

IN THE HEART OF  
UMATILLA COUNTY



PLUS BONUS COVERAGE  
OF FOUR OTHER  
COUNTIES

# KUMA

REACHING ALL OF UMATILLA COUNTY

1370 KCS.

STUDIOS AT 1815 S.W. EMIGRANT  
PHONE 521  
P.O. BOX 606  
PENDLETON, OREGON

Ernest R. Cooper; Editor  
National Radio Club  
438 East 21st Street  
Brooklyn 26, New York  
Dear DX Fans:

November 10, 1955

Please accept this letter as verification of your reception report which stated that you heard KUMA from 12:30am to 1:47a PST on November 6, 1955 in Brooklyn, New York.

KUMA went on the air for the first time on August 26, 1955, with 1000 watts on 1370 kc. We currently are a daytime station operating from 6:00 a. m. to local sunset. KUMA studios are at 1815 S. W. Emigrant Ave. in Pendleton, and the transmitter and tower operated by remote control, located two miles east of the city center. KUMA's call letters were chosen to represent the county of which Pendleton is the County Seat....UMAtilla! Umatilla is an indian name. Pendleton has a population of approximately 15,000 persons, with 47,000 in the county.

All equipment at KUMA is RCA, including a BTA-LM transmitter; BC-2B Console, Magnecord tape recorders, RCA turntables, RCA pick-up arms and heads. We are concentrating on a library of HI-FI music as much as possible.

At this writing, KUMA has an application before the FCC for 5000 watts, directional day and night on 1290 kc. We are, of course, eagerly awaiting a grant.

Best of luck in the furtherance of your hobby.

Very truly yours,

Len Serdar  
Chief Engineer

I sorry we don't have any early morn frequency check as ours is measured during normal broadcast hours in the daytime. As for KWRC I pretty sure they do but not sure when it is. Don't know just how Pendleton recieved its name but was named after an Indian Chief, Chief Pendleton. Our biggest Industry is farming with the major crop being wheat. We also have several large canneries and flour and woolen mills here. Not affiliated with any network yet. I sure did recieve loads of reports from your fellow members. One from New Zealand, 3 or 4 from Canada and several from the East Coast Just to name a few of the fartherest points.

Best of Luck.

Len.

THE "POWER FULL" 1000 WATT RADIO VOICE OF EASTERN OREGON