WMAZ

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

3-3-B-[illegible] MAGALCASTING STATION LICENSE RECORD

Date First Licensed 10-30-22

Call Letters WMAZ

STATION LOCATION: MACON, GEORGIA

Name of Licensee:

MULTIMEDIA, INC. (AL 9-22-67 EFF. 1-1-68)
xSOUTHEASTERN BROADCASTING CORPORATION (BML 8-16-63)
XWMRC, INC. (BAL 3-13-63 EFF: 4-30-63)
X SOUTHEASTERN BROADCASTING COMPANY, ~~INC.~~ (Vol Assign License 10-2-31)
x MACON JUNIOR CHAMBER OF COMMERCE

Transmitter Location:

Forsyth Road,
~~Grand Building, 617 Mulberry St.~~, Macon, Ga. (C.P.5-6-41) Lic. 1-27-43
xNapier Ave., Macon, Ga.(R-11-24-39 Name changed by County)
xLog Cabin Avenue, Macon, Georgia (MPB 9-25-34) Lic. 3-26-35
Mercer University, Macon, Georgia.

Main Studio Location:

1314 Gray Hwy., Macon, Georgia (BS 12-26-74)
x Bankers Insurance Bldg., 682 Cherry St., Macon, Georgia (Ltr.7-31-41 Eff.7-28-41)
x Grand Bldg., 617 Mulberry St., Macon, Georgia (Ltr.5-2-40, eff.5-5-40)
xBankers Health and Life Insurance Company Building,
211 Cotton Avenue, Macon, Georgia (Letter 4-30-32)
x Macon Gas Company Bldg., 220 - [illegible]d St., Macon, Ga.

FRC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	PERIOD From	To
3-R-B-442	4-24-31	890	250-N,500-LS.	WGST Invest.	4-30	7-1-31
3-L-B-545	5-8-31	890	250-N,500-LS, equipment change	WGST	5-8	7-1-31.
-M-R-632	5-15-31	1180	500W	Limited	5-15	7-1-31
3-M-B-632	6-1-31	Corrects equip.		on M-B-632	5-15	7-1-31
3-R-B-442	6-24-31	1180	500	Ltd. sc. 3.0.48	7-1	8-1-31
3-R-B-442	6-24-31	1180	500	LT	8-1	2-1-32
-AL-B-342	10-2-31	Vol.Assign. of License				
3-R-B-442	1-12-32	1180	500 W	Limited	2-1	8-1-32
3-F-B-179	3-25-32	Install automatic frequency control				
3-S-B-442	5-17-32	Oper.till LS Portland,Ore.			5-17	8-1-32
3-R-B-442	7-8-32	1180	500	Lt	8-1	2-1-33
3-R-B-442	1-13-33	1180	500	L.T.	2-1	8-1-33
3-R-B-442	7-11-33	1180	500	L.T.	8-1	2-1-34
3-S-B-442	1-19-34	Oper. 8 to 10 pm, 1-23-34 and 7:15 pm to 12 midnight 1-30-34				
3-R-B-442	1-16-34	1180	500	L.T.	2-1	8-1-34
S-B-442	3-16-34	Oper. 8:45 to 10:00 pm. Mar. 19 thr 24 inclusive.				
S-B-442	4-26-34	Oper.8:45 to 10 pm Apr.26,27 and 28,193				
S-B-442	6-14-34	Oper. 9:50 to 12 mid. on 6-14-34				
P-B-3269	6-29-34	1180	1 kw	L.T.	7-20	10-29-34
	C.P. to move trans. to site to be determined nr. Macon, Ga. Install new equip. and incr. pwr.					
3 3-R-442	7-18-34	1180	500w	L.T.	8-1	2-1-35
2-S-442	C.A. 9-12-34 Oper. 8:15 p.m. to 12 midnight MIN. 9-25-34 9-12-34.					
3-MP-14	9-25-34	1180	500w	L.T.	10-25	4-25-35
	Mod. C.P. to make equip. changes, approval of exact trans. location & exten. of C & C dater					
3-R-442	1-29-35	1180	500w	L.T.	2-1	8-1-35
3-S-442	1-29-35	Oper.7:15pm Jan.30 to 1 am. Jan.31.				
3-MP-83	4-26-35	Mod.P3 3269 (Chg.Antenna)			10-25	4-25-35
3-L-128	3-26-35	1180	1kw	Lt.	3-26	8-1-35
33-R-442	7-16-35	1180	1kw	L.T.	8-1	2-1-36
33-S-442	9-24-35	Oper. 8:15pm to 12 midnight			9-24-35.	

3-S-B- 442

BROADCASTING STATION LICENSE RECORD

Date First Licensed 10-30-22

Call Letters WMAZ

CARD NO. 2

Name of Licensee: SOUTHEASTERN BROADCASTING COMPANY, INC.

Transmitter Location: See Card #1.

Main Studio Location: See Card #1.

FRC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	PERIOD From	To
B3-S-442	10-15-35	Oper. reduced power 250w, limited time.			10-15	11-13-35
B3-P-785	10-15-35	Changes in equipment			12-15	6-15-36
B3-S-442	11-12-35	Oper. reduced power 250w limited time.			11-14	12-13.
B3-S-442	11-26-35	Oper. w.o. plate voltmeter			11-26	12-5-35
B3-S-442 c.a.12-4-35.	12-10-35	Oper. w.o. a/f/m			11-29	12-20.
B3-L-265 Lic.	1-14-36 to cover	1180 C.P. for	1kw chg. in	Lt. equip.	1-14	2-1-36
B3-R-442	1-10-36	1180	1kw	Lt.	2-1	8-1-36
B3-S-442	1-28-36	Oper. 7:15 pm to 1 am			1-30-36	
B3-P-1041	4-3-36	Install aux.trans. 500w pr.			6-3	12-3-36
B3-S-442	4-7-36	Oper. without antenna ammeter			4-7	5-6-36
B3-R-442	7-17-36	1180	1kw	Lt.	8-1	2-1-37
B3-S-442 Eff.	C.A. 7-28-36 7-21-36	Oper.without antenna ammeter			7-21	8-19-36
B3-S-442	C.A. 8/28/36	Opr.without antenna ammeter 8/20/36 to 9/18/36				
B3-S-442	C.A. 8/29/36	Opr. 8:15 pm to 12 midnight EST 9/7, 9/8 and 9/9				
B3-S-442	10-13-36 C.A. 10-6	Oper. from 7:30 pm to 11 pm EST			10-6-36	
B3-L-391 Aux. Lic.	10-20-36 to cover	1180 C.P.to install aux.trans.	1kw 500w	Lt.	10-20	2-1-37
B3-S-442	11/17/36	take aux. trans. out service while low temp. coefficient crystals being installed in main & aux. auto. freq. control equipment 11/17 to 12/16				
B3-S-442	1/26/37	Opr. 7:15 pm EST to 12 mid. EST 1/30- Pres. birthday ball				
B3-R-442 Auxiliary	1-12-37	1180	1kw 500w	Lt.	2-1	8-1-37

3 n -s- 442

BROADCASTING STATION LICENSE RECORD

Date first licensed 10/30/22 Call letters W M A Z

Card #3

Name of licensee SOUTHEASTERN BROADCASTING COMPANY, INC.

