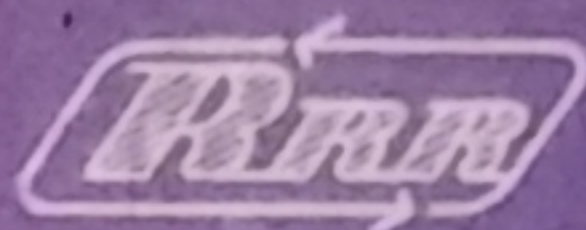


WXLT-TV



REMOVABLE LABEL

GUIDES AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/5

Form BC 126 #1 STA 10-22-71
June 1984 Started 10-23-71

WFLA-TV

PTA 11-29-71

BROADCASTING STATION LICENSE RECORD

Date first licensed 3-20-72 (Off. #749)

Call letters WFLA-TV

Station location SARASOTA, FLORIDA

Name of licensee SARASOTA-BRADENTON FLORIDA TELEVISION COMPANY, INC.

.3 mile Southeast of intersection of Route 675 and Rye Road,
Parish, Florida (BP 12-21-78)

X 6.5 MILES EAST OF VENICE, NEAR VENICE, FLORIDA (BMPCT-6855 2-13-70)

Transmitter location 700 ft NNW CLARK AND SHANGRILA ROAD, 0.9 MILE SE OF BEE RIDGE, FLORIDA

5727 Lawton Dr., Sarasota, FL (BP 12-21-78)
X 4101 Clark Rd., 3.5 mi. S. of Sarasota, Florida (BMPCT-7315 6-4-71)

X 6.5 MILES EAST OF VENCIE, NEAR VENICE, FLORIDA (BMPCT-6855 2-13-70)

Main studio location 700 FT. NNW CLARK & SHANGRILA RD., 0.9 MILE SE OF BEE RIDGE, FLORIDA

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To
DOCKET NO. 17423	10-18-67	CH.40	V-219 kw	U	12-18-67
BPCT-3687		626-632	A-40.7 kw		6-18-68
AH: 510 MSL: 549' CP. FOR A NEW COMM.TV B/C STATION.					
CONSTRUCTION PERMIT ISSUED WITHOUT CALL LETTERS.					
BPCT-3687	4-22-67	CALL LETTERS ASSIGNED (1)			
BMPCT-6854	2-13-70	CH.40	V-277 kw	DA U	
BMPCT-6855	"	626-632	A- 52 kw	DA	8-13-70
AH: 580' MSL:625'.					
MP (BPCT-3687) Ext. complete, dt; chg. ERP; TL, SL; type ant. AH.					
BMPCT-7239	4-14-71	Ch. 40	V.589 kw		12-18-67
BMPCT-7255		626-632	A.120 kw		10-14-71
AH: 720 MSL: 762'					
MP (BPCT-3687 as mod) chg. ERP, trans. & ant. & ext. date & oper. remote control					
BMPCT-7315	6-4-71	MP (BPCT-3687) chg. SL(S)			
WIRE 9-28-71 RE TENDERED REMOTE CONTROL APPLI.					
AUTH. GR. FOR REMOTE CONTROL ACCORD. PROCEDURE OUTLINED					
IN ENGR. STATEMENT ACCOMPANYING REQUEST. AUTH. EFF. UPON					
COMPLETION STATION CONSTRUCTION AND GR. OF PTA.					
WIRE 10-22-71 PENDING THE FILING OF AND COMM.					
EVALUATION OF LIC. APPLI. AUTH. GR. OPER. TEMP. PER. END					
11-5-71 ACCORD. CONS. PERMIT BMPCT-7315.					
BMPCT-7357	11-3-71	MP(BPCT-3687 as mod) to			5-3-72
ext. date					
WIRE 11-29-71 RE TENDERED LIC. APPLI. AUTH. GR.					
OPER. ON PTA ACCORD CP BMPCT-7359					
BLCT-2124	3-20--72	Ch. 40	V. 661 kw	U	3-20-72
AH: 720' MSL:762' 626-632 A. 120					
Lic. (BPCT-3687) for a new station					
EBSA	5-15-72				
BRCTV-87	8-30-72	OPER. REMOTE CONTROL			
BRCT-749	1-3-74	Renewal of License (L)			1-3-74
					2-1-76
BRCT-749	3-17-76	Renewal of license (S)			2-1-79

