

WROC



REMOVABLE LABEL

GUIDES AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/8

Form 10 120 First Operation 5-30-49

June 1954

COMMERCIAL TV

BROADCASTING STATION LICENSE RECORD

Date first licensed 10-23-51 (Off. #89)

Call letters WROC-TV (9-17-56)

NDEA

Station location ROCHESTER, NEW YORK

~~WITT-DAVIS~~ BROADCASTING OF NEW YORK, INC. (ML 10-30-79)

Name of licensee RUST CRAFT BROADCASTING OF NEW YORK, INC. (BALCT-255 2-19-65 EFF:

Transmitter location Pinnacle Hill, Brighton, New York

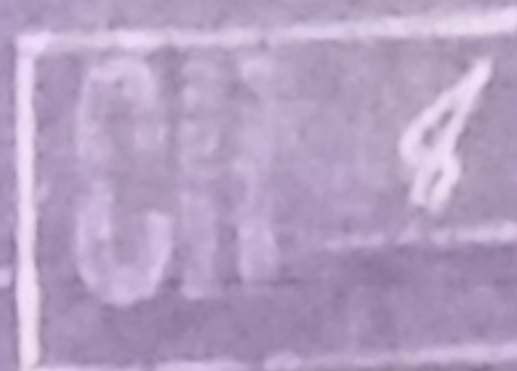
Main studio location Broadcast Center, 201 Humboldt St., Rochester, N. Y. (Ltr. 4-18-62)

B.S.

CARD #1

BROADCASTING STATION LICENSE RECORD COMMERCIAL TELEVISION

First operation: 5-30-49

Date first licensed 10-23-61
(Official #89)

NDEA

Call letters X H/T N
STATION LOCATION: ROCHESTER, NEW YORK

WROC-TV (9-12-56)

X WHEM-TV (letter 5-4-49)

RUST CRAFT BROADCASTING OF NEW YORK, INC. (BALCT-255 2-19-65 EFF:)

X VETERANS BROADCASTING COMPANY, INC. (BALCT-149 8-1-61 EFF: 11-15-61)

X TRANSCONTINENT TELEVISION CORPORATION (BALCT-30 7-18-56 EFF: 8-27-56)

X STROMBERG-CARLSON BROADCASTING CORPORATION (BALCT-12, gr. 6-8-55 EFF: 6-30-55)

Name of licensee X STROMBERG-CARLSON COMPANY

Pinnacle Hill, Brighton, New York (not a move) BLCT-112 granted 10-23-61

Transmitter location x Pinnacle Hill, Rochester, New York

Broadcast Center, 201 Humboldt Street, Rochester, 10, New York (KIR. 4-18-62)

17 South Clinton Street, Rochester, New York (MOD.LIC.RE DOCKET#13858, GR.4-11-62)

Main studio location Rochester Radio City, Humboldt St., Rochester, N. Y.

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
BPCT-255	2-5-48	Ch. #6,	Letter written 3-3-48 with provi- 82-38 motion that permittee file appli- cation for Mod. of C.P. to make antenna changes.		
BPCT-255 BMPCT-191	4-5-48	same	ERP Vis. 16.7 kw Aur. 8.7 kw	same	6-5-48 12-5-48
C.P. for new station & Mod. of C.P. (BPCT-255) to change ERP and make antenna changes.					
BMPCT-365	11-24-48	Same	Same	Same	6-5-48 6-5-49
Mod. of C.P. (BPCT-255 as mod.) for ext. of completion date.					
BMPCT-324	3-4-49	Same	Same	Same	6-5-48 6-5-49
Mod. of C.P. (BPCT-255 as mod.) to make antenna changes.					
BPCT-496	4-29-49	Same	Same	Same	6-5-48 6-5-49
Mod. of C.P. (BPCT-255 as mod.) to change operating power output.					
BMPCT-516	5-19-49	Same	Same	Same	6-5-48 12-5-49
Mod. of CP (BPCT-255 as mod.) for ext. of completion date.					
5-27-49 STA operate on commer. basis exact accordance with current C.P. period 5-30-49 to 8-30-49					
Letter	7-11-49	ref. notice regarding Station's Showing Cause connection Proposed Channel Changes, as to filing MPCT for Ch. #5			
8-16-49 Ext. of STA operate on commercial basis exact accordance with current CP period 8-31-49 to 12-5-49.					
BMPCT-638	11-7-49	Same	Same	Same	6-5-48 8-4-50
Mod. of CP (BPCT-255 as mod.) for ext. of completion date.					
1-10-50 EXT STA operate on comm. basis etc. period 12-6-49 to 8-4-50. This authority granted in accordance with letter of 8-16-49 attached to to EXT of STA of same date.					

