

WRBD



**REMOVABLE LABEL GUIDE**

**Cat. No. 4550L**

**Patent No. 1399199**

June 1954

3760

## BROADCASTING STATION LICENSE RECORD

SEE CARD #2

WRBD (4-1-63)

Date first licensed 10-15-59

Call letters X W P O M

X RADIO BROWARD, INCORPORATED (AL 6-21-73 EFF: 8-1-73)

X ALMARDON, INCORPORATED OF FLORIDA (BAL 12-21-62 (12-29-63))  
Station location Pompano Beach, Florida

XXALMARDON, INC. (AL 5-17-61 EFF: 6-2-61)

X GOLD COAST BROADCASTERS, INC. (AP-12-17-58 EFF: 12-29-58)

X JAMES C. DEAN, C. ROBERT CLARK AND CHARLES W. STONE

Name of licensee d/b as GOLD COAST BROADCASTERS

33313

4431 N.W. Rock Island Rd., Tamarac, Florida (Redescription) 11-12-75

X 4431 N.W. Rock Island Rd., Ft. Lauderdale, Fla. (BP 6-20-69) 7-13-70

X Rock Island Road, 7.5 miles southwest of Pompano Beach, Florida (MP 8-1-58)

Transmitter location X 1.8 miles west of city limits of Pompano Beach, Florida (CP 12-13-57)

Same as transmitter (BP 6-20-69) 7-13-70

X Rock Island Rd., 7.5 mi. SW of Pompano Beach, Fla. (BS 10-22-63)

X 1101 South Federal Hwy., Pompano Beach, Florida (BS 9-26-62)

Rock Island Road, 7.5 miles southwest of Pompano Beach, Florida

Main studio location X 2641 Atlantic Boulevard, Pompano Beach, Florida (CP 12-13-57)

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-10631	12-13-57	1470kc	5kw-DA	Day	2-13-58 8-13-58
		Construction permit for a new standard broadcast station. (conditional)			
AMP-8189	8-1-58	1470kc	5kw-DA	Day	10-1 4-1-59
		Mod. of CP (BP-10,631 which authorized a new standard broadcast station) to change type trans. to (RCA BTA-5H) change antenna-transmitter location TO On Rook Island Road 7.5 miles SW of Pampano Beach, Florida and change studio location TO On Rook Island Road 7.5 mile SW of Pampano Beach, Florida (Same as transmitter site). (Cond'l)			
BAP-413	12-17-58	Voluntary assignment of CP to			
EFF:	12-29-58	Gold Coast Broadcasters, Inc.			
BL-7459	10-15-59	1470kc	5kw-DA	Day	10-15 2-1-61
		Lic. to cover CP (BP-10,631 as mod.) which auth. construction of a new standard broadcast station.			
	1-25-61	Commission deferred action on renewal pending further consideration.			
BR-3780	5-17-61	Renewal of License			5-17 2-1-64
BAL-4173	5-17-61	Voluntary assignment of license to			
EFF:	6-2-61	Almardon, Inc.			
BS-3780	9-26-62	1470kc	5kw-DA-D	Day	9-26 2-1-64
		Mod. of license to change studio location.			
BAL-4691	12-21-62	Voluntary assignment of license to			
EFF:	10-29-63	Almardon, Incorporated of Florida			
BS-3780	10-22-63	1470kc	5kw-DA-D	Day	10-22 2-1-64
		Mod. of Lic. to chg. studio loc.			
	1-29-64	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.			
BR-3780	9-1-64	1470 kc.	5kw-DA	Day	9-1 2-1-67
BR-3780	1-31-67	Renewal of License			2-1 2-1-70
BS-3780(1)	9-5-67	Mod. Lic. Correct coordinates.			
ELEGRAM	10-24-67	PSA	500w		
memo	10-10-68	Delete obstruction marking.			
BP-18580	6-20-69	1470kc	5kw-DA-D	Day	2-20-70
		CP to make changes in DA system.			

Form BC 126  
June 1954

1/2

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WRBD

Station location .....

