

KOKA

 SPERRY RAND

REMOVABLE LABEL TAB

GUIDES AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/5



BROADCASTING STATION LICENSE RECORD

Date first licensed 9-24-47 Call letters KENT
 SEE CARD #2 FOR NAME *(the card 4 for name)*
 X HEPBURN BROADCASTING COMPANY, INC. (AL 6-13-72; EFF: 5-1-72) Station location: Shreveport, La.
 XKOKA BROADCASTING COMPANY, INC. (ML-10-29-64)
 X McLENDON SHREVEPORT BROADCASTING COMPANY, INC. (AL 6-13-62, eff: 7-9-62)
 X ~~TRB, INC.~~ (AL 3-3-61; EFF: 4-20-61)
 X RADIO SHREVEPORT, INC. (AL 5-7-58) EFF: 5-31-58

Name of licensee X FRANK H. FORD

Transmitter location On Blanchard Rd., 1.10 mi. NW of Shreveport, La. (CP 2-26-47)
 (Lic. 9-24-47)

1315 Milam Street, Shreveport, Louisiana (BRC-2125)

X311 Milam Street, Shreveport, Louisiana. (MP 5-19-47) (Lic. 9-24-47)

Main studio location To be determined, Shreveport, La. (CP 2-26-47)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
33-P-3916	2-26-47	1550	500w*1kw-LS	U	4-26 10-26-47
C.P. for new station - Order Issued *DA-N (Cond. Clause)					
BMP-2728	5-19-47	Mod. C.P. (3916)	to change T,	changes in	antenna and to change studio site. (Cond. clause)
BL-2618	9-24-47	1550	*500w, 1kw-LS	U	9-24 5-1-48
BZ-2444	Lic. to cover CP (3916 as mod.) for a new station and determine operating power by direct method. (CONDITIONAL CLAUSE) DA-N				
A-1774	4-27-48	1550	500w*1kw-LS	U	5-1 5-1-51
*DA-N					
A-1774	4-12-51	1550	500w*1kw-LS	U	5-1 5-1-54
*DA-N					
BS-1774	6-4-53	1550	500w*1kw-LS	U	6-4 5-1-54
*DA-N					
Mod. license changing operating specifications of DA and new descriptions of Points 1, 2 and 4 per Memo. 6-4-53					
S-1774	6-4-53	1550	500w*1kw-LS	U	6-4 5-1-54
*DA-N					
Superseding license correct error in operating specs. of DA					
BR-1774	4-7-54	Renewal of license			5-1 6-1-55
BRC-682	3-14-55	Modification of license	to operate trans		
(1)	by remote control from 311 Miliam Building, Shreveport, Louisiana, while using non-directional antenna.				
BR-1774	5-4-55	1550kc	500w-DA-N		
			1kw-LS	U	6-1 6-1-58
BAL-3002	5-7-58	Voluntary assignment of license to			
EFF:	5-31-58	Radio Shreveport, Inc.			
A-1774	5-7-58	RENEWAL OF LICENSE			6-1 6-1-61
BP-11785	4-1-59	1550kc	500w-DA-N	U	6-1 12-1-59
			10kw-LS		
CP to increase daytime power and install a new transmitter. (Cond'l)					
BMP-8786	12-4-59	Mod. of CP (BP-11785)	for extension of		
(1)	completion date to 2-1-60.				
BMP-8869	2-12-60	Mod of CP (BP-11,785 as modified)	for		
(2)	extension of completion date 8-1-60.				

June 1954

BROADCASTING STATION LICENSE RECORD

(SEE CARD #3)

(LOOK BELOW FOR NAMES)

K O K A

X K R E B

X K E N T

Date first licensed

Call letters

G. F. Abendroth, Elbert E. Allen, J. A. Dykes, James F. Dykes, (AL 11-9-72 EFF: 12-15-72)

Eugene L. Hilliard, Jr., Charlton H. Lyons, Sr., Station location

Charlton H. Lyons, Jr., John T. Palmer, Louis C. Pedleton, James A. Reeder, Joseph Sarpy, Jr.,

Mrs. Bennie Ruth Simpkins, Amos Terrell, William O. Watson, Jr., Charlton H. Lyons, Jr., Hall

M. Lyons & Benjamin H. O'Neal, Jr., Trustees for the C. H. & Marjorie Lyons Trust, under Trust

Name of licensee See Card #1

Agreement of date December 31, 1965, & Charlton H. Lyons, Jr., Hall M. Lyons, & Benjamin F. O'Neal, Jr., Trustees for the C. H. & Marjorie Lyons Trust, under Trust Agreement of date of December 31, 1968 dba KOKA BROADCASTING COMPANY