1-3

CARD #2

BROADCASTING STATION LICENSE RECORD

COMMERCIAL TV

Date first licensed

Call letters WEAM-TV

Name of licensee STROMBERG-CARLSON COMPANY

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--
BNPCT-754	8-4-50	Same	Same	Same	6-5-48 2-4-51
Mod. of CP(BPCT-255 as mod.) for ext. of completion date.					
	8-4-50	EXT STA	operate	on commercial basis	
exact accordance with current CP period 8-2-50 to 2-4-51.					
BNPCT-796	1-11-51	Same	Same	Same	6-5-48 8-4-51
Mod. of CP(BPCT-255 as mod.) for ext. of compl. date.					
	1-11-51	EXT STA	operate	on commercial basis etc.	
period 2-5-51 to 8-4-51					
	8-2-51	STA to operate	accordance with CP		
for vis. and aur. transmitter output power of 5.0 kw and 2.5 kw, respectively. Period 8-2-51 to 2-2-52					
CONDITIONAL					
ELCT-112	10-23-51	Ch. #6,	V-16.7 kw U		10-23-51
		82-88 McA-	8-7 kw		6-1-52
License to cover CP(BPCT-255 as mod.) designation of transmitter location as Brighton, N. Y. (not a move)					
	1-31-52	EXT STA	to operate with the facilities		
specified in license dated 10-23-51, except for vis. & aur. trans. output power of 5 kw and 2.5 kw, respectively. Period 2-1-52 to 6-1-52					
CONDITIONAL					
BRCT-897	5-28-52	Renewal of License			6-1-52 6-1-53
	7-10-52	STA to operate with facilities specified in current license except for visual and aural transmitter outpower of 5 kw and 2.5 kw, respectively. Period 7-10-52 to 12-1-53.			
BPCT-960	7-11-52	Ch. #5,	V-100 kw U		9-11-52
		76-82	A- 50 kw		3-11-53
Construction permit to change frequency, ERP, type of transmitters.					
	10-30-52	STA to operate with nominal carrier frequencies 10 kc. above normal frequencies. Period 10-30-52 to 4-30-53			
	12-3-52	EXT STA to operate with equipment specified in current license, and with vis. and aur. trans. output power of 5 kw and 2.5 kw, Period 12-1-52 to 6-1-53			
BNPCT-968	2-6-53	Mod. of C. P. BPCT-960 for Extension of completion date to 9-11-53.			

B-CARD #3

BROADCASTING STATION LICENSE RECORD

TELEVISION TV

Date first licensed

Call letters WLAN-TV

Name of licensee STROMBERG-CARLSON COMPANY

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
Wire specified current visual, 2.5kw aural.	5-13-53	Ext. STA	operate with facilities except trans. power output 5kw		Period 6-1-53 to 12-1-53.
BRCT-89	5-6-53	Renewal	of license		6-1-53 6-1-54
BMPCT-1134	7-2-53	same	V. 100 kw U A. 50.1 kw		9-2-53 3-2-54
Mod.C.P.(BPCT-960)		to change	antenna ht. above ave. terrain from 500' to 511', change type of antenna and make other equipment changes.		
WIRE BRCT-89	11-19-53	Ext.STA	oper facilities specified Lic. except trans power output 5 kw vis, 2.5 kw aural. any req. for further ext. this auth. shall incl. statement plans change to Ch. #5. Period ending March 1, 1954.		
BMPCT-1773	1-27-54	Same	Same	Same	9-2-53
Mod. CP(BPCT-960, as mod)		to extend	completion date 9-1-54 and conversion of lighting specs.		
2-18-54	EXT STA Opr. Comm	basis with facilities specified in License BRCT-89 except transmitter power output 5 kw Vis 2.5 kw Aur. Authorization opr. with carrier frequencies 10 kc above normal for CH 6. Periods Ending 9-1-54			
3-16-54	Mod STA Opr. Comm	basis with facilities specified in lic BRCT-89 except transmitter power output 5 kw Vis- 2.5 kw Aur & with carrier frequencies 10 kc above normal for CH. Period Ending 9-1-54			
BRCT-89	5-19-54	Same	Same	Same	6-1-54 6-1-57
Renewal of license		and conversion	of obstruction marking specifications.		
Wire	7-8-54	Mod. of STA	operate comm. basis on Ch. #5 exact accord. CP(BMPCT-1773) pending filing of license application. Period ending 9-1-54. Operation on Ch. #6 to cease immediately upon commencement of operation authorized herein.		
BMPCT-2361	8-10-54	same	same	same	9-2-53
Mod.CP(BPCT-960, as mod)		to extend	completion date 3-1-55		
Wire	8-25-54	EXT STA Opr. Comm.	basis accord.CP BMPCT- 2361 pending filing of Lic. Appl. Per. End. 3-1-55		
BMPCT-2878	2-25-55	same	same	same	9-2-53
Mod.CP(BPCT-960, as mod)		to extend	completion dt. 9-1-55		

June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters

WROC-TV

WHAM-TV

Name of licensee ...STROMBERG-CARLSON COMPANY.....

SEE CARD # 1

Transmitter location

SEE CARD # 1

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
WIRE 2878	2-28-55	EXT STA Opr. Comm. basis accord CP BMPCT- pending filing of Lic. Appl. Per. End. 2-1-55. ---			
BAPLCT-12	6-8-55	Voluntary assignment of CP and License Eff: 6-30-55 from Stromberg-Carlson Company to Strom- berg-Carlson Broadcasting Corporation.			
BTC-1994	6-8-55	Vol. transfer of control of permittee and Eff: 7-1-55 licensee corp. from Stromberg-Carlson Company to General Dynamics Corporation.			
BLCT-345	5-18-56	CH #5	V-100 kw	U	5-18-56 6-1-57
AH 510 ft.		76-82	A-50 kw		
License to cover CP(BPCT-960, as mod).					
BTC-2258	7-18-56	Voluntary transfer of control of licensee corporation from General Dynamics corporation to Transcontinent Television Corporation. EFF: 8-27-56			
BALCT-30	7-18-56	Voluntary assignment of license to TRANSCONTINENT TELEVISION CORPORATION. EFF: 8-27-56			
BRCT-89	5-24-57	same	same	same	6-1-57 6-1-60
IF		RENEWAL OF LICENSE			
BTC-2541	9-25-57	Voluntary relinquishment of negative control of licensee corporation by General Railway Signal Company and Voluntary acquisition of positive control by Paul A. Schoellkopf, Jr., J. Fred Schoellkopf, IV, David G. Forman, Seymour H. Knox III, Seymour H. Knox and Northrup R. Knox. EFF: 9-30-57			
BRCT-89	5-25-60	same	same	same	6-1-60
		RENEWAL OF LICENSE 6-1-63			
REPORT & ORDER ADOPTED 7-27-61 EFFECTIVE 9-11-61 DOCKET #13858: LICENSE MODIFIED TO SPECIFY CHANNEL 8 IN LIEU OF CH 5; CONDITIONAL re acceptance & DATA DUE BY 11-1-61 FOR PREPARATION OF MOD. LICENSE. & ADVISE BY 9-11-61 if Acceptab MAY CONTINUE TEMP. ON CHANNEL 5 UNTIL 60 days after COM. authorized construction of station on ch. 9 at SYRACUSE, N.Y.					
BALCT-149	8-1-61	Voluntary assignment of License to Veterans Broadcasting Company, Inc. EFF: 11-15-61			
DOCKET #13858 GR		CH #8	V-316 kw	U	1-19-62
1-19-62 (EFF: 9-11-61)		180-186	A-158 kw	AH: 510'	6-1-63
				MSL: 1027'	
Mod. License to specify CH 8 in Lieu of CH 5.					

