WERD

SPERRY RAND

REMOVABLE LABEL TAB

GUIDES AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/5

B-S

BROADCASTING STATION LICENSE RECORD

Off. No. 2506

Date first licensed 9-15-50

Call letters xW R H C W E R D(EFF: 4-2-72)

LOCATION: JACKSONVILLE, FLORIDA

Name of licensee GILLIAM COMMUNICATIONS OF FLORIDA, INC. (AL: 10-3-79 EFF: 12-6-79
x RADIO STATION WERD, INC. (BML 11-9-72)
xRADIO STATION WRHC, INC. (AP 7-21-50 EFF: 9-8-50)
xHAROLD S. COHN AND BERT RICHMOND, d/b as RADIO SOUTH

Transmitter location 2611 WRHC Lane (L-8-17-66)
X2611 Heywood Dowling Drive, Jacksonville, Fla.(BL-5-26-65)
xx Thomas St. and King St., just E. of Jacksonville School of Technology, Jacksonville, Fla. (BP 6-24-6
X Intersection of Harper and Margaret Sts. 1/2 mile South of U. S. Highway 90 Immediately North of McCoy's Creek, Jacksonville, Florida (CP 9-13-49)

Main studio location Same as transmitter.
X Intersection of Harper and Margaret Streets, ½ mile S of US Highway 90, Immediately N of McCoys Creek, Jacksonville, Florida (L 9-15-50)
xTo be determined, Jacksonville, Florida (CP 9-13-49)

32205

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	To
-P-5007	8-18-49	1400	250w	Un	10-18	4-18-50
	CP for a new standard broadcast station.					
BMP-5065	4-18-50	1400	250w	U	10-18	7-18-50
	Mod. of CP(5007) for ext. of completion date.					
BMP-5189	6-22-50	1400	250w	U	10-18	7-18-50
	Mod. of CP (BP-5007 as mod) to change type of T.					
BAP-144	7-21-50	Vol. AP from M.S.Cohn & B.Richmond d/b as Radio South to Radio Station WRHC, Inc.				
EFF: 9-2-50						
BL-4113	9-15-50	1400	250w	U	9-15	8-1-53
Lic. cover CP(BP-5007, as mod.) which auth. new Std.station						
Telegram	7-31-53	Action on renewal deferred 7-29-53 and continued operation auth. until final determination on renewal.				
BR-2506	9-2-53	Renewal of License			9-2	2-1-55
Telegram	1-31-55	No action taken on renewal application. Continued operation authorized until final determination on renewal.				
BR-2506	4-13-55	RENEWAL OF LICENSE			4-13	2-1-58
BR-2506	1-17-58	Renewal of license			2-1	2-1-61
~~BR-2506~~	~~1-17-58~~	~~Renewal~~ of ~~license~~			~~2-1~~	~~2-1-61~~
BR-2506	2-1-61	Renewal of License			2-1	2-1-64
		No action taken on renewal application, continued operation authorized.				
BP-15929	6-24-63	1400	250w	U	8-24	2-24-64
	CP to change antenna-trans. & studio loc. and make changes in ground system.					
BR-2506	1-17-64	Renewal of License			2-1	2-1-67
BMP-11165	3-11-64	Mod.ofCP(BP-15,929) for extension of completion date			8-17-64	
BMP-11295 (2)	9-1-64	Mod. of CP (BP-15,929) as. mod. for extension of completion date 10-15-64.				

Form BC 126
June 1954 #2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WERD ~~WRIC~~

Station location .....

Name of licensee RADIO STATION WRIC, INC.

