WMC-AM

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

#1

Date First Licensed 1-19-23

Name of Licensee:

SCRIPPS-HOWARD BROADCASTING COMPANY (BML 2-8-62)

X SCRIPPS-HOWARD RADIO, INC. (BAL 12-21-61 EFF: 12-31-61)

XWMC BROADCASTING COMPANY, (AL 12-29-59; EFF: 1-1-60)

x MEMPHIS PUBLISHING COMPANY (AL 11-26-40, Effective 12-9-40)

x MEMPHIS COMMERCIAL APPEAL COMPANY (Vol.Assign.Lic.3-16-37)

x Memphis Commercial Appeal, Incorporated (Vol. Assign. 12-11-34)

x W M C, INCORPORATED (Vol.Assign,Lic. 10-17-33)

x MEMPHIS COMMERCIAL APPEAL, INC.

Call Letters W M C

LOCATION: MEMPHIS, TENN.

Transmitter Location:

5317 Crestview Drive, N.E. of Memphis, Tenn. (BZ 12-29-66)

X Near Memphis, Tenn (3/4 mile N.W. of 5 Points - Intersec.U.S.Highway #70 and Macon Road) (MP-B 6-12-36.) Lic.10-13-36

x 2 miles East of Bartlett, Tennessee.

38104

Main Studio Location:

1960 Union Avenue, Memphis, Tennessee(Ltr. 12-31-58)

x169 Madison Avenue, Memphis, Tenn. eff 1-25-71 Tel 524-71

X Hotel Gayoso, 139 S.Main St., Memphis, Tenn. (Renewal 12-28-31)

x 50 North Second Street, Memphis, Tennessee

-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	PERIOD From To
R-B-477	8-4-31	780	500,1KW	LS Unltd.	9-1 3-1-32
-R-B-477	2-9-32	780	500,1KW	LS Unltd	3-1 9-1-32
P-B-2518	4-12-32	Install	aux. tr.	(500W)	5-12 8-12-32
R-B-477	8-23-32	780	500,1KW	LS U	9-1 3-1-33
-867 Auxiliary	8-30-32	780	500,1KW-500W	LS U (cover. C.P. for Aux.)	9-1 3-1-33
-R-B-477	2-10-33	780	500,1KW-	LS U.	3-1 9-1-33
-S-B-477	8-18-33	Use Auxiliary transmitter.			8-18 9-16-33
-R-B-477	8-4-33	780	500,1KW-	LS U	9-1 3-1-34
R-B-477 Auxiliary	9-29-33	780	500,1kw-500w	LS U	9-29 3-1-34
-AL-B-536	10-17-33	Vol.Assign.Lic. to WMC,Inc.			
-R-B-477 uxiliary	2-20-34 "	780	500w,1kw 500w	LS U Aux.	3-1 9-1-34
A-B-155	6-29-34 Using	780 Directional antenna	1kw,2½kw-	LS U	6-29 9-1-34
B3-R-477 Auxiliary	8-7-34 "	780	500w,1kw-500w	LS U Auxiliary	9-1 3-1-35
SA-16	8-14-34	S.A.Exp. 1½kw-LS	operate additional Directional Antenna		500w-night 9-1 3-1-35
3-AL-17 MEMPHIS	12-11-34	Voluntary assignment of license to COMMERCIAL APPEAL, INCORPORATED			
33-S-477	2-26-35 Extension	Extension of license of auxiliary			3-1 4-1-35 3-1 4-1-35
33-SA-97	3-12-35	780 using directional antenna night.	1kw,2½kw-	LS U	3-1 4-1-35
33-S-477	3-19-35	Ext. of SA-97			3-19 9-1-35
B-R-477 Auxiliary	3-19-35	780	500,1kw-500w	LS U	3-19 9-1-35
B2-SA-18	4-16-35	Direct measu. for S.Exp.A.			4-16 9-1-35
B4-ML-182	5-14-35	780	1kw*2½kw;	LS U	5-14 9-1-35
	*Using directional antenna at night Mod.Lic. to cover Spec.Exp.Auth. for incr. in power and equipment changes				
33-R-477 xiliary	8-27-35 8-27-35	780	1kw, 2½kw-500w	LS U Aux.	9-1 3-1-36 9-1 3-1-36
P-621	11-19-35	780	1kw,5kw-	LS; chg.equip.	1-19 7-19-36
477 ary	2-8-36	780	1kw,2½kw-500w	LS U Aux.	3-1 9-1-36 3-1 9-1-36

FEDERAL COMMUNICATIONS COMMISSION

B -8-

BROADCASTING STATION LICENSE RECORD

Card #2

Date first licensed .....

Call letters W.M.C.

Name of licensee xMEMPHIS COMMERCIAL APPEAL COMPANY (Vol.Assign.Lic.3-16-37)
xMEMPHIS COMMERCIAL APPEAL, INCORPORATED

Transmitter location See Card #1

Main studio location See Card #1.

FCC-65

U. S. GOVERNMENT PRINTING OFFICE

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From—	Period To—
B3-MP-317 B3-MP-318	6-12-36	Mod.C.P. 621 for new trans.site, new directional antenna night and extend C. & C. dates			6-12	1-19-37
B3-R-477	C. A. 8-15-36	780	1kw*,2½kw-LS *Directional antenna	U	9-1	3-1-37
Auxiliary	"		500w	Aux.	9-1	3-1-37
R3-L-395 Aux.	10-13-36	780	1kw*5kw-LS 500w	U	10-12	3-1-37
		*Directional antenna night. Lic.to cover C.P. for incr. day power; move trans. changes in equip. & antenna.				
B3-P-1562	1-12-37	Move aux. transmitter			3-12	9-12-37
B3-R-477	2-23-37	780	1kw*,5kw-LS *Directional antenna night	U	3-1	9-1-37
Auxiliary	"		500w		3-1	9-1-37
B3-AL-163	3-16-37	Vol.Assign.Lic. to the MEMPHIS COMMERICAL APPEAL COMPANY				
B3-AL-163	3-16-37	Vol.Assignment Lic. for aux.trans. and B3-P-1562 to Memphis Com.Appeal Co.				
B3-R-477	CAS-27-37	780	1kw*5kw-LS *Directional antenna night	U	9-1	3-1-38
B3-S-477	CAS-27-37	Extension of aux.trans.			9-1	10-1-37
B3-L-685 Aux.	9-21-37	780	1kw*5kw-LS 500w	U	9-21	3-1-37
		*Directional antenna night Lic.to cover C.P.to move auxiliary transmitter				
B3-Z-121	10-12-37	Auth.det. oper. power by direct measurement			10-12	3-1-38
B3-R-477 Aux.	2-26-38	780	1kw*5kw-LS 500w	U	3-1	9-1-38
		*Directional antenna night				
B3-R-477 Aux.	8-23-38	780	1kw**5kw-LS 500w	U	9-1	3-1-39
		**Directional antenna night				
B3-S-477	8/22/38	Opr.Station WMC with 5kw power, from 7:30 pm to 8 pm, CST. 8-22-38, brdcst.speech by Congressman J.E.Rankin.				
B3-S-477	12/23/38	Opr 5kw night from Dec.23,1938 to Jan4,39 in order to overcome interference from Cuban Stat CMQ.				

B -S- #3

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WMC .....

Name of licensee .....

Transmitter location .....

