WNYR

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

B.S. 1589

BROADCASTING STATION LICENSE RECORD

W N Y R (Ltr. 7-12-65) Eff: 8-2-65
XW R V M (~~xxxx~~ 8-1-57

Date first licensed 9-23-47 Call letters xW R N Y Ltr. 7-25-5

MALRITE OF NEW YORK, INC. (BML 6-17-74) LOCATION: Rochester, New York
XMALRITE, INC. (AL-6-17-65; EFF: 7-31-65)
x JOHNSTON-TAYLOR BROADCASTING, INC. (AL 6-7-61, EFF: 6-16-61)
X STATE BROADCASTING COMPANY, INC. (AL 6-29-59 Eff: 7-1-59)
X ROCHESTER BROADCASTING COMPANY, INC. (AL 10-15-52, EFF 10-31-52

Name of licensee xMONROE BROADCASTING COMPANY, INC.

Off Colfax and Emerson Streets, Rochester, New York (BMP 4-15-65) (BL 6-3-65)
XNorth side Ferrano St., 0.4 mi. E. of Lee Rd., Rochester, N. Y. (BP 2-4-64
x Just off South Side of Beaconsfield Road, near Mt. Read Blvd.;
Transmister location Rochester, New York (CP 3-7-46) (Lic. 9-23-47)

14605

129 East Avenue, Rochester, New York
x931 Main St., E., Rochester, N. Y. (BS & BP 11-23-64)
X Loew's Theatre Bldg., 130 Clinton Ave., South, Rochester, N. Y. (BRC-1218)
Main studio location X 191 East Avenue, Rochester, New York (CP 3-7-46) (Lic. 9-23-47)

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
B1-P-4285	3-7-46	680	250w	Daytime	5-7 11-7-46
	C.P. for new station			(Conditional Clause)	
B1-MP-2094	9-19-46	Mod.C.P.(4285)		for extension of	
	completion date	(Cond'l Clause)		5-7	12-1-46
B1-MP-2095	10-30-46	Mod. of C.P.(4285) to change type T and make changes in antenna, change T location and extend Completion date			
				5-7	2-1-47
BL-2280	9-23-47	680	250w	Daytime	9-23 11-1-49
BZ-2097	Lic. to cover CP (4285 as mod.) for a new station and determine operating power by direct method.				
Telegram	5-29-47	STA to opr. add'l time from 7:30 pm, EST to end of Rochester RD Wings baseball games on May 30 & 31, 1947, to broadcast said games, only.			
BR-1589	10-21-49	680	250w	Daytime	11-1 11-1-52
BR-1589	10-15-52	680	250w	Daytime	11-1 6-1-54
BAL-1444	10-15-52	Vol. assignment of license to ROCHESTER BROADCASTING COMPANY, INC.			
EFF	10-31-52				
BRC-136 (1)	8-10-53 from 191	Mod.Lic. operate trans. by Remote Control East Ave., Rochester, N.Y.			
BR-1589	5-19-54	680	250w	Day	6-1- 6-1-57
BTC-1791	9-15-54	Vol. trans. of control to David A. Kyle and 6 others (100%)			
EFF:	10-14-54				
TELEGRAM	5-31-57	Action on renewal deferred 5-29-57 and continued operation authorized until final determination on renewal applic.			
BR-1589	6-13-57	Renewal of License		6-13	6-1-60
BTC-2474	6-13-57	Voluntary transfer of control of licensee corporation from David A.Kyle,Paul Wolk and Donald A.Corgill to Florida East Coast Broadcasting Company, Inc.			
EFF:	7-25-57				
BTC-2649	11-27-57	Vol. trans. of control of licensee corp from Florida East Coast Broadcasting Company,Inc.,to Harry Trenner,Herbert Schorr,Fraternity Associates, Inc. and 16 other stockholders,thru corporate reorganization and issuance of new stock.			
EFF:	12-2-57				

Form BC-126 #2
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WRVM

Station location .....