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-442	5/11/37	Broadcast reg. prog. sch. on aux.trans. loc. Log Cabin Ave.Macon,Ga., power 500w-5/11 to 5/24-remodeling trans.bldg.			
B3-R-442 Auxiliary	7-20-37	1180	1kw 500w	Lt.	8-1 2-1-38
B3-S-442	C.A. 10/19/37	Opr. 7:30pm to 12 mid.EST 10/19-Gov. Rivers' address to Sixth Dist.Georgia Educational Assoc.			
B3-S-442	C.A. 10/19/37	Opr.7:30pm to 12 mid. EST 10/19-Gov. E.D.Rivers' address provided consents dominant stations are received.			
B3-R-442 Auxiliary	1-26-38	1180	1kw 500w	Lt.	2-1 8-1-38
B3-P-1773	2-19-38	1180	1kw,5kw-LS	Lt.	5-4 11-4-38
	C.P.to increase day power;new equip.				
B3-L-763	4-5-38	1180	1kw,5kw-LS	Lt.	4-5 8-1-38
Lic.to cover C.P. for new equip;incr.day power.					
Aux.			500w		
B3-L-773 Aux.	4-19-38	1180	1kw,5kw-LS 1kw	Lt.	4-19 8-1-38
	License to use old trans.as aux.with 1kw.				
B3-R-442 Auxiliary	7-6-38	1180	1kw,5kw-LS 1kw	Lt.	8-1 2-1-39
B3-S-442	8/31/38	Opr. 9 pm to 9:30 pm, EST. 8-31-38 brdcst. speech of Senator George.			
B3-S-442	8/31/38	Opr. 8:15 pm to 10 pm, EST., 9-13-38, brdcst speech of Senator George.			
B3-S-442	8/31/38	Opr. 8:15 pm to 12 midnight EST. 9-14-38 brdcst. election returns.			
B3-S-442	9-7-38	Opr. 8:15 to 8:30 pm EST 9-7-38 brdcst. address of Mr. A. L. Googe.			
B3-S-442	9-9-37	Opr. 8:15 to 10 pm EST 9-9-38 brdcst. Gov. Rivers' address.			
B3-S-442	9-10-38	Opr. 8:15 to 10 pm EST 9/10,11,12/38 transmission of political programs only			

Card #4

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WMAZ

Name of licensee SOUTHEASTERN BROADCASTING COMPANY, INC.

Transmitter location See Card #1.

Main studio location See Card #1.

U. S. GOVERNMENT PRINTING OFFICE

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From— To—
B3-S-442	9-27-38	Opr.8:15 pm 9-27 to 2 am 9-28-38 to brdcstg European Crisis through CBS			
B3-S-442	10-25-38	Opr. 7:30 pm to 12 midnight, EST. 10-30-38-special anniveresary program.			
B3-S-442	12/22/38	opr frm 7:15pm to 12 midnite EST Jan2, 1939(Orange Bowl game)			
B3-S-442	1/28/39	opr 7:15pmEST Jan 30,1939 to 1 amEST Jan 31,1939(Presidents Ball)			
B3-R-442 Auxiliary	1-9-39	1180	1kw,5kw-LS 1kw	Lt	2-1 8-1-39
B3-R-442 Auxiliary	7-12-39	1180	1kw,5kw-LS 1kw	Lt	8-1 2-1-40
B3-S-442	8-12-39	Opr. 9 pm to 12 mid. EST 8-14-39 brdcst. Macon-Spartanburg baseball game with special ceremonies in celebration of Baseball's 100th Anniver.			
B3-S-442	9/1/39	opr unltd time,1kw, 9/1 to 9/10/39(war news)			
B3-S-442	9/11/39	opr unltd time 9/11/39(baseball)			
B3-S-442	9/13/39	opr evenings 1kw 9/11/39 to 9/16/39 (baseball games)EXTEN OF			
B3-S-442	9/15/39	opr unltd time,1kw, 9/17 to 10/16/39, civic, charitable, religious, educational etc prog.			
B3-S-442	10/14/39	EXT of above to 11/15/39			
B3-S-442	11/16/39	opr add. time Nov 16,1939(football)			
B3-R-442 Auxiliary	1-29-40	1180	1kw,5kw-LS 1kw	Lt.	2-1 8-1-40
B3-S-442 Auxiliary Mod.Lic.	4-13-40 to add sunrise	1180	1kw 5kw-LS 1kw.	LT	4-13 8-1-40
B3-S-442	5/18/40	opr 9 to 9:15pm 5/20/40(Sec. WPA Prog.			
B3-S-442	5/29/40	opr 9:1 to 10pm 6/3/40(Larger L. Grad. Exercises			
B3-S-442	5/29/40	opr 9:15 to 12 midnite 6/7/40(Election returns)			
Order	6/12/40	Extension of License (Main and Auxiliary)			8/1 10/1/40

