



I LOVE RADIO[®]

THE VERY COMPLETE AM/FM GUIDE

Radio News is Great News better than tv
 Bay Area's Best Radio News Dept. among 50
 The Who newspeople
 History of Radio News from 1920
 Wire News Services AP, Reuters, UPI

AM Bay Area Radio Stations 24
 FM Bay Area Radio Stations 26

Network News ABC, CBS, Mutual, NBC, NPR
 Traffic Reports CHP, AAA
 Printed News Services Earth, PNS, Zodiac
 Guidelines FCC
 Ethnic News from A to W
 Humor Findlay, KHUM, KIDS

plus 40 other articles, 7,000 facts, radio dials, 100 illustrations,
 25 photographs, 34 biographical sketches, 12 special sum-
 maries, sports, weather and business news schedules.



I LOVE RADIO[®]

The Very Complete AM/FM Guide

Volume I: News

1976



SPOT ANNOUNCEMENTS

I LOVE RADIO loves all radio stations equally. I LOVE RADIO loves all news-casts, broadcasters and news sources. No station is favored over another. No station is allowed to buy advertising space. No individual or company associated with radio news is criticized or evaluated. It is the intent of I LOVE RADIO to communicate what is, and to present what is, clearly, completely, and in an interesting way.

The written matter and visuals (logos, emblems, promos, photos) that make up this volume were selected solely on their ability to assist the reader. I LOVE RADIO prefers to use information and material voluntarily supplied by the subject. Whenever practical, such information is printed as is.

Radio stations may make unannounced changes in programming. I LOVE RADIO regrets the occasional error in listing because of this, but can not be held responsible for any disappointment caused.

The choice of the 50 radio stations covered was made by the editor by noting which ones came in loud and clear over inexpensive radios played in and around San Francisco. Other fine stations may very well be heard by other people in some places on some radios.

I LOVE RADIO is a very thoroughly researched work of nonfiction. Every name, statement of fact, date and incident described is supported by a bibliography of 156 published books and magazines supplemented by personal correspondence with representatives of more than 100 radio stations, companies, groups and individuals. The publications can be found by checking the library catalog under the headings: *Radio*; *Broadcasting*; *Journalism*; and *News*; and by browsing in the stacks around the Dewey Decimal System numbers 70, 384, and 797.

The mini-descriptions of 9AM and 7FM stations are printed on the I LOVE RADIO dials as a listener aid. Their very

recognizable sounds are quite different from those of the other 34, and so serve as convenient reference points while scanning the dial in search of any one. No favoritism is intended. I LOVE RADIO loves all radio stations equally.

Photo credits. I LOVE RADIO thanks the following for allowing the use of their photographs: Radio station KDKA, Pittsburgh, Pa., Westinghouse Broadcasting Co., Inc., for the historic photos of listeners on a swing and a 1920's mobile unit; NBC Photo of F.D.R., Kaltenborn in 1940, 1937 junior velocity mike, 1929 condenser mike, Edwin Newman, NIS newsroom showing Cliff Barrett, left, and Ray Rice; Reuters for their N.Y. newsroom; Western Union for the historic photo showing work on the first coast-to-coast wire, the black box teleprinter; Extel Corp. for the new UPI printer; ABC for photos of Paul Harvey, Bettina Gregory, Roger Grimsby, the N.Y. newsroom; thanks to Lowell Thomas for his own photo; CBS for Orson Welles; the U.S. Dept. of Agriculture for Layne R. Beaty; Mutual for Fulton Lewis III, Robert F. Hurleigh; Electronics Museum, Los Altos Hills for 1909 station reconstruction; Consumer Reports for its testing lab; KCBS for Dave McElhatton's photo; KSFO, Jeff Skov; KNAI, Gene D'Accardo; Community Churches of America, Steuart McBirnie; and credit to artist Henry Leshner for boy hugging his radio.

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Printed in the U.S.A.

AM

- KSFO 560
- KFRC
- KNBR
- KCBS 740 news
- KGO 810 talk
- KNEW 910 country
- KABL
- KKIS
- K101
- KOFY 1050 Spanish
- KFAX 1100 religion
- KRAK 1140 country
- KLOK
- KNBA
- KIBE 1220 classical
- KYA
- KDIA
- KEEN
- KRE
- KEST 1450 theatre, talk
- KWUN
- KTIM
- KKHI 1550 classical
- KLIV 1590

FM

- KQED 88.5
- KPFB
- KPOO
- KCSM
- KALW
- KDFM
- KJAZ 92.7 jazz
- KYA
- KPFA
- KSAN
- KKHI 95.7 classical
- KRON
- KEAR 97.3 religion
- KABL
- KCBS
- KNAI 99.7 news
- KBAY
- KTIM
- KIOI
- KDFC 102.1 classical
- KRE
- KSFX
- KFOG
- KBRG 105.3 international
- K106
- KMPX 106.9 '30's,'40's music

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News This Minute

WHEN?

Most scheduled newscasts begin on the hour (:00) or on the half hour (:30). Some radio stations broadcast their news summaries at other times, from six and one-half minutes after the hour (:06½) through to three minutes before the next hour (:57).

:00, news on the hour is offered by radio stations KABL, KCBS, KGO, KKIS, KLOK, KNBA, KNBR, KNEW, KOFY, KSFO, KWUN, KNAI (local news), KBAY, KCBS-FM (select times).

:30, KDIA, KNBA, KOFY, KSFO, KNAI (local). At drive or commute times, KABL, KKIS, KNBR. Mornings, KLOK, KFOG, KQED, KSAN. At select times, KRE.

:06½, KNAI.

:09, KNAI, drive times, local news.

:20, KSFX, KLIV (select times). Drive times, KEEN, KFRC.

:25, KBRG, mornings, K101, drive, local.

:26, KEAR, drive.

:36½, KNAI.

:39, KNAI drive, local.

:40, KMPX, KYA (late night), KDFM (select).

:45, KSFX, morning.

:49, KYA, select.

:50, K106, select. During drive times, KEEN, KFRC.

:55, KBRG, KRAK, KRON. At select times, K101. Late at night, KEEN.

:56, KEAR, drive.

:57, KFOG, KKHI, KFAX (select).

RADIO NEWS is GREAT NEWS

from the far right to the far left and all degrees between

Radio news is great news. As soon as news happens, it is passed on to the listener from somewhere on the dial. No waiting for the next edition to come off the printing press or until video prime-time has passed. Turn the radio on and there's the news: news free from the bias of a newscaster's facial expressions; news free from the staged tv actuality and one-sided newspaper photo. Radio news concentrates on information and ideas.

Bay Area radio news is great news in 34 languages, from the far left to the far right and all degrees between. The smallest radio station can afford a cassette recorder for its reporter to take to City Hall. The poorest citizen who buys one daily newspaper and watches six tv channels can touch a radio dial and call into service 50 newsrooms.

Radio news is great news whether straight (without comment) or opinionated. It may be headline (brief summary) or in-depth; hard (currently important), or feature (human interest); general or specialized; locally produced, or from a news service.

Radio news is great news even with eyes shut or while driving a car, canning vegetables or shaving. Radio news can move into prison cells and can cut through the darkness of the blind.

A free society builds upon a foundation of well-informed citizens. Radio news, with the combined contributions of all local stations, can best groom the busy American to fit that democratic role.

STOP!

