

WPOM



**REMOVABLE LABEL GUIDE**

**Cat. No. 4550L**

**Patent No. 1590199**

## BROADCASTING STATION LICENSE RECORD

Date first licensed 11-17-59

SEE PAGE 2

~~W X V I~~ (EFF: 12-30-68)  
Call letters X W H E W\* RIVIERA BROADCASTING CORPORATION (AL 3-22-71) (EFF: 4-12-71) Station location Riviera Beach, Florida

\* BEACH BROADCASTING CORPORATION (AL 11-29-68 EFF. 12-3-68)

\* COLEE ENTERPRISES, INC. (BAL-4845 10-14-63) (EFF 10-19-63)

Name of licensee \* ROBERT HECKSHER tr/as PUBLIC SERVICE BROADCASTING

4286 Upthegrove Lane, West Palm Beach, Florida (BP 8-16-74) BL- 3-1-62

\* E. side of Military Trail, 0.2 mi. N. of 45th St. ext., nr. Riviera Beach, Fla.  
X 1 mi. West of city limits of Riviera Beach, Fla. (MP 6-13-58) (redescrib)Transmitter location \* 0.9 mile west of city limits of Riviera Beach, Florida (CP 3-27-58)

Same as transmitter

\* E. side of Military Trail, 0.2 mi. N of 45th St. ext., nr. Riviera Beach, Fla. / (BL 3-1-62)  
X 1 mi. West of city limits of Riviera Beach, Fla. (MP 6-13-58) (redescrib)Main studio location \* 0.9 mile west of city limits of Riviera Beach, Florida (CP 3-28-58)

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BP-11256	3-27-58	1600kc	1kw	Day	5-27 11-27-58 C.P. for new standard broadcast station. (cond'1)
BMP-8155 (1)	6-13-58	Mod. of CP(BP-11,256 which authorized) a new standard broadcast station) to change antenna-transmitter and studio location from 0.9 mile west of city limits of Riviera Beach TO 1 mile west city limits of Riviera Beach, Florida.			
BMP-8214 (2)	8-22-58	mod. of CP(BP-11256) to change type transmitter to GATES, Type BC-1-D.			
BMP-8288 (3)	10-27-58	Mod. of CP(BP-11,256 as mod.) for extension of completion date to 2-27-59.			
BMP-8390 (4)	2-5-59	Mod. of C. (BP-11256) for extension of completion date to June 1, 1959.			
BMP-8504 (5)	5-14-59	Mod. of CP(BP-11,256 as mod.) for extension of completion date to 7-1-59.			
BL-7572	11-17-59	1600kc	1kw	Day	11-17 2-1-61 Lic. to cover CP (BP-11,256 as mod.) for a new standard broadcast station.
BMP-8303 (Cond'1)	3-9-60	1600kc	1kw, DA-N	U	5-9 11-9-60 Construction Permit to change hours of operation from Daytime to Unlimited using power of 1kw; install directional antenna for night-time use (DA-N) and make changes in ground system.
BMP-9155 (1)	11-29-60	Mod. of CP(BMP-8303) for extension of completion date to 1-31-61.			
	1-25-61	Commission deferred action on renewal pending further consideration.			
BMP-9305 (2)	3-7-61	Mod. of CP (BMP-8303, as mod.) for extension of completion date to 4-30-61.			
BMP-9456 (3)	5-19-61	Mod. CP(BMP-8303, as mod.) for extension of completion date to 7-1-61.			
	5-2-61	Mod. CP (BMP-8303) for extension of completion date to 7-1-61.			
BL-3805	6-21-61	renewal of license. 6-21 2-1-64			
BL-8597	3-1-62	1600kc	1kw	Day	2-1-64 Lic. to cover CP(BMP-8303 as mod) which auth chg. in hours of oper.; install. of DA-N and chgs. in the ground system.

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W H E W .....

RIVIERA COMMUNICATIONS, INC. (AL 4-9-81 EFF: 4-10-81)

Name of licensee x COLEE ENTERPRISES, INC. .....

