

WBIR-TV

 SPERRY RAND

REMOVABLE LABEL TAB

GUIDES AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/5

Form BU 126

June 1954

COMMERCIAL TV

First C.O. 8-9-56

BROADCASTING STATION LICENSE RECORD
(started 8-12-56 Wire)

Date first licensed 3-5-59 (OFF. No. 463)

10

Call letters WBIR-TV

Station location Knoxville, Tenn.

Name of licensee MULTIMEDIA, INC. (BALOT-335 gr. 9-22-67 EFF: 1-1-68)

Transmitter location 2 miles southwest of Blaine, Tennessee (BPCT-3115 1-4-63)

Main studio location 1513 Hutchison Avenue, Knoxville, Tenn. (BMPCT-3776 gr. 5-14-56) Lic.

3-5-59

Form BC-126
June 1954

#1

X SEE CARD #2 FOR NAME

COMMERCIAL TV

BROADCASTING STATION LICENSE RECORD

First C. O. 8-9-56 (Started 8-12-56 Wire)

Date first licensed 3-5-59 (Off. No. 463)

Call letters WBIR-TV

X SOUTHEASTERN BROADCASTING CORPORATION (BMLCT-134 8-16-60 Station Loc. Knoxville, Tenn.)

X W M R C, INC. (BALCT-133 11-16-60 EFF:

X TAFT BROADCASTING COMPANY (BALCT-107 2-10-60 EFF: 3-1-60)

WBIR, INC. (BMPCT-4845 9-10-57

Name of licensee X RADIO STATION WBIR, INC.

2 miles southwest of Blaine, Near Blaine, Tennessee (BPCT-3115 1-4-63)

Transmitter location X Sharp Ridge Memorial Road, Knoxville, Tennessee

1513 Hutchison Avenue, Knoxville, Tenn. (MPCT-3776 gr. 5-14-56) LIC. 3-5-59)

Main studio location X 1126 Broadway NE, Knoxville, Tenn.

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq	Power	Time Div.	Period From- To-
BPCT-686	1-11-56	CH 10	V-316 kw	U	3-11-56
H 920 feet					
CP for new Comm. TV B/C Station.					
BMPCT-3776	5-14-56	same	same	same	3-11-56
Mod. CP(BPCT-686) to make slight change in					
trans. (no change description other than coordinates), change					
S-L and to install new transmitters & antenna system.					

COMMISSION ACTION 8-9-56 OPERATE COMMERCIAL BASIS Accord.					
BMPCT-3776 except using temporary studios at transmitter					
site. (1st C. O.) (ORDER)					

WIRE 8-9-56 Pending completion of construction, auth.					
granted to operate WBIR-TV Temp. Per. End. 11-14-56 Comm.					
basis accord. CP BMPCT-3776, except using Temp. studios					
located at transmitter site. Advise when operation commences					
under this authority.					

BMPCT-4321	10-25-56	same	same	same	3-11-56
Mod. CP(BPCT-685, as mod.) to extend completion date 5-1-57					

WIRE 10-26-56 Pending completion of construction, ext.					
of auth. gr. to Opr. WBIR-TV Temp. Per. End. 5-1-57, Comm. basis					
accord. CP BMPCT-4321, except using Temp. studios located at					
transmitter site.					

BMPCT-4612	4-10-57	same	same	same	3-11-56
Mod. of cp(BPCT-686, as mod) for ext. of comp					
pletion date to 11-1-57					

WIRE 4-22-57 PENDING FILING LIC. APPL. EXT. AUTH. OPR.					
COMM. BASIS ACCORD. MPCT-4612 to 11-1-57					

BMPCT-4845	9-10-57	same	same	same	3-11-56
Mod. CP(BPCT-686, as mod) to change name of					
permittee to WBIR, INC. LONG FORM					

WIRE 10-23-57 RE LIC. BLCT-730 PROG. TEST AUTHORIZED					
RE. BMPCT-4845					

BLCT-730	3-5-59	CH 10	V-316 kw	U	3-5-59
A: 990'					
192-198 A-158					
8-1-61					
License to cover CP(BPCT-686, as mod.)					

BIC-3256 10-23-59 Voluntary transfer of control of licen-					
see corporation from Gilmore N. Nunn, Martha H. Ashe,					
Robert L. Ashe and John P. Hart TO TAFT BROADCASTING COM-					
PANY. EFF: 1-4-60					

Form BC 126

June 1954

82

COMM. TV

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WBIR-TV

Station location Knoxville, Tenn.