**If the following statements are familiar,
then proceed no further.**

**The feature articles in I LOVE RADIO
have nothing new to offer.**

- A single company owned two radio networks until 1943. Another giant corporation now owns four.
- There is a news program (legal) that reports on the quality of street drugs (illegal).
- A radio personality who made "Lawrence of Arabia" famous more than 50 years ago, is still a newscaster.
- InterContinental News Service existed for only one night, yet achieved broadcasting immortality.
- A generation before the Agnew harangues against the free press, the powerful U.S. State Department attacked a distinguished news agency with "false accusations and smear tactics."
- A national radio network produces a daily news program that is 1½ hours long.
- Radio news is broadcast locally in 34 languages.
- Four newsletters sent to radio stations specialize in items the press giants have missed.
- Were it not for the tragic sinking of the S.S. *Titanic*, one of the major networks might never have developed.
- There is a news service that specializes in monitoring short-wave radio reports coming from Africa.
- A former network president is now its newscaster.
- A news agency exists that devotes itself to gathering information from the world of religion.
- A state university produces a news program about Latin America.
- A news agency with headquarters in Berkeley monitors daily radio reports from Havana and Hanoi.
- One specialized news service can so affect the economy that its bulletins are kept secret until the moment of distribution.
- A nonprofit group broadcasts an English translation of items in foreign newspapers.
- A sports wire can be installed in private homes and clubs as well as in newsrooms.
- Two colorful newsmen, William Randolph Hearst and Edward Wyllis Scripps, independent of each other, founded news agencies that were merged in 1958 to become one of today's giant wire services.

PG&E "leaks" news items about itself to the public by way of a privately owned wire service that specializes in corporate information.

A spoof of the radio newscast features Wally Ballou and Gabe Preston.

New ideas for radio news come from stations KHUM and KIDS.

An American news service vigorously fought European imperialism long before it became a popular thing for Westerners to do.

The best radio news department is described and praised.

One government and two private groups tell what a radio news program should be like.

Thirty commuters are equipped with 2-way radios for reporting the traffic situation they are part of.

The horrors of war were heard live on American radio in 1936.

A consumer group uses \$250,000 worth of testing equipment to evaluate store-bought radios.

Local radio stations receive U.S. government weather forecasts from Redwood City.

Important aspects of radio news are referred to by the terms: remote, actuality, feed, hard, hotline, analyst, commentator, correspondent, tipster, stringer, FCC, wire, teletype, sustaining, monitor, drive time, affiliate, listener-sponsored, public file, cumulative depth and wraparound.

WHAT?

What is it? Just what is a newscast?

The FCC considers a bona fide newscast to be a program having "reports dealing with current local, national, and international events, including weather and stock reports; and when an integral part of a news program, commentary, analysis, and sports news."

But different people think different thoughts about radio news: Ask anyone and you'll see. Just stop a stranger in the street, smile, and ask, "What's radio news to you?"

Q. What's radio news to you?

A. It reminds me what a busy world is out there.

Q. What's radio news to you?

A. It's all about change.

Q. What's radio news to you?

A. A newscast gets me ready for the newspaper. I can turn right away to the story that got my attention on the radio.

Q. What's radio news to you?

A. Radio news is information and ideas—it's mental.

Q. What's radio news to you?

A. It's what has happened since the last newscast.

Q. What's radio news to you?

A. It tells me what expected events have NOT yet happened.

Q. What's radio news to you?

A. Radio news helps clarify the truth.

Q. What's radio news to you?

A. The who, what, where and when of happenings.

Q. What's radio news to you?

A. Money, sex and crime.

Q. What's radio news to you?

A. All I can say I've done is agitate the air ten or fifteen minutes and then boom—it's gone. (attributed to the late Edward R. Murrow)

The Bay Area's best radio news department

The Bay Area's best radio news department is top-notch. It has a huge staff and equipment worth millions to bring the listener all versions of all the news. But this unsurpassed news department is not to be found in any one radio station.

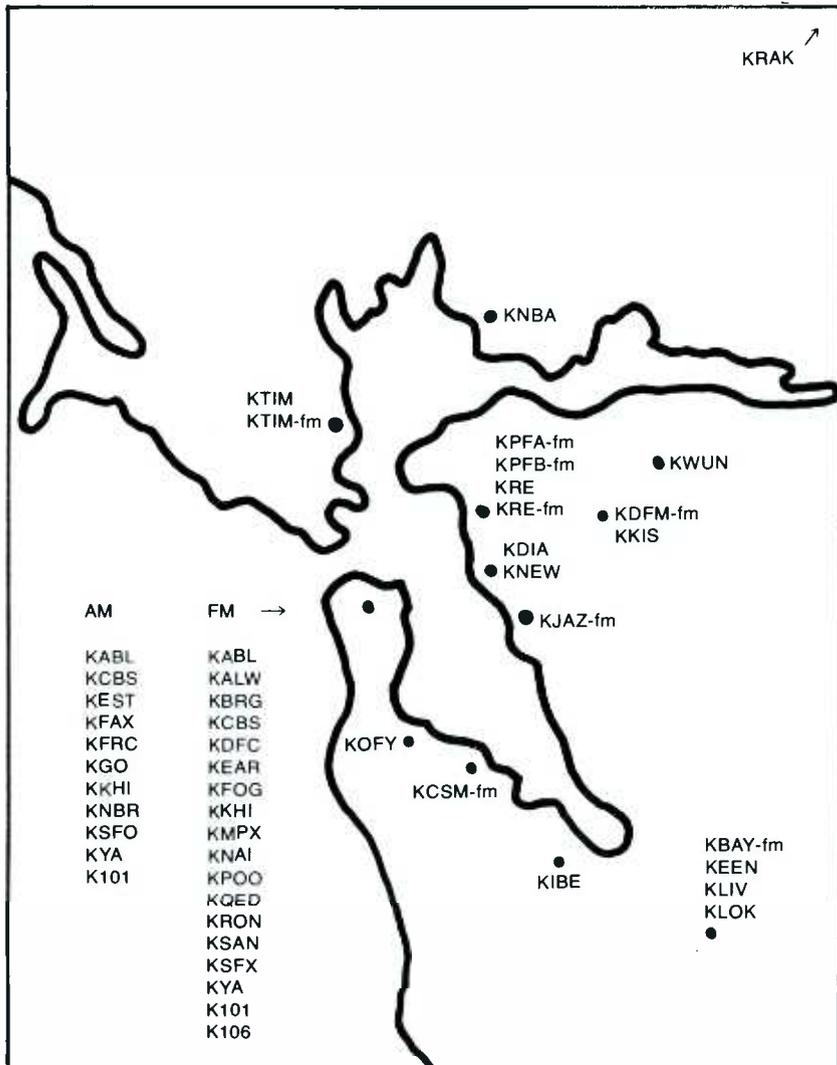
The Bay Area's best radio news department is a composite. It is the combined news departments of the 50 radio stations that come in loud and clear on a simple AM/FM radio played in San Francisco.

Along the length of a radio dial—a few inches—the combined newscasts of 50 stations can be heard. There are hundreds of daily news programs from which to select. A newscast on this station, a commentary heard on that, the wire service report over there—the possible combinations are enormous. Radio news tells it all, covering world, national, regional, state and local news; business, sports, farm, religious and ethnic happenings; weather, traffic reports and time of day. Radio news covers government in action at City Council, Boards of Supervisors and Education meetings. Radio gives the mayor, senator and attorney general a public hearing and cross-examines newsmakers on panel-type news programs.

The news heard on the radio is made possible by a staff of thousands which includes newscasters, editors, writers, managers, news analysts, commentators, as well as reporters, stringers and tipsters in every city and correspondents in every country.

Bay Area radio news uses the wire service of *AP, Reuters, UPI, National Weather Service* and *Western Union*. It broadcasts the audio transmissions (also known as "feeds") from *ABC, CBS, Mutual, NBC* and *NPR*, calling upon their vast news gathering services. Bay Area radio news subscribes to the supplementary news services of *Africa, Earth, Internews, Pacific* and *Zodiac*. It utilizes the *CHP* and *AAA* traffic hot-lines, the reports from *Ecumedia, PharmChem* and the *U.S. Department of Agriculture*. Radio news has hundreds of telephone lines hooked up to tape recorders, dozens of mobile news units equipped with two-way radios, traffic helicopters and planes, and scores of public service monitors tuned to fire, sheriff and police calls.

The unmatched news service provided by local radio allows anyone in the San Francisco Bay Area with a radio to be the world's best informed citizen. If only the people could know the nature and sources of the various newscasts, they could piece together, from this vast reservoir of news segments, that which meets their news needs. I LOVE RADIO lets this happen, clearly pointing out the what, where and when of all the news programs scheduled by the 50 radio stations. I LOVE RADIO also lets the listener be a good judge of news credibility by revealing the source of each station's news with background articles about those sources.



