WRBD

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1330199

Form RC-126
June 1954

3780

BROADCASTING STATION LICENSE RECORD

SEE CARD #2

W R B D (4-1-63)

Date first licensed 10-15-59 Call letters X W P O M

x RADIO BROWARD, INCORPORATED (AL 6-21-73 EFF: 8-1-73

X ALMARDON, INCORPORATED OF FLORIDA (BAL 12-21-62 10-29-63) Station location Pompano Beach, Florida

XX ALMARDON, INC. (AL 5-17-61 EFF: 6-2-61)

X GOLD COAST BROADCASTERS, INC. (AP-12-17-58 EFF: 12-29-58

X JAMES C. DEAN, C. ROBERT CLARK AND CHARLES W. STONE

Name of licensee d/b as GOLD COAST BROADCASTERS

33313

4431 N.W. Rock Island Rd., Tamarac, Florida (Redescription) L tr. 11-12-75

x4431 N.W. Rock Island Rd., Ft. Lauderdale, Fla. (BP 6-20-69) L 7-13-70

XRock Island Road, 7.5 miles southwest of Pompano Beach, Florida Redescription MP 8-1-58

Transmitter location X1.8 miles west of city limits of Pompano Beach, Florida (CP 12-13-57)

Same as transmitter (BP 6-20-69) L 7-13-70

XRock Island Rd., 7.5 mi. SW of Pompano Beach, Fla. (BS 10-22-63)

X1101 South Federal Hwy., Pompano Beach, Florida (BS 9-26-62)

XRock Island Road, 7.5 miles southwest of Pompano Beach, Florida

Main studio location X2641 Atlantic Boulevard, Pompano Beach, Florida (CP 12-13-57)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-10631	12-13-57	1470kc	5kw-DA	Day	2-13-58 8-13-58
	Construction permit for a new standard broadcast station. (conditional)				
BMP-8189	8-1-58	1470kc	5kw-DA	Day	10-1 4-1-59
	Mod. of CP(BP-10,631 which authorized a new standard broadcast station) to change type trans. to (RCA BTA-5H) change antenna-transmitter location TO On Rock Island Road 7.5 miles SW of Pompano Beach, Florida and change studio location TO On Rock Island Road 7.5 mile SW of Pampano Beach, Florida (Same as transmitter site). (Cond'l)				
BAP-413 EFF:	12-17-58 12-29-58	Voluntary assignment of CP to Gold Coast Broadcasters, Inc.			
BL-7459	10-15-59	1470kc	5kw-DA	Day	10-15 2-1-61
	Lic. to cover CP (BP-10,631 as mod.) which auth. construction of a new standard broadcast station.				
	1-25-61	Commission deferred action on renewal pending further consideration.			
BR-3780	5-17-61	Renewal of License			5-17 2-1-64
BAL-4173 EFF:	5-17-61 6-2-61	Voluntary assignment of license to Almardon, Inc.			
BS-3780	9-26-62	1470kc	5kw-DA-D	Day	9-26 2-1-64
	Mod. of license to change studio location.				
BAL-4691 EFF:	12-21-62 10-29-63	Voluntary assignment of license to Almardon, Incorporated of Florida			
BS-3780	10-22-63	1470kc	5kw-DA-D	Day	10-22 2-1-64
	Mod. of Lic. to chg. studio loc.				
	1-29-64	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.			
BR-3780	9-1-64	1470 kc.	5kw-DA	Day	9-1 2-1-67
BR-3780	1-31-67	Renewal of License			2-1 2-1-70
BS-3780(1)	9-5-67	Mod. Lic. Correct coordinates.			
TELEGRAM	10-24-67	PSA	500w		
Memo	10-10-68	Delete obstruction marking.			
BP-18580	6-20-69	1470kc	5kw-DA-D	Day	2-20-70
	CP to make changes in DA system.				

Form BC 126
June 1954

112

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WRBD

Station location .....