Form PB 126

June 1954

#5

COMM.TV

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WROC-TV

Station location ROCHESTER, NEW YORK

Name of licensee VETERANS BROADCASTING COMPANY, INC.

Transmitter location See Card #1

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	ERP Power	Time Div.	Period From.. To
DOCKET #13858	4-11-62	CH #8	V-316 kw	U	4-11-62
AH: 500' MSL: 1026'	180-186	A-158 kw			6-1-63
Mod. License to specify another antenna for simultaneous use by WROC-TV & WHEC-TV.					

WIRE	8-14-62	PEND. COMPL. CONST. ACCORD. DOCKET NO.			
13858 AUTH. GR. OPER.	WROC-TV TEMP.	PERIOD END. 9-15-62			
WITH REDUCED POWER, TEMP. ANTENNA & WITHOUT SIDEBAND FILTER					
SUBJ. CAUSING NO INTERFERENCE.					

WIRE	9-7-62	AUTH. GR. COMMENCE OPER. WROC-TV AFTER			
6:00 AM SUN. 9-9-62	ON CH. 8	IN ACCORD. WITH MOD. LIC.			
DOCKET NO. 13858.	THIS AUTHORIZATION SUBJECT TO				
SUBMISSION WITHIN 30 DAYS OF PROOF OF PERFORMANCE					
MEASUREMENT DATA REQUIRED BY PARAGRAPH 29(D), REPORT &					
ORDER, DOCKET NO. 13858 DATED 7-27-61 NO FURTHER OPER. ON					
CH. 5 AUTH. AFTER ABOVE STARTING TIME & DATE FOR NEW CH. 8					
OPER. ADVISE BY RETURN WIRE WHEN OPER. COMMENCED ON CH. 8					

APPL. WIRE	9-10-62	WROC-TV COMMENCED OPER. ON CH. 8 SUN.			
SEPTEMBER 9.	WROC-TV				

WIRE	10-9-62	PENDING FILING PROOF OF PERFORMANCE			
DATA EXT. AUTH. GR. OPER.	WROC-TV TEMP.	PER. END. 10-23-62			
ACCORD. MOD. LIC. DOCKET NO. 13858.					

WIRE	10-23-62	PROOF OF PERFORMANCE DATA FOR CH. 8			
FACILITIES HEREBY ACCEPTED & AUTH. GR. TO PROGRAM WROC-TV					
ON CH. 8 ACCORD. PROVISIONS PARAGRAPHS 29(D), REPORT & ORDER					
DOCKET NO. 13858, DATED 7-27-61.					

DOCKET #13858	4-11-62	CH. 8	V-316 kw	U	4-11-62
AH: 500' MSL: 1026'	180-186	A-158 kw			6-1-63
SUPERSEDED 10-31-62, Pursuant to changes reflected in					
submitted proof of performance.					

BRCT-89	5-31-63	Same	Same	Same	6-1-63
RENEWAL OF LICENSE					6-1-66

BMLCT-193	10-27-64	CH. 48	V-316kw	U	10-27-64
AH: 500' MSL: 1026'	180-186	A-48.5kw			6-1-66
Mod. of License to reduce Aural ERP; & chg type of Aural					
Transmitter					

Form LC 126 46
June 1954

COMM. TV

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WROC-TV

Station location ROCHESTER, NEW YORK

Name of licensee VETERANS BROADCASTING COMPANY, INC.

Transmitter location SEE CARD #1

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BTC-4692	2-10-65	Voluntary transfer of control of licensee corporation from Ervin F. Lyke and Grantier Neville, Individually and as agents for stock-holders of licensee corpe, to Rust Craft Broadcasting of New York, Inc.			
EFF:					
BALCT-255	2-19-65	Voluntary assignment of License to Rust Craft Broadcasting of New York, Inc. EFF:			
BRCT-89	5-27-66	Ch. #8	V-316kw	U	
AH: 500' MSL: 1026'		180-186	A-48.5kw		6-1-66
RENEWAL OF LICENSE					6-1-69
BRCT-89	5-22-69	RENEWAL OF LICENSE & NDEA (S) 6-1-72			
BTC-6617	7-14-71	Vol. TC			
EBSA	5-15-72				
BRCT-89	8-14-75	RENEWAL OF LIC. (S)			6-1-75
BRCT-89	8-14-75	RENEWAL OF LIC. (S)			6-1-78
SUPERSEDES AUTH. OF SAME DATE TO CORRECT END. PERIOD					
WIRE re phone 5-24- and let atty 5-26-76. Confirming verbal auth. grted 5-24-76 for temp. tele. aural program. over commonly owned WPXY-FM Radio stat. after technical porblems prevented oper. of aural portion of WROC-TV transmitter. This auth. expires 5-26.					
BTC-8567	5-10-78	VOL. 1/C			
BRCT-89	5-10-78	Ch-8	V. 316	U	6-1-81
AH: 500' MSL: 1026'		180-186	A. 48.5		
RENEWAL OF LICENSE (L)					
BRCCT-800616KI	7-18-80	Remote control authority			
BMLCT790702KJ	10-30-79	ML TO CHANGE NAME			

Form 94

CARD #1

APPLICATION RECORD - BROADCASTING

COMMERCIAL TELEVISION

WHAH-TV

Call XW H T M

Letters- N E W -

Name STROMBERG-CARLSON COMPANY
(P.O. 100 Carlson Road, Rochester, New York)