Transmitter location See card #1

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BTC-3370 EFF:	3-9-60 3-16-60	Voluntary transfer of control of license corporation from Troy Maichen to Edwin J. Charles, Gervase Stafford and Arthur P. Rykken.			
BMP-9064 (3)	7-29-60	Mod. of C.P. (BP-11785) as mod. to chg. type trans. (Condl)			
BTC-3562 EFF:	11-1-60 11-15-60	Vol. acquisition of positive control of licensee corporation by Gervase Stafford thru purchase of stock from Edwin J. Charles and Arthur P. Rykken.			
BL-8096	11-16-60	1550kc	500w-10kw	DA-N	11-16 6-1-61
Lic. to cover cp (BP-11,785 as mod) which auth. in incr. daytime power, instl. new type trans. (COLLINS 21M), spec. Collins trans. for daytime use & continue us of Raytheon RA-1000 trans for night-time use.					
BAL-4094 EFF:	3-8-61 4-20-61	Voluntary assignment of license to KREP, Inc. No action taken on renewal application, continued operation authorized.			
BR-1774	6-13-62	1550kc	500w-10kw	U DA-N	6-13 6-1-64
BAL-4483 eff:	6-13-62 7-9-62	Voluntary assignment of license to McLendon Shreveport Broadcasting Company Inc.			
BRC-2125	9-17-62	1550kc	500w-10kw	U DA-N	9-17 6-1-64
Mod. of license to change studio loc. and remote control point to 1315 Milam Street, Shreveport, Louisiana.					
BP-15709	10-3-62	1550kc	1kw	Aux.	12-3 6-3-63
CP to use present licensed main nighttime trans. (RAYTHEON RA-1000) as aux. trans. daytime only, to be operated on 1550kc, 1kw with remote control from studios.					
BL-9963 Aux.	5-16-63	1550kc	1kw	Aux. Daytime	5-16 6-1-64
Lic. to cover CP (BP-15,709) which auth. using main nighttime trans. as aux. trans. daytime. (RC)					
Wire	7-17-63	Auth. sign-off 9pm thru			10-12-63.
Wire	10-25-63	Ext. auth. oper. sign-off 9pm thru			1-22-64

BROADCASTING STATION LICENSE RECORD

SAME ASSIGNEE: BUT DELETE MRS. BENNIE RUTH SIMPKINS: AND ADD CHARLTON H. LYONS, III (AL 6-26-78

(EFF:

Date first licensed 9-24-67

(AL gr 3-11-74 EFF: 4-25-76

Call letters K O K A

G. F. ABENDROTH, ELBERT E. ALLEN, J. A. DYKES, JAMES F. DYKES, EUGENE L. HILLIARD, JR., CHARLTON H. LYONS, JR., JOHN T. PALMER, LOUIS C. PENDLETON, JAMES A. REEDER, JOSEPH SARPY, JR., MRS. BENNIE RUTH SIMPKINS, AMOS TERRELL, WILLIAM O. WATSON, JR., CHARLTON H. LYONS, JR., HALL M. LYONS AND AND BENJAMIN H. O'NEAL, JR., TRUSTEES FOR THE C.H. AND MARJORIE LYONS TRUST, UNDER TRUST AGREEMENT OF DATE DECEMBER 31, 1965; AND CHARLTON H. LYONS, JR., HALL M. LYONS, AND BENJAMIN F. O'NEAL, JR., TRUSTEES FOR THE C.H. AND MARJORIE LYONS TRUST UNDER TRUST AGREEMENT OF DATE OD DECEMBER 31, 1968; DBA KOKA BROADCASTING COMPANY (AL 3-11-74 EFF:

Station location

Name of licensee X G. F. ABENDROTH, ET AL dba KOKA BROADCASTING COMPANY (AL 1-26-73 EFF: 1-26-

~~(SAME PARTNERSHIP (ONCE PERCENTAGES ONLY) 73)~~

x Same licensee as above but add the name of Martha Sibley Hilliard (BAL gr 6/26/75 EFF: 7/29/75

Same licensee as above but delete AMOS TERRELL AS PARTNER (AL GR 9/9/75 EFF: 7/18/75

consummated 9/16/75

x Change trade name to SHREVEPORT BROADCASTING COMPANY (ML 11-22-76) dba MID AMERICA MEDIA COMPANY (ML790802AL 8/30/79)