Name of licensee ROSE BROADCASTING COMPANY (AL 8-18-78 EFF: 10-3-78
xALMARDON, INCORPORATED OF FLORIDA

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BP-15580(L)	6-20-69	Superseded to correct [illegible]			
BTC-6168	2-27-70	VOL. TC			
BR-3780(L)	1-29-70	Renewal			2-1-73
BL-12,467 (L) EBSA	7-13-70 6-12-72	Lic.(BP-18,580) for changes.			2-1-73
BR-3780(L)	1-31-73	RENEWAL			2-1-76
BTC-7118	6-21-73	VOL TC	EFF:		
BAL-7867	6-21-73	VOL AL	EFF:		
Ltr.	11-12-75 Redescribe TL & SL as 4431 N.W. Rock Island Rd., Tamarac, Florida				
BP-20,082	10-15-75	CP to make changes 1470khz 5kw DA-D Trans. GATES BTA-5H			10-15-76
BMP-14,112(L) 4-26-77 MP(BP-20,082) to add NT power & chg. hours of oper. to Unl. 4-26-78 1470khz, 2.5kw-5kwLS,Unl.,DA-2					
BMP-14,452(1) 10-19-77 Mod. of (CP(BP-20,082) to add MEOV's to daytime DA pattern.					
LTR.	2-28-78	TRANS:	HARRIS-5A now installed		
BMP-14,568 (2)	5-16-78	MP(BP-20,082, as mod.) for ext. of time to:			11-1-78
BAPL-512	8-18-78	VOL. AL & CP	EFF: 10-3-78		
BMP-780929AQ (3)	10-31-78	MP(BP-20082, as mod.) for ext. of completion date to:			3-1-79
BMP-790131AF (4)	3-21-79	MP (BP-20082 as mod) extend time			9-1-79
BMP-I	1-21-79	stat. to sample system.			
BMP-790807AJ (L)	2-21-80	1470khz 5kw. Mod. of CP BP-20,082, as Mod.) to Modify Nighttime Standard Pattern.			2-21-81

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters ~~WRBD~~ X WPOM

Name James C. Dean, C. Robert Clark and Charles W. Stone d/b as GOLD COAST BROADCASTERS

(P.O. -Fort Lauderdale, Florida) % James C. Dean, 1825 Coral Gardens Dr.Ft.Lauderdale,

File No.	Dated	Application for	Action Nature	Action Date
BP-10,631 Rec'd Filed	5-24-56 6-6-56 6-6-56	Construction permit for a new standard broadcast station to be operated on: Frequency - 1470kc Power - ~~1kw~~ DA-D 5kw Hours of operation - Daytime Station location - ~~Deerfield Beach~~ Pompano Beach, Florida Transmitter location - ~~1.5 mi NW of Center of city~~, ~~Pompano~~, Florida Studio location - ~~165 East Hillsboro Deerfield Beach~~, Florida Atty. - Howard Shellenberg, Jr. Engr. - William L. Foss, Inc.	GRANTED Phase Monitor; Field measuring equipment being available at all times; Complete non-DA proof of perf. Granted after hearing. Initial Decision and Order issued. DOCKET 11938	12-13-57
AMENDMENT Rec'd Filed	10-4-56 10-23-56 10-23-56	AMENDED to change station loc. to Pompano Beach, Fla., change antenna-trans. loc. to 1.8 mile west of city limits of Pompano Beach, Fla., change studio loc. to 2641 Atlantic Blvd., Pompano Beach, Fla., incr. power to 5kw & chge type transmitter (Gates BC 5P) & make changes in directional ant. system (one add'l tower and increase height).		

GATES BC 5P

Continental Electronics 314-2

FORM BC-121
AUG. 1955

#2

APPLICATION RECORD - BROADCASTING

Call Letters ~~WRBD~~ XWPOM

Name JAMES C. DEAN, C. ROBERT CLARK AND CHARLES W. STONE D/B AS GOLD COAST BROADCASTERS

File No.	Dated	Application for	Action Nature	Action Date
BMP-8189 Rec'd Filed	7-8-58 7-9-58 7-9-58	Modification of c.p. (BP-10,631 which authorized a new standard broadcast station) to change type transmitter to (RCA BTA-5H) change antenna-transmitter location from 1.8 miles west of city limits of Pompano Beach, Florida TO On Rock Island Road 7.5 miles SW of Pompano Beach, Florida and change studio location from 2641 Atlantic Boulevard, Pompano Beach, Florida TO On Rock Island Road 7.5 mile SW of Pompano Beach, Florida (same as transmitter). Atty: Howard J. Schellenberg, Jr.	GRANTED Cond'l re installation phase monitor; Field meas. equip & complete non Dir.proof. & extended to 4-1-59	8-1-58