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-255 Rec'd Filed	12-19-47 12-24-47 12-24-47	Construction permit for a new commercial television b/c station Frequency: Ch.#6, 82-88 mc. ERP: Vis. 16.82 kw, Aur. 17.82 kw Hours of Operation: Unlimited S-Location: Rochester Radio City, Humboldt St. Rochester, New York T-Location: Pinnacle Hill, Rochester, New York Commencement day 60 days date of grant completion as soon as materials and labor are available. (Vis. & Aur. RCA, Type TT-5A) Filed by David E. Tolman, Att'y	GRANTED Letter written with provision that permittee file application for Mod. of C.P. to make antenna changes. C.P. issued with BPCT-191	2-5-48 3-3-48
BPCT-191 Rec'd Filed	3-10-48 3-12-48 3-12-48	Mod. of C.P. (BPCT-255 which authorized new commercial tel. b/c station) to make antenna changes, change ERP from Vis. 16.8 kw, Aur. 17.8 kw to Vis. 16.7 kw, Aur. 8.65 kw Filed by Philip J. Hennesey, Jr. Att'y	GRANTED	4-5-48

Call WHAM-TV
Letters W H T N

Name STRONBERG-CARLSON COMPANY

(Rochester, N.Y.)

File No.	Dated	Application for	Action	
			Nature	Date
BMPCT-324 Rec'd Filed	9-10-48 9-16-48 9-16-48	Mod. of C.P. (BPCT-255 as modified which authorized new commercial tv broadcast station) to change ERP from Vis. 16.7 kw, Aur. 8.7 kw to Vis. 21.935 kw, Aur. 12.096 kw; to make antenna changes. Filed by Harold G. Cowgill, Att'y.	GRANTED (in part)	3-4-49
Request Rec'd	1-11-49 1-14-49	To grant in part, so as to reduce power to present status and to make antenna changes; however, appl. for increase in power to remain in pending/decision in dockets 8975 & 8736. (see letter 3-1-49 for withdrawal of request to retain appl. in pending file after partial grant)		
BMPCT-365 Rec'd File	11-4-48 11-10-48 11-10-48	Mod. of C.P. (BPCT-255 as mod. which authorized new commercial tv b/c station) for extension of completion date from 12-5-48 to 6-5-49.	GRANTED	11-24-48
BMPCT-496 Rec'd & Filed	4-6-49 4-8-49.	Mod. of CP (BPCT-255 as mod. which authorized new Comm. TV b/c station) to change operating Power output from Vis. 2.28 KW, Aur. 1.14KW to Vis. 3.81 KW & Aur. 1.81 KW. Filed by David Tolman. Att'y.	GRANTED	4-29-49

APPLICATION RECORD - BROADCASTING

Comm. TV

Call

Letters

W H A M-TV

Name

Stromberg-Carlson Company

(Rochester, N.Y.)

File No.	Dated	Application for	Action	
			Nature	Date
EMPCT-518 Recd & Filed	5-6-49 5-9-49.	Mod. of CP (BPCT-255 as mod. which authorized new Comm. TV b/c station) for extension of Completion date from 6-5-49 to 12-5-49. Filed by David E. Tolman, Atty.	GRANTED	5-19-49
EMPCT-638 Recd & Filed	10-24-49 10-26-49	Mod. of CP (BPCT-255 as mod. which authorized new Comm. TV B/c station) for extension of completion date from 12-5-49 to 8-4-50. Filed by Quayle B. Smith, Atty.	GRANTED	11-7-49
EMPCT-754 Recd & Filed	6-29-50 7-25-50	Mod. of CP (BPCT-255 as mod. which authorized new Comm. TV B/c Station) for Extension of completion date from 8-4-50 to 2-4-51. Filed by Philip J. Hennessey, Jr.	GRANTED	8-4-50
EMPCT-793 Recd & Filed	12-6-50 12-12-50	Mod. of CP (BPCT-255 as mod. which authorized new Comm. TV B/c Station) for extension of completion date from 2-4-51 to 8-4-51. Filed by Harold G. Cowgill, Atty.	GRANTED	1-11-51

APPLICATION RECORD - BROADCASTING

COMMERCIAL TV

Call
Letters WHAM-TV

Name STROMBERG-CARLSON COMPANY
Rochester, N. Y.

File No.	Dated	Application for	Action	
			Nature	Date
BLCT-112 Rec'd & Filed	7-3-51 7-5-51	License to cover CP(BPCT-255 as mod. which authorized new commercial tv b/o station) and to indicate transmitter location as Pinnacle Hill, Brighton, N. Y. in lieu of Pinnacle Hill, Rochester, N. Y. (not a move). Filed by D. E. Tolman, Atty.	GRANTED	10-23-51
BPCT-89 Rec'd & Filed	2-26-52 3-3-52	Renewal of license Filed by David E. Tolman, Atty.	GRANTED	5-28-52
BPCT-960 Rec'd Filed	6-17-52 6-30-52 7-3-52	(PURSUANT TO SIXTH REPORT & ORDER 4-11-52) Construction permit to make changes for existing station from Ch. #6, (82-88 Mos.) to Ch. #5, (76-82 Mos.), ERP from Vis. 16.7 kw, Aur. 8.7 kw to Vis. 100 kw, Aur. 50 kw, change type of transmitters (497) (Vis. & Aur. RCA TT-25AL) Filed by David E. Tolman, Atty.	GRANTED	7-11-52
Amend. filed 7-3-52 to correct Section I, Par.		2(a)		