Main studio location .....

FCC-65

U. S. GOVERNMENT PRINTING OFFICE

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From— To—
B3-S-477	1/3/39	Ex opr 5kw night in order to overcome interference to Feb 3, 1939			
B3-S-477	1/31/39	EX opr 5kw night in order to overcome interference to Feb 28,1939			
B3-S-477	1/31/39	EX opr 5kw night in order to overcome interference to Mar 5,1939			
B3-R-477 Aux.	2-6-39	780	1kw**5kw-LS 500w	U	3-1 9-1-39
	**Directional antenna night.				
B3-S-477	3/28/39	Ex opr 5kw night in order to overcome interference to Apr 4,1939			
B3-S-477	3/28/39	Ex opr 5kw night in order to overcome interference to May 4,1939			
B3-S-477	4/24/39	Ex opr 5kw night in order to overcome interference to June 3,1939			
B3-S-477	6/2/39	Ex opr 5kw night in order to overcome interference to July 3,1939			
B3-S-477	6/14/39	opr 5kw night in order to overcome interference frm 6/14 to 7/13/39			
B3-S-477	6/29/39	opr 5kw night in order to overcome interference frm 7/14 to 8/12/39			
B3-S-477	8-3-39	Ext.S.A. 5kw night			8-13 9-1-39
B3-S-477	8-3-39	Ext.S.A. 5kw night			9-1 9-11-39
B3-R-477 Aux.	8-8-39 500w	780	1kw**5kw-LS	U	9-1 4-1-40
	*Directional antenna night				
B3-S-477	9/1/39 Session	rebr. 3:30 to 3:45pmCST 9/3/39(Drill of Amateur Stations			
B3-S-477	9/13/39	EXT S.A. 5kw night			9/12 10/11/39
B3-S-477	10/10/39	EXT S.A. 5kw night			10/12 11/10/39
B3-S-477	11/9/39	EXT S.A. 5kw night			11/11 12/10/39
B3-S-477	3/19/40	reb/c Apolis police 7/8 MY radio call letters 7:30, 5:15 to 5:45pm 3/22/40 (demonstrate application of radio to modern policing)			
B3-S-477	3-22-40	Extension of license (m + Auxy)			4-1 5-1-40
B3-S-477	4-29-40	Extension of license Main and Auxiliary			5-1 6-1-40
B3-S-477	5-28-40	Extension of license Main and Auxiliary			6-1 7-1-40
B3-S-477	6-25-40	Extension of license Main & Auxiliary			7-1 8-1-40
B3-S-477	7-24-40	Ext. of Main & Aux. license			8-1 10-1-40
Order	9-10-40	Extension of license Main & Auxiliary			10-1 3-29-41

B-8- 24

BROADCASTING STATION LICENSE RECORD

Date first licensed _____ Call letters W M C

Name of licensee MEMPHIS PUBLISHING COMPANY

Transmitter location _____

Main studio location _____

FCC-65

U. S. GOVERNMENT PRINTING OFFICE 104189

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From— To—
-A1-294	11-26-40	Assignment of license to MEMPHIS PUBLISHING CO. Effective 11:25am, 12-9-40			
83-S-477	2/11/41	opr 5kw night using DA frm 2/11 to 3/12/41 to overcome interference frm Cuban station CMBC			
83-S-477	3/13/41	opr 5kw night frm 3/13 to 3/28/41, pendin reallocation to overcome interference caused to WMC by CMBC			
3-F-191	3-19-41	Install automatic frequency control equipment on 790 kc under NARBA			
NARBA REALLOCATION					
83-R-477	3-24-41	790	1kw*5kw-LS	U *DA-N	3-29-41 4-1-42
Aux.			500w	Aux.	
3-P-2743 Letter	8-5-41 8-30-41	790 C.P. to increase night power and make changes in *DA for night use. Granted subject to redesigning of DA and conditional upon multiple ownership rules.	5kw*5kw-LS	U	
83-R-477	3-17-42	790	1kw*5kw-LS *DA-N	U	4-1 6-1-44
Auxiliary			500w		
83-P-2743) 83-MP-1410)	3-17-42	790	5kw*5kw-LS *DA-Night	U (Cond'l Clause)	5-17 11-17-42
night	C.P.incr.night power and make changes in DA for use; also mod.C.P. for changes in D.A.				
83-Z-1358 Auxiliary	4-22-42	790	1kw*5kw-LS 500w *DA-Night	U Aux.	4-22 6-1-44
CANCELLED	Determine operating power by direct measurement				
83-Z-1358 Auxiliary	4-22-42	790	1kw*5kw-LS 500w *DA-Night	U Aux.	4-22 6-1-44
This license supersedes above license of same date					
83-L-1718 BP-A-NCELLED	10-14-42	790	5kw*5kw-LS 500w	U Aux. *DA-Night	10-14 6-1-44
CANCELLED	Lic. to cover CP 2743 as mod., for incr. in power, and changes in DA for night use; also determine operating power by direct measurement. (COND'L CLAUSE)				

B -S-

Card #5

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ..... W M C

Name of licensee .....

SEE: Card #1

Transmitter location .....

Main studio location .....

FCC-65

U. S. GOVERNMENT PRINTING OFFICE 122111

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From—	Period To—
B3-S-477	11-6-42	790	5kw* 5kw-LS	U	12-1	6-1-44
Aux CANCELLED			500w *DA-N	(Cond'l Clause)		
		Mod. Lic . accordance Order 107				
B3-L-1716)	10-14-42	790	5kw*	U	10-14	6-1-44
B3-Z-1450)			500w	Aux.		
			*DA-Night (Cond'l Clause			
Lic. to cover CP 2743 as mod., for incr.in power & changes in DA for night use; also determine operating power by direct measurement.						
This license supersedes license previously dated 10-14-42 and includes requirement that the field be measured monthly per Engr.'s Memo of 9-9-43						
B3-S-477	11-6-42	790	5kw*	U	12-1	6-1-44
Auxiliary			500w	Aux.		
			*DA-Night	(Cond'l Clause)		
		Mod.lic. accordance Order 107				
This license supersedes above license of same date and includes requirement that field be measured monthly per Engr's Memo of 9-9-43						
B3-S-477	5-30-44	790	5kw*	U	6-1	5-1-46
Aux.			500w *DA-N	(H)		
		Pending Hearing				
B3-R-477	6-26-45	790	5kw*	U	6-26	5-1-46
Auxiliary			500w	Aux.		
			*DA-N			
B3-S-477	9-25-45	790	5kw*	U	10-1	5-1-46
			500w	Aux.		
Mod. Lic. Order 107A			*DA-N			
B3-P-3958	10-8-45	C.P. install new transmitter			12-8	6-8-46
B3-L-1922	2-18-46	790	5kw*	U	2-18	5-1-46
Aux.			500w	Aux.		
			*DA-N			
Lic. to cover C.P. (P-3958) for new transmitter						
B3-S-477	4-26-46	Extension of license Main & Auxiliary			5-1	7-1-46
B3-S-477	6-20-46	Extension of license Main & auxiliary			7-1	9-1-46

