

K O L O



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1396199

## BROADCASTING STATION LICENSE RECORD

Date first licensed 12-6-46

Call letters K O L O  
LOCATION: RENO, NEVADAName of licensee WESTERN BROADCASTING COMPANY (AL 7-13-55 EFF: 7-15-55)  
x WESTERN BROADCASTING COMPANY (AL 4-6-55 EFF: Grant stayed 4-13-55)  
x RENO BROADCASTING COMPANYTransmitter location W. side Pyramid Way, 1.3 mi. N. of B Street, Sparks, NV (P791210A0)  
1.1 miles North of Sparks on Pyramid Way, Reno, Nev. (CP 3-7-46)4850-B Ampere Drive, Reno, Nevada (LETTER - 7-20-81)  
x 406 California Avenue, Reno, Nevada (BS 11-10-71)  
x El Cortez Hotel, 239 West Second Street, Reno, Nevada (Redescribed 1-21-59)  
x El Cortez Hotel, at the corner of 2nd Street and Chestnut, Reno, Nevada (Let-  
ZIP: 89502 X 33 Sierra Street, Reno, Nevada (Lic. 12-6-46) 10-16-56)  
x to be determined, Reno, Nev. (CP 3-7-46)

# CONSTRUCTION PERMIT AND LICENSE RECORD

* Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
15-P-3720	3-7-46	920	1kw* 1kw-LS	U	5-7 11-7-46
	C.P. for new station			*DA-N	
85-NP-1964	10-31-46	920	1kw*	U	5-7 11-7-46
	Mod. CP (3720) to install new T and change from DA night only to DA for day and night (Conditional Clause)				
B5-L-2047 B5-Z-1873	12-6-46	920	1kw*	U	12-6 5-1-47
	Lic. to cover CP (3720 as mod.) for new station and approval S location and determine operating power by direct method. (Conditional Clause)				
BS-1342	4-23-47	Extension of license			5-1 7-1-47
BR-1342	6-11-47	920	1kw*	U	6-11 5-1-50
			*DA		
BS-1342	2-18-48	920	1kw-DA	U	2-18 5-1-50
	Mod. Lic. to correct DA specs and remover waiver 3.60.				
BS-1342	4-21-50	Extension of License			5-1 9-1-50
BR-1342	8-31-50	920	1kw*	U	8-31-50 5-1-53
			*DA		
BR-1342	4-8-53	RENEWAL OF LICENSE			5-1 10-1-53
BR-1342	9-9-53	RENEWAL OF LICENSE			10-1-53 10-1-56
AL-1987 EFF:	4-6-55	Vol. AL to WESTERN BROADCASTING COMPANY GRANT STAYED 4-13-55 (ORDER)			
AL-1987 EFF:	7-13-55	Vol. assignment of license to WESTERN BROADCASTING COMPANY			
TC-2231 EFF:	5-21-56	Vol. transfer of control from Donald W. Reynolds to Donrey Operating and Trading Company, Inc.			
	6-11-56				
P-10533	5-3-56	920kc	1kw, DA-1	Un	7-3-56 1-3-57
	CP to install new transmitter.				
BR-1342	9-19-56	920kc	1kw, DA-1	U	10-1 10-1-59
BL-6255	12-14-56	920kc	1kw, DA-1	U	12-14-56 10-1-59
	License to cover CP (BP-10,533) which auth. installation of a new transmitter.				

June 1954

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters .....K.Q.L.O.....

Station location .....Reno, Nevada.....

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-
BP-12076	1-21-59	920kc	1kw DA-N	U	3-21 9-21-59
		CP to change from employing directional antenna night & day to directional antenna nighttime only (DA-N).			
BRC-1452	5-4-59	Modification of construction permit (BP-12076) to operate transmitter by Remote Control from El Cortez Hotel, 239 West Second Street, Reno, Nevada while using non-directional antenna			
	9-30-59	Commission deferred action on renewal pending further consideration.			
BR-1342	9-7-60	<b>RENEWAL OF LICENSE</b>			9-7 10-1-62
BL-7563	9-12-60	920kc	1kw	U	9-12 10-1-62
		Lic. to cover cp (BP-12,076 as mod.) to chg. from employing directional ant. night and day to DA nighttime only and operate trans. by remote control <del>while</del> while using non-DA.			
BR-1342	<del>9-7-60</del>	<del>920kc</del>	<del>1kw</del>	<del>U</del>	<del>9-7 10-1-62</del>
	9-25-62	Commission deferred action on renewal pending further consideration.			
BR-1342	11-14-62	Renewal of license			11-14 10-1-65
BP-14567	4-22-63	920kc	1kw, 5kw-DA-N	U	6-22 12-22-63
		CP to increase daytime power to 5kw and install new transmitter (RCA BTA-5R-1) (Cond'1).			
BL-10,206	9-30-63	920kc	1kw, 5kw-DA-N	U	9-30 10-1-65
		Lic. to cover CP (BP-14,567) which auth. incr. day power and instl. new trans; spec. type trans. as Bauer FB-5000-J.			
Letter	2-28-64	Auth. oper. Non-directional ant. & power of 1kw between 4am & local sunset pending final decision in Docket 14419 or told to stop per Sect. 7387 Rules.			
BRC-2572	4-23-65	Mod. of license to operate transmitter by remote control from El Cortez Hotel, 239 West Second Street, Reno, Nevada (DA-N).			
(1)					