Transmitter location .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To.	
BAL-4845 EFF	10-14-63 10-19-63	Voluntary assignment of license to COLEE ENTERPRISES, INC.				
BR-3805	1-24-64	1600kc	1kw DA-N	U	2-1 2-1-67	
Ltr. dated 10-19-66 & rec'd 10-21-66 giving notification per Sect. 73.48(a)(5) Rules that a CCA AM-1000D trans. is now installed & in oper.						
BR-3805	1-13-67	1600kc	1kw-DA-N	Unl.	2-1 2-1-70	
BAL-6478 EFF.	11-29-68 12-3-68	Vol. AL				
BR-3805(L)	1-30-70	RENEVAL			2-1-73	
BAL-7203	3-22-71	VOL. AL EFF: 4-1-71				
BS-3805(L)	4-26-71	Call letters changed to: W P O M Name changed to: Riviera Broadcasting Corporation.				
EBSA	5-22-72					
WIRE	10-31-72	PSA	500w			
BR-3805(S)	1-3-74	Renewal			2-1-76	
BZ-8220 (L)	2-20-74	Direct Measurement			2-1-76	
BP-19,756	8-16-74	1600khz.	1kw DA-1 U	8-16-75 CP to eng. operation to DA-1, install new DA sys. and chg. TL & SL.		
BS-3805(L)	10-23-74	ML operate with new antenna monitor change phase indication for W & E towers				
COMTEL	3-11-75	Obstruction marking specifications in accordance paragraphs 1, 3, 12 and 21 for Towers N(#4) and S(#1) only. No obstruction marking required for Towers NC(#3) and SC(#2).				
BMP-14,029 (1)	8-18-75	Mod of cp(BP-19,756 to ext.date to 2-17-76				
BTC-7894	12/10/75	Vol acq of pos con EFF:				

BC-126  
June 1975

#3

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W P O M

Station location Rivera Beach, Fla.

SEE CARD #1

Name of licensee .....

Transmitter location .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BMP-14,137 (2)	2-11-76	MP(BP-19756 as mod)	ext. to		8-17-76
BMP-14293(3)	9-29-76	MP(BP-19756 as mod.)	to ext time to		2-17-77
BMP-14,366(4)	2-28-77	MP(BP-19756 as mod.)	to ext. time to		8-17-77
BMP-14,436(5)	8-10-77	MP(BP-19,756 as mod)	to ext time to		2-17-78
BMP-14,553 (6)	4-5-78	MP(BP-19756, as mod)	ext time to		9-15-78
<del>P-780925AU(L)</del> MP-14,224	----- 11-9-78	1600khz 1kw, 5kw-LS	DA-2 U 5-3-79		
		CP replace permit(BP-19756) and MP	inc. day power & chg. to DA-2, install new trans		
BR-3805 BL-781120AA(L)	8-8-79	Renewal of License and Lic.	to cover		
		BP-19,756 as mod.	for changes 2-1-82		
BAL810116GM	4-9-81	Vol AL	EFF: 4-10-81		

## APPLICATION RECORD - BROADCASTING

Aug. 1955

Name ROBERT HECKSHER, tr/as  
PUBLIC SERVICE BROADCASTING  
(P.O. - Box 1486, Ft. Myers, Florida)

Call  
 Letters -NEW- W H E W

File No.	Dated	Application for	Action	
			Nature	Date
BP-11,256	4-23-57	Construction permit for a new standard broadcast station to be operated on:	GRANTED	3-27-58
Rec'd	4-25-57	Frequency - <del>1380kc</del> 1600kc	Without a hearing.	
Filed	4-25-57	Power - <del>500w</del> 1kw	Order issued.	
		Hours of operation - Daytime	Docket #12127	
		Transmitter location - <del>52nd St at Wajeka Rd.</del> Mangonia Park, Florida	Conditional that before program tests are authorized permittee shall submit proof of perf.	
		Studio location - Same as transmitter	to prove inverse distance field at one mile	
		STATION LOCATION - RIVIERA BEACH, FLORIDA	has been reduced to essentially 180 mv/m/kw as proposed.	
AMENDMENT	7-16-57	AMENDED to change type transmitter ( <del>Gates 1D</del> )		
R & F	7-17-57	AMENDED to change frequency to 1600kc; incr. power to 1kw; change antenna-trans. & studio location to 0.9 miles W city limits of Riviera Beach, Fla., and change type trans. (Gates BC 1E)		
AMENDMENT	11-14-57			
Rec'd	11-18-57			
Filed (order)	11-22-57			



