W	Limited	5-15	7-1-31	
3-M-B-632	6-1-31	Corrects equip. on M-B-632			5-15	7-1-31	
3-R-B-442	6-24-31	1180	500	Ltd. ac. 3.0.48	7-1	8-1-31	
3-R-B-442	6-24-31	1180	500	L.T.	8-1	2-1-32	
3-A-B-342	10-2-31	Vol. Assign. of License					
3-R-B-442	1-12-32	1180	500 W	Limited	2-1	8-1-32	
3-F-B-179	3-25-32	Install automatic frequency control					
3-S-B-442	5-17-32	Oper. till	LS Portland, Ore.		5-17	8-1-32	
3-R-B-442	7-8-32	1180	500	Lt	8-1	2-1-33	
3-R-B-442	1-13-33	1180	500	L.T.	2-1	8-1-33	
3-R-B-442	7-11-33	1180	500	L.T.	8-1	2-1-34	
3-S-B-442	1-19-34	Oper. 8 to 10 pm, 1-23-34 and 7:15 pm to 12 midnight 1-30-34					
3-R-B-442	1-16-34	1180	500	L.T.	2-1	8-1-34	
3-B-442	3-16-34	Oper. 8:45 to 10:00 pm. Mar. 19 thru 24 inclusive.					
3-B-442	4-26-34	Oper. 8:45 to 10 pm Apr. 26, 27 and 28, 1934					
3-B-442	6-14-34	Oper. 9:50 to 12 mid. on 6-14-34					
3-P-B-3269	6-29-34	1180	1 kw	L.T.	7-20	10-29-34	
		C.P. to move trans. to site to be determined nr. Mecca, Ca. Install new equip. and incr. pwr.					
3-R-442	7-18-34	1180	500w	L.T.	8-1	2-1-35	
32-S-442	C.A. 9-12-34	Oper. 8:15 p.m. to 12 midnight					
	MIN. 9-25-34	9-12-34.					
3-MP-14	9-25-34	1180	500w	L.T.	10-25	4-25-35	
		Mod. C.P. to make equip. changes, approval of exact trans. location & exten. of C & C dated					
3-R-442	1-29-35	1180	500w	L.T.	2-1	8-1-35	
3-S-442	1-29-35	Oper. 7:15pm Jan. 30 to 1 am. Jan. 31.					
3-MP-63	4-26-35	Mod. P3 3269 (Chg. Antenna)				10-25	4-25-35
3-L-128	3-26-35	1180	1kw	Lt.	3-26	8-1-35	
33-R-442	7-16-35	1180	1kw	L.T.	8-1	2-1-36	
33-S-442	9-24-35	Oper. 8:15pm to 12 midnight 9-24-35.					

3-S-B- 442

BROADCASTING STATION LICENSE RECORD

Date First

Licensed..... 10-30-22

Call

Letters WMAZ

CARD NO. 2

Name of

Licensee: SOUTHEASTERN BROADCASTING COMPANY, INC.

Transmitter

Location: _____

See Card #1.

Main Studio

Location: _____

See Card #1.

FRC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	PERIOD	
					From	To
B3-S-442	10-15-35	Oper. reduced power 250w, limited time.			10-15	11-13-35
B3-P-785	10-15-35	Changes in equipment			12-15	6-15-36
B3-S-442	11-12-35	Oper. reduced power 250w limited time.			11-14	12-13.
B3-S-442	11-26-35	Oper. w.o. plate voltmeter			11-26	12-5-35
B3-S-442	12-10-35	Oper. w.o. a/f/m			11-29	12-20.
	e.a. 12-4-35.					
B3-L-265	1-14-36	1180	1kw	Lt.	1-14	2-1-36
	Lic. to cover C.P. for chg. in equip.					
B3-R-442	1-10-36	1180	1kw	Lt.	2-1	8-1-36
B3-S-442	1-28-36	Oper. 7:15 pm to 1 am			1-30	3-36
B3-P-1041	4-3-36	Install aux. trans. 500w pr.			6-3	12-3-36
B3-S-442	4-7-36	Oper. without antenna ammeter			4-7	5-6-36
B3-R-442	7-17-36	1180	1kw	Lt.	8-1	2-1-37
B3-S-442	C.A. 7-28-36	Oper. without antenna ammeter			7-21	8-19-36
	Eff. 7-21-36					
B3-S-442	C.A. 8/28/36	Opr. without antenna ammeter			8/20/36	to
		9/18/36				
B3-S-442	C.A. 8/29/36	Opr. 8:15 pm to 12 midnight			EST 9/7,	
		9/8 and 9/9				
B3-S-442	10-13-36	Oper. from 7:30 pm to 11 pm EST				
	C.A. 10-6				10-6-36	
B3-L-391	10-20-36	1180	1kw 500w	Lt.	10-20	2-1-37
	Aux. Lic. to cover C.P. to install aux. trans.					
B3-S-442	11/17/36	take aux. trans. out service while low temp. coefficient crystals being installed in main & aux. auto. freq. control equipment 11/17 to 12/16				
B3-S-442	1/26/37	Opr. 7:15 pm EST to 12 mid. EST 1/30- Pres. Birthday ball				
B3-R-442	1-12-37	1180	1kw 500w	Lt.	2-1	8-1-37
	Auxiliary					

BROADCASTING STATION LICENSE RECORD

Date first licensed 10/30/22

Call letters W M A Z

Card #3

Name of licensee SOUTHEASTERN BROADCASTING COMPANY, INC.

