

W D I A



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No 1390199



## BROADCASTING STATION LICENSE RECORD

AM

Date first licensed

VLACOM BROADCASTING INC. (AL: 11-6-79)

EFF:

Call letters x J A B F

LOCATION: MEMPHIS, TENNESSEE

\*SONDERLING BROADCASTING CORPORATION (AL 6-27-69 EFF: 6-30-69)

\*WDIA, INC. (AL 12-23-57) EFF: ~~12-31-57~~

x BLUFF CITY BROADCASTING COMPANY (APL 12-17-53 EFF: 1-4-54)

x K. R. FERGUSON &amp; J. R. PEPPER (LTD) d/b as

Name of licensee BLUFF CITY BROADCASTING CO., LTD.

5231 OK Robertson Road, Memphis, Tennessee (Redescription)

x 5231

(L 10-6-54)

Tennessee, (CP2-13-53)

x On O.K. Robertson Rd. and 3400' N. of Loosahatchie River, Approx. 6mi. N. of Memphis/  
Transmitter location North University at Hubert Street, Memphis, Tenn. (MP1-16-47) (Lic. 8-21-47)

WDIA STUDIOS, 2265 CENTRAL AVE., , MEMPHIS, TENNESSEE (ERC-10-27-81)

x 2265 Central Avenue, Memphis, Tenn (CP-11-10-70)

xx 2074 Union Avenue, Memphis, Tennessee. (Lic. 8-21-47)

Main studio location x North University at Hubert Street, Memphis, Tenn. (MP 1-16-47)



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
83-P-4708	11-7-46	730	250w	Daytime	
Letter 12-11-46 CP for new station granted subject to filing MP for approval of T site and antenna					
3-P-4708	1-16-47	730	250w	Daytime	3-16 9-16-47
3-MP-2390	Mod. CP(4708) for approval antenna and T and S sites.				
BL-2491	8-21-47	730	250w	Daytime	8-21 11-1-49
BZ-2311	Lic. to cover CP(4708 as mod.) for a new station change studio location and determine operating power by direct method. (Conditional Clause)				
BZ-3082	9-19-49	730	250w	Day	9-19 11-1-49
Determine opr. power by direct method.					
BR-1708	10-28-49	730	250w	Day	11-1 11-1-52
BR-1708	10-15-52	730kc	250w	Daytime	11-1 8-1-55
P-8343	2-18-53	1070kc	5kw, 50kw	LS U	4-18-53 10-18-53
DA-2 CP to change freq., power, hours of operation, transmitter location, type of trans. and install directional antenna for day and night use (DA-2) (CONDITIONAL CLAUSE)					
ARC-13(1)	4-17-53	Mod. of lic. to operate trans. by R. C. from 2074 Union Avenue, Memphis, Tennessee			
BP-8343	4-1-53	MP to add condition to condition to JP.			4-18 10-18-53
(1)					
MP-6314	10-2-53	MP (BP-8343) change type trans. (COND'L CLAUSE)			4-18 10-18-53
(2)					
MP-5317	10-5-53	MP (BP-8343, as mod.) ext. of completion date. (COND'L CLAUSE)			4-18 1-17-54
(3)					
BAPL-91	12-17-53	Vol. assignment of license to BLUEF CITY BROADCASTING COMPANY			
EFF:	1-4-54				
MP-6409	1-14-54	1070	5kw-50kw	LS U	4-18-53 7-16-54
DA-2					
MP (BP-8343, as mod) for ext. of completion date & change lighting specs. (COND'L CLAUSE)					
-----					



B S

#2

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W D I A .....

Name of licensee .....