Form BC 126

June 1954

#3

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ..... K O L O

Station location .....

Name of licensee .....

Transmitter location .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Frequ <sup>LS</sup> , Power	Time Div.	Period From- To-
BR-1342	11-18-65	920kc. 1kw, 5kw, DA-N	Unl R.C	11-18 10-1-68
BR-1342(S)	9-30-68	Renewal of License & NDEA (new lighting)		10-1-71
BTC-6282	6-25-70	VOL. TC		
BP-18,962 FORFIETED	2-16-71	920kc 250w DA-N Aux.		2-16-72
		CP to install new transmitter Collins, 300-FA for auxiliary use on 250 watts.		
BS-1342(1)	4-21-71	ML correct to show RC with DA.		
BS-1342(2)	11-10-71	ML to change SL & RC		
BMP-13,380(1)	3-3-72	MP(BP-18,962)	ext. time	to 8-15-72
EBSA	5-25-72			
BR-1342(L)	6-15-72	RENEWAL		10-1-74
BR-1342(L)	7-13-77	RENEWAL		10-1-77
BR-1342(S) Comlet	7-14-78 7-13-78	Renewal Revised page 2		10-1-80
BR-1342(L)	7-14-78	RENEWAL OF LICENSE		10-1-80
BS-1342	6-8-79	Correction to para. #2&4		10-1-80
BTC791219GR	1-25-80	VOL. TC	EFF:	3-7-80
BP791210AO	7-2-80	920khz 1kw 5kw	Unl.	7-2-81
		CP to mke chgs. in ant. structure & TL.		
BP791210AO	7-2-80	SUPERSEDE TO CORRECT DAYTIME OPERATING MODE, THE ANTENNA TOWERS AND A TYPO IN THE 2ND paragraphs of the conditions.		
BR800602XO(L)	9-22-80	Renewal of License		10-1-83
COMTEL	10-13-80	TEMP. AUTH. GR. OPERATE IN ACCORDANCE WITH PROCEDURE LETTER DATED 9-26-80 TO CONTINUE SERVICE & FACILITATE CONSTRU- CTION PURSUANT TO BP-791210AO. NOTIFY WHEN EACH STEP IS COMMENCED. THIS AUTH. EXPIRES 12-30-80.		

**BROADCASTING STATION HISTORY RECORD**

AM

CARD # 4

First licensed .....

Call Letters ..... KOLO

Station Location .....

Name ..... SEE CARD # 1

Transmitter Location .....

Main studio location .....



Authorization Record

File No.	Granted	Facilities	Expires
COMTEL	1-8-81	AUTH. & TERMS COMTEL EXT. THRU 3-30-81.	10-13-80
BP791210AO (L)	7-2-80	SUPERSEDE TO CORRECT A TYPO IN 2ND PARAGRAPHS of the	conditions.
LETTER	7-20-81	SL & RC now Loc. at: 4850-B Ampere Drive, Reno, Nevada.	

