HSBB

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

B-S- 2620

BROADCASTING STATION LICENSE RECORD

Date first licensed 6-22-51

Call letters W S B B (12-22-50) X W N S A

Location: New Smyrna Beach, Florida

Name of licensee
BROADCASTERS, INC (AL 8-4-54 EFF: 8-16-54)
X ROLAND JORDAN, JR., JAMES D. KING, JR. and WALTER T. SLATTERY, d/b as BEACH BROADCASTING COMPANY (AL 10-17-51, Eff. 10-18-51)
x J. G. COBBLE, JAMES D. KING, JR., AND WALTER T. SLATTERY d/b as BEACH BROADCASTING COMPANY

Transmitter location
North side of North Causeway, 0.5 mi. east of New Smyrna Beach, Florida
X New Smyrna Hotel Building, 1212 Magnolia St., New Smyrna Beach, Florida (MP 2-20-51) (Lic. 6-22-51
X To be determined

Main studio location
North side of North Causeway, 0.5 mi. east of New Smyrna Beach, Florida
X New Smyrna Hotel Building, 1212 Magnolia St., New Smyrna Beach, Florida (MP 2-20-51) (Lic. 6-22-51)
X To be determined

32069

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-7544	10-6-50	1230	100w	U	
C.P. for a new std. station subj. to filing MP for approval antenna and transmitter site. - ltr.10-10-50					
BP-7544 MP-5418	2-20-51	1230	100w	U	By 4-20-51 10-20-51
Mod.CP(7544) for approval ant. & T & S locations & chg. type T (CONDITIONAL CLAUSE)					
BL-4441	6-22-51	1230	100w	U	6-22 2-1-52
Lic. cover CP(7544 as Mod.) for new station CONDITIONAL CLAUSE					
BAL-1259 Eff.	10-17-51 10-17-51	Vol. assignment of license to ROLAND JORDAN, Jr., JAMES D. KING, Jr. and WALTER T. SLATTERY, d/b as BEACH BROADCASTING COMPANY			
BS-2620	1-23-52	Extension of license			2-1 5-1-5
BR-2620	2-27-52	1230	100w	U	2-27 2-1-55
BL-1613	3-18-53	1230kc	250w	U	3-18-53 2-1-55
Mod. of License (#1) to increase power					
BAL-1819 EFF:	8-4-54 8-16-54	Vol. assignment of license to Broadcasters, Inc.			
BP-9538	11-8-54	1230	250w	U	1-8 7-8-55
C.P. install new transmitter					
BR-2620	1-12-55	Renewal of license			2-1 2-1-58
BL-5584	1-13-55	1230kc	250w	Un	1-13-55 2-1-55
License cover CP(9538) for new trans.					
BTC-1989 EFF:	6-22-55 7-2-55	Vol. transfer of control to A. V. Tidmore			
BR-2620	1-22-58	Renewal of license			2-1 2-1-61
BP-12248	9-19-58	1230	250w	U	11-19 5-19-59
CP to change antenna-transmitter and studio location.					
BMP-8486 (1)	4-30-59	Mod. of CP(BP-12,248) for extension of completion date to 9-19-59.			
BMP-8671 (2)	8-28-59	to extend completion date to 12-19-59			

Form BC 126
June 1954 #2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters .....

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-7774 (1)	5-16-60	Lic. to cover cp (BP-12,948 as mod.) which auth. chg. in ant-trans. and studio location.			
	1-25-61	Commission deferred action on renewal pending further consideration.			
BR-2620	3-1-61	1230kc	250w	U	3-1 2-1-64
BP-13713	5-17-61	1230kc	250w-1kw-LS	U	7-17 1-17-62
		CP to increase daytime power to 1kw and install a new transmitter (W. ELECTRIC 443-A1). (Cond'l)			
BMP-10,018 (1) & BMP-10,019	1-9-62	Mod. of CP(BP-13713) for extension of completion date to March 17, 1962 and to change type transmitter to RCA Type: BTA-1-A1			
BL-9226 (1)	6-13-62	Lic. to cover CP (BP-13,713) as mod. which auth. incr. daytime power and instl. of new trans. (Cond'l)			
BR-2620	3-1-61	This authorization supersedes authorization as of the same date to delete obstruction markings.			
	1-29-64	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.			
BR-2620	3-31-64	1230kc	250w,1kw, U		3-31 2-1-67
BL-10379	4-6-64	1230kc	250W-[redacted]	4-6	2-1-67
		Lic. to use Old Main Trans.(Collins 300J) at present loc of Main Trans.as Alternate Main-Nighttime and Auxiliary Daytime			
BR-2620	1-13-67	Renewal of license (Main & Auxiliary-Alt.Main)			2-1 2-1-70
BR-2620(S)	1-30-70	RENEWAL MAIN & AUX - ALT. MAIN			2-1-73
EBSA	5-22-72				
BR-2620(S)	2-20-73	RENEWAL OF MAIN & AUX-ALT. MAIN			2-1-76
BR-2620(L)	3-26-76	RENEWAL (MAIN & ALT. & AUX.)			2-1-79
BR780908UA(S)	1-31-79	Renewal of License			2-1-81
BR780908UA(S)	1-31-79	Supersede auth. issued same date to correct expiration date			2-1-82

