3 R D

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Form BC-126 3658
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed 7-31-58

Call letters W B R D

Station location Bradenton, Florida

Name of licensee SUNSHINE STATE BROADCASTING COMPANY, INC.

Transmitter location 2.5 miles S.E. of center of Bradenton, Florida (BL-7-31-58 (CP 12-19-56)

2.5 miles S.E. of center of Bradenton, Florida

Main studio location *To be determined, Bradenton, Florida (BL-7-31-58) (CP 12-19-56)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BP-10645	12-19-56	1420kc	1kw-DA	Day	2-19-57 8-19-57
	CP for new standard broadcast station. (Cond'l)				
BMP-7787 BMP-7786	8-16-57	Mod. of CP(BP-10645) to change type transmitter; and Mod. for extension of completion date to November 19, 1957. (Cond'l.)			
BL-6875	7-31-58	1420kc	1kw-DA-D	Day	7-31 8-1-61
	License to cover CP (BP-10,645) as mod., which authorized a new standard broadcast station, and specify studio location as 2.5 miles S.E. of Center of Bradenton, Florida (transmitter location).				
	1-25-61	Commission deferred action on renewal pending further consideration.			
BR-3658	3-8-61	Reenewal of license			3-8 2-1-64
BS-3658 (1)	10-30-63	Mod. of license to redescribe the antenna system (Memo).			
BR-3658	1-17-64	1420kc	1kw DA-D	Day	2-1 2-1-67
BR-3658	1-13-67	RENEWAL OF LICENSE			2-1 2-1-70
TELEGRAM	10-17-67	PSA	500w		
BR-3658(L)	1-22-70	Renewal of license			2-1 2-1-73
EBSA	6-12-72				
BR-3658(L)	2-28-73	RENEWAL			2-1-76
BR-3658(L)	6-16-76		RENEWAL		2-1-79

Form RC-131
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call Letters - ~~[illegible]~~ W B R D

Name SUNSHINE STATE BROADCASTING COMPANY, INC.
(P.O. - Box 660, Bradenton, Florida) or % Robert R. Nelson, 1128 Parkside Dr., Wilmington, Delaware

File No.	Dated	Application for	Action Nature	Action Date
BP-10,645 Rec'd Filed	6-13-56 6-14-56 6-14-56	Construction permit for a new standard broadcast station to be operated on: Frequency - 1420kc Power - 1kw DA-D Hours of operation - Daytime Transmitter location - 2.5 miles SE of center of Bradenton, Florida Studio location - To be determined. Bradenton, Florida Atty. - Harry Daly Engr. - Frank H. McIntosh & Associates	GRANTED Conditions: Submission of complete non-directional proof of performance, and installation of properly designed phase monitor. DOCKET NO.11865 granted after being removed from hearing	12-19-56

PETITION FOR RECONSIDERATION filed 1-18-57 by Russell Rowell for Robert Hecksher (WMYR)
OPPOSITION TO PETITION FOR RECONSIDERATION filed 1-28-57 by Daly for applicant
REPLY TO OPPOSITION TO PET. FOR RECONSIDERATION filed 2-4-57 by Rowell for Robert HecksherWMYR
MOTION TO STRIKE ABOVE FILED 2-8-57 by Daly for applicant
PETITION FOR RECONSIDERATION, DISMISSED 3-6-57 MEMO OPINION & ORDER ISSUED 3-6-57

GATES BC-1J

#2

FORM BC-121
FORMERLY FORM A-170

APPLICATION RECORD - BROADCASTING

Name SUNSHINE STATE BROADCASTING COMPANY, INC.

Call Letters W B R D

File No.	Dated	Application for	Action Nature	Action Date
BMP-7786 R. & F.	7-25-57 7-29-57	Modification of construction permit (BP-10645 which auth. a new standard broadcast station) to change type transmitter (COLLINS 20V). Harry J. Daly, Atty.	GRANTED	8-16-57
BMP-7787 R. & F.	7-25-57 7-29-57	Modification of construction permit (BP-10645 which auth. a new standard broadcast station) for extension of completion date from 8-19-57 to _____.	GRANTED	8-16-57 to 11-19-57 These two mods. granted without prejudice to any action req to be taken as a result of pending court case Docket No. 13794

FORM BC-121
AUG. 1955 #3

APPLICATION RECORD - BROADCASTING

Call Letters [illegible]