APPLICATION RECORD - BROADCASTING

COMM TV B/C

FORMERLY FCC FORM 94

Call

Letters **WHAM-TV**

Name **STROMBERG-CARLSON COMPANY**
Rochester, New York

File No.	Dated	Application for	Action	
			Nature	Date
BPOT-968 Recd & filed	1-21-53 1-23-53	Modification of construction permit (BPOT-960 which authorized changes in existing commercial TV broadcast station) for extension of completion date from March 11, 1953 to September 11, 1953. Filed by David E. Tolman, Atty.	GRANTED	2-6-53
BRCT-89 Recd & filed	2-23-53 2-25-53	Renewal of license David E. Tolman, Atty.	GRANTED	5-6-53
BPCT-1134 Rec'd Filed	8-6-53 5-18-53 5-18-53	Mod. of CP(BPCT-960 as mod., which authorized changes in existing Commercial TV B/C Station) to change antenna height above average terrain from 500' to 511'; change type of antenna and make other equipment changes. Filed by David E. Tolman, Atty.	GRANTED	7-2-53

FORM A-170

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
Letters **WEAM-TV**Name **STROMBERG-CARLSON COMPANY**
Rochester, New York

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-1773 Recd. Filed	1-13-54 1-21-54 1-21-54	Mod. of CP(BPCT-960, as mod., which authorized changes in existing Comm. TV B/C Sta.) to extend completion date from 3-2-54 to 9-1-54. Filed by Philip J. Hennessey, Jr., Atty.	GRANTED	1-27-54
ERCT-89 Recd & filed	2-24-54 3-1-54	Renewal of license Filed by Seymour M. Chase, Atty.	GRANTED	5-19-54
BPCT-2361 Recd. & Filed	7-19-54 7-30-54	Mod. of CP(BPCT-960, as mod., which authorized changes in existing Comm. TV B/C Sta.) to extend completion date from 9-1-54 to 10-1-54. Filed Seymour M. Chase, Atty.	GRANTED	8-10-54
COMPLAINT Recd.	7-28-54 7-29-54	Filed by Federal Broadcasting System (Gordon P. Brown, Pres.) licensee of AM Station WEAY for Declaratory Ruling, Order to Cease and Desist violation of Rules 3.635 & 3.239 in connection with stations WEAM-TV, WEAM & WEAM, Rochester, N.Y. - Docket # 8-13-54, by Segal	DISMISSED - Memorandum Opinion & Order 11-10-54 (See AM Red folder)	

Card # 7

FORM A-170

APPLICATION RECORD - BROADCASTING

COMM. TV B/C

FORMERLY FCC FORM 94

STROMBERG-CARLSON BROADCASTING CORPORATION

Call
Letters **WHAM-TV**

Name

Rochester, New York

File No.	Dated	Application for	Action	
			Nature	Date
WPCT-2878 Recd. & Filed	1-28-55 2-7-55	Mod. of CP (WPCT-960, as mod., which authorized changes in facilities of existing Comm. TV B/C Station) to extend completion date from 3-1-55 to 6-1-55. Filed by Seymour M. Chase, Atty.	GRANTED	2-25-55
BAFLCT-12 Recd. & Filed	5-17-55 5-19-55	Voluntary assignment of CP and License from Stromberg-Carlson Company to Stromberg-Carlson Broadcasting Corporation. Filed by Philip J. Hennessey, Jr., Atty.	GRANTED Eff:	6-8-55 6-30-55
BTC-1994 Recd. & Filed	5-18-55 5-19-55	Voluntary transfer of control of Permittee and Licensee Corporation from Stromberg-Carlson Company to General Dynamics Corporation. Filed by Segal, Smith & Hennessey, Attys. (Contingent on grant of BAFLCT-12)	GRANTED Eff:	6-8-55 7-1-55

APPLICATION RECORD - BROADCASTING

Comm TV B/O

Call WHOO-TV
Letters WHAM-TVName **STROMBERG-CARLSON BROADCASTING CORPORATION**
Rochester, New York

File No.	Dated	Application for	Action	
			Nature	Date
BLCT-345 Recd & filed	7-15-55 7-18-55	License to cover CP (BPCT-960 as modified) which authorized changes in facilities of existing commercial TV broadcast station Filed by Quayle B. Smith, Atty.	GRANTED	5-18-56
BPCT- Recd.	7-26-55 7-28-55	Mod. of CP (BPCT-960, as mod.) which authorized changes in facilities of existing Comm. TV B/O Station, to extend completion date to 12-1-55. Filed by Paul M. Segal, Atty.	Application ret'd. Ltr. 8-5-55 in view of acceptance for filing of application for license to cover CP. (BLCT-345).	
BTC-2258 RECD & FILED	5-25-56 6-11-56	Voluntary transfer of control of licensee corporation from General Dynamics corporation to Transcontinent Television Corporation. Filed by Covington & Burlington, Atty's.	GRANTED	7-18-56 EFF: 8-27-56
BAICT-30 RECD & FILED	6-13-56 6-18-56	Voluntary assignment of license to Transcontinent Television Corporation, (Contingent on grant of BTC-2258) Filed by Covington & Burling, atty's.	GRANTED EFF:	7-18-56 8-27-56

FORM BC-121 49
Aug. 1955

APPLICATION RECORD - BROADCASTING

COMM. TV B/C

Call
Letters ~~W.R.O.C-TV~~

Name TRANSCONTINENT TELEVISION CORPORATION
Rochester, New York

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-89 Rec'd Filed	2-25-57 3-1-57 3-1-57	Renewal of License Atty: Ernest W. Jennes	GRANTED	5-24-57
BTC- 2541 Rec.& filed	7-1-57 7-2-57	Voluntary relinquishment of negative control of licensee corporation by General Railway Signal Company and Voluntary acquisition of positive control by Paul A. Schoellkopf, Jr., J. Fred Schoellkopf, IV, David G. Forman, Seymour H. Knox III, Seymour H. Knox and Northrup R. Knox. (Contingent on grant of BAL-2723 & BALCT-51 filed simultaneously) Ernest W. Jennes- atty.	GRANTED EFF:	9-25-57 9-30-57
BRCT-89 Recd.&Filed	2-29-60 3-3-60	RENEWAL OF LICENSE Filed by Edgar F. Czarra, Jr.	GRANTED	5-25-60

AUG. 1955

Name VETERANS BROADCASTING COMPANY, INC. (8-1-61)

Name KTRANSCONTINENT TELEVISION CORPORATION

Rochester, N.Y.

