



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1396199



Date First

Licensed.....1-17-22.....

chg. 1-24-30  
Call

K O N O

-KONO

Letters .....

LOCATION: SAN ANTONIO, TEXAS

MISSION CENTRAL CO. (AL 6-30-67 EFF: 7-25-67)

x MISSION BROADCASTING CO. (AL 12-20-51, Eff. 1-1-52)

x EUGENE J. ROTH, trading as MISSION BROADCASTING COMPANY (Vol. Assign. Lic. 5-25-37)

x Mission Broadcasting Co. (Assign. 3-27-30)

x Eugene J. Roth (11-11-28)

Name of

Licensee:

x Gene Roth and Company

Gambler Rd. at KONO Rd., San Antonio, Texas (Lic. 8-24-50)

x San Antonio, Texas (CP 5-12-49)

X 317 Arden Grove, San Antonio, Texas (C.P. 1-5-38) Lic. 9-13-38 Lic. 6-4-35

x Milan Building, Travis and Soledad Sts., San Antonio, Texas (C.P. 4-25-35) address below

x St. Anthony Hotel, cor Travis and Navarro, San Antonio, Tex. (chg from /

Transmitter

x 422 St. Mary's St., (Blue Bonnet Hotel) (C.P. 3-27-28) never lic. here

Location:

x 103 San Pedro, San Antonio, Texas

78206

317 Arden Grove, San Antonio, Texas (Letter 8-24-38)

Lic. 6-4-35

x Milan Building, Travis and Soledad Sts., San Antonio, Texas (C.P. 4-25-35)

Main Studio

x St. Anthony Hotel, San Antonio, Texas. (1-31-29)

Location:

RC-65



Appl. No.	Date Issued	Freq.	Power	Time Div.	PERIOD From To
S-B-414	T.P. 4-21-27	1360	50	-	not stated
"	6-15-27	1360	50	KGCI	6-15 8-15-27
R-B-414	8-8-27	Letter of extension			8-15 10-15-27
extended by G.O. 18					10-15 11-1-27
B-414	10-24-27	Letter of extension			11-1 1-1-28
- (mod)	11-16-27	1360	100	KGCI	12-1 -
extended by G.O. 21					1-1 2-1-28
" " " " 22					2-1 3-1-28
" " " " 23					3-1 4-1-28
P-B-Z-42	3-27-28	not stated	250	KGCI	3-27 7-1-28
extended by G.O. 25					4-1 5-1-28
" " " " 27					5-1 6-1-28
" " " " 33					6-1 8-1-28
P-B-Z-42	7-26-28	not stated	250	KGCI	7-26 9-1-28
this supersedes c.p. granted 3-27-28					
Extended by G.O. 35					8-1 9-1-28
" " " " 38					9-1 10-1-28
" " " " 44					10-1 11-1-28
<del>Relocation 11-11-28</del>				<del>KGCI</del>	
3-L-B-27	11-7-28	1370	100	KGCI	11-11 1-31-29
3-R-B-414	1-17-29	1370	100	KGCI	1-31 4-30-29
3-R-B-414	4-1-29	1370	100	KGCI	4-30 7-31-29
3-R-B-414	license	extended by G.O. 69			7-31 10-31-29
3-R-B-414	10-5-29	1370	100	KGCI	10-31 1-31-30
3-R-B-414	1-7-30	1370	100	KGCI	1-31 4-30-30
A-B-185	3-27-30	Vol. Assign. to Mission Broadcastg. Co.			
R-B-414	4-23-30	1370	100	KGCI	4-30 7-31-30
R-B-414	7-7-30	1370	100	KGCI	7-31 10-31-30
R-B-414	10-31-30	1370	100	KGCI	10-31 1-31-31
P-B-1742	11-18-30	Change equipment			12-15 3-15-31
G.O. 103	1-20-31	Extension of License			1-31 3-31-31
L-B-507	3-6-31	1370	100	KGCI (equip)	3-6 3-31-31
n. 353	3-26-31	Extension of License			1-31 4-30-31
R-B-414	4-20-31	1370	100	KMAC	4-30 1-1-32
R-B-414	12-13-31	1370	100	KMAC	1-1 7-1-32
R-B-414	6-3-32	1370	100	KMAC	7-1 1-1-33
F-B-291	8-30-32	Install DCC			
R-B-414	12-9-32	1370	100	KMAC	1-1 7-1-33
R-B-414	6-9-33	1370	100	KMAC	7-1 1-1-34
R-B-414	12-15-33	1370	100	KMAC	1-1 7-1-34
R-B-414	6-12-34	1370	100	KMAC	7-1 1-1-35



Date First  
Licensed..... 1-17-27

Chg. 1-24-30

Call KONO  
Letters .....

Card #2

EUGENE J. ROTH, trading as MISSION BROADCASTING COMPANY (Vol. Assign. Lic.  
x Mission Broadcasting Co. (Assign. 3-27-30) 5-25-37)  
Name of x Eugene J. Roth (11-11-28)  
Licensees: ~~x Gene Roth and Company~~

Transmitter

Location: See Card #1.

Main Studio

Location: See Card #1.