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

APPL. No.	DATE ISSUED	FREQ.	POWER	TIME Div.	PERIOD
					From— To—
B3-S-442	5/11/37				Broadcast reg. prog. sch. on aux. trans. loc. Log Cabin Ave. Macon, Ga., power 500w-5/11 to 5/24-remodeling trans. bldg.
B3-R-442 Auxiliary	7-20-37	1180	1kw 500w	Lt.	8-1 2-1-38
B3-S-442	C.A. 10/19/37				Opr. 7:30pm to 12 mid. EST 10/19-Gov. Rivers' address to South Dist. Georgia Educational Assoc.
B3-S-442	C.A. 10/19/37				Opr. 7:30pm to 12 mid. EST 10/19-Gov. E.D. Rivers' address provide consents dominant stations are received.
B3-R-442 Auxiliary	1-26-38	1180	1kw 500w	Lt.	2-1 8-1-38
B3-P-1773	2-19-38	1180	1kw, 5kw-LS	Lt.	5-4 11-4-38 C.P. to increase day power; new equip.
B3-L-763	4-5-38	1180	1kw, 5kw-LS 500w	Lt.	4-5 8-1-38 Lic. to cover C.P. for new equip; incr. day power.
B3-L-773 Aux.	4-19-38	1180	1kw, 5kw-LS 1kw	Lt.	4-19 8-1-38 License to use old trans. as aux. with 1kw.
B3-R-442 Auxiliary	7-6-38	1180	1kw, 5kw-LS 1kw	Lt.	8-1 2-1-39
B3-S-442	8/31/38				Opr. 9 pm to 9:30 pm, EST. 8-31-38 brdcast. speech of Senator George.
B3-S-442	8/31/38				Opr. 8:15 pm to 10 pm, EST., 9-13-38, brdcast speech of Senator George.
B3-S-442	8/31/38				Opr. 8:15 pm to 12 midnight EST. 9-14-38 brdcast. election returns.
B3-S-442	9-7-38				Opr. 8:15 to 8:30 pm EST 9-7-38 brdcast. address of Mr. A. L. Googe.
B3-S-442	9-9-37				Opr. 8:15 to 10 pm EST 9-9-38 brdcast. Gov. Rivers' address.
B3-S-442	9-10-38				Opr. 8:15 to 10 pm EST 9/10, 11, 12/38 transmission of political programs only

Card #4 BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WMAZ.....Name of licensee SOUTHEASTERN BROADCASTING COMPANY, INC......Transmitter location See Card #1......Main studio location See Card #1......

CONSTRUCTION PERMIT AND LICENSE RECORD

APPL. No.	DATE ISSUED	FREQ.	POWER	TIME Div.	PERIOD	
					From	To
B3-S-442	9-27-38	Opr. 8:15 pm	9-27	to 2 am	9-28-38	to brdcstg European Crisis through CBS
B3-S-442	10-25-38	Opr. 7:30 pm	to 12 midnight, EST.		10-30-38	special anniversary program.
B3-S-442	12/22/38	opr frm 7:15pm	to 12 midnite	EST	Jan 2,	1939 (Orange Bowl game)
B3-S-442	1/28/39	opr 7:15pm	EST	Jan 30, 1939	to 1 am	EST Jan 31, 1939 (Presidents Ball)
B3-R-442 Auxiliary	1-9-39	1180	1kw, 5kw-LS 1kw	Lt	2-1	8-1-39
B3-R-442 Auxiliary	7-12-39	1180	1kw, 5kw-LS 1kw	Lt	8-1	2-1-40
B3-S-442	8-12-39	Opr. 9 pm	to 12 mid. EST	8-14-39		brdcst. Macon-Spartanburg baseball game with special ceremonies in celebration of Baseball's 100th Anniver.
B3-S-442	9/1/39	opr unlt'd time, 1kw,	9/1 to 9/10/39			(war news)
B3-S-442	9/11/39	opr unlt'd time	9/11/39			(baseball)
B3-S-442	9/13/39	opr evenings 1kw	9/11/39 to 9/16/39			(baseball games) EXTEN OF
B3-S-442	9/15/39	opr unlt'd time, 1kw,	9/17 to 10/16/39,			civic, charitable, religious, educational etc prog.
B3-S-442	10/14/39	EXT of above	to 11/15/39			
B3-S-442	11/16/39	opr add. time	Nov 16, 1939			(football)
B3-R-442 Auxiliary	1-29-40	1180	1kw, 5kw-LS 1kw	Lt.	2-1	8-1-40
B3-S-442 Auxiliary	4-13-40	1180	1kw 5kw-LS 1kw.	LT	4-13	8-1-40
						Mod.Lic. to add sunrise
B3-S-442	5/18/40	opr 9 to 9:15pm	5/20/40			(Spec. WPA Prog.)
B3-S-442	5/29/40	opr 9:15 to 10pm	6/3/40			(Harcer U. Grad. Exercises)
B3-S-442	5/29/40	opr 9:15 to 12 midnite	6/7/40			(election returns)
Order	6/12/40	Extension of License (Main and Auxiliary)			8/1	10/1/40

BROADCASTING STATION LICENSE RECORD

Date first licensed _____

Call letters _____

W M A Z

Name of licensee _____

SOUTHEASTERN BROADCASTING COMPANY INC

Transmitter location _____

Main studio location _____

CONSTRUCTION PERMIT AND LICENSE RECORD

APPL. No.	DATE ISSUED	FREQ.	POWER	TIME Div.	PERIOD	
					From	To
B3-S-442	9/27/40	opr	8:15 to concl	baseball	game	9/28/40
B3-S-442	10/2/40	opr	7:30 to concl	football	games	Oct 4, 10, 18, 24, & 7pm to concl game 11/1/40
B3-S-442	10/5/40	opr	unltd time on 1180kc, 5kw, day and lkw night frm 10/5 to 11/3/40 (progs of pub. int., convenience, and necessity, pending allocation of new facilities			
B3-S-442	10/5/40	opr	unltd time 5kw day and lkw night frm 10/5 to 11/3/40 (progs of pub. int., convenience, and necessity pending allocation of new facilities			
B3-S-442	10/31/40	EXTEN	of above	frm	11/4 to 11/7/40	
B3-S-442	11/8/40	opr	add. time Nov 8 & 9 progs and Nov 10 & 14, 1940	incl	(Gea	c Mercer U. Baptist Convention
Order	9-10-40	Extension of license (Main & Auxiliary			10-1	3-29-41
B3-S-442	11/15/40	opr	7 to 8 pm	11/15/40	b/c Nat. Defense	progr
Letter	1-21-41	1180	250w/ lkw	after LS at KOB to sunset	KOB, 5KW-LS	
B3-ML-1037	Mod.Lic.	for unlimited time using 5kw-LS, lkw from LS to sunset at KOB and 250w from sunset at KOB, subject to determining power by direct method.				
B3-ML-1037	3-13-41	1180	250w after LS-KOB	lkw to LS-KOB from LS		
B3-Z-669			5kw-LS	U	3-13	3-29-41
Aux.			lkw			
		Determine operating power by direct method.				
NARBA REALLOCATION CANCELLED						
B3-R-442	3-24-41	940	5kw-LS	U	3-29	2-1-42
			lkw-LS	to LS-KOB		
			250w-after LS-KOB			
Aux.			lkw	Aux.		
B3-R-442	3-24-41	940	5kw-LS	U	3-29-	2-1-42
			lkw-LS	to LS-KOB		
			250w-after LS-KOB			
Aux.			lkw	Aux.		
		Superseding				