Name of licensee TAFT BROADCASTING COMPANY

Transmitter location See Card #1

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BALCT-107	2-10-60	Voluntary assignment of license to TAFT BROADCASTING COMPANY. EFF: 3-1-60			
WIRE	7-15-60	IN ORDER TO CONDUCT ANTENNA TESTS, AUTHORITY GRANTED OPERATE WBIR-TV, KNOXVILLE, TENNESSEE, TEMPORARILY PERIOD AUGUST 1, 1960 ACCORDANCE YOUR LETTER OF JULY 7, 1960. ENDING			
BALCT-133	11-16-60	Voluntary assignment of license TO W M R C, INC. EFF:			
WIRE	3-22-61	AUTHORITY GRANTED CONDUCT TELEVISION SITE TEST FOR WBIR-TV, PERIOD ENDING MAY 6, 1961 ACCORDANCE SPECIFICATIONS & CONDITIONS YOUR LETTER OF 3-7-61. USE CALL KTY-548. NO ANTENNA OBSTRUCTION MARKINGS REQUIRED. THIS AUTH SUBJECT TO CAUSING NO HARMFUL INTERFERENCE TO ANY OTHER SER.			
WIRE	4-27-61	EXPIRATION/DATE FOR STA FOR WBIR-TV SITE TESTS AUTH BY COMM WIRE DATED 3-22-61 EXT TO 6-10-61.			
WIRE	6-9-61	EXPIRATION DTE FOR STA FOR WBIR-TV SITE TESTS AUTH BY COMM WIRE DATED 3-22-61 EXTEND TO 7-10-61.			
BRCT-463	7-6-61	CH 10	V-316	U	8-1-61
RENEWAL OF LICENSE		AH 990	A-158		8-1-64
BRCT-463	7-6-61	CH 10	V-316	U	8-1-61
AH: 990		192-198	A-158		8-1-64
RENEWAL OF LICENSE					
Superseded 4-26-62 to correct year of date of grant.					
BPCT-3115	1-4-63	CH.10	V-316 kw	U	3-4-63
AH: 1870'		192-198	A-158 kw	MSL: 3049'	9-4-63
Construction Permit to chg. TL, type of antenna, ant. system.					
BMPT-5850	6-17-63	CH. #10	V-300 kw	U	3-4-63
AH: 1870'		192-198	A-150 kw	MSL: 3049 ft.	12-17-63
Mod. CP (BPCT-3115) to chg. type of antenna, ERP, AH, equipment					
WIRE	8-8-63	REURLET-26. PEND. COMPLETION CONST. & FILING LICENSE APPL. AUTH. GR. OPERA. WBIR-TV TEMP. PER. END. 10-15-63 ACCORD. STEPS A, B, AND C YOUR LETTER & CP BMPT-5850. OPERATION WITHOUT SIDEBAND FILTER SUBJECT CAUSING NO INTERFERENCE. ADVISE WHEN OPER. CONSENSUS UNDER EACH STEP OF THIS AUTH.			
BPCT-3224	8-16-63	Ch. 10	Emergency, test,		10-16-63
AH: TRANS.		192-198	type & maint. only.		4-16-64
CP TO install Aux.		Trans. at the main transmitter site.			