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BMP-6409	1-14-54	1070	5kw-50kw-LS DA-2	U	4-18 7-16-54
MP (BP-8343, as mod) for ext. of completion date & change lighting specs. (COND'L CLAUSE) <u>Superseding auth. to delete clause re remote control</u>					
BL-5341	10-6-54	1070	5kw*50kw-LS* *DA-2	U	10-6 8-1-55
Lic. cover CP (BP-8343, as mod.) chg. freq. hours of oper. <u>trans loc. type trans. &amp; install DA-2.</u>					
Telegram 7-28-55 Action on renewal deferred 7-27-55 and continued op. auth. until final determination on renewal					
BR-1708	11-23-55	Renewal of license			11-23 8-1-58
BTC-2664	12-11-57	Voluntary transfer of control of			
EFF:	12-17-57	licensee corporation from John R. Pepper to WDIA, Inc.			
BAL-2899	12-23-57	Voluntary assignment of license to			
EFF:	12-31-57	WDIA, Inc.			
BR-1708	7-2-58	1070	5kw-50kw-LS/U	U	8-1 8-1-61
	7-26-61	Comm. deferred action on renewal pending further consideration.			
BR-1708	10-11-61	1070kc	5kw, 50kw-LS DA-2	U	10-11 8-1-64
BR-1708	7-22-64	Renewal of License			8-1 8-1-67
BTC-5294	4-19-67	Voluntary relinquishment of positive control of Sonderling Broadcasting Cor- poration (parent corp. of lic. corp) by Richard Goodman thru sale of stock to the general public.			
BR-1708	7-18-67	Renewal of License & NDEA			8-1- 8-1-70
BTC-5294	2-22-68	Vol. TC			
BAL-6686	6-27-69	Vol. AL			
EFF:	6-30-69				
BR-1708(L)	7-30-70	RENEWAL & NDEA			8-1-73
BR-1708(L)	11-10-70	1070kc	5kw, DA-2, Unl.		11-10-71
CP to install new transmitter GATES BC-5B for Alt. Main Aux. transmitter <del>at main trans. site.</del> <del>at main trans. site.</del>					
BR-1708(L)	7-30-70	Supersede to correct studio location and redescribe TL.			



Form BC 126

June 1954

Card 3

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W D I A

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
BL-12,837 (L)	1-21-71 Lic. cover Alt. Night	1070kc CP (BP-18915) Trans.	5kw	DA-2 install Aux.	8-1-73 Day &
EBSA	5-25-72				
BR-1708(L)	8-17-73	RENEWAL			8-1-76
TELEGRAM---	2-24-75	Trans.	CCA 50000D	now installed	
BL-13,896(L)	4-28-75	Lic. to use former main auxiliary purposes only			8-1-76
BP-20,911	12-9-77 CP to make changes in monitoring points.	1070khz.	5kw, 50kw	DA-2	12-9-78
BAPL780724EL	11-6-79	VOL. AL & CP	EFF:		(Comm. Agenda
BR-1708(L) BL-14443	11-14-79	Renewal of License & Mod.			8-1-82



## APPLICATION RECORD - BROADCASTING

Call

Letters

New W A B P

Name E. R. FERGUSON & J. R. PEPPER (LTD.), d/b as PLUFF CITY  
BROADCASTING CO., LTD.,

(P.O. E. R. Ferguson, 1664 Euclid Avenue, Memphis, Tennessee)

File No.	Dated	Application for	Action	
			Nature	Date
B3-P-4708	4-5-46	Construction permit for new standard broad-	Docket No. 7700	
Rec'd	4-9-46	cast station to be operated on:	Granted without hearing	
Filed	4-9-46	Frequency: 730 kc.		11-7-46
		Power: 250w	subject to filing MP for	
		Hours of operation: Daytime only.	approval of T site and	
		Trans. Location: To be determined - Memphis,	antenna	
		Tennessee.	Letter 12-11-46	
		Studio Location: To be determined - Memphis,	Issued with MP-2390	
		Tennessee.		
		(Filed by Harry J. Daly, Atty.)		



GATES 250-C Transmitter

Fred C. Grimwood (Quincy, Ill.), Engr.