Name of licensee ROSE BROADCASTING COMPANY (AL 8-18-78 EFF: 10-3-78  
\*ALMARDON, INCORPORATED OF FLORIDA

Transmitter location .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BP-15580(L)	6-20-69	Supersede to correct marking.			
BTC-6168	2-27-70	VOL. TC			
BR-3780(L)	1-29-70	Renewal			
AL-12,467 (1) EBSA	7-13-70	Lic. (BP-15,580) for changes. 2-1-73			
	6-12-72				
BR-3780(L)	1-31-73	RENEWAL			
BTC-7118	6-21-73	VOL TC EFF:			
BAL-7867	6-21-73	VOL AL EFF:			
Ltr.	11-12-75	Redescribe TL & SL as 1431 N.W. Rock Island Rd., Tamarac, Florida			
BP-20,082	10-15-75	CP to make changes 1470khz 5kw DA-D Trans. GATES BTA-5H			
BMP-14,112(L)	4-26-77	MP (BP-20,082) to add NT power & chg. hours of oper. to Unl. 1470khz, 2.5kw-5kw LS, Unl., DA-2			
BMP-14,452(1)	10-19-77	Mod. of (CP(BP-20,082) to add MBOV's to daytime DA pattern.			
LTR.	2-28-78	TRANS: HARRIS-5A now installed			
BMP-14,568 (2)	5-16-78	MP (BP-20,082, as mod.) for ext. of time to: 11-1-78			
BAPL-512	8-18-78	VOL. AL & CP EFF: 10-3-78			
BMP-780929AQ (3)	10-31-78	MP (BP-20082, as mod.) for ext. of completion date to: 3-1-79			
BMP-790131AF (4)	3-21-79	MP (BP-20082 as mod) extend time 9-1-79			
	1-21-79	stnb. to sample system.			
BMP-790807AJ (L)	2-21-80	1470khz 5kw Mod. of CP BP-20,082, as Mod.) to Modify Nighttime Pattern. Standard			

## APPLICATION RECORD - BROADCASTING

WRUD

AUG. 1955

Call X WPOM

James C. Dean, C. Robert Clark and Charles W. Stone

Letters ~~sent~~

Name d/b as GOLD COAST BROADCASTERS

(P.O. -Fort Lauderdale, Florida) &amp; James C. Dean, 1825 Coral Gardens Dr. Ft. Lauderdale,

File No.	Dated	Application for	Action	
			Nature	Date
BP-10,631 Rec'd Filed	5-24-56 6-6-56 6-6-56	Construction permit for a new standard broadcast station to be operated on: Frequency - 1470kc Power - 1/2kw DA-D 5kw Hours of operation - Daytime Station location - <del>Deerfield-Beach</del> Pompano Beach, Florida Transmitter location - <del>1.5-mi-NW-of-Center-of-city</del> 1.5-mi-NW-of-Center-of-city, Pompano, Florida Studio location - <del>165-East-Hillsboro</del> 165-East-Hillsboro Deerfield-Beach, Florida  Atty. - Howard Shellenberg, Jr. Engr. - William L. Foss, Inc.	GRANTED Phase Monitor; Field measuring equipment being available at all times; Complete non-DA proof of perf. Granted after hearing. Initial Decision and Order issued. DOCKET 11938	12-13-57
AMENDMENT Rec'd Filed	10-4-56 10-23-56 10-23-56	AMENDED to change station loc. to Pompano Beach, Fla., change antenna-trans. loc. to 1.8 mile west of city limits of Pompano Beach, Fla., change studio loc. to 2641 Atlantic Blvd., Pompano Beach, Fla., incr. power to 5kw & chge type transmitter (Gates BC 5P) & make changes in directional ant. system (one add'l tower and increase height).		

GATES BC 5P

~~Continental Electronics 314-2-~~

Aug. 1955

#2

## APPLICATION RECORD - BROADCASTING

Call WRBD  
Letters XWPOMName JAMES C. DEAN, C. ROBERT CLARK AND CHARLES W. STONE D/B  
AS GOLD COAST BROADCASTERS

File No.	Dated	Application for	Action	
			Nature	Date
BMP-8189	7-8-58	Modification of c.p. (BP-10,631 which authorized a new standard broadcast station) to change type transmitter to (RCA BTA-5H) change antenna-transmitter location from 1.8 miles west of city limits of Pompano Beach, Florida <u>TO</u> On Rock Island Road 7.5 miles SW of Pompano Beach, Florida and change studio location from 2641 Atlantic Boulevard, Pompano Beach, Florida <u>TO</u> On Rock Island Road 7.5 mile SW of Pompano Beach, Florida (same as transmitter).	GRANTED	8-1-58
Rec'd	7-9-58		Cond'l re installation phase monitor; Field meas. equip & complete non Dir.proof. & extended to	4-1-59
Filed	7-9-58			
		Atty: Howard J. Schellenberg, Jr.		