Form BC-126 #3
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WBIR-TV

Name of licensee SOUTHEASTERN BROADCASTING CORPORATION

Transmitter location SEE CARD #1

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BMLCT-134	8-16-63	CH. 10 192-198	V-316 kw A-155 kw	U	8-16-63
Mod. of license to change name to Southeastern Broadcasting Corporation.					8-1-64
BMPCT-5860	8-16-63	same	same	same	3-4-63
Mod. CP (BPCT-3115, as mod.) to chg. name to Southeastern Broadcasting Corporation.					12-17-63
WIRE	10-14-63	PENDING COMPLETION CONSTRUCTION & FILING LIC. APPL. EXTENSION AUTH. GR. OPERATE WBIR-TV TEMP. PER.			
END. 12-15-63 ACCORDANCE COMM. WIRE OF 8-8-63					
wire	12-9-63	PENDING COMPLETION CONSTRUCTION & FILING LIC. APPL. EXTENSION AUTH. GR. OPERATE WBIR-TV TEMP. PER.			
END. 2-15-64 ACCORD. CP BMPCT-5931					
BMPCT-5931	12-17-63	CH. 10 192-198	V-300 kw A-150 kw	U MSLT:3049'	3-4-63
Mod. CP (BPCT-3115, as mod.) to extend completion date 1-31-64					
WIRE	1-27-64	RE TENDERED LIC. APPL. AUTH. GR. OPERATE WBIR-TV MAIN TRANS. & ANT. ON PROGRAM TEST ACCORD. SEC. 3.629 RULES & CP BMPCT-5931.			
WIRE	2-3-64	RE TENDERED LIC. APPL. AUTH. GR. OPERATE WBIR-TV AUX. TRANS. ON PROGRAM TEST ACCORD. SECTION 3.629 RULES & CP BPCT-3224.			
BRCT-461	7-23-64	same	same	same	8-1-64 8-1-67
RENEWAL OF LICENSE					
BLCT-1340	11-2-64	CH. #10 192-198	V-300kw A-150kw	U	11-2-64 8-1-67
AH:1870' MSL:3049' MAIN TRANS. & ANT. License to cover CP (BPCT-3115, as mod)					
BLCT-1342	11-2-64	CH. #10	FOR EMERG., TEST & MAINT. PURP. ONLY		11-2-64 8-1-67
AUXILIARY TRANSMITTER License to cover CP (BPCT-3224)					
WIRE	12-29-65	RELETTATY 26. PENDING ACTION ON BMLCT-388, EXT. AUTH. GRANT. OPER. WBIR-TV TEMP. PERIOD END 1-30-66 WITH AURAL POWERS BETWEEN 10 AND 20 PERCENT OF AUTHORIZED VISUAL POWER.			
BMLCT-388	1-12-66	Same	Same	Same	1-12-66 8-1-67
Mod. of lic. to reduce Aural ERP & change Aural transmitter					

Form BC 126
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters MBIR-TV.....

Station location

Name of licensee SOUTHEASTERN BROADCASTING CORPORATION.....

Transmitter location SEE CARD #1.....

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BRCT-463 AH: 1870 RENEWAL OF LICENSE	7-18-67 MSL: 3049	CH. 10 MAIN TRANS. & ANT.	V-300KW A-58.9kw	U	8-1-67 8-1-70
BRCT-463 RENEWAL OF LICENSE	7-18-67	same AUX. TRANS.	same	same	8-1-67 8-1-70
BALCT-335 TO MULTIMEDIA, INC.	9-22-67	VOLUNTARY ASSIGNMENT OF LICENSE EFF: 1-1-68			
BRCT-463 MAIN TRANS. & ANT.	7-30-70	RENEWAL OF LICENSE (L) AUX. TRANS.			8-1-70 8-1-73
EBSA	5-15-72				
BRCT-463 MAIN TRANS. & ANT.	9-20-73	RENEWAL OF LICENSE (S) AUX TRANS.			8-1-76
BPCT-4839 AH: 1870' CP to chg.	6-18-75 MSL: 3049'	Ch. 10 192-198 MAIN TRANS. & ANT.	V. 300 kW A. 58.9 kW	U	8-18-75 12-18-76
BMLCT-803 (1)	5-28-76	ML to chg. Aur. ERP to 36.3kW			
BRCT-463 AH: 1870' License for renewal	8-27-76 MSL: 3049'	Ch. 10 192-198 MAIN TRANSMITTER AND ANTENNA	V. 300 kW A. 36.3 kW	U	8-1-79
BRCT-463 Renewal of license	8-27-76	Ch. 10 192-198 AUX. TRANS.	For emer. test and main purposes only.		8-1-79
BPCT- 781006KH AH: 1790	3-14-79 MSL: 2849	ch-10 1920198A MAIN TRANS. & ANT.	V-295kW A-35.9kW	Un1	9-14-80
BRCT MAIN AUX. & ANT.	7-18-79	RENEWAL OF LICENSE (S) AUX. TRANS.			8-1-82

BROADCASTING STATION HISTORY RECORD

First licensed

Call Letters WBIR-TVStation Location KNOXVILLE, TNName MULTIMEDIA, INC.