## APPLICATION RECORD - BROADCASTING

#2

 Call W D I A  
 Letters X W A B F

 Name E. R. FERDUSON & J. R. PEPPER (LTD.,) d/b as BLUFF CITY  
BROADCASTING CO., LTD.,

File No.	Dated	Application for	Action	
			Nature	Date
B3-MP-2330	12-13-46	Mod. of C.P. (B3-P-4708, which authorized a new standard broadcast station) for approval of antenna, for approval of transmitter and studio locations at North University, Hubert Street, Memphis, Tennessee.	GRANTED	1-16-47
Rec'd	12-17-46			
Filed	12-17-46			
		Harry J. Daly, Atty		



## APPLICATION RECORD - BROADCASTING

#3

Call

Letters W D I AName E.R. FERGUSON & J.R. PEPPER (LTD.), d/b as BLUFF CITY BROADCASTING CO., LTD.

File No.	Dated	Application for	Action	
			Nature	Date
BL-491	6-1-47	License to cover C.P. (B3-P-4708, as mod.,) which authorized a new standard broadcast station, and for change of studio location from North University at Hubert Street, Memphis, Tennessee to: 6074 Union Avenue, Memphis, Tennessee.	GRANTED re waiver	8-21-47 3.60
Rec'd	6-4-47			
Filed	6-4-47			
BZ-311	6-1-47	and Authority to determine operating power by direct measurement of antenna power.  (Harry J. Daly, Atty.)		
Rec'd	6-4-47			
Filed	6-4-47			



## APPLICATION RECORD - BROADCASTING

4

LTD

Call

Letters W.D.I.A.Name E.R. FERGUSON & J.R. PEPPER ~~INC.~~ a/b as BLUFF CITY BROADCASTING CO., LTD.

File No.	Dated	Application for	Action	
			Nature	Date
HP-6617 Rec'd Filed	2-21-48 2-25-48 2-25-48	Construction Permit to change frequency from 730kc to 1240kc, change hours of operation from daytime to unlimited time and change power from 250w day to 250w day and night. Fred O. Grimwood, Engr.	Docket 8879 DISMISSED without prejudice ORDER ISSUED	6-23-50
BR-1708 Rec'd	8-25-49 9-6-49	Renewal of license.	10-28-49	GRANTED
BZ-3082 Rec'd Filed	8-25-49 9-6-49 9-6-49	Authority to determine operating power by direct measurement of antenna power.	GRANTED	9-19-49



#5

FORM A-170

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call

Letters W D I A

Name F. R. FERGUSON AND J. R. PEPPER LTD., D/B AS BLUE CITY  
BROADCASTING CO., LTD.

File No.	Dated	Application for	Action	
			Nature	Date
BP-8343	12-18-51	Construction permit to change frequency from 730kc <u>to</u> 1070kc; increase power from 250w <u>to</u> <del>10kw</del> , 50kw-LS; change hours of operation from Daytime <u>to</u> Unlimited; transmitter site from North University at Hubert St., Memphis, Tennessee <u>to</u> On the O. K. Robertson Road, 3400' North of the Leesahatchie River approx. 6 miles North of Memphis, Tennessee; type of transmitter (Westinghouse 5D-HG-2); and install directional antenna for day and night use (DA-2). Harry J. Daly, Atty.	GRANTED	2-18-53
Rec'd	12-20-51		Cond'l re Blanketing;	
Filed	12-20-51		com. 3.46; phase monitor; field measuring equip.; Non-DA proof; monitoring point estab. at 343°, 34.0 mv/m at night and assume full responsibility for install. of filters in WTPS radiators or other means to prevent re-radiation and inter- action to WTPS.	
AMENDED	10-20-52	AMENDED to decrease nighttime power from 10kw <u>to</u> 5kw.	Accept interference re	
Rec'd	10-21-52		proposed op. WAPI, BP-8679	
Filed	10-21-52		Birmingham, Ala.	
PET. FILED 3-13-53 - BY LOCKWOOD ON BEHALF OF WAPI FOR RECONSIDERATION & DESIGNATE APPLI. FOR HEARING.				
PET. DISMISSED: ORDER ISSUED 4-1-53.				
F. C. C. - WASHINGTON, D. C.				