B -8-

#5

BROADCASTING STATION LICENSE RECORD

Date first licensed _____

Call letters W M A Z

Name of licensee SOUTHEASTERN BROADCASTING COMPANY INC

Transmitter location _____

Main studio location _____

FCC-65

U. S. GOVERNMENT PRINTING OFFICE 194189

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From— To—
B3-S-442	9/27/40 opr 8:15 to concl baseball game 9/28/40				
B3-S-442	10/2/40 opr 7:30 to concl football games Oct 4,10,18,24, & 7pm to concl game 11/1/40				
B3-S-442	10/5/40 opr unltd time on 1180kc, 5kw, day and 1kw night frm 10/5 to 11/3/40(progs of pub. int., convenience, and necessity, pending allocation of new facilities				
B3-S-442	10/5/40 opr unltd time 5kw day and 1kw night frm 10/t to 11/3/40(progs of pub. int. convenience and necessity pending allocation of new facilitie				
B3-S-442	10/31/40 EXTEN of above frm 11/4 to 11/7/40				
B3-S-442	11/8/40 opr add. time Nov 9 & 9 p/c Mercer U. progs and Nov 10 & 14,1940 incl(Ga. Baptist Convention				
Order	9-10-40	Extension of license (Main & Auxiliary		10-1	3-29-41
B3-S-442	11/15/40 opr 7 to 8 pm 11/15/40 p/c Nat. Defense progs				
Letter	1-21-41	1180	250w after LS at KOB, 1kw to sunset KOB, 5KW-LS		
B3-ML-1037	Mod.Lic. for unlimited time using 5kw-LS, 1kw from LS to sunset at KOB and 250w from sunset at KOB, subject to determining power by direct method.				
B3-ML-1037 B3-Z-669 Aux.	3-13-41	1180	250w after LS-KOB 1kw to LS-KOBfrom LS 5kw-LS 1kw	U	3-13 3-29-41
	Determine operating power by direct method.				
NARBA REALLOCATION B3-R-442 Aux.	3-24-41	940	5kw-LS 1kw-LS to LS-KOB 250w-after LS-KOB 1kw	U Aux.	3-29 2-1-42
B3-R-442 Aux.	3-24-41	940	5kw-LS 1kw-LS to LS-KOB 250w-after LS-KOB 1kw	U Aux.	3-29- 2-1-42
	Superseding				

CANCELLED

B-8- #6

BROADCASTING STATION LICENSE RECORD

Date first licensed _____ Call letters WMAZ

Name of licensee _____

Transmitter location _____

Main studio location _____

FCC-65

U. S. GOVERNMENT PRINTING OFFICE 194169

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From— To—
B3-Z-835	5-8-41	940	5kw-LS 1kw-LS to LS-KOB 250w-after LS-KOB	U	5-8 2-1-42
	Determine operating power by direct method.				
Aux.			1kw	Aux.	
B3-P-3043	5-6-41	940	5kw*	U	7-6 1-6-42
	C.P. change frequency as granted under NARBA, increase power, DA for day and night use*, move transmitter.				
B3-MP-1461	12-24-41	940	5kw*	U	7-6 4-6-42
Mod B3-P-3043, extension completion date. *Employing Directional antenna.					
B3-R-442	1-27	940	5k-LS 1kw-LS-to LS-KOB 250w-after LS-KOB 1 kw	U	2-1 2-1-44
Aux.					
B3-MP-1511	4-2-42	Mod.C.P. 3043 as mod., for extension of completion date			7-6 7-6-42
B3-MP-1572	6-3-42	Mod. CP, 3043 as mod., for extension of completion date			7-6 10-6-42
B3-MP-1651	10-5-42	Mod. CP 3043 as mod., for extension of completion date			7-6 11-6-42
B3-MP-1664	11-5-42	Mod. of CP 3043 as mod., for extension of completion date			7-6-41 1-6-43
B3-S-442	11-6-42	940	5-kw-LS 1kw, LS to LS-KOB 250w, after LS-KOB 1kw, LS-KOB 250w, after LS-KOB	U	12-1 2-1-44
Aux.		Mod. Lic. accordance Order 107			
B3-L-1744 B3-Z-1485	1-27-43	940	5kw* *DA	U	1-27 2-1-44
Lic. cover CP 3043 as mod., for change of freq., incr.power, install DA for day and night use, and move trans.;also determine operating power by direct measurement					
B3-S-442	5-24-43	940	5kw* *DA	U	5-24 2-1-44
Mod.license correcting DA with reference to towers used for daytime and description of monitoring point #2 accordance Engr's Memo of 5-24-43					

B -8-

#7

BROADCASTING STATION LICENSE RECORD

Date first licensed _____

Call letters W M A Z

Name of licensee _____

Transmitter location _____

Main studio location _____

FCC-65

U. S. GOVERNMENT PRINTING OFFICE 154169

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From—	Period To—
B3-R-442	1-25-44	940	5kw* *DA	U	2-1	11-1-46
B3-R-442 Aux.	1-25-44	940	1kw to LS-KOB 250w after LS-KOB Aux. purposes		2-1	11-1-46
License returned to Commission 1-31-44 as Aux. transmitter has been moved.						
B3-R-442	1-25-44	940	5kw* *DA	U	2-1	11-1-46
Superseding renewal issued to correct DA Spec.						
B3-P-3507	3-22-44	940	1kw* *DA	Aux.	5-22	11-22-44
CP move aux.trans. and employ DA day and night, and increase power						
B3-TC-355 Eff.4-10-44	4-4-44	Acquisition of control by E.K. Cargill to GEORGE P. RANKIN, JR.				
B3-MP-1778	11-27-44	Mod. of CP 3507 for extension of completion date			5-22	5-22-45
B3-L-1870 Aux.	4-23-45	940	5kw* 1kw*	U *DA Aux.	4-23-	11-1-46
Lic. to cover C.P. (P-3507 as mod.) for move of auxiliary transmitter to site of main, increase power of auxiliary & DA for day and night use						
B3-S-442	7-10-45 To opr. with nighttime DA pattern beginning 15 min. before LSS for period beginning 7-10-45 and ending in no event later than 8-8-45, in order to avoid interference in continuous half-hour programs during switchover between day and night antenna patterns, only.					
B3-ML-1216	8-7-45	940	5kw* 1kw*-Aux.	U	8-7	11-1-46
*Mod.Lic. use nighttime DA from 15 min. before LSS to 15 min. after LSR during certain months.						
B3-S-442	9-25-45	940	5kw* 1kw*-Aux. *DA	U	10-1	11-1-46
Use nighttime DA from 15 min. before LSS to 15 min. after LSR during certain months Mod. Lic. Order 1074						

BROADCASTING STATION LICENSE RECORD

#8

Date first licensed .....

Call letters W M A Z

Name of licensee .....

Transmitter location .....

Main studio location .....

FCC-65

CONTRIBUTION FEB 11 1970 LICENSE RECORD

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From--	To--
B5-R-442 Aux.	10-31-46	940	5kw* 1kw* *DA	U	11-1	11-1-49
B3-P-4899	4-30-47	940	10kw-DA	U	6-30	12-30-47
	CP to increase power and make changes in T equipment.					
BMP-2907	7-17-47	940	10kw-DA	U	6-30	12-30-47
	Mod. CP (4899) to install new T.					
BP-6388	10-31-47	940	5kw-DA	Aux.	12-31	6-30-48
	CP to install old main T at present site of main T.					
Telephone	12-31-47	Mod. CP (4899 as mod) for ext. of				
	completion date.				6-30	1-9-48
BMP-3508	1-9-48	Mod. CP (4899 as mod) for ext. of				
	completion date.				6-30	3-30-48
BL-2990 BZ-2821	3-11-48	940	10kw-DA-2 5kw-DA Aux.	U Aux.	3-11	11-1-49
	Lic. to cover CP (4899 as mod) for increase in power, changes in T equipment and install new T, and determine operating power by direct method.					
BL-2989 Aux.	3-30-48	940	10kw-DA-2 5kw-DA	U Aux.	3-30	11-1-49
	Lic. to cover CP (6388) to install old main T at present site of main T, for aux. purposes only.					
BR-442 Aux.	10-28-49	940	10kw* 5kw* *DA	U Aux.	11-1	11-1-52
BR-442 & Aux.	10-15-52	940kc	10kw 5kw-DA-2	Unl.	11-1	4-1-55
BR-442	3-9-55	Renewal of license Main & Aux.			4-1	4-1-58
BR-442	3-12-58	Renewal of license Main & Aux.			4-1	4-1-61
BP-11485	6-26-58	940kc	10kw*-50kw-LS *DA-N*	Un.	8-26	2-26-59
	CP to increase daytime power from 10kw to 50kw; install new transmitter (RCA BTA 50F) and change from employing directional antenna night and day to nighttime only (DA-2 to DA-N) (CONDITIONAL)					
Letter	9-25-53	Lic. for Aux. Transmitter deleted.				