Transmitter Location

Main studio location

Authorization Record

File No.	Granted	Facilities	Expires
BRCTV-790525KG (1)	9-28-79	Remote control authority	
BPCT-790625KI	10-5-79	Ch-10, 192-198MHz	4-5-82
AH:-- MSL:2052'		ERP:V--;A-- Emer.Text & Maint.Purp.Only.	
CP for installation of an		Auxiliary Antenna	
BLCT-800109KE	3-28-80	LIC. TO COVER CP {BPCT-781006KH} TO CHG. ERP, TL	
TYPE TRANS., ANT., AND HAAT.			
AH: 1790' MSL:	2849'	CH-10;192-198, Unl. 8-1-82 V. 295KW; A. 35.5KW	
BSCT-800625KI {1}	5-23-80	MOD. OF CP {BPCT-790625KI} to delete ob. markings for aux. tower.	

Call WBIR-TV
 Letters NEW

Name RADIO STATION WBIR, INC.
(P.O. 618 South Gay Street, Knoxville, Tennessee)

File No.	Dated	Application for	Action	
			Nature	Date
EFCT-686 Jurat 1-11-51 Recd. 1-24-51 RESUBMITTED & AMENDED 1-12-51 Recd & Filed 1-31-51	1-12-51 1-11-51 1-24-51 1-12-51 1-31-51	Construction Permit for new Commercial TV B/C Station. Frequency: Ch. No. 10, 192-198 Mcs. ERP: Vis. 29.1 KW; Aur. 14.6 KW. Hours of Operation: Unlimited. S-L: On Sharp Ridge Memorial Road, 0.7 mile west of Highway 33-71, Knoxville, Tenn. T-L: On Sharp Ridge Memorial Road, 0.7 mile west of Highway 33-71, Knoxville, Tenn. (Vis. & Aur. RCA, TT-5A) (direct)	REPORTED TO APPLICANT Letter 1-26-51 (Jurat date)	GRANTED 1-11-56 (Decision) Doc. 10513
AMENDED Rec'd. Filed	6-30-52 6-30-52 6-30-52	(PURSUANT TO SIXTH REPORT & ORDER-4-11-52) FREQ: Ch. #10, 192-198 Mcs. ERP: Vis. 316 kw., Aur. 158 kw. S-L: 618 South Gay St., Knoxville, Tennessee T-L: Sharp Ridge Memorial Road, Knoxville, Tenn. (Vis. & Aur. GE TT-26-A) (925') Filed by William P. Sims, Jr., Atty. Hours of operation: UNLIMITED		

Engr---Walter F. Kean, Riverside, Illinois

AMENDED DPCT-686- Engr. A. Earl Cullum Jr. Dallas, Texas

APPLICATION RECORD - BROADCASTING

Call Letters WBIR-TV
~~NEW~~Name RADIO STATION WBIR, INC.
(P.O. 618 South Gay Street, Knoxville, Tennessee)

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-686 AMENDED Rec'd Filed	5-14-53 5-15-53 5-26-53	Amended to change Officers, Directors, Stockholders; and studio location from 618 South Gay Street, Knoxville, Tenn. to 1126 Broadway, N.E., Knoxville, Tenn. (Filed by Wm. P. Sims, Jr., Atty.)	SEE ACTION CARD #1	
BPCT-3776 REC'D & FILED	2-14-56 2-21-56	MOD. of CP (BPCT-686, which auth. a new Comm. TV B/C Station) to make slight change in transmitter location (no change in description other than coordinates) , change S-L from 1120 Broadway, N. E. Knoxville, Tenn. to 1513 Hutchison Ave., Knoxville, Tenn. & to install new transmitters and antenna system. (991') (VIS. & AUR. RCA TT50-AH) Filed by Wm. P. Sims, Jr., Atty.	GRANTED	5-14-56
AMENDED Rec'd & Filed	3-6-56 3-9-56	Amended to delete reference to change in transmitter location, to specify coordinates same as those ^{incorporated} in outstanding C.P. and to make further engineering changes. Filed by Wm. P. Sims, Jr., Atty.		

(CONTD CARD #3)

FORMERLY FCC FORM 94

Call
Letters WBIR-TVName RADIO STATION WBIR, INC.(Knoxville, Tenn.)

