WHOG

SPERRY RAND

REMOVABLE LABEL TAB

GUIDES AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/5

Form BC-126
June 1954
3200

WHOG (EFF. 7-1-81)
XW Y H I (EFF:7-13-72
XWFBF(Ltr. 4-12-65)
XW P A P (10-28-59)

BROADCASTING STATION LICENSE RECORD

Date first licensed November 30, 1955 Call letters xW F B F

NORTHEAST FLORIDA RADIO, INC.(AL-3-18-64 EFF 3-31-64) Station Location: Fernandina Beach, Fla.
xDENVER T. BRANNEN, (AL 12-14-60; EFF: 12-31-60
xROWLAND RADIO, INC. (AL 10-21-59, EFF: 10-30-59
xROBERT W. CHASSE, AS RECEIVER XXXXXXXXXXXXXX (AL 7-14-59 Eff:)
X MURRAY BROADCASTING COMPANY, INC. (AL 5-8-57; EFF:5-31-57)

Name of licensee MARSHALL W. ROWLAND AND CAROL C. ROWLAND, d/b as FERNANDINA BEACH BROADCASTERS

8th and Dade Sts., Fernandina Beach, Florida (MP 7-21-55) Lic. 11-30-55

Transmitter location X14th Street and 14th Street Extension, Fernandina Beach, Florida (CP 4-6-5

2034

327 S. 8th Street, Fernandina Beach, Florida (BRC-4-14-61)
X8th and Dade Streets, Fernandina Beach, Florida (Ltr. 3-31-60) (Eff: 4-15-60)

Main studio location X2nd and Atlantic Avenues, Fernandina Beach, Florida (CP 4-6-55) Lic. 11-30-55

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
BP-9584	4-6-55	1570kc	250w	Day	6-6-55 12-6-55
	CPTfor new standard broadcast station				
BMP-6883 (1)	7-21-55	Mod. of CP (BP-9584) change ant-trans. location, changes in ant. & type transmitter. & gr. system.			
BL-5871	11-30-55	License to cover CP (BP-9584 as mod)new station			
		1570kc	250w	Day	11-30 2-1-58
BP-10296	4-11-56	1570kc	1kw	Day	6-11-56 12-11-56
	CP to increase power and install new trans.				
BL-6201 (1)	6-22-56	Lic. to cover CP(BP-10,296) to increase power and install new transmitter.			
BAL-2633 EFF:	5-8-57 5-31-57	Vol. assignment of license to MURRAY BROADCASTING COMPANY, INC.			
BR-3200	1-22-58	1570kc. 1kw		Day	2-1 2-1-61
BAL-3557 Eff:	7-14-59	Involuntary assignment of license to ROBERT W. CHASE, AS RECEIVER XX EMERGENCY XXXXXXXX.			
BAL-3557 EFF:	7-14-59	Superseding authorization correction name of Assignee			
BAL-3654 EFF:	10-21-59 10-30-59	Voluntary assignment of license to Rowland Radio, Inc.			
BTC-3622 EFF:	6-8-60 7-1-60	Voluntary acquisition of positive control of licensee corporation by Marshall L. Rowland and Carol C. Rowland(A Family Group)thru purchase of stock from Robert T. Rowland and Gwendolyn T. Rowland.			
BAL-4010 EFF:	12-14-60 12-31-60	Voluntary assignment of license to Denver T. Brannen			
	1-25-61	Consent to defer 1 action on renewal pending further consideration.			
BTC-1837	2-27-61	Vol. lic. to operate WSR by remote control line & ant. not located, to be issued with renewal, when granted			
		No action taken on renewal application, continued operation authorized.			
BR-3200	11-30-61	1570	1kw	Day	11-30 2-1-64
BRC-1837 (Renewal & Remote Control issued).					

Form BC 126 #2
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters X WPAP WYHI .....

Station location .....

Name of licensee .....