BROADCASTING STATION LICENSE RECORD

#6

Date first licensed _____

Call letters W M C

Name of licensee See Card #1

Transmitter location _____

Main studio location _____

FCC-65

U. S. GOVERNMENT PRINTING OFFICE 194180

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From—	Period To—
B3-R-477 Aux.	7 -19-46	790	5kw* 500w *DA-N	U	7-19	5-1-49
B3-L-2133	11-18-46	790	5kw* 5kw *DA-N	U	11-18	5-1-49
	License to use Old Main Trans. as an auxiliary Trans. with Power of 5 kw.					
BP-6579	7-20-48	790	5kw*, 5kw-LS *DA-N	U	9-20	3-20-49
	CP to make changes in DA system and to mount television and FM antenna on AM tower. (CONDITIONAL CLAUSE)					
BL-3542	2-15-49	790	5kw*, 5kw-LS *DA-N	U	2-15	5-1-49
	Lic. to cover CP (6579) for changes in DA system and to mount Television and FM antennas on top of AM tower.					
BR-477 Aux.	4-29-49	790	5kw*5kw-LS 5kw *DA-N	U	5-1	5-1-52
BS-477 Aux.	6-6-49	790	5kw*, 5kw-LS 5kw *DA-N	U Aux.	6-6	5-1-52
	Mod. lic. covering new operating cond. of DA in accordance with engineering report filed 6-1-49.					
BP-8316	1-22-52	CP to remove FM ant. from top and mount on side of NW tower (COND'L CLAUSE)			3-22	9-22-52
BR-477 & Aux.	4-17-52	790	5kw, LS 5kw DA-N	U	5-1	8-1-52
BMP-5909	7-15-52	Mod. CP (8316) for changes in antenna system & extension of C & C dated (CONDITIONAL CLAUSE)			9-15	3-15-53
		790kc	Au5kw*	Aux	8-1-52	8-1-55
BR-477	7-30-52	"	Ma5kw*	*DA-N Unl.	8-1-52	8-1-55
BMP-6024	11-19-52	Mod. of CP (BP-8316, as mod.) to increase height of tower (CONDL CLAUSE)			1-19-53	7-19-53

B-S. #7

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ....WMG....

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--
BP-8941	8-11-53	CP replace expired permit (BP-8316, as mod.) which auth. removal of FM antenna & side mount on NW tower & increase height of tower. (COND'L CLAUSE)			10-11 4-11-54
BMP-6335	11-6-53	790kc	5kw, DA-N	Un	1-6-54 7-6-54
	Mod. of CP(8941) to make changes in antenna system (CONDITIONAL CLAUSE)				
BMP-6565 (1)	8-10-54	Mod. of CP(8941, as mod.) to make changes in antenna system (Cond'l)			10-1-54 4-10-5
BL-5314	10-14-54	790	5kw-DA-N	U	10-14 8-1-55
Lic. cover CP (8941) as mod., to remove FM ant. from top and mount on side of NW tower and incr. height of tower					
BL-5314	10-14-54	790	5kw DA-N	U	10-14 8-1-55
Lic. cover CP(8941) as mod., to remove FM ant. from top & mount on side of NW tower and incr. height of tower Supersedes above and corrects current & resistance values					
BR-477	7-20-55	REINEWAL OF LICENSE Main & Auxiliary			8-1 8-1-58
BR-477	7-9-58	Renewal of license Main and Auxiliary			8-1 8-1-61
BAL-3740 EFF:	12-29-59 1-1-60	Voluntary assignment of license to WMC Broadcasting Company			
	7-26-61	Comm. deferred action on renewal pending further consideration.			
BR-477 AUX	7-31-61	790kc	5kw-DA-N	U	8-1 8-1-64
			5kw-DA-N	AUX	8-1 8-1-64
BR-477	7-31-61	Superseding authorization to show the antenna current and the antenna resistance the same as the main transmitter. (Aux.)			
BAL-4416 EFF:	12-21-61 12-31-61	Voluntary assignment of license to Scripps-Howard Radio, Inc.			
BML-1984	2-8-62	790kc	5kw-DA-N	U	2-8 8-1-64
	Mod. of license to change name to SCRIPPS-HOWARD BROADCASTING COMPANY				
			5kw-DA-N	Aux.	

Form BC 126
June 1954

8

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ....WMC.....

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-
BZ-4881	4-22-63	Authority to determine operating power by direct measurement of antenna power (Main transmitter) and AUXILIARY)			
BR-477 AUX	10-28-64	790kc.	5kw	U DA-N to	10-28 8-1-67 8-1-67
BZ-5369	12-29-66	790kc	5kw-DA-N U		12-29 8-1-67
	Authority to determine operating power by direct measurement of antenna power (Main Transmitter)				
BZ-5640 (1)	12-29-66	Authority to determine operating power by direct measurement of ant. power (Auxiliary Transmitter).			
Ltr. dtd. 5-19-67, rec'd 5-23-67 giving notification per Sect. 73.48(a)(5) Rules that a RCA BTA-5T trans. is now installed & in oper. as Auxiliary Trans. (Eff:8-1-66)					
BR-477	7-18-67	790kc Renewal Renewal	5kw-DA-N Aux. of License(Main) of NDEA		8-1 8-1-70
BR-477(L) BL-12,557 -(Alt.)	9-30-71	RENEWAL	MAIN -ALT. MAIN NDEA		8-1-73
BR-477(L)	10-24-73	MAIN -ALT. MAIN			8-1-76
Ltr.	9-3-76	RCA BTA-5L2 replaces RCA 10F alt.			
COMTEL	2-1-77	Obstruction marking spec. paragraphs 1,3, 8,17 and #1(NW); Par. 1, 3 and 21 #2(NE) & #3(SE); and Par. 1 for tower #4(SW) and the Auxiliary tower.			in accordance 21 for towers for towers
BR-477(L)	2-22-78	RENEWAL (MAIN & ALT. MAIN) 8-1-79			
COMTEL	1-18-78	TRANS: RCA BTA-5L2 now installed as ALT. MAIN			
BP-20907	3-25-80	790kHz 5kw-DA-N,U. CP to make changes in nighttime MEOV's.			3-25-81
BRC-800425AH (1)	7-9-80	Mod. of License operate by RC from main studio loc.			
COMTEL	11-17-80	AU. & TERMS COMTEL 12-2-77 EXT. THRU 1-30-81			

BROADCASTING STATION HISTORY RECORD

CARD # 9

First licensed .....

Call Letters AM WMC .....

Station Location .....

Name SEE CARD # 1 .....

Transmitter Location .....

Main studio location .....

Form BC-126
December 1978

Authorization Record

File No.	Granted	Facilities	Expires
COMTEL	8-6-80	AUTH & TERMS COMTEL 12-2-77 EXT. THRU 10-30-80.	

#1.

STATION APPLICATION RECORD

APPLICANT: MEMPHIS COMMERCIAL APPEAL, INC. CALL LETTERS: WMC

ADDRESS: 30 North Second St., Memphis, Tennessee

FILE NO: 3-R-B-477 DATED: 3/29/29

Present Assignment: 780 Kc., 500 W.N. & 1 KW. LS., unlimited

Requested: Renewal

ACTION: Lic. 4/16/29, 780 Kc., 500 W.N., 1 KW.LS., unlimited, period 4/30/29 to 7/31/29

APPLICANT: Memphis Commercial Appeal, Inc. CALL LETTERS: WMC

ADDRESS: 2 miles east of town of Bartlett, Shelby, Co. Tenn.