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

FORM BC-121 CARD # 3 **APPLICATION RECORD - BROADCASTING**

AUG. 1955

See BAP-413

Call Letters WRBD (4-1-63) XWPOM

Name x JAMES C. DEAN, C. ROBERT CLARK AND CHARLES W. STONE,
d/b as GOLD COAST BROADCASTERS

File No.	Dated	Application for	Action Nature	Action Date
BAP-413 Rec'd. Filed	11-11-58 11-20-58 11-20-58	Voluntary assignment of construction permit to Gold Coast Broadcasters, Inc. Howard J. Schellenberg, Jr., Atty.	GRANTED EFF:	12-17-58 12-29-58
BL-7459 R & F	3-10-59 3-16-59	License to cover C.P. (BP-10,631 as modified) which authorized construction of a new standard broadcast station. Atty. Schellenberg	GRANTED	10-15-59
BR-3780 Rec'd&Filed	10-31-60 1-11-61	Renewal of license. Howard Schellenberg, Atty.	GRANTED	5-17-61
BAL-4173 Rec'd Filed	3-4-61 3-9-61 3-9-61	Voluntary assignment of license to Almardon, Inc. Howard J. Schellenberg, Atty. for Assignor Harry G. Sells, Atty. for Assignee.	GRANTED EFF:	5-17-61 6-2-61

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

FORM BC-121
AUG. 1955

#4

APPLICATION RECORD - BROADCASTING

Call Letters WRBD (4-1-63) ~~WPOM~~

Name ALMARDON, INC.
POMPANO BEACH, FLORIDA

File No.	Dated	Application for	Action Nature	Action Date
BP- Rec'd	7-16-62 7-20-62	Construction permit to increase hours of operation from Daytime only to Unlimited; using power of 5kw; change from directional antenna daytime to directional antenna night and day (DA-D to DA-2); make changes in the antenna system (add two towers). Petition for waiver of Sec. 1.354 of Rules Atty.- Pierson, Ball &Dowd 9-17-62 Engr.- Russell P. May	On 11-28-62 Pet. for Waiver Sec. 1.354 Denied and application RETURNED - LETTER	

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

FORM BC-121 #5
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WRBD(4-1-63) X W P O M

Name ALMARDON, INCORPORATED OF FLORIDA
X ALMARDON, INC.
Pompano Beach, Florida

File No.	Dated	Application for	Action Nature	Action Date
BAL-4691 Rec'd Filed	11-29-62 12-13-62 12-13-62	Voluntary assignment of license to Almardon, Incorporated of Florida. Quayle B. Smith, Atty.	GRANTED: EFF:	12-21-62 10-29-63
BR-3780 Rec'd Filed	10-29-63 11-21-63 11-21-63	Renewal of license Atty. Quayle B. Smith	GRANTED	9-1-64
LICENSEE NOW REPRESENTED BY DEMPSEY AND KOPLOVITZ (H. J. OCKERSHAUSEN) PER LTR. OF 4-22-64				
BR-3780 R & F	10-26-66 11-2-66	Renewal of License Atty. Dempsey and Koplovitz	GRANTED	1-31-67
BP- Rec'd Resub.	6-15-66 7-6-66 4-14-67	CP to change hours of operation from Daytime to Unlimited; using power of 5kw; change to DA-2 (addl two towers). Requests waiver of Sec. 73.24(b)(3) of Rules Atty: Dempsey and Koplovitz (Harry J. Ockershausen) Engr: Russell May (PETITION FOR RECONSIDERATION FILED 4-14-67)	~~Waiver denied; application returned by Comm. Order 3-8-67~~ Petition DENIED and appli. RETURNED as unacceptable for filing 12-17-69.	