FRC-65



Appl. No.	Date Issued	Freq.	Power	Time Div.	PERIOD From To
B3-R-414	12-18-34	1370	100w	S-KMAC	1-1 7-1-35
B3-P-492	4-30-35 C.A. 4-25-35	Move trans. & studio			6-25 12-25-35
B3-L-171	6-4-35	1370	100w	S-KMAC	6-4 7-1-35
License to cover C.P. for move trans. & studio					
B3-R-414	6-11-35	1370	100w	S-KMAC	7-1 1-1-36
B3-R-414	12-10-35	1370	100w	S-KMAC	1-1 7-1-36
B3-R-414	6-12-36	1370	100w	S-KMAC	7-1 1-1-37
B3-R-414	12-8-36	1370	100w	S-KMAC	1-1 7-1-37
B3-AL-171	5-25-37	Vol. Assignment of License to EUGENE J. ROTH, tr. as MISSION BRDCSTG. CO.			
B3-R-414	6-29-37	1370	100w	S-KMAC	7-1 1-1-38
B3-R-414	12-8-37	1370	100w	S-KMAC	1-1 7-1-38
B3-P-1992	1-5-38	1370	100w, 250w	LS S-KMAC	3-5 9-5-38
C.P. to incr. day power; move trans; chg. equip; new ant.					
B3-MP-668	6-21-38	Mod. C.P. 1992 to chg. equip. and ext. C. & C. dates			7-21 10-19-38
B3-R-414	6-9-38	1370	100w	S-KMAC	7-1 1-1-39
B3-L-837	9-12-38	1370	100w, 250w	LS S-KMAC	9-12 1-1-39
Lic. to cover C.P. to move trans., incr. power, equipment and antenna changes					
B3-R-414	12-12-38	1370	100w, 250w	LS S-KMAC	1-1 7-1-39
B3-R-414	6-6-39	1370	100w, 250w	LS S-KMAC	7-1 1-1-40
B3-ML-772	10-3-39	1370	250w	S-KMAC	10-3 1-1-40
Mod. License to incr. night power					
B3-R-414	12-5-39	1370	250w	S-KMAC	1-1 12-1-40
B3-Z-306	1-31-40	1370	250w	S-KMAC	1-31 12-1-40
Mod. license direct measurement					
B3-S-414	2/20/40	1370	250w	S-KMAC	3/1 8/1/40
Order	6/12/40	Extension of License			8/1 10/1/40
Order	9-10-40	Extension of license			10-1 3-29-40
NARBA REALLOCATION					
B3-R-414	3-24-41	1400	250w	S-KMAC	3-29 12-1-41
B3-Z-782	4-17-41	1400	250w	S-KMAC	4-17 12-1-41
Auth. determine operating power direct measurement.					



# BROADCASTING STATION LICENSE RECORD

#3

Date first licensed

Call letters KONO

Name of licensee EUGENE J. ROTH, trading as MISSION BROADCASTING CO.

Transmitter location

Main studio location



# CONSTRUCTION PERMIT AND LICENSE RECORD

APPL. No.	DATE ISSUED	FREQ.	POWER	TIME Div.	PERIOD From— To—
B3-S-414	8-13-41	oper. unlimited time, using by KMAC			hours vacated 8-13 9-11-41
B3-ML-1085	8-22-41	1400	250w	U	8-22 12-1-41
	Mod.Lic. for Unlimited Time.				
B3-R-414	11-18-41	1400	250W	U	12-1 8-1-43
B3-S-414	11-6-42	1400	250w	U	12-1 8-1-43
	Mod. Lic. in accordance with Order #107				
B3-R-414	7-20-43	1400	250w	U	8-1 8-1-45
B3-S-414	7-24-45	Extension of License			8-1 10-1-45
B3-S-414	9-25-45	Extension of License			10-1 12-1-45
	Order 107A				
B3-S-414	11-21-45	Extension of license			12-1 2-1-46
B3-S-414	1-23-46	Extension of license			2-1 4-1-46
B3-S-414	3-20-46	Extension of license			4-1 6-1-46
B3-S-414	5-24-46	Extension of license			6-1 8-1-46
B3-S-414	7-25-46	Extension of license			8-1 10-1-46
B3-S-414	9-19-46	1400	250w	U (H)	9-19 8-1-47
	Pending hearing				
BR#414	7-28-47	1400	250w	U	8-1 8-1-50
<del>BR#389</del>	<del>10-16-47</del>	<del>1400</del>	<del>250w</del>	<del>U</del>	<del>11-1 11-1-50</del>
B3-P-4329	5-12-49	860	1kw*, 5kw-LS	U	7-12 1-12-50
	*DA-N				
	CP to change freq., increase power, install new transmitter and DA for night use and change T site. (COND. CLAUSE)				
BMP-4922	1-31-50	860	1kw*, 5kw-LS	Un	7-12 5-12-50
	*DA-N				
	Mod. CP (4329) for ext. of completion date.				
BMP-4982	2-16-50	860	1kw*, 5kw-LS	Un	7-12 5-12-50
	Mod. CP (4329 as mod) to change type of T. (COND. CLAUSE)				
BL-4033	5-24-50	860	1kw* 5kw-LS	U	5-24 11-1-53
	*DA				
	Lic. to cover CP (4329 as mod) which auth. change freq., power, T. T site, install DA-N. (COND. CLAUSE)				
EP-8032	4-4-51	860	1kw DA	Night	6-4 12-4-51
	CP to install new T as alt. main for night use only (COND. CLAUSE)				



B-S

# BROADCASTING STATION LICENSE RECORD

#4

Date first licensed .....

Call letters ..... K O N O

Name of licensee .....