Call
Letters WROC-TV

File No.	Dated	Application for	Action	
			Nature	Date
BALCT-149	1-14-61	Voluntary assignment of License to	GRANTED	8-1-61
Recd. & Filed	2-15-61	Veterans Broadcasting Company, Inc. (Contingent on grant of BALCT-150, WVET-TV filed simultaneously) Ernest W. Jennes, Atty.	EFF: 11-15-61 CONDITIONS: See back of card.	
LETTER(3) 9-6-61 from atty Fletcher for Assignee; Assignee accepts conditions spec. in grant of BALCT-149 AND accepts conditions spec. in allocation order in DOCKET 13858 adopted 7-27-61				
PETITION TO STAY EFFECTIVE DATE OF ORDER filed 9-6-61 by Warren Woods, Jerome I. Sturm and Leonard E. Mas FOR National Association of Broadcast Employees and Technicians, AFL-CIO (NAEET) American Federation of Radio and Television Artists, AFL-CIO (AFTRA), DENIED 9-20-61 ORDER				
PETITION FOR REHEARING, RECONSIDERATION AND TO VACATE ORDER OF AUGUST 7, 1961, filed 9-6-61 by Warren Woods, Jerome I. Sturm and Leonard E. Mas, for (NAEET) National Association of B/C Employees and Technicians, AFL-CIO AND American Federation of Radio and Television Artists, AFL-CIO (AFTRA), DISMISSED LETTER 10-1-61				
OPPOSITION TO PETITION TO STAY EFFECTIVE DATE OF ORDER filed 9-13-61 jointly by Frank Fletcher for Veterans B/C Ernest Jennes for Transcontinent: & Tom Wall for WHBC, INC. (BALCT-149 & 150)				

CONDITIONS

Subject to the following conditions:

That consent to the assignment of the license of Transcontinent Television Corporation to Veterans Broadcasting Company, Inc., is subject to acceptance by Veterans of the modification of Transcontinent's license to specify operation on Channel 8 in Rochester in accordance with the terms and conditions of the Report and Order of the Commission in Docket 13858 adopted July 27, 1961; and that Transcontinent Television Corporation shall not assign the license for Station WRCC-TV to Veterans Broadcasting Company, Inc., nor shall Veterans accept assignment of said license prior to notification of the Commission in writing by Veterans of its acceptance of the modification of the Commission in writing by Veterans of its acceptance of the modification of the license of Transcontinent ordered in the aforesaid Report and Order, and of the following conditions:

(a) Veterans may continue operation temporarily on Channel 5 after assignment of the license in accordance with the terms and conditions of the current WRCC-TV authorization until 60 days after the Commission authorizes the construction of a television station on Channel 9 at Syracuse, New York;

(b) The submission by Veterans to the Commission by November 1, 1961, of all information necessary to comply with applicable technical rules, executed in triplicate, for the preparation of the modified authorization to cover the operation of Station WRCC-TV on Channel 8 at Rochester;

(c) Construction looking to a change to Channel 8 not to commence until specifically authorized by the Commission after the information requested in (b) above is submitted;

(d) Upon completion of construction of the Channel 8 facilities in accordance with the terms of the modified authorization, proof of performance measurement data necessary to demonstrate compliance with the applicable technical performance requirements of the Rules of the type normally required to be furnished in an application for a television license shall be submitted, in triplicate, at least ten (10) days prior to the date on which it is desired to begin program operation. Program operation on Channel 8 shall not be commenced until specifically authorized by the Commission after its evaluation and acceptance of such data.

Form BC-121

APPLICATION RECORD - BROADCASTING

Aug. 1955

Call
Letters WHOC-TV

Name VETERANS BROADCASTING COMPANY, INC.
Rochester, New York (Broadcast Center 201 Humboldt St. Rochester 10, NY Letter 3-28-62)

File No.	Dated	Application for	Action	
			Nature	Date
Continued from card #10	8-18-61	WHOC-TV		
OPPOSITION TO "PETITION		FOR REHEARING, RECONSIDERATION AND TO VACATE ORDER OF AUGUST 7, 1961"		
filed 9-18-61 jointly by		Jones for Transcontinent; Frank Fletcher for Veterans; & Tom Wall for		
WHOC, INC.				
REPLY TO OPPOSITION TO PETITION FOR REHEARING		Filed 9-25-61 by W. Woods; J.Y. Sturm and L.E.		
Maas for NABET and AFTRA				
SEE ACTIONS ON CARD #10 RE ABOVE				

APPLICATION RECORD - BROADCASTING

Call
Letters WROC-TV

VETERANS BROADCASTING COMPANY, INC. (BALCT-149)

Name TRANSCONTINENT TELEVISION CORPORATION
Rochester, New York

File No.	Dated	Application for Adopted	Action	
			Nature	Date
ENGR. DATA Received	10-30-61 10-31-61	Engineering and Technical Data submitted pursuant to Report and Order 7-27-61 in Docket #13858 (KFF: 9-11-61) for Modified License of WROC-TV to specify channel 8 in lieu of channel 5 in Rochester, New York Covington and Burling-attys George C. Davis-engr.	10615 GRANTED Mod. Auth. Issued Eff: 9-11-61	1-19-62
ENGR. TECH. DATA :: Rec. V-C, V-G and exhibits(3)	3-29-62 4-3-62	SUPPLEMENTAL Engineering Technical Data submitted Pursuant to Report and Order Adopted 7-27-61 in Docket 13858, for Modified License of WROC-TV, to specify an RCA TP-12BH antenna, modified for simultaneous use by WROC-TV and WHEC-TV. (Studio location specified as 17 South Clinton Street, Rochester, New York)	GRANTED Mod. Auth. Issued	4-11-62
BRCT-89 Recd. & Filed	2-25-63 3-4-63	RENEWAL OF LICENSE Henry R. Goldstein, Atty.	GRANTED	5-31-63

#362 Data
only fly by Caper
nothing fly off.

