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CATALOG NO. 4550L 1/5

Form BC 126  
June 1954

2396

FREQUENCY MODULATION

# BROADCASTING STATION LICENSE RECORD

Date first licensed 6-23-69

Call letters K M B Q (EFF: 6-19-72)  
X K E E L - FM

Station location Shreveport, La.

Name of licensee MULTIMEDIA RADIO, INC. (ALH. 2-28-75; EFF: 5-15-75)  
X KEEL, INC.

Transmitter location 937 Stoner St., Shreveport, La. (Corrected Ltr. 12-29-67)  
X 933 Murphy Street, Shreveport, La. (PH-7-14-66)

Main studio location 71102 710 Spring Street, Shreveport, La. (Applic. 9-12-67)  
X 1500 North Market Street, Shreveport, La. (PH-7-14-66)

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BPH-5361 HAAT: 265'	7-14-66	93.7mc. ch#229	ERP: 100kw U TPO: 9kw		9-14-66 3-14-67
		CP for a new Class C FM broadcast station with RC.			
BTC-5169 EFF	9-27-66 11-14-66	Voluntary relinquishment of positive control of Lin Broadcasting Corporation (parent corp. of <sup>permitted</sup> corp.) by Frederic Gregg, Jr., et al, thru issuance of add'l stock to Medallion Pictures Corporation and to the general public.			
BPH-5361 (1)	11-3-66	Mod. of CP(BPH-5361) to assign call letters K E E L-FM.			
BMPH-9281 (2)	3-30-67	Mod. of CP(BPH-5361) for ext. of completion date to 9-14-67			
BMPH-9423 HAAT: 265'	6-19-67	93.7mc. ch#229	ERP: 100kw(h&v) U TPO: 16.5kw (RC)		9-14-66 9-14-67
		Mod. of CP(BPH-5361 as mod.) to chg. type trans (Collins-830H-1A); chg. type ant(Collins-37CP-12, 12 sects); and incr. TPO; using ERP(horiz.&vert.);			
BMPH-9584 (1)	9-14-67	Mod. of CP(BPH-5361 as mod.) for ext. of completion date to 3-14-68			
Applic.	9-12-67	To change studio location and remote control point to 710 Spring Street, Shreveport, Louisiana.			
Ltr. dtd. & rec'd	12-29-67	redescing. ant.-trans. loc. as 937 Stoner Street, Shreveport, Louisiana.			
BMPH-9915 (2)	3-29-68	MP(BPH-5361 as mod) ext. of time 9-14-68			
BLH-4034(L)	6-23-69	Lic.(BPH-5361 as mod.) for new sta., specify type trans. GATES FMS-20H. ant. GATES FMC-12. 6-1-70			
ERH-2396(S)	5-27-70	Renewal of license 6-1-73			
EBSA	5-22-72				
BR-2396(L)	5-31-73	RENEWAL 6-1-76			

Form BC 126  
June 1954

# BROADCASTING STATION LICENSE RECORD

#2

Date first licensed .....

Call letters .....

Station location .....

Name of licensee .....

Transmitter location .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BALH-2097	2-28-75	Vol. AL.	EFF	5-15-75	
BTC-7547	2-28-75	Vol. TC.	EFF	5-15-75	
BPH-9607(L) HAAT: 265ft(H&V)	9-29-75	93.7mhz	ERP: 6.4kw(H&V) CP install new Aux. Trans For Aux. Purposes Only	U	9-29-76 (RC)
BRH-2396 BLH-6937	6-2-76	RENEWAL AND MODIFICATION (Main & Auxiliary Trans.)			6-1-79
BPH790222AJ HAAT: 315' (H) (L)	5/22/79	93.7mhz	ERP: 2.15kW (H) CP to install Aux. ant at main SL FOR AUXILIARY PURPOSES ONLY	RC	5/22/80
BRH790201VF	5-18-79	RENEWAL (MAIN & AUX TRANS)			6-1-82
BLH-790904AD (L)	1-10-80	93.7Mhz	ERP:2.15kW., TPO:3kW.,HAAT;315 ft.(H) License to cover (BPH- 790222AJ) for changes.		1-10-81.

FORM BC-121  
AUG. 1955

# APPLICATION RECORD - BROADCASTING

Call Letters KEEL-FM  
new-FM

Name KEEL, INC.  
SHREVEPORT, LOUISIANA (PO % Mrs. Marie Gifford, 1500 N. Market St., Shreveport, La.)