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From.. To..
BL-449	6-22-51	860	1kw DA-N	N	6-22 11-1-52
	Lic. to cover CP(8032) for alternate main Tr. for Night use - CONDITIONAL CLAUSE				
BAL-1304	12-20-51	Vol. assignment of license to MISSION BROADCASTING CO.			
Eff.	1-1-52				
BR-414	10-15-52	860kc	1kw-5kw-LS	U	11-1 8-1-53
Alt. Main			*1kw-DA-N	N (Con'l. clause)	
BR-414	7-1-53	RENEWAL OF LICENSE			8-1-53 8-1-56
Alt. Main					
BP-10565	5-22-56	860kc	1kw, DA	Night	7-22-56 1-22-57
	CP to install new ALT. MAIN TRANS.				
BR-414	7-18-56	RENEWAL OF LICENSE (Main & Alt. Main)			8-1 8-1-59
BL-6336	10-9-56	860kc	1kw, DA-N	Night	10-9-56 8-1-59
	Alt. Main.				
	Lic. to cover CP(BP-10,565) to install new type of alternate main transmitter. (COND'L CLAUSE)				
BR-414	7-22-59	Renewal of License (Main & Alt. Main)			8-1 8-1-62
BTC-3331	1-21-60	Voluntary transfer of control of licensee corporation from Eugene J. Roth to Eugene J. Roth, Bob A. Roth, Jack Roth and Mrs Florence Pink as a family group.			
EFF:	1-22-60				
BS-414	11-29-60	860kc	1kw-5kw-LS	U	11-29 8-1-62
			DA-N		
	Mod. of license to redescribe monitor points.				
			1kw-DA-N	Alt. Main	
BR-414	7-24-62	860kc	1kw-5kw-LS	U (DA-N)	8-1 8-1-65
BR-414	7-24-62	860kc	1kw-night	DA-N	8-1 8-1-65
BRC-2499	8-12-64	Mod. of license to operate main transmitter by remote control from 317 Arden Grove, San Antonio, Texas (DA-N).			
(1)					



Form BC 126  
June 1954

#5

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters K O N O

Station location .....

Name of licensee See Card #1

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BRC-2542 (2)	10-6-64	Mod. of license to operate main transmitter by remote control from KONO-TV Studio Bldg., 1408 N. St. Marys Street, San Antonio, Texas (Second Remote Control Point)			
BRC-2543 (2)	10-6-64	Mod. of license to operate transmitter by remote control from 317 Arden Grove, San Antonio, Texas and from 1408 N. St. Marys Street, San Antonio, Texas (Second Remote Control Point). Alternate Main Transmitter.			
Ltr. dated 9-29-64 & rec'd 9-30-64 giving notification per Sect. 73.48(a)(5) Rules that a RCA BTA-5T trans. is now installed & in oper. as MAIN TRANS.; and that a RCA BTA-IR1 trans. is now installed & in oper. as AUX. TRANS.					
BR-414 ALT MAIN	7-12-65	860kc.	1kw, 5kw, LS, 1kw DA	DA-N Night Only	8-1-68 8-1-68
BS-414 (1) ALT MAIN&MAIN	12-8-65	Mod. of lic to delete condition cross mod. between ant sys & that of KTSA			
BAL-6090 EFF:	6-30-67 7-25-67	Voluntary assignment of license to MISSION CENTRAL CO.			
BTC-5477 EFF:	1-10-68 2-29-68	Voluntary transfer of control of lic.			
BTC-5606 EFF:	4-30-68 5-1-68	Vol. TC			
BR-414 (L)	7-22-68	Renewal of License & NDEA (Main & Alternate Main)			8-1-71
BS-414(1) (Application for change #482957 #482958 \$60.refunded)	1-17-69	Transmitter may be operated by remote control from 317 Arden Grove, San Antonio, Texas (AM Studios) and transmitter may be operated by remote control from 317 Arden Grove, San Antonio Texas (KITV-FM) transmitter Control Room). (Main & Alt. Main)			
BS-414(2)	10-28-69	Mod. of lic. to determine the antenna power (Memo). (Main)			
BS-414(L)	9-15-70	860	1kw DA	Aux. night only	8-1-71
ML change from alt. main for night to Aux. night					
BL-12,928(L)	5-24-71	860	1kw-DA-N-1kw non DA-Day	8-1-71	



Form BC 126

June 1954

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters K O N O

Station location .....

Name of licensee .....

Transmitter location .....

Main studio location .....



## CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From.. To
BR-414(L)	9-10-71	RENEWAL	MAIN	& AUX. NDEA	8-1-74
BS-414(1)	3-7-72	ML to chge.	MP		
EBSA	5-25-72				
BR-414(L)	7-17-75	RENEWAL	(AMIN &	AUX.)	8-1-78
BR-414(L)	11-18-80	RENEWAL	(MAIN &	AUX.)	8-1-83



## STATION APPLICATION RECORD

no1

KONO

APPLICANT: Gene Roth and Company	CALL LETTERS: KGRG
ADDRESS: 103 San Pedro, San Antonio, Texas.	FILE NO: 3-S-B-414 DATED: 3-29-27
Present Assignment: 951.8 kc. 50 w.	ACTION: T.P. 4-21-27; 1360 kc. 50w
Requested: 920 kc. 100 w.	lic. 6-1-27; 1360 kc. 50 w. null.
superseded by lic. 6-15-27; 1360 kc. 50w KCCI	
APPLICANT: Gene Roth and Company	CALL LETTERS: KGRG
ADDRESS: 103 San Pedro, San Antonio, Texas.	FILE NO: 3-R-B-414 DATED: 8-3-27
Present Assignment: 1360 kc. 50 w. + KCCI	ACTION: 8-8-27 letter of ext.
Requested: same	for 8-15 to 10-15-27
APPLICANT: Gene Roth & Company	CALL LETTERS: KGRG
ADDRESS: 103 San Pedro, San Antonio, Texas.	FILE NO: 3-R-B-414 DATED: 10-4-27
Present Assignment: 1360 kc. 50 w. + KCCI	ACTION: 10-24-27 letter of ex
Requested: same	11-1 to 1-1-28



APPLICANT: Eugene J. Roth ..... CALL LETTERS: KONO .....

ADDRESS: 422 St. Mary's St., (Blue Bonnet Hotel) ..... FILE NO: 3-B-B-2- DATED: 3-29-28  
San Antonio, Texas. (Chg to St. Anthony Hotel) 42

Present  
Assignment: 1360 kc. 100 w. + KCCI ..... ACTION: c.p. issued 3-27-28; 250w.  
Requested: 1360 kc. 500 w. ..... + KCCI freq to be determined;  
7-26-28; chg location. compl 9-1-28

APPLICANT: Eugene J. Roth ..... CALL LETTERS: KONO .....