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

#6

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WRBD

Name ALMARDON, INCORPORATED OF FLORIDA
Pompano Beach, Florida

File No.	Dated	Application for	Action Nature	Action Date
BP-18,580 P. & F. #511997 $30 Amended re antenna Amended	5-5-69 5-6-69 5-6-69 5-12-69 system 5-16-69 re	CP to make changes in DA system (increase height; top mount FM antenna on SW tower). atty-Dempsey and Koplovitz engr-A. Earl Cullum, Jr. & Assoc. ~~station loc~~, Sec. I. JUN 17 1969	GRANTED	6-20-69
BR-3780 R & F #553359 $75 P. N.	10-27-69 10-31-69 10-31-69 10-31-69	Renewal of License Atty: J. Richard Carr NOV 12 1969	GRANTED	1-29-70

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

#7

1470 KC

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters WRBD

Name ALMARDON, INCORPORATED OF FLORIDA
Pompano Beach, Florida

File No.	Dated	Application for	Action Nature	Action Date
BTC-6168 Rec'd Filed Fee:$30.00 #564950 (Form 316) SEE AMENDMENT BELOW	12-15-69 12-16-69 1-30-70	Involuntary transfer of control of licensee corporation from Albert J. Owler to ~~Donald J. Owler, Executor-Designee of the Estate of Albert J. Owler.~~ (SEE BELOW) J. Richard Carr, Atty.	GRANTED	2-27-70
BL-12467 R & F 552933 $30.00 PTA	10-24-69 10-27-69 10-28-69 11-7-69 JAN 16 1970	Lic.(BP-18,580) for changes. Atty: Dempsey and Koplovitz(J. Richard Carr)	GRANTED	7-13-70
BTC-6168 AMENDMENT R & F	1-5-70 1-30-70	AMENDED to chge transferee to Donald J. Owler and First National Bank of Pompano Beach, Co-Executors of the Estate of Albert J. Owler (deceased) Atty - Dempsey & Koplovitz (R. Carr)	GRANTED	2-27-70

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

Form BC-121
September 1969

1470khz

APPLICATION RECORD - BROADCASTING

Call Letters WRBD

Name ALMARDON, INCORPORATED OF FLORIDA
Pompano Beach, Florida

File No.	Dated	Application for	Action Nature	Action Date
BP-20,082 Rec'd Filed #014378 $50 Acc. 060 Press	10-20-71 10-22-71 10-22-71	Construction permit to modify the directional pattern and delete one tower. Atty: J. Richard Carr Req. Waiver of Sec. 73.37 of the rules Amended (over)	GRANTED	10-15-75
BR-3780 R & F PN Recd. PRESS NOV 24 1972	10-24-72 11-2-72 "	RENEWAL OF LICENSE	GRANTED	1-31-73
BTC-7118 R & F FEE PD: $1000 CODE 047(ALSO APR 23 1973	3-28-73 3-30-73 #169272 SEE FM WCKO	Voluntary transfer of control of lic corp from Donald J. Owler and First National Bank of Pompano Beach, Co-Executors of the Estate of Albert J. Owler(Deceased) to Radio Broward, Incorporated MUTUALLY CONTINGENT ON GR OF BAL-7867 Atty - Dempsey & Koplovitz	GRANTED EFF:	6-21-73 (SEE OVER FOR AMENDMENTS)

AMENDED 5-21-73 - to adopt present programming policies; re Business int; bank ltr re stock

BP-20,082

Amended 12-15-71 eng. statement, exh.

Amended 4-25-72 Survey

Amended 5-17-72 re: Community leaders

Amended 1-7-75 addtional infor.

Amended 8-4-75 Eng. report

Amended 8-6-75 re: additional infor.

Amended 8-18-75 re: Eng. data

Form BC-121
September 1969

#8

1470khz

APPLICATION RECORD - BROADCASTING

ROSE BROADCASTING COMPANY
X RADIO BROWARD, INCORPORATED
Name XALMARDON, INCORPORATED OF FLORIDA
Pompano Beach, Florida

Call Letters WRBD

File No.	Dated	Application for	Action Nature	Action Date
BAL-7867 R & F FEE PD: $250 #169238 CODE 053(Form 316) ALSO SEE FM WCKO	3-28-73 3-30-73	Voluntary assignment of license to RADIO BROWARD, INCORPORATED MUTUALLY CONTINGENT ON GRANT OF BTC-7118 Atty - Dempsey & Koplovitz	GRANTED EFF: 8-1-73	6-21-73
BR-3780 R & F PN Recd. PRESS	9-29-75 9-30-75 " OCT 29 1975	RENEWAL OF LICENSE J.Richard Carr,Atty. (OVER)		
BMP-14,112 Rec'd Filed $100-506089 AC-001 $700-509789 AC-001 PN filed 7-7-76	12-3-75 12-8-75 12-8-75 12-16-75	Mod. of (BP-20,082) Construction permit to add nighttime power with 2.5kw, change hours of operation to Unl., install DA-2 Atty: Dempsey & Koplovitz Eng. Elizabeth L. Dahlberg Amended 6-14-76 re update bank commitment letter	GRANTED	4-26-77