# APPLICATION RECORD BROADCASTING

Call  
Letters W D J A

Name E. R. FERGUSON AND J. R. PIPER, LTD., d/b/a  
BLUFF CITY BROADCASTING CO., LTD.

File No.	Dated	Application for	Action	
			Nature	Date
BR-1708 Rec'd Filed	4-30-52 5-2-53 5-2-53	Renewal of License Filed by Harry J. Daly, Atty.	GRANTED	10-15-52
BRC-13 Rec'd Filed	4-3-53 4-13-53 4-13-53	Modification of license to operate from Remote Control Point at 2074 Union Avenue, Memphis, Tenn.	GRANTED	4-17-53
BMP-6314 Rec'd Filed	9-11-53 9-15-53 9-15-53	Modification of construction permit (EP-8343, which auth. change in frequency, increase in power, change in hours of operation, change transmitter site and installation of directional antenna for day and night use) to change type transmitter. (Continental Electronics 317). Harry J. Daly, Atty.	GRANTED Same conditions as CP	10-2-53



#7

FORM A-170

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

E. R. FERGUSON AND J. R. PEPPER LTD., d/b as:

Call  
Letters W D I AName BLUFF CITY BROADCASTING CO., LTD.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-6317 Rec'd Filed	9-17-53 9-21-53 9-21-53	Modification of construction permit (BP-8343, as mod., which auth. change in freq., increase in power, chg. hours of operation, chg. trans. site and install. of directional antenna for day and night use, chg. type trans.) for extension of completion date from 10-18-53 to <u>1-17-54</u> .  Harry J. Daly, Atty.	GRANTED Same conditions as CP	10-5-53
BAPL-91 Rec'd Filed	10-9-53 10-23-53 10-23-53	Voluntary assignment of license and construction permit to Bluff City Broadcasting Company.  Harry J. Daly, Atty.	GRANTED EFF:	12-17-53 1-1-54



#8

FORM A-170

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters W D I AName BLUFF CITY BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-6409 Rec'd Filed	12-31-53 1-5-54 1-5-54	Modification of construction permit (BP-8343, as mod., which auth. change in freq., increase in power, chg. hrs. of operation, chg. trans. site and install. of DA for day and night use, chg. type trans.) for extension of completion date from 1-17-54 to 7-16-54.  Harry J. Daly, Atty.	GRANTED same conditions as CP	1-14-54
BL-5341 Rec'd Filed	6-4-54 6-7-54 6-7-54	License to cover construction permit (BP-8343, as modified) which authorized change freq., power, hours of operation, trans. location, type trans. and install directional antenna for day and night use (DA-3)	GRANTED	10-6-54



## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

WDIA, INC.

Call  
Letters

WDIA

Namex **BLUFF CITY BROADCASTING COMPANY**

File No.	Dated	Application for	Action	
			Nature	Date
<b>BR-1708</b> <b>Rec'd</b> <b>Filed</b>	<b>3-31-55</b> <b>4-6-55</b> <b>4-6-55</b>	<b>Renewal of license.</b>	<b>GRANTED</b>	<b>11-23-55</b>
<b>BTC-2664</b> <b>Rec'd</b> <b>Filed</b>	<b>11-11-57</b> <b>11-13-57</b> <b>11-13-57</b>	<b>Voluntary transfer of control of licensee corporation from John R. Pepper to WDIA, Inc.</b>  <b>A. Harry Becker, Atty.</b>	<b>GRANTED</b> <b>EFF:</b>	<b>12-11-57</b> <b>12-17-57</b>
<b>BAL-2899</b> <b>Rec'd</b> <b>Filed</b>	<b>12-19-57</b> <b>12-20-57</b> <b>12-20-57</b>	<b>Voluntary assignment of license to WDIA, Inc.</b>  <b>A. Harry Becker, Atty.</b>	<b>GRANTED</b> <b>EFF:</b>	<b>12-23-57</b> <b>12-31-57</b>