ADDRESS: St. Anthony Hotel, San Antonio, Texas. .... FILE NO: 3-L-B-27... DATED: 9-25-28.

Present  
Assignment: 1360 kc. 100 w. + KCCI ..... ACTION: lic. 11-7-28; 1370 kc. 100w  
allocation: 1370 kc. 100 w. + KCCI ..... + KCCI 11-11 1-31-29  
Requested: 250 w. 1360 kc. :- KCCI to cover c.p.

APPLICANT: Eugene J. Roth ..... CALL LETTERS: KONO .....

ADDRESS: cor Travis, Navarro, San Antonio, Tex. (St. Anthony Hotel) ..... FILE NO: 3-R-B-414 DATED 12-5-28

Present  
Assignment: 1370 kc. 100 w. + KCCI ..... ACTION: lic. 1-17-29; 1370 kc.  
Requested: same ..... 100 w. + KCCI 1-31 4-30-29



## STATION APPLICATION RECORD

APPLICANT: Eugene J. Roth..... CALL LETTERS: KGRC.....

ADDRESS: St Anthony Hotel, San Antonio, Tex..... FILE NO: 3-M-B-298 DATED: 3-30-29

Present

Assignment: 1370 kc. 100 w. \* KCCI..... ACTION: Denied Min. 10/7/29  
Docket 585

Requested: 600 kc. 500 w. day 250 w. nite, \* KCCI.....

APPLICANT: EUGENE J. ROTH..... CALL LETTERS: KGRC.....

ADDRESS: Navarro &amp; Travis Sts., San Antonio, Texas..... FILE NO: 3-R-B-414 DATED: 3/22/29..

Present

Assignment: 1370 kc. 100 w. \* KCCI..... ACTION: Lic. 4/1/29. 1370 kc. 100w

Requested: Renewal..... \* KCCI. Period 4/30 to 7/31/29.

APPLICANT: Eugene J. Roth..... CALL LETTERS: KGRC

ADDRESS: Navarro &amp; Travis, San Antonio, Tex..... FILE NO: 3-R-B-414 DATED: 6/20/29..

Present

Assignment: 1370 kc. 100 w. Divides KCCI..... ACTION: G.O. 69 - 7/31 to 10/31

Requested: Renewal.....



## STATION APPLICATION RECORD

KONO

CALL LETTERS: KGRC

APPLICANT: EUGENE J. ROTH

ADDRESS: St. Anthony Hotel, Navarro & Travis Sts.,  
San Antonio, Texas

FILE NO: 3-R-B-414 DATED: 9/20/29

Present  
Assignment: 1370 kc. 100 w. + KGCIACTION: Lic. 10-5-29  
1370 kc. 100 w. + KGCI  
Per. 10-31-29 to 1-31-30

Requested: Renewal

APPLICANT: EUGENE J. ROTH

CALL LETTERS: KGRC

ADDRESS: St. Anthony Hotel, Navarro & Travis Sts.,  
San Antonio, Texas.

FILE NO: 3-R-B-414 DATED: 12/21/29

Present  
Assignment: 1370 Kc. 100 w...+ KGCIRenewal license 1-7-30.  
ACTION: Period 1-31 to 4-30-30.

Requested: Renewal

APPLICANT: Eugne J. Roth,

CALL LETTERS: KONO

ADDRESS: St. Antony Hotel, Navarro & Travis Sts.,  
San Antonio, Texas.

FILE NO: 3-A-B-185 DATED: 1/24/30

Present  
Assignment: SameVoluntary Assignment of License  
granted Min. 3-24-30, issued  
ACTION: 3-27-30 to MISSION BROAD-  
CASTING COMPANY

Requested: Assignment of license to Mission Broadcasting Co.



## STATION APPLICATION RECORD

# 5

APPLICANT: Mission Broadcasting Company, Inc. CALL LETTERS: KONO

ADDRESS: St. Anthony Hotel, Navarro & Travis Sts.  
San Antonio, Texas

FILE NO: 3-R-B-414 DATED: 4-16-30

Renewal Lic. 4-23-30

Present  
Assignment: 1370 Kc. 100 W + KCCI ACTION: Per: 4-30 to 7-31-30

Requested: Renewal

APPLICANT: Same CALL LETTERS: KONO

ADDRESS: Same

FILE NO: 3-R-B-414 DATED: 5-29-30

Present  
Assignment: 1370 Kc. 100 W. + KCCI ACTION: Per: 7-31 to 10-31-30

Requested: Renewal

APPLICANT: CALL LETTERS:

ADDRESS: FILE NO: DATED:

Present  
Assignment: ACTION:

Requested:



Call  
Letters KONO

Name \_\_\_\_\_

File No.	Date d <del>RECEIVED</del>	Application for	Action	
			Nature	Date
3-F-B-98	8/6/30	Install Automatic Frequency Control.	Dismissed Letter	12-4-30
3-R-B-414	9-22-30	Renewal of lic.	Denied & Reconsidered & Granted	10-17-30 10-31-30
3-P-B-1742	9/30/30	Change equipment.	Granted	11-18-30
3-L-B-507	1-28-31	License to cover 3-P-B-1742, for chg. equipment.	Granted	3-6-31
3-R-B-414	12-18-30	Renewal of license	Par.B G.O.103 Min.353 Granted	1-20-31 3-26-31 4-24-31
3-R-B-414	10-16-31	Renewal of license.	Granted	12-18-31
3-R-B-414	4-25-32	Renewal of license	Granted	6-3-32
3-F-B-291	8-10-32	Install automatic frequency control	Granted	8-30-32
3-R-B-414 resubmitted	10-28-32	Renewal of license ( <del>T=3-2-32-not signed</del> )	Returned & Granted	<del>11-9-32</del> 12-9-32



## APPLICATION RECORD - BROADCASTING

Call  
Letters K O N OName Mission Broadcasting Co.