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To-
BZ-5065 (1)	10-10-63	Authority to determine operating power by direct measurement of antenna power.			
	1-29-64	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.			
BR-3200	3-17-64	1570	1kw	Day	3-17 2-1-67
BAL-5017 Eff	3-18-64 3-31-64	Voluntary assignment of license to NORTHEAST FLORIDA RADIO, INC.			
	1-29-64	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.			
BZ-5675	9-22-65	1570kc	1kw	Day	9-22 2-1-67
		Authority to determine operating power by direct measurement of antenna power			
BR-3200	4-19-67	Renewal of License			2-1 2-1-70
BTC-5969 EFF:	9-19-69 10-1-69	Vol. TC			
BR-3200 S	1-29-70	Renewal & NDEA			2-1-73
EBSA	5-25-72				
BS-3200 (1)	7-13-72	Change call letter to			W Y H I
Comtel	1-17-73	Delete antenna marking requirements			
BR-3200(L)	1-31-73	Renewal			2-1-76
BR-3200(S)	5-10-76		RENEWAL		2-1-79
BR781010UB (S)	3-27-79	RENEWAL OF LICENSE			2-1-82
BTC800115HC	2-29-80	VOL. TC	EFF:		
BZ-800904AB(1)	9-30-80	DIRECT MEASUREMENT			
E B S A	7-1-81	CALL SIGN CHANGE			

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters: WFBF
NEW

Name MARSHALL W. ROWLAND AND CAROL C. ROWLAND d/b as FERNANDINA BEACH BROADCASTERS (Let. 6-17
~~(PO 6714 Banbury Road, Jacksonville, Florida)~~ 118 Atlantic Ave., Fernandia Beach, Fla./

File No.	Dated	Application for	Action Nature	Action Date
BP-9584 REC'D Resub. Rec'd Filed	11-12-54 11-17-54 11-30-54 12-1-54 12-1-54	Construction permit for a new standard broadcast station to be operated on: Frequency: ~~1220kc~~ 1570kc Power: 250w Hours of operation: Daytime Transmitter location: North 14th St. & N. 14th St. Extension, Fernandina Beach, Florida Studio location: ~~Keystone Hotel,~~ Fernandina Beach, Florida Remote Control Point: ~~Keystone Hotel,~~ Fernandina Beach, Fla.	~~RETURNED 11-23-54 Exhibits & Eng. dtd. after Sect. I~~ GRANTED	4-6-55
AMENDED Rec'd Filed	3-7-55 3-9-55 3-9-55	AMENDED to change frequency to 1570kc, and change studio and remote control location to 2nd and Atlantic Avenue, Fernandina Beach, Florida.		

GATES BC-250-GY

L. C. McCall, Engr.
Palatka, Florida

#2

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WFBF

Name MARSHALL W. ROWLAND AND CAROL C. ROWLAND d/b as FERNANDINA BEACH BROADCASTERS

File No.	Dated	Application for	Action Nature	Action Date
BMP- 6883 Rec'd Resub. Rec'd Filed	6-20-55 6-27-55 6-30-55 7-1-55 7-1-55	Modification of construction permit (BP-9584 which auth. a new standard broadcast station) for change in antenna-transmitter location from 14th St. & 14th St., Extension, Fernandina Beach, Florida to 8th and Dade Sts., Fernandina Beach, Florida; make changes in the antenna (decrease height) and change type transmitter (Raytheon RA-250). L. C. McCall, Palatka, Fla.	~~RETURNED~~ ~~VA only filed, nec. to file Sect. I~~ GRANTED	~~6-28-55~~ 7-21-55
BL-5871 Rec'd Filed	9-24-55 9-26-55 9-26-55	License to cover construction permit (BP-9584, as modified) which authorized a new standard broadcast station.	GRANTED	11-30-55

FORM BC-121 #3

FORMERLY FORM A-170

APPLICATION RECORD - BROADCASTING

MURRAY BROADCASTING COMPANY, INC.

Call Letters WFBF

Name X MARSHALL W. ROWLAND AND CAROL C. ROWLAND, d/b as FERNANDINA BEACH BROADCASTERS

File No.	Dated	Application for	Action Nature	Action Date
BP-10,296 Rec'd Filed	1-3-56 1-5-56 1-5-56	Construction permit to increase power from 250 watts to 1 kw, install a new transmitter (Collins 20-V) and operate transmitter by remote control from Corner 2nd and Atlantic Streets, Fernandina Beach, Florida.	GRANTED	4-11-56
BL-6201 Rec'd Filed	5-29-56 5-31-56 5-31-56	License to cover construction permit (BP-10,296) which authorized increase in power, install a new transmitter and operate transmitter by remote control from Corner 2nd and Atlantic Streets, Fernandina Beach, Florida	GRANTED	6-22-56
BAL-2633 Rec'd Filed	4-9-57 4-10-57 4-10-57	Voluntary assignment of license to Murray Broadcasting Company, Inc. D. F. Prince, Atty.	GRANTED eff:	5-8-57 5-31-57

FORM BC-121 #4
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W P A P (10-28-59)

Name ROWLAND RADIO, INC.

