

W E X I



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390198

BROADCASTING STATION LICENSE RECORD

SEE CARD #2 FOR NAME

W E X I (eff: 4-26-76)

Date first licensed 10-8-48
 xx JACKSONVILLE BROADCASTING CORPORATION (AL 3-11-71 EFF: 4-6-71) Call letters: x W I V Y
 Location: Jacksonville, Florida
 x ALUMNI RADIO, INC. (AL-3-22-66 :EFF 3-25-66)
 x W I V Y, INC. (AL-9-18-58 EFF: 10-16-58)
 x EDWARD J. OBERLE (AL 6-27-52, EFF 7-14-52)
 x W I V Y, INC. (AP 8-6-48; EFF: 8-23-48)
 Name of licensee x FRANK L. DENTON and L. FRANK JONES, A Partnership d/b as DENTON & JONES BROADCASTERS (CP 11-13-47)

4343 Spring Grove Road , Jacksonville, Florida (BS 11-20-62) (Re-description)
 x 1050 Springrove Avenue, Jacksonville, Florida (Re-descpt. BL-5-26-59)

Transmitter location xx Spring Grove Ave. at A.C.L. Railroad, Jacksonville, Fla. (Lic. 10-8-48)
 x Alamo St. North end near St. John's River, Jacksonville, Fla. (CP 5-13-48)

Gulf Life Center, Hilton Mall Suite 2 Jacksonville Florida (BS 5-15-72)
 x Same as Transmitter (Z-12-14-65)

x 1639 Atlantic Blvd., Jacksonville, Fla. (BRC 2-21-63)

x 4343 Spring Grove Avenue, Jacksonville, Florida (BS 11-20-62)

x 1639 Atlantic Blvd., Jacksonville, Florida (Ltr. 2-4-60)

x Spring Grove Ave., Jacksonville, Fla. (Ltr. 9-2-52, EFF. 9-15-52)

x 135 Riverside, Jacksonville, Florida (Lic. 10-8-48)

ZIP 32209

Main studio location x To be determined, Jacksonville, Fla. (CP 11-13-47)

CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No. | Date Issued | Freq. | Power | Time | Period |
|-----------|---|--|----------------------|------------------------|-----------------|
| | | | | Div. | From- To- |
| P-6248 | 11-13-47 | 1050 | 250w | Day | 1-13 7-13-48 |
| | CP for new station. | | | | |
| 3MP-3596 | 5-13-48 | 1050 | 1kw | Daytime | 6-12 12-9-48 |
| | Mod. CP (6248) to change power, change type of T, change T site and extend C & C dates. (COND. CLAUSE) | | | | |
| BAP-89 | 8-6-48 | Vol. Assignment | | of Construction permit | |
| | from Frank L. Denton, and | | L. Frank Jones, A | | |
| | Partnership d/b as Denton | | & Jones Broadcasters | | |
| | to W I V Y, INC. | | | | |
| EFF: | 8-23-48 | | | | |
| L-3345 | 10-8-48 | 1050 | 1kw | Daytime | 10-8 5-1-51 |
| | Lic. to cover CP (6248 as mod) for a new standard broadcast station and specify studio site. | | | | |
| STC-955 | 8-2-50 | Vol. TC of lic. corp. from F.L.Denton & L.F.Jones to E.J.Oberle. | | | |
| EFF: | 8-14-50 | | | | |
| BR-2110 | 4-25-51 | 1050 | 1kw | Daytime | 5-1 5-1-54 |
| AL-1403 | 6-27-52 | VOL. ASSIGNMENT OF LICENSE TO | | | |
| EFF | 7-14-52 | EDWARD J. OBERLE | | | |
| BZ-3431 | 10-20-52 | 1050 | 1kw | Day | 10-20-52 5-1-54 |
| | Auth. determined operating power direct method | | | | |
| BR-2110 | 4-28-54 | Renewal of license | | | 5-1 2-1-55 |
| S-2110(1) | 6-29-54 | Mod.lic. change antenna and direct measurement specifications | | | |
| BR-2110 | 1-12-55 | 1050 | 1kw | Daytime | 2-1 2-1-58 |
| | Telegram Commission on 1-30-58 deferred action on "renewal continued operation authorized. | | | | |
| BR-2110 | 2-12-58 | RENEWAL OF LICENSE | | | 2-12 2-1-61 |
| BAL-3135 | 9-18-58 | Voluntary assignment of license to | | | |
| EFF: | 10-16-58 | W I V Y, Inc. | | | |
| BP-12667 | 1-20-59 | 1050kc | 1kw | Day | 3-20 9-20-59 |
| | CP to install a new transmitter (GATES BC-1T). | | | | |
| BL-7426 | 5-26-59 | 1050kc | 1kw | Day | 5-26 3-1-61 |
| | Lic. to cover CP BP-12667 which auth. new main trans. | | | | |
| BL-7427 | 5-26-59 | 1050kc | 1kw | Aux. | 5-26 3-1-61 |
| | Lic. to use old main trans. (COMPOSITE) as an aux. | | | | |