BC-126

June 1978

CARD#2

COMMERCIAL TV

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WXLT-TV

Station location SARASOTA, FLORIDA

Name of licensee SARASOTA-BRADENTON FLORIDA TELEVISION COMPANY, INC.

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To.
BRCT-4878	12-21-78	Ch-40	V-1150kW(DA)	Unl.	2-21-79
AH:770 ft.	MSL:849'	626-632	A-174kW(DA)		6-21-80
CP to chg.	ERP, TL,	SL, type	ant. & HAAT.		
BRCT-781002	KZ 2-14-79	RENEWAL OF LICENSE (S)			2-1-82
BSCT-80701	KE -7-10-80	WAIVER REQUEST			

Form BC-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

COMM. TV B/C

Call
Letters NEW WLTV-TV

Name SARASOTA-BRADENTON, FLORIDA TELEVISION COMPANY, INC.
c/o Robert R. Nelson, President, P. O. Box 940, Sarasota, Florida 33578

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-3687 Recd. & Filed	12-21-65	Construction Permit for a new Commercial TV Broadcast Station: CH. 47, 668-674 Mcs. ERP: Vis. 221 kw Aur. 42.1 kw Hours of Operation: Unlimited T-L: 700 Ft. NNW of Clark & Shangrila Rd., 0.9 miles SE of Bee Ridge, Sarasota, Florida S-L: Same as transmitter (G. E. TT-25-A) AH: 510.5 feet STATION LOCATION: SARASOTA, FLORIDA Daly and Joyce, Atty. W. J. Kessler, P.E., Gainesville, Florida, Engr.	GRANTED OCT	18 1967
	12-30-65			
AMENDED Recd. & Filed	3-12-66	AMENDED to change frequency from CH. 47, 668-674 Mcs. TO CH. 40, 626-632 Mcs. (Pursuant to Fifth Report and Order in Docket #14229)	INITIAL DOCKET	DECISION IN 17423
	3-14-66			

FORM BC-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

Comm. TV.

Call
Letters NEW WXL TV

Name SARASOTA-BRADENTON, FLORIDA TELEVISION COMPANY, INC.
Ch-40 Sarasota, Florida

File No.	Dated	Application for	Action	
			Nature	Date
CONT'D BPCT-3687		AMENDED to add one stockholder. (re financial and programming).		
AMENDED R & F	9-16-66 9-19-66		GRANTED	10-18-67
AMENDED R & F	9-22-66 9-23-66	AMENDED to add one stockholder and delete one stockholder. (re financial).		
BPCT-6854	6-7-68	MP (BPCT-3687) to extend completion date to	Hold for fee	
Recd.	6-10-68	12-18-68.	#443933 \$30.	7-15-68
Filed	7-15-68	Amended 12-9-68 to extend completion date, to 6-18-69	GRANTED	2-13-70
		Amended 5-14-69 to extend completion date to 12-31-69.	ISSUED WITH BPCT-6855	
		AMENDED 12-12-69 to update information.	#524484 \$30.	6-30-69
			Refunded	

FORM BC-121 # 3
Aug. 1955

APPLICATION RECORD - BROADCASTING

COMM. TV.

