

K V M L



**REMOVABLE LABEL GUIDE**

Cat. No. 4550L

Patent No. 1330199



## BROADCASTING STATION LICENSE RECORD

AM

Date first licensed 8-18-49 FOR NAME SEE CARD #2 Call letters KVM L (9-8-61)  
 X JOHN H. ROBBINS AND CHARLOTTE ROBBINS (AL 12-18-57) Station location: Sonora, California  
 X BREWSTER E. FERREL EFF: 1-1-58  
 X WALTER T. EGGERS AND GEORGE E. JOHNSTAD, d/b as RADIO STATION KROG (AL 1-17-57; EFF: (Not Consummated)  
 X BREWSTER E. FERREL (AL 10-14-53 EFF 10-15-53)  
 X KEN RANDOLPH (AL 4-23-52, Eff. 5-1-52)  
 Name of licensee X IANTHE DENSMORE tr/as MOTHER LODE BROADCASTING COMPANY

Transmitter location X Johnny Avenue, near Racetrack Rd., 1.5 miles NW of Sonora, Calif. 5-21-74  
 X On S. Side of Mono State Highway, 0.4 mile S.E. of city limits of  
 Sonora, California (CP 11-19-48) (Lic. 8-18-49)

Main studio location Same as Main  
 X On S. Side of Mono State Highway, 0.4 mile S.E. of city limits of  
 Sonora, California (CP 11-19-48) (Lic. 8-18-49)



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period		
					From	To	
BP-6836	11-19-48 CP for a new station.	1450	250w	U	1-19	7-19-49	
BL-3723	8-18-49 Lic. to cover CP (6836) for a new station. (COND. CLAUSE)	1450	250 w	U	8-18	2-1-51	
BS-2319	1-29-51	Extension of license			2-1	6-1-51	
BS-2319	5-23-51	Extension of license			6-1	9-1-51	
BZ-3294	6-26-51 Authority to determine operating power by direct method -	1450	250w	U (T)	6-26	9-1-51	
	CONDITIONAL CLAUSE						
BR-2319	8-24-51	1450	250w	U	8-24	12-1-53	
BAL-1368	4-23-52 Eff. 5-1-52	Vol. assignment of license to KEN RANDOLPH					
BAL-1621	10-14-53 EFF 10-15-53	Vol. assignment of license to BREWSTER E. FERREL					
BR-2319	11-4-53	1450	250w	U	12-1	12-1-56	
BR-2319	11-28-56	RENEWAL OF LICENSE			12-1-56	12-1-59	
BAL-2526	1-17-57 EFF:	Vol. assignment of license to: WALTER T. EGGERS AND GEORGE E. JOHNSTAD, d/b as RADIO STATION WROG. (not consummated)					
BAL-2845	12-18-57 EFF: 1-1-58	Voluntary assignment of license to John H. Robbins and Charlotte Robbins					
Letter	7-13-59	Commission granted permission sign-off 6:30PM period ending 10-9-59.					
	11-27-59	Commission deferred action on renewal pending further consideration.					
BR-2319	3-9-60	1430kc	250w	U	3-9	12-1-62	
&		Authority to determine operating power by					
BZ-4241		power by direct measurement of antenna power					
BAL-3743	3-9-60 EFF: 4-11-60	Voluntary assignment of license to Harlan L. Egan & Ralph P. Bowen d/b as Sonora Broadcasting Company.					
BAL-3974	8-25-60 EFF: 10-3-60	Voluntary assignment of license to Ralph P. Bowen tr/as Sonora Broadcasting Co.					
	11-28-62	Commission deferred action on renewal pending further consideration.					



