

WATV-FM

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CATALOG NO. 4550L 1/5

June 1954

FREQUENCY MODULATION

BROADCASTING STATION LICENSE RECORD

75

XW A I V (EFF 7-19-

X WPDQ-FM (EFF: 5-1-71

Date first licensed 12-13-74

WAIV-FM (8-25-80)

Call letters

-W-R-E-J-

Station location JACKSONVILLE, FLORIDA

AFFILIATED BROADCASTING INC. (ALH 2-24-81, EFF: 3-18-81)

x ROBERT W. ROUNSAVILLE (AL 10-24-80 EFF: 10-31-80)

*ROUNSAVILLE OF JACKSONVILLE, INC. (APH 6-9-75 EFF: 7/19/75)

x BELK BROADCASTING CO. OF FLORIDA, INC. (APH 1-23-68 EFF: 2-23-68)

Name of licensee x FINE MUSIC BROADCASTS, INC.

Newton at Hogan Road, Jacksonville, Florida, (MPH-1-23-81)

X 6870 Lenox Ave., 1 mi. W of Jacksonville, Florida (PH-8-24-77)

X 6869 Lenox Ave., Jacksonville, Fla. (Redesc. Ltr. 2-27-69)

X 6870 Lenox Ave., 7 mi. W. of Jacksonville, Fla. (MP- 6-18-68)

Transmitter location X 3946 St., Johns Avenue, Jacksonville, Florida (BPH-3-18-66)

6869 Lenox Avenue, Jacksonville, Florida (Supersede 1-23-81) RC

X 660 Laura St., Jacksonville, Fla. (Ltr. 2-27-69)

3220 X 13th Floor, Coast Line Bldg., Jacksonville, Fla. (MP(6-18-68)

Main studio location X Same as Transmitter

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To	
BPH-3604 HAAT: 205'	3-18-66	96.9mc. Ch#245	ERP: 26kw. TPO: 5kw	Unl.	5-18-66 11-18-66	
CP for a new Class B FM broadcast station.						
BPH-3604 (1)	10-10-66	Mod. of CP(BPH-3604) to assign call letters, W R L J.				
BMPH-9066 (2)	10-25-66	Mod. of CP(BPH-3604) for ext. of completion date to				5-18-67
BMPH-9356 (3)	5-3-67	Mod. of CP(BPH-3604 as mod.) for ext. of completion date to				7-18-67
BMPH-9465 (4)	9-7-67	Mod. of CP(BPH-3604 as mod.) for ext. of completion date to				1-18-68
BMPH-9806 (5)	2-27-68	Mod. of CP(BPH-3604 as mod.) for ext. of completion date to				7-18-68.
BMPH-9806 (6)	3-25-68	MP(BPH-3604 as mod.) ext. to				7-18-68 (Issued in new name)
BMPH-10,018 HAAT: 230' (h&v)	6-18-68	96.9mc. ch#245	ERP: 100kw(h&v) TPO: 19.5kw (RC)	U	9-18-68.	
MP(BPH-3604 as mod.) chg. ant-trans and studio loc; chg. trans., ant., TPO, ERP; operate with vert. ERP; and chg. HAAT; operate by RC from studio loc.						
BMPH-10,275 (1)	9-30-68	MP(BPH-3604 as mod.) ext. time to				3-18-69
Ltr. rec'd	2-27-69	redescribing TL, SL & RC pt.				
BMPH-10,503 HAAT: 230' (h&v) Cond' 1	2-24-69	96.9mc. ch#245	ERP: 100kw(b&v) TPO: 19kw (RC)	U	3-18-69	
MP(BPH-3604 as mod.) chg. type trans; chg. ant; chg. TPO;						
BMPH-10,531 (1)	3-10-69	MP(BPH-3604 as mod.) ext time				7-1-69
EBSA	5-22-72					
BLH-4448(L)	12-13-74	Lic. (BPH-3604, as mod.) - New				2-1-76
BAPH-573	6-9-75	VOL. ANT. (BPH-3604, as mod)				EFF: 7/19/75
BPH-100(1)	7-19-75	PL chg. call SL & RC				2-1-76

BC-126
June 1975

FM

BROADCASTING STATION LICENSE RECORD

#2

Date first licensed

WAIV-FM
Call letters WAIV

Station location

Name of licensee SEE CARD #1

Transmitter location

Main studio location

BROADCASTING STATION HISTORY RECORD

CARD # 3

First licensed

Call Letters WATV-FM

Station Location

Name SEE CARD # 1

Transmitter Location

Main studio location

Authorization Record

File No.	Granted	Facilities	Expires
BMPH-810223AV (1)	3-31-81	MP (BPH-10128, as Mod.) for ext. of time to:	9-30-81

AUG. 1955

APPLICATION RECORD - BROADCASTING

WPDQ-FM

W-R-L-J

Call
Letters~~22W~~

Name FINE MUSIC BROADCASTS, INC. 10
JACKSONVILLE, FLORIDA (P.O. 3582 St. Johns Ave., Jacksonville, Fla.)
4477 Roosevelt Blvd.