BROADCASTING STATION LICENSE RECORD

Date first licensed _____

Call letters WMAZ

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—
B3-Z-835	5-8-41	940	5kw-LS 1kw-LS to LS-KOB 250w-after LS-KOB	U	5-8	2-1-42
Aux.			Determine operating power by direct method. 1kw	Aux.		
B3-P-3043	5-6-41	940	5kw*	U	7-6	1-6-42
			C.P. change frequency as granted under NARBA, increase power, DA for day and night use*, move transmitter.			
B3-MP-1461	12-24-41	940	5kw*	U	7-6	4-6-42
			Mod B3-P-3043, extension completion date. *Employing Directional antenna.			
B3-R-442	1-27	940	5k-LS 1kw-LS-to LS-KOB 250w-after LS-KOB	U	2-1	2-1-44
Aux.			1 kw			
B3-MP-1511	4-2-42	Mod.C.P. 3043 as mod., for extension of completion date			7-6	7-6-42
B3-MP-1572	6-3-42	Mod. CP, 3043 as mod., for completion date			7-6	10-0-42
B3-MP-1651	10-5-42	Mod. CP 3043 as mod., for completion date			7-6	11-6-42
B3-MP-1664	11-5-42	Mod. of CP 3043 as mod., for extension of completion date			7-6-41	1-6-43
B3-S-442	11-6-42	940	5-kw-LS 1kw, LS to LS-KOB 250w, after LS-KOB	U	12-1	2-1-44
Aux.			1kw, LS-KOB 250w, after LS-KOB Mod. Lic. accordance Order 107			
B3-L-1744)	1-27-43	940	5kw*	U	1-27	2-1-44
B3-Z-1465)			*DA			
			Lic. cover CP 3043 as mod., for change of freq., incr.power, install DA for day and night use, and move trans.; also determine operating power by direct measurement			
B3-S-442	5-24-43	940	5kw*	U	5-24	2-1-44
			*DA			
			Mod.license correcting DA with reference to towers used for daytime and description of monitoring point #2 accordance			
			Engr's Memo of 5-24-43			

BROADCASTING STATION LICENSE RECORD

Date first licensed _____

Call letters W M A Z

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—	
B3-R-442	1-25-44	940	5kw* *DA	U	2-1	11-1-46	
B3-R-442 Aux.	1-25-44	940	1kw to LS-KOB 250w after LS-KOB Aux. purposes		2-1	11-1-46	
License returned to Commission 1-31-44 as Aux. transmitter has been moved.							
B3-R-442	1-25-44	940	5kw* *DA	U	2-1	11-1-46	
Superseding renewal issued to correct DA Spec.							
B3-P-3507	3-22-44	940	1kw* *DA	Aux.	5-22	11-22-44	
CP move aux.trans. and employ DA day and night, and increase power							
B3-TC-355 Eff. 4-10-44	4-4-44	Acquisition of control by E.K. Cargill to GEORGE P. RANKIN, JR.					
B3-MP-1778	11-27-44	Mod. of CP 3507 for extension of completion date				5-22	5-22-45
B3-L-1876 Aux.	4-23-45	940	5kw* 1kw* *DA Aux.	U	4-23-	11-1-46	
Lic. to cover C.P. (P-3507 as mod.) for move of auxiliary transmitter to site of main, increase power of auxiliary & DA for day and night use							
B3-S-442	7-10-45	To opr. with nighttime DA pattern beginning 15 min. before LSS for period beginning 7-10-45 and ending in no event later than 8-8-45, in order to avoid interference in continuous half-hour programs during switchover between day and night antenna patterns, only.					
B3-ML-1216	8-7-45	940	5kw* 1kw*-Aux.	U	8-7	11-1-46	
*Mod.Lic. use nighttime DA from 15 min. before LSS to 15 min. after LSR during certain months.							
B3-S-442	9-25-45	940	5kw* 1kw*-Aux. *DA	U	10-1	11-1-46	
Use nighttime DA from 15 min. before LSS to 15 min. after LSR during certain months Mod. Lic. Order 1076							

BROADCASTING STATION LICENSE RECORD

#8

Date first licensed

Call letters WMAZ

Name of licensee

Transmitter location

Main studio location

COMMUNICATIONS FEDERAL AND GENERAL RECORD

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period	
					From-	To-
B5-R-442 Aux.	10-31-46	940	5kw* 1kw* *DA	U	11-1	11-1-49
B3-P-4899	4-30-47	940	10kw-DA	U	6-30	12-30-47
	CP to increase power and make changes in T equipment.					
BMP-2907	7-17-47	940	10kw-DA	U	6-30	12-30-47
	Mod. CP (4899) to install new T.					
BP-6388	10-31-47	940	5kw-DA	Aux.	12-31	6-30-48
	CP to install old main T at present site of main T.					
Telephone	12-31-47	Mod. CP (4899 as mod)			6-30	1-9-48
	for ext. of completion date.					
BMP-3508	1-9-48	Mod. CP (4899 as mod)			6-30	3-30-48
	for ext. of completion date.					
BL-2990 BZ-2821	3-11-48	940	10kw-DA-2 5kw-DA Aux.	U Aux.	3-11	11-1-49
	Lic. to cover CP (4899 as mod) for increase in power, changes in T equipment and install new T, and determine operating power by direct method.					
BL-2989 Aux.	3-30-48	940	10kw-DA-2 5kw-DA Aux.	U Aux.	3-30	11-1-49
	Lic. to cover CP (6388) to install old main T at present site of main T, for aux. purposes only.					
BR-442 Aux.	10-28-49	940	10kw* 5kw* *DA	U Aux.	11-1	11-1-52
BR-442 & Aux.	10-15-52	940kc	10kw 5kw-DA-2	Unl.	11-1	4-1-55
BR-442	3-9-55	Renewal of license Main & Aux.			4-1	4-1-58
BR-442	3-12-58	Renewal of license Main & Aux.			4-1	4-1-61
BP-11488	6-26-58	940kc	10kw* *DA-N	50kw-1S Unl.	8-26	2-26-59
	CP to increase daytime power from 10kw to 50kw; install new transmitter (RCA BTA 50F) and change from employing directional antenna night and day to nighttime only (DA-2 to DA-N)					
	(CONDITIONAL)					
	Letter 9-25-58 Lic. for Aux. Transmitter deleted.					