BMPCT-3776 (CONTD FROM CARD #2)

File No.	Dated	Application for	Action	
			Nature	Date
AMENDED	3-20-56	Amended to correct coordinates of Exhibit A to correspond with those specified in Form V-C. Proposed slight change in transmitter location (no change in description, other than coordinates) to be reinstated.	GRANTED	5-14-56
	Recd & Filed 3-26-56	Filed by Wm. P. Sins, Jr., Atty.		
	6-18-56	PROTEST & Proposal that BMPCT-3776 be reopened and Des. for ^{Consolidated} Hr. (Docs. 10512 & 10513), filed by George S. Smith & Edwin S. Nail, behalf Scripps-Howard Radio, Inc. and one below	DENIED & Order)	(Memo. Opinion) 7-18-56
	* 6-28-56	Motion to Dismiss above Protest, filed by Sins & Thos. Dougherty, behalf permittee.		
	* 6-20-56	Protest & Petition for Reconsolidation, filed by McKenna & Wilkinson, behalf Tennessee TV, Inc.	"	" " "

MEMO OPINION & ORDER ISSUED 4-24-57 DENYING PET. for rehearing, supplement & amend. pleading & DISMISSED PET. FOR STAY, all filed by Scripps-Howard Radio; direc. against 1-11-56 grant of BPCT-686 & denial of Scripps-Howard & Tennessee Television Inc. (Dockets 10512-4)

FORM BC-121

APPLICATION RECORD - BROADCASTING

FORMERLY FORM A-170

Call Letters **WBIR-TV**

WBIR, INC.
RADIO STATION WBIR, INC.
 Name **Knoxville, Tenn.**

File No.	Dated	Application for	Action	
			Nature	Date
BMPCT-4321 Recd. & Filed Ext. # 2	10-4-56 10-8-56	Mod. of C.P. (BPCT-686, as mod., which authorized a new Comm. TV B/C Station) to extend completion date from 11-14-56 to 5-1-57. Filed by Thos. J. Dougherty, Atty.	GRANTED	10-25-56
BMPCT-4612 Recd. & filed Ext. # 3	3-16-57 3-19-57	Mod. of CP (BPCT-686, as mod., which authorized a new Comm. TV B/C Sta.) to extend completion date from 5-1-57 to 11-1-57. Filed by Wm. P. Sims, Jr.	GRANTED	4-10-57
BMPCT-4845 Recd & filed	8-19-57 8-22-57	Modification of CP (BPCT-686 as mod., which authorized a new comm TV b/c station to change name of permittee to WBIR, Inc. Filed by William P. Sims, Atty.	GRANTED	9-10-57
BLCT-730 Recd. & Filed	10-18-57 10-21-57	License to cover CP (BPCT-686, as mod.) which authorized a new commercial TV broadcast station. Filed by Wm. P. Sims, Jr., atty.	GRANTED	3-5-59

APPLICATION RECORD - BROADCASTING

AUG 1955 W M R C, INC.

X TAFT BROADCASTING COMPANY

Call
Letters WBIR-TVName X WBIR, INC.
Knoxville, Tennessee

File No.	Dated	Application for	Action	
			Nature	Date
BTC-3256 Rec. & filed	9-30-59 10-5-59	Voluntary transfer of control of licensee corporation from Gilmore N. Nunn, Martha H. Ashe, Robert L. Ashe and John P. Hart TO Taft Broadcasting Company Dow, Lohnes & Albertson atty for transferor Koteen and Burt, atty for transferee	GRANTED EFF:	10-28-59 (COMM) 1-4-60
BALCT-107 Rec'd Filed	1-25-60 1-27-60 1-27-60	Voluntary assignment of license to Taft Broadcasting Company. Bernard Koteen, Atty.	GRANTED EFF: 3-1-60	2-10-60
BALCT-133 Recd. & Filed	10-3-60 10-4-60	Voluntary assignment of License to W M R C, INC. Bernard Koteen for Assignor William P. Sims, for Assignee	GRANTED EFF:	11-16-60
LETTER(3) Received	3-7-61 3-8-61	REQUEST FOR SPECIAL TEMPORARY AUTHORIZATION to operate a test transmitter on channel 8 to determine suitability of a possible transmitter site for station WBIR-TV Northwest of Knoxville Tennessee. Wm. P. Simms, Jr.-atty	TEMPORARY AUTHORITY GRANTED 3-22-61 BY TV Engineers WIRE PERIOD TO 5-6-61 USE CALL KTY-548	

FORM BC-121

AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters WBIR-TVName W M R C, INC.
Knoxville, Tenn.