Name of licensee x ROCHESTER BROADCASTING COMPANY, INC.

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
BRC-1218 (1)	12-3-57	Mod. of license to change Remote Control Point from 191 East Avenue, Rochester, N.Y., to Loew's Theatre Building, 130 Clinton Avenue South, Rochester, N. Y.			
BTC-3051 EFF:	3-3-59 3-11-59	Voluntary acquisition of positive control of licensee corporation by Harry Trenner thru purchase of stock from Sabeca Corp. by the licensee and the retirement to the the treasury thereof			
BTC-3098 EFF: Company, Inc.	5-20-59 6-22-59	Voluntary transfer of control of lic.corp from Harry Trenner to State Broadcasting			
BAL-3526 Eff:	6-29-59 7-1-59	Voluntary assignment of license to State Broadcasting Company, Inc.			
BR-1589	5-25-60	680kc.	250	Day	6-1 6-1-63
BTC-3642 EFF: Frank W. Miller, Jr. Sterling P. Peeson.	1-12-61 1-15-61	Voluntary relinquishment of negative control of licensee corporation each by and Lee W. Miller thru sale of stock to			
BAL-4215 Eff:	6-7-61 6-16-61	Voluntary assignment of license to Johnston-Taylor Broadcasting, Inc.			
BP-14903	9-11-61	680kc	250w	Day	11-11 5-11-62
		CP to change antenna-transmitter location. CP Forfeited. Letter 5-22-62. Section 1.318.			
	5-29-63	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.			
BP-16045	2-4-64	680kc	250w	Day	4-4 10-4-64
		CP to change antenna-trans. site, with transmitter operated by remote control from main studio, make changes in antenna and ground systems.			
BR-1589	6-30-64	680kc	250w	Day	6-30 6-1-66
BS-1589 (1)	11-23-64	Mod. of Lic. to chg. studio loc. & delete RC oper. of trans. from old studio loc.			
BP-16,045 (1)	11-23-64	Mod. of CP(BP-16,045) to chg. studio loc & delete RC oper. of trans. from old studio loc.			

Form BC 126
June 1954 #3

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WRVM

Station location .....

Name of licensee See Card #1

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BMP-11367 (2)	12-8-64	Mod. of CP(BP-16,045) for extension of completion date to 2-1-65.			
BRC-2577 (2)	12-17-64	Mod. of license to operate transmitter by remote control from 931 Main Street, East, Rochester, New Y ork.			
BMP-11449 (3)	4-15-65	Mod. of CP(BP-16,045 as mod.) to make changes in antenna system (reduce height).			
BL-10,930	6-3-65	680kc	250w	Day	6-3 6-1-66
		Lic to cover CP(BP-16,045 as mod)which auth change ant-trans site, with tran operated by RC from main studio make changes in ant and ground system,			
BAL-5450 & BAP-705 EFF:	6-17-65 7-31-65	Voluntary assignment of lic. to MALRITE, INC.			
Ltr. rec'd Rules that oper.	9-2-65	giving notification per Sect. 73.48(a)(5) a Gates BC-250 GY trans. is now installed & in			
BR-1589	6-17-66	680kc	250w	Day	6-17 6-1-69
BL-11,531	2-3-67	680kc	250w	Aux.	2-3 6-1-69
		Lic to use former main trans Raytheon RA-250 at main trans loc. as an aux. trans to be operated on 680kc for aux. purposes only. R.C.			
BZ-6301 (1)	2-3-67 Main	Authority to determine operating power by direct measurement of antenna power			
TELEGRAM	10-26-67	PSA	250w		
BR-1589(1)	7-2 -69	Renewal of Main			6-1-72
BZ-7536(1)	7-7-70	Direct Measurement			
BTC-6530 EBSA	3-30-71 6-12-72	VOL. TC EFF: 4-8-71			
BML-2514(1)	6-17-74	ML to chg. corporate name to: MALRITE OF NEW YORK, INC.			

BC-126
February 1974
#4

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ....W.N.Y.R.....