Call
Letters WJLT-TV

Name SARASOTA-BRADENTON, FLORIDA TELEVISION COMPANY, INC.
CH-40 Sarasota, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BMPCT-6855 R & F Press	6-13-68 6-14-68 JUL 22 1968	Mod. of CP(BPCT-3687) to change ERP to Vis. 640 kw, Aur. 122 kw; trans. & studio location to 6.5 miles E. of Venice, Florida on State Road #772; type antenna to RCA TPU-30JDA; antenna structure and increase antenna height above average terrain to 584.3 feet.	#436102 \$30.	6-14-68
BMPCT-7239 Rec: Filed #624885 \$50 AC: 069 PRESS:	7-31-70 8-5-70 8-18-70 8-18-70 AUG 24 1970	MP (BPCT-3687 as mod) to extend completion date to 2-13-71.	Held - no fee GRANTED	2-13-70 issued with BMPCT-6854 4-14-71 issued with BMPCT-7255 COMMISSION ACTION
BMPCT-7255 R & F #635086 \$50 AC: 062 PRESS:	20-6-70 10-8-70 10-8-70 OCT 14 1970	MP(BPCT-3687 as mod.) chg. ERP to Vis. 1405kw, Aur. 281kw; type trans. to RCA TTU-30A; make chgs. in ant. structure (incr. hght.); and HAAT: 721.1 ft.	GRANTED	4-14-71 issued with BMPCT-7239 COMMISSION ACTION
SEE OVER		Atty.: George R. Borsari, Jr. (Daly and Joyce) Amended 1-4-71 re financial AMENDED 2-29-71 re financial AMENDED 3-11-71 re programming		

BMPCT-7255

Ltr. filed 11-16-70 by Marvin J. Diamond (Hogan & Hartson) for WBBH-TV req. Comm. defer action on application for two weeks to enable WBBH-TV to present its arguments that the application will have a substantial adverse effect on public interest.

Ltr. filed 11-25-70 by Marvin J. Diamond stating WBBH-TV will withhold filing of its opposition until after WZLT-TV has filed its financial data.

COMMENTS OF BROADCASTING SERVICES, INC. IN OPPOSITION TO GRANT OF APPLICATION filed 1-20-71 by Marvin J. Diamond (Hogan & Hartson) for WBBH-TV

AFFIDAVIT filed 1-25-71 for Joseph Buerry, Jr., President of Broadcasting-Telecasting Service, Inc. attesting to the accuracy of the factual allegations contained in comments of WBBH-TV.

OPPOSITION TO INFORMAL OBJECTION filed 2-2-71 by George R. Borsari for WZLT-TV

INFORMAL OBJECTIONS DENIED BY COMMISSION'S LTR. 4-14-71

MOTION FOR STAY filed 4-26--71 by Marvin J. Diamond for WBBH-TV - DENIED 5-12-71 by ORDER
OPPOSITION TO MOTION FOR STAY filed 5-3--71 by George R. Borsari, Jr. for WZLT-TV.

BMPCT-7255

CONDITION- Operation by remote control contingent upon a further more detailed showing of compliance with the requirements of Sec. 73.676 of the Comm's rules.

APPLICATION RECORD - BROADCASTING

COMMERCIAL TV

Call
Letters WHLT-TV

Name SARASOTA-BRADENTON FLORIDA TELEVISION COMPANY, INC.
CH-40 SARASOTA, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BMFCT-7315 R & F #007284 \$50 AC: 062 PRESS:	5-14-71 5-18-71 5-18-71 MAY 26 1971	MP(BPCT-3687 as mod.) to chg. SL to 4101 Clark Rd., 3.5 mi. S. of Sarasota, Fla. Atty.: Daly, Joyce and <u>Borsari</u>	GRANTED	6-4-71
BMFCT-7357 R & F #011975 \$50 AC: 069 PRESS:	10-12-71 10-14-71 10-14-71 OCT 28 1971	MP(BPCT-3687 as mod.) to extend completion date to 11-14-71. Atty.: Daly, Joyce and <u>Borsari</u>	GRANTED	11-3-71
BLCT-2124 Received Filed #014495 \$50 AC: 069 PRESS:	10-21-71 10-26-71 11-19-71 10-26-71 DEC 17 1971	Lic. to cover (BPCT-3687 as mod.) for new station. Atty.: Daly, Joyce and <u>Borsari</u>	GRANTED	3-20--72