Form BC 126
June 1954

#9

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters .....W M A Z.....

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-
BS-442 (1)(Main & Aux.)	5-6-59	Mod. of license to change common point current and resistance values.			
BL-7399	11-6-59	940kc	10kw 50kw-DA-N	Unl.	11-6 4-1-61
	Lic. to cover CP (BP-11,485) which auth. increase in daytime power, installation of new transmitter and change from DA-2 to DA-N.				
	3-29-61	Commission deferred action on renewal pending further consideration.			
BR-442	4-26-61	Renewal of license			4-26 4-1-64
BTC-4183 Eff:	3-13-63 4-1-63	Voluntary transfer of control of licensee corporation from George P. Rankin, Jr. to WMRC, Inc.			
BAL-4722 Eff.	3-13-63 4-30-63	Voluntary assignment of license to WMRC, Inc.			
BML-2051	8-16-63	940kc	10kw 50kw-DA-N	U	8-16 4-1-64
	Mod. of license to change name of licensee to SOUTHEASTERN BROADCASTING CORPORATION.				
BR-442	3-17-64	Renewal of License			4-1 4-1-67
BRC-2444 (1)	5-25-64	Mod. of license to operate transmitter by remote control from 682 Cherry St., Bankers Insurance Bldg., Macon, Ga., while using non-directional antenna.			
BRC-2574 (2)	3-24-65	Mod. of license to change remote control point to WMAZ-TV/Transmitter Building, Cochran Short Route, U.S. Hwy. 19, South, Macon, Georgia.			
BR-442	3-29-67	940kc	10kw 50kw-DA-N	Un	4-1 4-1-70
	Renewal of NDBA				
BAL-6152 Eff. 1-1-68	9-22-67	Voluntary assignment of license			
BR-442(L)	4-1-70	RENEWAL & NDBA			4-1-73
BR-442 (L) BS-442(L)	4-1-70 4-2-71	[illegible] NO AUTH. TO CORRECT FILE NO. [illegible] chg. oper. specs. & phase monitor.			
EBSA	5-25-72				

Form BC 126
June 1954

#10

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WMAZ

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-
BR-442(L)	3-30-73	Renewal	of License		4-1-76
		940khz	10kw,50kw-DA-N	U	RC
Comlet	6-21-74	Ant. monitor Potomac Inst. AM-19(204)			
BS-442(1)	12-26-74	ML to chg. SL			
BS-442(2)	1-7-76	ML to oper. trn.by RC			
BR-442(L)	3-9-76		RENEWAL		4-1-79
BR781201ZQ(L)	5-11-79	Renewal of License			4-1-82
COMTEL	7-14-80	AU. & TERMS COMTEL 1-21-80 EXT. THRU 10-15-80.			
COMTEL	10-17-80	AUTH. & TERMS COMTEL 1-21-80 EXT. THRU 12-31-80.			

#1.

STATION APPLICATION RECORD

APPLICANT: MACON JUNIOR CHAMBER OF COMMERCE — CALL LETTERS: WMAZ

ADDRESS: Mercer University, Macon, Ga. — FILE NO: 3-R-B-442 DATED: 3/12/29

Present Assignment: 890 Kc. 250 w. with addl. 250 w. day ÷ WGST

Requested: Renewal

Lic.
ACTION: 4/1/29 -890 kc. 250 w.night
w th addl. 250 w. day
Per. 4/30 to 7/31.

APPLICANT: MACON JUNIOR CHAMBER OF COMMERCE — CALL LETTERS: WMAZ

ADDRESS: Ash St., Macon, Ga. — FILE NO: 3-R-B-442 DATED: 6/17/29

Present Assignment: 890 kc. 250 w. night- 500 LS ÷ WGST

Requested: Renewal

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

APPLICANT: MACON JUNIOR CHAMBER OF COMMERCE — CALL LETTERS: WMAZ

ADDRESS: Mercer University, Macon, Georgia — FILE NO: 3-R-B-442 DATED: 9/28/29

Present Assignment: 890 kc. 250 w. - 250 w. addl. L.S. + WGST

Requested: Renewal

ACTION: Lic. 10-12-29 890 kc. 250 w. 250 w. addl. L.S. + WGST
Per. 10-31-29 to 1-31-30

no. 2

STATION APPLICATION RECORD

APPLICANT: MACON JUNIOR CHAMBER OF COMMERCE — CALL LETTERS: WMAZ

ADDRESS: Mercer University, Macon, Ga.

FILE NO: 3-M-B-448 DATED: 11/9/29

Present Assignment: 890 kc. 500 w. LS 250 night. ◆ WGST

Requested: move studio and incr. power to 500 w. day & night.

ACTION: (1) Granted for studio move as requested Min. 1-8-30, Issued 1-8-30. Increase of power set for hearing. (2) Increase power dismissed at request of applicant See FRC letter 3-18-30

APPLICANT: MACON JUNIOR CHAMBER OF COMMERCE — CALL LETTERS: WMAZ

ADDRESS: Ash St., Mercer University, Macon, Geiwgia

FILE NO: 3-M-B-486 DATED: 12-24-29

Present Assignment: 890 kc. 500 W. LS. 250 W. nite Divides with WGST

Requested: 890 kc. 500 W day & nite Unlimited

ACTION: Dismissed at request of Applicant. See FRC letter 4-14-30

APPLICANT: MACON JUNIOR CHAMBER OF COMMERCE — CALL LETTERS: WMAZ

ADDRESS: Mercer University, Macon Ga.

FILE NO: 3-R-B-442 DATED: 12/24/29

Present Assignment: 890 kc. 250 W. Nite. 500 W. LS ◆ WGST

Requested: Renewal

ACTION: Renewal license Period 1-31 to 4-30-30. 1-17-30.