Form BC 126
June 1954

#9

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WMAZ

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-
BS-442 (1) (Main & Aux.)	5-6-59	Mod. of	license to change	common point	
		current	and resistance	values.	
BL-7399	11-6-59	940kc	10kw 50kw-DA-N	Unl.	11-6 4-1-61
		Lic. to cover CP (EP-11,485) which auth. increase in daytime power, installation of new transmitter and change from DA-2 to DA-N.			
	3-29-61	Commission deferred action on renewal pending further consideration.			
BR-442	4-26-61	Renewal of license			4-26 4-1-64
BTC-4183 Eff:	3-13-63 4-1-63	Voluntary transfer of control of licensee corporation from George P. Rankin, Jr. to WMRC, Inc.			
BAL-4722 Eff.	3-13-63 4-30-63	Voluntary assignment of license to WMRC, Inc.			
BML-2051	8-16-63	940kc	10kw 50kw-DA-N	W	8-16 4-1-64
		Mod. of license to change name of licensee to SOUTHEASTERN BROADCASTING CORPORATION.			
BR-442	3-17-64	Renewal of License			4-1 4-1-67
BRC-2444 (1)	5-25-64	Mod. of license to operate transmitter by remote control from 682 Cherry St., Bankers Insurance Bldg., Macon, Ga., while using non-directional antenna.			
BRC-2574 (2)	3-24-65	Mod. of license to change remote control point to WMAZ-TV/Building, Cochran Short Route, U.S. Hwy. 19, South, Macon, Georgia.			
BR-442	3-29-67	940kc	10kw 50kw-DA-N	Un	4-1 4-1-70
		Renewal of NBSA			
BAL-6152 EFF 1-1-68	9-22-67	Voluntary assignment of license			
BR-442(L)	4-1-70	RENEWAL & NDBA			4-1-73
BR-442 (1)	4-1-70	RENEWAL & NDBA			
BS-442(1)	4-2-71	1 chg. oper. specs. & phase monitor.			
EBSA	5-25-72				

Form BC 126

June 1954

BROADCASTING STATION LICENSE RECORD

#10

Date first licensed

Call letters WMAZ

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
BR-442(L)	3-30-73	940khz	10kw, 50kw-DA-N	U	4-1-76 RC
Comlet	6-21-74	Ant. monitor Potomac Inst. AM-19(204)			
BS-442(1)	12-26-74	ML to chg. SL			
BS-442(2)	1-7-76	ML to oper. trn. by RC			
BR-442(L)	3-9-76	RENEWAL			4-1-79
BR781201ZQ(L)	5-11-79	Renewal of License			4-1-82
COMTEL	7-14-80	AU. & TERMS COMTEL 1-21-80 EXT. THRU 10-15-80.			
COMTEL	10-17-80	AUTH. & TERMS COMTEL 1-21-80 EXT. THRU 12-31-80.			

#1.

STATION APPLICATION RECORD

APPLICANT: MACON JUNIOR CHAMBER OF COMMERCE CALL LETTERS: WMAZADDRESS: Mercer University, Macon, Ga. FILE NO: 3-R-B-442 DATED: 3/12/29

Present
Assignment: 890 Kc. 250 w. with addl. 250 w. day - WGST Lic.
ACTION: 4/1/29 - 890 kc. 250 w. night
w th addl. 250 w. day
Requested: Renewal Per. 4/30 to 7/31.

APPLICANT: MACON JUNIOR CHAMBER OF COMMERCE CALL LETTERS: WMAZADDRESS: Ash St., Macon, Ga. FILE NO: 3-R-B-442 DATED: 6/17/29

Present
Assignment: 890 kc. 250 w. night- 500 LS - WGST ACTION: G.O. 69 - 7/31/29 to
10/31/29
Requested: Renewal

APPLICANT: MACON JUNIOR CHAMBER OF COMMERCE CALL LETTERS: WMAZADDRESS: Mercer University, Macon, Georgia FILE NO: 3-R-B-442 DATED: 9/28/29

Present
Assignment: 890 kc. 250 w. - 250 w. - L.S. + WGST addl.
ACTION: Lic. 10-12-29 890 kc.
250 w. 250 w. addl. L.S. + WGST
Requested: Renewal Per. 10-31-29 to 1-31-30

no. 2

STATION APPLICATION RECORD

APPLICANT: MACON JUNIOR CHAMBER OF COMMERCECALL LETTERS: WMAZADDRESS: Mercer University, Macon, Ga.FILE NO: 3-M-B-448 DATED: 11/9/29Present 250 night.Assignment: 890 kc. 500 w. LS \rightarrow WGST

(1) Granted for studio move as requested Min. 1-8-30, Issued ACTION: 1-8-30. Increase of power set for hearing. (2) Increase power dismissed at request of applicant See FRC letter 3-18-30

Requested: move studio and incr. power to 500 w. day & night.APPLICANT: MACON JUNIOR CHAMBER OF COMMERCECALL LETTERS: WMAZADDRESS: Ash St., Mercer University, Macon, GeorgiaFILE NO: 3-M-B-486 DATED: 12-24-29Present 500 W. LS.Assignment: 890 kc. 250 W. nite Divides with WGSTDismissed at request of Applicant. See FRC letter ACTION: 4-14-30Requested: 890 kc. 500 W day & nite UnlimitedAPPLICANT: MACON JUNIOR CHAMBER OF COMMERCECALL LETTERS: WMAZADDRESS: Mercer University, Macon Ga.FILE NO: 3-R-B-442 DATED: 12/24/29Present 890 kc. 250 W. Nite. 500 W. LS \rightarrow WGSTAssignment: 890 kc. 250 W. Nite. 500 W. LS \rightarrow WGSTRenewal license 1-31 to 4-30-30
1-17-30.
ACTION:Requested: Renewal