File No.	Dated	Application for	Action (71107)	
			Nature	Date
BPH-5361 R&F	4-5-66 4-11-66	Construction permit for a new FM broadcast station to be operated on: Frequency: 93.7mc CH 229 ERP: 100kw TPO: 8.95kw HAAT: 263 feet Type trans: Collins-830F-2A Type ant: Collins-37M-12, 12 sections Trans loc: 933 Murphy St., Shreveport, La. Studio loc: 1500 N. Market St., Shreveport, La. Remote control loc: Same as studio.  Atty: Mallyck & Bernton Engr: Silliman, Moffet & Kowalski	GRANTED	7-14-66

CONTACT: Mallyck & Bernton

PHONE: Code 202; ST 3-7371

ADDRESS: 621 Colorado Building  
Washington, D. C. 20005

FORM BC-121 #2  
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters KEEL-FM  
~~Unassigned~~

Name KEEL, INC.  
Shreveport, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BTC-5169 Rec'd Filed (Form 316)	8-10-66	Voluntary relinquishment of positive control of <del>Lin</del> Broadcasting Corporation (parent corp. of <del>Lin</del> corp) by Frederic Gregg, Jr., et al., thru issuance of additional stock to Medallion Pictures Corporation and to the general public  Atty - Mallyck & Bernton	GRANTED EFF:	9-27-66
	8-12-66			11-14-66
	8-23-66			
BMPH-9281 R & F	3-6-67	Modification of CP(BPH-5361 which authorized a new FM broadcast station) for extension of completion date from 3-14-67 to _____  Attys - Mallyck & Bernton	GRANTED to	3-30-67
	3-8-67			9-14-67
BMPH-9423 R & F	5-25-67	Mod. of CP(BPH-5361 as mod., which authorized a new FM b/c station) to chg. type trans (Collins-830H-1A); chg. type ant(Collins-37 CP-12, 12 sects); and incr. TPO to 16.62kw; using ERP of 100kw(horiz.&vert.) Atty - Theodore Mallyck Engr: John A. Moffett, Washington, D. C. <small>F. C. C. - WASHINGTON, D. C.</small>	GRANTED	6-19-67
	5-26-67			



# 3

FORM BC-121

AUG. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters KEEL-FMName KEEL, INC.  
SHREVEPORT, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-9584 R & F SEP 8 1967	8-22-67 8-25-67	Mod. of CP(BPH-5361 as mod., which authorized a new FM b/c station) for extension of completion date from 9-14-67 to _____.  Attys - <u>Mallyck &amp; Bernton</u>	GRANTED to	9-14-67 3-14-68
BMPH-9915 R & F MAR 19 1968	2-21-68 2-29-68	Mod. of CP(BPH-5361 as mod., which authorized a new FM b/c station) for extension of completion date from 3-14-68 to _____. Attys - <u>Mallyck &amp; Bernton</u>	GRANTED to	3-29-68 9-14-68
BLH-4034 Rec'd #425341 \$30 Amended Filed PT JUL 26 1968 Ltr.	5/4/68 5/6/68 5/6/68 5/17/68 5/17/68 5/20/68 5-29-69	License (BPH-5361 as mod.) for new station, specify type trans. GATES FMS-20H, ant. GATES FMC-12. Re engr. data. Atty: E. Theo. Mallyck  Wilmer, Tutler & Pickering now attys. (Wollenberg) F.C.C. - WASHINGTON, D.C.	GRANTED	6-23-69

APPLICATION RECORD - BROADCASTING

Call **K M B Q**  
Letters ~~X KEEL~~ **FM**

Name **KEEL, INC.**  
**Shreveport, Louisiana**

File No.	Dated	Application for	Action	
			Nature	Date
BRH-2396 R & F #581356 \$75. P.N. MAR 23 1970	2-27-70 3-3-70 3-3-70 3-3-70	Renewal of License  Atty.: Daniel Marcus	GRANTED	5-27-70
BRH-2396 R & F PN Recd. PRESS MAR 23 1973	2-27-73 3-5-73 "	RENEWAL OF LICENSE	GRANTED	5-31-73
BTC - 7547 Rec'd Filed Fee: \$1,000 049 Press: OCT 1 1974 PN Rec'd: (See also KEEL) PUB. NOTICE FILED 10-15-74	8-30-74 9-16-74 9-16-74 345380	Voluntary transfer of control of licensee corporation from Lin Broadcasting Corporation to <del>Multimedia, Inc.</del> Stephen A. Weiswasser, Atty (Transferor) John A. Rafter, Atty (Transferee). AMENDED 10-4-74 - chges in stockholders, stock holdings & directors *AMENDED 1-31-75 to chge transferee to Multimedia Radio, Inc.	GRANTED EFF: FEE REQ. (includes KAAY) pd \$163,000.00	2-28-75 5-15-75 \$186,000.00 KEEL, WAKY, 063 5-19-75 427949