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WIVY

Station location Jacksonville, Florida

Name of licensee HAYES BROADCASTING CORPORATION (AL gr 9/9/76 EFF:10/15/76)
FORRID BROADCASTING CORPORATION (AL gr 9/9/76 EFF:10/15/76)

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No. | Date Issued | Freq. | Power | Time Day | Period From To |
|------------------------------|-------------|---|-------|----------|--|
| BRC-1634 (1) | 3-10-60 | Modification of license to operate MAIN transmitter by Remote Control from 1639 Atlantic Boulevard, Jacksonville, Florida | | | |
| BR-2110 AUX | 1-18-61 | 1050kc | 1kw | Day | 2-1 2-1-64 to 2-1-64 |
| BS-2110 (1) (Main & Aux.) | 11-20-62 | Mod. of license to change/trans. & and delete remote control operation. (re-despt.) | | | |
| BRC-2201 (2) (Main) | 2-21-63 | Mod. of license to change studio loc. to 1639 Atlantic Blvd., Jacksonville, Florida and operate transmitter by remote control from studio location. | | | |
| BP-15,845 | 3-1-63 | 1050kc | 1kw | Day | 5-1 11-1-63 CP to move antenna site 460' east of present site. (same decept. as BP) |
| BL-10,059 | 8-15-63 | 1050kc | 1kw | Day | 8-15 2-1-64 Lic. to cover CP (BP-15,845) which auth. moving ant. 460' east of pres. site. |
| BL-10,193 | 11-26-63 | 1050kc | 1kw | Aux | 11-26 2-1-64 Lic. to use old main trans. (Composite) at pres. loc. of main trans; operated on 1050kc, 1kw, Day with RC from main studio loc.; for aux. purp. only |
| BR-2110 | 3-11-64 | Renewal of License Main & Aux - <i>Cancelled</i> | | | 3-11 2-1-67 |
| | 1-29-64 | COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION. | | | |
| BTC-4684 NOT CONSUMMATED | 12-1-64 | Voluntary transfer of control of lic. corp. from Edward J. & Constance Oberle to Strategic Broadcasting Corporation | | | |
| BZ-5909 | 12-14-65 | 1050kc | 1kw | Day | 12-14 2-1-67 (Main) Authority to determine operating power by direct measurement of antenna power |
| BZ-5816 | 12-30-65 | 1050kc | 1kw | Aux | 12-30 2-1-67 Authority to determine operating power by direct measurement of antenna power |
| LA-5074 | 2-2-66 | Voluntary assignment of license to | | | |
| EFF: | 3-25-66 | AUXILIARY CANCELLED | | | |
| BR-2110 | 1-31-67 | 1050kc | 1kw | Day | 2-1 2-1-67 |

Form BC 126

June 1954

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BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WLVY