STATION APPLICATION RECORD

#3

APPLICANT: Macon Junior Chamber of Commerce CALL LETTERS: WMAZADDRESS: Mercer University, Macon, Ga. FILE NO: 3-R-B-442 DATED: 3-28-30Present Assignment: 890 Kc. 250 W. 500 W IS + WGST Renewal Lic. 4-10-30
ACTION: Per: 4-30 to 7-31-30Requested: RenewalAPPLICANT: MAGON JUNIOR CHAMBER OF COMMERCE CALL LETTERS: WMAZADDRESS: Mercer University, Macon, Georgia FILE NO: 3-M-B-603 DATED: 5/31/30Present Assignment: 890 kc. 500 W. IS. & 250 W. nite +WGST Dismissed at request of Applicant. See Telegram 7-9-30
ACTION: _____Requested: 1010 kc. 500 W. UnlimitedAPPLICANT: Macon Junior Chamber of Commerce CALL LETTERS: WMAZADDRESS: Mercer University, Macon, Ga. FILE NO: 3-R-B-442 DATED: 6-17-30Present Assignment: 890 Kc. 250 W , 500 W IS , Unlimited Renewal License 7-7-30
ACTION: Per: 7-31 to 10-31-30Requested: Renewal

STATION APPLICATION RECORD

APPLICANT: _____ CALL LETTERS: _____

ADDRESS: _____ FILE NO: _____ DATED: _____

Present
Assignment: _____ ACTION: _____

Requested: _____

APPLICANT: _____ CALL LETTERS: _____

ADDRESS: _____ FILE NO: _____ DATED: _____

Present
Assignment: _____ ACTION: _____

Requested: _____

APPLICANT: _____ CALL LETTERS: _____

ADDRESS: _____ FILE NO: _____ DATED: _____

Present
Assignment: _____ ACTION: _____

Requested: _____

APPLICATION RECORD - BROADCASTING

Call
Letters

WMAZ

Name MACON JUNIOR CHAMBER OF COMMERCE

File No.	Date d Received	Application for	Action	
			Nature	Date
3-M-B-632	7-11-30	change frequency from 890 kc. to 1130-kc., increase power from 250W, 500W-LS to 500W, increase hours of operation from sharing with WGST to <u>Unlimited</u>		
Amended	10-1-30	amended to request 1180 kc. instead of 1130 kc. and Limited time instead of Unlimited.	Granted	5-15-31
3-R-B-442	9-24-30	Renewal of license	Granted	10-21-30
3-P-B-1848	12-3-30	Change equipment (Form 71-A filed) install DCC change frequency from 890 kc. to 1180 kc. increase power from 250W, 500W-LS to 500W and hours of operation from sharing with WGST to Daily from 7:00 a.m. to Sunset at State College, N. M. or Portland, Oregon.	Returned to applicant Requests granted in other applications	6-3-31
3-F-B-1892	12-20-30	Make changes in equipment to conform with GO 97 and install DCC (Form 71-A filed)	Granted	1-23-31

APPLICATION RECORD - BROADCASTING

Call

Letters

W M A Z

Name SOUTHEASTERN BROADCASTING COMPANY, INC. (Vol. Assn. Lic. 10-2-31).x MACON JUNIOR CHAMBER OF COMMERCE

File No.	Dated Received	Application for	Action	
			Nature	Date
3-R-B-442	12-20-30	Renewal of license	G.O.103 Granted	1-20-31 4-24-31
3-L-B-545	3-20-31	License to cover 3-P-B-1892	Granted	5-8-31
3-AL-B-342	4-3-31	Vol. Assignment of license to SOUTHEASTERN BROADCASTING COMPANY, INC.	Granted	10-2-31
3-R-B-442	5-26-31	Renewal of license	Granted	6-24-31
3-R-B-442	5-29-31	Renewal of license	Granted	7-24-31
3-R-B-442	11-30-31	Renewal of license	Granted	1-12-32
3-F-B-179	3-1-32	Automatic frequency control	Granted	3-25-32
3-R-B-442	5-13-32	Renewal of license	Granted	7-8-32
3-R-B-442	11-18-32	Renewal of license	Granted	1-13-33
3-P-B-2793	1-25-33	Changes in equipment	Returned Unnecessary	2-9-33
3-R-B-442 Resubmitted	5-24-33 *	Renewal of license (Inv)	Returned Granted	6-16-33 7-11-33

APPLICATION RECORD - BROADCASTING

Call

Letters WMAZName Southeastern Broadcasting Company, Inc.

File No.	Dated	Application for	Action	
			Nature	Date
3-R-B-442	11-24-33	Renewal of license	Granted	1-16-34
3-ML-B-1302	1-15-34	Mod. of lic. to increase power from 500 w. to 500 w. - 1 kw and change time from limited to unlimited.	Ret. 8-17-34 (improper appl. form. Form 601 should be used)	
Resubmitted & Amended	3-27-34	Resubmitted and amended to omit request for ^{power} increased power	Dismissed at request of <u>3-P-B-3269</u> <u>9-4-34</u> <u>ORDER</u>	
3-R-B-442	5-29-34	Renewal of license	Granted	7-18-34
3-P-B-3269	6-21-34	Construction Permit to move transmitter from Mercer University, Macon, Ga. to site to be determined near Macon; to increase power from 500 w. to 1 kw., also install new equipment. (To be considered under Rule 6 (g).)	Granted	6-29-34

7

Call
Letters WMAZ

FEDERAL COMMUNICATIONS COMMISSION

Name Southeastern Broadcasting Co., Inc.