Station location Rochester, New York

Name of licensee .....

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-19,929 CANCELLED 2-17-78	5-29-75	680khz	250w	Day	5-29-76
	CP to make chgs. in ant. sys.				
BR-1589(L)	7-30-75	RENEWAL (short-term)			6-1-76 6-1-75
BR-1589(S)	6-8-76	Renewal			6-1-79
BMP-14190 {1}	6-18-76	MP{BP-19929} to ext. time7-31-76			
BR-1589(S)	6-8-76	Supersedes authorization issued the same date to correct expiration date. 6-1-78			
BZ-9221(1)	10-8-76	Direct measurement			
BR-1589(L)	5-22-78	Renewal of License			6-1-81
BS-1589 (1)	6-7-78	ML to specify RC as: 129 East Ave., Rochester, New York			
BR-1589(L)	5-22-78	Supersede authorization issued same date to show the correct studio & remote control point loc.			
COMTEL					
BTC810623FU	7-9-81	VOL TC EFF:			

Form 94

APPLICATION RECORD - BROADCASTING

Call Letters WRNY x New

Name MONROE BROADCASTING COMPANY, INC.
(P.O. 191 East Ave., Rochester, N.Y.)
(Temp. c/o John L. Wehle, Sec'y, 100 National St., Rochester, N.Y.)

File No.	Dated	Application for	Action Nature	Action Date
B1-P-4285 Rec'd Filed	10-31-45 11-5-45 11-5-45	Construction Permit for a new standard broadcast station to be operated on: Frequency: 680 kc Power: 250w Hours of Operation: Daytime Trans. Location: Just off South side of Beaconsfield Road, near Mt. Read Blvd., Rochester, N.Y. Studio Location: 191 East Ave., Rochester, N.Y. (Filed by Jas. L. Fly, Atty.; C. M. Jansky, Jr., Engr.)	GRANTED (Conditional re waiver Section 3.60)	3-7-46

G.E. BT-20-A Transmitter

Form 94

APPLICATION RECORD - BROADCASTING

Card #2

Call Letters W R N Y

Name MONROE BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action Nature	Action Date
B1-MP-2094 Rec'd Filed	8-5-46 8-7-46 8-7-46	Modification of c.p.(B1-P-4285, which authorized a new standard broadcast station for extension of completion date from 11-7-46 to 12-1-46. Jas. L. Fly, Att'y Oscar W.B. Reed, Engr.	GRANTED (Conditional re waiver 3.60)	9-19-46
B1-MP-2095 Rec'd Filed	8-9-46 8-14-46 8-14-46	Modification of C.P.(B1-P-4285, which authorized a new standard broadcast station) to make changes in antenna, ~~to~~ change type of transmitter (~~Raytheon-250A~~ and to change transmitter location from South Side of Beaconsfield Road, near Mt. Read Blvd., Rochester, N.Y. to South Side of Beaconsfield Road, near Mt. Read Blvd., Rochester, New York (change in latitude and longitude only). Jas. L. Fly, Att'y Oscar W.B. Reed, Engr.	GRANTED	10-30-46

(See Amendment Card #2 pA

Form 94

APPLICATION RECORD - BROADCASTING

Card #2 A

Call Letters WRNY

Name MONROE BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action Nature	Action Date
			See Card #2	
B1-MP-2095				
AMENDED	10-1-46	AMENDED to extend completion date from 11-7-46		
Recd	10-2-46	to 2-1-47		
Filed	10-2-46			
AMENDED	10-18-46	AMENDED to change type transmitter (Raytheon		
Recd.	10-22-46	#RA 250)		
Filed	10-22-46			