Station location

Name of licensee SEE CARD #1

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No. | Date Issued | Freq. | Power | Time Div. | Period From - To |
|----------------|----------------|--|---------------|--------------|---------------------|
| BTC-5390 | 6-6-67 | Voluntary transfer of control. | | | Eff: 8-9-67 |
| BR-2110(S) | 6-10-70 | Renewal | | | 2-1-73 |
| BAL-7198 | 3-11-71 | VOL. AL | EFF: 4-6-71 | | |
| BTC-6262 | 3-11-71 | VOL. TC | EFF: 3-26-71 | | |
| BP-17,917 | 9-1-71 | 1280kc | 5kw | Day | 9-1-72 |
| | | CP to change frequency to 1280kc increase power to 5kw and install new trans. (Gates BC-5F-2). | | | |
| PSA | 12-2-71 | | 500 watts | | |
| BL-13,119 | 1-12-72 | 1280kc | 5kw | Day | 2-1-73 |
| | | Lic. (BP-17,917) for changes. | | | |
| BS-2110(1) | 5-15-72 | ML to change SL. | | | |
| BRC-3600(2) | 9-28-72 | ML to operate trans. by RC from SL. | | | |
| BR-2110(L) | 3-12-73 | Renewal | | | 2-1-76 |
| BAL-8694 | 9/9/76 | Vol AL | EFF: 10/15/76 | | "Cond'L" |
| BAL-8695 | 9/9/76 | Vol AL | EFF: 10/15/76 | | "Cond'1" |
| BTC-8036 | 9/9/76 | Vol TC | EFF: 10/15/76 | | "Cond'1" |
| BR-2110(L) | 10-18-76 | Renewal of License | | | 2/1/79 |
| BZ-9267(B) | 11-10-76 | Direct Measurement | | | 2-1-79 |
| BZ-780825AC | | | | | |
| BR-781002YT(L) | 1-24-80 | RENEWAL & MODIFICATION (ISSUED TOGETHER) | | | 2-1-82 |

APPLICATION RECORD - BROADCASTING

Call WIVY
 Letters X New

Name FRANK L. DENTON and L. FRANK JONES, A Partnership d/b as
DENTON & JONES BROADCASTERS

~~(PO c/o L. Frank Jones, 602 Grand Building, Macon, Georgia)~~

135 Riverside Avenue, Jacksonville 4, Fla.

| File No. | Dated | Application for | Action | |
|----------|--------|---|---------|----------|
| | | | Nature | Date |
| BP-6248 | 8-1-47 | Construction Permit for a new standard broad- cast station to be operated on: Frequency: 1050kc Power: 250w Hours of operation: Daytime only Trans. location: North end of Alamo St. near St. John's River, Jacksonville, Florida Studio location: To be determined- Jacksonville, Florida | GRANTED | 11-13-47 |
| Rec'd | 8-4-47 | | | |
| Filed | 8-4-47 | | | |

Transmitter-Gates 250 C-1

George W. Milam, Engr.
Greenleaf Building
Jacksonville, Florida

APPLICATION RECORD - BROADCASTING

2 W I V Y, INC. (AP 8-6-48)

Call

* FRANK L. DENTON and L. FRANK JONES, A Partnership d/b as Letters W I V Y

Name DENTON & JONES BROADCASTERS

| File No. | Dated | Application for | Action | |
|----------------------------|-------------------------------|--|--|-------------------|
| | | | Nature | Date |
| RMP-3596 Rec'd Filed | 1-31-48 2-2-48 2-2-48 | Mod. of C.P. (EP-6248, which authorized a new standard broadcast station) to change power from 250w to 1kw, change type of transmitter (Composite), change transmitter location from North end of Alamo St. near St. John's River, Jacksonville, Florida to Spring Grove Avenue at A.C.L. Railroad, Jacksonville, Florida and for extension of commencement and completion dates from 1-13-48 and 7-13-48 respectively to 30 days after grant and 180 days thereafter. | GRANTED subj. to cond. that permittee, after construction, shall submit measurements to prove that proposed T meets the Commission's Standards of Good Eng. Practice. | 5-13-48 |
| BAP-89 Rec'd Filed | 7-24-48 7-27-48 7-27-48 | Voluntary Assignment of Construction Permit from Frank L. Denton, and L. Frank Jones, A Partnership d/b as Denton & Jones Broadcasters to W I V Y, Inc. | GRANTED EFF: | 8-6-48 8-23-48 |
| BL-2345 Rec'd Filed | 8-26-48 8-27-48 8-27-48 | License to cover C. P. (EP-6248, as mod.) which authorized a new standard broadcast station. and to specify studio location as 175 Riverside, Jacksonville, Florida. | GRANTED | 10-8-48 |