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BR-1774	5-28-64	Renewal of License Main and Aux			6-1 6-1-67
BTC-4590 EFF	8-6-64 8-11-64	Voluntary transfer of control of licensee Corp. from John M. McLendon et al (all stock holders) to Stuart J. Hepburn, Century Life Insurance Company, et al			
BML-2095	10-22-64	Mod. of License to change name of lic. to KOKA BROADCASTING COMPANY, INC.			
BTC-4680 EFF: 11-4-64	10-30-64	Voluntary transfer of control of Lic. Corp. from Stuart J. Hepburn, Century Life Insurance Company, et al to Hepburn Broadcasting Company, Inc.			
BR-1774	5-22-67	2550 kHz, Aux (Day)		DA-N	6-1 6-1-70
Memo	4-7-70	Coord: NL 32 31 02 WL 93 48 13			
BR-1774(L)	3-3-71	Renewal of Main & Aux.			4-1-72 (SHORT-TERM)
EBSA	5-22-72				
BAL-7593	6-13-72	Vol AL	EFF: 6-13-72		
BR-1774	7-19-72	Renewal of license (Main & Auxiliary)			6-1-73
BAL-7666	11-9-72	VOL. AL	EFF: 12-15-72		
BAL-7784	1-26-73	VOL. AL	EFF: 1-26-73		
BAL-8004	3-11-74	VOL AL	EFF:		
BR-1774(L)	8-28-74	Renewal of License (Main & Auxiliary)			6-1-76
BAL-8412	6/26/75	Vol AL	EFF: 7/29/75		
BAL-8467	9/9/75	Vol AL	EFF: 7/18/75 consummated 9/16/75		
BR-1774(L)	5-27-76	RENEWAL (MAIN & AUXILIARY)			6-1-79
BML-2612(1)	11-22-76	ML chg. radio trade name.			
BALH-2703	6-26-78	VOL. AL			
Comlet	7-12-78	Revised page 2			
BML-790802AL	8-30-79	ML to chg. licensee name			

BC-126
June 1975

Name card

BROADCASTING STATION LICENSE RECORD

Date first licensed	Call letters
xG.F. Abendroth, Elbert E. Allen, J. A. Dykes, James F. Dykes, Eugene L. Hilliard, Jr., Martha Sibley Hilliard, Charlton H. Lyons, Jr., Charlton H. Lyons, III, John T. Palmer, Louis C. Pendleton, James A. Reeder, Joseph Sarpy, Jr., William O. Watson, Jr., residents of and domiciled in Shreveport, Louisiana; Charlton H. Lyons, Jr., Hall M. Lyons and Benjamin F. O'Neal, Jr., Trustees for the C.H. AND MARJORIE LYONS TRUSTS, Under Trust Agreement of date December 31, 1965, filed for record in Caddo Parish, Louisiana under Register Number 400512; and Charlton H. Lyons, Jr., Hall M. Lyons and Benjamin F. O'Neal Jr. Trustees for the C.H. AND MARJORIE LYONS TRUST Under Trust Agreement of date December 31, 1968 filed for record in Caddo Parish, Louisiana under Register Number 473081 dba SHREVEPORT BROADCASTING COMPANY (BAL gr 6-26-78 EFF:	Station location

ML TO CHG. LICENSEE NAME GRANTED 8-30-79: SAME AS ABOVE EXCEPT CORPORATE NAME IS:

MID AMERICA MEDIA COMPANY

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BR790201UV(L)	5-18-79	Renewal of License			6-1-82

APPLICATION RECORD - BROADCASTING

Call

Letters KENTName FRANK H. FORD(P.O. 1405 Slattery Bldg., Shreveport, La.)

File No.	Dated	Application for	Action	
			Nature	Date
B3-P-3916	4-30-45	Construction Permit for a new standard broadcast station to be operated on: Frequency: 1550 kc Power: 250w 500w, 1 kw, LS, DA-N Hours of Operation: Unlimited time Trans. & Studio Locations: 400 Block Ockley Drive, Shreveport, La. (Filed by F. W. Albertson, Atty.; Commercial Radio Equip. Co., Engrs.)	DOCKET NO. 7114	
Rec'd	8-13-45		GRANTED AFTER HEARING	
Filed	8-13-45			2-26-47
Amended	3-23-46	AMENDED: To change power from 250w unlimited time,	Order B-328	meet the minimum requirements for
Rec'd	4-26-46	to 1 kw daytime, 500w at night using DA at night and change	Subject to condition	that the permittee will
Filed	5-1-46	type of apparatus. (Filed by Thomas W. Wilson, Atty;)	furnish this Commission	with field intensity
			measurements which will	give assurance that the
			antenna efficiency will	antenna efficiency will
				a station of this
				class.