The radio stations heard loud and clear include 29 in San Francisco, 4 in Berkeley, 4 in San Jose, 2 in Oakland, 2 in San Rafael, 2 in

Walnut Creek and 1 each in Burlingame, San Mateo, Palo Alto, Alameda, Concord, Vallejo and Sacramento.

... is a composite

of all news departments
from all radio stations
heard on an AM/FM radio

A team of specialists brings news to the listener

The WHO? of radio news

Newspeople take the news from where it's at and bring it to people who aren't there.

This is no easy matter. The task requires an army of specialists and equipment from reporter to broadcaster, using the telephone, recorder, computer, typewriter and good radio transmission.

It was not always so. There was a time when all the jobs and material came packaged in one individual, as with a certain news story described in the Bible. When a newsman witnessed the outcome of the Battle of Gilboa, he escaped the war zone and brought the news to the future monarch of Israel.

"And David said unto him, How went the matter? I pray thee, tell me." (Samuel II, 1:4)

The reporter told him that the Philistines were victorious, and that they had killed King Saul and son Jonathan.

Today there is a relay team from the scene of the story to the audience. The news is passed through many hands before it gets a public airing.

Many newspeople neither witness the news nor report it to the public. They work in an unglamorous but very necessary office where they compile, assemble and prepare the stories for broadcast, all under the supervision of the news *director* or *producer*. The *editor* or *news manager* has the great responsibility of judging the relative importance of the many news items available and selecting just a few for broadcast. A

writer is assigned to reshape the rough news item to read more clearly and fit into air time.

Then it can be given to the broadcaster, who in many small stations may also be the editor and writer as well as a disc jockey. He studies the news coming over the wire, chooses which items to pass on, then rewrites and broadcasts them. Because the radio station subscribes to an outside news service, such a one-man news department can be a potent force in keeping the listener informed.

The broadcaster may be a *newscaster* (also called *anchorman* or *anchorwoman*) who reads the straight factual news. A *news analyst* objectively explains the meaning of the news, while a *commentator* expresses a personal version of the news.

The lines dividing these categories may be quite blurred. In the early 1930's, the powerful newspaper publishers feared loss of revenue if advertisers used radio. So they pressured radio into agreeing not to accept sponsors for newscasts. Broadcasters didn't mind much because radio news wasn't yet of commercial value. But Lowell Thomas was an exception. He was one of the few network newscasters at the time, and was so popular that companies offered money to sponsor him. The good business sense of CBS got around the restriction by changing Thomas' title from newscaster to commentator. The program, though, didn't seem any different.

Most of the newsmen and newswomen who get out there and gather the news aren't heard on the air. There are those searching for stories, such as the general assignment (or field) *reporters* who leave the radio station to be at the scene of a happening—such as a bank robbery.

There are also *correspondents*—the special assignment reporters—sent to places like Washington or Moscow.

The prestige of a foreign correspondent may be due to his diverse responsibilities. He is expected to cover and understand news of all fields in his assigned country including drama, sports, politics and society.

The correspondent got film treatment by Alfred Hitchcock in *Foreign Correspondent* (1940). The news editor in the movie was fuming because he wasn't getting the truth about what was going on in Europe. He overruled his advisors by hiring local reporter Johnny Jones (Joel McCrea) to be the European correspondent. "I want a good honest crime reporter" reasoned the editor. "What Europe needs is a fresh, unspoiled mind." The young newsman—who didn't even know there was a European crisis—was ordered to change his name for the assignment. "Johnny Jones" wasn't fancy enough for a foreign correspondent.

Rapid reporting of a fresh local news story may depend upon a telephone call from a *tipster* who could be any concerned citizen accidentally witnessing a news happening. The tipster might be a farmer seeing a plane crash in his fields or that biblical amateur newsman who tipped off King David. The tipster's value today is in alerting the news department of a story just breaking so a reporter can be assigned to cover it.

A *stringer* (free lance) is a part-time correspondent who professionally covers and reports the story to the news department of a network, wire news service or radio station. The stringer is not a regular employee and is not reimbursed for expenses incurred while covering a story. But a stringer has freedom without long-term obligations to any employer, a condition that is suitable to the life-

styles of many people.

"Stringer" is an old newspaper term which originated at a time when the part-time reporter was paid by the inch—the column length his story occupied in print. Before payday, the reporter would cut out all of his printed pieces and "string" them together with glue in a continuous column so the paymaster could take a ruler, measure the articles' length and determine the salary due.

Stringers seem to be the invisible members of journalism. Every news agency claims to have them but avoids giving any a name or description.

One such stringer living in the Bay Area is Miriam Goodman, Public Relations Director for the Edgewood Children's Home, a center for the troubled. In her spare time, Ms. Goodman accepts assignments from National Public Radio (NPR), usually of her own choosing, like the five-part report on her trip to the Soviet Union, and a demonstration by a musical spoon player. When her taped story gets on the air, she is paid \$20 and up. If it isn't used, she gets nothing. Obviously, Ms. Goodman can't count on her stringer's salary to pay any bills: "I do it for the satisfaction of sharing information that comes my way."

The stringer is an unsung hero of radio journalism

Ms. Goodman doesn't have to go out of her way to be a stringer. She is constantly interviewing fascinating personalities for her own radio show, *Msunderstood*, heard locally on KSFO. It's no bother to keep her guests an extra few minutes for a contribution to NPR. In a recent *Msunderstood* taping with Margaret Mead, the world-renowned anthropologist expressed some remarkable thoughts about growing old in America. These remarks made a fine stringer's item.

Miriam Goodman's background in journalism is thorough and professional, beginning with the editorship of her high

school paper. For a time she worked on a weekly newspaper in Dayton, Ohio, which her mother published. On the day that she graduated from the University of Michigan, Ms. Goodman left for New York to work for Random House Publishers and *Esquire* Magazine.

An activist in California since 1967, Ms. Goodman became local president of the National Women's Political Caucus and worked as Public Information Director for the State Commission on Constitutional Revision. When the latter appointment expired, Ms. Goodman found herself "between jobs" but she couldn't shake loose that writer's itch. She took tennis lessons and wrote an article for *Tennis West*; and free-lanced other fea-

tured pieces, all for the printed page.

It took an extraordinary event to enable Ms. Goodman to bridge the gap from print to electronic journalism. Watergate was that event. "I was a Watergate Junky," recalls Ms. Goodman. She spent that summer of '73 glued to the radio listening to those hearings. And so long as the radio was on, she explored the dial for other programs of interest, like shows with a woman's point of view. There were none, and so Ms. Goodman filled the void by creating *Msunderstood*. While making the rounds to market her new program, she approached NPR. No sale. However, the bureau chief talked her into contributing to the radio network.

And so a stringer was born.





Weekday Menu of SuperStars

MORNING

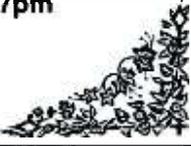
Melvin Munn, KFOX5:00am
Paul Harvey, KGO8:55am
Dr. W. Steuart McBurnie, KFOX ..9:00am
Carl Rowan, KDIA9:53am
Edwin Newman, KNBR11:30am

AFTERNOON

Douglas Edwards, KCBS12 noon
Paul Harvey, KGO12:30pm
Frank Reynolds, KRE3:40pm
Harry Reasoner or
Howard K. Smith, KGO4:25pm
John Chancellor, KNBR4:30pm
Steuart McBurnie, KFOX4:45pm

EVENING

Lowell Thomas, KCBS5:00pm
Walter Cronkite, KCBS5:35pm
Douglas Edwards, KCBS6:00pm
Garner Ted Armstrong, KKIS ..10:00pm
Douglas Edwards, KCBS10:30pm
Walter Cronkite, KCBS11:07pm



Guidelines for radio news

that serve as Bible,
Constitution and North Star
to those in the profession

A radio station has a great responsibility in the handling of its news. Fortunately, it has the benefit of guidelines developed by government (FCC) and private groups (NAB and RTNDA).