Frank U. Fletcher retained as atty. per tele. I-23-49

APPLICATION RECORD - BROADCASTING

Call
Letters WIVYName WIVY, INC.

| File No. | Dated | Application for | Action | |
|----------------------------|----------------------------------|---|---|----------------------------|
| | | | Nature | Date |
| Rec'd | 6-8-49 6-10-49 | Construction permit to change hours of operation from daytime to unlimited. | Returned Conflict with Sec. 3.25(d). | 6-29-49 |
| BSSA-231 Rec'd Filed | 10-29-49 10-31-49 10-31-49 | Special Service Authorization to operate from 6:00 am, EST to Sunrise, EST, for a period ending in no event later than May 1, 1951. | DENIED Order | 3-6-50 Issued |
| BTC-955 Rec'd Filed | 5-31-50 6-2-50 6-2-50 | Voluntary transfer of control of licensee corporation from Frank L. Denton and L. Frank Jones <u>to</u> Edward J. Oberle. | GRANTED | 8-2-50 EFF: 8-14-50 |

APPLICATION RECORD - BROADCASTING

Call
Letters

Name

| File No. | Dated | Application for | Action | |
|----------------------------|-------------------------------|---|---|------|
| | | | Nature | Date |
| EP-7800 Rec'd Filed | 11-7-50 11-9-50 11-9-50 | Construction permit to change frequency from 1050kc to 1000kc, hours of operation from daytime to unlimited with power of 500w 100w, and install directional antenna for night use. Frank L. Denton, Inc. Jacksonville, Florida. | DOCKET NO. 10057 Dismissed at request of applicant without prejudice Order 5-2-52 | |
| AMENDED Rec'd Filed | 3-13-51 3-15-51 3-15-51 | AMENDED to decrease nighttime power from 500w to 250w, and make changes in DA pattern. | | |
| AMENDED Rec'd. Filed | 7-5-51 7-9-51 7-9-51 | AMENDED to make changes in DA pattern. | | |

APPLICATION RECORD - BROADCASTING

Call
Letters WIVYName WIVY, INC.

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| File No. | Dated | Application for | Action | |
|----------------------------|-------------------------------|--|--------------------|--------------------|
| | | | Nature | Date |
| BR-2110 Rec'd | 2-26-51 2-27-51 | Renewal of license | GRANTED | 4-25-51 |
| BAL-1403 Rec'd Filed | 6-10-52 6-12-52 6-12-52 | Voluntary assignment of license to Edward J. Oberle. John P. Southmayd, Atty. | GRANTED EFF | 6-27-52 7-14-52 |
| BZ-3431 Rec'd Filed | 9-30-52 10-1-52 10-1-52 | Authority to determine operating power by direct measurement of antenna power. John P. Southmayd, Atty. | GRANTED | 10-20-52 |
| BR-2110 Rec'd Filed | 1-22-54 2-1-54 2-1-54 | Renewal of license | Granted | 4-28-54 |

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
Letters W I V YName EDWARD J. OBERLE

| File No. | Dated | Application for | Action | |
|-----------------------------|----------------------------------|--|-----------------|---------------------|
| | | | Nature | Date |
| ER-3110 Rec'd Filed | 10-22-54 10-29-54 10-29-54 | Renewal of License | GRANTED | 1-12-55 |
| ER-3110 Rec'd Filed | 10-31-57 11-4-57 11-4-57 | Renewal of License. | GRANTED | 2-12-58 |
| BAL-3135 Rec'd. Filed | 7-23-58 8-14-58 8-14-58 | Voluntary assignment of license to W I V Y, Inc. Ben C. Fisher, Atty. | GRANTED EFF: | 9-18-58 10-16-58 |
| BP-12,667 Rec'd Filed | 12-8-58 12-15-58 12-15-58 | Construction permit to install a new trans- mitter (GATES BC-1T). Ben C. Fisher, Atty. | GRANTED | 1-20-59 |

AUG. 1955

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APPLICATION RECORD - BROADCASTING

Call
Letters W I V YName W I V Y, INC.