RCA-250-K-Transmitter

Gates BC-1E Transmitter

APPLICATION RECORD - BROADCASTING

#2

Call
Letters KENTName FRANK H. FORD

File No.	Dated	Application for	Action	
			Nature	Date
BMP-2728 Rec'd Filed	4-28-47 5-6-47 5-6-47	Mod. of C.P. (B3-P-3916, which authorized a new standard broadcast station) to make changes in vertical antenna, to change type of transmitter (Raytheon RA-1000), and to change studio location from 400 Block Oakley Drive, Shreveport, La., <u>TO</u> 311 Milam Street, Shreveport, Louisiana. (Filed by P.A. O'Bryan, Atty.)	GRANTED subject to condition that the permittee will furnish this Commission with field intensity measurements which will give assurance that the antenna efficiency will meet the minimum requirements for a station of this class.	5-19-47

APPLICATION RECORD - BROADCASTING

Call
Letters K E N TName Frank H. Ford

File No.	Dated	Application for	Action	
			Nature	Date
BL-2618 Rec'd Filed	8-13-47 8-14-47 8-13-47	License to cover C.P. (B3-P-3916, as mod.) which authorized a new standard broadcast station. and Authority to determine operating power by direct measurement of antenna power. John P. Carr, Atty.	Granted re waiver 3.60	9-24-47
BZ-2444 Rec'd Filed	8-13-47 8-14-47 8-14-47			
BR-1774 Rec'd	2-19-48 2-24-48	Renewal of license Robert L. Irwin, Atty.	Granted	4-27-48

Name Frank H. Ford

File No.	Dated	Application for	Action	
			Nature	Date
BSSA-245 Rec'd Filed	4-15-50 4-17-50 4-17-50	Special service authorization to operate on 1550kc, 1kw power, unlimited time with directional antenna night for a period of time until KENT-KEMM, Nuevo Laredo situation is cleared up through diplomatic channels. Dwight E. Rorer, Atty. Everett L. Dillard, Engr.	DISMISSED	9-13-50 per request of applicant
BR-1774 Rec'd	2-16-51 2-20-51	Renewal of license Clair L. Stout atty.	Granted	4-12-51
BR-1774 Rec'd Filed	1-25-54 1-28-54 1-28-54	Renewal of Licens. Filed by Clair L. Stout, Atty.	GRANTED	4-7-54

#5

FORM A-170

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
Letters KENTName FRANK H. FORD

File No.	Dated	Application for	Action	
			Nature	Date
BR-1774 Rec'd. Filed	2-14-55 2-23-55 2-23-55	Renewal of License Filed by Alfred C. Cordon, Jr., Atty.	GRANTED	5-4-55
BRC-682 Rec'd Filed	3-2-55 3-8-55 3-8-55	Modification of license to operate transmitter by remote control from 311 Milam Building, Shreveport, Louisiana, while using non- directional antenna Alfred C. Cordon, Jr., Atty.	GRANTED	3-14-55
BP-11,785 BP-12,078 BP-11,785 Rec'd Filed	12-28-57 1-3-58 1-3-58	Construction permit to increase daytime power from 1kw to 10kw and install new transmitter (Gates BC 10E) Atty. - Dow, Lohnes & Albertson Engr. - Comm. Radio Equip. Co.	GRANTED	4-1-59
AMENDMENT Rec'd	5-31-58 6-11-58	AMENDED to change applicant name to Radio Shreveport, Inc. (BAL-3002 granted) New file number assigned - BP-12,078. File No. BP-11,785 reassigned - att's request (per Section 1.354 (a) of rules, as amended)	Cond'l re: Permittee shall accept interference re- ceived from the proposed operation of Star Group B/C Co. on 1550kc, with a power of 10kw, daytime at Jackson, Miss. OR New South B.C. Corp same facil BP-12448 & BP 12429 resp. (12-13-58)	

APPLICATION RECORD - BROADCASTING

Call KRBB (6-27-60)
 Letters X.K.E.N.T.

RADIO SHREVEPORT, INC.

Name x FRANK H. FORD

File No.	Dated	Application for	Action	
			Nature	Date
BR-1774 Rec'd Filed	2-27-58 3-3-58 3-3-58	Renewal of License John A. Rafter, Attorney	GRANTED	5-7-58
BAL-3002 Rec'd Filed	4-2-58 4-4-58 4-4-58	Voluntary assignment of license to Radio Shreveport, Inc. Harry G. Sells, Atty.	GRANTED EFF:	5-7-58 5-31-58
BMP-8786 R & F	11-13-59 11-16-59	Modification of C. P. (BP-11785 which authorized increase in daytime power and instl. of new transmitter) for extension of completion date from 12-1-59 to Atty's: Dow, Lohnes and Albertson	GRANTED to	12-4-59 2-1-60

AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters K E E TName RADIO SHEVEPORT, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-8869 R & F	1-15-60 1-19-60	Modification of G. P. (BP-11725 as modified which authorized increase in ^{daytime} power & instl. new transmitter) for extension of completion date from 2-1-60 to _____. Atty's: Dow, Lohnes & Albertson	GRANTED	2-12-60 to 8-1-60
BTC-3370 Rec'd Filed	1-30-60 2-4-60 2-4-60	Voluntary transfer of control of licensee corporation from Troy Kaichen to Edwin J. Charles, Gervase Stafford and Arthur P. Rykken. Harry G. Sells, Atty.	GRANTED EFF: (Eff. 1-1-60)	3-9-60 3-16-60
BMP-9064 R & F	7-14-60 7-15-60	Modification of construction permit (BP-11785 as modified, which authorized increase in daytime power and instl of new trans) to chg type of transmitter (Collins 21M) Atty's: Dow, Lohnes & Albertson	GRANTED	7-29-60 Condl before prog. tests auth. data shall be subm for type accept. of trans.

APPLICATION RECORD - BROADCASTING

Call
Letters K R E BName RADIO SHREVEPORT, INC.
SHREVEPORT, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BL-8096 Rec'd Filed **	7-5-60 7-7-60 7-7-60	License to cover C.P. (BP-11785 as modified) which authorized increase in daytime power and installation of new transmitter (COLLINS-21M). Atty's: Dow, Lohnes and Albertson	GRANTED	11-16
AMENDED R & F	8-2-60 8-3-60	Amended to specify use of COLLINS-21M for daytime use and RAYTHEON RA 1000 for nighttime use.		
BTC-3562 Rec'd Filed	10-6-60 10-14-60 10-14-60	Voluntary acquisition of positive control of licensee corporation by Gervase Stafford thru purchase of stock from Edwin J. Charles and Arthur P. Rykken. Harry G. Sells, Atty.	GRANTED EFF:	11-1-60 11-15-60

APPLICATION RECORD - BROADCASTING

Call KOKA
 Letters KREB

Name RADIO SHREVEPORT, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BAL-4094 Rec'd Filed	12-9-60 12-9-60 12-9-60	Voluntary assignment of license to KREB, Inc. Thomas S. Sullivan, Atty.	GRANTED EFF:	3-8-61 4-20-61
BR-1774 Rec'd Filed	5-18-61 5-25-61 5-25-61	Renewal of License	GRANTED	5-25-61 6-13-62
BAL-4483 Rec'd Filed	3-21-62 3-21-62 3-21-62	Voluntary assignment of license to McLendon Shreveport Broadcasting Company, Inc. (CONTINGENT ON GRANT OF BAL-4484, KOKA) D. F. Prince & Ray R. Paul, Attys.	GRANTED EFF:	6-13-62 7-9-62

APPLICATION RECORD - BROADCASTING

Call
 Letters K O K A (7-10-62)

Name McLENDON SHREVEPORT BROADCASTING COMPANY, INC.
Shreveport, La.

File No.	Dated	Application for	Action	
			Nature	Date
BRC-2125 Rec'd Filed	9-5-62 9-7-62 9-7-62	Modification of license to change studio location and remote control point <u>to</u> 1315 Milam Street, Shreveport, Louisiana. Ray R. Paul, Atty.	GRANTED	9-17-62
BP-15,709 R. & F.	9-7-62 9-10-62	CP to use present licensed main nighttime trans (RA-1000) as aux. trans. day only, to be oper. on 1550kc, 1kw. Atty: Ray R. Paul	GRANTED	10-3-62
BL-9963 R. & F.	1-28-63 2-5-63	Lic to cover CP (BP-15,709) which auth using main nighttime transmitter as Auxiliary transmitter Daytime. Atty- Prince & Paul	GRANTED	5-16-63
BR-1774 R & F	2-17-64 3-2-64	Renewal of license (MAIN & AUXILIARY) Ray Paul, Atty.	GRANTED	5-28-64

APPLICATION RECORD - BROADCASTING

Call Letters K O K A

Name KOKA BROADCASTING COMPANY, INC.
McLENDON SHREVEPORT BROADCASTING COMPANY, INC.
Shreveport, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
--BTC-4590 R & F	6-19-64	Voluntary transfer of control of licensee corp. from John M. McLendon et al (all stockholders) to Stuart J. Hepburn, Century Life Insurance Company et al. Filed 7-20-64 REQUEST WAIVER OF SECTION 1.597 of Rules / Atty for transferor - Prince & Paul Atty for transferees - Cohn & Marks	GRANTED	8-6-64
	6-22-64		EFF	8-11-64
BML-2095 R. & F.	9-8-64 9-10-64	Modification of license to change name of licensee to KOKA BROADCASTING COMPANY, INC. Atty: Cohn and Marks	GRANTED	10-22-64
BTC-4680 R & F	10-13-64	Voluntary transfer of control of licensee corp. from Stuart J. Hepburn, Century Life Insurance Company et al to Hepburn Broadcasting Company, Inc. Atty. - Stanley B. Cohen (Cohn & Marks)	Granted	10-30-64
	10-15-64		EFF:	11-4-64

APPLICATION RECORD - BROADCASTING

Call
Letters K O K AName HEPBURN BROADCASTING COMPANY, INC.
X KOKA BROADCASTING COMPANY, INC.
SHREVEPORT, LA.