File No.	Dated	Application for	Action	
			Nature	Date
BPH-3604 Rec'd Filed	11-21-61	CP for a new FM broadcast station to be operated on: Frequency - 98.7mc CH 254 96.9mc CH 245 ERP 26.0kw 20kw 26kw Type transmitter - Standard Elec. 2012-5 TPO 5kw 3.8kw HAAT- 170 206 feet Type Antenna ^{5kw} - Jampro JA-6 (6 sections) Trans. location - 3946 St. Johns Avenue Jacksonville, Florida Studio location - Same as transmitter Eng. E. B. Vordermark, Jacksonville, Fla. AMENDED to decrease ERP to 20kw, TPO 3.8kw	DISMISSED - 8-5-64	
	11-27-61		per Sec. - 1:568(b)	
	11-27-61		REINSTATED ltr. 9-18-64	
AMENDMENT R & F	4-13-62		GRANTED	3-18-66
AMENDMENT R&F	4-16-62		DOCKET	16039
	10-10-63	AMENDED 10-10-63 to change freq. to 96.9mc CH 245, increase ERP to 26kw, inc. TPO to 5kw inc. HAAT to 206 feet and make change in antenna system (inc. hgt.) ATTY: Dow, Lohnes & C. Almonte, P.C. Engr: Lohnes & Culver		

APPLICATION RECORD - BROADCASTING

Call Letters WRLJ

Name FINE MUSIC BROADCASTS, INC.
JACKSONVILLE, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-9066 R & F	10-9-66 10-11-66	Modification of CP(BPH-3604, which authorized a new FM broadcast station) for extension of completion date from 11-18-66 to 5-15-67. <u>Attys - Dow, Lohnes and Albertson</u>	GRANTED to	10-25-66 5-18-67
BMPH-9356 R & F	4-19-67 4-19-67	Modification of CP(BPH-3604 as mod., which authorized a new FM b/c station) for extension of completion date from 5-18-67 to 7-18-67. Atty - Richard F. Swift.	GRANTED to	5-3-67 7-18-67
BMPH-9465 R & F	6-14-67 6-16-67	Mod. of CP(BPH-3604 as mod., which authorized a new FM b/c station) for extension of completion date from 7-18-67 to 1-18-68. Atty - Dow, Lohnes & Albertson	GRANTED to	9-7-67 1-19-68
BAPH-423 R & F AUG 9 1967	7-26-67 8-2-67	Voluntary assignment of construction permit to BELK BROADCASTING CO. OF FLORIDA, INC. Atty - Stanley B. Cohen	GRANTED EFF:	1-23-68 2-23-68

APPLICATION RECORD - BROADCASTING

Call

LettersW.R.L.J.....

BELK BROADCASTING CO. OF FLORIDA, INC.

Name FINE MUSIC BROADCASTS, INC.

JACKSONVILLE, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-9806 Rec'd Filed	12-11-67 12-15-67 1-10-68	Mod. of CP(BPH-3604 as mod., which authorized a new FM b/c station) for extension of completion date from 1-19-68 to 7-18-68. Atty - Daniel M. Redmond(Dow, Lohnes, etc.)	GRANTED to	2-27-68 7-18-68
JAN 25 1968 BMPH-10,018 R & F #425663 \$75 MAY 15 1968 PN REC'D:	4-26-68 5-1-68 5-1-68 5-31-68	MP(BPH-3604 as mod.) chg. ant-trans loc. 6870 Lenox Ave., 7.0 mi. W. of Jacksonville, Fla., chg. studio loc. Coast Line Building, Jacksonville, Fla., chg. trans(Gates-FM-20H); chg. ant (Gates-FMC-12, 12 sects); make chg. in ant. system(incr. hght) chg. TPO 19.63kw; ERP 100kw; operate with a vert. ERP 100kw; and chg. HAAT 231 feet. ;operate by remote control from studios(13th Floor) Atty - Stanley B. Cohen(Marcus Cohn) Engr: George C. Davis	GRANTED Cond'l submit 302's for WFDQ(AM).	6-18-68