Form 94

#3

APPLICATION RECORD - BROADCASTING

Call Letters W R N Y

Name MONROE BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action Nature	Action Date
B1-P-5333 Rec'd Filed	10-1-46 10-2-46 10-2-46	Construction Permit to change hours of operation from Daytime to Unlimited Time, increase power from 250w day to 500w, 1kw-LS, install new transmitter (Raytehon RA-1000) and directional antenna (DA-2) for day and night use and change transmitter location from Just off South Side of Beaconsfield Road, near Mt. Read Blvd., Rochester, New York to NE of Intersection of North Avenue and Ridge Road, Greece, New York. Jas. L. Fly, Att'y Oscar Reed, Engr.	DOCKET Dismissed without prejudice ORDER ISSUED	# 7909 10-8-48
*AMENDED Recd. Filed	10-17-47 10-20-47 10-24-47	AMENDED re change in DA patterns and to change transmitter location (geog. coords. only) Delmer C. Ports, Engr.		

Form 94

APPLICATION RECORD - BROADCASTING

#4

Call Letters W R N Y

Name MONROE BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action Nature	Action Date
BL-2280 Rec'd Filed	1-22-47 1-25-47 1-25-47	License to cover C.P. (B1-P-4285, as mod.,) which authorized a new standard broadcast station	GRANTED	9-23-47
		and		
BZ-2097 Rec'd Filed	1-22-47 1-25-47 1-25-47	Authority to determine operating power by direct measurement of antenna power.		
		(James Lawrence Fly, Atty.)		

Form 94 #5 #4

APPLICATION RECORD - BROADCASTING

Call Letters WRNY

Name MONROE BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action Nature	Action Date
BR-1589 Rec'd	7-14-49 7-18-49	Renewal of license	Granted	10-21-49
BR-1589 Rec'd Filed	7-10-52 8-4-52 8-4-52	Renewal of License	GRANTED	10-15-52
BAL-1444 Rec'd Filed	9-23-52 9-25-52 9-25-52	Voluntary assignment of license to Rochester Broadcasting Company, Inc. Peter Shuebruk, Atty.	GRANTED EFF	10-15-52 10-31-52
BRC-136 Rec'd Filed	7-27-53 7-31-53 7-31-53	Modification of license to operate transmitter by Remote Control from 191 East Avenue, Rochester, New York.	GRANTED	8-10-53
BR-1589 Rec'd Filed	11-23-53 12-1-53 12-1-53	Renewal of License Filed by William J. Durka, Atty.	Granted	5-19-54

FORM A-170 #6

FORMERLY FCC FORM 94

APPLICATION RECORD · BROADCASTING

Call Letters WRVM xWRNY

Name ROCHESTER BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action Nature	Action Date
BTC-1791 Rec'd Filed	8-6-54 8-9-54 8-9-54	Voluntary transfer of control of licensee corporation from Stanley J. Bachman, Bernard S. Bachman, and Jerome H. Bachman, to David A. Kyle and 6 others (100%).	GRANTED EFF:	9-15-54 10-14-54
BR-1589 Recd Filed	3-1-57 3-4-57 3-4-57	Renewal of license Philip M. Baker, Atty.	GRANTED	6-13-57
BTC-2474 Rec'd Filed	4-2-57 4-12-57 4-12-57	Voluntary transfer of control of licensee corporation from David A. Kyle, Paul Wolk and Donald A. Corgill to Florida East Coast Broadcasting Company, Inc. Philip M.Baker, Atty. for Transferor Marcus Cohn Atty. for Transferee.	GRANTED EFF:	6-13-57 7-25-57

FORM BC-121 #7 APPLICATION RECORD - BROADCASTING
AUG. 1955

Call Letters WRVM

Name ROCHESTER BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action Nature	Action Date
BTC-2649 Rec'd Filed	10-31-57 11-4-57 11-4-57	Voluntary transfer of control of licensee corporation from Florida East Coast Broadcasting Company, Inc., to Harry Trenner, Herbert Schorr, Fraternity Associates, Inc. and 16 other stockholders through corporate reorganization and issuance of new stock. Marcus Cohn, Atty.	GRANTED Eff:	11-27-57 12-2-57
BRC-1218 Rec'd Filed	11-1-57 11-5-57 11-29-57	Modification of license to change Remote Control Point from 191 East Avenue, Rochester, N. Y. to Loew's Theatre Building, 130 Clinton Avenue South, Rochester, New York. Cohn & Marks, Attys.	GRANTED	12-3-57