File No.	Dated	Application for	Action	
			Nature	Date
BR-1774 R. & F.	2-17-67 3-1-67	Renewal of license (Main & Auxiliary) Atty: Marcus Cohn	GRANTED	5-22-67
BR-1774 R & F #581521 \$105 P. N.	2-24-70 3-2-70 3-2-70 3-2-70 APR 15 1970	Renewal of License (Main & Auxiliary) AMENDED 4-24-70 re: transmitter logs Atty: Ronald A. Siegel	GRANTED	3-3-71 to 4-1-72 (SHORT-TERM)
BR-1774 R & F PN JAN 6 1972	12-15-71 12-29-71 12-29-71	Renewal of license (Main & Auxiliary) Atty-Ronald A. Siegel(Cohn & Marks) (Short-Term) AMENDED 6-13-72 to change name of applicant to "Hepburn Broadcasting Company, Inc"	GRANTED	7-19-72
BAL-7593 R & F FEE PD: \$250 #075880 CODE 053 (Form 316) JUN 7 1972	5-17-72 5-23-72	Voluntary assignment of license to HEPBURN BROADCASTING COMPANY, INC. Atty - Cohn & Marks (SEE OVER)	GRANTED	6-13-72 EFF: 6-13-72

RE: BAL-7593 - Assignee Art. on file with BTC-4000 gr
ATTY WAS CALLED 6-5-72 - ~~RE: Art. & By-Laws~~ (10-30-64)
not filed with application 6-12-72

APPLICATION RECORD - BROADCASTING

Name **G.F. Abendroth, Elbert E. Allen et al, dba**
x HEPBURN BROADCASTING COMPANY, INC. KOKA BROADCASTING COMPANY
 Shreveport, La.

Call
Letters **K O K A**

File No.	Dated	Application for	Action	
			Nature	Date
BAL -7666 R & F FEE PD: \$10000 CODE 047 Pub. notice filed	8-1-72 8-1-72 #097765 AUG 30 1972 8-31-72	Voluntary assignment of license to G.F. Abendroth, Elbert E. Allen, J.A. Dykes, James F. Dykes, Eugene L. Hilliard, Jr., Charlton H. Lyons, Sr., Charlton H. Lyons, Jr., John T. Palmer, Louis C. Pendleton, James A. Reeder, Joseph Sarpy, Jr., Mrs. Bennie Ruth Simpkins, Amos Terrell, William O. Watson, Jr., Charlton H. Lyons, Jr., Hall M. Lyons and Benjamin H. O'Neal, Jr., Trustees for the C.H. and Marjorie Lyons Trust, under Trust Agreement of date December 31, 1965, and Charlton H. Lyons, Jr., Hall M. Lyons, and Benjamin F. O'Neal, Jr., Trustees for the C.H. and Marjorie Lyons Trust, under Trust Agreement of date of December 31, 1968 dba KOKA BROADCASTING COMPANY	GRANTED REQ. GRANT FEE \$ 15500.00 Eff: 12-15-72. Paid: 048, 12-22-72, W138269	11-9-72
		Atty - Fletcher, Heald etc (SEE OVER)		

RE: BAL-7666 - AMENDED 10-5-72 re: consideration, reasons
for sale and community needs.

AMENDED 10-26-72 - financial data (bal. sheets)

AMENDED 11-2-72 - statement re operation of station

AMENDED 11-6-72 - statement re equal employment practices

APPLICATION RECORD - BROADCASTING

1550khz

Call
Letters K O K A

Name G.F. ABENDROTH, et al, dba KOKA BROADCASTING COMPANY
Shreveport, La.