STATION APPLICATION RECORD

#3

APPLICANT: Macon Junior Chamber of Commerce CALL LETTERS: WMAZ

ADDRESS: Mercer University, Macon, Ga.

FILE NO: 3-R-B-442 DATED: 3-23-30

Renewal Lic. 4-10-30

Present Assignment: 890 Kc. 250 W. 500 W LS * WGST

ACTION: Per: 4-30 to 7-31-30

Requested: Renewal

APPLICANT: MACON JUNIOR CHAMBER OF COMMERCE CALL LETTERS: WMAZ

ADDRESS: Mercer University, Macon, Georgia

FILE NO: 3-M-B-603 DATED: 5/31/30

Dismissed at request of Applicant. See Telegram 7-9-30

Present Assignment: 890 kc. 500 W. LS. & 250 W. nite *WGST

ACTION:

Requested: 1010 kc. 500 W. Unlimited

APPLICANT: Macon Junior Chamber of Commerce CALL LETTERS: WMAZ

ADDRESS: Mercer University, Macon, Ga.

FILE NO: 3-R-B-442 DATED: 6-17-30

Renewal License 7-7-30

Present Assignment: 890 Kc. 250 W , 500 W LS , Unlimited

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

Requested: Renewal

STATION APPLICATION RECORD

APPLICANT: ..... CALL LETTERS: .....

ADDRESS: ..... FILE NO: ..... DATED: .....

Present Assignment: ..... ACTION: .....

Requested: .....

APPLICANT: ..... CALL LETTERS: .....

ADDRESS: ..... FILE NO: ..... DATED: .....

Present Assignment: ..... ACTION: .....

Requested: .....

APPLICANT: ..... CALL LETTERS: .....

ADDRESS: ..... FILE NO: ..... DATED: .....

Present Assignment: ..... ACTION: .....

Requested: .....

Form 94 #4.

APPLICATION RECORD - BROADCASTING

Call Letters WMAZ

Name MACON JUNIOR CHAMBER OF COMMERCE

File No.	Date d ~~Received~~	Application for	Action Nature	Action Date
3-M-B-632	7-11-30	change frequency from 890 kc. to ~~1130 kc.~~, increase power from 250W, 500W-LS to 500W, increase hours of operation from sharing with WGST to ~~Unlimited~~		
Amended	10-1-30	amended to request 1180 kc. instead of 1130 kc. and Limited time instead of Unlimited.	Granted	5-15-31
3-R-B-442	9-24-30	Renewal of license	Granted	10-21-30
3-P-B-1848	12-3-30	Change equipment (Form 71-A filed) install DCC change frequency from 890 kc. to 1180 kc. increase power from 250W, 500W-LS to 500W and hours of operation fromsharing with WGST to Daily from 7:00 a.m. to Sunset at State College, N. M. or Portland, Oregon.	Returned to applicant Requests granted in other applications	6-3-31
3-P-B-1892	12-20-30	Make changes in equipment to conform with GO 97 and install DCC (Form 71-A filed)	Granted	1-23-31

Form 94 #5

APPLICATION RECORD - BROADCASTING

Call Letters W M A Z

Name SOUTHEASTERN BROADCASTING COMPANY, INC. (Vol. Assgn. Lic. 10-2-31).
x MACON JUNION CHAMBER OF COMMERCE

File No.	Dated ~~Received~~	Application for	Action Nature	Action Date
3-R-B-442	12-20-30	Renewal of license (Inv)	G.O.103 Granted	1-20-31 4-24-31
3-L-B-545	3-20-31	License to cover 3-P-B-1892	Granted	5-8-31
3-AL-B-342	4-3-31	Vol. Assignment of license to SOUTHEASTERN BROADCASTING COMPANY, INC.	Granted	10-2-31
3-R-B-442	5-26-31	Renewal of License	Granted	6-24-31
3-R-B-442	6-29-31	Renewal of license	Granted	7-24-31
3-R-B-442	11-30-31	Renewal of license	Granted	1-12-32
3-F-B-179	3-1-32	Automatic frequency control	Granted	3-25-32
3-R-B-442	5-13-32	Renewal of license	Granted	7-8-32
3-R-B-442	11-18-32	Renewal of license	Granted	1-13-33
3-P-B-2793	1-25-33	Changes in equipment	Returned Unnecessary	2-9-33
3-R-B-442 Resubmitted	5-24-33	Renewal of license ~~-(Quart)-~~	~~Returned~~ Granted	~~6-16-33~~ 7-11-33

Form 94 #6

APPLICATION RECORD - BROADCASTING

Call Letters WMAZ

Name Southeastern Broadcasting Company, Inc.

File No.	Dated	Application for	Action Nature	Action Date
3-R-B-442	11-24-33	Renewal of license	Granted	1-16-34
3-ML-B-1302	1-15-34	Mod. of lic. to ~~increase power from 500 w. to 500w. 1 kw.~~ ~~and~~ change time from limited to unlimited.	~~Ret. 2-17-34 (Improper appl. form. Form 401 should be used.~~ Superseded by insofar as	
Resubmitted & Amended	3-27-34	Resubmitted and amended to omit request for increased power	pwr. 3-P-B-3269 Dismissed at request of appl. ORDER Min. 9-4-34	
3-R-B-442	5-29-34	Renewal of license	Granted	7-18-34
3-P-B-3269	6-21-34	Construction Permit to move transmitter from Mercer University, Macon, Ga. to site to be determined near Macon; to increase power from 500 w. to 1 kw., also install new equipment. (To be considered under Rule 6 (g).)	Granted	6-29-34

Form 94

APPLICATION RECORD - BROADCASTING

#7

FEDERAL COMMUNICATIONS COMMISSION

Call Letters WMAZ

Name Southeastern Broadcasting Co., Inc.

File No.	Dated	Application for	Action Nature	Action Date
B3-MP-14	7-25-34	Modification of C.P. for change in equipment, req. exact transmitter site (was to be determined) Log Cabin Av., Macon, Ga., and extend comm. and comple. dates from By 7-30-34 - 10-29-34 to within 30 da. of grant - 6 months thereafter.	Granted	9-25-34
B3-R-442 Resubmitted	11-19-34 "	Renewal of license (Notarial seal)	Returned ~~12-29-34~~ Granted	1-29-35
B3-MP-83	12-5-34	Modification of C.P. as modified to make changes in antenna	Granted	Min. 8-26-35
B3-L-128	3-1-35	License to cover C.P. (3-P-B-3269) to move transmitter, make changes in equipment and increase power.	Granted	3-26-35

Form 94 # 8 APPLICATION RECORD - BROADCASTING

Call Letters W M A Z

Name Southeastern Broadcasting Co., Inc.,

File No.	Dated	Application for	Action Nature	Action Date
B3-R-442 Resub.	5-18-35 "	Renewal of license (~~Sec. 516~~) " " "	~~Returned~~ Granted	~~6-24-35~~ 7-16-35
B3-P-785	9-23-35	C.P. to make equip. changes.	Granted	10-15-35
B3-R-442 Resubmitted	11-11-35 "	Renewal of license " " "	Granted	1-10-36
B3-L-265	12-9-35	License to cover construction permit (B3-P-785) for equipment changes	Granted	1-14-36
B3-P-1041	3-12-36	C.P. to install auxiliary transmitter to be operated on 500 watts power.	Granted	4-3-36

Form 94

APPLICATION RECORD - BROADCASTING

9

Call Letters WMAZ

Name Southeastern Broadcasting Co., Inc.