## APPLICATION RECORD—BROADCASTING

KOLO

Call letters ~~MX~~ KEV

Name RENO BROADCASTING COMPANY

P. O. 25 East First Street, Reno, Nevada

P. O. Box 2186 (Let-6/21/46)

APPLICATION FOR—

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B5-P-3720 Rec'd Filed	9-25-44 10-2-44 10-7-44	C.P. for a new standard broadcast station to be operated on: Frequency: 920 kc Power: 1kw, <del>employing D.A. day and night</del> DA-N Hours of Operation: Unlimited time Trans. Location: 1.1 miles N. of Sparks on Pyramid Way, Reno, Nevada Studio Location: To be determined, Reno, Nevada (Filed by John Southmayd, Atty.) A. D. Ring, Engineer	GRANTED	3-7-46
Amended Rec'd Filed	12-14-44 12-16-44 12-21-44	Amended: to change type of transmitter and make changes in directional antenna system. (Call "KOLO" requested)		
Amended Rec'd. Filed	9-4-45 9-7-45 9-7-45	Amended - re changes in transmitting equipment		

-RGA-1-K  
COMPOSITE

## APPLICATION RECORD - BROADCASTING

#2

Call K O L O  
Letters NewName RENO BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B5-P-3720 Amended Received Filed	11-17-45 12-18-45 12-18-45	Re make changes in directional antenna system and change from employing D.A. day and night <u>to</u> D.A. night only.	See Card #1 for action	
B5-MP-1964 rec'd Filed	5-22-46 5-23-46 5-23-46	Mod. of C.P. (B5-P-3720, which authorized a new standard broadcast station) to install new transmitter (Composite) and to change from employing D.A. night only to D.A. for day and night use (DA-1). (Filed by John P. Southmayd, Atty.)	GRANTED (Conditional re Waiver 3.60)	10-31-46 Subject to condition that permittee after construction shall submit measurements to prove that the proposed transmitter meets the Commission's standards of good Engineering Practice Concerning Standard Broadcast Stations.

## APPLICATION RECORD - BROADCASTING

#3

Call

Letters K O L OName RENO BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B5-L-2047 Rec'd Filed	7-29-46 7-31-46 7-31-46	License to cover C.P. (B5-P-3720) which authorized a new standard broadcast station and for approval of studio location at 33 Sierra Street, Reno, Nevada and	GRANTED Conditional re waiver 3.60	12-6-46
B5-Z-1873 Rec'd Filed	7-29-46 7-31-46 7-31-46	Authority to determine operating power by direct measurement of antenna power.  (John P. Southmayd, Atty.; Howard T. Head, Engr.)		
BR-1342 Rec'd.	2-28-47 3-4-47	Renewal of license (Filed by Southmayd)	Granted	6-11-47

## APPLICATION RECORD - BROADCASTING

Call  
Letters KOLOName RENO BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BR-1342 Rec'd	3-11-50 3-13-50	Renewal of license Filed by Arthur W. Scharfeld atty.	GRANTED	8-31-50
BR-1342 Rec'd Filed	2-2-53 2-2-53 2-2-53	Renewal of license  Arthur Sharfeld, Atty.	GRANTED	4-8-53
BR-1342 Rec'd Filed	7-8-53 7-15-53 7-15-53	Renewal of License, Informal request Filed by Arthur Scharfeld, Atty.	GRANTED	9-9-53
BAL-1987 Rec'd Filed	3-5-55 3-9-55 3-9-55	Voluntary assignment of license to Western Broadcasting Company.  Arthur Scharfeld, Atty for Assignor Andrew G. Haley, Att. for Assignee	GRANTED EFF: GRANT STAYED (ORDER)	4-6-55  4-13-55
PET. FILED FOR HEARING.	4-7-55	BY WILKINSON FOR KLAS REQUESTING RECONSIDERATION & DESIGNATE OPPOSITION TO ABOVE PET. FILED 4-11-55 BY HALEY	GRANTED EFF: APPLICATION	7-13-55 7-15-55
		SEE CARD #5 FOR PETS.		

FORMERLY FCC FORM 94

WESTERN BROADCASTING COMPANY

Call  
Letters K O L O

Name \*RENO BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BAL-1987				
		OPPOSITION TO PET. FOR STAY OR RECONSIDERATION FILED 4-13-55 BY SCHARFIELD.		
		OPPOSITION TO PET. FOR STAY OR RECONSIDERATION FILED 4-18-55 BY HALEY.		
		REPLY TO OPPOSITION FILED 4-28-55 BY WILKINSON FOR KLAS & KLAS-TV.		
BP-10,533 Rec'd Filed	4-14-56 4-24-56 4-24-56	Construction Permit to install new transmitter (RCA BTA 1MX)  Atty. - Andrew G. Haley	GRANTED	5-3-56
BTC-2231 Rec'd Filed	5-9-56 5-10-56 5-10-56	Voluntary transfer of control of licensee corporation from Donald W. Reynolds to Donrey Operating and Trading Company, Inc.  Andrew G. Haley, Atty.	GRANTED EFF:	5-21-56 6-11-56
BR-1342 Rec'd	6-28-56 7-2-56 7-2-56	Renewal of license Andrew G. Haley, Atty.	GRANTED	9-19-56