File No.	Dated	Application for	Action	
			Nature	Date
B3-MP-14	7-25-34	Modification of C.P. for change in equipment, req. exact transmitter site (was to be determined) Log Cabin Av., Macon, Ga., and extend comm. and comple. dates from By 7-30-34 - 10-29-34 to within 30 da. of grant - 6 months thereafter.	Granted	9-25-34
B3-R-442 Resubmitted	11-19-34 "	Renewal of license (Notarial seal)	Returned Granted	12-29-34 1-29-35
B3-MP-83	12-5-34	Modification of C.P. as modified to make changes in antenna	Granted	Min. 2-26-35
B3-L-128	3-1-35	License to cover C.P. (3-P-R-3269) to move transmitter, make changes in equipment and increase power.	Granted	3-26-35

APPLICATION RECORD - BROADCASTING

Call

Letters W M A ZName Southeastern Broadcasting Co., Inc.,

File No.	Dated	Application for	Action	
			Nature	Date
B3-R-442 Resub.	5-18-35 "	Renewal of license (Sec. 526) " " "	Returned Granted	6-24-35 7-16-35
B3-P-785	9-23-35	C.P. to make equip. changes.	Granted	10-15-35
B3-R-442 Resubmitted	11-11-35 "	Renewal of license " " "	Granted	1-10-36
B3-L-265	12-9-35	License to cover construction permit (B3-P-785) for equipment changes	Granted	1-14-36
B3-P-1041	3-12-36	C.P. to install auxiliary transmitter to be operated on 500 watts power.	Granted	4-3-36

9

Call

Letters WMAZName Southeastern Broadcasting Co., Inc.

File No.	Dated	Application for	Action	
			Nature	Date
B3-SA-196	4-1-36	Special experimental authorization to change hours of operation from limited time to unlimited time and install directional antenna, for the period to 8-1-36.	Retired to closed files 12-11-39 Request attorney	
		<i>Put to withdrawal and 8-25-39</i>		
B3-R-442	5-14-36	Renewal of license (5,6, & 17c)	Returned	6-19-36
Resubmitted	6-22-36		Granted	7-17-36

APPLICATION RECORD—BROADCASTING

10

Call letters WMAZName SOUTHEASTERN BROADCASTING CO. INC.

FILE NO.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-L-391	9-16-36	License to cover C.P. (B3-P-1041) for/aux. ^{installation of} trans. to operate on 500 watts power.	Granted	10-20-36.
B3-R-442	11-28-36	Renewal of license	Granted	1-12-37
"	"	" " " Aux. Trans.	"	"
B3-P-1773	4-8-37	Construction permit to install a new transmitter and increase power from 1kw to 5kw-1S.	Ex. Rept. I-543 GRANTED Effective	Doc. 4628 2-19-38 3-4-38
B3-R-442	5-26-37	Renewal of license	Granted	7-20-37
"	"	" " " Aux. Trans.	"	"

APPLICATION RECORD—BROADCASTING

#11

Call letters WMAZName SOUTHEASTERN BROADCASTING CO. INC.

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-R-442	11-24-37	Renewal of license (3b to prog.)	Returned	12-15-37
Resubmitted	"	" " " Aux. Trans.	-----	-----
Resubmitted	"	Renewal of license	Granted	1-26-38
	"	" " " Aux. Trans.	"	"
B3-L-763	3-9-38	License to cover construction permit (B3-P-1773) for a new transmitter and increase in power.	Granted	4-5-38
B3-L-773	4-1-38	License to use old Composite, 1kw transmitter as an auxiliary transmitter.	Granted	4-19-38

APPLICATION RECORD—BROADCASTING

#12

Call letters W M A ZName SOUTHEASTERN BROADCASTING CO., INC.

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-R-442	5-24-38	Renewal of license	Granted	7-6-38
"	"	" " " Aux. Trans.	"	"
B3-R-442	11-17-38	Renewal of license	Granted	1-9-39
"	"	" " " Aux. Trans.	"	"
B3-R-442	5-26-39	Renewal of license	Granted	7-12-39
"	"	" " " Aux. Trans.	"	"
B3-1-2514	8-12-39	C.P. to install directional antennas for night use, change frequency from 1180 to 1240 kc, hours of operation from limited to unlimited time.	Returned Request attorney	2-10-40

#13

Call

Letters WMAZName SOUTHEASTERN BROADCASTING CO., INC.

File No.	Dated	Application for	Action	
			Nature	Date
B3-R-442	11-24-39	Renewal of license (18e)(20f)(28a)	Ret'd	12/22/39
"	"	" " " Aux. Trans. --u--	"	"
Resubmitted	12-27-39	Renewal of license	Granted	1-29-40
"	"	" " " Aux. Trans.	"	"
B3-P-2794	2-3-40	C.P. to change frequency from 1180 kc to 1250 kc, change hours of operation from limited to unlimited time, and install directional antenna for night use.	Retired to closed files	11-14-40 - Request of applicant
B3-R-442	5-25-40	Renewal of license (Sec. 171, j)	Returned	7-17-40
"	"	" " " Aux. Trans.	GRANTED	3-24-41
Resubmitted	"	Renewal of license for Main Trans.	940 kc, 250w after LS-KOB, 1kw from LS to LS-KOB, 5kw-LS, U	

#14

Call

Letters W M A ZName SOUTHEASTERN BROADCASTING CO., INC.

File No.	Dated	Application for	Action	
			Nature	Date
B3-M-1037 Rec'd. Filed	11-8-40 11-12-40 11-12-40	Modification of license to change hours of operation from limited time to unlimited time and power from 1kw, 5kw-LS to 1kw to sunset KOB, 250w after sunset KOB, 5kw daytime	Granted subject to filing and approval of application to determine operating power by direct method. Letter - Issued	1-21-41 2-8-41 3-13-41
B3-P-3043 Rec'd. Filed	10-31-40 11-30-40 11-30-40	Construction permit to change frequency from 1180 kc to 940 kc (under NARBA), increase power from 1kw, 5kw-LS to 5kw day and night, change hours of operation from limited time to unlimited time, install directional antenna for day and night use and move transmitter from Napier Avenue, Macon, Georgia to Forsyth Road, Macon, Georgia. (Filed by Mr. Butman)	Granted	5-6-41

#15

Call
Letters WMAZName SOUTHEASTERN BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action	
			Nature	Date
B3-Z-669 Rec'd.	1-27-41 1-29-41	Authority to determine operating power by direct measurement of antenna power.	Granted	3-13-41
B3-Z-835 Rec'd.	4-11-41 4-14-41	Authority to determine operating power by direct measurement.	Granted	5-8-41
B3-MP-1461 rec'd resubmitted resubmitted recd. & filed	11-15-41 11-17-41 11-22-41 11-27-41 12-1-41	Modif. of C.P. (B3-P-3043) for extension of time from 1-6-42 for completion of constr. to 4-6-42.	Ret'd erroneous (Sec. 3(b)) Ret'd. Sec. 3(b) Granted	11-27-41, date 11-26-41 12-24-41
B3-D-442 " Resub.	11-15-41 " "	Renewal of license " (3rd copy, -17a, -22b) Auc	Ret'd GRANTED	12-9-41 1-27-42

