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CATALOG NO. 4550L 1/5

BROADCASTING STATION LICENSE RECORD

Date first licensed 12-27-62Call letters KXEX(4-16-62)
XKEYGStation location Fresno, CaliforniaName of licensee x JOHN SONDER AND SYLVIA SONDER D/B AS ATLAS BROADCASTING COMPANY
x ROBERT L. LIEPERT (AP 3-7-62 EFF: 4-3-62)Transmitter location x NE corner Walnut & Clay Aves., nr. Easton, Calif. (CP 4-9-79)
x 2247 W. Church Avenue, Fresno, California (BMP 9-18-62) L 12-27-62
x Corner W. Whites Bridge and Hughes Ave., Fresno, California (BP 5-4-61)Main studio location x 2247 W. Church Ave., Fresno, CA
x Same as transmitter.
x Corner W. Whites Bridge and Hughes Ave., Fresno, California (BP 5-4-61)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appi. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BP-10345	5-4-61 CP for a	1550kc	500w	Day	7-4 1-4-62 new standard broadcast station.
BP-10345 (1)	9-22-61	Mod. of CP(BP-10345) to assign Call Letters.			
BAP-565 EFF:	3-7-62 4-3-62	Vol. assignment of construction permit to John Sonder and Sylvia Sonder d/b as Atlas Broadcasting Company.			
BMP-9997 (2)	5-8-62	Mod. of CP(BP-10345) for extension of completion date to			8-4-62
BMP-10,468 (3)	8-23-62	Mod. of CP(BP-10,345 as mod.) for extension of completion date to			10-15-62.
BMP-10249	9-18-62	1550kc	500w	Day	11-18 5-18-63 Mod. of CP(BP-10,345 as mod.) to change antenna-trans. & studio loc., make changes in antenna system (inc. hgt.) & make changes in ground system change type trans. (BAUER 707) (Cond'1).
BL-9651	12-27-62	1550kc	500w	Day	12-27 12-1-65 Lic. to cover CP (BP-10,345 as mod) which auth. a new standard b/c station.
BR-4174	11-5-65	Renewal of License			12-1 12--1-68
TELEGRAM	10-17-67	PSA	54w		
BR-4174(S)	11-26-68	RENEWAL OF LICENSE			12-1 12-1-71
BR-4174(L)	12-13-71	Renewal			12-1-74
EBSA	6-12-72				
BR-4174(s)	11-22-74	Renewal of license			12-1-77
BR-4174	2-17-78	(S) REN. OF LICENSE			12-1-80
BP-20,531	4-9-79	CP inc. power, 1550khz	5kw	install DA chg. TL DA Day	RC 4-9-80
BP-20531(1)	10-30-79	MP correct coord.			
BMP-800318AN (2)	10-2-80	MP (BP-20531) for ext. of time to:			3-31-81

BROADCASTING STATION HISTORY RECORD

CARD # 2

AM

First licensed

Call Letters KXEX

Station Location

Name see card # 1

Transmitter Location

Main studio location

Authorization Record

File No.	Granted	Facilities	Expires
BMP-810303AK (3)	5-27-81	MP (BP-20531, as Mod.) for ext. of time to:	11-15-81
BR800729UK(S)	11-17-80	RENEWAL OF LICENSE	12-1-83

APPLICATION RECORD - BROADCASTING

FORMERLY FORM A-170

Call (4-16-62) K X E X
Letters ~~Now~~ X K E V G

Name ROBERT L. LIPPERT

PO 345 N. Robertson, Beverly Hills, Calif.
Lippert Theatres, 1069 Market St.,
San Francisco 3, California

File No.	Dated	Application for	Nature	Date	
EP-10,345	1-4-56	Construction permit for a new standard broadcast station to be operated on: Frequency: 1540ke 1550ke Power: 500w Hours of Operation: Daytime Trans. Location: Corner W. Whites, Bridge & Hughes Ave., Fresno, Calif. Studio Location: Same	DISMISSED	12-22-58	
Rec'd	1-31-56				Per Section 1.912(b) of Commission's Rules
Filed	1-31-56				
			GRANTED	5-4-61	
			After Hearing		
			Docket No. 12919		
			Order Issued.		
		Roberts & McInnis, Attys.			
AMEND.	8-29-58	AMENDED to change frequency to 1550ke; &			
R. & F.	9-19-58	make changes in antenna system (dec. hgt.)			
AMENDMENT	2-6-59	AMENDED to make changes in ground system.			
R & F	2-9-59				
		Engr. - Vandivere & Cohen			