APPLICATION RECORD - BROADCASTING

Call  
 Letters ... K O L O

Name ... WESTERN BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BL-6255 Rec'd Filed	7-9-56 7-16-56 7-16-56	License to cover construction permit BP-10,533 which authorized the installation of a new transmitter (RCA BTA 1MX)  Andrew G. Haley, Atty.	GRANTED	12-14-56
BP-12,076 Rec'd Filed	5-29-58 6-10-58 6-10-58	Construction permit to change from employing directional antenna night & day to directional antenna nighttime only (DA-1 to DA-N).  Atty. - Haley, Wollenbert & Kenehan Engr. - Edward W. Deeters	GRANTED	1-21-59
BRC-1452 Rec'd Filed	4-22-59 4-30-59 4-20-59	Modification of construction permit (BP-12,076) to operate transmitter/ <sup>by Remote Control</sup> from <del>Si Cortez Hotel</del> , 239 West Second Street, Reno, Nevada, while using non-directional antenna  Andrew G. Haley, Atty.	GRANTED	5-4-59



## APPLICATION RECORD - BROADCASTING

Call  
Letters K.O.L.O.Name WESTERN BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BR-1342 Rec'd Filed	6-17-59 7-1-59 7-1-59	Renewal of license  Andrew G. Haley, Attny.	GRANTED	9-7-60
BL-7563 R & F	6-27-59 7-6-59	License to cover C. P. (BP-12076) to change from employing DA night & day to DA nighttime only & operate trans. by remote control while using non-DA. atty's: Haley, Wollenberg & Kenehan	GRANTED	9-12-60
BP-14,567 Rec'd Filed	12-8-60 12-13-60 12-13-60	Construction Permit to increase daytime power from 1kw to 5kw and install new transmitter (RCA-BTA-5R 1) Requests waiver of Sec. 3.24(g) of the Rules Atty.- Haley, Wollenberg & Bader Eng.- Hammett & Edison, San Francisco, Calif	GRANTED Cond'l re: Pre-sunrise operation. Permittee shall submit with the applic. for lic. antenna resistance meas. Before program tests are auth., permittee shall submit sufficient field intensity measurements made on the nighttime DA operation.	4-22-63

FORM BC-121  
AUG. 1955 # 8

# APPLICATION RECORD - BROADCASTING

Call  
Letters ..... KOLO .....

Name ..... WESTERN BROADCASTING COMPANY .....  
RENO, NEVADA

File No.	Dated	Application for	Action	
			Nature	Date
BR-1342 Rec'd Filed	6-20-62 7-5-62 7-5-62	Renewal of license  Andrew G. Haley, Atty.	GRANTED	11-14-62
BL-10,206 R. & F.	7-1-63 7-8-63	Lic to cover CP(BP-14, 567) which auth incr. day power and install new transmitter; specify type transmitter as BauerFB-5000-J.	GRANTED Cond'l	9-30-63
BRC-2572 Rec'd Filed	10-22-64 12-1-64 12-1-64	Modification of license to operate transmitter by remote control from El Cortez Hotel, 239 West Second Street, Reno, Nevada (DA-N).  Andrew G. Haley, Atty.	GRANTED	4-23-65
BR-1342 Rec'd Filed	6/26/65 7/2/65 10/11/65	Renewal of license  Atty. Haley, Bader and Potts	GRANTED	11-18-65

APPLICATION RECORD - BROADCASTING

920kc

Call  
 Letters ..... K O L O .....

Name WESTERN BROADCASTING COMPANY  
 RENO, NEVADA

File No.	Dated	Application for	Action	
			Nature	Date
BR-1342 R & F #441186 \$75 PRESS: JUL 17 1968	6-14-68 7-3-68 7-3-68	Renewal of License  Atty.: Victor E. Ferrall, Jr. (Koteen & Burt)	GRANTED	9-30-68
<del>BTC 3282</del> R & F FEE PD: SEE KBRS for fee (Form 314)	<del>5-28-70</del> 6-1-70 JUN 10 1970	<del>Voluntary transfer of control of lic corp from</del> Donrey Media Group, Ltd. to Western Communica- tions, Inc.  Atty - Koteen & Burt	<del>GRANTED</del>	<del>6-25-70</del>
1-29-71 Annual license fee \$34.00 paid #633980				
BP-18,962 R & F #637211 \$50 ACC. 060 Press Amended 1-25-71 to specify type trans.	9-25-70 10-19-70 10-19-70  FEB 2 1971	Construction permit to install new transmitter Collins, 300-FA for auxiliary use on 250watts.  Atty: Victor E. Ferrall, Jr.	GRANTED  FORFEITED 12-12-74 CP expired	2-16-71