# BROADCASTING STATION LICENSE RECORD

Date first licensed ..... (EFF: 10-30-79) Call letters KVML (9-8-61)  
XKROG

PORTUGUESE AMERICAN COMMUNICATIONS, CORPORATION (AL: 10-30-79) Station location Sonora, California

X JOSEPH L. HEROLD AND CHARLES W. HEROLD, SR. A  
X LIMITED PARTNERSHIP, dba HEROLD BROADCASTING COMPANY (AL 10-22-68 EFF. 11-30-68)

X RALPH P. BOWEN tr/as SONORA BROADCASTING CO., (AL 8-25-60; EFF: ~~10-3-69~~ 4-11-6

Name of licensee X HARLAN L. EGAN AND RALPH P. BOWEN d/b as SONORA BROADCASTING COMPANY, (AL 3-9-60

Transmitter location See Card #1

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period	
					From	To
BR-2319	12-26-62	1450kc	250w	Unl	12-2	12-1-65
Wire	8-27-65	Auth. oper. sign-off 10pm daylight saving time (9pm PST) thru 10-30-65.				
BR-2319	12-26-62	1450kc	250w	Unl.	12-26	12-1-65
		Superseding Authorization to correct obstruction markings.				
BR-2319	11-15-65	Renewal of License			12-1	12-1-68
BP-17041	6-27-66	1450kc	250w, 1kw-LS	U	8-27	2-27-67
		CP to incr. daytime power to 1kw and install new transmitter (BAUER 707) Cond'l.				
BL-11,514 cond1	1-16-67	1450kc	250w, 1kw-LS	U	1-16	12-1-68
		Lic to cover CP (BP-17,041) which auth in cr. daytime power, install new trans.				
BAL-6465	10-22-68	Vol. AL				
EFF.	11-30-68					
BR-2319(L)	12-31-68	Renewal of License			12-1	12-1-71
BP-18428	1-24-69	1450kc	250w	Aux.	9-24-69	
		CP to install a new aux. trans., at main trans. loc., to be oper. on 1450kc, 250w, for aux. purposes only.				
BL-12325 (L)	5-6-69	License (BP-18,428) install aux. trans.			12-1-71	
Comlet	5-15-70	Correct coord: NL 37 58 23 WL 120 22 13				
BZ-7897						
BR-2319(L)	11-29-71	RENEWAL OF MAIN & AUX.				12-1-74
EBSA	5-22-72					
BP-19,662	5-21-74	1450khz	250w 1kw	LS U	5-21-75	
		CP to chg. Ant - TL and SL				
BR-2319						
BL-13,937(L)	6-11-75	Renewal and Modification to cover BP-19,622 for changes				12-1-77
BR-2319(L)						
BL-13,937	6-11-75	Superseded to correct antenna description				
		12-1-77				
BZ-8966(1)	1-14-76	Direct Measurement				
BS-2319(L)	6-4-77	ML to change antenna description				
		12-1-77				
BS-2319(L)	6-4-77	superseded to correct antenna input power				
		12-1-77				



# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters K V M L

Station location .....

Name of licensee See Card #2

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-	
BR-2319(S)	11-30-77	Renewal of License (Main & Auxiliary)			12-1-80	
BAL790810HG	10-30-79	VOL. AL		EFF: 12	30-79	
BR800731UR(S)	11-25-80	Renewal			12-1-83	
BR800731UR(S)	11-25-80	Superseded to show correct city in condition.				12-1-83



## APPLICATION RECORD - BROADCASTING

K V M L (9-8-61)

Call X K R O G

Letters New

Name LANTHE DENSMORE tr/as MOTHER LODE BROADCASTING COMPANY  
 (PO # 5 Washington Street, Sonora, California)

File No.	Dated	Application for	Action	
			Nature	Date
HP-6836	6-22-48	Construction Permit for a new standard broadcast station to be operated on: Frequency: 1450kc Power: 250w Hours of operation: Unlimited Trans. location: .4 mile S.E. of Sonora City Limits on S. side of Mono State Highway, Sonora, Calif. Studio location: .4 mile S.E. of Sonora City Limits on S. side of Mono State Highway, Sonora, Calif.	GRANTED	11-19-48
Rec'd	6-25-48			
Filed	6-25-48			