Aug. 1955

#10

Call  
Letters WDIAName WDIA, INC.  
Memphis. Tennessee

File No.	Dated	Application for	Action	
			Nature	Date
BR-1708 Rec'd. Filed	4-29-58 5-1-58 5-1-58	Renewal of license.  A. Harry Becker, Atty.	GRANTED	7-2-58
BR-1708 Rec'd Filed	5-2-61 5-5-61 5-5-61	Renewal of License.  A. Harry Becker, Atty.	GRANTED	10-11-61
BR-1708 R & F	5-18-64 6-1-64	Renewal of License  A. Harry Becker, Atty.	GRANTED	7-22-64
BTC-5294 Rec'd Filed (Form 316)	3-20-67 3-22-67 3-29-67	Voluntary relinquishment of positive control of Sonderling Broadcasting Corporation (parent corp. of lic. corp) by Richard Goodman thru sale of stock to the general public  Atty - A. Harry Becker	GRANTED	4-19-67



## APPLICATION RECORD - BROADCASTING

1070kc

AUG. 1955

Call  
Letters WDIA

SONDERLING BROADCASTING CORPORATION

Name xWDIA, INC.  
Memphis, Tennessee

File No.	Dated	Application for	Action	
			Nature	Date
BR-1708 R & F	4-22-67 5-1-67	Renewal of License  Atty.: A. Harry Becker	GRANTED	7-18-67
ETC -5950 R & F FEE PD: \$30 (also see: BAL-6663)	5-15-69 5-16-69 (FORM 316)	Vol. transfer of control of licl corp. from Sonderling Broadcasting Corporation (an Ill. corp) to Sonderling Broadcasting Corporation (A Del. corp) Atty - A. Harry Becker	GRANTED	5-23-69 Eff: 5-29-69 3pm
BAL-6686 R & F FEE PD: \$30 - 521978 (form 316 - ALSO SEE KDIA, WMOD ETC)	6-13-69 6-13-69	Vol. assignment of license to SONDERLING BROADCASTING CORPORATION  Atty - A. Harry Becker	GRANTED EFF:	6-27-69 6-30-69



Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call  
Letters W.D.I.A.Name SONDERLING BROADCASTING CORPORATION  
MEMPHIS, TENNESSEE

File No.	Dated	Application for	Action	
			Nature	Date
BR-1708 R & F \$75 #598247 PN Recd. PRESS	4-22-70 5-1-70 " " JUN 10 1970	RENEWAL OF LICENSE A. Harry Becker, Atty. AMENDED 6-16-70 re: commercial matter	GRANTED	7-30-70
BP-18,915 R & F 637455 \$50 ACC. 600 Press	10-21-70 10-22-70 10-27-70 NOV 5 1970	to install new transmitter at for Alternate Main-Auxiliary transmitter at Main trans. location: (1070Kc, Skw-DA-2) Atty: A. Harry Becker	GRANTED	11-10-70
BL-12,837 Rec'd #646273 \$50. AC-067 Amended & F PTA PRESS JAN 11 1971	11-25-70 11-27-70 11-27-70 12-18-70 12-29-70	Lic.(BP-18,915) for new Alt.-Main, Aux. Trans. TL redes: 5231 OK Robertson Rd. Atty: <u>Becker</u> & Silberberg Sect. 6 & 7 Sect. II-A - 302.	GRANTED	1-21-71



#13

# APPLICATION RECORD - BROADCASTING

1070kc.

