

K V L V-FM

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CATALOG NO. 4550L 1/5

Form BC 126
June 1954 #1974

FREQUENCY MODULATION

BROADCASTING STATION LICENSE RECORD

Date first licensed 3-7-67

Call letters KVLV-FM

Station location Fallon, Nevada

Name of licensee LESTER W. PEARCE & KATHERINE E. PEARCE D/B AS
LAHONTAN VALLEY BROADCASTING COMPANY

Transmitter location Gummow Drive, Garden City Sub-Divison, 2 mi. from city limits,
Fallon, Nevada (PH-5-25-66)

Main studio location Same as Transmitter

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BPH-5206 HAAT:250' cond'1	5-25-66 CP permit	99.3mc. ch#257	ERP: 2.9kw TPO: 1kw	Unl.	7-25-66 1-25-67 for a new Class A FM broadcast station
BPH-5206 (1)	6-28-66	Mod. of	CP(BPH-5206)	to assign call	letters K V L V-FM.
BLH-3511 HAAT: 250'	3-7-67	99.3mcs CH.#257	ERP:2.9kw TPO:1kw	U	8-7 10-1-68 Lic to cover CP(BPH-5206) which auth a new FM broadcast station.
BRH-1974(S)	9-25-68	Renewal	of License		10-1 10-1-71
NDEA	11-17-71	National Defense	Emergency Authoriza-		tion
BRH-1974	11-29-71	RENEWAL	OF LICENSE & NDEA		10-1-74
EBSA	5-25-72				
BRH-1974(S)	11-14-74		RENEWAL		10-1-77
BRH-1974 (S)	10-14-77	REN. OF	LIC.		10-1-80
BRH800530UW (L)	9-22-80	RENEWAL	OF LICENSE		10-1-83

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters **NEW KVLV-FM**

Name **LESTER W. PEARCE & KATHERINE E. PEARCE d/b as
LAHONTAN VALLEY BROADCASTING COMPANY
FALLON, NEVADA (PO WEST STAR ROUTE, FALLON, NEVADA 89406)**

File No.	Dated	Application for	Action	
			Nature	Date
BPH-5206 R.&F.	12-7-65 12-10-65	Construction permit for a new FM broadcast station to be operated on: Frequency: 99.3mc CH 257 ERP: 3kw TPO: .7431kw HAAT: 248' Trans: GATES FM-1G (1kw) Antenna: GATES Cycloid FMA-4A, 4 sections Trans.Loc: Gummow Drive, Garden City Sub-Div. Fallon, Nevada Studio Loc: Same as transmitter	GRANTED	5-25-66
BLH-3511 Rec'd Filed	11/3/66 11/7/66 11/22/66	Lic. to cover CP (BPH-5206) which auth. a new FM broadcast station.	GRANTED	3-7-67

CONTACT: Lester W. Pearce

PHONE: Code 702; 423-2240 or 423-2243

ADDRESS: Radio Station K V L V

West Star Route

Fallon, Nevada 89406

FORM BC-121

#2

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters KVLV-FM

LESTER W. PEARCE & KATHERINE E. PEARCE d/b as

Name LAHONTAN VALLEY BROADCASTING COMPANYFallon, Nevada

File No.	Dated	Application for	Action	
			Nature	Date
BRH-1974 R & F #441026 \$75 JUL 25 1968	6-28-68 7-2-68 7-2-68	Renewal of License	GRANTED	9-25-68
BRH-1974 R & F Press JUL 22 1971	6-27-71 7-1-71	Renewal of License AMENDED 10-18-71 re: programming	GRANTED GRANTED	11-14-74 11-29-71
BRH-1974 R & F PRESS JUL 17 1974	6-25-74 7-1-74	Renewal of License AMENDED 10-21-74 re: programming	GRANTED	11-14-74
BRH-1974 R & F PN Recd. PRESS JUL 7 1977	6-27-77 6-29-77 "	RENEWAL OF LICENSE AMENDED 9-9-77 re: programming	GRANTED	10-14-77

#3

APPLICATION RECORD-BROADCASTING

99.3 MHz

Call Letters: KVLV-FM

Name: LESTER W. PEARCE & KATHERINE E. PEARCE d/b as LAHONTAN VALLEY BROADCASTING COMPANY

Station Location: Fallon, Nevada

File No.	Date	Description	Action and Date
BRH800530UW PRESS JUL 2 1980		Renewal of License	GRANTED 9-22-80

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.

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.

