

W I V Y-FM

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CATALOG NO. 4550L 1/5

Form BC 126  
June 1954  
OFFICIAL NO. 1790

BROADCASTING STATION LICENSE RECORD

FM

W I V Y-FM(Wire 3-28-66; Eff 3-29-66)

X WEBL(Ltr. 10-18-65)

Date first licensed December 20, 1965

Call letters X WIVY-FM

TORRID BROADCASTING CORPORATION (ALH gr 10/14/70 EFF: 10/15/76) **Station location JACKSONVILLE, FLORIDA**  
X JACKSONVILLE BROADCASTING CORPORATION (AL 3-11-71 EFF: 4-6-72)

X ALUMNI RADIO, INC. (ALH-3-22-66; EFF: 3-25-66)

X EDWARD J. OBERLE (BAPH-9-13-65; EFF: 9-28-65)

Name of licensee X WIVY, INC.

1 Independent Drive, Jacksonville, Fla. (PH 12-22-76)  
Transmitter location X 4343 Spring Grove Ave., Jacksonville, Florida

3100 Univ. Blvd., South, Suite 302, Jacksonville, Florida (RCH-1-11-78)

1295 Gulf Life Drive

X Gulf Life Center, Jacksonville, Florida (ML-9-27-72) (PH 12-22-76)

37209  
Main studio location X 343 Spring Grove Ave., Jacksonville, Florida (BLH-12-20-65)  
X 1639 Atlantic Boulevard, Jacksonville, Florida

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BPH-4512 HAAT:205' cond'l.	9/9/64	102.9mc Ch.275	ERP:29kw TPO:5kw	Unl.	11/9/64 5/9/65
CP for a new Class C FM broadcast station.					
BTC-4684 NCT CONSUMPT ED Ltr written	12-1-64 1-29-65	Voluntary transfer of control of permittee corp. from Edward J. and Constance Oberle to Strategic Broadcasting Corporation			
BMPH-8253 (1)	4-27-65	Mod. of CP(BPH-4512) for ext. of completion date to			11-9-65
BAPH-375 EFF	9-13-65 9-28-65	Voluntary assignment of construction Permit to Edward J. Oberle			
BLH-3051 HAAT:205'	12-20-65	102.9mc. ch.#275	ERP:29kw. TPO:5kw.	Unl.	12-20-65 2-1-67
Lic to cover CP(BPH-4512 as mod.) which auth. a new FM broadcast station, specify type trans. (GATES-FMS-5G).					
BALH-867 EFF:	3-22-66 3-25-66	Voluntary assignment of license to ALUMNI RADIO, INC.			
BRH-1790	1-31-67	102.9mcs	29kw	Unl.	2-1-70
<del>BTC-5590</del> Eff:	<del>8-8-67</del> 8-9-67	<del>Voluntary transfer of control.</del>			
BRH-1790(S)	6-10-70	Renewal			2-1-73
BALH-1464	3-11-71	VOL. AL	EFF: 4-6-71		
BTC-6262	3-11-71	VOL. TC	EFF: 3-26-71		
EBSA	5-22-72				
BRCH-1115(1)	9-27-72	ML chg. studio loc. and operate by RC.			
BRH-1790(L)	3-12-73	Renewal			2-1-76
BPH-8839 HAAT: 205'(H&V) FORFEITED	4-5-74 8-31-76	102.9mhz. #275 (RC)	ERP: 55kw(H&V)		4-5-75
CP to install new trans.; ant.; chg. TPO., ERP. add cir. pol. to HAAT					
BMPH-14,456(1)	4-25-75	MP(BPH-8839) ext time to			10-5-75
BTC-8037	9/9/76	Vol TC	EFF:10/15/76		"Cond'l"
BALH-2359	10/14/76	Vol ALH	EFF: 10/15/76		

BC-126  
June 1975

NO. 2

FM/BC

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WIVY-FM

Station location .....

Name of licensee .....  
SEE CARD NO. 1

Transmitter location .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BPH-9908 HAAT: 570' {L}	12-22-76 HPV	102.9MHz CP chg TL, SL, HAAT, Trans & Antenna	ERP:	60kw H&V RC, TPO,	12-22-77 ERP,
BRCH-1347 (1)	1-11-78	ML to chg SL/RC loc.			
BRH-1790 BLH-7435(L)	5-31-78	Renewal & Modification			2-1-79
..... BRH780928UN(S)	1/31/79	Renewal of license			2/1/82

FORM BC-121  
AUG. 1955

# APPLICATION RECORD - BROADCASTING

Call  
Letters ~~WIVY-FM~~ WIVY-FM

Name WIVY, INC.  
Jacksonville, Fla. (c/o Edward J. Cyrle, 1639 Atlantic Blvd., Jacksonville, Fla.)