## APPLICATION RECORD - BROADCASTING

Call  
Letters K O L OName WESTERN BROADCASTING COMPANY  
Reno, Nevada

File No.	Dated	Application for	Action	
			Nature	Date
BR-1342 R & F P.N. PRESS  JUL 23 1971	6-30-71 7-6-71 7-6-71	Renewal of License  Atty: Victor E. Ferrall, Jr. (Koteen & Burt) AMENDED 7-14-71 re: Skelton Proof AMENDED 8-20-71 re: engineering data	GRANTED	6-15-72
BMP-13,380 Rec'd Filed \$50-040263 AC-067 FEB 24 1972	1-27-72 2-2-72 2-10-72 2-10-72	MP(BP-18,962) for extension of completion date to 8-15-72 (changes) Aux. Atty: Victor E. Ferrall, Jr.	GRANTED to FORFEITED CP expired	3-3-72 8-15-72 12-12-74
LETTER 9-1-72 LICENSEE NOW REPRESENTED BY: Covington & Burling				
BR-1342 R & F PN PRESS  JUL 16 1974	6-26-74 7-3-74 7-3-74	Renewal of License  Atty: Robert Loeffler (Covington & Burling) AMENDED 8-23-74 re: EEO AMENDED 9-18-74 re: statement on programming AMENDED 10-11-74 re: programming AMENDED 11-13-74 re: other business interests (over)	GRANTED	7-13-77

BR-1342 AMENDED 1-16-75 re: business interests  
AMENDED 1-24-75 re: business interests  
AMENDED 11-4-74 re: EEO  
AMENDED 3-11-75 re: transmitter logs  
AMENDED 4-29-75 re: business interests  
AMENDED 9-8-75 re: EEO  
AMENDED 1-30-76 re: EEO  
AMENDED 6-8-76 re: commercial matter  
AMENDED 6-28-76 re: business interests  
AMENDED 7-16-76 re: business interests  
AMENDED 7-19-76 re: commercial matter  
AMENDED 11-23-76 re: engineering  
AMENDED 2-8-77 re: litigation  
AMENDED 4-26-77 re: business interests  
AMENDED 5-26-77 re: business interests

SUPPLEMENTAL APPLICATION filed 6-1-77 as an amendment  
to pending renewal application. PN 6-1-77

AMENDED 6-17-77 re: EEO **JUL 8 1977**

Form BC-121  
September 1969  
12-46

## APPLICATION RECORD - BROADCASTING

Call  
Letters K O L O

Name WESTERN BROADCASTING COMPANY  
RENO, NEVADA

File No.	Dated	Application for	Action	
			Nature	Date
BR-1342 Recd PN Recd. FILED PRESS	5-31-77 6-1-77 " 8-1-77 <b>AUG 3 1977</b>	RENEWAL OF LICENSE AMENDED 7-18-77 re: business interests AMENDED 7-21-77 re: litigation  <b>Douglas-Er-Wintery, Atty. Michael H. Bader</b> AMENDED 9-9-77 re: business interests	GRANTED	7-14-78
BP-791210AO PRESS  AMENDED	4-1-80	CP to make chgs. in ant. structure & chg. TL to: West side Pyramid Way, 1.3 miles N. of B St., Sparks, Nevada (39, 33, 18, 119, 45, 17) enrg(additional site info)	GRANTED Cond'ls	7-2-80
BTC791219GR Form 316 (ALSO PRESS	12-12-79 SEE KORK, KERS, KFSA)  <b>JAN 8 1980</b>	Vol. TC from Western Communications, Inc. to DONREY, INC.  Atty - Michael Bader (Haley, Bader & Potts)	GRANTED EFF:	1-25-80 3-7-80

#12

## APPLICATION RECORD-BROADCASTING

Freq: 920

Call Letters: KOLO

Name: Western Broadcasting Company

Station Location: Reno, Nevada

File No.	Date	Description	Action and Date
BR800602X0 PRESS	JUL 16 1980	RENEWAL OF LICENSE Atty: Michael H. Bader	GRANTED 9-22-80
BP-810728AB PRESS(O)	AUG 25 1981	Contruction Permit to Replace Expired Permit (BP-791210A0). ATTY: Michael H. Bader	

## 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.