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	To
BP-11,364 (2)	12-1-64	Mod. of CP(BP-15,92, as modified) for extension of completion date to 2-1-65				
BL-11,371	1-26-65	1400kc	250w	U		
		Lic to cover CP(BP-16,571 as reinstated) which auth change ant-trans and studio loc and make changes in ground system.				
BL-10,911	5-26-65	1400kc	250w	U	5-26	2-1-67
		Lic to cover CP(BP-16,571 as reinstated) which auth change ant-trans and studio loc and make changes in ground system.				
Ltr. dated 2-21-66 & rec'd 2-23-66 giving notification per Sect. 73.48(a)(5) Rules that a RCA BTA-1R1 trans. is now installed & in oper. at 250w. (Eff:1-7-66)						
BP-16824	5-12-66	1400kc	250w,1kw-LS	U	7-12	1-12-67
		CP to increase daytime power to 1kw and install new transmitter (RCA BTA-1R1) Cond'l.				
BL-11,370	8-17-66	1400kc	250w,1kw-LS	U	8-17	2-1-67
		Lic to cover CP(BP-16,824) which auth in cr. daytime power and install new trans				
BR-2506	1-20-67	RENEWAL OF LICENSE			2-1	2-1-70
BL-11,541	2-8-67	1400kc	250w	Aux.	2-8	2-1-70
		Lic to use former main trans RCA BTA-250 L at main trans loc as an aux. trans to be operated on 1400kc 250w for aux. purposes only.				
BR-2506(S)	1-30-70	Renewal of Main & Aux.			2-1-73	
BTC-6722	11-30-71	INVOL. TC EFF: [illegible]				
BS-2506(1)	4-2-72	ML to change call letters to W E R D.				
EBSA	5-22-72					
BML-2428(2)	11-9-72	ML to chg. corporate name.				
BR-2506(L)	1-31-73	Renewal [illegible]			2-1-76	
BTC-7587	11-22-74	Vol. TC. EFF: 6-24-74				
BTC-7593	12-27-74	Vol. TC. EFF: 1-[illegible]-75				
BZ-2754(1)	4-14-75	Direct measurement(main & aux.)				

Form BC 126
June 1954 #3

BROADCASTING STATION LICENSE RECORD

Date first licensed 9-15-50

Call letters W E R D

Station location JACKSONVILLE, FLORIDA

Name of licensee SEE CARD ONE

Transmitter location SEE CARD ONE

Main studio location SEE CARD ONE

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BR-2506(L)	1-28-76	RENEWAL	(MAIN &	AUX.)	2-1-79
BZ-9135(1)	11-8-76	Direct Measurement			
BAL790518HV	10-3-79	VOL. AL		EFF:	12-6-79

Form 94

APPLICATION RECORD - BROADCASTING

Call Letters WRHC NEW

HAROLD S. COHN AND BERT RICHMOND d/b as RADIO SOUTH

Name ~~RADIO SOUTH, INC.~~

(P.O. ~~408 Atlantic National Bank~~ 412 Clark Building) Jacksonville, Fla.

File No.	Dated	Application for	Action: Nature	Action: Date
B3-P-5007 Rec'd Filed	7-8-46 7-8-46 7-10-46	Construction permit for a new standard broadcast station to be operated on Frequency: 1400kc Power: 250w Hours of Operation: Unlimited T & S Location: ~~To be determined,~~ (See amend.) Jacksonville, Florida Filed by William A. Porter(Kremer & Bingham) Atty, Raymong Wilmotte, Engr. ~~(Contingent on grant of WMBR, File# B3-P-3036 to change to 1460kc)~~	Docket # 2105 Granted	7-18-46 after being removed from the hearing docket.
AMENDED Rec'd Filed	4-6-48 4-9-48 4-16-48	AMENDED to change transmitter (~~RCA BTA 250L~~) and to change transmitter and studio locations from: To be determined-Jacksonville, Fla. TO: ~~On Hollybrook Road, approx. 600' E. of intersection of King St. & Hollybrook Rd.~~, Jacksonville, Fla.		

(amendment filed Card #2)

1

~~RCA-BTA-250L~~

~~Collins-300G~~ Transmitter

Card #2

FCC Form 94

APPLICATION RECORD - BROADCASTING

Name HAROLD S. COHN AND BERT RICHMOND d/b as RADIO SOUTH.

Call Letters W R H C N.EW

File No.	Dated	Application for	Action Nature	Action Date
BP-5007 (cont. from Card #1)				
AMENDED Recd. Filed	6-25-49 6-28-49 7-1-49	AMENDED to make changes in antenna and ground system; type transmitter (Collins 300-G); change transmitter location from On Hollybrook Road, approx. 600' East of intersection of King St. & Hollybrook Road, Jacksonville, Florida, TO Intersection of Harper and Margaret Streets ½ mile south of U.S. Highway #90, immediately north of McCoy's Creek, Jacksonville, Florida; change studio location from On Hollybrook Road, approx. 600' East of intersection of King Street & Hollybrook Road, Jacksonville, Florida, to "to be determined" Jacksonville, Florida; and change name of applicant from Radio South, Inc. to Harold S. Cohn and Bert Richmond d/b as Radio South. Cohn & Marks, attys. Weldon and Carr, Engrs.		