| File No. | Dated | Application for | Action | |
|------------------|---------|---|---------|---------|
| | | | Nature | Date |
| BL-7426 R & F | 2-13-59 | License to cover C.P. (BP-12,667) which authorized the installation of a new transmitter. Ben Fisher, Atty. | GRANTED | 5-28-59 |
| | 2-18-59 | | | |
| BL-7427 R & F | 2-13-59 | License to use old main transmitter (COMPOSITE) as an auxiliary. (1050kc, 1kw, Daytime) Ben Fisher, Atty. | GRANTED | 5-26-59 |
| | 2-18-59 | | | |

APPLICATION RECORD - BROADCASTING

AUG 1955

Call
Letters WIVYName WIVY, INC.

| File No. | Dated | Application for | Action | |
|-----------|--------|---|------------------------|---------|
| | | | Nature | Date |
| BP-13,385 | 8-3-59 | Construction Permit to change freq. from 1050kc <u>to</u> 1080kc; change hours of operation from daytime <u>to</u> Unlimited, operating with power of 1kw; change antenna-transmitter location from Springrove Ave. at A.C.L. Railroad, Jacksonville, Florida <u>to</u> Pickettville Road 0.41 mi. North of May Road, Jacksonville Florida; change studio location from Springrove Avenue, Jacksonville, Florida <u>to</u> Corner of Arcadia and Atlantic Blvd., Jacksonville, Florida; install directional antenna system (DA-1); new ground system; | DENIED | 2-28-63 |
| Rec'd | 8-5-59 | | | |
| Filed | 8-5-59 | | | |
| | | Requests waiver of Sec. 3.28(c) of the Rules (night) | | |
| | | Atty.- Fisher, Wayland, Duvall and Southmayd Engr.- Silliman, Moffet Rohrer | | |
| | | | Order-Docket No. 14588 | |

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters W I V YName W I V Y, INC.
Jacksonville, Florida

| File No. | Dated | Application for | Action | |
|----------------------------|----------------------------|---|---------------------------------|---------|
| | | | Nature | Date |
| BRC-1634 Rec'd Filed | 3-1-60 3-4-60 3-4-60 | Modification of license to operate MAIN transmitter by Remote Control from 1639 Atlantic Boulevard, Jacksonville, Florida | GRANTED | 3-10-60 |
| BR-2110 Rec'd&Filed | 10-22-60 10-24-60 | Renewal of license(Main and Auxiliary). | GRANTED | 1-18-61 |
| BP-15,793 R. & F. | 11-29-62 12-5-62 | CP to change antenna-trans. location from 4343 Spring Grove Ave. <u>to</u> 2097 West 26th Street (WQIK site), Jacksonville, Fla.; chg. studio loc. from 4343 Spring Grove Ave. Jacksonville, Fla. <u>to</u> 1639 Atlantic Blvd, Jacksonville, Fla.; operate transmitter by remote control from studio and make chgs in antenna system(top load). | DISMISSED | 1-31-63 |
| AMENDMENT R & F | 12-12-62 12-14-62 | Atty: Ben C. Fisher Engr. - Silliman, Moffet & Kowalski AMENDED to correct trans. location - 2097 West 26th Street, Jacksonville, Fla. | by request per Sec. 1.312(a) | |

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FORM BC-121

AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters WIVYName WIVY, Inc.
Jacksonville, Florida

| File No. | Dated | Application for | Action | |
|----------------------------|-------------------------------|---|---------|---------|
| | | | Nature | Date |
| BP-15,845 R. & F. | 1-24-63 1-25-63 | CP to move antenna site 460' east of present site (same description). Atty: Ben C. Fisher | GRANTED | 3-2-63 |
| BRC-2201 Rec'd Filed | 2-15-63 2-18-63 2-18-63 | Modification of license to change studio location <u>to</u> 1639 Atlantic Boulevard, Jacksonville, Florida and operate transmitter by remote control from studio location. (Main) Ben C. Fisher, Atty. | GRANTED | 2-21-63 |
| BL-10,059 R. & F. | 3-29-63 4-5-63 | Lic to cover CP(BP-15,845) which auth moving antenna 460' east of present site. Atty- Fisher, Wayland, Duvall & Southmayd | GRANTED | 8-15-63 |