#16

Call
Letters W M A ZName SOUTHEASTERN BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Nature	Action
				Date
B3-MP-1511 received filed	2-9-42 2-11-42 2-11-42 3-12-42	Modif. of c.p. (B3-P-3043, as modif.) for extension of completion date from 4-6-42 to 7-6-42. Affidavit re availability of material filed	Granted	4-2-42
B3-MP-15725 received	5-13-42 5-15-42	Modif. of c.p. (B3-P-3043, as modif.) for extension of completion date from 7-6-42 to 10-6-42. Form 335 filed	Granted	6-3-42
B3-P-3507 Rec'd	8-15-42 8-17-42	Construction permit to move auxiliary transmitter from Napier Ave., Macon, Ga. to Forsyth Rd., Macon, Ga. (location of main transmitter as specified under C.P.), increase power of auxiliary transmitter from 1kw to sunset KOB and 250w after sunset KOB to 1kw day and night using the DA as specified under C.P. for main transmitter day and night. 335's filed.	Granted	3-22-44

APPLICATION RECORD - BROADCASTING

Call

Letters

WMAZName SOUTHEASTERN BROADCASTING CO., INC.

File No.	Dated	Application for	Action	
			Nature	Date
B3-MP-1651 Rec'd	10-3-42 10-3-42	Mod. of C.P. (B3-P-3043 as modified) for extension of completion date from 10-6-42 to 11-6-42. 335's filed.	Granted Min. #409	C.A. 10-5-42 10-14-42
B3-MP-1664 Rec'd	10-21-42 10-24-42	Mod. of C.P. (B3-P-3043) as mod., for extension of completion date from 11-6-42 to 1-6-43 335's filed	Granted Min. #450	C.A. 11-5-42 11-11-42
B3-L-1744 Rec'd Resubmitted Rec'd and B3-Z-1485 Rec'd	11-17-42 12-8-42 12-16-42 12-21-42 11-17-42 12-8-42	License to cover C.P. (B3-P-3043) as mod., for change of freq., increase in power, install DA for day and night use, and move of transmitter and Authority to determine operating power by direct measurement of antenna power	Returned Sec. 10(4) Granted	12-11-42 1-27-43

APPLICATION RECORD - BROADCASTING

Call

Letters W M A ZName SOUTHEASTERN BROADCASTING CO., INC.

File No.	Dated	Application for	Action	
			Nature	Date
B3-R-442	12-6-43	Renewal of license (Ret'd See. 135) for aux.	Ret'd	12-10-43
Rec'd	12-7-43		Granted	1-25-44
Reusb.	12-16-43			
B3-R-442	12-24-43	" " " AUX.	Granted	1-25-44
Rec'd	12-27-43			
B3-TC-355	1-15-44	Acquisition of control by George P. Rankin, Jr. thru sale of 279 shares of common stock	Returned	1-21-44
Rec'd	1-19-44	by E.K. Cargill to licensee corporation to be held as treasury stock.	Part I, Sec. 12e & 13 and signature of Part II	
Resubmitted	1-15-44	335's filed	Granted	4-4-44
Rec'd	1-27-44		Eff.	4-10-44
Filed	1-27-44			

APPLICATION RECORD—BROADCASTING

Call letters WMAZName SOUTHEASTERN BROADCASTING COMPANY, INCORPORATED

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-MP-1778 Rec'd Filed	11-2-44 11-4-44 11-4-44	Mod. of C.P. (B3-F-3507) for extension of completion date from 11-22-44 to 5-22-45.	Granted	11-27-44
B3-L-1376 Rec'd Filed	4-4-45 4-6-45 4-6-45	License to cover C.P. (B3-P-3507, as mod.) which authorized move of auxiliary transmitter to site of main transmitter, increase in power, and use of D.A. for day and night operation.	Granted	4-23-45
B3-ML-1216 Rec'd Filed	6-26-45 6-28-45 6-28-45	Mod. of License to operate with nighttime directional antenna pattern from 15 minutes before local sunset to 15 minutes after local sunrise during those months in which the average hour of local sunset and/or local sunrise occurs on the quarter-hour or three-quarter hour.	Granted	8-7-45

#20

Form 94

APPLICATION RECORD - BROADCASTING

Call
Letters W M A ZName SOUTHEASTERN BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B3-P-4899 Rec'd Filed	4-30-46 5-1-46 5-1-46	Construction Permit to increase power from 5kw to 10kw and make changes in transmitting equipment., using DA-2 (Filed by George C. Davis, Engr.)	GRANTED	4-30-47
B3-R-442 Rec'd B3-R-442 Rec'd	8-24-46 8-26-46 9-13-46 9-16-46	Renewal of license " " " AUX.	Granted "	10-31-46 "

APPLICATION RECORD - BROADCASTING

#21

Call
Letters WMAZName SOUTHEASTERN BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-2907 Rec'd Filed	6-27-47 7-2-47 7-2-47	Mod. of C.P. (B3-P-4899, which authorized increase in power and changes in transmitting equipment) to install new transmitter(RCA BTA 10-F).	GRANTED	7-17-47
BP-6388 Rec'd Filed	10-7-47 10-9-47 10-9-47	Construction Permit to install old main transmitter (Composite) at present site of main transmitter, to be operated on 940kc with power of 5kw, for auxiliary purposes only, employing directional antenna.	GRANTED	10-31-47

APPLICATION RECORD - BROADCASTING

#22

Call
Letters W M A ZName SOUTHEASTERN BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-3508 Rec'd Filed	12-30-47 1-2-48 1-2-48	Mod. of C.P. (B3-P-4899, as mod., which authorized increase in power, changes in transmitting equipment and install new transmitter) for extension of completion date from: 1-9-48 to: 3-30-48	GRANTED	1-9-48
BL-2989 Rec'd Filed	12-24-47 12-26-47 12-26-48	License to cover C.P. (BP-5388) which authorized to install old main transmitter (composite) at present site of main transmitter, to be operated on 940kc with power of 5kw, for auxiliary purposes only, employing directional antenna.	GRANTED	3-30-48

APPLICATION RECORD - BROADCASTING

Call
Letters W M A ZName SOUTHEASTERN BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
HL-2990 Rec'd Filed	12-24-47 12-26-47 2-9-48	License to cover C.P. (B3-P-4899, as mod.,) which authorized increase in power, change in transmitting equipment and install new transmitter. and Authority to determine operating power by direct measurement of antenna power.	GRANTED	3-11-48
BZ-2821 Rec'd Filed	12-24-47 12-26-47 2-9-48			
BR-442 Rec'd	8-23-49 8-24-49	Renewal of license. Main " " " Aux.	Granted "	10-28-49 "
BR-442 Rec'd Filed	7-14-52 7-18-52 7-18-52	Renewal of License, Main Filed by George S. Smith, Atty	GRANTED	10-15-52
BR-442 Rec'd Filed	7-29-52 8-1-52 8-1-52	Renewal of License, Auxiliary Filed by George S. Smith, Atty.		