95A 8/19/80 163,000 to LIN B/C  
Refer also to other history cards

- KAA4-AM
- KEEL-AM
- WAK4-AM

APPLICATION RECORD - BROADCASTING

93.7mhz.

Call  
Letters ..... K M B Q .....

MULTIMEDIA RADIO, INC.  
Name X KEEL, INC.  
Shreveport, La.

File No.	Dated	Application for	Action	
			Nature	Date
BALH-2097 R & F FEE FD: \$250 # 388220 CODE 049 (Form 316) ALSO SEE KEEL ETC FEB 7 1975	1-28-75 1-31-75	Voluntary assignment of license to MULTIMEDIA RADIO, INC. CONTINGENT ON GRANT OF BTC-7547  Atty - Dow, Lohnes & Albertson (J. Rafter)	GRANTED EFF: 5-15-75	2-28-75
BPH-9607 R & F #458578 \$50 Code 001 PRESS SEP 25 1975	7-22-75 7-30-75 8-7-75	CP to install new aux. trans. (GATES-FM-1-C) at main trans. loc., to be operated on 93.7mhz Ch. #229, TPO: 1.0kw; ERP: 6.4kw (H&V); HAAT: 265 ft. (H&V) For Auxiliary Purposes Only  Atty: Richard F. Swift (Dow, Lohnes, etc.)	GRANTED	9-29-75
BMPH- Rec'd #495070 \$100 Code 001 PRESS \$100 FEE REFUNDED NOV 19 1975	10-21-75 11-5-75 11-6-75	Mod. of CP (BPH-9607) to operate by remote control from: 710 Spring Street, Shreveport, La.	Returned Application Unnecessary	11-14-75

#6

93.7mhz.

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call  
Letters K M B QName MULTIMEDIA RADIO, INC.  
Shreveport, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BLH-6937 R & F W495070-\$50. PTA PRESS	10-20-75 11-5-75 11-6-75-001 1-14-76 JAN 26 1976	Lic.(BPH-9607)-New Auxiliary trans. at main trans. loc. - TPO: lkw - for Auxiliary purp. only.  Atty: Dow, Lohnes & Albertson(R.F.Swift)	GRANTED	6-2-76
BRH-2396 R & F PN Recd. PRESS	1-26-76 2-2-76 " MAR 16 1976	RENEWAL OF LICENSE	GRANTED	5-12-76
BRH790201VF PRESS:	MAR 8 1978	RENEWAL OF LICENSE (Main & Aux. Trans. & Aux. Ant.)  Atty: Suzanne Meyer	GRANTED	8-5-78

APPLICATION RECORD - BROADCASTING

93.7MHz.

Call  
Letters ..... K M B Q .....

Name MULTIMEDIA RADIO, INC.  
SHREVEPORT, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BPH790222AJ PRESS (O)	MAR 16 1979	CP to install Auxiliary Ant. (RCA BFA1A, 1 sect. (H) at Main SL: 710 Spring Street, Shreveport, Louisiana; to be operated on: ERP: 2.13kw (H); HAAt: 315' (H) & chg. TPO.	GRANTED	5/22/79
BLH-790904AD PTA: PRESS:	9-12-79 DEC 12 1979	License to cover (BPH-790222AJ) FOR CHANGES Atty: Richard F. Swift (DOW, LOHNES & ALBERTSON)	GRANTED	1-10-80.
BPH-810609AD ACCEPTED RN-2581 SEP 25 1981	CUT OFF OCT 26 1981	Construction permit to chg. TL: E. side of Louisiana Hwy. 1, 4.2 mi. SE of Mooringsport, Louisiana, incr. ERP: 100 kW H&V; HAAT: 1020' H&V, change type transmitter & make changes in antenna system 32 39 14 93 54 12 MAJOR ENVIRONMENTAL ACTION UNDER SECTION 1.1305 Atty: Helen E. Disenhaus		

## 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.