FORM BC-121
AUG. 1955

#8

APPLICATION RECORD - BROADCASTING

Call Letters WRVM

Name ROCHESTER BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action Nature	Action Date
BTC-3051 Rec'd. Filed	2-7-59 2-20-59 2-20-59	Voluntary acquisition of positive control of licensee corporation by Harry Trenner thru purchase of stock from Sabeca Corp. by the licensee and the retirement to the treasury thereof. Marcus Cohn, Atty.	GRANTED EFF:	3-3-59 3-11-59
BTC-3098 Rec'd. Filed	4-6-59 4-8-59 4-8-59	Voluntary transfer of control of licensee corporation from Harry Trenner to State Broadcasting Company, Inc. Cohn & Marks, Atty. for Transferor Ben C. Fisher, Atty. for Transferee	GRANTED EFF:	5-20-59 6-22-59

FORM BC-121
AUG. 1955

#9

APPLICATION RECORD - BROADCASTING

STATE BROADCASTING COMPANY, INC.

Call Letters W.R.V.M.

Name xx ROCHESTER BROADCASTING COMPANY, INC.
Rochester, New York

File No.	Dated	Application for	Action Nature	Action Date
BAL-3526 Rec'd. Filed	6-22-59 6-23-59 6-23-59	Voluntary assignment of license to State Broadcasting Company, Inc. Ben C. Fisher, Atty.	GRANTED Eff:	6-29-59 7-1-59
BR-1589 Rec'd Filed	2-25-60 3-7-60 3-7-60	Renewal of License. Ben C. Fisher, Atty.	GRANTED	5-25-60
BTC-3642 Rec'd Filed	12-21-60 12-21-60 12-21-60	Voluntary relinquishment of negative control of licensee corporation each by Frank W. Miller, Jr. and Lee W. Miller thru sale of stock to Sterling B. Beeson. Ben C. Fisher, Atty.	GRANTED EFF:	1-12-61 1-15-61

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

FORM BC-121 #10
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WRVM

Name JOHNSTON-TAYLOR BROADCASTING, INC.
~~STATE BROADCASTING COMPANY, INC.~~
Rochester, New York

File No.	Dated	Application for	Action Nature	Action Date
BAL-4215 Rec'd Filed	4-20-61 4-21-61 4-21-61	Voluntary assignment of license to Johnston-Taylor Broadcasting, Inc. Ben C. Fisher, Atty. for Assignor Robert W. Coll, Atty. for Assignee	GRANTED EFF.	6-7-61 6-16-61
BP-14,903 Rec'd&Filed	6-13-61 6-14-61	Construction permit to change antenna-transmitter location from: Just off south side Beaconsfield Road, near Mt. Read Blvd., Rochester, New York to "West of Mt. Read Blvd., 1/3 mile north of Lexington Avenue, Rochester, New York" (approx. 1 mi. north of present site). ~~Fisher, Highland, Duvall and Southmayd, Attys.~~ Engr. - George C. Davis	GRANTED FORFEITED LTR.	9-11-61 5-22-62
AMENDMENT R & F	7-14-61 7-17-61	AMENDED to change applicant name to "JOHNSTON-TAYLOR BROADCASTING, INC." as auth by BAL-4215 (gr 6-7-61) Atty- McKenna & Wilkinson		