File No.	Dated <del>Received</del>	Application for	Action	
			Nature	Date
3-R-B-414	4-26-33	Renewal of license	Granted	6-9-33
3-R-B-414	10-16-33	Renewal of License	Granted	12-15-33
3-R-B-414	4-18-34	Renewal of License	Granted	6-12-34
B3-ML-41	9-13-34	Federal Communications Commission - Record Modification of License (3-R-B-414) to change hours of operation from S.H. to Unlimited, contingent upon granting of application of KMAC.	ORDER of Dismissal Request of Applicant Min. 2-8-36	
B3-R-414	10-11-34	FEDERAL COMMUNICATIONS COMMISSION RECORDS: Renewal of license 16m, 17a, 14c, 22	<del>Retd</del> ---	<del>11-7-34</del> ---
Resubmitted	11-12-34		Granted	12-18-34
B3-P-492	3-27-35	CP change of trans. location to Travis & Soledad Streets, San Antonio, Texas Studio to same.	Granted	C.A. 4-25-35 Ret. Min. 4-30-35
B3-R-414	4-25-35	Renewal of license	Granted	6-11-35



## APPLICATION RECORD - BROADCASTING

Call

Letters K O N O

EUGE E J. ROTH, trading as MISSION BRDCSTG.CO. (Vol. Assign. Lic. 5-25-37)

Name x Mission Broadcasting Co.

File No.	Dated	Application for	Action	
			Nature	Date
B3-L-171	5-11-35	License to cover construction permit (B3-P-492) for move of transmitter and studio.	Granted	6-4-35
B3-R-414	10-24-35	Renewal of license	Granted	12-10-35
B3-R-414	4-27-36	Renewal of license (Section 3a)	Ret'd	5-9-36
Resubmitted	"	" " "	Granted	6-12-36
B3-R-414	10-26-36	Renewal of license	Granted	12-8-36
B3-AL-171	3-24-37	Voluntary assignment of license from Mission Broadcasting Co. to Eugene J. Roth, tr/as Mission Broadcasting Co.	Granted	5-25-37



## APPLICATION RECORD—BROADCASTING

Call letters KONQ

EUGENE J. ROTH, tr. as MISSION BRDCSTG. CO. (5-25-37)  
 Name MISSION BROADCASTING CO.

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-R-414	4-26-37	Renewal of license <del>(Not in accordance with conditions of license)</del>	<del>Returned</del>	<del>4-2-38</del>
Resubmitted	6-7-37		Granted	6-29-37
B3-R-414	10-21-37	Renewal of license <del>(See 3a not ans.)</del>	Returned	11-16-37
Resubmitted	10-21-37	" " "	GRANTED	12-8-37
B3-P-1992	11-4-37	Construction permit to make changes in equipment, increase power from 100w to 100w, 250w-LS and move transmitter from Milan Building, Travis and Soledad Sts., San Antonio, Texas to 317 Arden Grove, San Antonio, Texas. Also install new vertical antenna.	<del>Returned</del>	<del>11-17-37</del>
Resubmitted	11-24-37		Granted	1-5-38



#10

## APPLICATION RECORD—BROADCASTING

Call letters K O N OName Eugene J. Roth, tr.as Mission Broadcasting Co.,

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-R-414	4-26-38	Renewal of license	Granted	6-9-38
B3-MP-668	5-28-38	Mod. of C.P.(B3-P-1992) for equipment changes, increase in power and move of transmitter, new antenna, further requesting changes in equipment, extend c and c dated 30 and 90 days respectively.	Granted	6-21-38
B3-L-837	8-20-38	License to cover C.P.(B3-P-1992) as modified for equip. changes, increase in power, move transmitter, and install new antenna.	Granted	9-12-38
B3-R-414	10-17-38	Renewal of license	Granted	12-12-38
B3-ML-626	1-18-39	Mod. of license to change hrs. of oper. from S-KMAC to unlimited.(Contingent on KMAC being gr.new freq.B3-P-2309) Form 335 filed 6-9-41.	Dismissed without prejudice and retired to closed files. (App. was contingent on B3-P-2309, KMAC and this app. was retired to closed files.	



## APPLICATION RECORD—BROADCASTING

Card #11

Call letters K O N OName Eugene J. Roth, tr. as Mission Broadcasting Co.

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-R-414	4-18-39	Renewal of License	Granted	6-6-39
B3-ML-772	8-1-39	Modification of license to increase power from 100w;250w-LS to 250 watts day and night.	Granted	10-3-39
B3-R-414	10-26-39	Renewal of license	Granted	12-5-39
B3-Z-306 Resubmitted	1-2-40 1-2-40	Authority to determine operating power by direct measurement of antenna power.	<del>Returned 1-10-40 no seal affixed.</del> Granted	<del>1-10-40</del> 1-31-40
B3-R-414 Resubmitted	5/27/40 "	Renewal of license <del>(Time sharing agree.)</del> 1400 kc, 250w, S-KMAC	<del>Returned</del> Granted	<del>7-17-40</del> 3-24-41
B3-Z-782 rec'd	3-21-41 3-25-41	Auth determine operating power by direct measurement on 1400 kc under NARBA.	Granted	4-17-41



## APPLICATION RECORD - BROADCASTING

Call  
Letters

K O N O

Name

EUGENE J. ROTH, tr/as MISSION BROADCASTING CO.

