

K S C O



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

Date first licensed11-10-47.....

Call lettersK.S.C.O.....

Station location: Santa Cruz, Calif.

Name of licensee CHARLES VERNON BERLIN, FRED D. McPHERSON, JR., AND MAHLON D. McPHERSON, A
PARTNERSHIP d/b as RADIO SANTA CRUZ.

2300 Portola Drive, Santa Cruz, California (Let. 3-1-51)

Transmitter location ^x Capitola Drive, 1.2 miles east of Santa Cruz, California. (CP 4-28-47)
(Lic. 11-10-47)

2300 Portola Drive, Santa Cruz, California (Let. 3-1-51)

Main studio location ^x Capitola Drive, 1.2 miles east of Santa Cruz, California. CP 4-28-47)

Lic. 11-10-47)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period		
					From-	To-	
B5-P-5105 C.P. for new station.	4-28-47	1080	1kw	Daytime	6-28	12-28-47	
BL-2737 BZ-2575	11-10-47	1080	1kw	Daytime	11-10	5-1-48	
Lic. to cover CP (5105) for a new station and determine operating power by direct method. (CONDITIONAL CLAUSE)							
BS-1643	2-10-48	STA to operate additional time (with power reduced to 250 watts) from 7:00 pm, PST to approx. 10:30 pm, PST, 2-11-48, in order to broadcast annual combined banquets of Santa Cruz Chamber of Commerce and the Jr. Chamber of Commerce, only.					
BR-1643	4-28-48	1080	1kw	Day	5-1	5-1-51	
BMP-2891	1-7-49	1080	500w*, 1kw-LS *DA-N	U	3-7	9-7-49	
CP to increase power, change hrs. of opr. & install DA for night use. (COND. CLAUSE)							
BMP-2891	1-7-49	Superseding CP issued as of same date to show the correct value at the bearing 120° true to be 28 mv/m.				3-7	9-7-49
BL-3697	7-22-49	1080	500w*, 1kw-LS	U	7-22	5-1-51	
Lic. to cover CP (2891) for increase in power, change in hrs. of opr. and installation of *DA-N (COND. CLAUSE)							
BR-1643	4-12-51	1080	500w; 1kw-LS *DA-N	U	5-1	5-1-54	
BR-1643	4-14-54	Renewal of license			5-1	12-1-56	
BP-9766	4-1-55	1080	500w* 1kw-LS DA-N	U	6-1	12-1-55	
CP install new transmitter.							
BL-5821	9-1-55	1080	500w*-1kw-LS DA-N	U	9-1	12-1-56	
Lic. to cover CP(9766) to install new trans.							
BR-1643	11-14-56	Renewal of license			12-1	12-1-59	
BR-1643	11-18-59	Renewal of License			12-1	12-1-62	
BZ-4507	11-7-61	1080kc	500-1kw	U	11-7	12-1-62	
Authority to determine operating power by direct measurement of antenna power.							

Form BC 126 #2
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters K S C O

Station location SANTA CRUZ, CALIF.

Name of licensee CHARLES VERNON BERLIN, FRED D. MCPHERSON, JR., AND MAYLON D. MCPHERSON,
A PARTNERSHIP, d/b as RADIO SANTA CRUZ

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BP-13689 (Cond'1)	3-7-62	1080kc	500w-10kw-LS DA-N	Unl.	5-7 to 11-7-62
	Construction permit to increase daytime power and install new trans. for daytime use (Two Main Transmitters)				
BMP-10,235 (1)	4-23-62	Mod. of	CP(BP-13689) to chg. type		
		daytime trans	to RCA BTA-10U)		
BL-9390 (1)	7-20-62	1080kc	500w,10kw U		
	License to cover CP(BP-13689, as mod.) which auth. incr. in daytime power and install new day trans. (RCA BTA-10U)				
Letter	9-10-62	Oper. with non-DA and power of 1kw direct meas. between sunrise at Dallas and Santa Cruz until final decision in Docket #14419 or until directed to terminate pursuant Sec. 3.87			
BR-1643	11-28-62	1080kc	500w-10kw-LS, UN. DA-N		12-1 12-1- (65)
BR-1643	11-28-62	This authorization supersedes authorization as of the same date. (to delete condition re: 3.87)			
BR-1643	11-5-65	Renewal of License			12-1 12-1-68
TELEGRAM	10-17-67	PSA	500w (KRLD Protected station)		
TELEGRAM	1-5-68	PSA (REVISED)	10,000w (KRLD Prot. Station)		
BP-17966	8-27-68	1080kc	5kw, 10kw-DA-N U		4-27-69
	CP to increase nighttime power, make changes in the antenna system (add one tower) install a new nighttime transmitter (Cond'1).				
BR-1643(S)	12-20-68	Renewal of License & NDEA			12-20 12-1-70
BMP-12687 (1)	4-28-69	MP(BP-17,966)	ext. time		6-27-69
BMP-12733(2)	6-9-69	MP(BP-17,966)	ext. time		10-27-69
BMP-12837(3)	12-12-69	MP(BP-17,966)	ext. time		1-15-70
BP-12,861 (4)	2-9-70	MP(BP-17,966, as mod.)	ext time to		5-15-70