APPLICATION RECORD - BROADCASTING

Call Letters WIVV

Name WIVV, INC.
Jacksonville, Florida

| File No. | Dated | Application for | Action | |
|---------------------------|----------------------------------|---|--|----------|
| | | | Nature | Date |
| Bl-10,193 R. & F. | 7-2-63 7-8-63 | Lic to use old main trans(Composite) at present loc of main trans; to be operated on 1050kc 1kw Daytime; with Remote Control from Main Studio Location; for Auxiliary Purposes Only. Atty- Fisher, Wayland, Duvall & Southmayd | GRANTED | 11-26-63 |
| BR-2110 Rec'd Filed | 10-21-63 11-25-63 11-25-63 | Renewal of license (Main & Aux.) | GRANTED | 3-11-64 |
| BTC-4684 R & F | 10-16-64 10-19-64 | Voluntary transfer of control of licensee corp from Edward J. and Constance Oberle to Strategic Broadcasting Corporation Atty. - Ben C. Fisher | GRANTED NOT CONSUMMATED Ltr written 2-5-65 | 12-1-64 |

FORM BC-121 #12
 AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WIVY

Name WIVY, INC.
Jacksonville, Fla.

| File No. | Dated | Application for | Action | |
|--|----------------------|---|-------------------------------|--------------------------------|
| | | | Nature | Date |
| BZ-10,193 | | | GRANTED | 11-26-63 |
| GRANTED | | (Main & Aux.) | GRANTED | 1-1-64 |
| BZ-5816 NOT GRANTED | | | GRANTED | 12-1-64 |
| BZ-5909 R & F | 10/22/65 10/27/65 | Authority to determine operating power by direct measurement of antenna power. (Main) | GRANTED | 12-14-65 |
| BZ-5816 R & F | 11/10/65 11/15/65 | Authority to determine operating power by direct measurement of antenna power. (Aux.) | GRANTED GRANTED | 12-1-65 12-30-65 |
| BAL-5694 R & F | 2-9-65 2-11-66 | Voluntary assignment of license to ALUMNI RADIO, INC. MUTUALLY CONTINGENT ON GRANT OF BAL-5695, BALH-867 and BAPH-385 - filed simultaneously Atty - McKenna & Wilkinson P. O. B. WASHINGTON, D. C. | GRANTED EFF: | 3-22-66 3-25-66 |

APPLICATION RECORD - BROADCASTING

AUG. 1955

#13

Call
Letters WIVY

Jacksonville Broadcasting Corporation

Name X ALUMNI RADIO, INC.
Jacksonville, Florida

| File No. | Dated | Application for | Action | |
|--|--|--|-----------------------------------|-------------------|
| | | | Nature | Date |
| BR-2110 R & F | 10-27-66 11-2-66 | Renewal of License Atty.: Robert W. Coll | GRANTED | 1-31-67 |
| BR-5390 Rec'd Filed (Form 316) | 7-10-67 7-12-67 7-20-67 | Voluntary acquisition of negative control of lic. corp. by Madine G. Brundage thru purchase of stock from Albert M. Crabtree Atty - McKenna & Wilkinson (R.Coll) | GRANTED Eff: 8-9-67 | 8-8-67 |
| BP- 17,917 Rec'd Filed FN Recd JAN 24 1968 Possible M with BP-18,217 Amended 5-17-71 re: Change name to: Jacksonville Broadcasting Corporation JUN 8 1971 | 9-18-67 9-18-67 9-18-67 4-11-68 | CP to change frequency from 1050kc to 1280kc, increase power from 1kw to 5kw, and install new transmitter (Gates BC-5P-2). atty-McKenna & Wilkinson (Robt. W.Coll) enr-W. J. Holey, Atlanta, Ga. | GRANTED | 9-1-71 |

BP-17,917

JOINT REQUEST FOR APPROVAL OF AGREEMENT AND WITHDRAWAL OF APPLICATION OF JONES COLLEGE
filed 7-16-71 by Esbensen on behalf of Jacksonville and Freret on behalf of JONES.