APPLICATION RECORD - BROADCASTING

FORM A-170
FORMERLY FCC FORM 94Call
Letters WMAZName SOUTHEASTERN BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BR-442 Rec'd & Filed	12-29-54 12-31-54 12-31-54	Renewal of license (Main & Auxiliary)	GRANTED	3-9-55
BP-11,485 Rec'd Filed	7-25-57 7-26-57 7-26-57	Construction permit to increase daytime power from 10kw to 50kw; install new transmitter (RCA BTA 50F) and change from employing directional antenna night and day to nighttime only. (DA-2 to DA-N) Engr. - George C. Davis	GRANTED -Condt'l. re change in transmission line or coupling equip. due to increase daytime power.	6-26-58
BR-442 Rec'd & Filed	12-23-57 12-26-57	Renewal of license (Main and Auxiliary)	GRANTED	3-12-58
BL-7399 R & F	1-26-59 1-29-59	License to cover C.P. (B P-11,485) which authorized increase in daytime power, installation of new transmitter and change from DA-2 to DA-N. (daytime transmitter & RCA BTA 50F1 installed)	GRANTED	11-6-59

Aug. 1955

Call
Letters WMAZName SOUTHEASTERN BROADCASTING COMPANY, Inc.
MACON, GEORGIA

File No.	Dated	Application for	Action	
			Nature	Date
BR-442 Rec'd Filed	12-21-60 12-28-60 12-28-60	Renewal of license	GRANTED	4-26-61
BTC-4183 Rec'd Filed	12-31-62 1-3-63 1-3-63	Voluntary transfer of control of licensee corporation from George P. Rankin, Jr. to WMRC, Inc. William P. Sims, Jr., Atty.	GRANTED: EFF:	3-13-63 4-1-63
BAL-4722 Rec'd Filed	1-22-63 1-24-63 1-24-63	Voluntary assignment of license to WMRC, INC. (CONTINGENT ON GRANT OF BTC-4183) Dow, Lohnes & Albertson, Attys.	GRANTED: EFF	3-13-63 4-30-63

APPLICATION RECORD - BROADCASTING

Call
Letters W M A Z

Name WMRC, INC.
Macon, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BML-2051 R. & F.	7-17-63 7-19-63	Mod. of license to change name of licensee to SOUTHEASTERN BROADCASTING CORPORATION. Atty: Dow, Lohnes & Albertson (Rafter)	GRANTED	8-16-63
BR-442 Rec'd Filed	12-23-63 12-31-63 12-31-63	Renewal of license Attys: Dow, Lohnes and Albertson	GRANTED	3-17-64
BRC-2444 Rec'd Filed	3-24-64 4-1-64 4-1-64	Modification of license to operate transmitter by Remote Control from 682 Cherry Street, XXXXXX Bankers Insurance Building, Macon Georgia, while using non-directional antenna. XX XXXXXXXXXX John A. Rafter, Atty.	GRANTED	5-25-64

APPLICATION RECORD - BROADCASTING

Call
Letters WMAZName SOUTHEASTERN BROADCASTING CORPORATION
Macon, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BRC-2574 Rec'd Filed	12-1-64 12-7-64 12-7-64	Modification of license to change remote control point to WMAZ-TV Building, Cochran Short Route, U. S. Hwy. 129, South, Macon, Georgia (DA-N). William P. Sims, Jr., Atty.	GRANTED	3-24-65
BR-442 R & F	12/21/66 1/3/67	Renewal of license Atty: Wm. P. Sims, Jr.	GRANTED	3-29-67
BAL-6152 R & F (Form 316) SEP 8 1967	8-25-67 8-30-67	Voluntary assignment of license to MULTIMEDIA, INC. Atty - Dow, Lohnes & Albertson (W.P. Sims, Jr.)	GRANTED EFF	9-22-67 1-1-68

APPLICATION RECORD - BROADCASTING

Call
Letters W M A Z

Name MULTIMEDIA, INC.
Macon, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BR-442 R & F \$75. #565737 PN	12-17-69 12-30-69 12-30-69 12-30-69	RENEWAL Dow Lohnes & Albertson atty. AMENDED 2-6-70 re: Engineering (Proof of perf)	GRANTED	4-1-70
BR-442 R & F P.N. PRESS FEB 16 1973	12-27-72 1-2-73 1-2-73	Renewal of License Atty.: Richard F. Swift AMENDED 2-16-73 re: statement on equal employment practices AMENDED 3-7-73 re: business interests	GRANTED	3-30-73
BR-442 R & F P.N. filed PRESS	11-13-75 12-1-75 " " " JAN 28 1976	Renewal of License Atty: Dow, Lohnes & Albertson(S. Meyer)	GRANTED	3-9-76

B2-1-23-78

Form BC-121

May 1976

4-22

APPLICATION RECORD - BROADCASTING

Call
Letters W M A ZName MULTIMEDIA, INC.
MACON, GEORGIA

File No.	Dated	Application for	Action	
			Nature	Date
BR 781201 ZQ PRESS	FEB 14 1979	RENEWAL OF LICENSE	GRANTED	5-11-79
BP810226AL PRESS (0)	MAR 27 1981	CP to add New Monitoring Points for Nighttime Directional Ant. Sys. & Correct Geographical Coordinates to Read: 32° 53' 06" 83° 43' 50" Atty. Arnold P. Lutzker (Dow, Lohnes & Albertson)		

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.