Form BC 126 #3
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters K S C 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
BL-12,622(L)	7-7-70	License for Auxiliary Trans.			12-1-71
BL-12,621(L)	10-19-70	Lic. (BP-17,966, as mod.) changes (Main Trans.)			12-1-71
--	Superseding page 2 of BL-12,621 issued to correct sample currents (Memo 2-1-71)				
BR-1643(S)	11-26-71	RENEWAL(MAIN & AUX.) & NDEA			12-1-74
EBSA	5-25-72				
BR-1643(L)	11-18-74	RENEWAL (MAIN AND AUX.)			12-1-77
BR-1643(S)	2-17-78	RENEWAL (MAIN & AUX.)			12-1-80

#1

Call K S C O
Letters NewName Charles Vernon Berlin, Fred D. McPherson, Jr.,
and Mahlon D. McPherson, A Partnership d/b as
RADIO SANTA CRUZ(P.O. - 21 Locust St., Santa Cruz, Calif.)

File No.	Dated	Application for	Action	
			Nature	Date
B5-P-5105 Rec'd Filed	7-25-46 7-31-46 7-31-46	Construction Permit for a new standard broadcast station to be operated on: Frequency -- 1000 kc 1080kc Power - 1kw Hours of operation - Daytime Only Trans. location - About 2½ mi. East of the City of Santa Cruz, Calif. Studio location - 1.2 mi. East from Santa Cruz City Limits, Santa Cruz, Calif. (Filed by Orla St. Clair, Atty.; Frank H. McIntosh, Engr.)	Docket # GRANTED without hearing.	7767 4-28-47
AMENDED Recd. Filed	9-13-46 9-15-46 9-30-46	AMENDED TO CHANGE frequency <u>from</u> 1000kc <u>to</u> 1080kc		

RCA BTA-1L transmitter

APPLICATION RECORD - BROADCASTING

+ 2

Call

Letters K S C O

Name CHARLES VERNON BERLIN, FRED D. McPHERSON, JR. and MAHLON D. McPHERSON,
A Partnership &/b as RADIO SANTA CRUZ

File No.	Dated	Application for	Action	
			Nature	Date
BMP-2891 Rec'd Filed	6-6-47 6-11-47 6-11-47	Modification of C.P. (B5-P-5105, which authorized a new standard broadcast station) to increase power from 1kw day to 500w, 1kw LS, change hours of operation from daytime to unlimited time and install directional antenna for night use (DA-N). (Filed by Omar L. Crook, Atty.; Frank H. McIntosh, Engr.)	Docket # 8552 Granted 1-7-49 after being removed from hearing docket; subj. blanketing clause & that a properly designed phase monitor shall be installed as a means of continuously and correctly indicating the amplitude & phase of currents in the several elements of the DA system. ORDER ISSUED. Issued as CP	
		Pet. filed 1-12-48 for reconsideration and grant without hearing.		

*Issued
as CP*

APPLICATION RECORD - BROADCASTING

#3

Call
Letters K S C CName Charles Vernon Berlin, Fred D. McPherson, Jr., and
Mahlon D. McPherson, A Partnership d/b as Radio Santa Cruz

File No.	Dated	Application for	Action	
			Nature	Date
BL-2737 Rec'd Filed BZ-2575 Rec'd Filed	9-15-47 9-19-47 9-19-47 9-16-47 9-19-47 9-19-47	License to cover C.P. (B5-P-5105) which authorized a new standard broadcast station and Authority to determine operating power by direct measurement of antenna power. (Omar L. Crook, Atty.)	GRANTED re waiver	11-10-47 3.60
BR-1643 Rec'd	2-26-48 3-1-48	Renewal of license	GRANTED	4-28-48
BL-3697 Rec'd Filed	5-24-49 5-26-49 5-26-49	License to cover C. P. (BMP-2891) which authorized increase in power, change in hours of operation and installation of DA-N.	GRANTED re blanketing clause	7-22-49
BR-1643 Rec'd	3-1-51 3-5-51	Renewal of license	Granted	4-12-51