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-463 R & F	4-26-61 5-3-61	Renewal of license Filed by Wm. P. Sims, Jr. Atty	GRANTED	7-6-61
BPCT-3115 Rec. & filed	10-22-62 10-29-62	CP to change transmitter location from Sharp Ridge Memorial Road, Knoxville, Tennessee to Two miles SW of Blaine, Tennessee; type of antenna to RCA, TW-9A10-P; make changes in antenna system; and overall height above average terrain 1867 feet. Dow, Lohnes and Albertson, Atty.	GRANTED	1-4-63
BMPCT-5850 Recd. & Filed	4-26-63 4-30-63	Mod. of CP (BPCT-3115, which authorized changes in existing station) to change type of antenna to G.E. TY-52A2 modified to provide beam tilt; resulting in ERP Vis. 300 kw (Horiz.), Aur. 150 kw (Horiz.); increase in antenna height and make changes in equipment. Wm. P. Sims Jr. - atty Jules Cohen & Assoc., Engr.	GRANTED	6-17-63

Card #7
FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Comm. TV B/C

Call
Letters WBIR-TV

SOUTHEASTERN BROADCASTING CORPORATION 8-16-63

Name x W M R C, INC.
Knoxville, Tenn.

File No.	Dated	Application for	Action	
			Nature	Date
BMLCT-134 Rec.&Filed	7-17-63 7-19-63	Mod. of License to change name to Southeastern Broadcasting Corporation. (Dow, Lohnes and Albertson, atty's.)	GRANTED	8-16-63
BMPCT-5880 Rec.&Filed	7-17-63 7-19-63	Mod. of CP(BPCT-3115, as mod., which authorized changes in existing station) to change name to Southeastern Broadcasting Corporation. (Dow, Lohnes and Albertson, atty's)	GRANTED	8-16-63
BPCT-3224 Received Filed AUX. TRANS.	7-29-63 8-1-63 8-8-63	Construction Permit to install Auxiliary transmitters at the Main transmitter site (RCA Wm. P. Sims, Jr. (Dow, Lohnes, Albertson) Attys.	GRANTED	8-16-63
BMPCT-5931 Recd.& Filed MAIN TRANS. & ANTENNA	11-28-63 12-4-63	Mod. of CP (BPCT-3115, as mod. which authorized changes in existing station) to extend com- pletion date from 12-17-63 to 1-31-64. Wm. P. Sims, Atty.	GRANTED	12-17-63

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters WBIR-TV

Name SOUTHEASTERN BROADCASTING CORPORATION
Knoxville, Tenn.

File No.	Dated	Application for	Action	
			Nature	Date
BLCT-1340 R & F Main Trans. & Ant.	1-22-64 1-24-64	License to cover CP (BPCT-3115, as mod.) which authorized changes in existing station, Wm. P. Sims, Atty.	GRANTED	11-2-64
BLCT-1342 Recd. & Filed AUX. TRANS.	1-22-64 1-30-64	License to cover CP (BPCT-3224) which authorized installation of Auxiliary transmitters at the Main Transmitter site. Wm. P. Sims, Atty.	GRANTED	11-2-64
BRCT-463 Recd. & Filed	5-2-64 5-4-64	RENEWAL OF LICENSE John A. Rafter, Atty.	GRANTED	7-23-64

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters WBIR-TV

MULTIMEDIA, INC.

Name SOUTHEASTERN BROADCASTING CORPORATIONCH. 10 Knoxville, Tennessee

File No.	Dated	Application for	Action	
			Nature	Date
BMLCT-388 Recd. & Filed MAIN TRANS. & ANTENNA	12-10-65 12-16-65	Mod. of License to reduce Aural ERP from 150 kw to 63.2 kw. Dow, Lohnes and Albertson, Atty.	GRANTED	1-12-66
BRCT-463 R & F MAIN TRANS. & ANTENNA	4-29-67 5-2-67	RENEWAL OF LICENSE Dow, Lohnes and Albertson, Atty.	GRANTED	7-18-67
BRCT-463 R & F AUXILIARY TRANSMITTER	4-29-67 5-2-67	RENEWAL OF LICENSE Dow, Lohnes and Albertson, Atty.	GRANTED	7-18-67
BALCT -335 R & F (316) SEP 8 1967	8-25-67 8-30-67	Voluntary assignment of license to MULTIMEDIA, INC. Dow, Lohnes and Albertson, atty	GRANTED EFF:	9-22-67 1-1-68

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call
Letters WBIR-TVName MULTIMEDIA, INC.
CH. 10 KNOXVILLE, TENNESSEE