FILE NO: 3-P-B-859 DATED: 7/29/29

Present Assignment: 1 KW Day and 500 W. nite
780 Kc. [redacted]. Unlimited time

Requested: Same Kc, 1 KW " : Inc. power at nite
:Change in Loc. of Trans.

ACTION: Approved 9/25/29 (Min.)
C. P. issued 10/1/29 for change in location only. as requested.
Com. date 1/15/30.

APPLICANT: MEMPHIS COMMERCIAL APPEAL, INC. CALL LETTERS: WMC

ADDRESS: #30 North Second St., Memphis, Tenn.

FILE NO: 3-R-B-477 DATED: 6/25/29

Present Assignment: 780 kc. 500 w. night; 1 KW LS Unlimited

Requested: Renewal

ACTION: G.O. 69 - 7/31/29 to 10/31/29

#2.

STATION APPLICATION RECORD

APPLICANT: MEMPHIS COMMERCIAL APPEAL, INC. CALL LETTERS: WMC

ADDRESS: 30 North 2nd St., Memphis, Tenn.

FILE NO: 3-R-B-477 DATED: 9/24/29

Present Assignment: 500 w. 780 kc. 1 KW. L.S. Unlimited

ACTION: Lic. 10-18-29
780 kc. 500 w. 1 KW.-L.S. Unlim.
Per. 10-31-29 to 1-31-30

Requested: Renewal

APPLICANT: MEMPHIS COMMERCIAL APPEAL, INC. CALL LETTERS: WMC

ADDRESS: 2 miles East of Bartlett, Tennessee

FILE NO: 3-MP-B-45 DATED: 12-30-29
Granted Minuted 1-20-30
Issued 1-22-30 for extension

Present Assignment: 1 KW. LS 780 kc. 500 W. nite Uhlimited

ACTION: ~~As requested.~~ only to 3/15/30

To install auxiliary transmitter at 30 N. 2nd St(W.E.101-B)

Requested: Extend completion date from 1/15/30 to 3/15/30.

APPLICANT: MEMPHIS COMMERCIAL APPEAL, INC., CALL LETTERS: WMC

ADDRESS: 30 North Second St., Memphis, Tenn.

FILE NO: 3-R-B-477 DATED: 12-27-29

Renewal license 1-15-30.
Period 1-31 to 4-30-30.

Present Assignment: 780 kc 500 w. 1 kw LS., unlimited.

ACTION:

Requested: Renewal

#3.

STATION APPLICATION RECORD

APPLICANT: MEMPHIS COMMERCIAL APPEAL, INC. CALL LETTERS: WMC

ADDRESS: 30 North 2nd St., Memphis, Tenn.
C.P. to move to Bartlett, Tenn.

Present Assignment: 780 Kc. 500 w. 1 Kw. LS., unlimited.

Requested: authority to erect an auxiliary transmitter. at Bartlett

FILE NO: 3-P-B-1155 DATED: 2-11-30
C.P.granted Min. 3-14-30, issued 3-14-30 to erect an auxiliary
ACTION: transmitter at location of main transmitter. Completion date 6-14-30.

APPLICANT: MEMPHIS COMMERCIAL APPEAL, INCORPORATED CALL LETTERS: WMC

ADDRESS: 2 miles East of Bartlett, Tennessee

Present Assignment: 780 kc. 500 W. Unlimited

Requested: License to cover {3-P-B-859 issued 10/1/29, 3-P-B-1155 issued 3/14/30}

FILE NO: 3-L-B-292 DATED: 3/14/30
Mod.Lic.granted C.A. 4-3-30, issued 4-3-30 to cover two C.P.'s
ACTION: as requested, (above)
Period 4-3-30 to 4-30-30.

APPLICANT: Same CALL LETTERS: WMC

ADDRESS: Same

Present Assignment: 780 Kc. 500 W 1 KW LS Unlimited

Requested: Renewal

FILE NO: 3-R-B-477 DATED: 4-15-30
Renewal Lic. 4-21-30
ACTION: Per: 4-30 to 7-31-30

#4.

STATION APPLICATION RECORD

APPLICANT: MEMPHIS COMMERCIAL APPEAL, INCORPORATED CALL LETTERS: WMC

ADDRESS: 2 miles E. of Bartlett, Tennessee

FILE NO: 3-P-B-1389 DATED: 5/7/30

Present Assignment: 780 kc. 1 KW. day and 500 W. nite Unlimited

ACTION: Retired to files at applicant's request. Letter to applicant 6/13/30

Requested: Install new equipment.

APPLICANT: same CALL LETTERS: WMC

ADDRESS: same

FILE NO: 3-R-B-477 DATED: 6-25-30

Renewal License 7-7-30

Present Assignment: 780 kc. 500 w.nite, 1KW LS Unlimited

ACTION: Per: 7-31 to 10-31-30

Requested: renewal

APPLICANT: CALL LETTERS:

ADDRESS:

FILE NO: DATED:

Present Assignment:

ACTION:

Requested:

#5.

Form 94

APPLICATION RECORD - BROADCASTING

Call Letters WMC

Memphis Commercial Appeal, Inc. (4-3-31)
x Paul Dillard and Enoch Brown, Jr., Receivers (1-20-31)
Name x Memphis Commercial Appeal, Inc.

File No.	Date d ~~Received~~	Application for	Action Nature	Action Date
3-P-B-1541	7-10-30	Construction permit to install new 50 KW equipment, change frequency from 780 kc. to 650 kc., and increase power from 500 w. night, 1 KW LS to 50 KW. Unlimited hours.	Withdrawn	7-25-30
3-P-B-1681	9/23/30	Install new equipment, change frequency from 780 kc. to 650 kc., and increase power from 1 KW. day and 500 W. night to 50 KW., unlimited.	Dismissed	1-30-31
3-R-B-477	9/26/30	Renewal of License	Granted	10-21-30
3-AL-B-310 Filed by Dillard & Brown.	12-18-30	Involuntary assignment of license to PAUL DILLARD AND ENOCH BROWN, JR., RECEIVERS	Granted	1-20-31
3-R-B-477	12-27-30	Renewal of license	G.O.103 Granted	1-20-31 4-24-31.
3-AL-B-324 Filed by Memphis Com Appeal	2-14-31	Involuntary assignment of license to MEMPHIS COMMERCIAL APPEAL, INC.	Granted	4-3-31

Form 94

APPLICATION RECORD - BROADCASTING

#6

Call Letters WMC

Name MEMPHIS COMMERCIAL APPEAL, INC.

File No.	Dated ~~Received~~	Application for	Action Nature	Action Date
3-R-B-477	2-26-31	Renewal of license	Not necessary	
3-R-B-477	6-24-31	Renewal of license	Granted	8-4-31
3-R-B-477	12-28-31	Renewal of license	Granted	2-9-32
	2-2-32	Renewal of license for aux. transmitter-------	Returned	9-23-32
3-P-B-2518	3-14-32	Install auxiliary transmitter (500 W)	Granted	4-12-32
3-R-B-477	6-25-32	Renewal of license	Granted	8-23-32
3-L-B-867	8-8-32	License to cover Cp for Aux. Transmitter	Granted	8-30-32
3-R-B-477	12-22-32	Renewal of license	Granted	2-10-33
3-SA-B-32	2-17-33	Modification of license to increase power from 500w, 1KW-LS, to 500w with additional 500 w, night experimentally, 1kw day.	~~Returned--2-25-33 oath-improperly-exec.~~ Returned	6-8-33
Resubmitted	2-27-33	Properly executed	not in proper form	
3-R-B-477	6-27-33	Renewal of license	Granted	8-4-33
3-R-B-477	9-4-33	Renewal of License for Auxiliary	Granted	9-29-33

Form 94

#7

APPLICATION RECORD - BROADCASTING

Call Letters W M C

Name W M C, INCORPORATED (Vol.Assign.Lic. 10-17-33) MEMPHIS COMMERCIAL APPEAL, INC.