APPLICATION RECORD - BROADCASTING

COMM-TV

Call
Letters WROC-TV

RUST CRAFT BROADCASTING OF NEW YORK, INC. (2-19-65)

~~Radio~~ **VETERANS BROADCASTING COMPANY, INC.**
CH. 8 ROCHESTER, NEW YORK

File No.	Dated	Application for	Action	
			Nature	Date
EWCT-193 Recd. & Filed	10-8-64 10-12-64	Modification of License to reduce Aural ERP from 158 kw to 48.50 kw; change type of aural transmitter to RCA TT1AH. Marvin Rosenberg, Atty. (SPEARMAN & ROBERSON)	GRANTED	10-27-64
BTC-4692 Rec. & filed	11-3-64 11-4-64	Voluntary transfer of control of licensee corporation from Ervin F. Lyke and Grantier Neville, Individually and as agents for stockholders of licensee corp., to Rust Craft Broadcasting of New York, Inc. Spearman & Roberson-atty for transferor <u>Arnold, Fortas & Porter-atty for transferee</u>	GRANTED EFF: Condition: BACK OF CARD	2-10-65
BAICT-255 R & F	1-29-65 2-5-65	Voluntary assignment of license to Rust Craft Broadcasting of New York, Inc. (Contingent on grant of BTC-4692) Arnold, Fortas & Porter-atty	GRANTED EFF:	2-19-65

-2-

BTC-4692
NRDC-TV

CONDITION

Subject to the condition that Veterans Broadcasting Company discontinue its application for a new television station in Syracuse (NRCT-2912) and withdraw from Channel 9 Syracuse, Inc., the interim permittee for Syracuse, prior to the consummation of the transfer of control.

Form BC-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

COMM. TV

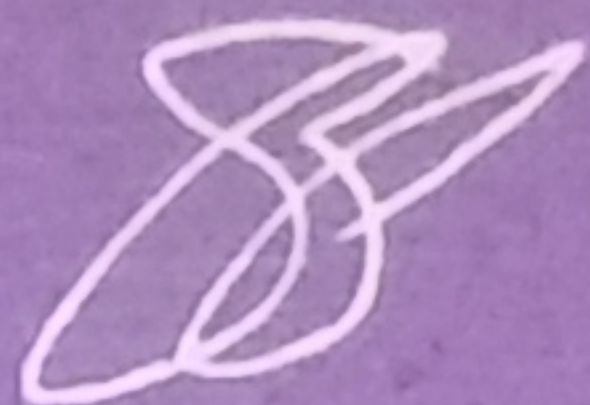
Call
Letters WROC-TV

Name RUST CRAFT BROADCASTING OF NEW YORK, INC.
CH. 48 ROCHESTER, NEW YORK

zip 14610

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-89 R & F	2-18-66 2-25-66	RENEWAL OF LICENSE Fletcher, Heald, Rowell, Kennehan etc, Atty.	GRANTED	5-27-66
BRCT-89 R & F \$150. #494533 Press PH Recd.	2-20-69 2-26-69 " MAR 19 1969	RENEWAL OF LICENSE Marvin Rosenberg, Atty. (Fletcher, Heald, Rowell) Amended 4-18-69 re programming.	GRANTED	5-22-69
Engr. data file	6-10-70			
BTC-6617 R & F #015770 \$250 AC: 055 PRESS:	7-11-71 7-12-71 7-12-71 JUL 14 1971	Voluntary transfer of control of Rust Craft Greeting Cards, Inc. (parent corporation of Rust Craft Broadcasting Company, which in turn is parent corporation of licensee) from the Berkman Group (de jure control) to the Berkman Group (de facto control). Atty.: Percy H. Russell (Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe)	GRANTED	7-14-71

Frank Fletcher represents the
LICENSEE.

A stylized, handwritten signature or set of initials in white ink, consisting of several overlapping loops and a sharp point on the right side.

APPLICATION RECORD - BROADCASTING

COMMERCIAL TV

Call
Letters **WROC-TV**

CH-8 **RUST CRAFT BROADCASTING OF NEW YORK, INC.**
ROCHESTER, NEW YORK

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-89	2-28-72	Renewal of License	GRANTED	8-14-75
Received	3-2-72	Atty.: Marvin Rosenberg (Fletcher, Heald)	Commission Action (see other side) CONDITIONAL	
Filed	4-5-72	Amended 5-24-72 re programming		
PRESS:	APR 10 1972			
PN REC'D:	3-2-72			
BTC-6946	8-18-72	Voluntary transfer of control of Rust Craft		
R & F	8-22-72	Greeting Cards, Inc. (parent corporation of		
#102508 \$250	8-22-72	Rust Craft Broadcasting Company, parent		
AC: 055	AUG 30 1972	corporation of licensee) from the Berkman		
PRESS:		Group (de jure control) to the Berkman Group		
		(de facto control).		
		Atty.: Percy H. Russell (Kirkland, Ellis & Rowe)		

BRCT-85

PETITION TO DENY AND TO INTERVENE filed 5-1-72 by Action for a Better Community, Inc., etc.
MOTION FOR EXTENSION OF TIME filed 5-15-72 by Frank U. Fletcher on behalf of WROC-TV.

OPPOSITION TO FORMAL COMPLAINT filed 5-31-72 by Marvin Rosenberg for WROC-TV

OPPOSITION TO PETITION TO DENY AND INTERVENE filed by Marvin Rosenberg for WROC-TV

OPPOSITION TO MOTION FOR EXT. OF TIME filed 6-16-72 by WROC-TV

Ltr. from Charles C. Wetmore president of Rochester Jaycees to be associated with complaint
of Metro-Act of Rochester, Inc. rec. 8-3-72

REPLY TO RUST CRAFT'S OPPOSITION filed 8-15-72 by Action for Better Community, Inc.