NOV 16 1976

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

RZ-10-6-75

Amended 10-27-76 re: revised Exh. No. 11, Environmental statement, Engineering

Amended 3-4-77 re: updated ban commitment ltr.

(BR781002YP) SUPPLEMENTAL APPLICATION filed 10-2-78 as an amendment to pending renewal application (E. Theodore Mallyck, Atty.) PRESS NOV 13 1978

Amended 10-18-78 to change name of applicant to "Rose Broadcasting Company"

737-6363 Cur.

Form BC-121
September 1969

Card No. 10

APPLICATION RECORD - BROADCASTING

1470kHz

Call Letters WRBD

Name RADIO BROWARD, INCORPORATED
POMPANO BEACH, FLORIDA

File No.	Dated	Application for	Action Nature	Action Date
BMP-14,452 Rec'd Filed $100-585780 AC:001 PRESS: SEP 14 1977	6-24-76 6-28-76 6-28-76	Mod. of CP (BP-20,082) to add MEOV's to daytime directional pattern. Atty: J. Richard Carr	GRANTED	10-19-77
BMP-14,568 R & F PRESS: MAR 31 1978	3-15-78 3-20-78	MP (BP-20,082, as mod) for extension of time to: 8-1-78 (FOR CHANGES) Atty: J. Richard Carr (Dempsey & Koplovitz)	GRANTED to:	5-16-78 11-1-78
BAPL-512 R & F FORM 314 (ALSO SEE FM BCRO) JUN 23 1978 PN FILED	5-31-78 6-2-78 7-5-78	Voluntary assignment of license and CP (BP-20082 (AS MOD) ch & hrs of oper; install DA-2) to ROSE BROADCASTING COMPANY Atty for assignor - Dempsey & Koplovitz for assignee - E. Theodore Mallyck Over	GRANTED EFF: 10-3-78	8-18-78

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

RE: BAPL- - Ltr filed 6/7/78 to include CP(BP-20082) in AL

Note: Assignee is Del Corp - Cert of auth to do bus in Fla. nec

AMENDED 8-4-78 re: Affidavit by Donald J. Owler re - cost of CP work involved, equipment & expected time of completion (Para. 20,Exhibit 3)

Form BC-121
May 1976

#11

1470khz.

APPLICATION RECORD - BROADCASTING

Call Letters WRBD

Name ROSE BROADCASTING COMPANY
Pompano Beach, Florida

File No.	Dated	Application for	Action Nature	Action Date
BMP-780929AQ PRESS:	OCT 20 1978	MP (BP-20,082, as mod) for extension of time to: 1-1-79 (FOR CHANGES) Atty: J. Richard Carr (Dempsey & Koplovitz)	GRANTED TO	10-31-78 3-1-79
BMP790131AF PRESS (O)	FEB 16 1979	MP (BP-20,082, as Mod.) for Extension of Time to: 7-1-79 (FOR CHANGES)	GRANTED	3-21-79
BMP790807AJ PRESS (O)	SEP 11 1979	Mod. of CP (BP-20,082, as Mod.) to Modify Nighttime Standard Pattern. Atty.James J. McGillan (Smith & Pepper)	GRANTED Cond'ls	2-21-80

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

#12

1470 kHz

APPLICATION RECORD-BROADCASTING

Call Letters: W R B D

Name: ROSE BROADCASTING COMPANY

Station Location: Pompano Beach, Florida

File No.	Date	Description	Action and Date
BL-14228		Lic. to cover (BP-20,082 as mod) for changes.	
R & F	10-4-76		
AMENDED	6-21-79		
AMENDED	8-16-79		
AMENDED	8-30-79		
PTA	2-12-81		
PRESS			
	MAR 12 1981		

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.