File No.	Dated	Application for	Action Nature	Action Date
3-AL-B-536 Recd	8-31-33 9-21-33.	Consent to voluntary assignment of license to W M C, Inc.	Granted	10-17-33
3-P-B-3059 Amended	11-21-33 12-2-33	Construction Permit to move Studio from Memphis, Tenn., to U.S. Highway #51, Frankstown, Miss., to increase power from 500w-night & 1 KW-LS, to 1 KW-night & 2½KW-LS, also make changes in equipment. To be considered under Paragraphs 6 (f) and 6 (g).	Dismissed at request of applicant, ORDER, Min. June 29, 1934	
3-R-B-477 " Resubmitted	12-26-33 " 1/24/34	Renewal of license - - - - - - - - - - - - " " " of auxiliary trans. - - - -	Granted ~~Returned 1-19-34~~ Granted	2-20-34 2-20-34

Form 94

APPLICATION RECORD - BROADCASTING

#8

Call Letters W M C

Name Memphis Commercial Appeal, Incorporated (Vol. Assign. 12-11-34)
x W M C, Incorporated

File No.	Dated	Application for	Action Nature	Action Date
3-SA-B-155	6-25-34	Special Experimental Authorization to increase power from 500w-night, 1KW-LS to 1KW-night, 2½KW-LS, also changes in equipment. For period not beyond 9-1-34.	Granted	6-29-34
3-R-B-477	6-25-34	Renewal of license & auxiliary	Granted	8-7-34
		FEDERAL COMMUNICATIONS COMMISSION		
B3-SA-16	7-31-34	Extension of special experimental authorization to operate with an additional power of 500 watts night 1½kilowatts-LS for the period 9-1-34 to 3-1-35 (Directional Antenna)	Granted	8-14-34
B3-AL-17	10-27-34	Voluntary assignment of license to Memphis Commercial Appeal , Inc., Memphis, Tenn.	Granted	12-11-34

Form 94

APPLICATION RECORD - BROADCASTING

#9

Call Letters WMC

Name W M C, Incorporated

File No.	Dated	Application for	Action Nature	Action Date
B3-Z-11 Resubmitted	11-30-34 1-10-35	Authority to determine operation power by direct measurement of antenna (for S.A. exp.)	~~Returned~~ ~~Jurat & signature~~ Request of applicant	~~1-8-35~~ - Returned 3-12-35
B3-MSA-11	12-3-34	Modification of special experimental authorization to operate without directional antenna	Returned wrong form	1-8-35
B3-R-477 Resubmitted B3-R-477 Resubmitted	12-31-34 2-9-35 1-19-35 2-9-35	Renewal of license Sec. 17(c) " " " for auxiliary Resub. 3-9-35	~~Returned~~ ~~Returned~~ Granted ~~Granted~~ ~~Returned~~	~~2-5-35~~ ~~2-25-35~~ 3-19-35 ~~3-19-35~~ ~~3-6-35~~
B3-SA-97	2-9-35	Extension of special experimental authorization to operate with power 1kw, 2½kw-LS for period from 3-1-35 to 9-1-35 (Directional Antenna)	Granted	Min. 3-12-35
B3-Z-18	3-18-35	Authority to determine operating power by direct measurement of antenna (For S.A.Exp.)	Granted	4-16-35

Form 94

#10

APPLICATION RECORD - BROADCASTING

Call Letters WMC

Name WMC, Incorporated

File No.	Dated	Application for	Action Nature	Action Date
B3-ML-182	4-5-35	Modification of license to change operating power from 500w-1000w L.S. to 1 kw. using directal antenna- 2.5 kw L.S. and to cover equipment changes made under authorization of S.A.	Granted	5-14-35
B3-P-621	6-4-35	Construction permit to make changes in equipment and increase power from 1kw, 2½kw-LS to 1kw, 5Kw-LS.	ORDER of Recon. & Grant Min. 11-19-35	
Amended	6-29-35	To make changes in equipment (antenna).		
B3-R-477	6-27-35	Renewal of license for main auxiliary		
"	"	" " " " aux. trans.	Granted	8-27-35
B3-R-477	12-28-35	Renewal of License {Main Trans. Aux. Trans.}	Granted	2-8-36
"	" "	" " "		

Form 94

#11

APPLICATION RECORD—BROADCASTING

Call letters WMC

Name MEMPHIS COMMERCIAL APPEAL, INC

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-MP-317	5-7-36	Modification of construction permit (B3-P-621) to install a new directional antenna, change transmitter site from Intersection U.S. Highways 64 and 70, Memphis, Tennessee to 3/4 Mi. N.W. of 5 points-Intersection U.S. Highway #70 and Macon Road, near Memphis, Tennessee, extend commencement and completion dates from 1-19-36 and 7-19-36 respectively to date of grant and 1-19-37.	Granted	6-12-36
B3-MP-318	5-9-36	Modification of Construction permit (B3-P-621) to extend completion date from 7-19-36 to 1-19-37.	Granted	6-12-36

U. S. GOVERNMENT PRINTING OFFICE

Form 94

#12

APPLICATION RECORD—BROADCASTING

Call letters WMC

Name MEMPHIS COMMERCIAL APPEAL, INC.

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-R-477	6-27-36	Renewal of license	Granted	C.A. 8-15-36
"	"	" " " for Aux. Trans.		
B3-L-395	9-18-36	License to cover construction permit (B3-P-621) for changes in equip., antenna, increase in power and change in transmitter site.	Granted	10-13-36
B3-ML-389	11-9-36	Modification of license to increase night power from 1kw to 5kw (using directional antenna)	Returned Request of attorney	5-12-37

U. S. GOVERNMENT PRINTING OFFICE

Form 94

APPLICATION RECORD—BROADCASTING

#13

Call letters W M C

Name MEMPHIS COMMERCIAL APPEAL, INCORPORATED

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-P-1562	12-9-36	Construction permit to move auxiliary transmitter from Intersection U.S. Highways 64 and 70, 2 Mi. east of Bartlett, Tenn. to 3/4 Mi. northwest of five points-intersection U.S. Highway #70 & Macon Road, near Memphis, Tennessee.	Granted	1-12-37
B3-R-477	12-28-36	Renewal of license	Granted	2-23-37
"	"	" " 2" Aux. Trans.		