GATES BC-1E -1B  
BC 1E

Aug. 1955

#2

## APPLICATION RECORD - BROADCASTING

Call  
Letters

WHEW

Name ROBERT HECKSHER, TR/as PUBLIC SERVICE BROADCASTING

File No.	Dated	Application for	Action	
			Nature	Date
BMP-8155 Rec'd Filed	5-26-58 5-29-58 5-29-58	Modification of construction permit (BP-11,256 which authorized a new standard broadcast station) to change antenna-transmitter and studio location from 0.9 mile west of city limits of Riviera Beach, Florida TO 1 mile west of city limits of Riviera Beach, Florida.  Atty: Harry J. Daly	GRANTED	6-13-58
BMP-8214 Rec'd Filed	8-4-58 8-6-58 8-6-58	Modification of c.p. (BP-11,256 as mod., which authorized a new standard broadcast station) to change type transmitter to (GATES BC-1D).  Atty: Harry J. Daly	GRANTED	8-22-58

Aug. 1955

## APPLICATION RECORD - BROADCASTING

#3

Call  
Letters

NEW

Name ROBERT HECHSHER, TR/AS PUBLIC SERVICE BROADCASTING

File No.	Dated	Application for	Action	
			Nature	Date
BMP-8288	10-14-58	Modification of c.p. (BP-11,256 as mod., which authorized a new standard broadcast station) for extension of completion date from 11-27-58 to _____.	GRANTED to	10-27-58
Rec'd	10-15-58			2-27-59
Filed	10-15-58			
		Atty: Harry J. Daly		
BMP-8303	10-25-58	<del>Mod. of</del> construction permit (BP-11256, as mod. which auth. a new standard broadcast station) to change hours of operation from Daytime to Unlimited using power of 1kw; install directional antenna for nighttime use(DA-N) and make changes in ground system.	GRANTED Cond'l re: Field meas. equip., DA & non-DA proof. (Issued as a new CP)	3-9-60
Rec'd	10-27-58			Phase Mon.;
Filed	10-27-58			
		Atty. - Harry J. Daly Engr. - Silliman, Moffett & Rohrer		

APPLICATION RECORD - BROADCASTING

Call  
Letters W H E W

Name ROBERT HECKSHER, tr/as PUBLIC SERVICE BROADCASTING

File No.	Dated	Application for	Action	
			Nature	Date
EMP-8390 Rec'd Filed	1-21-59	Modification of c.p. (EP-11,256 as mod., which authorized a new standard broadcast station) for extension of completion date from 2-27-59 to 6-1-59.  Lenore G. Ehrig, Atty.	Granted	2-5-59 to 6-1-59
	1-22-59			
	1-22-59			
EMP-8504 Rec'd Filed	4-27-59	Modification of c.p. (EP-11,256 as mod., which authorized a new Standard Broadcast Station) for extension of completion date from 6-1-59 to 8-1-59.  Lenore G. Ehrig, Atty.	GRANTED to	5-14-59 7-1-59
	4-29-59			
	4-29-59			
BL-7572 R & F	6-26-59	License to cover C. P. (EP-11256 as modified) for a new Standard broadcast station Atty: Harry J. Daly	GRANTED	11-17-59
	6-29-59			

AUG. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters WEDNName Robert Lecksher tr/as Public Service Broadcasting  
Riviera Beach, Fla.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-9155 R & F	10-17-60 10-19-60	Modification of C. P. (BMP-8303 which auth. to chg. hrs. of operation; install DA-N & make chges. in ground system) for extension of completion date from 11-9-60 to 1-19-61. Atty: <u>Lenore G. Ehrig</u>	GRANTED	11-29-60 to 1-31-61
BR-3805 Rec'd & Filed	12-19-60 12-21-60	Renewal of license. Daly and Ehrig, Attys.	GRANTED	6-21-61
BMP-9305 R & F	1-20-61 1-27-61	Mod. of C.P. (BMP-8303 as modified which authorized change in hours of operation, installation of DA-N & changes in ground system) for extension of completion date from 1-31-61 to 3-31-61. Atty. Daly and Ehrig	GRANTED	3-7-61 to 4-30-61

AUG. 1955

Call  
Letters W H E WName ROBERT HECKSHER TR/as PUBLIC SERVICE BROADCASTING  
RIVIERA BEACH, FLA.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-9456 R.&F.	4-17-61	Mod. of C.P. (BMP-8303 as mod., which auth. change in hours of operation, install DA-N & changes in ground system) for extension of completion date from 4-30-61 to _____  Attys-Daly and Ehrig	GRANTED to	5-19-61
	4-18-61			7-1-61
BMP-9584 R&F	6-14-61 6-21-61	Mod. of C.P. (BMP-8303 as mod., which auth. chg. in hours of operation, install DA-N and changes in ground system) for extension of completion date from 7-1-61 to _____	GRANTED to	8-7-61 9-20-61
BL-8597 R. & F.	6-23-61 6-27-61	License to cover C. P. (BMP-8303 as mod.) which auth. chg. in hours of operation; the installation of DA-N, and chgs. in the ground system. Atty: Daly and Ehrig	GRANTED	3-1-62

AUG. 1955

## APPLICATION RECORD - BROADCASTING

1600kc

Call W X V I  
Letters X W H E W

COLEE ENTERPRISES, INC.