BP-17,971 amended 8-6-71 re: Sect. 1 and Financial Data

FORM BC-121 #11
 Aug. 1955

APPLICATION RECORD - BROADCASTING

1050ke

Call
 Letters WIVY

Name Jacksonville Broadcasting Corporation
 XALUMNI RADIO, INC.
 Jacksonville, Fla. 32209

| File No. | Dated | Application for | Action | |
|---|--|---|--|--------------------|
| | | | Nature | Date |
| PTC-5786 R & F FEE PD. \$75 - #470579 NOV 1968 Pub. notice F 12-9-68 SEE OVER FOR AMENDMENTS | 11-4-68 11-7-68 | Voluntary transfer of control of lic. corp. from Nadine G. Brundage, Jan L. Brundage and John J. Wheeler to E.D. River, Jr., & Marie Bie Rivers, Guardians of their (5) minor children REQ. WAIVER SEC. 1.597 of RULES Atty for transferor - R. Coll(McKenna & Wilkinson) | DISMISSED Req. of transferee | 11-14-69 |
| BR-2110 Rec'd Filed \$558431 \$75 PN PRESS DEC 8 1969 | 10-27-69 10-30-69 11-20-69 10-30-69 | Renewal of license AMENDED 1-12-70 re: Balance sheet AMENDED 3-2-70 re: financial & programming data (am & fm) AMENDED 4-30-70 re: business interests financial & programming data AMENDED 5-27-70 re: financial data | GRANTED | 6-10-70 |
| PTC-6262 Rec'd MAY 22 1970 R & F FEE PD: \$64 so see 11 | 4-30-70 5-11-70 5-11-70 | Voluntary acquisition of positive control of lic corp by Nadine G. Brundage thru purchase of stock from John J. Wheeler | Ret'd-not-dated fee-necessary-5-9-70 GRANTED EFF: | 3-11-71 3-26-71 |

RE: BTC-5786 - AMENDED 2-18-69 - reflect current B/C int
Bal. Sheet & reprogramming (transferee)

Reasons for waiver req. - filed 2-24-69 (transferor)

Ltr re loan filed 2-26-69 (transferee to licensee)

Financial data (transferors) filed 3-17-69

AMENDED 5-13-69 - programming data

AMENDED 5-16-69 - Programming data.

APPLICATION RECORD - BROADCASTING

Call
Letters WIVY

JACKSONVILLE BROADCASTING CORPORATION

Name ALUMNI RADIO, INC.

Jacksonville, Florida 32209

| File No. | Dated | Application for | Action | |
|---|---|---|---|---------|
| | | | Nature | Date |
| BAL-7198 R & F FEE PD: \$1000 #651949 CODE 047 ALSO SEE WIVY-FM JAN 8 1971 Pub. notice filed 2-4-71 | 12-16-70 12-22-70 | Voluntary assignment of license to JACKSONVILLE BROADCASTING CORPORATION Atty - Pittman, Lovett, Ford etc AMENDED 3-8-71 - statement re financing; and re pending CP(BP-17917) (assignee) | GRANTED Req. grant fee \$6,400.00 (Grant fee includes FM also) EFT: 4-6-71 Fee paid 4-9-71 #680120. | 3-11-71 |
| BL-13,119 Rec'd W 020818-250 AC-067 Amended & F PTA PRESS JAN 5 1972 | 11-17-71 11-19-71 11-19-71 11-30-71 12-2-71 | Lic.(BP-17,917) for changes. Transmitter: CCA, AM-5000D. Atty: Eric T. Esbensen (Pittman, Lovett, etc.) Engr. (freq. meas.) | GRANTED | 1-12-72 |
| BRC-3600 R & F \$50-105875 AC-067 SEP 29 1972 | 8-30-72 9-1-72 9-1-72 | Modification of license to operate trans. by remote control from Gulf Life Center, Hilton Mall Suite 2, Jacksonville, Fla. Atty. Eric T. Esbensen | GRANTED | 9-28-72 |