U. S. GOVERNMENT PRINTING OFFICE

Form 94

APPLICATION RECORD—BROADCASTING

#14

Call letters WMC

Name MEMPHIS COMMERCIAL APPEAL COMPANY (Vol.Assign.Lic.3-16-37)
x MEMPHIS COMMERCIAL APPEAL, INCORPORATED

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-AL-163	1-14-37	Voluntary assignment of license from Memphis Commercial Appeal, Inc. to Memphis Commercial Appeal Co. Original application requested assignment of aux. trans. and C.P. B3-P-1562	Granted In Min. 5-11-37 Substitute Minute Entry Granted assignment of aux.trans. and B3-P-1562	3-16-37
B3-R-477	6-18-37	Renewal of license	Granted	C.A. 8-27-37
B3-L-685	9-8-37	License to cover C.P.(B3-P-1562) to move aux. trans.	Granted	9-21-37
B3-Z-121	9-8-37	Authority to determine operating power by direct measurement of antenna power.	Granted	10-12-37

U. S. GOVERNMENT PRINTING OFFICE

Form 94

#15

APPLICATION RECORD—BROADCASTING

Call letters W.M.C.

Name MEMPHIS COMMERCIAL APPEAL COMPANY

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-P-1959	9-1-37	Construction permit to make changes in directional antenna for night use and change power from 1kw, 5kw-LS to 5kw day and night.	Retired to closed 2-10-40 Superseded by B3-P-2743	
Superseded	10-4-37			
~~B3-R-477~~	~~1-10-38~~	~~Renewal of License (Obsolete forms)~~	~~Returned~~	~~1-18-38~~
~~"~~	~~"~~	~~" " " Aux. Trans.~~	~~"~~	~~"~~
Resubmitted	1-20-38	Renewal of license	Granted	2-26-38
"	"	" " " Aux. Trans.	Granted	2-26-38

Form 94

APPLICATION RECORD—BROADCASTING

#16

Call letters W M C

Name Memphis Commercial Appeal Co.

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-R-477	6-23-38	Renewal of license (Sec.7c)	~~Returned~~	~~7-14-38~~
"	"	" " " Aux. Trans.	"	"
Resubmitted	"	" " "	Granted	8-23-38
"	"	" " " " "	"	"
B3-R-477	12-22-38	Renewal of license	Granted	2-6-39
"	"	" " " Aux. Trans.	"	"
B3-R-477	6-20-39	Renewal of license	Granted	8-8-39
"	"	" " " Aux. Trans.	"	"
B3-R-477	1-17-40	Renewal of license		
"	"	" " " Aux. Trans.		

U. S. GOVERNMENT PRINTING OFFICE

Form 94 #17 APPLICATION RECORD - BROADCASTING

Call Letters W M C

Name MEMPHIS COMMERCIAL APPEAL COMPANY

File No.	Dated	Application for	Action Nature	Action Date
B3-ML-957 Resubmitted Received	1-31-40 1-31-40 3-30-40	Modification of license to change corporate name of licensee from Memphis Commercial Appeal Company TO Memphis Publishing Company.	~~Returned 3-5-40 should file TC~~ LETTER Retiring AL to closed files. Superseded by AL.	11-1-40
B3-P-2743 Amended Received Filed amended Rec'd filed	1-24-40 11-30-40 12-5-40 12-5-40 5-21-41 5-23-41 5-23-41	Construction permit to make changes in the directional antenna for night use and increase power from 1kw 5kw-LS to 5kw day and night. To change name of applicant to Memphis Publishing Company. Amended to request 790 kc under NARBA and make changes in D.A. Form 335 filed 7-1-41.	Granted 8-5-41 subject to redesigning of antenna system. Donditional subject to such rules as may be adopted re multiple ownership. Letter 8-30-41 Issued with MP-1410	

Form 94

APPLICATION RECORD - BROADCASTING

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Call Letters W M C

Name MEMPHIS PUBLISHING COMPANY (AL11-26-40, Eff.12-9-40)
x MEMPHIS COMMERCIAL APPEAL COMPANY

File No.	Dated	Application for	Action Nature	Action Date
B3-TC-227	5-7-40	Authority to transfer control of corporation from MEMPHIS PRESS-SCIMITAR COMPANY to THE E.W. SCRIPPS COMPANY, 3000 Class A Common and 3000 common stock.	Letter 11-1-40, Retiring TC to closed files. Superseded by AL. See B3-AL-294	
B3-R-477	5/24/40	Renewal of license	~~Dismissed without prej.~~ Retired to closed files	1-10-41
"	"	" "	" " "	"

Form 94

APPLICATION RECORD - BROADCASTING

19.

Call Letters W M C

Name MEMPHIS PUBLISHING COMPANY (AL 11-26-40, Eff. 12-9-40)
x MEMPHIS COMMERCIAL APPEAL COMPANY.

File No.	Dated	Application for	Action: Nature	Action: Date
B3-AL-294 Received Filed	10-23-40 10-24-40 10-24-40	Voluntary assignment of license from MEMPHIS COMMERCIAL APPEAL COMPANY TO MEMPHIS PUBLISHING COMPANY.	GRANTED Effective:	11-26-40 11:25 a.m., 12-9-40
B3-R-477 "	1-21-41 "	Renewal of license " "	Granted 3-24-41 for 790 kc, 1kw 5kw-LS, U, DA-N Aux. Granted 3-24-41. NARBA	
B3-F-191 received	2-19-41 2-21-41	Authority to install automatic frequency control equipment on 790 kc under NARBA	Granted	3-19-41
B3-MP-1410 rec'd Filed Amended received Filed	9-10-41 9-11-41 9-11-41 12-11-41 12-15-41 12-15-41	Modif. of C.P.(B3-P-2743 for incr. in power from 1kw 5kw-LS to 5kw-Day & night & changes in DA for night use) to make changes in D.A. for night use RE: directional antenna.	Granted Subj.to condition such rules as may be adopted re multiple ownership	3-17-42

Form 94

20

APPLICATION RECORD - BROADCASTING

Call Letters W M C

Name MEMPHIS PUBLISHING COMPANY.

File No.	Dated	Application for	Action Nature	Action Date
B3-P-3380 received filed	10-13-41 11-4-41 11-7-41	C.P. to install new transmitter, increase power from 1kw*;5kw-LS to 1kw* 10kw-LS.(DA*) Form 335 filed 11-12-41. Filed by Mr.G.Smith. C.E.Baker,Chief,Engr.,Memphis,Tenn.	Dismissed without prejudice accordance Memo opinion	Min. 6-23-42
B3-R-477 B3-R-477	1-16-42 1-16-42	Renewal of license main " " " aux. atty. Geo. Smith	Granted	3-17-42
B3-Z-1358 Received	2-21-42 2-24-42	Authority to determine operating power by direct measurement of antenna power. Form 335 filed. Mr.Geo.Smith filed app.	Granted	4-22-42

Form 94 #21

APPLICATION RECORD - BROADCASTING

Call Letters WMC

Name MEMPHIS PUBLISHING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
B3-L-1716 and B3-Z-1450 Rec'd.	9-10-42 9-22-42	License to cover construction permit (B3-P-2743 as modified) which authorized increase in night power and changes in DA for night use AND authority to determine operating power by direct measurement of antenna power. Filed by Geo. Smith. A.D.Ring - Engr. 335's filed.	Granted Subj.such rules as may be adopted re multiple ownership	10-14-42
B3-R-477 " Rec'd "	3-25-44 4-3-44 4-1-44 4-5-44	Renewal of license (main) (1) " " Aux. (2) Main Filed by George Smith atty. Aux. " " " " Program log filed 4-5-45 Amend. filed 5-9-45	Designated for Hearing Temp.license Granted for period ending 5-1-46 Min. #238-44 5-30-44 Docket No. 6610 ORDER of Grant Min.#297	6-26-45