Collins 550A

APPLICATION RECORD - BROADCASTING

 Call KXEX (4-26-62)
 Letters XKEVC

 Name Robert L. Lippert
 Fresno, Calif.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-9997 R&F	12-1-61 12-5-61	Mod of CP (BP-10345 which auth a new standard broadcast station) for extension of completion date from 1-4-62 to 8-4-62. Atty: Roberts & McInnis	GRANTED	5-8-62
AMENDMENT R & F	4-18-62 4-20-62	AMENDED to change name (BAP-565 gr 3-7-62)		
BAP-565 Rec'd Filed	12-3-61 12-5-61 12-5-61	Voluntary assignment of construction permit to John Sonder and Sylvia Sonder d/b as San Joaquin Broadcasting Co. Julian P. Freret, Atty.	GRANTED EFF:	3-7-62 4-3-62
AMENDED Rec'd Filed	1-26-62 1-30-62 1-30-62	AMENDED to change Assignee's trade name to Atlas Broadcasting Company.		

APPLICATION RECORD - BROADCASTING

Call KXEX (4-16-62)
Letters XKEVG

Name JOHN SONDER AND SYLVIA SONDER d/b as ATLAS BROADCASTING COMPANY
FRESNO, CALIFORNIA

File No.	Dated	Application for as mod.	Action	
			Nature	Date
BMP-10,249 R.&F.	4-6-62	Mod. of CP(BP-10,345/which auth. a new standard broadcast station) to change antenna-trans. & studio location from Corner W. Whites Bridge and Hughes Ave., Fresno, Calif. to 2247 W. Church Ave., Fresno, Calif.; make changes in antenna system(inc. hgt) and make chgs in the ground system.	GRANTED Cond'l re. Permittee shall accept such additional interf. as may result from a gr. of Radio Station KKHI's pending applic. Permittee shall be responsible for the installation of filter circuits in the transmitting equip. of Radio Stations KGST, KIRV & KXEX.	9-18-62
	4-10-62			
AMENDMENT R & F	4-23-62	Attys-Roberts & McInnis Engrs-Jules Cohen AMENDED to change type transmitter(BAUER 707)	GRANTED to	8-23-62 10-15-62
	4-25-62			
BMP-10,468 R.&F.	7-25-62	Mod. of CP(BP-10345 which auth. new standard broadcast station) for extension of completion date from 8-4-62 to 9-4-62.	GRANTED to	8-23-62 10-15-62
	7-30-62			

APPLICATION RECORD - BROADCASTING

Call
Letters K X E XName JOHN SONDER AND SYLVIA SONDER d/b as Atlas Broadcasting Company
Fresno, California

File No.	Dated	Application for	Action	
			Nature	Date
BL-9651 R. & F.	8-17-62 8-20-62	Lic to cover CP(BP-10,345 as mod) which auth a new standard broadcast station. Attys-Roberts & McInnis	GRANTED	12-27-62
BR-4174 R & F	8-1-65 9-3-65	Renewal of license Atty- Scharfeld, Bechhoefer & Baron	GRANTED	11-5-65
BR-4174 R & F #456078 \$75 Press: SEP 24 1968	8-30-68 9-3-68 9-3-68	Renewal of license. Theodore Baron, atty. AMENDED 10-25-68 re: Programming	GRANTED	11-26-68
BR-4174 R & F PN Recd. PRESS SEP 23 1971	8-26-71 9-2-71 "	RENEWAL OF LICENSE Theodore Baron, Atty. AMENDED 12-3-71 re: foreign language prog.	GRANTED	12-13-71

Call
Letters K X X XName **JOHN SONDER AND SYLVIA SONDER d/b as ATLAS BROADCASTING COMPANY**
PRESNO, CALIFORNIA

File No.	Dated	Application for	Action	
			Nature	Date
BR-4174 R & F PN PRESS	7-15-74 7-30-74 7-30-74 AUG 12 1974	Renewal of License Atty: Norman Jorgensen AMENDED 11-7-74 re: EEO 5KW	GRANTED	11-22-74
BP- 20,531 Rec'd Filed \$600-586766 AC-001 PN FILED PRESS:	6-28-76 6-30-76 6-30-76 6-30-76 8-26-76 SEP 27 1978	CP to inc. power to 10kw , install DA, chg. ant. Trans loc. NE Corner Walnut & clay Aves. nr. Easton Calif. Trans. Sparta 710 B 36° 38' 32" 119° 48' 30" 32 MAJOR ENVIRONMENTAL ACTION UNDER SECTION 1.1305 Atty:- Eng.- SEE CARD NO 6	GRANTED	4-9-79
BR-4174 R & F PN Recd. PRESS	7-19-77 7-25-77 " JUL 29 1977	RENEWAL OF LICENSE	GRANTED	2-17-78