File No.	Dated	Application for	Action	
			Nature	Date
BAL-7784 R & F FEE PD: \$250 #141079 JAN 22 1973	12-21-72 1-4-73	Voluntary assignment of license to same partnership (chge percentages only) Atty - Fletcher, Heald etc (E. Hummers)	GRANTED	1-26-73
BR-1774 R & F P.N. PRESS MAR 19 1973	2-23-73 3-5-73 3-5-73	Renewal of License (Main & Auxiliary) Atty.: Edward W. Hummers, Jr. AMENDED 4-9-73 re: business interests PETITION TO DENY filed 4-30-73 by Bossier Broadcasting Corp. (applicant for a new FM station) OPPOSITION TO PETITION TO DENY filed 5-8-73 by Edward W. Hummers, Jr., Counsel for KOKA REPLY TO OPPOSITION filed 5-18-73 by Michael H. Rosenbloom, Counsel for Bossier Broadcasting Corp. AMENDED 6-22-73 re: programming AMENDED 8-13-73 re: programming AMENDED 9-21-73 re changes in partnership AMENDED 1-3-74 re: partnership trading AMENDED 3-7-74 re: programming	EFF: GRANTED	1-26-73 8-28-74
8-88-74.	Item 2,	Renewal Agenda, By Memorandum Opinion and Order, DENIED Petition to Deny and granted application.		

APPLICATION RECORD - BROADCASTING

Call
Letters K O K A

Name G.F. ABENDROTH, ET AL DBA KOKA BROADCASTING COMPANY
G.F. ABENDROTH, ELBERT E. ALLEN et al, dba KOKA BROADCASTING COMPANY
Shreveport, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BAL-8004 R & F FEE PD: \$250 CODE 047 (Form 316) OCT 26 1973	9-25-73 10-4-73 #239953	Voluntary assignment of license to G.F. Abendroth, Elbert E. Allen, J.A. Dykes, James F. Dykes, Eugene L. Hilliard, Jr., Charlton H. Lyons, Jr., John T. Palmer, Louis C. Pendleton, James A. Reeder, Joseph Sarpy, Jr., Mrs. Bennie Ruth Simpkins, Amos Terrell, William C. Watson, Jr., Charlton H. Lyons, Jr., Hall M. Lyons and Benjamin H. O'Neal, Jr., Trustees for the C.H. and Marjorie Lyons Trust, under Trust Agreement of date December 31, 1965; and Charlton H. Lyons, Jr., Hall M. Lyons, and Benjamin F. O'Neal, Jr., Trustees for the C.H. and Marjorie Lyons Trust under Trust Agreement of date of December 31, 1968; dba KOKA BROADCASTING COMPANY Atty - Fletcher, Heald etc (SEE OVER)	GRANTED EFF:	3-11-74 4-25-74

RE: BAL-8004 - Accepted as "Voluntary" (Charlton H. Lyons,
Sr., Deceased - interests in Trusts increased
AMENDED 1-3-74 - corrections re interest held

APPLICATION RECORD - BROADCASTING

Call
Letters K O K A

SEE LICENSEE NAME BELOW (BAL-8412 gr 6-26-75)

Name G.F. Abendroth, et al., dba KOKA BROADCASTING COMPANY
Shreveport, La.

File No.	Dated	Application for	Action	
			Nature	Date
BAL-8412 Rec'd FEE PD \$50 #424059 CODE 047 (FORM 316) FILED JUN 20 1975	5-2-75 5-7-75 #424059 6-16-75	Voluntary assignment of license to: G.F. Abendroth, Elbert E. Allen, J.A. Dykes, James F. Dykes, Eugene L. Hilliard, Jr., Martha Sibley Hilliard, Charlton H. Lyons, Jr., John T. Palmer, Louis C. Pendleton, James A. Reeder, Joseph Sarpy, Jr., Mrs. Bennie Ruth Simpkins, Amos Terrell, William O. Watson, Jr., and Charlton H. Lyons, Jr., Hall M. Lyons, and Benjamin F. O'Neal, Trustees for the C.H. and Marjorie Lyons Trust under Trust Agreement of date December 31, 1965; and Charlton H. Lyons, Jr., Hall M. Lyons and Benjamin F. O'Neal, Jr., Trustees for the C.H. and Marjorie Lyons Trust under Trust Agreement of date December 31, 1968; dba KOKA BROADCASTING COMPANY Atty - Fletcher, Heald etc (E. Hummers) Partnership agreement filed 6-16-75 (SEE OVER)	GRANTED EFF: No gr fee req.	6/26/75 7/29/75

RE: BAL-8412 - Atty was called 6-16-75 - clarification
re JADCO, INC. mentioned in Partnership agreement; states
that JADCO, INC. is NOT a partner; will also remit ltr
to include Trade name *filed 6-18-75*

APPLICATION RECORD - BROADCASTING

Call
Letters K O K A

Name G.F. Abendroth, et al, dba KOKA Broadcasting Company
Shreveport, La.

