WSVC

AM

BROADCASTING STATION HISTORY RECORD

First licensed 1-8-81

Call Letters W S V C

Station Location Dunlap, Tennessee

Name HARRY J. MORGAN TR/AS MORGAN BROADCASTING COMPANY

Transmitter Location Old Hwy. 28, 1.1 miles East, Dunlap, Tennessee

Main studio location TO BE DETERMINED, DUNLAP, TENNESSEE

Form BC-126
December 1978

Authorization Record

File No.	Granted	Facilities	Expires
BP-781201AC	3-24-80	1190khz 500watts DA CP FOR NEW AM STATION	3-24-81
BP-781201AC (1)	6-23-80	CALL LETTERS ASSIGNED	& EBSA ISS
BL-801118AD (L)	1-8-81	Lic. to cover (BP-781201AC) for a NEW STATION	8-1-82

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call Letters WSVC AM

Name Harry J. Morgan tr/as Morgan Broadcasting Company
Dunlap, Tennessee (PO P.O. BOX 2312, Knoxville, Tennessee 37901)

File No.	Dated	Application for	Action Nature	Action Date
BP-781201AC PRESS: CUT OFF DATE	MAY 11 1979 AUG 7 1979	Construction permit for new AM on: Frequency: 1190KHz Power: 500 watts Hours of operation: Daytime TL: Old Hwy 28, 1.1 mile East, Dunlap, Tennessee SL&RC: to be determined 35 21 41 85 22 23 SECTION 1.569 WAIVED AND APPLICATION ACCEPTED FOR FILING	GRANTED	3-24-80
	8-16-79	PETITION TO DENY FILED BY ATTY. RICHARD F. SWIFT ON BEHALF OF MULTIMEDIA, INC.		
	8-20-79	PETITION TO DISMISS APPLICATION FILED BY ATTY. RICHARD F. SWIFT ON BEHALF OF MULTIMEDIA, INC.		

#2

APPLICATION RECORD-BROADCASTING

1190 kHz

Call Letters: W S V C

Name: Harry J. Morgan TR/ as MORGAN BROADCASTING COMPANY

Station Location: Dunlap, Tennessee

File No.	Date	Description	Action and Date
BL-801118AD R & F PRESS	11-18-80 NOV 26 1980	Lic. to cover (BP-781201AC) for a NEW STATION. Atty: --	GRANTED 1-8-81

Form BC-121
March 1979

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.