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

FORM BC-121 #11
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WKVM

Name JOHNSTON-TAYLOR BROADCASTING, INC.
Rochester, New York

File No.	Dated	Application for	Action Nature	Action Date
BR -1589 R & F	2-28-63 3-4-63	Renewal of license. Atty: McKenna & Wilkinson	GRANTED	6-30-64
BP-16,045 R. & F.	11-21-63 11-27-63	CP to change antenna-transmitter site from: Just off South Side of Beaconsfield Road, near Mt. Read Blvd., Rochester, N. Y. to 0.4 mi. E of Lee Rd., N side of Ferrano St., Rochester, New York, with transmitter operated by remote control from main studio, make changes in the antenna and ground systems. Atty: McKenna & Wilkinson Engr: George C. Davis	GRANTED	2-4-64
BMP-11,367 R.&F.	9-2-64 9-25-64	Mod. of CP (BP-16,045 which auth. chg. ant-trans. loc, operate trans. by remote control from main studio & chgs in ant. & ground system) for extension of compl. date from 10-4-64 to 1-4-65. Attys-McKenna & Wilkinson	GRANTED to	12-8-64 2-1-65

FORM BC-121 #12
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WRVM

Name x. ~~JOHNSTON-TAYLOR BROADCASTING, INC.~~ KBA MALRITE, INC.
Rochester, New York

File No.	Dated	Application for	Action Nature	Action Date
BMP-11,449 Rec. Resub. R&F	11-27-64 12-2-64 1-27-65 2-1-65	Mod. of C.P. (BP-16,045, as mod., which auth. chng. ant.-trans. loc. operate trans. by RC from main studio, make chngs. in ant. & ground system) to make changes in antenna system (reduce height). Atty: McKenna & Wilkinson	~~RETURNED~~ ~~incomplete~~ GRANTED	~~12-10-64 re Engineering~~ 4-15-65
BRC-2577 Rec'd Filed	11-27-64 12-2-64 12-2-64	Modification of license to operate transmitter by remote control from 931 Main Street, East, Rochester, New York. Atty.: Robert W. Coll	GRANTED	12-17-64
BAL-5450 BAP-705 R & F	5-6-65 5-7-65	Voluntary assignment of license and CP(BP-16045 as mod. which auth. a chge in site etc) to MALRITE, INC. Atty. - Samuel Miller	GRANTED EFF:	6-17-65 7-31-65

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

FORM BC-121
AUG. 1955

#13 APPLICATION RECORD - BROADCASTING

Call Letters WNYR xWRVM

Name MALRITE, INC.
x JOHNSON-TAYLOR BROADCASTING INC.
Rochester, New York

File No.	Dated	Application for	Action Nature	Action Date
BL-10,930 Rec'd Filed	11-18-64 11-23-64 4-15-65	License to cover CP(BP-16,045 as modified) which authorized change antenna-transmitter site, with transmitter operated by remote control from Main studio, make changes in antenna and ground system. Atty: McKenna & Wilkinson	GRANTED	6-3-65
BR-1589 R & F	2-28-66 3-1-66	Renewal of license Atty. Samuel Miller	GRANTED	6-17-66
BZ-6301 R & F	11/14/66 11/15/66	Auth. to determine operating power by direct meas. of antenna power. (Main) Atty: S. Miller	GRANTED	2-3-67
BL-11,531 R & F	11/30/66 12/21/66	Lic. to use former main trans. RATHEON RA-250 at main trans. loc. as an aux. trans. to be operated on 680kc 250w for auxiliary purposes only. (R.C.) Atty: S. Miller	GRANTED	2-3-67

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

FORM BC-121
AUG. 1955

#12
#13A

APPLICATION RECORD - BROADCASTING

Call Letters WNYR

Name Malrite, Inc.
Rochester, New York

File No.	Dated	Application for	Action Nature	Action Date
BP- Rec'd	7-8-67 7-12-67	CP to change hours of operation from Daytime to Unlimited, increase power from 250w to 500w, install directional antenna system (DA-2), change antenna-transmitter location to SE Corner of intersec. of Martin and Middle Roads, Henrietta Twp, New York, installnew trans. (Gates BC-500T). Requests waiver of Sec. 73.28(d), 73.188(b)(2), and 73.37. atty-Samuel Miller engr-Charles Brennan, Milwaukee, Wisc.	RETURNED request of atty.	1-24-74

