

K V L V



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No 1390199

B.S.

3482

BROADCASTING STATION LICENSE RECORD

Date first licensed 8-28-57

Call letters KVLV
Fallon, Nevada

Name of licensee LESTER W. PEARCE AND KATHERINE E. PEARCE, d/b as
LAHONTAN VALLEY BROADCASTING COMPANY

Transmitter location Gummow Drive, Garden City Sub-Division
2 miles from city limits of Fallon, Nevada (CP 8-29-56)

89406
Main studio location Gummow Drive, Garden City Sub-Division
2 miles from city limits of Fallon, Nevada (CP 8-29-56)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period		
					From--	To--	
BP-10502	8-29-56	1250kc	1kw	Day	10-29	4-29-57	
CP for new standard broadcast station							
BL-6633	8-28-57	1250kc	1kw	Day	8-28	10-1-59	
License to cover construction permit (BP-10,502) which authorized a new standard broadcast station							
BR-3482	9-9-59	1250	1kw	Day	10-1	10-1-62	
BP-14148	10-24-61	980kc	5kw	Day	12-24	6-24-62	
CP to change frequency to 980kc; make changes in antenna system (increase height) and make changes in ground system.							
BP-14148 (1)	2-16-62	Mod. of CP(BP-14148) to include the top 30' of each guy wire as part of the radiation system. (MEMO).					
BL-9158	5-22-62	980kc	5kw	Day	5-22	10-1-62	
License to cover CP(BP-14148) which auth. chg. freq., make chgs. in ant. and ground systems, incr. power and install new trans. (Gates BC-5P-2)							
	9-25-62	Commission deferred action on renewal pending further consideration.					
BR-3482	12-26-62	Renewal of license				12-26	10-1-65
BR-3482	10-18-65	Renewal of License				10-18	10-1-68
BZ-6275(1)	1-10-67	Auth. determine power direct method.					
TELEGRAM	10-17-67	PSA	500w				
BR-3482(L)	9-25-68	Renewal of License & NDEA			10-1	10-1-71	
BR-3482(S)	11-29-71	RENEWAL OF LICENSE & NDEA				10-1-74	
EBSA	5-25-72						
BR-3482(S)	11-14-74	RENEWAL				10-1-77	
BZ-9304(1)	1-27-77	Direct Measurement				10-1-77	
BR-3482	10-14-77	(L) RENEWAL OF LICENSE				10-1-80	
BR 800530	UQ 9-22-80	(S) RENEWAL				10-1-83	

FORM BC-121

APPLICATION RECORD - BROADCASTING

FORMERLY FORM A-170

Call

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

Letters ~~NEW~~ K.V.L.V.Name LAHONTAN VALLEY BROADCASTING COMPANY
(P.O. - 20 South St. Winnemucca, Nevada)

File No.	Dated	Application for	Action	
			Nature	Date
BP-10,502 Rec'd Filed	4-4-56 4-9-56 4-9-56	Construction Permit for a new standard broadcast station to be operated on: Frequency - 1250kc Power - 1kw Hours of operation - Daytime Transmitter location - Garden City Sub-division On Gummow Dr., 2 Mi from city lmts. Fallon, Nevada Studio location - To be determined. Fallon, Nev. Same as trans.	GRANTED	8-29-56
BL-6633 Rec'd Filed	4-27-57 4-30-57 4-30-57	License to cover Construction Permit BP-10,502 which authorized a new standard broadcast station.	GRANTED	8-28-57

GATES BC 1J

APPLICATION RECORD - BROADCASTING

Aug. 1955

Call

LESTER W. PEARCE AND KATHERINE E. PEARCE, d/b as

Letters K.V.L.V.

Name LAHONTAN VALLEY BROADCASTING COMPANY

FALLON, NEVADA

File No.	Dated	Application for	Action	
			Nature	Date
BB-3482 Rec'd Filed 14,148	6-28-59 7-1-59 7-1-59	Renewal of license	GRANTED	9-9-59
BP- 13,535 Rec'd Filed	9-18-59 9-22-59 9-22-59	Construction Permit to change frequency from 1250kc to 980kc; make changes in antenna system (increase height) and make changes in ground system	GRANTED	10-24-61
AMENDMENT R & F	5-12-60 5-16-60	AMENDED to increase power from 1kw to 5kw; install new transmitter (GATES BC 5P-2) NEW FILE NUMBER ASSIGNED - BP-14,148		
BL-9158 R.&F.	2-5-62 2-7-62	Lic. to cover CP(BP-14148) which auth. chg. freq; make chgs in antenna system (inc. hgt) & chgs in ground system; inc. power & install new trans..	GRANTED	5-22-62

APPLICATION RECORD - BROADCASTING

AUG. 1955 # 3

Call
Letters KVLVName LESTER W. PEARCE & KATHERINE E. PEARCE d/b/a LAHONTAN
VALLEY BROADCASTING COMPANYFALLON, NEVADA 89406

File No.	Dated	Application for	Action	
			Nature	Date
BR-3482 Rec'd Filed	6-27-62 7-2-62 7-2-62	Renewal of license	GRANTED	12-26-62
BR-3482 R & F	7-10-65 7-14-65	Renewal of license	GRANTED	10-18-65
BZ-6275 R & F	11/16/66 11/18/66	Auth. to determine operating power by direct meas. of antenna power. Engr: H. Johnson, Salt Lake City, Utah	GRANTED	1-10-67
BR-3482 R & F #441027 \$75 JUL 25 1968	6-28-68 7-2-68 7-2-68	Renewal of License AMENDED 8-19-68 re: Programming	GRANTED	9-25-68

APPLICATION RECORD - BROADCASTING

Call
Letters KVLV

Name LESTER W. PEARCE AND KATHERINE E. PEARCE, d/b as
LABONTAN VALLEY BROADCASTING COMPANY
FALLON, NEVADA

File No.	Dated	Application for	Action	
			Nature	Date
BR-3482 R & F Press JUL 22 1971	6-22-71 7-1-71	Renewal of license AMENDED 8-9-71 re: engineering data AMENDED 8-30-71 re: community needs & interests; programming AMENDED 10-18-71 re: programming	GRANTED	11--29-71
BR-3482 R & F PN PRESS JUL 17 1974	6-25-74 7-1-74 7-1-74	Renewal of License AMENDED 10-21-74 re: programming AMENDED 10-21-74 re: composition of area; ascert. of comm. needs	GRANTED	11-14-74
BZ-9304 R & F DM PRESS DEC 10 1976	11-10-76 11-18-76 12-3-76	Direct Measurement	GRANTED	1-27-77
BR-3482 R & F PN Recd. PRESS JUL 7 1977	6-27-77 6-29-77 "	RENEWAL OF LICENSE	GRANTED	10-14-77

#5

APPLICATION RECORD-BROADCASTING

980 KHz

Call Letters: K V L V

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

Station Location: Fallon, Nevada

File No.	Date	Description	Action and Date
BR800530UQ 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. 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 one set is known to 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.