File No.	Dated	Application for	Action Nature	Action Date
B3-SA-196	4-1-36	Special experimental authorization to change hours of operation from limited time to unlimited time and install directional antenna, for the period to 8-1-36. Ltr to withdraw rec'd 8-25-39	Retired to closed files	12-11-39
			Request attorney	
B3-R-442 Resubmitted	5-14-36 6-22-36	Renewal of license (5,6, & 17c)	~~Returned~~ Granted	~~6-19-36~~ 7-17-36

Form 94

APPLICATION RECORD—BROADCASTING

10

Call letters WMAZ

Name SOUTHEASTERN BROADCASTING CO. INC.

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-L-391	9-16-36	License to cover C.P. (B3-P-1041) for installation of aux. trans. to operate on 500 watts power.	Granted	10-20-36.
B3-R-442 "	11-28-36 "	Renewal of license " Aux. Trans.	Granted "	1-12-37 "
B3-P-1773	4-8-37	Construction permit to install a new transmitter and increase power from 1kw to 1kw, 5kw-LS.	Ex. Rept. I-543 Doc. 4628 GRANTED 2-19-38 Effective 3-4-38	
B3-R-442 "	5-26-37 "	Renewal of license " " " Aux. Trans.	Granted "	7-20-37 "

U.S. GOVERNMENT PRINTING OFFICE

Form 94

APPLICATION RECORD—BROADCASTING

#11

Call letters WMAZ

Name SOUTHEASTERN BROADCASTING CO. INC.

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-R-442	11-24-37	Renewal of license (3b A-prog.)	~~Returned~~	~~12-15-37~~
"	"	" " " Aux. Trans.		
Resubmitted	"	Renewal of license	Granted	1-26-38
Resubmitted	"	" " " Aux. Trans.	"	"
B3-L-763	3-9-38	License to cover construction permit (B3-P-1773) for a new transmitter and increase in power.	Granted	4-5-38
B3-L-773	4-1-38	License to use old Composite, 1kw transmitter as an auxiliary transmitter.	Granted	4-19-38

U. S. GOVERNMENT PRINTING OFFICE

Form 94

#12

APPLICATION RECORD—BROADCASTING

Call letters WMAZ

Name SOUTHEASTERN BROADCASTING CO., INC.

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-R-442	5-24-38	Renewal of license	Granted	7-6-38
"	"	" " " Aux. Trans.	"	"
B3-R-442	11-17-38	Renewal of license	Granted	1-9-39
"	"	" " " Aux. Trans.	"	"
B3-R-442	5-26-39	Renewal of license	Granted	7-12-39
"	"	" " " Aux. Trans.	"	"
B3-P-2514	8-12-39	C.P. to install directional antenna for night use, change frequency from 1180 to 1240 kc, hours of operation from limited to unlimited time.	Returned Request attorney	2-10-40

U. S. GOVERNMENT PRINTING OFFICE

Form 94

#13

APPLICATION RECORD - BROADCASTING

Call Letters W M A Z

Name SOUTHEASTERN BROADCASTING CO., INC.

File No.	Dated	Application for	Action Nature	Action Date
B3-R-442	11-24-39	Renewal of license (18~~e)(20f)(28a~~)	~~Ret'd~~	~~12/22/39~~
"	"	" " " Aux. Trans. ~~"~~	~~"~~	~~"~~
Resubmitted	12-27-39	Renewal of license	Granted	1-29-40
"	"	" " " Aux. Trans.	"	"
B3-P-2794	2-3-40	C.P. to change frequency from 1180 kc to 1250 kc, change hours of operation from limited to unlimited time, and install directional antenna for night use.	Retired to closed files 11-14-40 - Request of applicant	
B3-R-442	5-25-40	Renewal of license ~~(Sec. 171, j)~~	~~Returned~~	~~7-17-40~~
"	"	" " " Aux. Trans.	GRANTED	3-24-41
Resubmitted	"	Renewal of license for Main Trans.	940 kc, 250w after LS-KOB, 1kw from LS to LS-KOB, 5kw-LS, U	

Form 94

APPLICATION RECORD - BROADCASTING

#14

Call Letters WMAZ

Name SOUTHEASTERN BROADCASTING CO., INC.

File No.	Dated	Application for	Action Nature	Action Date
B3-ML-1037 Rec'd. Filed	11-8-40 11-12-40 11-12-40	Modification of license to change hours of operation from limited time to unlimited time and power from 1kw, 5kw-LS to 1kw to sunset KOB, 250w after sunset KOB, 5kw daytime.	Granted subject to filing and approval of application to determine operating power by direct method. Letter - Issued	1-21-41 2-8-41 3-13-41
B3-P-3043 Rec'd. Filed	10-31-40 11-30-40 11-30-40	Construction permit to change frequency from 1180 kc to 940 kc (under NARBA), increase power from 1kw, 5kw-LS to 5kw day and night, change hours of operation from limited time to unlimited time, install directional antenna for day and night use and move transmitter from Napier Avenue, Macon, Georgia to Forsyth Road, Macon, Georgia. (Filed by Mr. Butman)	Granted	5-6-41

Form 94

APPLICATION RECORD - BROADCASTING

#15

Call Letters WMAZ

Name SOUTHEASTERN BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action Nature	Action Date
B3-Z-669 Rec'd.	1-27-41 1-29-41	Authority to determine operating power by direct measurement of antenna power.	Granted	3-13-41
B3-Z-835 Rec'd.	4-11-41 4-14-41	Authority to determine operating power by direct measurement.	Granted	5-8-41
B3-MP-1461 rec'd resubmitted resubmitted recd.& filed	11-15-41 11-17-41 11-22-41 11-27-41 12-1-41	Modif. of C.P.(B3-P-3043) for extension of time from 1-6-42 for completion of constr. to 4-6-42.	~~Ret'd 11-19-41, date erroneous (Sec.3(b)~~ ~~Retd.Sec.3(b) 11-26-41~~ Granted	12-24-41
B3-~~R~~-442 " Resub.	11-15-41 " "	Renewal of license " (~~3rd copy, 17n, 22b~~ Auc.	~~Ret'd~~ GRANTED	~~12-9-41~~ 1-27-42