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

FORM BC-121 #14
AUG. 1955

APPLICATION RECORD - BROADCASTING

680kc

Call Letters WNYR

Name MALRITE, INC.
Rochester, New York

File No.	Dated	Application for	Action Nature	Action Date
BR-1589 R & F #494965 $75. PRESS MAR 24 1969	2-26-69 3-3-69 3-3-69---filed with WNYR-FM	Renewal of license---(Main) Atty. Samuel Miller	GRANTED	7-29-69
BZ-7536 R & F DM PRESS	4-14-70 4-16-70 4-24-70 8 JUL 1970	Direct Measurement.	GRANTED	7-7-70
BTC-6530 R & F FEE PD: $250 #668028 CODE 053 (Form 316) ALSO SEE WERB etc MAR 25 1971	2-23-71 2-25-71	Wright & Maltz, Inc. Voluntary transfer of control of (parent) from Robert G. Wright and Milton Maltz (50% each) to Milton Maltz (100%) Atty - Samuel Miller	GRANTED EFF:	3-30-71 4-8-71

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

Atty. called 3-20-69 MMK re: Auxiliary renewal not filed

Form BC-121
September 1969

#14

APPLICATION RECORD - BROADCASTING

Call Letters WNYR

Name MALRITE, INC.
Rochester, New York

File No.	Dated	Application for	Action Nature	Action Date
BR-1589	2-28-72	Renewal of License	GRANTED	7-30-75
R & F	3-2-72		(Short-Term) to 6-1-76	
PN	3-2-72	Atty-Ma rk E. Fields	Con'l re EEO	
PRESS		AMENDED 4-7-72 re: community survey		
MAR 15 1972		AMENDED 4-24-72 re: commercial policy		
		PETITION TO DENY AND TO INTERVENE filed 5-1-72 by Action for a Better Community, Inc.		
		PETITION FOR EXTENSION OF TIME filed 5-15-72 by licensee		
		AMENDED 5-26-72 re: statement on informal complaints		
		AMENDED 8-11-72 re: copies of letters from Action for a Better Community, Inc.		
		AMENDED 8-24-72 re: copy of ltr. sent to "Axtion for a Better Community"		
		AMENDED 12-26-72 re: business interest		
		AMENDMENT TO PETITION TO DENY: MARKETWIDE AND INDIVIDUAL STATION DISCRIMINATION IN ROCHESTER BROADCAST STATION EMPLOYMENT filed 8-8-73 by Petitioners		
		SUPPLEMENTAL APPLICATION filed 2-3-75 as an amendment to pending renewal. PN 2-4-75		
		AMENDED 3-5-75 re: business interests		

MAR 21 1975
F.C.C., WASHINGTON, D.C.

(over)

BR-1589 MOTION FOR IMMEDIATE EXTENSION OF TIME filed 4-28-75 by Petitioners

SUPPLEMENT TO MOTION FOR IMMEDIATE EXTENSION OF TIME filed 4-29-75 by Petitioners

MEMORANDUM OPINION AND ORDER 5-9-75 Motion for immediate extension of time filed by Rochester Black Media Granted

AMENDED 4-28-75 re: commercial matter

AMENDED 5-16-75 re: EEO

NOTICE OF INTENTION NOT TO PETITION TO DENY 1975 APPLICATIONS, AND REQUEST FOR EXTENSION OF TIME TO FILE COMMENTS ON MALRITE'S REPLY TO THE LETTER FROM RICHARD SHIBEN (NO. 8420-T) OF MAY 14, 1975 filed 6-2-75 by Petitioners

AMENDED 6-3-75 re: ascert. of comm. needs & programming

AMENDED 6-5-75 re: ascert. of comm. needs

AMENDED 6-19-75 re: programming

7-30-75 MEMORANDUM OPINION & ORDER, Petition to Deny filed by Action for a Better Community, Inc. et al is DENIED. Informal objections filed by Metro-Act of Rochester, Inc. and the Genesee Valley Chapter of the National Organizatio for Women are DENIED.

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

#16

MALRITE OF NEW YORK, INC.

