

KREH



**REMOVABLE LABEL GUIDE**

**Cat. No. 4550L**

**Patent No. 1390199**



## BROADCASTING STATION LICENSE RECORD

Date first licensed 3-9-53 Call letters K R E H  
 SEE CARD #2 FOR NAME Station Location: Oakdale, Louisiana  
 X CYRIL W. REDDOCH AND RALPH L. HOOKS, d/b as  
 LOUISIANA BROADCASTING SERVICE (AL 6-8-55 EFF: 7-1-55)  
 x CYRIL W. REDDOCH, AS AN INDIVIDUAL AND AS EXECUTOR OF THE ESTATE OF KLIEN  
 EVANS, DECEASED d/b as LOUISIANA BROADCASTING SERVICE (AL 11-19-53 EFF: 12-22-  
 x CYRIL W. REDDOCH AND KLEIN EVANS d/b as LOUISIANA BROADCASTING SERVICE 53  
 Name of licensee

Transmitter location State Hwy 22, 1/2 mi. east of city limits, Oakdale, Louisiana (MP-12-31-52)  
(Lic. 3-9-53)

ZIP: 71463

231 East 5th Avenue, Oakdale, Louisiana (LETTER - 9-1-81)

(RC) X State Hwy. 22, 1/2 mile east of city limits, Oakdale, Louisiana (ERC-3-25-70)

x Eleventh St., Oakdale, La. (BS 1-3-66)

X 123 S. 10th St., Oakdale, La. (RC 3-10-60)

Main studio location State Hwy 22, 1/2 mi. east of city limits, Oakdale, Louisiana (MP 12-31-52)  
(Lic. 3-9-53)



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period	
					From	To
BP-8396 Ltr. MP for approval	10-23-52 10-30-52	900	250w	Day	subject filing T. site and antenna (COND'L CLAUSE)	
BP-8396 BP-6051	12-31-52	900	250w	Day	2-28-53	8-31-53
	Mod. of C.P. (BP8396) for approval antenna, transmitter & studio locations. COND'L CLAUSE)					
BL-4906	3-9-53	900	250w	Daytime	3-9-53	6-1-55
	Lic. cover CP(8396, as mod.) for new station (C.G.					
BAL-1636 EFF:	11-19-53 12-22-53	Involuntary AL to CYRIL W. REDDOCH, AS AN INDIVIDUAL AND AS EXECUTOR OF THE ESTATE OF KLIEN EVANS, DECEASED d/b as LOUISIANA BROADCASTING SERVICE				
BR-2784	5-18-55	900	250w	Day	6-1	6-1-58
BAL-2033 EFF:	6-8-55 7-1-55	Vol. assignment of license to Cyril W. Reddoch and Ralph L. Hooks d/b as Louisiana Broadcasting Service.				
BR-2784	5-7-58	900	250w	Day	6-1	6-1-61
BAL-3196 Eff:	10-15-58 10-15-58	Voluntary assignment of license to Cyril W. Reddoch, Ralph L. Hooks and C. Winsett Reddoch, d/b as Louisiana Broadcasting Service.				
BRC-1638	3-10-60	Modification of license to change Studio location from St. Hwy. 22, 1/2 mi. E. of city limits, Oakdale, Louisiana to 123 South Tenth Street, Oakdale, Louisiana and to operate transmitter by Remote Control from studio location				
		900kc,	250w	Un.	3-10	6-1-61
	6-1-61	Comm. deferred action on renewal pending further consideration.				
	9-15-61					
BR-2784	<del>xxxxxxx</del>	Renewal of license			9-15	6-1-64
BR-2784	5-7-64	Renewal of License			6-1	6-1-67
BS-2784 (1)	1-3-66	Mod. of Lic. to chg. studio loc. & delete RC oper. of trans. from old studio loc.				
BRC-2825 (2)	2-8-66	Mod. of license to operate transmitter by remote control from 107 N. Eleventh Street, Oakdale, Louisiana.				



## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters K R E H

Station location Oakdale, Louisiana

CYRIL W. REDDOCH AND C. WINSETT REDDOCH dba LOUISIANA BROADCASTING SERVICE (VOL. AL 7-29-70  
EFF: 8-1-70)

Name of licensee ~~x CYRIL W. REDDOCH, RALPH L. HOOKS AND C. WINSETT REDDOCH, d/b as  
LOUISIANA BROADCASTING SERVICE (AL-10-15-58 EFF: 10-15-58)~~

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
BR-2784	5-22-67	900kc	250w	Day RC	6-1 6-1-70
BRC-3421 (1)	3-25-70	Mod. to	change	SL & oper.	by RC
BR-2784(L)	5-27-70	RENEWAL			6-1-73
BAL-6870	7-29-70	VOL. AL.	EFF:	8-1-70	
EBSA	6-12-72				
BZ-8027(D)	5-16-72	DIRECT MEASUREMENT			
BZ-8142(D)	8-31-72	Direct Measurement			
BR-2784(S)	5-31-73	RENEWAL			6-1-76
BR-2784(S)	5-31-77		RENEWAL		6-1-79
BR790126UU	5-18-79	RENEWAL			6-1-82
LETTER	9-1-81	SL & RC	now Loc.	at: 231	East 5th Avenue, Oakdale, Louisiana



## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call **K R E H**  
Letters **x New**Name **CYRIL W. REDDOCH AND KLIEN EVANS d/b as**  
**LOUISIANA BROADCASTING SERVICE**

P.O. c/o Cyril W. Reddoch, Box 421 Sulphur, La.

File No.	Dated	Application for	Action	
			Nature	Date
BP-8396	2-6-52	Construction permit for a new standard broadcast station to be operated on: Frequency: 900kc Power: 250w Hours of Operation: Daytime Trans. Location: To be determined Oakdale, La. Studio Location: To be determined Oakdale, La.  C. Robert Mathis, Atty.	GRANTED	10-23-52
Rec'd	2-11-52		Sub. filing MP for approval site and antenn	
Filed	2-11-52		and acceptance of such interference as would result from operation presently proposed in application BP-8323 in Covington, Louisiana. Ltr. 10-30-52  Issued with BMP-6051	



Gates BC-250GY



## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

CYRIL W. REDDOCH AND KLIEN EVANS d/b as

Call  
Letters K R E HName LOUISIANA BROADCASTING SERVICE

File No.	Dated	Application for	Action	
			Nature	Date
BMP-6051 Rec'd Filed	11-3-52 11-5-52 11-5-52	Modification of construction permit (BP-8396 which auth. a new standard broadcast station) for approval of antenna, transmitter and studio location as $\frac{1}{2}$ mi. E. of city limits on state highway #22, Oakdale, Louisiana.	GRANTED Sub. to acceptance of such interference as would result from operation presently proposed in BP-8323 in Covington, Louisiana.)	12-31-52
BL-4906 Rec'd Filed	1-15-53 1-19-53 1-19-53	License to cover construction permit (BP-8396 as mod.) which authorized a new standard broadcast station.	GRANTED re acceptance interference from operation presently proposed in BP-8323 in Covington, Louisiana	3-9-53



#3

FORM A-170

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

(SEE BAL-1636)

Name **x**CYRIL W. REDDOCH AND KLIEN EVANS d/b as  
...LOUISIANA BROADCASTING SERVICECall  
Letters ...K.R.E.H.

File No.	Dated	Application for	Action	
			Nature	Date
BAL-1636 Rec'd Filed	10-22-53 10-23-53 10-23-53	Involuntary assignment of license to Cyril W. Reddoch, as an individual, and as executor of the estate of Klien Evans, deceased, d/b as Louisiana Broadcasting Service.  Davies, Richberg, Tydings, Beebe & Landa, Attys.	GRANTED EFF:	11-19-53 12-22-53
BR-2784 Rec'd Filed	2-25-55 2-28-55 2-28-55	Renewal of License	GRANTED	5-18-55
BAL-2033 Rec'd Filed	5-9-55 5-11-55 5-11-55	Voluntary assignment of license to Cyril W. Reddoch and Ralph L. Hooks d/b as Louisiana Broadcasting Service.	GRANTED EFF:	6-8-55 7-1-55