Name [illegible] STATE BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action Nature	Action Date
BL-6875 Rec'd Filed	10-12-57 10-15-57 10-15-57	License to cover Construction permit BP-10,645 as mod., which authorized a new standard broadcast station, and specify studio location as 2.5 miles S.E. of Center of Bradenton, Florida.(transmitter location) Harry J. Daly, Atty.	GRANTED	7-31-58
BP-13,440 Rec'd Filed	8-1-59 8-25-59 8-25-59	Construction Permit to change hours of operation from Day to Unlimited using power of ~~1kw~~ 500W, 1kWLS; ~~change from~~ DA-D ~~to DA-2, make changes in directional antenna system (add 1 tower)~~ Requests waiver of Sec. 3.28(c) of the Rules Atty.- Harry J. Daly Engr.- Comtronics, Palatka, Florida	DENIED Order-Docket No. 14014	2-6-62

SEE CARD #4 FOR AMENDMENT

FORM BC-121 #4
AUG 1955

APPLICATION RECORD - BROADCASTING

Call Letters WBRD

Name SUNSHINE STATE BROADCASTING COMPANY, INC.
Bradenton, Florida

File No.	Dated	Application for	Action Nature	Action Date
BR-3658 Rec'd Filed	10-20-60 11-8-60 11-8-60	Renewal of license Harry J. Daly, Atty.	GRANTED	3-8-61
BP-13440 (cont'd) AMENDMENT R& F	1-9-61 1-11-61	AMENDED to decrease nighttime power to 500w; specify new site for nighttime operation as 9th Street east, Bradenton, Fla.(2 site ops.) Non-DA; operate trans. by remote control nighttime only from main studio loc.(2.5 miles S.E. of center of Bradenton, Fla.); install new trans. for nighttime use (COLLINS 550A); delete request for changes in DA system (no change in daytime operation). ENGR: John Mullaney	DENIED order-doc. # 14014	2-6-62
BR-3658 R.&F.	10-30-63 11-4-63	RENEWAL OF LICENSE Atty-Harry J. Daly	GRANTED	1-17-64
BR-3658 R. & F.	11-2-66 11-4-66	Renewal of License ATTY: Daly & Joyce(Geo.R.Borsari,Jr.)	GRANTED	1-13-67

Form BC-121
September 1969

#5

APPLICATION RECORD - BROADCASTING

Call Letters WBSR

Name SUNSHINE STATE BROADCASTING COMPANY, INC.
BRADENTON, FLORIDA

File No.	Dated	Application for	Action Nature	Action Date
BR-3658 R & F #553899 475 P. R.	10-29-69 10-31-69 10-31-69 10-31-69	Renewal of License Atty: Leonard Joyce(Daly and Joyce) AMENDED 12-12-69 re: financial data		
BR-3658 R &F PN Recd. PRESS	10-27-72 11-2-72 "	RENEWAL OF LICENSE G.R.Borsari,Atty. AMENDED 2-14-73 re: programming; commercial policy	GRANTED	2-28-73
BR-3658 Recd. PN REC^{D}. FILED PRESS	9-20-75 10-1-75 10-3-75 " NOV 5 1975	RENEWAL OF LICENSE G.R.Borsari,Atty. AMENDED 11-25-75 re: ascert. of comm. needs AMENDED [illegible] re: EEO AMENDED [illegible] re: EEO	GRANTED	6-16-76

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

#6

Form BC-121
May 1976

2-58

APPLICATION RECORD - BROADCASTING

Call Letters W B R D

Name SUNSHINE STATE BROADCASTING COMPANY, INC.
BRADENTON, FLORIDA

File No.	Dated	Application for	Action Nature	Action Date
BR 781002WS PRESS	NOV 3 1978	RENEWAL OF LICENSE John A. Borsari, Atty.	GRANTED	3-31-81
810618AE		Construction permit to chg hrs of operation to unlimited by adding nighttime service with 1kw; increase day power to 5kw; install DA-2; chg city of license from Bradenton, to Palmetto, Florida; chg TL: 0.15 Mi N-NW of Corner of 33 street W & 8th Avenue, Memphis, Florida, and make chgs in antenna system. 27° 32' 42" 82° 34' 28" MAJOR ENVIRONMENTAL ACTION UNDER SECTION 1.1305 ATTY: Richard F. Kennedy		

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

APPLICATION RECORD—BROADCASTING

Call Letters: WBRD

Name: SUNSHINE STATE BROADCASTING COMPANY, INC.

Station Location: BRADENTON, FLORIDA

File No.	Date	Description	Action and Date
BTC810821HX Form 316 PRESS SEP 2 Also see WLUV(fm)	1981	Vol TC from Robert R. Nelson to Florida Broadcast Management, Inc. George R. Borsari, Jr.	

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 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.