FCC Form 94 #3

APPLICATION RECORD - BROADCASTING

Call Letters WRHC

Name HAROLD S. COHN AND BERT RICHMOND, d/b as RADIO SOUTH

File No.	Dated	Application for	Action Nature	Action Date
BMP-5065 Rec'd Filed	3-29-50 3-30-50 3-30-50	Mod. of C.P. (B3-P-5007, which authorized a new standard broadcast station) for extension of completion date from: 4-18-50 to: 7-18-50. (Bernard Koteen, Atty.)	GRANTED	4-17-50
BMP-5189 Rec'd Filed	6-9-50 6-12-50 6-12-50	Modification of construction permit (B3-P-5007, as modified, which authorized a new standard broadcast station) to change type of transmitter (RCA BTA 250-L). Bernard Koteen, Atty.	GRANTED	6-20-50

FCC Form 94 #4

APPLICATION RECORD - BROADCASTING

Name RADIO STATION WRHC, INC. (AP 9-21-50)
x HAROLD S. COHN and BERT RICHMOND, d/b as
RADIO SOUTH

Call Letters W R H C

File No.	Dated	Application for	Action Nature	Action Date
BL-4113 Rec'd Filed	6-22-50 6-29-50 7-5-50	License to cover C.P. (B3-P-5007, as mod.,) which authorized a new standard broadcast station and specify studio location as Intersection of Harper and Margaret Streets, ½ mile South of U.S. Highway 90, Immediately North of McCoy's Creek, Jakcsonville, Florida. (Bernard Koteen, Atty.)	GRANTED	9-15-50
AMENDED Rec'd Filed	9-8-50 9-15-50 9-15-50	AMENDED to change name of applicant from Harold S. Cohn and Bert Richmond d/b as Radio South to Radio Station WRHC, Inc.		
BAP-144 Rec'd Filed	6-22-50 7-11-50 7-11-50	Voluntary assignment of construction permit from Harold S. Cohn and Bert Richmond d/b as Radio South <u>to</u> Radio Station WRHC, Inc. Bernard Koteen, Atty.	GRANTED EFF: 9-8-50	7-21-50

FORM A-170 #5
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters W R H C

Name RADIO STATION W R H C, INC.

File No.	Dated	Application for	Action Nature	Action Date
BR-2506 Rec'd Filed	7-18-53 7-27-53 7-27-53	Renewal of License Filed by Bernard Koteen, Atty.	GRANTED	9-3-53
BR-2506 Rec'd Filed	1-4-55 1-17-55 1-17-55	Renewal of License Filed by Bernard Koteen, Atty.	GRANTED	4-13-55
BR-2506 Rec'd Filed	10-22-57 11-29-57 11-29-57	Renewal of License Bernard Koteen, Attorney	GRANTED	1-17-58
BR-2506 Rec'd&Filed	10-25-60 10-31-60	Renewal of license. Welch, Mott and Morgan, Attys.	GRANTED	2-1-61

FORM BC-121
AUG. 1955

6 APPLICATION RECORD - BROADCASTING

Call Letters WRHC

Name RADIO STATION WRHC, INC.
Jacksonville, Florida

File No.	Dated	Application for	Action Nature	Action Date
BP-15,929 R. & F.	5-21-63 5-24-63	CP to change ant-trans. & studio location from Inters. of Harper & Margaret Sts., ½ mile S. of US Hwy 90, immediately N. of McCoy's Creek, Jacksonville, Fla., to Thomas St. and King Street, just east of Jacksonville School of Technology, Jacksonville, Fla; make changes in ground system. Atty: Welch, Mott & Morgan (Blair)	GRANTED	6-24-63
BR-2506 Rec'd Filed	10-29-63 11-1-63 11-1-63	Renewal X of license Atty. Forbes W. Blair	GRANTED	1-17-64
BMP-11,165 R & F	1-16-64 1-27-64	Mod. of CP (BP-15,929 which auth chgs to ant-trans & studio loc and ground-sys) for ext. of completion date from 2-24-64 to 4-17-64. Atty: Welch, Mott & Morgan	GRANTED	3-11-64