Name x ROBERT HECKSHER tr/as PUBLIC SERVICE BROADCASTING  
Riviera Beach, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BAL-4845 R & F	6-27-63 6-27-63	Voluntary assignment of license to COLEE ENTERPRISES, INC.  Atty for assignor - Harry Daly " " assignee - Cohn & Marks (S. Cohen)	GRANTED EFF	10-14-63 10-19-63
BR-3805 R & F	11-6-63 11-8-63	Renewal of license.  Atty: Cohn & Marks	GRANTED	1-24-64
BR-3805 h & F	11-1-66 11-2-66	Renewal of license.	GRANTED	1-13-67
BAL-6478 R & F FEE PD: \$75	9-12-68 9-18-68 -#459932	Voluntary assignment of license to BEACH BROADCASTING CORPORATION  Atty - Marcus Cohn (R.B. Jacobi)	GRANTED Cond'l. re: Jay Solomon sever all connection WEAT-AM-TV, West Palm Beach, Fla.)	11-29-68
SEP 30 1968 AMENDED	9-30-68	- AMENDED Articles; Bank ltr re loan; clarif re officer.		
AMENDED	11-7-68	- financial data; J. Solomon will sever conn WHEW upon grant		EFF. 12-3-68

Form BC-121  
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters W P O M  
-W-X-V-I

Riviera Broadcasting Corporation

xBeach Broadcasting Corporation

Name ~~XXXXXXXXXX~~  
Riviera Beach, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BR-3805 R & F #553726 \$75 PRESS: PN REC'd: Amend filed	10-31-69 11-3-69 11-3-69 DEC 22 1969 EX 8-21-69	Renewal of License  Atty - Robert B. Jacobi (Bohn and Marks)  Re dates on composite weeks	GRANTED	1-30-70
<del>BAI-7203</del> R & F FEE PD: \$1000 #653027 CODE 047 (REMOTES) JAN 12 1971 Pub. notice filed 1-19-71	<del>12-24-70</del> 12-28-70	Voluntary assignment of license to RIVIERA BROADCASTING CORPORATION REQUEST WAIVER SECTION 1.597 of RULES Atty for assignor - Cohn & Marks for assignee - Arent, Fox, etc AMENDED 3-2-71 - financial data; inventory (assignor) AMENDED 3-19-71 - stockholders agreement (assignee)	GRANTED Req. grant fee \$8,900.00 EFF:	3-22-71 4-12-71
BZ-8220 R & F DM PRESS	11-1-72 11-14-72 11-24-72 DEC 4 1972	Direct Measurement Atty: Arent, Fox, et al (David Tillotson)	GRANTED	2-20-74



APPLICATION RECORD - BROADCASTING

Call  
Letters W P O M

Name RIVIERA BROADCASTING CORPORATION  
RIVIERA BEACH, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BR-3805 R & F PN PRESS DEC 12 1972	10-27-72 11-7-72 11-7-72	Renewal of License  Atty: David Tillotson	GRANTED	1-3-74
BP-19,756 Rec'd Filed \$50-264573 AC-056 PRESS: AUG 7 1974	12-10-73 12-28-73 12-28-73 12-28-73	Construction permit to change operation to (from DA-2 to DA-1) DA-1 and install new directional antenna system. (Transmitter and studio site as 4286 Upthegrove lane, West Palm Beach, Florida). 26° 45' 43" 80° 06' 20" Atty. Arent, Fox, Kintner, Plotkin & Kahn (David Tillotson)	GRANTED	8-16-74
Amended 5-6-74 re eng.		statement, technical description, electrical description & horz. plane pattern.		
BMP-14,029 R & F #455166\$100 Code 001 PRESS AUG 5 1975	7-9-75 7-23-75 7-31-75	MP(BP-19,756) ext. time to 2-17-76. (Changes)	GRANTED  to	8-18-75  2-17-76