OPPOSITION TO AMENDMENT TO PETITION TO DENY MARKETWIDE AND INDIVIDUAL STATION DISCRIMINATION
IN ROCHESTER BROADCAST STATION EMPLOYMENT filed 8-23-73 by Marvin Rosenberg on behalf of
WROC-TV RUST CRAFT BROADCASTING OF NEW YORK, INC.

MOTION FOR IMMEDIATE EXTENSION OF TIME filed 4-28-75 by the Rochester Black Media Coalition.

SUPPLEMENT TO OPPOSITION TO MOTION FOR IMMEDIATE EXTENSION OF TIME filed 5-5-75 by William
S. Green on behalf of Flower City Television Corporation

MEMORANDUM OPINION AND ORDER adopted 6-3-75, released 6-11-75 FCC 75-662 35413: Accordingly, IT
IS ORDERED, That the Petition for Reconsideration filed by Rust Craft Broadcasting of New
York, Inc. is DENIED.

MEMO OPINION & ORDER ADOPTED 8-14-75 RELEASED 8-22-75 FCC #75-964 Mimeo #36714 Accordingly, IT
IS ORDERED, That the Petition to Deny filed by Action for a Better Community, Inc. et al., and
the complaint filed by Metro-Act of Rochester, Inc. ARE DENIED.

IT IS FURTHER ORDERED, That the above-captioned applications for renewal of licenses filed by
Rust Craft broadcasting of New York, Inc. for stations WROC and WROC-TV are HEREBY GRANTED for
a full term to expire June 1, 1978, and the above-captioned application for Renewal of license
filed by Rust Craft Broadcasting of New York, Inc. for station WPXY(FM) IS HEREBY GRANTED for
a short term to expire on June 1, 1976.

APPLICATION RECORD - BROADCASTING

Call
Letters WHOC-TVName RUST CRAFT BROADCASTING OF NEW YORK, INC.
ROCHESTER, NEW YORK

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-89 CONT'D.				
IT IS ALSO ORDERED, That the grants of license renewals for the above-captioned stations will be subject to the following conditions: That the licensee submit to the Commission within thirty (30) days a list of local organizations, agencies, community leaders, schools and colleges with which it will maintain systematic communication each time it seeks to fill a job position with emphasis on the referral of female applicants: and, That the licensee submit to the Commission with its next filed applications for renewal of each of the above-captioned stations, a statement of the above captioned stations, a statement detailing the affirmative action undertaken to seek and encourage female applicants for each job opening (including promotional opportunities) arising since the date of this Order and indicating the affect of these efforts upon applications for employment, hiring, and promotion of identified females.				
F. C. C. - WASHINGTON, D. C.				

#16

APPLICATION RECORD - BROADCASTING

Form DC-121
September 1959Call
Letters WROC-TVName RUST CRAFT BROADCASTING OF NEW YORK, INC.
CH-8 Rochester, New York

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-89 R & F PN Rec'd; PRESS:	1-21-75 1-3-75 1-31-75 MAR 31 1975	RENEWAL OF LICENSE Amended 1-31-75 re PN and ownership.	GRANTED	8-14-75
BTC-8567 R&F PN RECD PRESS (Form 315)	1-12-78 1-17-78 3-13-78 JAN 30 1978	Voluntary transfer of control of Rust Craft Greeting Cards, Inc. (parent corporation of Rust Craft Broadcasting Company, parent corporation of licensee) from Berkman Group (de facto control) to Ziff Corporation. Atty.: R. Russell Eagan & John C. Quale (Kirkland & Ellis) Amended 2-12-78 re programming	GRANTED EFF:	5-10-78 3-22-79
BRCT-89 R&F PN RECD PRESS	1-27-78 2-1-78 2-1-78 FEB 24 1978	RENEWAL OF LICENSE Atty.: John Quale Mar Contours filed 3-1-78 Amended 2-1-78 re publication Amended 3-20-78 re EEO Amended 3-12-78 re EEO Amended 3-20-78 re EEO Amended 3-22-78 re legal Amended 3-22-78 re legal Amended 4-27-78 re legal	GRANTED	5-10-78

COMMERCIAL TELEVISION
APPLICATION RECORD BROADCASTING

Call Letters: WHOC-TV

ZIFF-DAVIS BROADCASTING OF NEW YORK, INC.

Name: TRUST CRAFT BROADCASTING OF NEW YORK, INC.

CH-8

Station Location: ROCHESTER, NY

File No.	Date	Description	Action and Date
BMLCT-790702KJ R & F PRESS:	6-26-79 7-2-79 9-26-79	Mod. of Lic. to chg. name to Ziff-Davis Broadcasting of New York, Inc. Atty.: Steven A. Lerman (McKenna, Wilkinson & Kittner)	GRANTED 10-30-79
BRCCT-800616KI PRESS		Request for auth. to operate by RC from 201 Humboldt St., Rochester, NY.	GRANTED 7-18-80
BALCT-810121KN Form 316		Vol. AL to Ziff-Davis Broadcasting Company, Division of Ziff-Davis Publishing Company. Atty.: Steven Lerman	

CARD NO. 18

APPLICATION RECORD-BROADCASTING
COMMERCIAL TELEVISION

Call Letters: WR0C-TV

Name: ZIFF-DAVIS BROADCASTING OF NEW YORK, INC.

CH-8

Station Location: ROCHESTER, NEW YORK

File No.	Date	Description	Action and Date
BRCT-810202L4 R & F PN REC'D PRESS	1-27-81 2-02-81 2-02-81	RENEWAL OF LICENSE ATTY.: STEVEN A. LERMAN (MCKENNA, WILKINSON AND KITTNER)	GRANTED 6-17- 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 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.