Form BC-121
September 1979

APPLICATION RECORD - BROADCASTING

Call
Letters WXLTVName SARASOTA-BRADENTON FLORIDA TELEVISION COMPANY, INC.
Ch. 40 Sarasota, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BRCTV-87 Rec. & filed	4-24-72 4-27-72 MAY 4 1972	Req. authority to operate remote control from 4101 Clark Road, Sarasota, Fla. Leonard Joyce (Daly, Joyce & Borsari)	GRANTED	8-30-72
BRCT-749 R & F PN REC PRESS	10-27-72 11-2-72 NOV 22 1972	RENEWAL OF LICENSE George R. Borsari, Jr. (Daly, Joyce & Borsari) AMENDED 12-18-72 in re application of Sec. IV-B, paragraph 20 Amended 3-2-73 re equal employment	GRANTED COMMISSION ACTION (See over for conditions)	1-3-74

BRCT-749 - conditions:

(i) Submit to the Commission within 30 days a list of local minority and women's organisations, agencies, community leaders, schools and colleges with which they will maintain systematic communication each time their stations seek to fill a job position; and (ii) Submit to the Commission, concurrent with the filing of their 1974 and 1975 annual employment reports (FCC Form 395), a detailed statement on the affirmative action undertaken to seek and encourage minority and women applicants for each job opening filled during each twelve (12) month period preceding the pay period covered by the filing of their station's 1974 and 1975 annual employment reports, respectively, with minority and female persons designated.

Form BC-121 Card #6
September 1969

APPLICATION RECORD - BROADCASTING

Commercial TV

Call
Letters WHLT-TV

Name Sarasota-Bradenton Florida Television Company, Inc.
Ch-40 Sarasota, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-4878	12-13-74	CP to chg. ERP to Vis. 962.8kW (Max) , 870.9kW	GRANTED COMMISSION ACTION	12-21-78
Received	12-20-74	(H), Aur. 192.7kW ; TL to 0.7 mi. SW of Parrish		
Filed	8-25-75	Fla. (27-31-50 82-26-16) ; SL to 5727 Lawton		
#s 375945 \$50	12-20-74	Dr., Sarasota, Fla.; type trans. to RCA		
458841 \$400	7-31-75	TTU-20C; type ant. to RCA TPU-45J (BT); and		
468966 \$50	8-25-75	HAAT 924.5 ft.		
AC: 001				
PRESS:	1 2 SEP 1975	Atty.: Daly, Joyce, <u>Borsari</u> and George		
PN REC'D:	9-8-75	Engr.: Kessler, <u>Peters</u> & Wilhelm		
GRANT FEE: \$4500				
GRANT FEE PAID:				
AC: 002				
AMENDMENT	3-30-77	Re financial and programming; and chg. ERP		
R & F	3-31-77	to Vis. 2871kW(Max), Aur. 431kW(Max); TL to		
PRESS:	APR 15 1977	Approx. 0.3 mi. SE of intersection of Rte. #675		
PN REC'D:		& Rye Rd., 4.2 mi. ESE of Parrish, Fla.		
		(27-33-21 82-21-49); type trans. to RCA TTU-60B;		
		type ant. to RCA TPU-36JDAS (DA); and HAAT 771 ft.		
		MAJOR ENVIRONMENTAL ACTION		

HPCT-4878

STATEMENT OF ASSOCIATION OF MAXIMUM SERVICE TELECASTERS, INC. filed 11-11-75 by Sarasota-Bradenton Television, Inc.

PETITION TO DENY filed 2-25-76 by Aloysius McCabe on behalf of WLCY-TV, Inc.

MOTION FOR ADDITIONAL TIME TO REPLY TO PETITION TO DENY filed 3-5-76 on behalf of WXLT-TV.

