

By: Homer

H.C.R. No. 214

CONCURRENT RESOLUTION

1 WHEREAS, Radio station KSST is celebrating 60 years of  
2 service to the communities of Sulphur Springs and Hopkins County in  
3 2007; and

4 WHEREAS, KSST was started by Howard Smith, Sally Pratt, and  
5 Howard Hicks at the urging of future Texas Governor John Connally,  
6 who had served with Mr. Smith in the war; and

7 WHEREAS, The station's first broadcast occurred on March 1,  
8 1947, at 6 a.m. and featured the national anthem; shortly  
9 thereafter, the "hillbilly" group the Highway Melody Boys took to  
10 the airwaves with a live performance; and

11 WHEREAS, Originally situated over a J. C. Penney's store in  
12 downtown Sulphur Springs, KSST's turntables would vibrate whenever  
13 the department store's ceiling fans were turned on; and

14 WHEREAS, The first radio station in Texas to use weather  
15 radar, KSST was also one of the first to use mobile radio units and  
16 to use the teletype news service to carry election returns; and

17 WHEREAS, From its next home on Radio Road to its current  
18 location on Interstate 30, the station has provided news, weather,  
19 coverage of local sports teams, religious broadcasting, farm  
20 reports, and emergency alerts to the community; other offerings  
21 have included such entertainment programs as the Reilly Springs  
22 Jamboree, which evolved into "The Sunshine Show," with popular  
23 radio personalities Lou Erck and Clovis "Peavine" Pinion; and

24 WHEREAS, KSST has won numerous awards for its reporting and

1 community service over the years, including the Elliot Roosevelt  
2 Award from the Texas State Network, a Community Pride Award,  
3 several School Bell Awards from the Texas State Teachers  
4 Association, a joint commendation from the Federal Communications  
5 Commission, the National Weather Service, and National Disaster  
6 Services, and honors from the Texas Association of Broadcasters; in  
7 1999 the station was named the Hopkins County Small Business of the  
8 Year; and

9 WHEREAS, The station hired William E. "Bill" Bradford, Jr.,  
10 as an engineer in 1948, and a few months later he was asked to manage  
11 the station; now the owner and general manager, he has overseen the  
12 running of the station for nearly 60 years; in his distinctive  
13 gravelly voice he provides analysis of the news in his "Daily  
14 Comment" feature as well as recollections of local history in the  
15 "History Files" segment every weekday; and

16 WHEREAS, Bill Bradford has been recognized many times for his  
17 contributions; honored in the past as the Hopkins County Citizen of  
18 the Year and the Pioneer Broadcaster of the Year, Mr. Bradford  
19 received the Vision Award for his 50 years of corporate citizenship  
20 in 2002, and he was elected to the Texas Radio Hall of Fame Hall of  
21 Honor in 2005; and

22 WHEREAS, For 60 years, KSST has been the voice of Sulphur  
23 Springs and Hopkins County, providing entertainment, information,  
24 encouragement, and support to its many faithful listeners; as a  
25 chronicler of its community, the station has been a leader in Texas  
26 broadcasting; now, therefore, be it

27 RESOLVED, That the 80th Legislature of the State of Texas

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1 hereby congratulate radio station KSST of Sulphur Springs on the  
2 60th anniversary of its founding and extend sincere best wishes to  
3 the staff of the station for continued success; and, be it further

4       RESOLVED, That an official copy of this resolution be  
5 prepared for KSST and its staff as an expression of high regard by  
6 the Texas House of Representatives and Senate.