AUG. 1955

Call  
Letters ...KREH.....Name ..CYRIL W. REDDOCH & RALPH L. HOOKS D/B AS LOUISIANA.....  
BROADCASTING SERVICE

File No.	Dated	Application for	Action	
			Nature	Date
BR-2784 Rec'd Filed	1-29-58 1-30-58 1-30-58	Renewal of license.	GRANTED	5-7-58
BAL-3196 Rec'd. Filed	9-30-58 10-2-58 10-2-58	Voluntary assignment of license to Cyril W. Reddoch, Ralph L. Hooks, and C. Winsett Reddoch d/b as Louisiana Broadcasting Service.	GRANTED EFF:	10-15-58 10-15-58
BRC-1638 Rec'd Filed	3-8-60 3-9-60 3-9-60	Modification of license to change Studio location from State Hwy. 22, 1/2 mi. E. of city limits, Oakdale, Louisiana TO 123 South Tenth Street, Oakdale, Louisiana and to operate transmitter by Remote Control from studio location	GRANTED	3-10-60
BR-2784 Rec'd & Filed	2-24-61 2-27-61	Renewal of license	GRANTED	9-15-61



#5

900kc

FORM BC-121

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call Letters ..... K R E H

CYRIL W. REDDOCH AND C. WINSETT REDDOCH dba LOUISIANA BROADCASTING SERVICE

Name  CYRIL W. REDDOCH, RALPH L. HOOKS AND C. WINSETT REDDOCH d/b as LOUISIANA BROADCASTING SERVICE, Oakdale, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BR-2784 Rec'd Filed	2-21-64 2-24-64 2-24-64	Renewal of license	GRANTED	5-7-64
BRC-2825 Rec'd Filed	2-1-66 2-4-66 2-4-66	Modification of license to operate transmitter by remote control from 107 N. Eleventh Street, Oakdale, Louisiana.	GRANTED	2-8-66
BR-2784 R & F	2-23-67 2-27-67	Renewal of License	GRANTED	5-22-67
BAL-5870 R & F FEE PD: \$30 (Form 316 - also see; KDLA, KSTV, etc Pub. not filed	2-24-70 2-27-70 #581299 3-19-70	Voluntary assignment of license to CYRIL W. REDDOCH and C. WINSETT REDDOCH dba LOUISIANA BROADCASTING SERVICE	GRANTED	8-29-70 EFF: 8-1-70

condition licensee accept such interference as would result from the oper. of Radio Station WARB, Covington, La.



Aug. 1955

BROADCASTING SERVICE

K R E H

CYRIL W. REDDOCH AND C. WINSSETT REDDOCH d/b as LOUISIANA

Name

CYRIL W. REDDOCH, RALPH L. HOOKS AND C. WINSSETT REDDOCH d/b as  
"LOUISIANA BROADCASTING SERVICE", Oakdale, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BR-2784 Rec'd Filed #581281 \$50 PN PRESS	2-21-70 2-27-70 3-20-70 #586686 \$25 2-27-70	Renewal of license	GRANTED	5-27-70
BRC-3421 R & F #586878 \$30	3-19-70 3-23-70 3-23-70	Mod. of license to change studio location to on highway (State) 22, 1/2 mile east of city limits of Oakdale, Louisiana and operate by remote control from same location.	GRANTED	3-25-70
BZ-8027 R & F DM PRESS	3-3-72 3-8-72 3-15-72 MAY 9 1972	Direct Measurement	GRANTED	5-16-72
BZ-8142 R & F EM PRESS	8-2-72 8-7-72 8-18-72 AUG 28 1972	Direct Measurement	GRANTED	8-31-72



APPLICATION RECORD - BROADCASTING

REDDOCH

Call Letters K R E H

Name CYRIL W. REDDOCH AND C. WINSETT/dba, LOUISIANA BROADCASTING SERVICE  
Oakdale, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BR-2784 R & F P.N. PRESS APR 9 1973	2-21-73 3-2-73 3-2-73	Renewal of License	GRANTED	5-31-73
BR-2784 R & F PN Recd. PRESS FEB 10 1976	1-7-76 1-30-76	RENEWAL OF LICENSE	GRANTED	5-31-77
BR 790126 UU PRESS APR 4 1979		RENEWAL OF LICENSE	GRANTED	5-18-79



## APPLICATION RECORD-BROADCASTING

Call Letters: KREH

Name: CYRIL W. REDDOCH AND C. WINSETT REDDOCH dba LOUISIANA BROADCASTING SERVICE

Station Location: Oakdale, Louisiana

File No.	Date	Description	Action and Date
BAL810519EZ Form 314 JUN 9 PRESS Also see KCWR(fm) PN filed 6-23-81 PN filed 7-27-81	1981	Vol AL to George B. Mowad dba Oakdale Broadcasting Company Atty-	EFF: 8-4-81



## 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 12<sup>th</sup> 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.