Call Letters WNYR

Name ×MALRITE INC.
Rochester, New York

File No.	Dated	Application for	Action Nature	Action Date
BML-2514 R & F $50-302972 AC-056 MAY 23 1974	5-7-74 5-9-74 5-9-74	Modification of license to change corporate name to MALRITE OF NEW YORK, INC Atty Miller & Fields	GRANTED	6-17-74
BP-19,929 Rec'd Filed $50-393308 AC-056 APR 21 1975	2-14-75 2-18-75 2-18-75	Construction permit to make changes in antenna system. Atty: Miller & Fields	GRANTED	5-29-75
BMP- Rec'd Filed $200-504990 AC-001 PN rec'd	12-1-75 12-2-75 12-2-75 1-26-76	Modification of (BP-19,929) to add nighttime power with 500w, change daytime power to 500w, change hours of oper. to Unl DA-2 change station loc. to Henrietta, New York, change transmitter loc. to 1700 Pinnacle Rd., Henrietta, N.Y. & studio loc. to be determined chg. trans. Harris MW-1 43° 02' 01" 77° 36' 14" Henrietta, New York Atty: Miller & Fields Eng. Serge Bergen	RETURNED 9=17=76 (overlap) (over)

FILED WASHINGTON, D.C.

PETITON FOR RECONSIDERATION filed 10-15-76 by Mark E. Fields on behalf of applicant

PETITION FORRECONSIDERATION DENIED Memo adopted 11-23-76 released 12-2-76

#17

680 khz

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters W N Y R

Name Malrite of New York, Inc.
xMALRITE, INC.
ROCHESTER, NEW YORK

File No.	Dated	Application for	Action Nature	Action Date
BR-1589 R & F PNRecd. PRESS	1-24-76 2-2-76 " MAR 15 1976	RENEWAL OF LICENSE	GRANTED	6-8-76
BMP-14,190 R & F $100-571369 AC:001 PRESS:	5-17-76 5-20-76 5-20-76 MAY 27 1976	Mod. of CP {BP-19,929} to extend completion date to July 31, 1976. Atty: Samuel Miller{Miller & Fields}	GRANTED CANCELLED 2-17-78 CP expired	6-18-76
BZ-9221 R & F DM PRESS SEP 3 1976	7-12-76 7-16-76 8-27-76	direct Measurement	GRANTED	10-8-76

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

#18

680 KHZ.

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call Letters .....W.N.Y.R.....

Name MALRITE OF NEW YORK, INC.
ROCHESTER, NEW YORK

File No.	Dated	Application for	Action Nature	Action Date
BR-1589 R & F PRESS	1-25-78 2-1-78 FEB 28 1978	RENEWAL OF LICENSE Atty. Samuel Miller (Miller & Fields)	GRANTED	5-22-78
BR810128UK PRESS MAR 12 1981		Renewal of License Atty.: Samuel Miller	GRANTED	5-29-81
BTC810623FU Form 316 JUL 8 1981 PRESS Alsosee KEEY(am)		Vol TC from Milton Maltz, Carl E. Hirsch John R. Wilson and John C. Chaffee, Jr. to Malrite Communications Group, Inc. Atty Samuel Miller	GRANTED EFF;	7-9-81 7-20-81

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

W N Y R W-R-V-M
W R N Y - RECORD OF DENIAL OF INFORMAL APPLICATIONS

Telegram	7-3-47	To opr. additional time to end of Rochester baseball game, 7-4-47, to broadcast said games, only.
Telegram	8-25-47	To opr. add. time, to end of double-header baseball game Aug. 25 & 26, 1947, to broadcast said games only.
BS-1589	10-10-47	To opr. additional time Oct. 11, 18, & 25, 1947 and Nov. 1 and 8, 1947 to broadcast football games only.
BS-1589	10-31-47	To opr. additional time Nov. 2, 1947 to broadcast Tribute to War Dead program, only.
Telegram	12-15-49	To complete basketball game on 12-26-49 not considered per STA rule.

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.