The *Federal Communications Commission* (FCC) is a government agency responsible for the development and operation of broadcast services, working with the assumption that the airwaves are public property, and that a radio station is a temporary trustee (for three years) of a piece of that public property. The FCC acts as the public's representative, being directly responsible to the U.S. Congress. It is administered by Presidential appointees confirmed by the Senate after public hearings.



If a radio station wishes to renew its trusteeship after three years, it must convince the public (FCC) that it has operated "in the public interest, convenience and necessity." (This phrase has served as a key FCC guideline since 1927.) "Fairness" and "balance" are two other concepts of importance to the FCC.

Another role of the FCC is to promote broadcasting viewpoints of maximum diversity. This is best accomplished, reasons the FCC, if each radio and tv station and daily newspaper in an area has a different owner. A broadcasting

company, therefore, cannot buy out a competitor and the newspaper or tv station owner is likewise barred from purchasing a local radio station.

Multiple and cross-ownership is now forbidden. As long as there are responsible groups waiting in line for their first and only broadcast license—and there are many—no other company should deny these groups the chance to operate by hoarding two or more news outlets. But the FCC has granted exceptions to this new rule in order to be fair to everybody. Multiple ownerships that already exist in a competitive area like San Francisco can continue. They are spared the hardships that forced divestiture would cause them.

The FCC encourages the ordinary citizen to participate in maintaining quality radio news. "Keep in touch with your local station and with us," suggests the FCC, spelling out how in a free pamphlet that each radio station keeps in its public file: "The Public and Broadcasting—A Procedure Manual" (from Federal Register, vol. 39, no. 173, part III). In the fiscal year 1973, the FCC received 28,268 pieces of correspondence about radio, only 303 of which were complaints about radio news. To one citizen's complaint about a biased news broadcast, the FCC replied in a letter that is now used as a model which sets forth the FCC's role in the field of broadcast presentation of news and commentary. Here are the highlights of that actual letter:

FCC
1919 M Street, NW
Washington, DC 20554

Dear Mrs. Paul,

First, you will appreciate that the Commission is barred from censoring broadcast material ... the Communications Act, and indeed the First Amendment to the Constitution, absolutely forbids any commission action which would seek to proscribe the presentation of a particular viewpoint on the news.

But the broadcaster is also barred from keeping off his facilities viewpoints with which he does not agree ... he is a public trustee ... he has an affirmative obligation to encourage and implement the presentation of such contrasting views ... stressing the paramount right of the American public to be informed as to events and issues of public importance.

... the broadcaster must scrupulously eschew intentional and deliberate falsification (slanting or rigging) of the news.

Our policies are designed to promote robust, wide-open debate involving both sides of a controversy, to the end that the American public will be informed; to take action against rigging or slanting of the news, and to avoid the censor's role, a worse danger than the possible rigging itself.

... it is important for the news broadcaster to have the reactions of listeners—to be sensitive to communications from the public ... a single complaint may serve to assist it in discharging more effectively its vital task of fully and fairly informing the American public.

We hope that the foregoing is helpful to you in understanding the Commission's role in this important area of broadcast news and commentary. Your interest in writing the Commission is appreciated.

(signed)
Chairman

The role of the government in radio news is a controversial issue. Some swear that the FCC is too powerful, while others are just as convinced it is not strong enough, each citing for support the same U.S. Constitution and the same First Amendment. This fundamental law is at the heart of the government control issue. There is no disagreement in that. Differences arise in its interpretation. The First Amendment is simply stated:

"Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances."



Concerned broadcasters, themselves, have gotten together and drawn up standards for radio news. One such group, the National Association of Broadcasters (NAB), adopted a "RADIO CODE" for news. Among its suggestions are that news analysis and commentary shall be clearly identified as such, distinguishing them from straight news reporting. Also, paid commercials during newscasts should be clearly separate from the news content.



Another professional group, the Radio Television News Directors Association (RTNDA) has developed its own "News Ethics" list, emphasizing the points: that a newsmen's private life should be free from conflict of interest; that all the important news stories should be presented; and that confidential sources of news stories should be protected.

The good intentions and concern of citizens, radio stations, government and private groups will guarantee that radio news continues to be "great" news.

Q. What's radio news to you?

A. Radio news is concerned with ME, with MY traffic problems. It's personal.

HISTORY of radio news

Retirees
on Social Security today
were born before there ever was
a history of radio news



Professional models pose to sell radios. This early publicity photograph cleverly associates the newfangled 'wireless' with the familiar comfort of the family swing.

The birthdate of scheduled radio news was the election year of 1920 when a station in Detroit met its promise to broadcast the Michigan primary election returns and then two months later, Pittsburgh, Pennsylvania's KDKA broadcast the election eve vote-count that made Warren G. Harding the 29th President of the United States.

Californians, however, like to point to the amateur in San Jose who, in 1909, read the newspaper over the air to his friends in the neighborhood. Other historians give credit to floating radio stations that transmitted ship-to-shore (or point-to-point) news. Another claim to being the first comes from old-timers in the Midwest who recall that a Nebraska station reported farm news over the air in 1915. Nevertheless, it was the 1920 broadcast of election returns that was significant. KDKA was licensed by the U.S. Department of Commerce, the station's listening area was widespread, and the broadcast was well publicized in advance.

The birth of scheduled radio news was a noble birth. It set the example for the

process prompted the formation of a second NBC network in 1927, and a competing network, CBS. But radio news still meant the broadcast of special events, like the triumphant return of aviator Charles Lindbergh, and five years later, the kidnap and murder of his baby. The idea of regularly scheduled newscasts of everyday happenings was a new concept which neither the public nor the sponsors were enthusiastic about.



Mobile-unit radio newsmen during the Roaring Twenties who might have been mistaken for the bank robbers they were assigned to cover.

1920's

by bringing the American governing process closer to the people: election returns, presidential speeches and national political conventions were aired. But it wasn't enough that the people in one city could hear such newsworthy events while those elsewhere could not. There grew a great need to share these experiences with other Americans. Just as, at earlier times, the telegraph and railroad had brought the nation together, it was now time for network radio news.

A station network was set up in 1921 to bring the President's World Court speech from the East Coast to St. Louis. For the 1924 election and for Calvin Coolidge's Inaugural Address, a 21-station relay hookup was created; it reached as far as San Francisco. These temporary networks were set up for single events and quickly disbanded. Then, in 1926, RCA decided to set up a permanent network to link 21 cities; it was called "NBC." The network's suc-

The growth of regular newscasts was impeded further by the newspaper publishers who told the press agencies not to sell news to radio. When they did provide news to radio, it was with the condition that the news be kept off the air for 12 hours so newspapers could come out with the stories first. To make matters worse, most radio stations could not yet afford to develop their own news gathering staffs and facilities. Radio set out to correct this situation in the

1930's

in various ways: the networks created their own news organizations; large stations hired their own loyal news staffs and gave up the practice of relying on part-time help from newspaper personnel; and small stations affiliated themselves as with the Mutual Broadcasting System. Another innovation at this time was the group discussion ("round table" format) of news topics.



U.S. President F.D. Roosevelt (1882-1945) playing the part of a radio news commentator as he began, 'I want to talk for a few minutes

with the people of the United States about banking ...'

All such efforts were in preparation for the time when the American people would turn to radio for news on a regular basis. That time came in 1938 when, in the name of peace, Hitler was allowed to destroy the only democracy in Eastern Europe: Czechoslovakia. It was the occasion for the first multiple-news pick-up from European capitals, as the newscast switched from Berlin to London, Paris, Vienna and back to Washington.

The smell of war was strong, and the American people had the good sense to realize that events in Europe would affect them. They turned to the radio news commentators for reports and explanations of what it all meant.