Transmitter-Raytheon RA-250

Claud B. Andrews, Atty.  
1355 Cedar Court Rd.  
Glendale, California

George W. Berger, Engr.  
710 Knickerbocker Bldg.,  
Los Angeles, California



## APPLICATION RECORD - BROADCASTING

#2

Call KVM L (9-8-61)  
Letters X K R O G

Name IANTHE DENSMORE tr/as MOTHER LODE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BL-3723	5-23-49	License to cover Construction Permit (BP-6836) which authorized a new standard broadcast station.	Returned	6-9-49
Rec'd	5-31-49		Engineering statement	
Resubm.	6-17-49		dated after application	
Rec'd	6-21-49		sworn to	
Filed	6-21-49		GRANTED	8-18-49
			subj. to cond. that lic. shall be required to submit a written report to the Commission 1 each yr. to state cond. of the galvanized iron ground screen which is located at the tower base	
BR-2319	12-1-50	Renewal of license	RETURNED	12-18-50
Rec'd	12-5-50		not properly signed.	
Resub.	1-2-51		Granted	8-24-51



#3

FCC Form 94

## APPLICATION RECORD - BROADCASTING

Call K V M L  
Letters X K R O G

KEN RANDOLPH (AL 4-23-52, Eff. 5-1-52)

Name x IANTHE DENSMORE tr/as MOTHER LODE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BZ-3294 Rec'd. Filed	5-14-51 5-21-51 5-21-51	Authority to determine operating power by direct measurement of antenna power.	GRANTED	6-26-51
BAL-1368 Rec'd Filed	3-31-52 4-2-52 4-2-52	Voluntary assignment of license to Ken Randolph. Krieger & Jorgensen, Attys.	GRANTED Eff.	4-23-52 5-1-52
BR-2319 Rec'd Filed	9-8-53 9-10-53 9-10-53	Renewal of License	GRANTED	11-4-53
BAL-1621 Rec'd Filed	9-8-53 9-10-53 9-10-53	Voluntary assignment of license to Brewster E. Ferrel	GRANTED EFF:	10-14-53 10-15-53



## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

WALTER T. EGGERS AND GEORGE E. JOHNSTAD, d/b as RADIO STATION

Call

KVM L

Letters

KROG

Name  BREWSTER E. FERREL

KROG (AL 1-17-57; EFF:

File No.	Dated	Application for	Action	
			Nature	Date
BP-10,011 Rec'd Filed	7-29-55 8-1-55 8-1-55	Construction permit to change frequency from 1450kc to 790kc; increase power from 250w to 1kw and change hours of operation from unlimited to daytime; make changes in the antenna system (increase in height) and install a new transmitter (Raytheon RA-1000).	DISMISSED req. of applicant	11-30-55
BR-2319 Rec'd Filed	10-22-56 10-29-56 10-29-56	Renewal of License	GRANTED	11-28-56
BAL 2526 Rec'd Filed	12-3-56 12-7-56 12-7-56	Voluntary assignment of license to Walter T. Eggers and George E. Johnstad, d/b as Radio Station KROG.	GRANTED EFF: Not Consummated, per letter dated 2-28-57	1-17-57
BAL- Rec'd	4-10-57 4-15-57	Voluntary assignment of license to Mother Lode Broadcasting System, Inc.	RETURNED Request of applicant.	4-18-57



AUG. 1955

JOHN H. ROBBINS AND CHARLOTTE ROBBINS

Call **XVML**Letters **X...K.R.O.G.**Name **x BREWSTER E. FERREL**

File No.	Dated	Application for	Action	
			Nature	Date
BAL-2845 Rec'd Filed	10-30-57 11-6-57 11-6-57	Voluntary assignment of license to John H. Robbins and Charlotte Robbins.	GRANTED EFF:	12-18-57 1-1-58
BR-2319 Rec'd Filed	9-10-59 9-15-59 9-15-59	Renewal of License	GRANTED	3-9-60
<del>BZ-4241</del> Rec'd Resubmitted R&F	<del>12-2-59</del> 12-7-59 12-26-59 12-30-59	<del>Authority to determine operating power by direct measurement of <sup>antenna</sup> power.</del>	<del>Returned</del> <del>Filed on incorrect form</del> GRANTED	<del>12-10-59</del>  2-29-60 / Issued with Renewal/ 3-9-60
BAL-3743 Rec'd Filed	12-17-59 12-21-59 12-21-59	Voluntary assignment of license to Harlan L. Egan and Ralph P. Bowen d/b as Sonora Broadcasting Company.	GRANTED EFF:	3-9-60 4-11-60



## APPLICATION RECORD - BROADCASTING

AUG. 1955

Name X RALPH P. BOWEN tr/as SONORA BROADCASTING CO.