Form BC-121  
September 1969  
2-59

## APPLICATION RECORD - BROADCASTING

Call  
Letters W P O M

Name RIVIERA BROADCASTING CORPORATION  
RIVIERA BEACH, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BR-3805 R & F PN Recd. PRESS	9-26-75 10-1-75 " <b>NOV 3 1975</b>	RENEWAL OF LICENSE SUPPLEMENTAL APPLICATION filed 10-2-78 as an amendment to pending renewal application. (David Tillotson, Atty.) (BR781002UG) <b>QCI 16 1978</b>	GRANTED	7-16-79 issue with BL-781120AA
BTC-7894 R & F FEE PD: \$100 #499532 CODE 047(fpr 316) <b>DEC 8 1975</b>	11-14-75 11-18-75	Voluntary acquisition of positive control of lic corp by Eugene Bartoli thru purchase of stock from Helen M. Kane, Executrix of the Estate of Richard C. Kane(deceased)  Atty - Arent, Fox etc(D. Tillotson)	GRANTED EFF: NO FEE	12/10/75
BMP-14,137 R&F \$100-522186 AC:001 Press:	1-15-76 1-19-76 1-19-76 <b>JAN 30 1976</b>	Mod. of CP (BP-19,756 as mod.) to extend completion date to August 17, 1976. Atty: David Tillotson	GRANTED	2-11-76

APPLICATION RECORD - BROADCASTING

1600khz

Call  
Letters W P O M

Name RIVIERA BROADCASTING CORPORATION  
Riviera Beach, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BMP-14,224 Recd 585797 \$800	6-28-76 6-28-76 6-29-76	MP (BP-19,756, as mod.) to increase day power to 5kw, gng. from DA-1 to DA-2, and install new transmitter GATES BC-5P2 Atty: Mary Fowler Engr: James M. Johnson & Assoc.	GRANTED Issued with BP-780925AU	8-28-78
BMP-14,293 R & F \$100-597423 AC-001	7-20-76 7-27-76 7-27-76 SEP 10 1976	MP(BP-19,756, as mod.) for ext. of time to _____ (chgs.) Atty: David, Tillotson	GRANTED	9-29-76
BMP-14,366 R & F FEB 10 1977	1-13-77 1-19-77	Mod. of (BP-19,756, as mod.) for ext. of time. to _____ (chgs.) Atty: David Tillotson	GRANTED To:	2-28-77 8-17-77
BMP-14,436 R & F PRESS MAY 30 1978	7-10-77 7-13-77	Mod. of CP(BP-19,756) to ext. time to _____	GRANTED TO	8-10-77 2-17-78

## APPLICATION RECORD - BROADCASTING

Call  
Letters W P O MName RIVIERA BROADCASTING CORPORATION  
Riviera Beach, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BMP-14,553 R & F PRESS: FEB 23 1978	1-29-78 1-31-78	MP (BP-19,756, as mod) for extension of time to: _____ (FOR CHANGES)  Atty: David Tillotson (Arent, Fox)	GRANTED TO	4-5-78 9-15-78
BP-780925AU PRESS:	OCT 19 1978	CP replace expired permit (BP-19,756, as mod) (FOR CHANGES)  Atty: David Tillotson (Arent, Fox, etc.)	GRANTED	11-9-78
BL-781120AA R & F PTA PRESS	11-20-78 12-6-78 DEC 29 1978	Lic. to cover BP-19,756 as mod. for changes  Atty: David Tillotson (Arent, Fox, etc.)	GRANTED issued	8-8-79 with RENEWAL

#13

1600khz.

## APPLICATION RECORD-BROADCASTING

Call Letters: W P O M

RIVIERA COMMUNICATIONS, INC.

Name: RIVIERA BROADCASTING CORPORATION

Station Location: Riviera Beach, Florida

File No.	Date	Description	Action and Date
BAL800509EE FORM 314 PRESS PN FILED	MAY 29 1980 5-29-80 b	Vol AL to L. J. Communications, Inc. Atty: Assignor: David F. Tillotson (Arent, Fox, etc) Assignee: Daniel F. Van Horn (Arent, Fox, etc)	DISMISSED 1-22-81 per Sec. 73.3568 (a)
BAL810116GM Form 314 PRESS PN FILED 2-4-81	FEB 25 1981	Vol AL to Riviera Communications, Inc. Atty for assignor David F. Tillotson Atty for assignee Gary M. Epstein	GRANTED 4-9-81 EFF: 4-10-81

## 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. 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 12<sup>th</sup> 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.