Radio, like any tool, can be used well or misused, as the 1930's showed. Fascist leaders around the world slanted the news and shouted propaganda. Fortunately, U.S. President Franklin D. Roosevelt did not follow their example. In his "Fireside Chats," FDR quietly explained the policies of his administration. He played the part of the news commentator. During its 4-year run,

there were only eight fireside chats. Yet the power of radio gave them more impact than the 340 press conferences the President held in the same period.

Doors which had formerly slammed, now opened to radio. The major wire services finally offered to sell news to radio. AP was the last; it held out until 1940. For the first time, in 1939, radio news reporters were allowed into the U.S. Senate and House press galleries, but they were still banned from White House press conferences.

During the first half of the

1940's

war news and related international events dominated radio news. The only example of actual government censorship occurred in this period, when weather reports were forbidden and war news was regulated. After 1942, as an invasion of U.S. soil became less likely, censorship relaxed and finally disappeared. The government further exercised its power by forbidding the broadcast of editorials (a ruling that remained

in effect until 1949) and by forcing NBC to sell one of its two networks in order to increase competition. ABC was created out of the sale. With war's end, the American people turned their interest to events within the U.S.A., and radio responded by developing local news programs.

News became more important to radio during the

1950's

as entertainment moved to tv. Innovative newscasts were experimented with; sound effects and team announcing were tried. The four major U.S. news services underwent changes: one (Transradio) went out of business; AP held fast and two others (UP and INS) merged in 1958 to become UPI.

The rise of news on FM stations can be traced to the novel idea of listener-sponsored radio. In 1951 the Pacifica Foundation was formed with station KPFA to present programs aimed at an intelligent minority rather than the mass market. The gamble was that listeners would voluntarily subscribe to the radio station much as one subscribes to a magazine, even though the listener was not obligated to pay. The gamble paid off. Honorable supporters paid in. The listener-sponsored success proved that a radio newsroom need not aim at the mass market; that there is a need for programs to be directed at minorities.

More and more people turned to radio for news in the

1960's

and some stations dropped music entirely in favor of all-news and information formats.

Radio sales increased enormously so that there were more radios in use than there were people. FM was taken seriously as a source of information and the total number of radio stations increased to become eight times the number of tv channels. The other means of informing the public, the newspaper, was decreasing in circulation and number. Many one-newspaper towns were created,

with the responsibility of offering alternative viewpoints falling on radio.

Specialized news programs developed. The public could hear newscasts devoted to local or international news, as well as business, sports, ethnic and farm reports. Specialized interests of different segments of the population were recognized. In the same period, the electronic industry contributed to radio news with the development of inexpensive, portable tape recorders and cassettes, so that the smallest station could broadcast news from outside the studio (*remotes*) or record the voices of the newsmakers themselves (*actualities*).

The first half of the

1970's

solidified the preceding radio news innovations, proving that they were not "flash-in-the-pan" services. The number of stations increased as did news programming. But until 1975, the serious problem of communication remained unsolved: how to inform the listener of all the news programs aired? on which stations? when? from what sources?



H.V. Kaltenborn had to duck bullets during the Spanish Civil War as he broadcast the battle for the City of Irun from atop a haystack.

"That Thing" Radio

Another memorable radio news special was a trans-Atlantic talk by India's Mahatma Gandhi in 1931. The broadcast came from London, England, where Gandhi had just arrived to plea for his people's independence. Gandhi did not use a prepared speech as he asked America for help. Approaching the microphone without realizing it was "on," Gandhi asked, "Do I have to speak into that thing?" Those were the first words of the great man which were transmitted by radio. Gandhi's wisdom followed:

... I, personally, would wait, if need be, for ages rather than seek to attain the freedom of my country through bloody means ... the world is sick unto death of blood-spilling ... no man loses his freedom except through his own weakness ... Happily for us, intoxicating drinks and drugs are confined to a very small number of people, largely factory hands and the like. Fortunately for us, the drink and drug curse is accepted as a curse ... The time was not very long ago when every village was self-sufficient in regard to the two primary human wants, food and clothing ... These village spinners found themselves one fine morning with their noble occupation gone. And from that day forward India has become progressively poorer.

When the engineer signaled that the broadcast was over, Gandhi commented, "Well, that's over!" but it wasn't, and the American radio listener heard that also.

AM

- KSFO 560
- KFRC
- KNBR
- KCBS 740 news
- KGO 810 talk
- KNEW 910 country
- KABL
- KKIS
- K101
- KOFY 1050 Spanish
- KFAX 1100 religion
- KRAK 1140 country
- KLOK
- KNBA
- KIBE 1220 classical
- KYA
- KDIA
- KEEN
- KRE
- KEST 1450 theatre, talk
- KWUN
- KTIM
- KKHI 1550 classical
- KLIV 1590

SOURCES

- 1. the station's own people**
- 2. wire news services**
- 3. audio news services**
- 4. written news services**

news is only as reliable as its sources

News Services

**Companies that specialize in news
the way other companies market soap and shoes**

The radio station's news staff has outside help. The wire, audio, and printed news services are agencies that gather and distribute news with their own people and facilities.

When the telegraph replaced the pony express and carrier pigeon, the news agencies became known as *wire services* because the information travelled electrically along metal "wires."

A wire service today refers to a news gathering organization that uses a *teletype machine* (also called *teleprinter*, *printer*, or *ticker*) installed in the radio station. The machine receives the news items being transmitted (*fed* or *moved*) by "wire" from the organization's office. These electrical impulses activate keys of a special automatic typewriter which prints out the news on a continuous roll of paper.

The many wire services used by Bay Area radio stations come from the Associated Press, Reuters, United Press International, National Weather Service, Business Wire and Western Union.

Audio news services send their information to radio stations by special closed circuit AT&T phone lines that carry the voice of the sender. Eyewitness accounts and interviews by the reporter can be heard this way. The actual on-the-scene sounds heard on the audio service are called *actualities*.

The audio news services used by Bay Area radio stations are these: ABC's four groups (the Contemporary, Entertainment, FM and Information Networks); APRadio; Broadcasting Foundation of America; California Highway Patrol and the California State Automobile Association's traffic "hotlines"; CBS; Ecumedia News Service; Internews; Longhorn Radio Network; Mutual Broadcasting System; NBC; National Public Radio; PharmChem Research Laboratories; U.S. Department of Agriculture Radio Spot News Service; and UPI Audio.

The printed news services for radio—Africa, Earth, Pacific and Zodiac—send newsletters by U.S. mail.

The Associated Press

chopped away at
European Imperialism



The Associated Press (AP) has 500 newpeople in 104 foreign countries sending world news by cable, wire, satellite and radio to New York for distribution to member radio stations. Within the U.S.A., domestic news is gathered by a staff of 1,500 attached to 101 local bureaus.

A radio station has a choice of how it wishes to receive AP news. There are the various teletype wires: *A*, *B*, *Sports*, *Broadcast*, *Spanish* and the *Big City Wire*. AP also provides an audio news service, *APRadio*, by special closed circuit AT&T line.

AP "A" Wire moves (transmits) in-depth reports of world and national

news 24 hours a day in an easily readable style so that newspapers can print the stories as is. **KGO, KPFA and KYA** use this service.

AP "B" WIRE is also written in newspaper style, transmitting stories that cannot fit on the filled "A" wire. This "B" wire also moves complete speeches and texts of documents making the news.

AP Sports Wire transmits news of athletic competition and other sporting events worldwide. Special attention is paid to California activities. **KYA** has this teletype.

AP Broadcast Wire feeds a condensed version of selected stories from other AP wires written especially to be read on radio. Included are hourly one-minute summaries and numerous daily reports which fill 5- and 10-minute newscasts. In addition, brief items of business, sports, agriculture and public affairs are "fed." AP Broadcast Wire serves **KABL, KBRG, KCBS, KGO, KKHI, KNBR, KNEW, KQED, KRE, KRON, KSAN, KSFX, KWUN** and **KYA**.

APRadio, "the total news service in sound," transmits hourly 5-minute audio (voice) newscasts of actualities. The voices of newsmakers, and AP anchor-people are also heard. *California Sound* is the supplement for state reports. AP-Radio can be compared with the news services provided by radio networks. **KNEW, KSFX, KYA**.