Call  
Letters W D I A

Name SONDERLING BROADCASTING CORPORATION  
Memphis, Tennessee

File No.	Dated	Application for	Action	
			Nature	Date
BR-1708 R & F P.N. PRESS JUN 14 1973	4-30-73 5-3-73 5-3-73	Renewal of License (Main & Aux.-Alt. Main)  Atty.: A. Harry Becker AMENDED 7-26-73 re: composition of community; employment policy	GRANTED	8-17-73
BL-13,896 R & F \$50#380840 PTA PRESS MAR 11 1975	1-9-75 1-10-75 1-13-75 1-30-75	Lic. to use former main transmitter for Auxiliary Purposes Only, Continental, 317  Atty A. Harry Becker (Becker & Silberberg)	GRANTED	4-28-75
BR-1708 R & F PN Recd. PRESS APR 28 1976	3-30-76 3-31-76 "	RENEWAL OF LICENSE (MAIN & AUX. TRANS.) A. Harry Becker, Atty. PETITION TO DENY RENEWAL OF BROADCAST LICENSE Ben Thomas Cole, II, Counsel on behalf of North Miss. Coalition for Better B/Casting	GRANTED (Issued with BL-14443)	11-14-79

(over)



(BR-1708) MOTION FOR EXTENSION OF TIME filed 7-12-76  
by A. Harry Becker, Counsel on behalf of Sonderling  
Broadcasting Corporation

OPPOSITION TO PETITION TO DENY RENEWAL OF BROADCAST  
LICENSE filed 8-12-76 by A. Harry Becker, Counsel on  
behalf of Sonderling B/Casting Corporation

MOTION FOR PROTECTIVE ORDER AND/OR MOTION TO CEASE  
AND DESIST AND FOR IMMEDIATE EXPEDITED CONSIDERATION  
OF REVOCATION HEARINGS filed 9-10-76 by Alvin O.  
Chambliss, Counsel on behalf of Petitioners

PETITION TO STRIKE MOTION FOR PROTECTIVE ORDER AS  
SCURRILOUS, SCANDALOUS, SHAM AND FRIVOLOUS filed  
9-21-76 by A. Harry Becker, Counsel on behalf of  
Sonderling Broadcasting Corporation

MOTION FOR EXTENSION OF TIME filed 10-14-76 by Alvin O.  
Chambliss, Counsel on behalf of the Northern Miss.  
Coalition for Better B/Casting

COMMENTS RE: MOTION FOR EXTENSION OF TIME filed 10-18-  
76 by A. Harry Becker, Counsel on behalf of Sonderling  
Broadcasting Corporation

12-16-76 MEMORANDUM OPINION & ORDER, Petition to Deny  
filed by Cora Mae Crockett individually, and Alfred  
"Skip" Robinson, individually and as Chairman of the  
United League of Marshall County, Miss., and the  
Northern Mississippi Coalition for Better Broadcasting,  
DENIED.

PETITION FOR RECONSIDERATION OF PETITIONERS PETITION  
TO DENY AND MOTION FOR SANCTIONS AND IMMEDIATE  
EXPEDITED CONSIDERATION OF REVOCATION HEARINGS filed  
2-10-77 by Alvin O. Chambliss, Counsel on behalf of  
Alfred "Skip" Robinson, Cora Mae Crockett, Oscar  
Kinkle, et al.

OPPOSITION OF SONDERLING BROADCASTING CORPORATION  
TO PETITION FOR RECONSIDERATION OF PETITIONERS'  
PETITION TO DENY AND MOTION FOR SANCTIONS AND  
IMMEDIATE EXPEDITED CONSIDERATION OF REVOCATION HEARINGS  
filed 2-29-77 by A. Harry Becker, Counsel on behalf  
of Sonderling Broadcasting Corporation

(See card #14)



# APPLICATION RECORD - BROADCASTING

1070khz.

Call  
Letters W.D.L.A.

VIACOM BROADCASTING INC.