File No.	Dated	Application for	Action	
			Nature	Date
BPH-4512 Rec'd Filed	4-10-64 4-16-64 6-15-64	CP for a new FM broadcast station to be operated on: Frequency: 102.9mc CH 275 ERP: 28.9kw Type trans.: Gates FM-5C TPO: 5kw Type antenna: Gates FMA-6A (6 sections) HAAT: 207 feet Trans. location: 4343 Spring Cove Avenue Jacksonville, Fla. (Same as WIVY) Studio location 1639 Atlantic Blvd., Jacksonville, Fla. Remote control point: Same as studio Atty: Fisher, Wayland, Duvall, and Southmayd Engr: silliman, Moffet, Kowalski	GRANTED	9/9/64
Amended	6-15-64	Amended to chg. freq. from 92.5mc Ch 223 to 102.9mc Ch 275 & delete req. for waiver		

Requests waiver of Sec. 73.207

FORM BC-121 #2  
Aug. 1955

# APPLICATION RECORD - BROADCASTING

Call **W E B L**  
Letters ~~...W I V Y FM~~.....

**EDWARD J. OBERLE**

Name ~~x W I V Y, INC.~~  
**Jacksonville, Florida**

File No.	Dated	Application for	Action	
			Nature	Date
BTC-4684 R & F	10-16-64 10-19-64	Voluntary transfer of control of permittee 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
BNPH-8253 R&F	4-14-65 4-15-65	Modification of CP (BPH-4512 which authorized a new FM broadcast station) for extension of completion date from 5-9-65 to 11-9-65.	GRANTED	4-27-65
BAPH-375 Rec'd Filed (Form 316)	8-4-65 8-9-65 8-29-65	Voluntary assignment of construction permit to EDWARD J. OBERLE	GRANTED EFF:	9-13-65 9-28-65

APPLICATION RECORD - BROADCASTING

Call **W I V Y-FM**  
Letters **X W E B L**

ALUMNI RADIO, INC.

Name **X EDWARD J. OEBERLE**

Jacksonville, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BLH-3051 Rec'd Filed PRG. EST 10-28-65	10/15/65 10/19/65 11/15/65	Lic. to cover CP (BPH-4512 as mod.) which auth. a new FM broadcast station, specify type trans. GATES FMS-5G. Attys: Fisher, Wayland, Duvall & Southmayd	GRANTED	12-20-65
BALH-867 R & F	2-7-66 2-11-66	Voluntary assignment of license to ALUMNI RADIO, INC. MUTUALLY CONTINGENT ON GRANT OF BAL-5694, BAL-5695 and BAPH-385 - filed simultaneously Atty - McKenna & Wilkinson	GRANTED EFF:	3-22-66 3-25-66
BRH-1790 R & F	10-27-66 11-2-66	Renewal of License Atty.: Robert W. Coll	GRANTED	1-31-67
BTC-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 P.C.E. - WASHINGTON, D. C.	GRANTED EFF:	8-8-67 8-9-67



FORM BC-121 #1  
 AUG. 1955

APPLICATION RECORD - BROADCASTING

Call  
 Letters W I V Y-FM

Name ALUMNI RADIO, INC.  
Jacksonville, Florida 32202

File No.	Dated	Application for	Action	
			Nature	Date
BTC -5786 R & F FEE PD: \$75 - #470579 NOV 21 1968	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 REQUEST WAIVER SECTION 1.597 of RULES  Atty - McKenna & Wilkinson(R. Coll)	DISMISSED Req. of transferee	11-14-69
BRH-1790 Rec'd Filed #558431 \$75 PN PRESS DEC 5 1969	10-27-69 10-31-69 11-20-69 10-31-69	Renewal of license AMENDED 12-12-69 re: type transmitter AMENDED 4-30-70 re: business interests; financial & programming data	GRANTED	6-10-70
BTC -6262 Nov 22 1970 Rec'd RESUBMITTED REF SEE AM FOR FEE PD:	4-30-70 5-11-70 5-14-70	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 5-7-70 GRANTED EFF:	3-11-71 3-26-71



# APPLICATION RECORD - BROADCASTING

102.9mc

Call  
Letters W I V Y-FM

## JACKSONVILLE BROADCASTING CORPORATION

Name ALUMNI RADIO, INC.  
Jacksonville, Fla. 32209

File No.	Dated	Application for	Action	
			Nature	Date
BALH-1464 R & F FEE PD: \$1000 #651950 CODE 049 ALSO SEE AM WIVY JAN 6 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	GRANTED (See WIVY-AM for Req. grant fee)  EFF: Fee paid 4-9-71.#680120	3-11-71
BRCH-1,115 R & F #105874 \$50 Code 068 Press	8-30-72 9-1-72 9-1-72  SEP 14 1972	Mod. of license to change studio location to: Gulf Life Center, Jacksonville, Florida and operate transmitter by remote control from the proposed studio site.  Atty: Eric T. Esbensen	GRANTED	9-27-72
BRH-1790 R & F PN Recd. PRESS  DEC 7 1972	11-1-72 11-3-72 "	RENEWAL OF LICENSE AMENDED 2-26-73 re: financial status AMENDED 2-28-73 re: Ownership Report	Granted	3-12-73

APPLICATION RECORD - BROADCASTING

Call  
Letters .....WLVY-FM.....