AP Spanish Wire stresses news from Mexico, Central and South America. The teletype transmits news in the Spanish language. **KOFY** uses this wire.

The Associated Press (AP) was formed in 1848 by New York newspapers as a cooperative news service. It built up a reputation for straight, accurate reporting by nameless (to the public) correspondents forbidden to speculate or interpret the news. Public demand has altered that policy, but if a personal opinion is sent over the wire today it must be clearly marked as such. Another change that occurred was the attitude towards radio. At one time, AP would not allow its services to be used by radio newsrooms. But today, AP welcomes radio subscribers as limited,

non-voting members.

AP deserves credit for improving the high quality of international news distribution which exists today. It fought hard to break a monopoly system that was entrenched until the 1930's. The important news agencies up until then functioned as adjuncts to European imperialism.

By the turn of the last century, each news agency had been given exclusive rights to distribute the news in specific areas. The world was divided up by the European companies like a sliced pie. For example, the French news agency was given the South American market. All other news services had to give their news to the French agency for distribution to South America. And as America's most important news service, AP was asked to join the cartel and receive its "slice" of the world. In fact pressure was applied that could only be called "arm twisting." Led by General Manager, Kent Cooper, AP resisted 100%. Mr. Cooper watched what happened during World War I when the French news agency allowed itself to be used as part of France's propaganda machine. It refused to send the news from the German press to the neutral South American countries. Mr. Cooper was in AP's communications department then, and he vowed to do all he could to isolate the world's news services from such political use.

It was a 20-year struggle that finally succeeded in 1934 when the "exclusive exploitation" of the news officially ended. Were it not for AP's principled stand, the news cartel might have continued as long as did European imperialism.

The California AP Tv & Radio Association (CAPTRA) presents annual awards for outstanding news programs at radio stations that use AP news services. Categories include investigative reporting, community affairs, news analysis, documentary, spot news coverage and sports news. The judges—from an AP group outside the state—evaluate the speed, accuracy and reliability of the news coverage as well as the quality of the stories.

In the past four years, CAPTRA honored several local radio news departments.

KEAR won for the program, "Who's Responsible for San Francisco?"

KWUN was honored for, "Bart Opening" ... "7 AM Edition" ... "Police-men's Point of View" ... "Transportation" ... and "Commercial Jet Noise."

KNBR took prizes for "Energy" ... "The Rising Costs of Poorer Education" ... and "Sportsweep."

KCBS won with "Roseville Explosion" ... "747 Landing" ... "The Battering Parent" ... "This Old House" ... "Housing on the Bias" ... "Sportline" ... "High-Rise" ... and "The Other Side of the Wall."

KGO was honored for "Time for Reform—the Grand Jury" ... "The Death of Tommy Horn" ... "Are the Courts Guilty?" ... and "Everything You Wanted to Know about Your Neighbor, but Didn't Think You Could Find Out."

Stations are also honored for sharing their news with other AP members, in keeping with the highest ideals of the cooperative news agency. Each of the award winners contributed over 7,000 stories and actualities for possible use on the AP Wires, APRadio or California Sound. Bay Area winners have been **KCBS, KGO, KTIM, and KYA.**

The familiar sign above the front window in every local bus and streetcar:

-P-L-E-A-S-E- Radio Silent

But Why? Why is radio not allowed to be played on the Muni System? One of the following three possibilities is the correct answer.

- (1) It would interfere with the driver's two-way radio.
- (2) It may disturb other passengers.
- (3) Electrical power of streetcars might cause a shock.

ANSWER: It is a courtesy to passengers easily upset by someone else's sound. So it's O.K. to turn on with ear-phones.



is proud of its coverage of the Third World and international finance

Outside the U.S.A., the most prestigious news service in the World is Reuters, the London based cooperative with 1,000 correspondents in over 200 countries, China and Cuba included. Jointly owned by press associations in Britain, Australia and New Zealand, it was founded as a private enterprise in 1851 by one man, Paul Julius Reuter (rhymes with loiter and exploiter although neither term fitted the man). He pioneered in the use of underwater cables while the competition still relied on boats to carry news across the seas.

Reuters has the reputation for fast, accurate and reliable international news gathering, being especially proud of its Middle East and Third World coverage, employing native correspondents who are at home with the local dialect.

Another Reuters specialty is world economic-financial news which it supplies in great detail to big business. A subscriber can order a Reuter teleprinter that transmits only grain-livestock reports, or another devoted to metals or other commodities. An edited version of all the business reports is included in the radio wire, *The Reuter News Report for North America*, which is edited in New York and distributed on the radio wire 24 hours a day. The service is bought by the network headquarters of ABC, CBS, Mutual, NBC, NPR and directly by three Bay Area radio stations: **KCBS**, **KPFA** and **KSAN**. The cost for this service is about \$250 a month. Reuters audio news service of voice actualities is supplied in the U.S.A. exclusively to Mutual for its affiliate stations.

One factor contributing to Reuters worldwide abilities is its domestic operations. Over the years as Reuters went into a country to bring out the news, it set up a news service for that country itself if there existed a need. It gave the country back its own news in its own language with newspeople native to that country.

Reuters operates such domestic news services in many places: West Germany, France, Belgium, Switzerland, Malaysia, and since 1967, in the U.S.A., competing with AP and UPI. All of these domestic operations around the world are tapped as news sources for reporting elsewhere.

The steps leading up to the Reuters success story sound like a tale of today: the liberated young spirit trying this and that, and finally publishing his own thing. Young Paul Julius Reuter worked in a local bank, then in a publishing house in Berlin, moving on to Paris as a translator, after which he started his own newsletter. With only his young wife to help, and their living room as shop, he was editor, writer, accountant, salesman and printer. The venture failed, but Reuter tried again with another sheet, this time concentrating on financial news that he peddled to banks and merchants. It caught on and he expanded his service, using carrier pigeons and a pony express to go where there was no telegraph service.

Soon the first underwater telegraph cable was planned to cross the English Channel, and Reuter had a hunch that London would be the place to go. He moved there and offered to have his European business news brought over by cable, but newspapers would have nothing to do with him. One editor insisted that the steamer was very much more respectable, another considered news by cable "a great bore." For the next seven years, Reuter could only sell to stockbrokers and business firms, making a modest living transmitting the opening and closing prices at the London and Paris Stock Markets to his clients for an annual fee.

Finally, in 1858, Reuter persuaded six newspapers to let him supply them with

international news, guaranteeing faster, more accurate and reliable news than could be gotten by a newspaper relying on its own resources. Success was immediate. But it was a close call. London's largest paper turned him down. The next largest gave him the chance. Reuter later admitted that if that second editor would have said, "no," he would not have gone further. He would have given up the idea of building an international news service and stuck to his stock market reporting.

A few months after winning the London papers, Reuters engineered a spectacular scoop with an advance copy of a very important speech made by Napoleon III. This had never been done before. The enterprising Reuter agent convinced the French government to give him the text in a sealed envelope on condition that it not be opened until Napoleon III began to speak. But when he did, the Reuter clients knew of it at once. Such news usually took 48 hours to reach London. This incident convinced even the most skeptical newspapers that they needed Reuter's service. The rest is history.

Reuters commissioned new underwater cables and expanded to cover all of Europe, then the U.S.A. (1870's), followed by India, the Far East and finally Australia. After 25 years of reporting only "important" events, Reuters decided to include popular news. A circular to correspondents in 1883 asked them to include "reports of fires, explosions, floods, railway accidents, earthquakes, shipwrecks, street riots, duels, suicides, murders."

Not everyone appreciated Reuters. In 1914, the Germans cut a trans-Atlantic cable attaching a bottle to the severed end. After the war, a repair crew found a note in the bottle that read, "This is the work of U-boat No 26 and puts a stop to Reuters damned anti-German lies."

After another war, Reuters got in trouble with the U.S. government. In 1946, the State Department attacked the news agency for being "pro-British." The charges were unfounded, and the rest of the world—including the U.S. press—rallied to Reuters defense against the "false accusations and smear tactics."