File No.	Dated	Application for	Action	
			Nature	Date
B3-ML-1085 received filed	7-17-41 7-21-41 7-21-41	Modification of license to change hours of operation from shares with KMAC to Unlimited time. Requesting facilities of KMAC, if and when KMAC goes to new frequency. Form 335 filed 7-29-41	Granted	8-22-41
B3-R-414	9-16-41	Renewal of license and Form 335.	GRANTED	11-18-41
B3-R-414	4-21-43	Renewal of license	Granted	7-20-43
B3-R-414 Rec'd	5-12-45 5-16-45	Renewal of license <del>Letter req. photos 5-30-45</del> Photos filed 6-9-45 Amend. filed 10-10-45 Program analysis & logs filed 6-21-46 Program logs filed 3-18-47	(1) Desig. for hearing temp. (2) License for period ending Granted  Granted regular	8-1-47 9-19-46  7-28-47



## APPLICATION RECORD - BROADCASTING

Call

Letters K O N OName EUGENE J. ROTH tr/as MISSION BROADCASTING CO.

File No.	Dated	Application for	Action	
			Nature	Date
B3-P-4329	11-19-45	C.P. to change frequency from 1400 kc to	<del>DISMISSED</del> without	
Recd.	12-10-45	860 kc, increase power from 250w to 1kw night,	<del>prejudice to the right</del>	
Filed	12-10-45	5kw day, install new transmitter (W.E. 405-B2)	<del>of applicant to amend</del>	
Petition to reinstate		and D.A. for night use and change transmitter	<del>and reinstate within</del>	
	2-26-46	location from 317 Arden Grove, San Antonio,	<del>a reasonable time.</del>	
Rec'd	2-28-46	Texas, to San Antonio, Texas.	-MIN-1-16-46	
Filed	3-12-46	(Filed by Atty. John Clagett; Lynne C. Smeby,	Order issued	
		Engr.)		
AMENDED	6-22-46	AMENDED re change in transmitter location	GRANTED 5-12-49	
Recd.	6-25-46	(same description - change in Lat. & Long.)	after hearing; subj. to	
Filed	6-25-46		cond. that permittee will	
			correct any problems	
AMENDED	3-17-47	AMENDED to modify directional antenna pattern	which may arise from	
Recd.	3-26-47	(Filed by Andrew W. Bennett, Atty.)	cross mod. or reradiation	
Filed	4-4-47		between its proposed	
			antenna system & that of	
			KTSA. DECISION & ORDER	
			ISSUED	
			DOCKET # 8072	



## APPLICATION RECORD - BROADCASTING

Call  
Letters K O N OName EUGENE J. ROTH, tr/as. MISSION BROADCASTING CO.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-4922	12-8-49	Modification of construction permit (EP-4329, which authorized change in frequency, increase in power, installation of DA for night use and new transmitter and change transmitter location) for extension of completion date from: 1-12-50 to 5-12-50.  Milton J. Kibler, Atty.	GRANTED 1-31-50 subj. to cond. that permittee correct any problems which may arise from cross modulation or reradiation between its proposed antenna system & that of KTSA, San An.	
Rec'd	12-14-49			
Filed	12-14-49			
BMP-4982	1-21-50	Modification of construction permit (EP-4329, as modified which authorized change in frequency, increase in power, installation of DA for night use and new transmitter and change transmitter location) to change type transmitter (RCA BTA-5F).  Milton J. Kibler, Atty.	GRANTED 2-16-50 same cond. as above	
Rec'd	1-26-50			
Filed	1-26-50			



## APPLICATION RECORD - BROADCASTING

Call  
Letters K.O.N.O.Name EUGENE J. ROTH tr/as MISSION BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BL-4033 Rec'd Filed	4-11-50 4-18-50 4-18-50	License to cover construction permit (BP-4329 as modified) which authorized a change in frequency, increase in power, installation of DA for night use and new transmitter and change transmitter location. Frank A. Flanagan, Atty. James M. Barclay, Engr. Austin, Texas.	GRANTED re licensee will correct problems which may arise from cross-mod. or re-radiation between its antenna sys and that of KTSA.	5-24-50
BP-8032 Rec'd Filed	3-5-51 3-12-51 3-12-51	Construction permit to install a new transmitter (Gates 1D) as an alternate main transmitter for nighttime operation only, at Gembler Road at KONO Road, San Antonio, Texas (present location of main transmitter) to be operated on 910kc, with power of 1kw, employing directional antenna.  Ltr. 2-26-51 notifying Comm. that Welch, Mott & Morgan are Attys. for station.	GRANTED re permittee will correct problems which may arise from cross-mod. or reradiation between its antenna sys. & that of KTSA.	4-4-51



#16

FCC Form 94

## APPLICATION RECORD - BROADCASTING

MISSION BROADCASTING CO. (AL 12-20-51, Eff. 1-1-52)

Call  
Letters K O N O

Name x EUGENE J. ROTH, tr/as MISSION BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BL-4449 Rec'd. Filed	5-12-51 5-25-51 5-25-51	License to cover construction permit (BP-8032) which authorized installation of a new transmitter as an alternate main transmitter for nighttime operation only ( <del>present location of main transmitter</del> ), employing directional antennas.  Harold E. Mott, Atty.	GRANTED Cond'l re license will correct problems which may arise from cross-mod. or reradiation between its antenna sys. & that of KTSA	6-22-51
BAL-1304 Rec'd. Filed	12-15-51 12-18-51 12-18-51	Voluntary assignment of license to Mission Broadcasting Co.  Harold E. Mott, Atty.	GRANTED Eff.	12-20-51 1-1-52



# APPLICATION RECORD - BROADCASTING

Call  
Letters K.O.K.O.

Name MISSION BROADCASTING CO.