Form 94

#22

APPLICATION RECORD - BROADCASTING

Call Letters W M C

Name MEMPHIS PUBLISHING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
B3-P-3958 Rec'd Filed	8-30-45 9-7-45 9-7-45	Construction Permit to install new transmitter. (Filed by Geo. S. Smith, Atty.)	Granted	10-8-45
B3-L-1922 Recd. Filed	1-2-46 1-5-46 1-5-46	License to cover C.P. (B3-P-3958) which authorized installation of new transmitter. (Filed by Atty. Harold Cowgill)	Granted	2-18-46
B3-R-477 " Rec'd	2-25-46 " 2-27-46	Renewal of license " " Aux. Filed by Harold Cowgill atty. Amend. Par. 17b filed 4-10-46 Addsl program material filed 6-21-46	Granted	7-19-46

Form 94

APPLICATION RECORD - BROADCASTING

#23

Call Letters W M C

Name MEMPHIS PUBLISHING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
B3-L-2133 Rec'd Filed	10-17-46 10-31-46 10-31-46	License to use Old Main Transmitter (COMPOSITE) as an auxiliary transmitter with power of 5 kw. for auxiliary purposes only. (David E. Tolman, Atty.)	GRANTED	11-18-46
BP-5992 Rec'd Filed	2-3-47 2-14-47 2-14-47	Construction Permit to make changes in directional antenna and mount FM antenna on top of AM tower. (Harold G. Cowgill, Atty. & George C. Davis, Engr.)	GRANTED not issued as RETIRED TO CLOSED FILES 2-10-48, Request of Atty. Superseded by BP-6579	5-12-47

Form 94

APPLICATION RECORD - BROADCASTING

24

Call Letters WMC

Name MEMPHIS PUBLISHING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BP-6579 Rec'd Filed	1-23-48 2-3-48 2-3-48	Construction Permit to make changes in directional antenna system, and to mount the ~~George C. Davis, Engr.~~ Television and the FM antennas on top of the AM tower. (Geo. C. Davis, Engr.)	GRANTED 7-20-48 subj. cond. that permittee file a new proof of performance to indicate that the DA pattern remains essentially unchanged.	
BL-3542 Rec'd Filed	1-11-49 1-13-49 1-13-49	License to cover C. P. (BP-6579) which authorized change in DA system and to mount the Television and the FM antennas on top of the AM tower. (Harold G. Cowgill, Atty. George C. Davis, Engr.)	GRANTED	2-15-49
BR-477 Rec'd	2-26-49 3-1-49	Renewal of license Main and Auxiliary. (Harold G. Cowgill, Atty.)	Granted "	4-29-49 "

#25

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WMC

Name MEMPHIS PUBLISHING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BP-8316 Rec'd Filed	11-2-51 11-15-51 11-15-51	Construction permit to remove FM antenna from top & mount on side of N. W. AM tower. David E. Tolman, Atty. Ralph E. Dippell, Jr., Engr.	GRANTED Cond'l re receipt and appr.method of oper.durin alterations; submission proof after alterations; and not to be construed a appr.TV ant.for use by TV station	1-22-52
BR-477 Rec'd Filed	1-23-52 1-31-52 1-31-52	Renewal of license Main & Auxiliary Harold Cowgill, atty.	GRANTED	4-17-52
BMP-5909 Rec'd Filed	6-9-52 6-12-52 6-12-52	Modification of construction permit (BP-8316 which auth. removal of FM antenna from top & mount on side of N.W. AM tower) to increase the height of the N.W. tower of the directional array. David E. Tolman, Atty. Ralph E. Dippell, Jr.	GRANTED and extension of C & C dates Same conditions as CP	7-15-52

F.C.C. - WASHINGTON, D. C.

#26

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters W.M.C.

Name MEMPHIS PUBLISHING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BR-477 Rec'd Filed	7-16-52 7-18-52 7-18-52	Renewal of license Main & Auxiliary (Informal) George S. Smith, Atty.	GRANTED	7-30-52
BMP-6024 Rec'd Filed	9-24-52 10-10-52 10-10-52	Modification of construction permit (BP-8316, as mod., which authorized removal of FM antenna from top and mount on side of N.W. tower) to increase height of tower. David E. Tolman, Atty. Ralph E. Dippell, Jr., engr.	GRANTED Same cond. as CP	11-19-52
BP-8941 Rec'd Filed	7-22-53 7-23-53 7-23-53	Construction permit to replace expired construction permit (BP-8316, as mod., which auth. removal of FM antenna from top and mount on side of N.W. tower & increase height of tower).	GRANTED Same condition as BP- 8316, as mod.	8-11-53

#27

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WMC

Name MEMPHIS PUBLISHING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
B MP-6335 Rec'd Filed	10-2-53 10-5-53 10-5-53	Modification of construction permit (BP-8941, replacing expired permit BP-8316, as mod., which auth. removal of FM antenna from top and mount on side of N.W. tower & increase height of tower) to make changes in antenna system (increase height of tower). Segal, Smith & Hennessey, Attys. George C. Davis, Engr.	GRANTED re data to be sub. re Sec. 2-B of Standards; resistance of NW tower and common point impedence to be remeasured & sub. on 30 302; data re nighttime DA and permanent remote antenna ammeters shall be installed.	11-6-53
BL-5314 Rec'd Filed	4-29-54 5-5-54 5-5-54	License to cover construction permit (BP-8941 as reinstated and mod.) which auth. removal of FM antenna from top and mount on side of N.W. tower & increase height of tower. Segal, Smith & Hennessey, Attys. George,C.Davis, Engr.	GRANTED	10-14-54

F.C.C. - WASHINGTON, D. C.

FORM A-170 #28
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters W M C

Name MEMPHIS PUBLISHING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BMP-6565 Rec'd Filed	5-24-54 6-21-54 6-21-54	Modification of construction permit (BP-8941 replacing expired permit BP-8316, as modified, which auth. removal of FM antenna from top and mount on side of N.W. tower & increase height of tower) to make changes in directional antenna system. Filed by Seymour M. Chase	GRANTED	8-10-54
BR-477 Recd Filed	4-7-55 4-26-55 4-26-55	Renewal of license (Main & Auxiliary) Seymour M. Chase, Atty.	GRANTED	7-20-55
		Station now represented by Dempsey & Koplovitz, Attorneys (letter 11-7-57).		
~~BR-477~~ ~~Rec'd&Filed~~	~~4-6-61~~ ~~4-27-61~~	~~Renewal of License~~ ~~HARRY J. OCKERSHAUSEN, ATTY.~~		

SEE CARD #29

FORM BC-121 #29
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WMC

Name MEMPHIS PUBLISHING COMPANY
Memphis, Tennessee

File No.	Dated	Application for	Action Nature	Action Date
BR-477 Rec'd. Filed	3-20-58 4-15-58 4-15-58	Renewal of license. (Main & Auxiliary) Harry J. Ockershausen, Atty.	GRANTED	7-9-58
BAL-3740 Rec'd Filed	12-15-59 12-16-59 12-16-59	Voluntary assignment of license to WMC Broadcasting Company. Harry J. Ockershausen, Atty.	GRANTED EFF:	12-29-59 1-1-60
BR-477 REC'D & FILED	4-6-61 4-27-61	RENEWAL OFLICENSE (MAIN & AUXILIARY) HARRY J. OCKERSHAUSEN, ATTY.	GRANTED	7-31-61
BAL-4416 Rec'd Filed	12-6-61 12-8-61 12-8-61	Voluntary assignment of license to Scripps-Howard Radio, Inc. Harry J. Ockershausen, Atty.	GRANTED EFF:	12-21-61 12-31-61
BML-1984 R&F	1-11-62 1-16-62	Mod of lic to chg name from Scripps-Howard Radio, Inc to Scripps-Howard Broadcasting Company Atty: Dempsey and Koplovitz	GRANTED	2-8-62

F.C.C. · WASHINGTON, D. C.