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-463 R & F \$180 #598114 PN Recd. MAIN TRANS. & ANTENNA AUXILIARY TRANS. MAY 1 1970 ENGR. DATA FILED 7-7-70	4-15-70 5-4-70 " "	RENEWAL OF LICENSE Dave M. Redmond, Atty. (Dow, Lohnes, Albertson)	GRANTED	7-30-70
BRCT-463 R & F PN recd. Press: MAY 25 1973	4-17-73 5-3-73 5-3-73	RENEWAL OF LICENSE Dow, Lohnes & Albertson Atty: D. M. Redmond MAIN TRANS. & ANT. - AUX. TRANS.	GRANTED	9-20-73
BPCT-4839 R & F #397544 \$50 AC: 058 PRESS: 15 APR 1975	2-26-75 2-28-75 2-28-75	CP to chg. type trans. to RCA TT-50FH. Atty.: Daniel M. Redmond (Dow, Lohnes & Albertson)	GRANTED	6-18-75

APPLICATION RECORD - BROADCASTING

COMMERCIAL TV

Call
Letters WBIR-TVName MULTIMEDIA, INC.
CH-10 KNOXVILLE, TENNESSEE

File No.	Dated	Application for	Action	
			Nature	Date
BMLCT-803 R & F #508707 \$100 AC: 001 PRESS:	12-8-75 12-11-75 12-11-75 23 FEB 1976	Mod. of Lic. to decr. Aur. ERP to 38.02kW. Atty.: Richard F. Swift (Dow, Lohnes & Albertson)	GRANTED	5-28-76
BRCT-463 R & F PN recd Press	3-19-76 4-1-76 4-1-76 22 APR 1976	RENEWAL OF LICENSE Dow, Lohnes & Albertson: Atty: Suzanne Meyer (MAIN TRANS. & ANT - AUX. TRANS.) Annual report filed Contour maps filed	GRANTED	9-27-76
BPCT-781006KH PRESS	 OCT 31 1978	CP to chg ERP to Vis. 316kW, Aur. 38kW (BT); chg. TL to Memorial Park Rd.-Sharp Ridge, (36-00-19 83-56-23); chg. trans. to RCA TT-50FH; chg ant. to RCA TW-12A10-R & make chgs. in ant. structure; HAAT 1790. Atty.: Richard Swift	GRANTED	3-14-79

CARD NO. 12

Form BC-121

May 1976

APPLICATION RECORD - BROADCASTING

COMMERCIAL TELEVISION

Call Letters **WBIR-TV**Name **MULTIMEDIA INC.**
CH. 10 KNOXVILLE, TENNESSEE

File No.	Dated	Application for	Action	
			Nature	Date
BRCT 790402KR R & F PN REC'D PRESS	3-20-79 4-02-79 4-02-79 79 04 26	RENEWAL OF LICENSE atty: SUZANNE MEYER {DOW, LOHNES & ALBERTSON}	GRANTED	7-18-79
BRCTV- 790525KG R & F PN	5/22/79 5/25/79 79 08 31	REQUEST AUTHORITY TO OPERATE TRANS. BY REMOTE CONTROL FROM 1513 Hutchinson Ave. Knoxville, Tennessee Richard F. Swift Attorney	GRANTED	9-28-79
BLCT-800703KE		Lic. to cover BPCT-790625KI for chgs. (Aux. Trans. & Ant.)	GRT.	MAY 1, 1981

COMMERCIAL TELEVISION
APPLICATION RECORD BROADCASTING

Call Letters: WBIR-TV

Name: MULTIMEDIA, INC.
CH-10

Station Location: KNOXVILLE, TN

File No.	Date	Description	Action and Date
BPCT-790625KI R & F PRESS:	6-20-79 6-25-79 9-25-79	CP to utilize former Main Ant. (RCA TF-12BH) as an Auxiliary Ant. at former site - Sharp Ridge, Memorial Park Rd., Knoxville, TN (36-00-21 83-56-20). Atty.: Richard F. Swift (Dow, Lohnes & Albertson)	GRANTED 10-5-79
BLCT-800109KE R&F PRESS	1-7-80 1-9-80	Lic. to cover CP(BBCT-781006KH)to chg. ERP, TL, TYPE TRANS. & ANTENNA, AND HAAT.	GRANTED 3-28-80
PTA	1-16-80	John A Rafter, Atty. (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 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 12th Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). Prior to that move, the History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above.

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

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