Form 94

APPLICATION RECORD - BROADCASTING

#16

Call Letters W M A Z

Name SOUTHEASTERN BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action Nature	Action Date
B3-MP-1511 received filed	2-9-42 2-11-42 2-11-42 3-12-42	Modif. of c.p. (B3-P-3043, as modif.) for extension of completion date from 4-6-42 to 7-6-42. Affidavit re availability of material filed	Granted	4-2-42
B3-MP-1572 received	5-13-42 5-15-42	Modif. of c.p. (B3-P-3043, as modif.) for extenstion of completion date from 7-6-42 to 10-6-42. Form 335 filed	Granted	6-3-42
B3-P-3507 Rec'd	8-15-42 8-17-42	Construction permit to move auxiliary transmitter from Napier Ave., Macon, Ga. to Forsyth Rd., Macon, Ga. (location of main transmitter as specified under C.P.), increase power of auxiliary transmitter from 1kw to sunset KOB and 250w after sunset KOB to 1kw day and night using the DA as specified under C.P. for main transmitter day and night. 335's filed.	Granted	3-22-44

Form 94 #17

APPLICATION RECORD - BROADCASTING

Call Letters WMAZ

Name SOUTHEASTERN BROADCASTING CO., INC.

File No.	Dated	Application for	Action Nature	Action Date
B3-MP-1651 Recd.	10-3-42 10-3-42	Mod. of C.P. (B3-P-3043 as modified) for extension of completion date from 10-6-42 to 11-6-42. 335's filed.	Granted Min. #409	C.A. 10-5-42 10-14-42
B3-MP-1664 Rec'd	10-21-42 10-24-42	Mod. of C.P. (B3-P-3043) as mod., for extension of completion date from 11-6-42 to 1-6-43 335's filed	Granted Min. #450	C.A. 11-5-42 11-11-42
B3-L-1744 Rec'd Resubmitted Rec'd and B3-Z-1485 Rec'd	11-17-42 12-8-42 12-16-42 12-21-42 11-17-42 12-8-42	License to cover C.P. (B3-P-3043) as mod., for change of freq., increase in power, install DA for day and night use, and move of transmitter and Authority to determine operating power by direct measurement of antenna power	~~Returned~~ ~~Sec. 10(a)~~ Granted	~~12-11-42~~ 1-27-43

Form 94 #18

APPLICATION RECORD - BROADCASTING

Call Letters W M A Z

Name SOUTHEASTERN BROADCASTING CO., INC.

File No.	Dated	Application for	Action Nature	Action Date
B3-R-442	12-6-43	Renewal of license (~~Ret'd Sec. 13b~~ for aux.)	~~Ret'd~~	~~12-10-43~~
Rec'd	12-7-43		Granted	1-25-44
Reusb.	12-16-43			
B3-R-442	12-24-43	" " " AUX.	Granted	1-25-44
Rec'd	12-27-43			
B3-TC-355	1-15-44	Acquisition of control by George P. Rankin,	~~Returned~~	~~1-21-44~~
Rec'd	1-19-44	Jr. thru sale of 279 shares of common stock	~~Part I, Sec. 12c & 13 and~~	
Resubmitted	1-15-44	by E.K. Cargill to licensee corporation to be	~~signature of Part II~~	
Rec'd	1-27-44	held as treasury stock.	Granted	4-4-44
Filed	1-27-44	335's filed	Eff. 4-10-44	

Form 94

#19

APPLICATION RECORD—BROADCASTING

Call letters WMAZ

Name SOUTHEASTERN BROADCASTING COMPANY, INCORPORATED

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-MP-1778 Rec'd Filed	11-2-44 11-4-44 11-4-44	Mod. of C.P. (B3-P-3507) for extension of completion date from 11-22-44 to 5-22-45.	Granted	11-27-44
B3-L-1376 Rec'd Filed	4-4-45 4-6-45 4-6-45	License to cover C.P. (B3-P-3507, as mod.) which authorized move of auxiliary transmitter to site of main transmitter, increase in power, and use of D.A. for day and night operation.	Granted	4-23-45
B3-ML-1216 Rec'd Filed	6-26-45 6-28-45 6-28-45	Mod. of License to operate with nighttime directional antenna pattern from 15 minutes before local sunset to 15 minutes after local sunrise during those months in which the average hour of local sunset and/or local sunrise occurs on the quarter-hour or three-quarter hour.	Granted	8-7-45

U. S. GOVERNMENT PRINTING OFFICE

#20

Form 94

APPLICATION RECORD - BROADCASTING

Call Letters W H A Z

Name SOUTHEASTERN BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
B3-P-4899 Rec'd Filed	4-30-46 5-1-46 5-1-46	Construction Permit to increase power from 5kw to 10kw and make changes in transmitting equipment., using DA-2 (Filed by George C. Davis, Engr.)	GRANTED	4-30-47
B3-R-442 Rec'd B3-R-442 Rec'd	8-24-46 8-26-46 9-13-46 9-16-46	Renewal of license " " " AUX.	Granted "	10-31-46 "

Form 94

APPLICATION RECORD - BROADCASTING

#21

Call Letters WMAZ

Name SOUTHEASTERN BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BMP-2907 Rec'd Filed	6-27-47 7-2-47 7-2-47	Mod. of C.P. (B3-P-4899, which authorized increase in power and changes in transmitting equipment) to install new transmitter(RCA BTA 10-F).	GRANTED	7-17-47
BP-6388 Rec'd Filed	10-7-47 10-9-47 10-9-47	Construction Permit to install old main transmitter (Composite) at present site of main transmitter, to be operated on 940kc with power of 5kw, for auxiliary purposes only, employing directional antenna.	GRANTED	10-31-47

Form 94

#22

APPLICATION RECORD - BROADCASTING

Call Letters WMAZ

Name SOUTHEASTERN BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BMP-3508 Rec'd Filed	12-30-47 1-2-48 1-2-48	Mod. of C.P. (B3-P-4899, as mod., which authorized increase in power, changes in transmitting equipment and install new transmitter) for extension of completion date from: 1-9-48 to: 7-30-48	GRANTED	1-9-48
BL-2939 Rec'd Filed	12-24-47 12-26-47 12-26-48	License to cover C.P. (BP-6388) which authorized to install old main transmitter (composite) at present site of main transmitter, to be operated on 940kc with power of 5kw, for auxiliary purposes only, employing directional antenna.	GRANTED	3-30-48