File No.	Dated	Application for	Action	
			Nature	Date
BAL-8467	8-6-75	Voluntary assignment of license to: G.F. Abendroth, Elbert E. Allen, J.A. Dykes, James F. Dykes, Eugene L. Hilliard, Jr., Martha Sibley Hilliard, Charlton H. Lyons, Jr., John T. Palmer, Louis C. Pendleton, James A. Reeder, Joseph Sarpy, Jr., Mrs. Bennie Ruth Simpkins, William O. Watson, Jr.; and Charlton H. Lyons, Jr., Hall M. Lyons, and Benjamin F. O'Neal, Trustees for the C.H. and Marjorie Lyons Trust under Trust Agreement of date December 31, 1965; and Charlton H. Lyons, Jr., Hall M. Lyons and Benjamin F. O'Neal, Jr., Trustees for the C.H. and Marjorie Lyons Trust under Trust Agreement of date December 31, 1968; dba KOKA BROADCASTING COMPANY	GRANTED	9/9/75
R & F	8-19-75		EFF:	7/18/75
FEE PD: \$100 #465984			consummated	9/16/75
CODE 047(FORM 316)			no fee req	
AUG 29 1975		Atty - Fletcher, Heald etc(E. Hummers)		

#18

1550 khz

Form BC-121

September 1969

6-47

APPLICATION RECORD - BROADCASTING

Call

Letters K O K A

G. F. ABENDROTH et al d/b as SHREVEPORT BROADCASTING COMPANY

Name G. F. ABENDROTH, et al, dba KOKA BROADCASTING COMPANYSHREVEPORT, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BR-1774	1-8-76	RENEWAL OF LICENSE (MAIN & AUX. TRANS.)	GRANTED	5-27-76
R & F	2-2-76	Ed. W. Hummers, Jr. Atty. (Fletcher & Hildreth)		
PN Recd. PRESS	" APR 5 1976			
BML-2612	11-12-76	ML chg. partnership trade name to	GRANTED	11-22-76
R&F	11-16-76	Shreveport Broadcasting Company.		
001 637818 \$100	11-19-76	Ed. Hummers, Atty.		
AM & FM				
BAL-9382	6-5-78	Voluntary assignment of license to same/partners	GRANTED	6-26-78
R & F	6-8-78	but delete Mrs. Bennie Ruth Simpkins from		
Form 316 (Also see JUN 1 1978	C O Z(fm)	partnership and reflect Charlton H. Lyons, III as additional partner, (thru partial distribution of Trust Estate. Atty - Edward W. Hummers, Jr.		

Form BC-121

May 1976

6-47

APPLICATION RECORD - BROADCASTING

Call
Letters K O K A

dba MID AMERICA MEDIA COMPANY

Name X.G.F. ABENDROTH et al d/b as SHREVEPORT BROADCASTING COMPANY
SHREVEPORT, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BR 790201 UV PRESS	MAR 12 1979	RENEWAL OF LICENSE (MAIN & AUX. TRANS.) ED.W.Hummers, Jr., Atty. (Fletcher, Heald)	GRANTED	5-18-79
BML790802AL PRESS (0)	SEP 4 1979	Modification of License to change Licensee Name to: (SAME AS PRESENT LICENSEE NAME EXCEPT TO CHANGE TRADE NAME TO: "MID AMERICA MEDIA COMPANY".) Atty. Edward W. Hummers, Jr. (FLETCHER, HEALD & HILDRETH)	GRANTED	8/30/79

APPLICATION RECORD-BROADCASTING

Call Letters: KOKA

Name: G.F. ABENDROTH ET AL DBA MID AMERICA MEDIA COMPANY

Station Location: Shreveport, Louisiana

File No.	Date	Description	Action and Date
BAL810727FR Form 316 PRESS Also see KCOZ(FM)	AUG 17 1981 KKLR(FM)	Vol AL to G.F. Abendroth, Elbert E. Allen, J.A. Dykes, James F. Dykes, Rosemary Bulling Dykes, Eugene L. Hilliard, Jr., Martha Sibley Hilliard, Charlton H. Lyons, Jr. Charlton H. Lyons III, Culver Hall Lyons, John T. Palmer, Louis C. Pendleton, James A. Reeder, Joseph Sarpy, Jr., William O. Watson, Jr. residents of and domiciled in Shreveport, Louisiana; Charlton H. Lyons, Jr. Hall M Lyons and Benjamin F. O'Neal, Jr., Trustees for the C.H. and MARJORIE LYONS TRUSTS, Under Trust Agreement of date December 31, 1965, filed for record in Caddo Parish, Louisiana, under Register Number 400512; Charlton H Lyons, Jr , Hall M Lyons and Benjamin F. O'Neal, Jr , Trustees for the C.H. AND MARJORIE LYONS TRUST Under Trust Agreement of date December 23, 1968 filed for record in Caddo Parish, Louisiana under Register Number 473081	

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.