Name X HARLAN L. EGAN AND RALPH P. BOWEN d/b as SONORA BROADCASTING COMPANY

SONORA, CALIFORNIA 95370

Call KVM L (9-8-61)  
Letters XKROG

File No.	Dated	Application for	Action	
			Nature	Date
BAL-3974 Rec'd Filed	8-5-60 8-15-60 8-15-60	Voluntary assignment of license to Ralph P. Bowen tr/as Sonora Broadcasting Co.	GRANTED EFF:	8-25-60 10-3-60
BH-2319 Rec'd Filed	8-15-62 8-23-62 8-23-62	Renewal of license	GRANTED	12-26-62
BR-2319 R & F	9-21-65 9-27-65	Renewal of license	GRANTED	11-15-65
BP-17,041 R. & F.	12-15-65 12-21-65	CP to increase daytime power from 250w to 1kw, install new transmitter (Bauer 707). Engr: A. E. Towne Assoc., Inc.	GRANTED Cond'l re: 250w Class IV stations. Antenna resistance measurements.	6-27-66
BL-11,514 R & F	11/4/66 11/7/66	Lic. to cover CP (BP-17,041) which auth. incr. daytime power, install new trans. Engr: A. E. Towne, Calif.	GRANTED condl re	1-16-67 C1 IV stations



CONTACT: Ralph P. Bowen  
TELEPHONE: Code 209; 532-7426  
ADDRESS: P. O. Box 967  
Sonora, California



## APPLICATION RECORD - BROADCASTING

1450kc

Aug. 1955

JOSEPH L. HEROLD AND CHARLES W. HEROLD, SR. A LIMITED PARTNERSHIP, Call  
Letters K V M L

dba HEROLD BROADCASTING COMPANY

Name  RALPH P. BOWEN tr/as SONORA BROADCASTING CO.

Sonora, Calif 95370

File No.	Dated	Application for	Action	
			Nature	Date
BAL-6465 R & F FEE PD: \$75 SEP 12 1968	8-30-68 9-4-68 #456637	Voluntary assignment of license to Joseph L. Herold and Charles W. Herold, Sr., A Limited Partnership, dba HEROLD BROADCASTING COMPANY  Atty - Fisher, <u>Wayland</u> , Duvall & Southmayd	GRANTED EFF.	10-22-68 11-30-68
BR-2319 R.&F. #454267 \$75 SEP 16 1968	8-19-68 8-26-68 8-26-68	RENEWAL OF LICENSE AMENDED 12-9-68 to change name of applicant to "Joseph L. Herold and Charles W. Herold, Sr., A Limited Partnership, dba Herold Broadcasting Company"	GRANTED	12-31-68
BP-18,428 R. & F. #473674 \$30 JAN 22 1969	12-13-68 12-16-68 12-16-68	CP to install a new auxiliary transmitter (Raytheon RA-250) at main transloc, to be oper on 1450kc 250w, <del>1450kc</del> , for auxiliary purposes only. atty-Fisher, <u>Wayland</u> , Duvall and Southmayd (Amended 1-2-69 to verify Aux.trans.)	GRANTED	1-24-69



FORM BC-121

## APPLICATION RECORD - BROADCASTING

AUG. 1955

JOSEPH L. HEROLD AND CHARLES W. HEROLD, SR., A LIMITED  
PARTNERSHIP, dba HEROLD BROADCASTING COMPANYCall  
Letters K V M LName .....  
Sonora, California 95370