Form 94
#23

APPLICATION RECORD - BROADCASTING

Call Letters WMAZ

Name SOUTHEASTERN BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BL-2990 Rec'd Filed	12-24-47 12-26-47 2-9-48	License to cover C.P. (B3-P-4899, as mod.,) which authorized increase in power, ~~changes in transmitting equipment~~ and install new transmitter. and	GRANTED	3-11-48
BZ-2821 Rec'd Filed	12-24-47 12-26-47 2-9-48	Authority to determine operating power by direct measurement of antenna power.		
BR-442 Rec'd	8-23-49 8-24-49	Renewal of license. Main " " " Aux.	Granted "	10-28-49 "
BR-442 Rec'd Filed	7-14-52 7-18-52 7-18-52	Renewal of License, Main Filed by George S. Smith, Atty	GRANTED	10-15-52
BR-442 Rec'd Filed	7-29-52 8-1-52 8-1-52	Renewal of License, Auxiliary Filed by George S. Smith, Atty.		

#24

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WMAZ

Name SOUTHEASTERN BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BR-442 Recd & Filed	12-29-54 12-31-54 12-31-54	Renewal of license (Main & Auxiliary	GRANTED	3-9-55
BP-11,485 Rec'd Filed	7-25-57 7-26-57 7-26-57	Construction permit to increase daytime power from 10kw to 50kw; install new transmitter (RCA BTA 50F) and change from employing directional antenna night and day to nighttime only, (DA-2 to DA-N) Engr. - George C. Davis	GRANTED Condt'l. re change in transmission line or coupling equip. due to increase daytime power.	6-26-58
BR-442 Rec'd & Filed	12-23-57 12-26-57	Renewal of license(Main and Auxiliary)	GRANTED	3-12-58
BL-7399 R & F	1-26-59 1-29-59	License to cover C.P. (B P-11,485) which authorized increase in daytime power, installation of new transmitter and change from DA-2 to DA-N. (daytime transmitter & RCA BTA 50F1 installed)	GRANTED	11-6-59

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

FORM BC-121
AUG. 1955

#25

APPLICATION RECORD - BROADCASTING

Call Letters WMAZ

Name SOUTHEASTERN BROADCASTING COMPANY, ~~Inc.~~
MACON, GEORGIA

File No.	Dated	Application for	Action Nature	Action Date
BR-442 Rec'd Filed	12-21-60 12-28-60 12-28-60	Renewal of license	GRANTED	4-26-61
BTC-4183 Rec'd Filed	12-31-62 1-3-63 1-3-63	Voluntary transfer of control of licensee corporation from George P. Rankin, Jr. to WMRC, Inc. William P. Sims, Jr., Atty.	GRANTED: EFF:	3-13-63 4-1-63
BAL-4722 Rec'd Filed	1-22-63 1-24-63 1-24-63	Voluntary assignment of license to WMRC, INC. (CONTINGENT ON GRANT OF BTC-4183) Dow, Lohnes & Albertson, Attys.	GRANTED: EFF	3-13-63 4-30-63

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

FORM BC-121
AUG. 1955

26

APPLICATION RECORD - BROADCASTING

Call Letters WMAZ

Name WMRC, INC.
Macon, Georgia

File No.	Dated	Application for	Action Nature	Action Date
BML-2051 R. & F.	7-17-63 7-19-63	Mod. of license to change name of licensee to SOUTHEASTERN BROADCASTING CORPORATION. Atty: Dow, Lohnes & Albertson (Rafter)	GRANTED	8-16-63
BR-442 Rec'd Filed	12-23-63 12-31-63 12-31-63	Renewal of license Attys: Dow, Lohnes and Albertson	GRANTED	3-17-64
BRC-2444 Rec'd Filed	3-24-64 4-1-64 4-1-64	Modification of license to operate transmitter by Remote Control from 682 Cherry Street, Bankers Insurance Building, Macon Georgia, while using non-directional antenna. John A. Rafter, Atty.	GRANTED	5-25-64

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

FORM BC-121
AUG. 1955 #27

APPLICATION RECORD - BROADCASTING

Call Letters WMAZ

Name SOUTHEASTERN BROADCASTING CORPORATION
Macon, Georgia

File No.	Dated	Application for	Action Nature	Action Date
BRC-2574 Rec'd Filed	12-1-64 12-7-64 12-7-64	Modification of license to change remote control point to WMAZ-TV Building, Cochran Short Route, U. S. Hwy. 129, South, Macon, Georgia (DA-N). William P. Sims, Jr., Atty.	GRANTED	3-24-65
BR-442 R & F	12/21/66 1/3/67	Renewal of license Atty: Wm. P. Sims, Jr.	GRANTED	3-29-67
BAL-6152 R & F (Form 316) SEP 8 1967	8-25-67 8-30-67	Voluntary assignment of license to MULTIMEDIA, INC. Atty - Dow, Lohnes & Albertson (W.P.Sims, Jr.)	GRANTED EFF	9-22-67 1-1-68

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

Form BC-121
September 1969

#28

APPLICATION RECORD - BROADCASTING

Call Letters WMAZ

Name MULTIMEDIA, INC.
Macon, Georgia

File No.	Dated	Application for	Action Nature	Action Date
BR-442 R & F $75. #565737 PN	12-17-69 12-30-69 12-30-69 12-30-69	RENEWAL Dow Lohnes & Albertson atty. AMENDED 2-6-70 re: Engineering (Proof of perf)	GRANTED	4-1-70
BR-442 R & F P.N. PRESS FEB 16 1973	12-27-72 1-2-73 1-2-73	Renewal of License Atty.: Richard F. Swift AMENDED 2-16-73 re: statement on equal employment practices AMENDED 3-7-73 re: business interests	GRANTED	3-30-73
BR-442 R & F P.N. filed PRESS BZ-1-23-78	11-13-75 12-1-75 " " " JAN 28 1976	Renewal of License Atty: Dow, Lohnes & Albertson(S. Meyer)	GRANTED	3-9-76

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

#29

940khz.

Form BC-121
May 1976
4-22

APPLICATION RECORD - BROADCASTING

Call Letters W M A Z

Name MULTIMEDIA, INC.
MACON, GEORGIA

File No.	Dated	Application for	Action Nature	Action Date
BR 781201 ZQ PRESS	FEB 14 1979	RENEWAL OF LICENSE	GRANTED	5-11-79
BP810226AL PRESS (0)	MAR 27 1981	CP to add New Monitoring Points for Nighttime Directional Ant. Sys. & Correct Geographical Coordinates to Read: 32° 53' 06" 83° 43' 50" Atty. Arnold P. Lutzker (Dow, Lohnes & Albertson)		

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

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.