FORM BC-121
AUG. 1955 #30

APPLICATION RECORD - BROADCASTING

Call Letters WMC

Name SCRIPPS-HOWARD BROADCASTING COMPANY
Memphis, Tennessee

File No.	Dated	Application for	Action Nature	Action Date
BZ-4881 R. & F.	12-18-62 12-26-62	Authority to determine operating power by direct measurement of antenna power (Main trans) & Aux. Atty- Dempsey & Koplovitz	Granted	4-22-63
BR-477 Rec'd Filed	4-16-64 4-30-64 4-30-64	Renewal of license---(Main & Auxiliary) Atty. Harry J. Ockershausen	GRANTED	10-28-64
BZ-5369 R. & F.	8-15-64 8-17-64	Authority to determine operating power by direct measurement of antenna power. (Main Transmitter) Engr- George C. Davis	GRANTED	12-29-66
BZ-5640 R & F	8/21/64 8/24/64	Auth. to determine operating power by direct measurement of ant. power. (Aux.)	GRANTED	12-29-66

F.C.C. - WASHINGTON, D. C.

FORM BC-121 #31
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W M C

Name SCRIPPS-HOWARD BROADCASTING COMPANY
Memphis, Tennessee

File No.	Dated	Application for	Action Nature	Action Date
BR-477 R & F	4/27/67 5/1/67	Renewal of license (Main & Auxiliary) Atty: H. J. Ockershausen	GRANTED	7-18-67
BL- 12,557 Rec'd. $30 #551514	10-15-69 10-23-69 10-23-69	License designate Aux. trans. as Alt.-Main. Harry Ockershausen, Atty.	GRANTED (Issued with BR-477)	9-30-71
Amended Filed PTA PRESS	12-17-69 12-22-69 1-2-70 JAN 1 1970	Section II-A		
BR-477 R & F $105 #598646 PN Recd. PRESS	4-29-70 5-4-70 " " JUN 1 6 1970	RENEWAL OF LICENSE (MAIN & ALTERNATE Harry J. Ockershausen, Atty. (Dempsey & Koplovitz) AMENDED 7-6-70 re: business interests	GRANTED	9-30-71

#32

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

790 kc

Call Letters W M C

Name SCRIPPS-HOWARD BROADCASTING COMPANY
MEMPHIS, TENNESSEE

File No.	Dated	Application for	Action Nature	Action Date
BR-477	4-27-73	RENEWAL OF LICENSE (MAIN & ALTER.MAIN)	GRANTED	10-24-73
R & F	5-3-73	H.J.Ockershausen,Atty.		
PN Recd.	"	AMENDED 6-27-73 re: engineering data		
PRESS		AMENDED 6-29-73 re: commercial policy; emp. policy		
		AMENDED 10-10-73 re: notice of change of emp. discrimination		
BR-477	3-30-76	RENEWAL OF LICENSE (MAIN & ALTER.MAIN)	GRANTED	2-22-78
R & F	4-1-76			
PN Recd.	"	C.J.Reynolds,Atty.(Dempsey & Koplovitz)		
PRESS	MAY 28 1976	AMENDED 5-26-76 re: litigation & business interests		
		PETITION TO DENY AND TO INTERVENE filed 7-1-76 by Alvin Chambliss, Counsel on behalf of Memphis Chapter of People United to Save Humanity, Cypress Health and Safety Committee, North Miss. Coalition for Better B/Casting & Alpha Phi Alpha Fraternity		

(over)

F.C.C. - WASHINGTON, D. C.

BR-477 MOTION FOR LEAVE TO FILE SUPPLEMENTAL AFFIDAVIT TO THE PETITION TO DENY filed 7-13-76 by Alvin O. Chambliss, Counsel on behalf of Memphis Chapter of Operation Push, et el.

OPPOSITION TO MOTION FOR LEAVE TO FILE SUPPLEMENTAL AFFIDAVIT TO THE PETITION TO DENY filed 7-20-76 by Harry J. Ockershausen, Counsel on behalf of Scripps-Howard Broadcasting Company
AMENDED 8-5-76 re: litigation

OPPOSITION TO PETITION TO DENY filed 9-8-76 by Harry J. Ockershausen, Counsel on behalf of Scripps-Howard Broadcasting Company

MOTION FOR LEAVE TO FILE SUPPLEMENTAL AFFIDAVIT TO THE PETITION TO DENY filed 10-12-76 by Alvin O. Chambliss, Counsel on behalf of Memphis Chapter of People United to Save Humanity, et al.
AMENDED 9-1-76 re: EEO complaint

MOTION FOR AN ADDITION ALLOTMENT OF TIME filed 11-2-76 by Alvin O. Chambliss, Counsel on behalf of Memphis Chapter of People United to Save Humanity, et al.
MEMORANDUM OPINION & ORDER adopted 2-22-78 Petition to Deny filed by the Memphis chapter of People United to Save Humanity and other groups, is DENIED.
PETITION FOR RECONSIDERATION filed 4-13-78 by Alvin O. Chambliss on behalf of People United to Save Humanity
OPPOSITION TO PETITION FOR RECONSIDERATION filed 4-24-78 by J. Richard Carr, Counsel, on behalf of Scripps-Howard Broadcasting Company.

Card No.-33

790khz

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call Letters W M C

Name SCRIPPS-HOWARD BROADCASTING COMPANY
MEMPHIS, TENESSEE

File No.	Dated	Application for	Action Nature	Action Date
BP-20,907 R & F PN Rec'd PRESS DEC 5 1977	9-22-77 10-6-77	CP to make changes in nighttime MEOV's. Atty: Harry J. Ockershausen	GRANTED OVER	3-25-80
BR 790330 WO PRESS APR 26 1979		RENEWAL OF LICENSE (MAIN & ALTER. TRANS.) C.J.Reynolds,Atty. AMENDED 6-4-80 re: listing of broadcast stations	also grant BH 801024 AK	
BRC800425AK PRESS (O)	JUL 10 1980	Modification of License to Operate Trans. by Remote Control from: 1960 Union Avenue, Memphis, Tennessee (MAIN STUDIO LOCATION).	GRANTED:	7-9-80

F.C.C. - WASHINGTON, D. C.

BP-20907 amended re engr(addition of maximum tolerence values to the theoretical pattern)

W M C - RECORD OF DENIAL OF INFORMAL APPLICATIONS

B3-S-477 11-19-41 To opr. with power of 5kw nighttime for period not to exceed 30 days, in acc. with C.P. as modified (B3-MP-1410) and not to exceed limitations to Stations WTAR and KGHL as set forth therein.

B3-S-477 12-19-41 To opr. with power of 4kw nighttime, using D.A., for period not to exceed 30 days, in order to overcome interference from Station CMBC.

B3-S-477

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.