FORM BC-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters WRLJ

Name BELK BROADCASTING CO. OF FLORIDA, INC.
JACKSONVILLE, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-10,275 Rec'd #455195 \$30 Resubmitted R & F SEP 26 1968	8-29-68 8-29-68 9-16-68 9-17-68	MP(BPH-3604 as mod.) ext. time to 3-18-69. (new station) Atty - Stanley B. Cohn(Marcus Cohn)	Returned Application Form 701 not dated, GRANTED to	9-30-68 3-18-69
BMPH-10,503 R & F #488115 \$30 FEB 14 1969	2-3-69 2-5-69 2-5-69	MP(BPH-3604 as mod.) chg. type trans(RCA-BTF-20E1); chg. ant(RCA-BFC-12, 12 sects); and chg. TPO 19.18kw; Atty - Roy F. Perkins, Jr. (Cohn and Marks) Engr: George C. Davis	GRANTED cond'l submit 302's for WPDQ	2-24-69
BMPH-10,531 R & F #494777 \$30 MAR 5 1969	2-18-69 2-27-69 2-27-69	MP(BPH-3604 as mod) ext. time to 7-1-69 (New station) Atty - Roy F. Perkins, Jr.(Cohn and Marks)	GRANTED to	3-10-69 7-1-69

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

96.9mhz

Call Letters WPDQ-FM
W-R-B-D

Name HELK BROADCASTING CO. OF FLORIDA, INC.
Jacksonville, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BLH-4448 R & F #520261 \$30 PTA AMENDED:R&F JUL 28 1969	6/5/69 6/9/69 6/9/69 6/19/69 7/22/69	Lic. (BPH-3604 as mod.) for new FM b/c station, specify studio loc. 6869 Lenox Ave. Atty: Roy F. Perkins, Jr. Re coordinates	GRANTED SET ASIDE GRANTED	2-3-70 2-19-70 12-13-74
Ltr. Amended	12-8-70 3-28-73	Cohn & Marks no longer attys. Contract for sale (OVER)		
BAPH -537 R & F FEE PD: \$1000 #168075 CODE 049 APR 20 1973 Pub. notice filed	3-23-73 3-27-73 4-19-73	Voluntary assignment of CP (BPH-3604, as mod., new station) to VIRTUALLY PERFECT, INCORPORATED Atty for assignor - McKenna, Wilkinson etc for assignee - Leo Resnick AMENDED 8-6-73 - (assignor) - inventory; re contracts in force; replacement costs; bal. sheet; employment practices McKenna, Wilkinson & Kittner, P.C. no longer Attys.	DISMISSED Req of atty	5-23-74
Ltr.	5-6-74			

BLH-4448-⁴⁻⁶⁻⁷³amended-notice of filing contract for sale of standard b/c sta. WAOK, Atlanta, Ga.

APPLICATION RECORD - BROADCASTING

Call W A I V
Letters X W P D Q - FM

ROUNSAVILLE OF JACKSONVILLE, INC.

Name ~~xx~~ Belk Broadcasting Co. of Florida, Inc.

Jacksonville, Florida

File No.	Dated	Application for	Action	
			Nature	Date
LTR. DATED: 5-30-74	LAW FIRM COHN AND MARKS HAS BEEN RETAINED AS COUNSEL FOR WPDQ-FM.			
DATE: 573 R & F FEE PD: \$1000 # 368630 CODE 049 (ALSO SEE AM) DEC 30 1974 PN FILED: 12-27-74	11-22-74 11-25-74	Voluntary assignment of LP (DEB-3604, as mod.) to ROUNSAVILLE OF JACKSONVILLE, INC. Atty for assignor - Cohn & Marks for assignee - Smith & Pepper AMENDED 12-12-74 re employees SEE AM FOR PETITIONS ETC	GRANTED EFF: gr fee req. gr fee pd 7/28/75 <u>W 452786</u> (includes AM)	6-9-75 7/19/75
BRH-3000 R & F PN Recd. PRESS	9-25-75 9-29-75 " OCT 23 1975	RENEWAL OF LICENSE AMENDED 4-1-76 re: engineering	GRANTED	5-10-76

PHASE 1 REFUND ACTION

W452786
Rounsaville of Jacksonville, Inc.

TRANS.
CODE

511

DATE

800304

AMT.

1,312.00

INITIALS

DAG

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call
Letters WAVName Rounsaville of Jacksonville, Inc.
Jacksonville, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BPH- 10,128	6-29-76	CP to chg. TL to: 1 Independent Square, Jacksonville, Florida; install new trans. (AEL FM 50KE); install new ant. (Collins 5-sect. (H&V); make chg. ant. system (incr. hght.); chg. TPO and HAAT: 583' (H&V) 30° 19' 33" - 81° 39' 32" Atty: Vincent A. Pepper (Smith & Pepper)	GRANTED	8-24-77
Rec'd	6-30-76		Cond'L Shall determine operating power by indirect method/ Before FM PTA submit Comm tower sketch of the installation return to direct method of power determination.	
Rec'd	6-30-76			
#586688 \$400	7-1-76			
Code 001				
Press	OCT 28 1976			
P. N. Rec'd	9-9-76			
AMENDED Ltr.	10-1-76 1-25-77	Enginerring Exhibit EE-FA requesting ext. time to file amendment request by comm.		
AMENDED R & F	4-27-77 4-27-77	financial(balance sheet) chg. TL: 6870 Lenox Avenue, 7 mi. W of Jacksonville, Fla., chg. type trans. GATES FM-20H; Ant: GATES FMC- 12,12 sects (H&V) HAAT: 420' (H&V) make chg. ant. system (incr hgt) 30° 18' 00" 81° 45' 34"		