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

FORM BC-121 #7
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WHHC

Name RADIO STATION WHHC, INC.
JACKSONVILLE, FLORIDA

File No.	Dated	Application for	Action Nature	Action Date
BMP-11295 H&F	7-6-64 7-13-64	Mod of CP (BP-15,929 as mod which auth chgs to ant-trans & studio loc and ground-sys) for ext comple date from 8-17-64 to 10-15-64. Atty: Welch, Mott & Morgan	Granted to	9-1-64 10-15-64
BMP-11,364 Recd. &Filed	10-1-64 10-6-64	Mod. of C.P. (BP-15,929,as mod.,which auth. changes to antenna-trans. & studio location and chgs. in ground system) for extension of completion date from 10-15-64 to 12-15-64. Welch,Mott & Morgan,Attys.	GRANTED to	12-1-64 2-1-65
BP-16,571 H. & F.	2-12-65 2-19-65	CP to replace expired permit BP-15,929 which auth. change antenna-trans. and studio location and make changes in ground system. Atty: Welch & Morgan	GRANTED	2-[illegible]-65

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

FORM BC-121
AUG. 1955

#8

APPLICATION RECORD - BROADCASTING

Call Letters WRHC

Name RADIO STATION WRHC, INC.
Jacksonville, Florida

File No.	Dated	Application for	Action Nature	Action Date
BL-10,911 Rec'd Filed	3-19-65 3-26-65 3-26-65	License to cover CP(BP-16,571 as reinstated) which authorized change antenna-transmitter and studio location and make changes in ground system.	GRANTED	5-26-65
BP-16,824 R. & F.	7-16-65 7-20-65	CP to increase daytime power from 250w to 1kw and install a new transmitter (RCA BTA-1R1). Atty: Welch & Morgan (Forbes W.Blair) Engr: Serge Bergen	GRANTED Cond'l res 250 watt Class IV stations. License antenna resistance measurements.	2-12-66
BL-11,370 R & F	6/17/66 6/21/66	Lic. to cover CP (BP-16,824) which auth. incr. daytime power and install new trans. Atty: Grove, Jaskiewicz, Gilliam & Putbrese	GRANTED	8-17-66
LICENSEE NOW REPRESENTED BY PUTBRESE AND FISHER (B. J. BARAFF) PER LTR. REC'D 10-29-66				
BR-2506 R & F	11-1-66 11-1-66	Renewal of license Atty. Putbrese & Fisher	GRANTED	1-20-67

FORM BC-121 #9
AUG. 1955

APPLICATION RECORD - BROADCASTING

1400kc

Call Letters ~~WRHC~~ WERD

Name RADIO STATION W.R.H.C., INC.
Jacksonville, Florida

File No.	Dated	Application for	Action Nature	Action Date
BL-11,541 R & F	11/23/66 11/23/66	Lic. to use former main trans. RCA-BTA-250L, at main trans. loc. as an aux. trans. to be operated on 1400kc 250w for auxiliary purposes only. Atty: B. J. Baraff Engr: E. Kramer, Fla.	GRANTED	2-8-67
Ltr.	6-2-67	Thomas H. Wall, of Dow, Lohnes & Albertson not Attys for licensee		
BR-2906 R & F #553365 $30 #553364 $75 P. N.	10-29-69 10-31-69 10-31-69 10-31-69 10-31-69	Renewal of License (Main & Auxiliary) AMENDED 12-17-69 re: Programming Atty: B. Dwight Perry (Dow, Lohnes & Albertson) AMENDED 1-19-70 re: financial data AMENDED 1-22-70 re: statement on financial data	GRANTED	1-30-70
	NOV 21 1969			
BTC-5722 R & F FEE PD: $250 #013773 (CODE 053 - Form 316)	10-18-71 10-21-71	Involuntary transfer of control of lic corp from Harold S. Cohn, Sr. to Ruth H. Cohn, Executrix under the Last Will of Harold S. Cohn, Sr. (deceased) Atty - Dow, Lohnes & Albertson	GRANTED	11-30-71
NOV 18 1971				

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

(SEE OVER)

RE: TC-6722 - Atty was [illegible] -71 - Court Order nec.