APPLICATION RECORD - BROADCASTING

1050 kc

Call **W E X I**
Letters **X W X I V Y**

Name **JACKSONVILLE BROADCASTING CORPORATION**
JACKSONVILLE, FLORIDA

| File No. | Dated | Application for | Action | |
|---|---|--|--|--------------------------------|
| | | | Nature | Date |
| BR-2110 R & F PN Recd. PRESS DEC 2 1975 | 11-1-72 11-3-72 " | RENEWAL OF LICENSE AMENDED 2-28-73 re: Ownership Report AMENDED 2-26-73 re: financial status | Granted | 3-12-73 |
| Per ltr. 9-11-75 Licensee now represented by Fletcher, Heald, Rowell, Kenehan & Hildreth ltr 9-9-75 -Change of Counsel: Eric T. Esbensen, Esq. of Fletcher, Heald, et al | | | | |
| BR-2110 R & F P. N. Rec'd Press NOV 24 1975 | 9-30-75 10-1-75 10-1-75 | Renewal of License. Eric T. Esbensen, Atty. | GRANTED | 10/18/76 |
| BTC-8036 Re: 10 FEE PD: \$200 #551584 CODE 047 (ALSO SEE FM) PN filed FILED MAY 28 1976 | 3-26-76 4-1-76 4/26/76 5-17-76 | Voluntary transfer of control of lic corp from Y. Thomas Kirby, Robert E. Lieb and Edwin B. Laughlin to Torrid Broadcasting Corporation Atty - Fletcher, Heald et al AMENDED 5-17-76 correction re transferors ; & signatures submitted | GRANTED EFF: FEE REQ: pd 10/19/76 W 625852 | 9/9/76 10/15/76 "Cond'1" |

APPLICATION RECORD - BROADCASTING

Call Letters WEXI

HAYES BROADCASTING CORPORATION
 xTORRID BROADCASTING CORPORATION
 Name x Jacksonville Broadcasting Corporation
 Jacksonville, Fla.

| File No. | Dated | Application for | Action | |
|---|-------------------------------------|--|---------------------------------------|--|
| | | | Nature | Date |
| BAL-8694 R & F FEE PD: \$100 # 574528 CODE 047 (Form 316) JUN | 5-28-76 6-1-76 | Voluntary assignment of license to TORRID BROADCASTING CORPORATION Contingent on grant of BTC-8036 Atty - Fletcher, Heald etc (Esbensen) AMENDED 6-4-76 re B/C int; legal data | GRANTED EFF: NO FEE: | 9/9/76 10/15/76 "Cond'1" |
| BAL-8695 Rec'd FEE PD: \$200 # 552084 FILED JUN | 3-26-76 4-2-76 6-1-76 1976 | Voluntary assignment of license to HAYES BROADCASTING CORPORATION (SEE OVER) Contingent on grant of BTC-8036 & BAL-8694 Atty - Fletcher, Heald etc (Esbensen) | GRANTED EFF: FEE REQ: fee pd | 9/9/76 10/15/76 "Cond'1" 10/22/76 W 627671 |
| BZ-9267 R & F \$100 # 613160 returned 10-19-76 not necessary DM PRESS SEP 21 1976 | 9-3-76 9-14-76 10-14-76 | Direct Measurement | GRANTED | 11-10-76 |

RE: BAL-8695 AT Y WAS CALLED 6-4-76 - Table I - place & date of birth of Laughlin; Proj. bal. sheet, stock sub. agreements & loan agreements nec., Cert of by laws nec
AMENDED 6-8-76 re Table I(place & date of birth of Laughlin)
Bal. sheet; & re prop. programming; statement re EECOP
AMENDED 7-2-76 - cert of by laws; shareholders agreement
AMENDED 8-26-76 - ltr re loan
AMENDED 8-31-76 - financial data
AMENDED 9-7-76 - Ltr re loan
Statement filed 9-7-76 re intent to repair equipment

APPLICATION RECORD - BROADCASTING

1050khz

#18

Call
Letters WEXIName HAYES BROADCASTING CORPORATION
Jacksonville, Florida

| File No. | Dated | Application for | Action | |
|-------------------------------------|-----------------------------------|--------------------|------------------------------------|---------|
| | | | Nature | Date |
| BZ-780825AC R & F DM PRESS | 8-25-78 10-18-78 NOV 2 1978 | Direct Measurement | GRANTED issued with BR-781002YT | 11-7-78 |
| BR 781002YT PRESS | NOV 13 1978 | RENEWAL OF LICENSE | GRANTED Cond't re: EEO | 1-24-80 |

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.