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
Letters K.S.C.Q.Name CHARLES VERNON BERLIN, FRED D. MCPHERSON, JR., AND
MAHLON D. MCPHERSON, A PARTNERSHIP d/b as RADIO SANTA CRUZ

File No.	Dated	Application for	Action	
			Nature	Date
BR-1643 Rec'd	9-18-53 9-23-53	Renewal of license (unnecessary)	RETURNED	OCT 16 1953
BR-1643 Rec'd Filed	1-25-54 2-1-54 2-1-54	Renewal of License	Granted	4-14-54
HP-9766 Rec'd Filed	3-25-55 3-28-55 3-28-55	Construction permit to install a new transmitter (RCA BTA-1M).	GRANTED	4-1-55
BL-5821 Rec'd Filed	8-5-55 8-8-55 8-8-55	License to cover construction permit (EP-9766) which authorized installation of a new transmitter.	GRANTED	9-1-55
BR-1643 Rec'd Filed	8-25-56 8-31-56 8-31-56	Renewal of license	GRANTED	11-14-56

APPLICATION RECORD - BROADCASTING

AUG 1955

Call

Letters ..K.S.C.O.....

Name CHARLES VERNON BERLIN, FRED D. McPHERSON, JR., AND MAHLON D. McPHERSON, A PARTNERSHIP
d/b as RADIO SANTA CRUZ.

File No.	Dated	Application for	Action	
			Nature	Date
BR-1643 Rec'd Filed	8-14-59 8-19-59 8-19-59	Renewal of license	GRANTED	11-18-59
BP-13689 Rec'd Filed	11-25-59 11-27-59 11-27-59	Construction permit to increase daytime power from 1kw to 10kw and install new transmitter for daytime use only (RCA BTA-10H) (2 main transmitters). (Petition for waiver of Sect. 1.351 filed 11-15-60) Atty- Spearman and Roberson Engr.-A.E. Towne & Assoc., San Francisco, Calif.	GRANTED re submit. meas. accord. Sect. 3.54 & final decision D-14419 (pre-sunrise)	3-7-62 (Cond'l)
BP- Rec'd	3-1-61 3-3-61	Construction permit to mount FM antenna on the AM tower.	RETURNED Unnecessary	3-17-61
BZ-4507 R. & F.	8-24-61 8-28-61	Authority to determine operating power by direct measurement of antenna power.	GRANTED	11-7-61

APPLICATION RECORD - BROADCASTING

Call Letters K S C O

Name CHARLES VERNON BERLIN, FRED D. McPHERSON, JR., and MAHLON D. McPHERSON, A PARTNERSHIP d/b as RADIO SANTA CRUZ
Santa Cruz, Calif.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-10235 R & F	3-31-62 4-2-62	Mod. of C.P. (BP-13689 which authorized an increase in daytime power and installation of new daytime transmitter) to change type transmitter for daytime use (RCA BTA-IOU). Atty. Booth	GRANTED	4-23-62
PETITION FOR filed 5-8-62	MODIFICATION OF CONDITION OF CONSTRUCTION PERMIT by Booth for applicant-	repre-sunrise prohibition On 9-10-62 GRANTED IN PART AND DENIED IN PART - LETTER - See buff card for grant		
BL-9390 R. & F.	5-9-62 5-11-62	Lic to cover CP(BP-13,689 as mod) which auth incr daytime power and install new daytime trans(2 trans).	GRANTED	7-20-62
BR-1643 Rec'd Filed	8-15-62 8-21-62 8-21-62	Renewal of license	GRANTED	11-28-62

AUG. 1955

#7

Call
Letters K S C O

Name CHARLES VERNON BERLIN, FRED D. McPHERSON, JR., and
MAHLON D. McPHERSON, A PARTNERSHIP d/b as RADIO SANTA CRUZ
Santa Cruz, California

File No.	Dated	Application for	Action	
			Nature	Date
BR-1643 R & F	8-19-65 8-23-65	Renewal of license	GRANTED	11-5-65
BP-17,966 Rec'd Filed MAR 12 1968	11-17-67 11-22-67 11-22-67	CP to increase nighttime power from 500w to 5kw, make changes in the antenna system (add one tower), install a new nighttime transmitter (RCA BTA-5U). atty-Booth & Lovett (Joseph F. Hennessey) enr- A. E. Towne, San Carlos, Calif.	GRANTED	8-27-68
FCC Form 714 recd AMENDMENT R&F	4-17-68 7-30-68	AMENDED Section IV-A.	Cond'l re: To insure maintenance of the radiated fields within the required tolerance. A study, based upon actual variations in phase and magnitude of current in the individual towers after adjustment.	
BR-1643 R & F #456156 \$75 OCT 14 1968	7/30/68 9/3/68 9/3/68	Renewal of license Atty: Robt. M. Booth, Jr. 12-6-68 statement re: Santa Cruz Sentinel Publishers, Inc.	GRANTED	12-20-68

CONTACT: CHARLES V. BERLIN
PHONE: CODE 408; 475-1080
ADDRESS: 2309 PORTOLA DRIVE
SANTA CRUZ, CALIF.