The importance of Reuters as an international news service was enhanced

Reuters' New York newsroom showing the staff 'feed' stories to clients by way of CRT (cathode ray tube) keyboards. The video

screen allows quick editing without pencil, eraser or typewriter ribbon.



after World War I when it adapted the multiple-address radio system to peacetime use, sending a signal from the London bureau to blanket huge geographic areas. Many radio stations simultaneously picked up the signal. Reuters sent out seven such beams—in secret code—each in a different direction to reach clients all over the world. As the competition came around to accepting the cable, Reuter moved on to the wireless. In time it would be the computer and satellite.

Forward looking until the day he died at 83 years, Old Julius never forgot a helper from the past. His first hired hand in London, an uneducated office boy, was elevated to an executive position, and even the carrier pigeon was remembered and appreciated. In 1944, the birds accompanied Reuters correspondents as they hit the Normandy beaches with the first troops. Amidst the life and death struggle to gain a footing, with all modern communication controlled by the military, it was the pigeon who flew messages back to London and an anxious world.

The fabulous success of Paul Julius Reuter might not have pleased his ancestors, for he discarded the name and religion they handed down to him. He was born Israel Beer Josaphat, son of a German rabbi. At age 28, he converted to Christianity and also changed his name to Reuter, a name that would outlast the family, since the Reuter blood line was destined to disappear.

Herbert, the son groomed to run the business, committed suicide three days after the death of his invalid wife. Herbert's only son, Hubert, was killed by a burst of machine-gun fire while soldiering in World War I.

Later generations of jet-setters living luxuriously off inherited fortunes would include Rothschilds, Fords, Duponts and Gettys. But no Reuter.

Q. What's radio news to you?

A. When Congressmen vote a 10% cutback in their own salaries—that'll be news!

IRISH NEWS

4:30pm, Tues, KPOO.
7pm, Fri, KQED.
9am, Sat, KBRG.

ARAB NEWS

7pm, Wedn, KQED.
9pm, Sun, KBRG.

ISRAELI-JEWISH NEWS

10pm, Tues, KQED.
7:15pm, Wedn, KQED.
8:30am, Sun, KALW.

IRANIAN (PERSIAN) NEWS

7:30pm, Wedn, KPFA.
12noon, Sun, KBRG.

WEEKLY REVIEWS

OVERSEAS ASSIGNMENT, 4:30pm, Mon, KQED: and 5:30am, Sun, KEEN.

READINGS FROM THE CONGRESSIONAL RECORD, 12:15pm, Tues, KPFA.

EUROPEAN REVIEW, 8:15am, 4:15pm, Thurs, KALW.

BACKGROUND BRIEFINGS FROM WASHINGTON, D.C., 6:05pm, Sat, KSFO.

WASHINGTON WEEK IN REVIEW, 5:30pm, Sat, KQED.

WASHINGTON WEEK, 3:30pm, 6:30pm, Sat; and 5:30am, Sun, KCBS.

UN IN REVIEW, 4am, Sun, KLOK; and 6am, Sun, KEEN.

THE WORLD THIS WEEK, 3:30pm, 6:30pm, Sun, KCBS.

WALL STREET WEEK, 5:30pm, Sun, KQED.

WEEKEND ROUNDUP, 6pm, Sun, KPOO.

BAY AREA BEAT, 10pm, Sun, KABL.

United Press International



United Press International (UPI) is a privately owned enterprise formed by a 1958 merger of United Press (UP) and International News Service (INS).

UP was founded in 1907 by E.W. Scripps to serve those kept out of AP. A smaller company, INS, was founded by William Randolph Hearst in 1909 to supply his own newspapers.

In the early days, these forerunners of UPI were known to dramatize the news and allow individual correspondents to personalize their stories and add "color."

UPI signs radio clients to five-year contracts for purchase of its news and solicits client suggestions as a means of improving the service. News is gathered with a 10,000-person staff in 119 U.S. offices and 92 foreign bureaus. The news items are then sent to the media over separate teletypes, the *A, B, C, Sports*, and *Broadcast* wires; and *UPI Audio*.

UPI Audio is a news service which sends actualities by special closed circuit telephone lines to the station where a tape recorder is activated. The story with the voices of the newsmakers and the correspondents involved is then available to the radio station for use when it wishes. UPI Audio can be compared to radio network news. According to a UPI executive, it is a larger operation than any network. UPI Audio transmits 30 spoken news stories and actualities each day. Weekly features include: *Washington Window* (a panel interview of newsmakers), *Week on Wall Street*, *U.N. Review* and *Perspective* (an in-depth examination of issues before the United Nations). **KCBS, KEEN, KFRC, KLOK, KRAK, KSFO** and **K106** are clients for UPI Audio.

UPI "A" Wire moves (transmits) world and national news written in an easily readable style, making it the most popular UPI service for newspapers that can print the stories as is. The Bay Area radio stations that have access to this UPI "A" wire are **KCBS, KFRC, KNEW, KSFO** and **K106**.

UPI "B" Wire supplements the "A" wire with more detail and complete texts of documents and speeches. For radio stations, it is combined with the California regional or "C" Wire. State news is transmitted most of the time, with "B" material moving from midnight to 4am. This "B-C" Wire is used by **KFRC, KGO, KNEW, KSFO, K101** and **K106**.

UPI Sports Wire transmits continuous items from the sports world to local stations **KCBS, KGO, KNEW** and **KSFO**.



UPI Broadcast Wire condenses "A" wire news. Written especially for radio, the copy from the teletype machine can be read, as is, over the air, fitting exactly into 1-, 5-, 10- and 15-minute newscasts. Forty-eight such world-national news spots are transmitted daily, plus 6 weather, 1 business, 15 sports and 2 farm reports. In addition, weekend reviews, descriptions of UPI audio feeds, and hourly regional news move over the wire. Cost varies. A Bay Area radio station might pay \$60 a week for its UPI Wire. These stations use the Broadcast Wire: **KBAY, KCBS, KDIA, KDFM, KEAR, KEEN, KFAX, KFOG, KFRC, KGO, KKIS, KLIV, KLOK, KMPX, KNEW, KNBR, KRAK, KSFO, KSF, KTIM, K101** and **K106**.

Chief UPI executive for the Western States is Dick Litfin ("Say and spell it like a fired-up Scandinavian!" he'll say to a new acquaintance fumbling around with the name.) If it isn't fashionable any more to work for the same company all one's life, Mr. Litfin can't imagine why. He started with UP before he finished school and has been there ever since. That's 35 years, to date, but Mr. Litfin, 58, isn't waiting for a gold watch. "If a person is working at what he really likes,



then he's way ahead of the game," says Litfin. Then extrapolating from the general to his own case, he adds, "I can cash in my chips any time. I've had a good game."

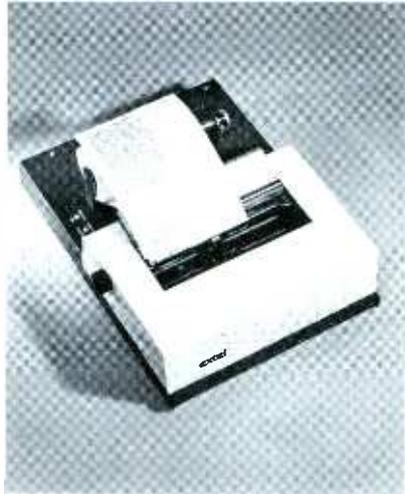
Mr. Litfin runs his ship with respect for the abilities of his many editors. He believes in delegating responsibility when feasible. Litfin learned a lot about running ships from the Navy. Two months before Pearl Harbor, he was chasing a Nazi battleship in the North Sea. Even though the U.S. was still officially neutral, Litfin remembers his commander saying, "If we find the #*&#, we'll sink it!" But they never did. After the U.S. was attacked by Japan, Assistant Navigator Litfin was ordered to accompany his battleship back to San Francisco for Pacific duty. Once there, the ship just stayed in dock, doing nothing. Restless for action, Litfin took flight training and, as a pilot, he was assigned to the carrier, U.S.S. Saratoga, earning the Distinguished Flying Cross and Air Medal with Star.