FCC Form 94

APPLICATION RECORD - BROADCASTING

Call Letters WNSA ~~NEW~~

Name J. G. Cobble, James D. King, Jr., and Walter T. Slattery d/b as Beach Broadcasting Company
(PO J. G. Cobble, C/o Radio Station WJRD, Tuscaloosa, Alabama)

File No.	Dated	Application for	Action Nature	Action Date
BP-7544 Rec'd Filed	2-11-50 2-17-50 2-17-50	Construction permit for a new standard broadcast station to be operated on: Frequency: 1230kc Power: ~~250w~~ 100w Hours of Operation: Unlimited Trans. location: To be determined New Smyrna Beach, Florida Studio location: To be determined New Smyrna Beach, Florida	GRANTED subj. to filing MF for approval antenna and T site Letter 10-10-50 Issued with BMP-5418	10-6-50
AMENDED Rec'd Filed	7-27-50 7-31-50 8-11-50	AMENDED to change power from 250 watts to 100 watts.		

RCA BTA-250L

#2

FCC Form 94

APPLICATION RECORD - BROADCASTING

ROLAND JORDAN, JR., JAMES D. KING, JR., and WALTER T. SLATTERY, d/b as BEACH BROADCASTING COMPANY (AL 10-17-51,

Call Letters W S B B (12-22-50) X W N S A

Name x J.G.COBBLE, JAMES D.KING, JR., AND WALTER T.SLATTERY d/b as BEACH BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BMP-5418 Fec'd Filed	12-2-50 12-5-50 12-5-50	Modification of construction permit (BP-7544, which authorized a new standard broadcast station) for approval of antenna and transmitter and main studio locations as 1212 Magnolia St., New Smyrna Hotel Bldg., New Smyrna Beach, Fla., and change type of transmitter (Composite).	GRANTED Conditional re blanketing clause	2-20-51
BL- 4441 Rec'd. Resubmitted Rec'd Filed	4-15-51 4-17-51 4-21-51 5-23-51 5-23-51	License to cover construction permit (BP-7544, as modified) which authorized a new standard broadcast station.	~~RETURNED~~ ~~Engineering dated after application~~ GRANTED Conditional re ~~blanking~~ blanketing clause	~~5-4-51~~ 6-22-51
BAL-1259 Rec'd Resubmitted Rec'd Filed	6-7-51 6-11-51 9-18-51 9-24-51 9-24-51	Voluntary assignment of ~~construction permit~~ license from J. G.Cobble, James D. King, Jr., and Walter T. Slattery d/b as Beach Broadcasting Company to James D. King, Jr., Walter T. Slattery and Roland Jordan, Jr., d/b as Beach Broadcasting Company.	~~RETURNED~~ ~~filed or corr ect for name of assignor and assignee incorrect.~~ GRANTED Eff.	~~6-2[illegible]-51 - not~~ 10-17-51 10-18-51

#3

FORM A-170

FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters W S B B

Name ROLAND JORDAN, JR., JAMES D. KING, JR. and WALTER T. SLATTERY, d/b as BEACH BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BR-2620 Rec'd Filed	10-30-51 11-1-51 11-1-51	Renewal of license	GRANTED	2-27-52
BML-1513 Rec'd Filed	6-16-52 6-17-52 6-17-52	Modification of license to increase power from 100w to 250w.	GRANTED	3-18-53
BAL-1819 Rec'd Filed	6-30-54 7-2-54 7-2-54	Voluntary assignment of license to Broadcasters, Inc. Seymour Kreiger, Atty.	GRANTED EFF:	8-4-54 8-16-54
BR-2620 Rec'd Filed	10-27-54 10-27-54 10-27-54	Renewal of license Filed by Norman E. Jorgensen, Atty.	GRANTED	1-12-55

#4

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WSBB

Name BROADCASTERS, INC.

File No.	Dated	Application for	Action Nature	Action Date
BP-9538 Rec'd Filed	11-1-54 11-1-54 11-1-54	Construction permit to install a new transmitter (Collins 300J). Krieger & Jorgensen, Attys.	GRANTED	11-8-54
BL-5584 Rec'd Filed	12-23-54 12-23-54 12-23-54	License to cover construction permit (BP-9538) which authorized installation of a new transmitter. Seymour Krieger, Atty.	GRANTED	1-13-55
BTC-1989 Rec'd Filed	5-11-55 5-13-55 5-13-55	Voluntary transfer of control of licensee corporation from Norman E. Jorgensen, Seymour Kreiger and A. V. Catterton to A. V. Tidmore. Norman E. Jorgensen, Atty.	GRANTED EXT:	6-22-55 7-2-55

FORM BC-121 #6
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W S B B

Name BROADCASTERS, INC.