AMENDED 8-8-77 re supplemental to finance, bank ltr of approved credit

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call
Letters WAIVName ROUNSAVILLE OF JACKSONVILLE, INC.
Jacksonville, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-780725AF R & F PRESS: SEP 7 1978	7-17-78 7-25-78	MP (BPH-10128) for extension of time to: <u>2-24-79</u> (FOR CHANGES) Atty: Vincent A. Pepper	GRANTED TO	8-13-78 3-1-79
BRH781002YJ PRESS NOV 13 1978		Renewal of License James L. Oyster, Atty.	Granted	1/23/79
BMPH790202AH PRESS (0) MAR 2 1979		MP (BPH-10,128, as Mod.) for Extension of Time to: <u>9-1-79</u> (FOR CHANGES)	GRANTED	3-16-79

APPLICATION RECORD BROADCASTING

96.9MHz.

WAIV-FM

Call Letters: X W A I V

Name: ROUNSAVILLE OF JACKSONVILLE, INC.

Station Location: JACKSONVILLE, FLORIDA

File No.	Date	Description	Action and Date
BMPH790821AK PRESS (0)	SEP 21 1979	MP (BPH-10,128, as Mod.) for Extension of Time to: <u>3-12-80</u> (FOR CHANGES) Atty. Vincent A. Pepper (Smith & Pepper)	GRANTED 9/28/79
BMPH800321AJ PRESS (0)	JUN 12 1980	MP (BPH-10,128, as Mod.) For Extension of Time to: <u>9-26-80</u> (FOR CHANGES) Atty. Vincent A. Pepper (Smith & Pepper)	GRANTED 6-6-80 TO 10-28-80

APPLICATION RECORD-BROADCASTING

96.9MHz.

Call Letters: W A I V-FM

Name: ROUNSAVILLE OF JACKSONVILLE, INC.

Station Location: JACKSONVILLE, FLORIDA

File No.	Date	Description	Action and Date
BMPH800815AH PRESS (0)	SEP 10 1980	Mod. of CP (BPH-10,128, as Mod.) To make chgs. in Ant. Sys.; chg. TL to: Newton-at-Duval Street, Jacksonville, Florida ; chg. type Trans.; chg. type Ant. (R.C.A. BFM-6, 6 sects. H&V); incre. HAAT: 920' (H&V) & chg. TPO. 30° 16' 36" 81° 33' 57" (SEE OVER) Atty. James L. Oyster (Smith & Pepper)	GRANTED 1-23-81
BMPH800822AJ PRESS (0)	SEP 25 1980	MP (BPH-10,128, as Mod.) For Extension of Time to: _____ (FOR CHANGES) Atty. James L. Oyster (Smith & Pepper)	GRANTED: 9-18-80 TO: 3-12-81

Amended

9-10-80

Chg. TL: Newton at Hogan Road, Jacksonville, Florida

and chg. SL & RC: TO: 6869 Lenox Avenue, Jacksonville, Florida

#11

INC.
AFFILIATED BROADCASTING APPLICATION RECORD-BROADCASTING

x ROBERT W. ROUNSAVILLE

Call Letters: WAIV-FM

Name: *ROUNSAVILLE OF JACKSONVILLE, INC.

Station Location: Jacksonville, Florida

File No.	Date	Description	Action and Date
BALH801002FZ Form 316 PRESS Also see WAIV(am)	OCT 17 1980	Voluntary assignment of license to Robert W. Rounsaville Atty-Vincent A. Pepper	GRANTED 10-24-80 EFF: 10-31-80
BALH801222EV Form 314 PRESS Also see WAIV-AM	JAN 23 1981	Vol AL to Affiliated Broadcasting, Inc. Atty for assignor James L. Oyster Atty for assignee David Tillotson	GRANTED 2-24-81 EFF: 3-18-81
BMPH-810223AV PRESS: (0) APR 9 1981		MP(BPH-10,128 as mod.) for extension of time to _____ (FOR CHANGES) ATTY _ James L. Oyster	GRANTED: 3-31-81 TO: 9-30-81

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.

FM History Cards were initiated in the early 1940s, with the authorization of the earliest FM stations in the FM band, then at 42 to 50 MHz. (The band was shifted to its present location, 88 to 108 MHz, in 1946.) 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 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). Prior to that move, 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.

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.