OPPOSITION TO PETITION TO DENY filed 3-31-76 by George R. Borsari, Jr. on behalf of WXLT-TV.

REPLY TO OPPOSITION TO PETITION TO DENY filed 5-3-76 by Aloysius B. McCabe on behalf of WLCY-TV.

REQUEST OPPORTUNITY TO SUPPLEMENT PETITION TO DENY filed 5-11-77 by Aloysius B. McCabe on behalf of WLCY-TV, Inc.

SUPPLEMENT TO PETITION TO DENY filed 5-31-77 by Aloysius B. McCabe on behalf of WLCY-TV, Inc.

MEMORANDUM OPINION AND ORDER adopted 12-21-78, released 1-11-79 FCC 78-915 4627: Accordingly, ~~IT~~ IT IS ORDERED, That the petition to ~~deny~~ deny and the supplement thereto filed by WLCY-TV, Inc. ARE DENIED, and the application of Sarasota-Bradenton Florida Television Company, Inc., IS GRANTED.

6A

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call
Letters

WXLT-TV

Name **SARASOTA-BRADENTON FLORIDA TELEVISION COMPANY, INC.**

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-4878	(Cont'd.)	Amended 5-26-77 re Sec. V-C, Para. 7(a) & Sec. V-G, Para 1. Amended 3-3-78 re other business interests.	gu	12-21-78

BPCT-4878

OPPOSITION TO SUPPLEMENT TO PETITION TO DENY filed 6-15-77 by George R. Borsari, Jr. on
behalf of Sarasota Bradenton Florida Television Company, Inc.

REPLY TO OPPOSITION TO SUPPLEMENT TO PETITION TO DENY filed 6-27-77 by Aloysius B. McCabe
on behalf of WLCY-TV, Inc.

APPLICATION RECORD - BROADCASTING

COMMERCIAL TELEVISION

Call
Letters

WXLT-TV

Name **SARASOTA-BRADENTON FLORIDA TELEVISION COMPANY, INC.**
CH-40 Sarasota, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-749 R & F PN Rec'd: PREBS:	9-15-75 10-1-75 10-3-75 28 OCT 1975	RENEWAL OF LICENSE Atty: George R. Borsari, Jr. (Daly, Joyce, Borsari and George) Amended 1-26-76 re programming. Amended 3-4-76 re equal employment.	GRANTED	3-17-76
BPCT-5142 R&F PRESS	12-12-77 12-16-77 FEB 17 1978	CP to chg. ERP to Vis 1136.6kW, Aur. 133.7kW(BT), chg. type ant. to RCA TFU-36JDAS, incr. hght. above ground & MSL, HAAT 725.5 ft. Atty.: George Borsari, Jr. (Daly, Joyce & Borsari) Amended 8-28-78 re financial	DISMISSED AS OF	1-19-79
BRCT-781002KZ PRESS	OCT 16 1978	RENEWAL OF LICENSE Contours filed 2-11-76.	GRANTED	2-14-79

EPCT-5142

Ltr. 1-8-79 from George Bareari requesting dismissal.

COMMERCIAL TELEVISION
APPLICATION RECORD-BROADCASTING

Call Letters: WILT-TV

Name: SARASOTA-BRADENTON FLORIDA TELEVISION COMPANY, INC.

CH-40

Station Location: SARASOTA, FL

File No.	Date	Description	Action and Date
BSCT-800701KE R & F	7-1-80 7-1-80	Request Waiver of Section 73.1201(b)(2) of the Rules to identify Station as Sarasota-Bradenton, FL Atty.: Daly, Joyce and <u>Borsari</u>	GRANTED 7-10-80
BLCT-790920KI R&F	9-20-79	License to cover CP(BPCT-4878) for chgs. in ERP, TL: SL;; type trans., type ant., & HAAT Richard F. Kennedy, atty	<i>Gr. 5-27-81</i>

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.