File No.	Dated	Application for	Action Nature	Action Date
BR-2620 Rec'd Filed	11-4-57 11-7-57 11-7-57	Renewal of License	GRANTED	1-22-58
BP-12,248 Rec'd Filed	9-2-58 9-2-58 9-2-58	C.p. to change antenna-transmitter and studio location from New Smyrna Beach Hotel, 1210 So. Riverside Drive, New Smyrna Beach, Florida TO North Side of North Causeway 0.5 mile east of New Smyrna Beach, Florida.	GRANTED	9-19-58
BMP-8486 Rec'd Filed	4-17-59 4-20-59 4-20-59	Modification of c.p. (BP-12,248 which authorized change antenna-transmitter and studio locations) for extension of completion date from 5-19-59 to 11-19-59.	GRANTED to	4-30-59 9-19-59
BMP-8671 R & F	8-14-59 8-17-59	Modification of C. P. (BP-12248 as modified which authorized change in antenna-transmitter and studio location) for extension of completion date from 9-19-59 to 12-19-59.	GRANTED to	8-28-59 12-19-59

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

FORM BC-121 #6
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WSBB

Name BROADCASTERS, INC.

File No.	Dated	Application for	Action Nature	Action Date
BP-13,713 Rec'd Filed	11-30-59 12-8-59 12-8-59	Construction Permit to increase daytime power from 250w to 1kw and install a new transmitter (W. Elec. 443-A1) Atty.- George B. Martin Engr.- Lohnes & Culver	GRANTED Cond'l re: Permittee shall accept such interf. as may be imposed by other existing 250w Class IV stations. &meas. with 302 re Sect. 3.54.	5-17-61
BL-7774 Rec'd Filed	11-12-59 12-1-59 12-1-59	License to cover construction permit (BP-12248, as modified) which authorized change in antenna-transmitter and studio locations.	GRANTED	6-16-60
BR-2620 Rec'd Filed	10-31-60 11-7-60 11-7-60	Renewal of license.	GRANTED	3-1-61

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

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

#7

Call Letters WSBB

Name Broadcaster, Inc.
New Smyrna Beach, Fla.

File No.	Dated	Application for	Action Nature	Action Date
BMP-10,018 R&F	12-15-61 12-18-61	Mod of CP (BP-13713 which auth incr day power and install new trans) for extension of completion date from 1-17-62 to 3-17-62.	GRANTED	1-9-62 to 3-17-62 (Issued with BMP-10,019)
BMP-10,019 R&F	12-15-61 12-18-61	Mod of CP (BP-13713 which auth incr day power and install new trans) to chg type trans (RCA BTA-1R1).	GRANTED	1-9-62 (Issued with BMP-10,018)
BL-9226 R. & F.	3-6-62 3-8-62	Lic to cover CP(BP-13,713 as mod) which auth. incr. in daytime power and installation of a new transmitter.	GRANTED accept interfernce 250w Class IV stations.	6-13-62
Rec'd	8-1-63 8-5-63	CP to install former main trans. (Collins 300-J) as an auxiliary day, and alternate main night transmitter, to be operated on 1230kc, 250w.	Ret'd Unnecessary	9-4-63

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

FORM BC-121
AUG. 1955

#8

APPLICATION RECORD - BROADCASTING

Call Letters WSBB

Name BROADCASTERS, INC.
New Smyrna Beach, Florida

File No.	Dated	Application for	Action Nature	Action Date
BR-2620 R & F	11-3-63 11-8-63	Renewal of license	GRANTED	3-31-64
BL-10,379 R. & F.	10-14-63 10-17-63	Lic to use old main trans(Collins 300J) at present loc of main trans; to be operated on 1230kc, 250w, to be used as an Alternate Main Nightime and for Auxiliary Purposes ONLY Daytime.	GRANTED	4-6-64
BR-2620 R & F	10-11-66 10-14-66	Renewal of license (Main & Auxiliary-Alt.Main)	GRANTED	1-13-67
BR-2620 R & F #549367 $30 #549365 $75 P. N.	10-14-69 10-16-69 10-16-69 10-16-69 10-16-69 OCT 31 1969	Renewal of License (Main & Alt.M-Aux.) AMENDED 1-7-70 re: Programming	GRANTED	1-30-70

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

Form BC-121 #9 2-73
September 1969

APPLICATION RECORD - BROADCASTING

1230 kc

Call Letters W S B B

Name BROADCASTERS, INC.
NEW SMYRNA BEACH, FLORIDA

File No.	Dated	Application for	Action Nature	Action Date
BR-2620 R & F PN Recd. PRESS OCT 20 1972	10-13-73 10-16-72 " 	RENEWAL OF LICENSE (MAIN & ALT. MAIN-AUX.) AMENDED 1-26-73 re: ascert. of comm. needs	GRANTED	2-20-73
BR-2620 R & F PN Recd. PRESS	9-29-75 10-6-75 " OCT 15 1975	RENEWAL OF LICENSE (MAIN & ALT. MAIN-AUX.) AMENDED 10-14-75 re: EEO AMENDED 1-20-76 re: EEO	GRANTED	3-26-76
BR780908UA PRESS DEC 4 1978		RENEWAL OF LICENSE (MAIN, ALT. MAIN-AUX.)	GRANTED	1-31-79

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

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.