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Card #10

Call Letters W E R D

Name RADIO STATION WERD, INC.
~~RADIO STATION WRHC, INC.~~
JACKSONVILLE, FLORIDA

File No.	Dated	Application for	Action Nature	Action Date
BML-2428 R & F $50-119615 AC-060 PRESS: OCT 24 1972	10-15-72 10-15-72 10-15-72	Modification of license to change the corporation name to RADIO STATION WERD, INC. Atty. Suzanne Meyer (Dow, Lohnes & Albertson)	GRANTED	11-9-72
BR-2506 R & F PN PRESS DEC 7	11-1-72 11-3-72 11-3-72	Renewal of License(Main & Auxiliary) Atty: Suzanne Meyer AMENDED 12-4-72 re: statement on employment policy	Granted	1-31-73
BTC -7587 R & F FEE PD: $250 # 361662 COLE 047(FORM 316) NOV 15 1974	10-31-74 11-6-74	Voluntary transfer of control of lic corp from Ruth H. Cohn, Executrix under the Last Will of Harold S. Cohn, Sr.(deceased) to Ruth H.Cohn, Trustee Atty - Dow, Lohnes & Albertson	GRANTED EFF:	11-22-74 6-28-74

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

FORM BC-121 #11
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W E R D

Name RADIO STATION WERD, INC.
Jacksonville, Fla.

File No.	Dated	Application for	Action Nature	Action Date
BTC-7593 R & F FEE PD: $1000 # 361661 CODE 047 PN. REC. 12-2-74	10-31-74 11-6-74 NOV 26 1974	Voluntary transfer of control of lic corp from Ruth H.Cohn, Trustee, to Ruth H. Cohn, Harold S. Cohn II, and Ronald H. Cohn Atty - Dow, Lohnes & Albertson	GRANTED EFF:	12-27-74 1-10-75
BZ-8754 R & F DM PRESS	11-6-74 11-18-74 FEB 14 1975 11-[illegible]-74 FEB 14 1975	Direct Measurement (~~Main Only~~) (MAIN AND AUXILIARY) Atty. Suzanne Meyer(Dow, Lohnes & Albertson)	GRANTED	[illegible]-14-75
BR-2506 R & F PN PRESS	9-29-75 10-1-75 10-1-75 OCT 21 1975	Renewal of license (Main & Auxiliary) Atty- Suzanne Meyer	GRANTED	1-28-76
BZ-9135 R & F Amend DM PRESS	3-16-76 4-6-76 5-17-76 new sections II-A 5-27-76 JUN 10 1976	Direct Measurement Atty: Kevin F. Reed(Dow, Lohnes, etc.)	GRANTED	11-8-76

#12
Form BC-121
May 1976
2-50

APPLICATION RECORD - BROADCASTING

1400 khz

Call Letters W E R D

GILLIAM COMMUNICATIONS OF FLORIDA, INC.

Name x RADIO STATION WERD, INC.
JACKSONVILLE, FLORIDA

File No.	Dated	Application for	Action Nature	Action Date
BR 781002C4 PRESS	NOV 17 1978	RENEWAL OF LICENSE (MAIN & AUX. TRANS.)	GRANTED	1-23-79
BAL790518HV PRESS MAY 25 1979 Form 314		Vol AL to Gilliam Communications of Florida, Inc. (see over)	GRANTED EFF:	10-3-79 12-6-79
PN FILED	6-19/20-79	Atty-Kevin F. Reed		

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

RE: BAL/IV - Atty was called 5-25-79 - signature date Sec IV-A nec.

AMENDED 7-19-79 re: financial qual.; loan guaran.; bal. sheet; ownership report (1979)

AMENDED 9-17-79 re: request to incorp. info Sec. IV-A & VI from renewal appl.; & STIPULATION and AGREEMENT FOR DISMISSAL OF APPEAL of court action

AMENDED 9-17-79 re: ascertainment data; programming data; financial data

AMENDED 7-11-80 re: Programming.

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.