

K F L O

 SPERRY RAND



REMOVABLE LABEL TAB

GUIDES AND FOLDERS

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CATALOG NO 45501 1/5

BC-126
February 1974

#5002

BROADCASTING STATION LICENSE RECORD

Date first licensed June 2, 1976

Call letters K.F.L.O.

Station location Shreveport, La.

JOHN J. SHIELDS AND A.T. MOORE, dba NOR-MAX BROADCASTING COMPANY (AL gr 5/18/77 EFF: 5/27/77)
Name of licensee xJAMES E. REESE

Transmitter location 1/8 mi. W. of Russell Rd., 1/4 mi. S. of Nash St., near Shreveport, La.

318 Lane Building, 610 Marshall Str., Shreveport, Louisiana
Main studio location xTo be determined.

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BP-18,318	6-19-74	1300kHz.	500w	Day	6-19-75
		CP for a new standard broadcast station.			
BP-18,318(1)	8-26-74	Call letters assigned			
EBSA	8-26-74				
BMP-14,007(2)	7-21-75	MP (BP-18,318)		ext. of time	7-31-75
CONTEL	10-8-75	PSA	500 watts		
BL-13,999(L)	6-2-76	Lic. to cover BP-18,318 for NEW STANDARD STATION 1300kHz, 500w Day (RC)			6-1-79
BAL-8943	5/18/77	Vol AL EFF: 5/27/77			
BR790130UD	5-18-79	Renewal of License			6-1-82
BTC801125FY	12-15-80		VOL TC	EFF:	12-31-80

Aug. 1955

APPLICATION RECORD - BROADCASTING

Call Letters K F L O
* newName James E. Reese
Shreveport, Louisiana (13 54th St., Shreveport, La. 71201)

File No.	Dated	Application for	Action	
			Nature	Date
BP-18,318	7-18-68	CP for a new standard b/c station	Designated	for Hearing
R. & F.	7-19-68	1300kc 500w Daytime	17 M	1957
#45313 375	7-19-68	TL: 2/8 mi. W of Russell Rd, 1/4 mi. S of	Min.	
NP rec'd	8-12-68	Nash St., near Shreveport, Louisiana		
Amended	8-3-68	S & RC: To be determined, Shreveport, Louisiana	GRANTED	6-19, 1974
R. & F.	8-8-68	atty-McKenna & Wilkinson (Robert W. Coll)		
Re Sec. II, III, IV, & V		enr-L. J. M. du Treil		
OCT 18 1958				
Amended 10-12-	71	re: Financial & Programming Data		
Amended 8-24-	72	re to show that James Reese was a stockholder and director of WOPI, assignment granted.		
Amended 4-27-	73	re to show that Reese is stockholder in Tri-Cities (WJMI (FM)).		
Amended 11-1-	73	re to show that Mr. Reese is a 27.27% stockholder in Tri-Cities B/Cing Co. and consummation of WOPI-FM and WOKJ.		

CONTACT: JAMES E. REESE; PHONE: CODE 601; 863-3522 or
ADDRESS: 43-54th St., Gulfport, Miss. 8673

APPLICATION RECORD - BROADCASTING

Call
Letters K F L OName JAMES E. REESE
Shreveport, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BMP-14,007 R & F \$100-438455 AC-056 JUL 6 1975	6-2-75 6-12-75 6-12-75	MP(BP-18,318) for extension of completion date to 7-31-75(new) Atty: Robert W. Coll	GRANTED to	7-21-75 7-31-75
BL-13,999 R & F \$100#444316 PTA PRESS JUL 24 1975 Amended	6-27-75 6-30-75 7-1-75 7-11-75 10-1-75	Lic. to cover BP-18,318 for New Broadcast Station SL & RC: 318 Lane Building, 610 Marshall Street, Shreveport, Louisiana Atty: Robert W, Coll(McKenna, Wilkinson, ect.) EEO policies	XXXXXX GRANTED	6-2-76

APPLICATION RECORD - BROADCASTING

Call
Letters K F L O

JOHN J. SHIELDS AND A.T. MOORE, dba NOR-MAX BROADCASTING COMPANY

Name xxJames E. Reese
Shreveport, La.

File No.	Dated	Application for	Action	
			Nature	Date
BAL-8943 R & F (Form 314) PUB NOTICE MAR 23 1977	2-18-77	Voluntary assignment of license to JOHN J. SHIELDS and A.T. MOORE, dba NOR-MAX BROADCASTING COMPANY	GRANTED	5/18/77
	2-22-77		EFF:	5/27/77
	filed 3-7-77	REQUEST WAIVER SECTION 1.597 AMENDED 5-2-77 - statements re financing; B/C & programming	int	
BR79013000 PRESS	MAR 19 1979	Renewal of License	GRANTED	5-18-79

APPLICATION RECORD-BROADCASTING

Call Letters: KFLO

Name: JOHN J. SHIELDS AND A. T. MOORE, DBA NOR-MAX BROADCASTING COMPANY

Station Location: Shreveport, La.

File No.	Date	Description	Action and Date
BTC801125FY Form 316 PRESS DEC 10	1980	Voluntary relinquishment of positive control from John J. Shields and A.T. thru purchase of stock to A.T. Moore (98%)	Moore GRANTED 12-15-80 EFF: 12-31-80

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.