Aug. 1955

See BAP-413

Call W R E D (4-1 -63)

Letters X W P O M

Name x JAMES G. DEAN, G. ROBERT CLARK AND CHARLES W. STONE,

d/b as GOLD COAST BROADCASTERS

File No.	Dated	Application for	Action	
			Nature	Date
BAP-413 Rec'd. Filed	11-11-58 11-20-58 11-20-58	Voluntary assignment of construction permit to Gold Coast Broadcasters, Inc.  Howard J. Schellenberg, Jr., Atty.	GRANTED EFF:	12-17-58 12-29-58
BL-7459 R & F	3-10-59 3-16-59	License to cover C.P. (BP-10,631 as modified) which authorized construction of a new standard broadcast station.  Atty. Schellenberg	GRANTED	10-15-59
BP-3780 Rec'd & Filed	10-31-60 1-11-61	Renewal of license. Howard Schellenberg, Atty.	GRANTED	5-17-61
BAL-4173 Rec'd Filed	3-4-61 3-9-61 3-9-61	Voluntary assignment of license to Almerdon, Inc.  Howard J. Schellenberg, Atty. for Assignor Harry G. Sells, Atty. for Assignee.	GRANTED EFF:	5-17-61 6-2-61

Form BC-121  
Aug. 1955

# APPLICATION RECORD - BROADCASTING

Call WRBD (4-1-63)  
Letters XWPOM

#4

Name ALMARSON, INC.  
POMPANO BEACH, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BP- Rec'd	7-16-62 7-20-62	Construction permit to increase hours of operation from Daytime only to Unlimited; using power of 5kw; change from directional antenna daytime to directional antenna night and day (DA-1 to DA-2); make changes in the antenna system (add two towers). Petition for waiver of Sec. 1.354 of Rules Atty.- Pierson, Ball & Dowd 9-17-62 Engr.- Russell P. May	On 11-28-62 Pet. for Waiver Sec. 1.354 Denied and application RETURNED - LETTER	

FORM BC-121  
AUG. 1955

#5

APPLICATION RECORD - BROADCASTING

Call Letters W R B D(4-1-63)  
X W P O M

Name **X ALMARDON, INCORPORATED OF FLORIDA**  
**X ALMARDON, INC.**  
Pompano Beach, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BAL-4691 Rec'd Filed	11-29-62 12-13-62 12-13-62	Voluntary assignment of license to Alardon, Incorporated of Florida.  Quayle B. Smith, Atty.	GRANTED: EFF:	12-21-62 10-29-63
BR-3780 Rec'd Filed	10-29-63 11-21-63 11-21-63	Renewal of license  Atty. Quayle B. Smith	GRANTED	9-1-64
LICENSEE NOW BR-3780 R & F	REPRESENTED 10-26-66 11-2-66	BY DEMPSEY AND KOPLOVITZ (H. J. OCKERSHAUSEN) Renewal of License Atty. Dempsey and Koplovitz	PER LTR. GRANTED	OF 4-22-64 1-31-67
BP- Rec'd Resub.	6-15-66 7-6-66 4-14-67	CP to change hours of operation from Daytime to Unlimited; using power of 5kw; change to DA-2 (addl two towers).  Requests waiver of Sec. 73.24(b)(3) of Rules Atty: Dempsey and Koplovitz (Harry J. Ockershausen) Engr: Russell May (PETITION FOR RECONSIDERATION FILED 4-14-67)	<del>Weaver denied; applica- tion returned by Comm- Order 3-8-67-</del> Petition DENIED and appli. RETURNED as unacceptable for filing	12-17-69.