File No.	Dated	Application for	Action	
			Nature	Date
BL-12,325 R & F #493192 \$30 PT MAY 2 1969	2/25/69 2/26/69 2/26/69 3/6/69	License (BP-18,428) install aux. trans.  Atty: Charles V. Wayland	gr-5 GRANTED	6-69 5-6-69
BR-2319 R & F P.N. PRESS SEP 1 1971	8-7-71 8-16-71 8-16-71	Renewal of License (Main & Auxiliary)  Atty: Charles V. Wayland	GRANTED (Issued	11-29-71 with BZ-7898)
BZ-7897 Rec'd Amended & F DM PRESS NOV 9 1971	9-23-71 9-27-71 10-1-71 10-8-71	Direct Measurement - Main.  Direct Measurement - Aux. Atty: Fisher, <u>Wayland</u> , Duvall, etc.	GRANTED (issued	11-11-71 with BR-2319)



# APPLICATION RECORD - BROADCASTING

Call Letters           K V M L          

#9

Name           JOSEPH L. HEROLD AND CHARLES W. HEROLD, SR. A LIMITED PARTNERSHIP, dba            
          HEROLD BROADCASTING COMPANY          

SONORA, CALIFORNIA

File No.	Dated	Application for	Action	
			Nature	Date
BP-19,622 Rec'd Filed \$50-296922 AC-056 APR 26 1974	3-25-74 3-28-74 3-28-74 3-28-74	Construction permit to change antenna transmitter and studio location to Johnny Avenue near Racetrack Road, 1.5 mi. NW of Sonora, California. 37° 59' 38" 120° 24' 22" Atty: Charles V. Wayland	GRANTED	5-21-74
BR-2319 R & F PN Recd. PRESS JUL 25 1974	6-18-74 6-27-74 "	RENEWAL OF LICENSE Chas. V. Wayland, Atty. AMENDED 11-20-74 re: programming	GRANTED issued with BL-13,937	5-29-75
BL-13,937 R & F \$100#402880 PTA PRESS MAY 6 1975	3-16-75 3-19-75 3-21-75 3-31-75 1975	Lic. to cover BP-19662 for changes SL & TL: Johnny Ave. off Race Track Road Sonora, California Atty. Grover C. Cooper (Fisher, Wayland, etc)	GRANTED issued with Renewal	6-11-75



APPLICATION RECORD - BROADCASTING

1450khz

Call  
Letters .....K.V.M.L.....

#10

Name JOSEPH L. HEROLD AND CHARLES W. HEROLD, SR., A LIMITED  
PARTNERSHIP, DBA HEROLD BROADCASTING COMPANY, Sonora, California

File No.	Dated	Application for	Action	
			Nature	Date
BZ-8966 R & F DM PRESS	7-19-75 7-21-75 11-13-75	Direct Measurement	GRANTED	1-14-76
BR-2319 R & F PN Recd. PRESS	7-2-77 7-28-77 " AUG 15 1977	RENEWAL OF LICENSE (MAIN & AUX. TRANS.) R.J. Bodorff, Atty.	GRANTED	11-30-77



APPLICATION RECORD - BROADCASTING

Call  
 Letters ....K.V.M.L.....

PORTUGUESE AMERICAN COMMUNICATIONS, CORPORATION

x Joseph L. Herold and Charles W. Herold, Sr.,

Name x A Limited Partnership, dba HEROLD BROADCASTING COMPANY...  
 Sonora, Calif.

File No.	Dated	Application for	Action	
			Nature	Date
BAL 790810HG FORM 314 PRESS PN FILED	fm Vol AL to PORTUGUESE AMERICAN COMMUNICATIONS, CORPORATION AUG 30 1979 9-4-79	(Fisher, Wayland etc) Atty for assignor - R.J.Bodorff for assignee - Glaser, Fletcher etc	GRANTED EFF:	10-30-79 10-30-79
BR 800731 UR PRESS	AUG 22 1980	REQUEST FOR ISSUANCE OF TAX CERTIFICATE - filed 8-16-79 RENEWAL OF LICENSE (MAIN & AUX. TRANS.)	GR. Cond #1	11-25-80



BAL/HG re: reflect minority ownership of assignee  
AMENDED 10-15-79 re: projected bal. sheet; financial  
qualifications; bank letter & individual balance sheets of  
assignees



## 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.