File No.	Dated	Application for	Action Nature	Action Date
BR-3200 Rec'd Filed	11-29-57 12-5-57 12-5-57	Renewal of License D. F. Prince, Attorney	GRANTED	1-22-58
BAL-3557 Rec'd. Filed	7-7-59 7-9-59 7-9-59	Involuntary assignment of license to Robert W.Chasse,As Receiver ~~in bankruptcy~~ D.F.Prince,Atty.	GRANTED EFF:	7-14-59
BAL-3654 Rec'd. Filed	9-14-59 9-28-59 9-28-59	Voluntary assignment of license to ROWLAND RADIO,INC. D.F.Prince,Atty.	GRANTED EFF:	10-21-59 10-30-59
BTC-3452 Rec'd Filed	5-14-60 5-17-60 5-17-60	Voluntary acquisition of positive control of licensee corporation by Marshall W. Rowland and Carol C. Rowland (A Family Group) thru purchase of stock from Robert T. Rowland and Gwendolyn H. Rowland. D. F. Prince, Atty.	GRANTED EFF:	6-8-60 7-1-60

WASHINGTON, D. C.

FORM BC-121 #5
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WPAP

Name ROWLAND RADIO, INC.

File No.	Dated	Application for	Action Nature	Action Date
BAL-4010 Rec'd Filed	9-14-60 9-20-60 9-20-60	Voluntary assignment of license to Denver T. Brannen D. F. Prince, Atty. for Assignor Vincent A. Pepper, Atty. for Assignee	GRANTED EFF:	12-14-60 12-31-60
BRC-3200 Rec'd&Filed	12-8-60 12-15-60	Renewal of license. Prince, Taylor and Crampton, Attys.	GRANTED	11-30-61
Amendment Rec'd&Filed	1-20-61 2-8-61	Amended to change applicant name to; "Denver T. Brannen"	Issued with BRC-1837.	

FORM BC-121
AUG. 1955

#6

APPLICATION RECORD - BROADCASTING

Call Letters W P A P

Name DENVER T. BRANNEN
FERNANDINA BEACH, FLORIDA

File No.	Dated	Application for	Action Nature	Action Date
BRC-1837 Rec'd Filed	4-5-61 4-7-61 4-7-61	Mod. of license to change studio location from 8th and Dade Streets, Fernandina Beach, Florida TO 327 S. 8th Street, Fernandina Beach, Florida and operate transmitter by Remote Control from studio location. Vincent A. Pepper, Atty.	GRANTED not issued. Wire sent. To be issued with renewal Issued with renewal of license	1-27-61 granted 11-30-61
BZ-5056 R. & F.	8-16-63 9-10-63	Authority to determine operating power by direct measurement of antenna power. Atty- Smith & Pepper	GRANTED	10-10-63
BR-3200 R & F	12-4-63 12-9-63	Renewal of License Robert W. Healy, Atty.	GRANTED	3-17-64

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

1570kc

FORM BC-121 #7
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WFBF XWPAP

NORTHEAST FLORIDA RADIO, INC.
Name X DENVER T. BRANNEN
Fernandina Beach, Fla.