APPLICATION RECORD - BROADCASTING

AUG. 1955

Card #8

Call
Letters K S C O

Name Charles Vernon Berlin, Fred D. McPherson, Jr., and Mahlon D. McPherson, A Partnership
 776 AS RADIO SANTA CRUZ SANTA CRUZ, CALIFORNIA

File No.	Dated	Application for	Action	
			Nature	Date
BMP-12,687 R&F \$30-501328 PRESS: APR 16 1969	3-25-69 3-25-69 3-25-69	MP(BP-17,966 as mod.) for extension of completion date to 6-27-69. (changes) Atty. Booth and Freret	GRANTED to	4-28-69 6-27-69
BMP-12,733 R. & F. #518903 \$30 JUN 1 1969	5-27-69 5-29-69 5-29-69	MP(BP-17,966, as mod) for extension of completion date to 10-27-69 (changes). atty-Booth & Freret	GRANTED to	6-9-69 10-27-69
BMP-12,837 R&F \$30-548397 PRESS: DEC 1 1969	10-8-69 10-10-69 10-10-69	MP(BP-17,966, as mod.) for extension of completion date to 12-27-69. Chgs. Atty. Booth and Freret	GRANTED to	12-12-69 1-15-70
BMP-12,861 R & F #560758 \$30 FEB 1 1970 PTA-3-31-70 (main + app)	11-26-69 12-4-69 12-4-69	MP(BP-17,966, as mod.) extension of completion date to 1-27-70. (For Changes)	GRANTED to	2-9-70 5-15-70

APPLICATION RECORD - BROADCASTING

Call Letters K S C O

CHARLES VERNON BERLIN, FRED D. McPHERSON, JR.,
AND MAHLON D. McPHERSON, A PARTNERSHIP d/b as RADIO SANTA CRUZ

Name
Santa Cruz, California

File No.	Dated	Application for	Action	
			Nature	Date
BL-12,621 R & F #584235 \$30. PTA PRESS 6-1-70	3-4-70 3-10-70 3-10-70 3-31-70	Lic.(BP-17,966, as mod.) for changes.(MAIN) Atty: <u>Booth</u> & Freret Amendment (over)	GRANTED	10-19-70
BL-12,622 R & F #584234 \$30. PTA PRESS JUN 1 1970	3-5-70 3-10-70 3-10-70 3-31-70	Lic. for Auxiliary Transmitter. Type Trans: RCA, BTA-1M. Atty: <u>Booth</u> & Freret	GRANTED	7-7-70
BR-1643 R & F PN Recd. PRESS SEP 16 1971	8-24-71 9-2-71 "	RENEWAL OF LICENSE (MAIN & AUX.) Julian P. Freret, Atty.	GRANTED	11-26-71

BL-12,621 - Amended: 5-22-70 re Engr. data

Form BC-121
September 1969
12-47

#10

APPLICATION RECORD - BROADCASTING

1080 kc

Call
Letters K S C O

Name CHARLES VERNON BERLIN, FRED D. McPHERSON, JR., AND
MAHLON D. McPHERSON, A PARTNERSHIP d/b as RADIO SANTA CRUZ
SANTA CRUZ, CALIFORNIA

File No.	Dated	Application for	Action	
			Nature	Date
BR-1643 R & F PN Recd. PRESS	7-14-74 8-1-74 AUG 26 1974	RENEWAL OF LICENSE (MAIN & AUXILIARY) Julian P. Freret, Atty.	GRANTED	11-18-74
BR-1643 R & F PN Recd. PRESS	7-11-77 7-26-77 " AUG 4 1977	RENEWAL OF LICENSE (MAIN & AUXILIARY) J.P. Freret, Atty.	GRANTED	2-17-78
BR 800731 U H PRESS	AUG 22 1980	RENEWAL OF LICENSE (MAIN & AUXILIARY) J.P. Freret, Atty.	GRANTED	1-14-81

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.