#6

FORM BC-121

Aug. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters WRBDName ALMARDON, INCORPORATED OF FLORIDA  
Pompano Beach, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BP-18,580 R. & F. #511997 \$30 Amended re antenna system Amended JUN 17 1969	5-5-69 5-6-69 5-6-69 5-12-69 5-16-69	CP to make changes in DA system (increase height; top mount FM antenna on SW tower). atty-Dempsey and Koplovitz enr-A. Earl Cullum, Jr. & Assoc.  station-loc, Sec. I.	GRANTED	6-20-69
BR-3780 R & F #553359 \$75 P. N. NOV 12 1969	10-27-69 10-31-69 10-31-69 10-31-69	Renewal of License  Atty: J. Richard Carr	GRANTED	1-29-70

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call  
Letters W R B DName ALMARDON, INCORPORATED OF FLORIDA  
Pompano Beach, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BTC-6168 Rec'd Filed Fee:\$30.00 #564950 (Form 316) SEE AMENDMENT BELOW	12-15-69 12-16-69 1-30-70	Involuntary transfer of control of licensee corporation from Albert J. Owler to <u>Donald J. Owler, Executor Designee of the Estate of Albert J. Owler, (SEE BELOW)</u> J. Richard Carr, Atty.	GRANTED	2-27-70
BL-12467 R & F 552933 \$30.00 PTA JAN 16 1970	10-24-69 10-27-69 10-28-69 11-7-69	Lic.(BP-18,580) for changes. Atty: Dempsey and Koplovitz(J. Richard Carr)	GRANTED	7-13-70
BTC-6168 AMENDMENT R & F	1-5-70 1-30-70	AMENDED to chge transferee to <u>Donald J. Owler and First National Bank of Pompano Beach, Co-Executors of the Estate of Albert J. Owler (deceased)</u> Atty - Dempsey & Koplovitz (R. Carr)	GRANTED	2-27-70

APPLICATION RECORD - BROADCASTING

1470kHz

Call  
Letters W.R.B.D.

Name ALMARDON, INCORPORATED OF FLORIDA  
Pompano Beach, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BP- 20,082 Rec'd Filed #014378 \$50 Acc. 060 Press	10-20-71 10-22-71 10-22-71	Construction permit to modify the directional pattern and delete one tower.  Atty: J. Richard Carr Req. Waiver of Sec. 73.37 of the rules Amended (over)	GRANTED	10-5-75
BR-3780 R & F PN Recd. PRESS NOV 24 1972	10-24-72 11-2-72 "	RENEWAL OF LICENSE	GRANTED	1-31-73
ETC -7118 R & F FEE PD: \$1000 CODE 047 (ALSO SEE FM APR 2 1973 WCKO	3-28-73 3-30-73 #169272	Voluntary transfer of control of lic corp from Donald J. Owler and First National Bank of Pompano Beach, Co-Executors of the Estate of Albert J. Owler (Deceased) to Radio Broward, Incorporated MUTUALLY CONTINGENT ON GR OF Atty - Dempsey & Koplovitz BAL-7067	GRANTED EFF:	6-21-73

(SEE OVER FOR AMENDMENTS)

AMENDED 5-21-73 - to adopt present programming policies;  
re Business int; bank ltr re stock

BP-20,082

Amended 12-15-71 eng. statement, exh.

Amended 4-25-72 Survey

Amended 5-17-72 re: Community leaders

Amended 1-7-75 additional infor.

Amended 8-4-75 Eng. report

Amended 8-6-75 re: additional infor.