File No.	Dated	Application for	Action	
			Nature	Date
BR-414 Rec'd Filed	7-11-52 7-17-52 7-17-52	Renewal of License (Main and Alternate) Filed by Robert L. Heald, Atty.	GRANTED	10-15-52
BR-414 Rec'd Filed	4-16-53 5-1-53 5-1-53	Renewal of License (Main and Alternate) Filed by Vincent A. Pepper, Atty.	GRANTED	7-1-53
BR-414 Rec'd Filed	4-21-56 5-1-56 5-1-56	Renewal of License (Main & Alternate Main) Filed by Edward P. Morgan, Atty.	GRANTED	7-18-56
BP-10,565 Rec'd Filed	5-4-56 5-10-56 5-10-56	Construction Permit to install new type alternate main transmitter. (RCA BTA 1MK)  Atty. - Welch, Mott & Morgan	GRANTED	5-22-56



Form BC-121 #18  
Aug. 1955

# APPLICATION RECORD - BROADCASTING

Call  
Letters K O N O

Name MISSION BROADCASTING CO.

File No.	Dated	Application for	Action	
			Nature	Date
BL-6336 Rec'd Filed	9-12-56 9-19-56 9-19-56	License to cover Construction Permit BP-10,565 which authorized installation of a new type alternate main transmitter.  Edward P. Morgan, Atty.	GRANTED Cond'l re: licensee will correct any problem which may arise from cross-mod. or reradiation between its antenna system and that of KTSA, San Antonio, Texas.	10-9-56
HR-414 Rec'd & Filed	4-23-59 4-29-59	Renewal of license (Main & Alt. Main) E. P. Morgan, Atty.	GRANTED	7-22-59
BTC-3334 Rec'd Filed	12-18-59 12-28-59 12-28-59	Voluntary transfer of control of licensee corporation from Eugene J. Roth to Eugene J. Roth, Bob A. Roth, Jack Roth and Mrs. Florence Pink as a family group.  Vincent B. Welch, Atty.	GRANTED EFF:	1-21-60 1-22-60



## APPLICATION RECORD - BROADCASTING

Aug. 1955

Call  
Letters K O N OName MISSION BROADCASTING CO.  
San Antonio, Texas

File No.	Dated	Application for	Action	
			Nature	Date
BR-414 Rec'd Filed	4-20-62 4-24-62 4-24-62	Renewal of license (MAIN & ALT. MAIN)  Welch, Mott & Morgan, Atty.	GRANTED	7-24-62
BRC-2499 Rec'd Filed	6-24-64 6-30-64 6-30-64	Modification of license to operate main transmitter by remote control from 317 Arden Grove, San Antonio, Texas (DA-N). E. Tillman Stirling, Atty.	GRANTED	8-12-64
BRC-2542 Rec'd Filed	9-28-64 9-30-64 9-30-64	Modification of license to operate main transmitter by remote control from KONO-TV Studio Bldg., 1408 N. St. Marys Street, San Antonio, Texas. (Second Remote Control Point) E. Tillman Stirling, Atty.	GRANTED	10-6-64



FORM BC-121 #20  
AUG. 1955

APPLICATION RECORD - BROADCASTING

(860kc)

Call  
Letters K O N O

MISSION CENTRAL CO.

Name MISSION BROADCASTING CO.

San Antonio, Texas

File No.	Dated	Application for	Action	
			Nature	Date
BRC-2543 Rec'd Filed	9-28-64 9-30-64 9-30-64	Modification of license to operate transmitter by remote control from 317 Arden Grove, San Antonio, Texas and from 1408 N. St. Marys Street, San Antonio, Texas (Second Remote Control Point). Alternate Main Transmitter. E. Tillman Stirling, Atty.	GRANTED	10-6-64
BR-414 R & F	4/23/65 5/3/65	Renewal of license (MAIN & ALT. MAIN) Atty. Welch and Morgan	GRANTED	7-12-65
LICENSEE NOW REPRESENTED BY ARENT, FOX, KINTNER, PLOTKIN & KAHN PER LETTER RECEIVED 4-25-66.				
BAL-6090 R & F (Form 316)	6-9-67 6-14-67	Voluntary assignment of license to MISSION CENTRAL CO.  Atty - Arent, Fox, Kintner etc	GRANTED EFF:	6-30-67 7-25-67
ETC-5477 Rec'd Filed NOV 6 1967	10-16-67 10-17-67 10-24-67	Voluntary transfer of control of lic. corp. from Mission Broadcasting Co. to Jack Roth  Atty - Arent, Fox, Kintner etc F. & C. - WASHINGTON, D. C.	GRANTED EFF:	1-10-68 2-29-68



FORM BC-121 #21  
Aug. 1955

# APPLICATION RECORD - BROADCASTING

860kc

Call  
Letters K O N O

Name MISSION CENTRAL CO.  
San Antonio, Texas

File No.	Dated	Application for	Action	
			Nature	Date
BTC-5606 R & F (Form 316) FEE PD: \$30 - APR 16 1968	3-29-68 4-4-68 #418884a	Voluntary transfer of control of lic. corp. from Jack Roth to Mission Broadcasting Co.  Atty - Arent, Fox etc	GRANTED EFF.	4-30-68 5-1-68
BR-414 R&F #425625 \$240 PRESS: MAY 27 1968	4-22-68 5-1-68 5-1-68	Renewal of License (Main and Alternate Main)  Atty.: Arent, Fox, Kintner, Plotkin & Kahn	GRANTED	7-22-68
BL-12,928 R & F FW 000233 \$50. AC-067 PTA PRESS MAY 12 1971	4-12-71 4-20-71 4-20-71 4-29-71	License for changes of Auxiliary Transmitter; lkw DA-Night-Only to lkw-DA-N-lkw Non-DA Day Atty: Gene A. Bechtel (Arent, Fox, etc.)	GRANTED	5-24-71



#22

FORM BC-121

AUG. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters K O N OName MISSION CENTRAL CO.  
SAN ANTONIO, TEXAS