File No.	Dated	Application for	Action Nature	Action Date
BAL-5017 R & F	1-27-64 1-31-64	Voluntary assignment of license to NORTHEAST FLORIDA RADIO, INC. Atty. - Smith & Pepper	GRANTED Eff	3-18-64 3-31-64
BP- Rec'd.	5-29-65 6-1-65	C.P. for changes in existing antenna system (series to shunt feed).	RETURNED (fee to be applied to 302 when filed)	6-4-65 to be filed on FCC Form 302.
BZ-5675 R & F	6/20/65 7/8/65	Auth. to determine operating power by direct meas. of antenna power.	GRANTED	9-22-65
BR-3200 R & F	10-29-66 11-1-66	Renewal of license.	GRANTED	4-19-67
BTC-5969 R & F FEE PD: $105 REFUND $30 - not nec for remotes	5-30-69 6-5-69 -#519955	Vol. transfer of control of lic. corp. from Harold J. Mann and Inez Mann to CharlesC. Scovill, Jr., William A. Smith and William W. Harrell, Jr. (SEE OVER FOR AMENDMENTS) Atty. - Midler & Paddington, D.C. AMENDED 7-31-69 re past [illegible]	GRANTED EFF:	9-19-69 10-1-69

PN:6-23-69

RE: BTC-5969 - AMENDED 9-10-69 - fin. data (transferees)

#8

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters WYHI
WFBF

Name NORTHEAST FLORIDA RADIO, INC.
Fernandina Beach, Florida

File No.	Dated	Application for	Action Nature	Action Date
BR-3200 R & F #553609 $75. P. N.	10-27-69 11-3-69 11-3-69 11-3-69 DEC 18 1969	Renewal of License Atty.: Edward B. Reddy	GRANTED	1-29-70
BZ- Rec'd ~~Resubmitted~~ ~~Filed~~ ~~DM~~ ~~PRESS~~	11-26-71 12-1-71	Direct Measurement	RETURNED - 12-3-71 To Be Signed by an Officer	
BR-3200 R & F PN Recd. PRESS PN	10-30-72 11-3-72 " NOV 13 1972 12-11-72	RENEWAL OF LICENSE Mark E. Fields, Atty. AMENDED 11-14-72 re: engineering statement; financial & programming data AMENDED 12-11-72 re: engineering data AMENDED 12-27-72 re: programming; comm. pol.	Granted	1-31-73

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

#9

Form BC-121
September 1969
2-55

APPLICATION RECORD - BROADCASTING

Call Letters WYHI

Name NORTHEAST FLORIDA RADIO, INC.
FERNANDINA BEACH, FLORIDA

File No.	Dated	Application for	Action Nature	Action Date
BR-3200 R & F PN Recd. PRESS	9-29-75 10-1-75 " NOV 21 1975	RENEWAL OF LICENSE Samuel Miller, Atty.	GRANTED	5-10-76
BTC Rec'd FEE PD: $200 #611719 CODE 047 (9-13-76)	5-26-76 9-9-76	Voluntary transfer of control of lic corp from W.W. Harrell, Jr., W.A. Smith and Billy G. Hogan to Billy G. Hogan	RET'D 10-29-76 Dated wrong & incomplete	
BR781010UB PRESS	OCT 20 1978	RENEWAL OF LICENSE	GRANTED	3-27-79
Letter Dated PRESS	4-30-79 (O) JUN 29 1979	Filed by Billy G. Hogan Request for Dual City Identification As: FERNANDINA BEACH-ST. MARY'S, FLORIDA.	DISMISSED (Failure to prosecute) (no engr. data)	1-24-80

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

#10

APPLICATION RECORD—BROADCASTING

Call Letters: WHOG XW Y H I

Name: NORTHEAST FLORIDA RADIO, INC.

Station Location: Fernandina Beach, Fla.

File No.	Date	Description	Action and Date
BTC 800115HG FORM 315 PRESS: JAN 2 9 1980 PN FILED	2-25-80	Vol TC from William A. Smith, Sr. and Billy G. Hogan to Billy G. Hogan (over)	GRANTED 2-29-80 EFF:
BZ-800904AB R & F PRESS SEP 2 2 1980	9-4-80	DIRECT MEASUREMENT	GRANTED 9-30-80
BP-810226AF (C) Accepted MAY 15 '81	3-17-81 Cut off JUN 22 '81	Construction permit to increase power to 5kw. Public Notice	

Form BC-121
March 1979

BTC800115HG Amended 2-25-80 re: Stock ownership & biographical history (Sec. II) and bus. interest of transferees

~~W P A P~~ RECORD OF DENIAL OF INFORMAL APPLICATIONS

W F B F

Telegram Retel 8. Operation after local sunset Mexican clear channel not permissible. Refer Sections 1.331(c) and 3.79 rules.

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.