Name Jacksonville Broadcasting Corporation  
Jacksonville, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BPH-8839 R & F #281669 \$50 Code 057 Press •	2-15-74 2-20-74 2-21-74  MAR 19 1974	CP to install new trans. (Collins 831G-1); install new ant. (Collins 37CP-6, 6 sects. (H&V)); chg. TPO; ERP: 55KW (H&V) and add circular polarization to HAAT.  Atty: Eric T. Esbensen(Pittman, Lovett etc. )	GRANTED  Cond'L submit 302's to show sketch of combined installation. & determine operating power by indirect method.	4-5-74      FORFEITED
BMPH-14,456 R & F #410546\$100 Code 057 PRESS	4-1-75 4-4-75 4-9-75  APR 15 1975	MP(BPH-8839) for ext. of time to 8-15-75. (Changes)  Atty - Eric T. Esbensen(Pittman, Lovett etc.)	GRANTED TO FORFEITED ltr. 8-31-76 CP expired	4-25-75 10-5-75 8-31-76
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, Rowell, et al.				
BRH-1790 R & F PN Recd. PRESS	9-30-75 10-1-75 " NOV 25 1975	RENEWAL OF LICENSE E.T. Esbensen, Atty.	GRANTED issued with License	5-31-78

# APPLICATION RECORD - BROADCASTING

Call  
Letters W I V Y-FM

Name JACKSONVILLE BROADCASTING CORPORATION  
Jacksonville, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BTC -8037 Rec'd FEE PD:\$200 #551583 CODE 047 (ALSO SEE AM) PN filed FILED	3-26-76 4-1-76 #551583 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 (SEE OVER)  Atty - Fletcher, Heald etc AMENDED 5-17-76 - correction re transferors; signatures submitted	GRANTED EFF: FEE REQ: fee pd 10/19/76	9/9/76 10/15/76 "Cond'1" W 625852
BPH- 9908 Rec'd Filed #572892 \$400 Code 001 Press P. N. Rec'd	4-30-76 5-26-76 5-26-76 5-27-76  AUG 5 1976 8-9-76	CP to chg. TL to: Atop Independent Life Building, 1 Independent Drive, Jacksonville, Florida; chg. SL & RC to: 1295 Gulf Life Drive, Jacksonville, Florida; install new trans. (Collins 831G-1); install new ant. (Collins 37CP-6, 6 sects. (H&V); make chg. ant. system (incr. hght.); chg. TPO; ERP: 60.0KW(H&V) and HAAT: 572' (H&V).  30° 19' 33" - 81° 39' 32" Atty: Eric T. Esbensen (Fletcher, Heald etc.) <small>F. C. C. - WASHINGTON, D. C.</small>	GRANTED gr fee \$2,700	12-22-76

RE: BTC-8037 AMENDED 6-4-76 - legal data re stockholders  
~~XXXXXXXXXXXXXXXXXXXX~~; financial data  
AMENDED 8-16-76 - proj. fin data; bus. int; prosecution of  
pending CP; purchase price & proj. expenses

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BPH-9908 amnded 11-1-76 re to reflect chg. of name to  
Torrid Broadcasting Corporation

PHASE 1 REFUND ACTION

WVY

TRANS.  
CODE  
500

DATE  
8/06/73

INITIALS

AMT.

2089.00

APPLICATION RECORD - BROADCASTING

Call  
Letters .....W.I.V.Y-FM.....

TORRID BROADCASTING CORPORATION  
Name x JACSONVILLE BROADCASTING CORPORATION  
JACKSONVILLE, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BALH-2359 R & F Fee Pd \$100 Code 047 (FORM 316) (Also see WEXI(AM) OCT 14 1976	10/13/76 10/13/76	Voluntary assignment of license to TORRID BROADCASTING CORPORATION  Atty - Fletcher, <u>Heald</u> , etc	GRANTED EFF: NO FEE:	10/14/76 10/15/76
BLH-7435 R & F PTA PRESS JUL 25 1977	6-22-77 6-29-77 7-8-77	Lic {BPH-9908} for chgs Atty. Vernon L. Wilkinson Engr. T. P. Martinkovic	GRANTED issued with Renewal	5-31-78
BRCH-1347 R & F PRESS: JAN 5 1978	9-15-77 9-19-77	Modification of License to change Studio and Remote control location to: 3100 Univ. Blvd. South, Suite 302, Jacksonville, Florida  Atty: Vernon L. Wilkinson	GRANTED	1-11-78

#9

102.9mhz

Form BC-121  
May 1976

# APPLICATION RECORD - BROADCASTING

Call  
Letters WIVY-FM

Name TORRID BROADCASTING CORPORATION  
Jacksonville, FL

File No.	Dated	Application for	Action	
			Nature	Date
BRH780928UN PRESS	DEC 4 1978	Renewal of License Vernon L. Wilkinson, Atty.	Granted	1/31/79

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