File No.	Dated	Application for	Action	
			Nature	Date
BR-414 R & F PN Press  JUN 3 1970	4-26-71 5-3-71 5-3-71	Renewal of license(Main & Aux.) Atty-Gene A. Bechtel(Arent, Fox, Kintner, Plotkin & Kahn) AMENDED 7-14-71 re: statement on operating policy of licensee relative to matters of mutual concern to Mission Central Co. & the Bi-Lingual Bi-Cultural Coalition on Mass Media AMENDED 8-18-71 re: programming	GRANTED	9-10-71
BR-414 R & F PN Recd. PRESS  MAY 9 1974	4-1-74 5-3-74 "	RENEWAL OF LICENSE (MAIN & AUX.) Eric L. Bernthal, Atty. AMENDED 6-17-74 re: EEO PETITION TO DENY filed 7-1-74 by The Bi Lingual Bi Cultural Coalition ON Mass Media	GRANTED	7-17-75
OPPOSITION OF MISSION CENTRAL CO. TO PETITION TO DENY filed 8-14-74 by Gene A. Bechtel, Atty. MOTION FOR EXTENSION OF TIME filed 9-3-74 by The Bi Lingual Bi Cultural Coalition on Mass Media MOTION FOR EXTENSION OF TIME filed 9-26-74 by H. Joseph Farmer on behalf of The Bi Lingual Bi Cultural Coalition on Mass Media REPLY TO THE OPPOSITION TO THE PETITION TO DENY filed 10-2-74 by Petitioners MEMORANDUM OPINION & ORDER 7-17-75 Petition to deny filed by the Bi Lingual Bi Cultural Coalition DENIED				

P. C. C. - WASHINGTON, D. C.

(over)



BR-414 September 4, 1975 The Bilingual Bicultural  
Coalition on Mass Media, Inc., filed an appeal in the  
US Court of Appeals for the District of Columbia  
PETITION FOR PARTIAL RECONSIDERATION filed 9-4-75 by  
Gene A. Bechtel on behalf of Mission Central Co.  
ERRATUM to "Petition for Partial Reconsideration" filed  
9-5-75

11-12-75. By Memorandum Opinion and Order. #37839,

FCC 75-1267, Item 1, Renewal Agenda, DENIED  
Petition for Partial Reconsideration.

AMENDED 1-19-76 re: EEO



## APPLICATION RECORD - BROADCASTING

860 KHz

Call

Letters .....K.O.N.O.....

Name MISSION CENTRAL CO.

SAN ANTONIO, TEXAS

File No.	Dated	Application for	Action	
			Nature	Date
BR-414	3-30-77	RENEWAL OF LICENSE (MAIN & AUXILIARY)	GRANTED	11-18-80
R & F	4-1-77		Cond't re: EEO	
P.N.	4-1-77	Atty. Eric L. Bernthal (Arent, Fox, Kintner, etc.)		
PRESS	APR 27 1977	AMENDED 5-17-77 re: EEO		
		AMENDED 6-27-77 re: EEO		
		MOTION FOR EXTENSION OF TIME filed 8-3-78 by Joseph L. Gibson, Counsel on behalf of Bilingual Bicultural Coalition of Mass Media, Inc.		
		POINTS AND AUTHORITIES IN SUPPORT OF MOTION FOR EXTENSION OF TIME filed 8-3-78 by Joseph L. Gibson, Counsel on behalf of Bilingual Bicultural Coalition of Mass Media, Inc.		
		MOTION TO STRIKE PORTIONS OF STATION'S RESPONSE TO COMMISSION'S INTERROGATORIES filed 8-28-78 by Joseph L. Gibson, Counsel on behalf of Bilingual Bicultural Coalition on Mass Media, Inc.		

(OVER)



(BR-414) MOTION FOR PRE-DESIGNATION DISCOVERY BY PETITIONER  
filed 8-30-78 by Joseph L. Gibson, Counsel on behalf of  
Bilingual Bicultural Coalition on Mass Media, Inc.

MOTION TO ESTABLISH SPECIAL PROCEDURES FOR HEARING filed  
8-30-78 by Joseph L. Gibson, Counsel on behalf of  
Bilingual Bicultural Coalition on Mass Media, Inc.

MOTION FOR LATE FILING OF RESPONSE filed 8-30-78 by  
Joseph L. Gibson, Counsel on behalf of Bilingual  
Bicultural Coaliton on Mass Media, Inc.

RESPONSE TO STATION'S ANSWERS TO THE COMMISSION'S  
INTERROGATORIES AND OTHER MATTERS filed 8-30-78 by  
Joseph L. Gibson, Counsel on behalf of Bilingual  
Bicultural Coalition

OPPOSITION TO MOTIONS AND REPLY TO SUBSTANTIVE RESPONSE  
filed 10-17-78 by Eric L. Bernthal, Counsel on behalf  
of Mission Central Co.

(BR800331UQ) SUPPLEMENTAL APPLICATION filed 3-31-80 as  
an amendment to pending renewal application. PRESS: 4 1980

AMENDED 8-11-80 re: EEO

APR



RECORD OF APPLICATIONS REQUESTING ~~12-20-51~~ OF BROADCASTING STATION KONO

MISSION BROADCASTING CO. (AL 12-20-51, Eff. 1-1-52)

x EUGENE J. ROTH, trading as MISSION BROADCASTING CO. (5-25-37)

Licensee x Mission Broadcasting Co.

File No.	Date	Call Letters	Name and Location of Applicant	Remarks	Disposition
B3-P-4991 Rec'd & Filed	6-27-46 7-1-46	NEW	Weldon Lawson Seguin, Texas	CP for new standard broadcast station 1400kc, 250w U	AMENDED 1-16-48 to change freq. to 1580kc
BP-7038  Rec'd Resubmitted & amended Rec'd & Filed	11-15-48 12-9-48 12-13-48	New	Henry Lee Taylor San Antonio, Texas	CP for new standard broadcast station. 1400kc, 250w, U	Returned 11-18- 48 not executed Resubmitted DISMISSED 7-7-50



## 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 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.