Amended 8-18-75 re: Eng. data

APPLICATION RECORD - BROADCASTING

1470khz

ROSE BROADCASTING COMPANY

X RADIO BROWARD, INCORPORATED

Name XALMARDON, INCORPORATED OF FLORIDA

Pompano Beach, Florida

Call  
Letters W R B D

File No.	Dated	Application for	Action	
			Nature	Date
BAL-7867 R & F FEE PD: \$250 #169238 CODE 053 (Form 316) ALSO SEE FM WCKO	3-28-73 3-30-73	Voluntary assignment of license to RADIO BROWARD, INCORPORATED  MUTUALLY CONTINGENT ON GRANT OF BTC-7118  <u>Atty - Dempsey &amp; Koplovitz</u>	GRANTED EFF: 8-1-73	6-21-73
BR-3780 R & F PN Recd. PRESS	9-29-75 9-30-75  <b>NOV 28 1975</b>	RENEWAL OF LICENSE J. Richard Carr, Atty.  (OVER)		
BMP-14,112 Rec'd Filed \$100-506089 AC-001 \$700-509789 AC-001 PN filed 7-7-76	12-3-75 12-8-75 12-8-75 12-16-75 7-7-76	Mod. of (BP-20,082) Construction permit to add nighttime power with 2.5kw, change hours of operation to Unl., install DA-2  Atty: Dempsey & Koplovitz Eng. Elizabeth L. Dahlberg  Amended 6-14-76 re update bank commitment letter	GRANTED	4-26-77

82-10-9-75

NOV 16 1976



Amended 10-27-76 re: revised Exh. No. 11, Environmental statement, Engineering

Amended 3-4-77 re: updated ban commitment ltr.

(BR781002YP) SUPPLEMENTAL APPLICATION filed 10-2-78 as an amendment to pending  
renewal application (E. Theodore Mallyck, Atty.) PRESS NOV 13 1978

Amended 10-18-78 to change name of applicant to "Rose Broadcasting Company"

787-6862 Cmv.

Name RADIO BROWARD, INCORPORATED  
POMPANO BEACH, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BMP-14,452 Rec'd Filed #100-585780 AC:001 PRESS:	b-24-76 b-28-76 b-28-76	Mod. of CP (BP-20,082) to add MEQV's to daytime directional pattern.  Atty: J. Richard Carr	GRANTED	10-19-77
SEP 14 1977				
BMP-14,568 R & F PRESS:	3-15-78 3-20-78	MP (BP-20,082, as mod) for extension of time to: <u>8-1-78</u> (FOR CHANGES)  Atty: J. Richard Carr (Dempsey & Koplovitz)	GRANTED to:	5-16-78 11-1-78
MAR 31 1978				
BAPL-512 R & F FORM 314 (ALSO SEE FM JUL 23 1978 PN FILED	5-31-78 6-2-78 7-5-78	Voluntary assignment of license and CP (BP-20002) ch. & hrs. of oper; install LA-2) to ROSE BROAD- CASTING COMPANY  Atty for assignor - Dempsey & Koplovitz for assignee - E. Theodore Mallick	GRANTED EFF: 10-3-78	8-18-78
(AS MOD)				
Over				

RE: BAPL-~~712~~ - Ltr filed 6/7/78 to include CP(BP-20082)  
in AL

Note: Assignee is Del Corp - Cert of auth to do bus in  
Fla. nec

AMENDED 8-4-78 re: Affidavit by Donald J. Owler re -  
cost of CP work involved, equipment & expected time of  
completion (Para. 20, Exhibit 3)

## APPLICATION RECORD - BROADCASTING

Call  
Letters W R B DName ROSE BROADCASTING COMPANY  
Pompano Beach, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BMP-780929AQ PRESS:	OCT 20 1978	MP (BP-20,082, as mod) for extension of time to: <u>1-1-79</u> ( FOR CHANGES)  Atty: J. Richard Carr (Dempsey & Koplovitz)	GRANTED TO	10-31-78 3-1-79
BMP790131AF PRESS (O)	FEB 16 1979	MP (BP-20,082, as Mod.) for Extension of Time to: <u>7-1-79</u> (FOR CHANGES)	GRANTED	3-21-79
BMP790807AJ PRESS (O)	SEP 11 1979	Mod. of CP (BP-20,082, as Mod.) to Modify Nighttime Standard Pattern.  Atty. James J. McGillan (Smith & Pepper)	GRANTED Cond'ls	2-21-80

#12

## APPLICATION RECORD-BROADCASTING

1470 kHz

Call Letters: W R B D

Name: ROSE BROADCASTING COMPANY

Station Location: Pompano Beach, Florida

File No.	Date	Description	Action and Date
BL-14228		Lic. to cover (BP-20,082 as mod) for changes.	
R & F	10-4-76		
AMENDED	6-21-79		
AMENDED	8-16-79		
AMENDED	8-30-79		
PTA	2-12-81		
PRESS	MAR 12 1981		

## 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.

