

WBRA-TV

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Form BC 126  
June 1954

#1 PROC. TEST AUTH. 7-17-67

15

NON-COMM. ED. TV

# BROADCASTING STATION LICENSE RECORD

Date first licensed 12-4-67 (Off. #122)

Call letters WBLA-TV

Station location ROANOKE, VIRGINIA

Name of licensee BLUE RIDGE ETV ASSOCIATION

Transmitter location POOR MOUNTAIN, 12 MILES SOUTHWEST OF ROANOKE, VIRGINIA

1215 McNeil Dr., S. W., Roanoke, Va. (Redesc. Ltr. 4-6-73)  
3077 Colonial St., Roanoke, Va. (LET 12-4-67)  
X(TO BE DETERMINED), ROANOKE, VIRGINIA

Main studio location



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BPET-265	10-20-66	Ch. 15	V-283 kw	DA U	12-20-66
AH: 2050' MSL: 4009'		476-482	A-42.4 kw	DA	6-20-67
Construction Permit for a new Non-Comm. ED. TV B/C Station.					
CONSTRUCTION PERMIT ISSUED WITHOUT CALL LETTERS.					
BPET-265	1-3-67	same	same	same	12-20-66
Mod. of CP. CALL LETTERS ASSIGNED					6-20-67
BMPET-490	6-9-67	same	same	same	12-20-66
Mod. of CP (BPCT-265, which auth. station) extend					12-9-67
WIRE 7-17-67 RE TENDERED LIC. APPLI. AUTH. GR.					
OPER. WDA-TV ON PROG. TEST ACCORD. SEC. 73.629 RULES					
& CP BMPET-490. ADVISE WHEN OPERATION COMMENCES UNDER					
THIS AUTHORITY.					
BLST-177	12-4-67	Ch-15	V-251kw(DA)	U	12-4-67
AH: 2050' -MSL: 4006'		476-482	A-37.1kw(DA)		10-1-69
LIC. TO COV. CP(BPET-265)spec. stud. loc.					
WIRE 4-14-69 Auth. GR. OPERATE VIA REMOTE CONTROL					
BRET-122	9-25-69	Renewal of license (S)			10-1-72
BRCETV-6					
EBSA 5-15-72					
BRET-122	10-27-72	Ch-15	V-251kwDA	Unl.	10-27-72
AH: 2050' MSL: 4006'		476-482	A-37.1kwDA	RC	10-1-75
BRET-122	9-12-75	Renewal of license (S)			10-1-78
BRET-122	10-18-78	RENEWAL OF LICENSE (S)			10-1-81



FORM BC-121  
Aug. 1955

APPLICATION RECORD - BROADCASTING

NON-COMM. ED. TV

Call ~~WVA~~ WVA-TV  
Letters .....

Name BLUE RIDGE ETV ASSOCIATION  
CH.#15 c/o DANA COX, JR., P.O. Box 15, STATE & CITY BLDG., RM:310-11, ROANOKE, VA, 24001

File No.	Dated	Application for	Action	
			Nature	Date
BPET-265 R & F	6-27-66 6-29-66	Construction Permit for a New Non-Comm. ED. TV B/C Station: CH.#15, 476-482 mcs. ERP: VIS. 283 kw (HORZ) AUR. 42.4 kw (HORZ) Unlimited Hours TL: Poor Mountain, Roanoke, Virginia SL: To Be Determined, Roanoke, Va. (RCA TTU-30A(LA) AH: 2050 feet STATION LOCATION: ROANOKE, VIRGINIA Cohn & Marks, Atty. A.D. Ring & Associates, Engr.	GRANTED	OCT 20 1966
BPET-490 R & F	5-19-67 5-29-67	Mod. of CP (BPET-265, which auth. a new station) to extend completion date from 6-20-67. to 12-20-67. Stanley S. Neustadt, Atty. (Marcus Cohn)	GRANTED	6-9-67



E. Dana Cox, Jr.  
Suite 310-11, State and City Building  
101 Campbell Avenue, S. W.  
Roanoke, Virginia 24011

Area Code 703      342-2971



FORM BC-121  
AUG. 1955

APPLICATION RECORD - BROADCASTING

NON-COMM. ED. TV.

Call  
Letters WERA-TV

Name BLUE RIDGE ETV ASSOCIATION  
CH-15 Roanoke, Virginia

File No.	Dated	Application for	Action	
			Nature	Date
BLET-177 R & F  JUL 31 1967	7-10-67 7-12-67	License to cover CP(BRET-265, as mod.) which authorized a new station; and specify studio location as 3077 Colonial Street, Roanoke, Virginia.  Marcus Cohn, Atty. (Martin J. Gaynes) E. V. Rexrode, Jr., Engr.	GRANTED	12-4-67
Ltr.	1-17-69	Request permission to install and operate transmitter by remote control.		
BRET-122 R & F PRESS PN Recd.	6-6-69 6-23-69 JUL 17 1969 6-23-69	RENEWAL OF LICENSE Martin J. Gaynes, Atty. (Cohn & Marks)	GRANTED	9-25-69



APPLICATION RECORD - BROADCASTING

NONCOMMERCIAL EDUCATIONAL TV

Call  
Letters WERA-TV

Name BLUE RIDGE ETV ASSOCIATION  
CH-15 ROANOKE, VIRGINIA

File No.	Dated	Application for	Action	
			Nature	Date
ERCETV-6 R & F PRESS	11-1-71 11-9-71 NOV 15 1971	Mod. of lic. to oper. trans. by remote control from 1215 McNeil Drive., S. W., Roanoke, Virginia. Atty.: Martin J. Gaynes (Cohn and Marks)	GRANTED	2-2-72
BRET-122 R & F PN REC PRESS	6-19-72 7-3-72 7-3-72 JUL 19 1972	RENEWAL OF LICENSE Martin J. Gaynes (COHN & MARKS) Amended 8-3-72 re programming.	GRANTED	10-27-72



APPLICATION RECORD - BROADCASTING

Call Letters WBRA-TV

Name BLUE RIDGE ETV ASSOCIATION  
CH-15 Roanoke, Virginia

File No.	Dated	Application for	Action	
			Nature	Date
BRET-122 R & F PN Rec'd: PRESS:	5-17-75 5-30-75 5-30-75 15 JUL 1975	RENEWAL OF LICENSE Atty: Martin J. Gaynes (Cohn and Marks)	GRANTED	9-12-75
BRET-122 R&F PN RECD PRESS	6-1-78 6-1-78 6-1-78 JUN 13 1978	RENEWAL OF LICENSE Atty.: Wayne Coy Contours filed 7-24-78	GRANTED	10-18-78
BRET- 810601KM PN REC'D R&F	5-11-81 6-01-81 6-01-81	RENEWAL OF LICENSE ATTY: WAYNE COY {COHN AND MARKS}	GRANTED	10-22-81



## 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 radio 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.

TV History Cards were initiated in the early 1940s, with the authorization of the earliest TV stations. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form for reference.

In 1999, the Commission moved to a new location (445 12<sup>th</sup> Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). Prior to that move, the History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of television station history.

