

KVLY

 SPERRY RAND

---

REMOVABLE LABEL TAB

GUIDES AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/5



Form BC 126 #2963

June 1954

8-20-80 Auth. gr. for on-the-air I.D. as Edinburg-McAllen-Harlingen, Texas

FREQUENCY MODULATION

# BROADCASTING STATION LICENSE RECORD

K V I. Y 12-1-79

Date first licensed 10-17-74

Call letters ☒ K E S I

Station location Edinburg, Texas

TIPPIE COMMUNICATIONS, INC. (AL: 10-22-79 EFF: 11-1-79)

Name of licensee ☒ Valley Broadcasters, Inc.

Transmitter location 3.2 mi. S. of La Villa, near Rd. 491, Edinburg, Texas (PH-2-5-74)

3307 S. 281 Highway, Edinburg, Texas (Letter 3-3-80)  
Main studio location ☒ 0.25 mi. S. junction U.S. Hwy. 281 and farm Rd 1925, Edinburg, Texas  
(PH-2-5-74)



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BPH-8645 HAAT: 490' (h&v)	2-5-74	107.9mhz. ERP: 100kw(h&v) #300 Class-C CP for New FM Station.			U 2-5-75
BPH-8645(1)	4-11-74	Call letters assigned			
EBSA	4-11-74				
BLH-6387(L)	10-17-74	Lic.(BPH-8645, as mod.)			New 8-1-77
BSCA-1460	5-7-75	SCA 67 KHz.			
BRH-2963	7-21-77	(S) REN.OF LICENSE			8-1-80
BRSCA-1460	"	REN.OF SCA			
BALH790829HM	10-22-79	VOL. AL & SCA		EFF:	11-1-79
EBSA	12-1-79	chg. call			
LETTER	3-3-80	SL & RC now located at: 3307 S. 281 Highway, Edinburg, Texas.			
BRSCA & BRH	800324 U	V 7-31-80 (L)		RENEWALS	8-1-83



# APPLICATION RECORD - BROADCASTING

Call **K E S I**  
Letters **x NEW-FM**

Name **Valley Broadcasters, Inc.**  
**Edinburg, Texas (PO P.O. Box 1109, Edinburg, Texas 78539)**

File No.	Dated	Application for	Action	
			Nature	Date
BPH- 8645	10-12-71	CP for New FM on: <del>102.5mc.</del> <b>#273</b> ERP: 100kw(h&v)		
Rec'd:	10-18-71	HAAT: <del>432'</del> <b>(h&amp;v)</b> TPO: 20kw.	<del>RETURNED</del>	<del>11-18-71</del>
#012810 \$200	10-18-71	Trans: Gates-FM-20H3; Ant: GATES-FMC-12, 12	<del>(Section 73.207(a) Comm.)</del>	
CODE: 015		horiz. & vert. sects.	<del>Rules</del>	
PN REC'd:	10-28-71	TL: 3.2 mi. S. of La Villa, Texas, near Rd. 491.		
PRESS: <b>22</b>	NOV 1971	Edinburg, Texas.	GRANTED	2-5-74
Resubmitted:	12-13-71	SL & RC: $\frac{1}{4}$ mi. S. Jct. US Hwy. 281 & Farm Rd.	gr. fee	\$1800 req.
Filed:	10-26-73	491, Edinburg, Texas.	Pd 014	3-4-74
PRESS: <b>NOV 1973</b>		$26^{\circ} 15' 01'' - 97^{\circ} 55' 21''$	W285934	
PN REC'd:	10-12-73	Atty ----		
		Engr - Terrell W. Kirksey (Austin, Texas)		
	12-1-71	PETITION REQUESTING WAIVER OF RULE 73.207 FILED BY VALLEY BROADCASTING, INC.		
AMENDED	9-12-73	Chg. Frequency to: 107.9mhz. #300. & Up to		
		Date Financial Statements.		
AMENDED	11-26-73	Engr. Data: Chg. transmission line, contour and HAAT: 490' (H&V).		
Press: <b>DEC 10 1973</b>				



# APPLICATION RECORD - BROADCASTING

107.9mhz.

Call  
Letters K E S I

Name VALLEY BROADCASTERS, INC.  
Edinburg, Texas

File No.	Dated	Application for	Action	
			Nature	Date
BLH-6387 Rec'd W Filed PTA PRESS	8-29-74 9-4-74 9-10-74-057 9-10-74 9-11-74 OCT 2 1974	Lic.(BPH-8645, as mod.) - New Sta. Antenna: GATES, FMS-12, 12 sects.	GRANTED	10-17-74
BSCA-1460 Rec'd Filed #411515 \$50 #516230 \$50 Code 057 PRESS	4-1-75 4-4-75 4-23-75 4-10-75 4-23-75 APR 30 1975	Request for Subsidiary Communications Author- ization on a sub-carrier frequency of 67 khz.	GRANTED	5-7-75
BRH-2963 BRSCA-1460 R & F PN Recd. PRESS	3-28-77 " 3-30-77 " APR 20 1977	RENEWAL OF LICENSE RENEWAL OF SCA	GRANTED	7-21-77



# APPLICATION RECORD - BROADCASTING

Call **KVLY**  
Letters **XKESI**

TIPPIE COMMUNICATIONS, INC.

Name **x VALLEY BROADCASTERS, INC.**

**Edinburg, Texas**

File No.	Dated	Application for	Action	
			Nature	Date
BALE 790829HM FORM 314 PRESS:  SEP 18 1979 PN FILED	9-21-79	Vol AL to TIPPIE COMMUNICATIONS, INC. (INCLUDE SCA) (over)  Atty for assignor - Arthur V. Weinberg for assignee - John R. Wilner	GRANTED EFF:	10-22-79 11-1-79
BRH800324UV BRSCA800324UV PRESS:	APR 29 1980	RENEWAL OF LICENSE RENEWAL OF SCA  Atty: John R. Wilner	GRANTED	7-31-80
LETTER DATED PRESS (O)	6-2-80 JUL 16 1980	Filed by John R. Wilner Request for Dual City As: EDINBURG-MCALLEN-HARLINGEN, TEXAS.	Identification GRANTED	8-20-80



BALH790829HM Amended 10-9-79 re: Broadcast expenses



## 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.

FM History Cards were initiated in the early 1940s, with the authorization of the earliest FM stations in the FM band, then at 42 to 50 MHz. (The band was shifted to its present location, 88 to 108 MHz, in 1946.) 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 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). Prior to that move, the History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above.

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.