Name ☒ SONDERLING BROADCASTING CORPORATION  
Memphis, Tennessee

File No.	Dated	Application for	Action	
			Nature	Date
BP-20,911 R & F PRESS: Amended Rec'd 9-19-77 re: substitute Fig. 2-A	5-5-77 5-5-77	construction permit to monitoring point directions.  ATTY: Harry Becker	GRANTED	12-9-77
BL-14,443 R & F Amend Amend Amend Amend PTA PRESS MAY 4 1978	2-1-78 2-3-78 2-22-78 - 2-28-78 - 3-27-78 4-14-78 - 4-25-78	Lic. to cover BP-20,911 for changes (monitoring point changes) enrg. data adda. enrg. data add. enrg. data add. enrg. data & coorection on previously filed data. Atty: A. Harry Becker	GRANTED (Issued with renewal)	11-14-79
----- EAPL780724EL R & F ALSO SEE FM WQUD, WOPA PN filed AUG 29 1978	7-24-78 7-24-78	Vol AL to VIACOM BROADCASTING INC. (over) (INCLUDE BP-20911) Atty for assignor - Fly, Shuebruk etc for assignee - G. Shapiro (Arent, Fox etc) P.C.C. - WASHINGTON, D.C.	GRANTED EFF: (Comm. Mem. Opin & Order)	11-6-79



BAPL780724EL AMENDED 11-14-78 re: dismissal of Pet.

(BR-1708) REPLY TO OPPOSITION OF SONDERLING BROADCASTING CORPORATION filed 3-4-77 by Alvin O. Chambliss, counsel on behalf of Petitioners

4-13-77 MEMORANDUM OPINION AND ORDER #69198. Petition for Reconsideration filed individually by Cora Mae Crockett and by Alfred "Skip" Robinson, individually, and in his capacity as Chairman of the United League of Marshall County, Miss., and the North Mississippi Coalition for Better Broadcasting is DENIED.

BAPL780724EL AMENDED 11-14-78 re: dismissal of Pet. to Deny; supple. to bal. sheet; amend. to agree. and plan of merger; pending appls.; programming data and bal. sheet AMENDED 11-22-78 re: consolidated bal. sheet of Sonderling B/c Corp and its subsidiaries as of 9-78

AMENDED 1-17-79 re: Exh. E-chgs Ralph M. Baruch-Chief Ex. Off. and Chairman of Bd.; Terrence Elkes-Pres; Kenneth Gorman-Sen. V-pres.; other chgs. in actual stockholders of Viacom and delete Tandem and T.A.T. Comm. Co. from Ex E-4; bank ltr. from Morgan Guaranty Trust Co. for necess. funds to consummate appl; EEOP and Prog. data

AMENDED 2-8-79 re: Programming data; ascertainmant and EEOP data

AMENDED 4-3-79 re: legal data - stock

(BR790330UC) SUPPLEMENTAL APPLICATION filed 3-30-79 as an amendment to pending renewal application.(Atty.

A. Harry Becker) PRESS: **APR 13 1979**

BAPL780724EL Amended 7-2-79 re: stock % held by non-citizens & B/c int. of stockholders of Viacom

Amended 7-12-79 re: Auth. tdb in Tennessee



# RECORD OF APPLICATIONS REQUESTING FACILITIES OF BROADCASTING STATION ~~W A B P~~

WDIA

Licensee

File No.	Date	Call Letters	Name and Location of Applicant	Remarks	Disposition
BP-8372	1-15-52	New-KRLW	Southern Baptist College <del>Broadcasting Service</del> Walnut Ridge, Arkansas	Contingent on WDIA vacating 730kc (BP-8343).	



Renewal Requested	Date Received	Designated for Hearing	Reason	Remarks



W D I A - RECORD OF DENIAL OF INFORMAL APPLICATIONS

BS-1708 10-17-47 To opr. add'l time Oct. 19, 1947 to  
broadcast professional football game, only.

Ltr. 2-6-50 to participate in a series of special  
tests or DX programs.



## 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 12<sup>th</sup> 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 one set is known to 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.