APPLICATION RECORD - BROADCASTING

1550KHz

Call
Letters

Name JOHN SONDER AND SYLVIA SONDER DBA ATLAS BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
CONTINUED FROM CARD No 5 BP-20,531				
AMENDED	5-9-77	enr(approval of County Planning Commission to move transmitter)		
AMENDED	9-16-77	engineering(additional aerial photographs of proposed ant. site)	GRANTED	4-9-79
AMENDED	3-27-78	en neering((overlap study)		
AMENDED	5-26-78	engineering(request for extension of field intensity measurements ext to 6-30-78)		
AMENDED	6-27-78	enr.(request extension of field intensity measurements to 7-14-78)		
AMENDED	7-10-78	enr(req ext. of field intensity measurements to 8-4-78)		
AMENDED	8-7-78	enr(reduce power to 5kw)		
AMENDED	9-11-78	correctcoordinates		
Amended R & PN filed	F 1-29-79 1-29-79	re: Environmental impact statement		

APPLICATION RECORD-BROADCASTING
1550KHz.

Call Letters: K X E X

Name: JOHN SONDER AND SYLVIA SONDER DBA ATLAS BROADCASTING COMPANY

Station Location: FRESNO, CALIFORNIA

File No.	Date	Description	Action and Date
BMP800318AN PRESS (0) APR 17 1980		MP (BP-20,531) For Extension of Time to: _____ (FOR CHANGES) Atty. Vicent J. Curtis, Jr. (Fletcher, Heald & Hildreth)	GRANTED: 10-2-80 TO: 3-31-81
BR800729UK PRESS AUG 22 1980		Renewal of License AMENDED 11-3-80 re: programming	GRANTED 11-17-80
BMP800813AQ PRESS (0) SEP 25 1980		Mod. of CP (BP-20,531, as Mod.) To make chgs. in Ant. Sys.; chg. TL to: Marks Avenue Approx. 1150' So. of Church Street, Near Fresno, California & chg. type Trans. MAJOR ENVIRONMENTAL ACTION UNDER SECTION 1.1305 OF THE COMMISSION'S RULES. Atty. Vicent J. Curtis, Jr. (Fletcher, Heald & Hildreth)	GRANTED 1-7-81 Con'd

(OVER)

BMP-800813AQ

- 2-3-81 PETITION FOR RECONSIDERATION FILED BY MICHAEL H. BADER ON BEHALF OF INTERNATIONAL RADIO, INC.
- 2-19-81 OPPOSITION TO PETITION FOR RECONSIDERATION FILED BY VINCENT J. CURTIS, JR., ON BEHALF OF ATLAS BROADCASTING COMPANY
- 3-11-81 PETITION FOR RECONSIDERATION FILED BY JAMES PATTERSON, ON BEHALF OF NEW LIFE ENTERPRISES, INC.
- 3-27-81 OPPOSITION TO PETITION FOR RECONSIDERATION FILED BY VINCENT J. CURTIS, JR. ON BEHALF OF ATLAS BROADCASTING COMPANY

Name: JOHN SONDER AND SYLVIS SONDER DBA ATLAS BROADCASTING COMPANY

Station Location: FRESNO, CALIFORNIA

File No.	Date	Description	Action and Date
BMP-810303AK PRESS: (0)	APR 9 1981 4-20-81	MP(BP-20531 as mod.) for extension of time to _____ (FOR CHANGES) Atty - Vincent J. Curtis, Jr. RESPONSE TO OPPOSITION OF KXEX TO THE KIRV PETITION FOR RECONSIDERATION FILED BY JAMES PATTERSON, ON BEHALF OF NEW LIFE ENTERPRISES, INC.	GRANTED: 5-27-81 TO: 11-15-81
BZ-810513AD R & F DM PRESS MAY 21 1981	5-13-81	DIRECT MEASUREMENT Atty: Vincent J. Curtis, Jr. (Fletcher, Heald & Hildreth)	

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.