During his six years of military service, he wasn't involved at all in communications. "I wasn't allowed," Litfin

explains, "because I was privy to too much sensitive information." What a waste. Dick Litfin had a pre-war journalism degree from the University of Missouri School of Journalism. While still a senior, he was trained by UP as an apprentice, and with his Bachelor's degree, he was hired full time as an office boy to Edward P. Morgan with a starting salary of \$12.50 a week.

"If you work out," university-trained Litfin was promised, "next month you'll get a \$5 raise." When the promotion came, Dick Litfin celebrated with a night out on the town, a fancy dinner, show—the works; he spent all of a dollar.

During these 35 years, Mr. Litfin has worked in all aspects of UPI organization. He was placed in charge of the Olympia, Washington bureau right after the war. "UP gave me six years of seniority right off the bat!" Two years later he was sent to San Francisco for business training, then transferred to Seattle only to be recalled to the Bay Area to handle the strike of teletype operators. He was appointed UPI's San Francisco Representative and then Manager for the entire Pacific Division.



UPI is replacing all of its traditional teletype machines with the compact, quiet Extel model. The chug-chug-chug cadence of the big, bulky tickers will be no more.

UP

Edward Wyllis Scripps was the "architect" who drew up the blueprint for the United Press (UP) Wire Service, and Roy Wilson Howard was the "master builder" who put it all together.

Howard (1883-1964) was a young journalist managing a small New York news bureau when the powerful newspaper magnate, E.W. Scripps (1854-1926) bought it for the new national wire service he was determined to establish. Their first meeting, in 1908, was somewhat odd. The big, broad-shouldered and cantankerous Scripps was in old clothes and boots at his Miramar ranch near San Diego when Howard came in dressed as he would to a high society wedding, complete with spats and cane. That short figure, immaculately groomed and nattily dressed, might have been the model for a little porcelain man-doll.

Amazed, Scripps' first words were, "My God! Another little one?"

The self-confident Howard shot back, "Well, Mr. Scripps, perhaps another little one, but this time a good one!"

Scripps must have been favorably impressed. The next year, he promoted Howard to manage the entire national UP operation, and 13 years later he made him a full partner. During those 13 years, UP was built up to become one of the world's great independent news services.

At that first meeting, Scripps unrolled a blueprint of private enterprise for the public good that still stands as an exemplar for capitalism at its very best.

His plan was for a nationwide news service available to all—an unheard of idea. It was the custom of American news agencies at the time to give exclusive rights. But Scripps saw this as a threat to a free press. He feared that the powerful AP would monopolize news distribution and thus institutionalize its policy of accepting only one newspaper member in an area, leaving that paper's competitors out in the cold. Scripps predicted that this would dry up healthy competition, forcing the excluded papers out of business and block any future attempt to start a paper.

Scripps owned a chain of newspapers and it would have been good business to withhold his wire service from his own competitors. So when Scripps told him, "Never make a contract to deliver news exclusively to one newspaper in any territory," Howard asked, "Not even in cities where you have newspapers?"

"Never!" came the command.

With that blueprint as guide, and with the full backing of Scripps, Howard went to work. He built an organization of dedicated young people willing to work hard for low pay. Hyperactive Howard was such a driver (some called his bureaus "sweat shops") that he had a special assistant with a quiet personality whose job it was to calm down each newsman right after Howard yelled, insulted and cursed him for not doing better. It all worked. After just one year of Howard's management, UP showed a profit, and was giving AP stiff competition on a low budget.

Howard's practical and creative mind furnished UP with many innovations. Because the leased telegraph wires were sometimes idle, the thrifty Howard ordered that feature stories with human interest be developed and transmitted during slack periods. When complaints about poor telegraph service mounted, Howard made a deal with young AT&T to have UP news sent by telephone. He instituted the "by-line," giving a reporter credit in print for his story. He ordered that "today angles" be put on yesterday's news, predicting what will occur as a result of what already happened. UP soon gained the reputation for fast, dynamic reporting and colorful writing. It

WASHINGTON WINDOW (UPI)

3:15am, Sun, KFRC, K106.
3:30am, Sun, KCBS.
4am, Sun, KLOK.
5am, Sun, KEEN.
11pm, Sun, KEEN.
1am, Mon, KFRC, K106.

UN In REVIEW and PERSPECTIVE

(UPI)

4:30am, Sun, KLOK.
6am, Sun, KEEN.

expanded into foreign news with the coverage of Mexico's Pancho Villa in 1910, and the establishing of correspondents in Paris, Rome and London without the permission of the European news cartel—another example of the many "unheard of" practices UP put into operation.

Executive Howard wouldn't give up being a reporter. He personally covered political conventions, sports events and World War I. His resourcefulness as a newsman was shown when reporting the heavyweight bout in Reno between Jack Johnson and the "Great White Hope," Jim Jeffries. Howard sensed a loud, unruly crowd that would prevent his telegraph operator from hearing the blow-by-blow description. So he rushed into town, bought some long rubber tubes, phonograph parts, a deaf person's ear trumpet, and with this paraphernalia at ringside, he constructed an effective "walkie-talkie" system for the UP crew. During the very noisy fight that followed, the AP announcers—without walkie-talkies—could not be heard above the din and had to write their accounts in longhand for the wire operator, wasting precious time. But the UP Wire was on top of it, sending the 15th round knockout details all over the U.S.A. while the AP Wire was still reporting the ninth round.

In 1921, with UP firmly established as an important news service indelibly stamped with the personalities of its architect and master builder, Roy W. Howard withdrew to devote himself entirely to the newspapers in which he had been made a partner, soon to be known as the Scripps-Howard chain.

FM

- KQED 88.5
- KPFB
- KPOO

- KCSM
- KALW
- KDFM
- KJAZ 92.7 jazz
- KYA
- KPFM
- KSAN

- KKHI 95.7 classical

- KRON
- KEAR 97.3 religion

- KABL
- KCBS

- KNAI 99.7 news

- KBAY
- KTIM

- KIOI
- KDFC 102.1 classical

- KRE

- KSFX

- KFOG

- KBRG 105.3 international

- K106

- KMPX 106.9 '30's,'40's music

Business



Wire

delivers 'inside' corporate information to outsiders

Business Wire (BW) serves as a communication bridge between the business community and the public. More than 1,500 corporations pay to have their news releases sent by BW teletype to AP and UPI as well as to 100 western newsrooms selected for maximum exposure.

BW clients include Ampex, California Blue Cross, Carnation, Home Savings & Loan, Kaiser, PG&E, Saturn Airways, University of California, Varian Associates and Zenith. A BW story might begin like this:

"Honolulu.—X Corp. Thursday reported 1975 net earning of \$19,744,000, or \$1.46 a share, compared with \$17,601,000, or \$1.30 a share in 1973 ..."

Besides financial reports, clients submit conference memos, executive decisions and items concerning science, education, labor, sports and aviation.

The cost to the client company—as low as \$25 per news release—varies according to the item's length and distribution desired. Radio stations **KCBS, KGO, KNBR, KNEW** and **KSFO** receive the information, free of charge, on teleprinters installed by BW.

Manager of the San Francisco office, Lorry I. Lokey, was asked, "Who founded Business Wire?"

"I did," quickly replied Mr. Lokey, "14 years ago."

A native of Portland, Oregon, Lokey served as editor of the Stanford University student newspaper prior to receiving a B.A. degree in journalism. His career took shape as night editor for UPI and general correspondent for the *Longview Daily News*. Then he concentrated his

energies in public relations, working with Western Highway Institute, Shell Development Corporation and General Electric. Mr. Lokey served as president of Sigma Delta Chi Professional Society of Journalism and the San Francisco Bay Area Publicity Club. A consolidation of these news and business experiences was the perfect preparation for founding a public relations wire service.

What makes for success in business? This question is constantly asked and never satisfactorily answered. Perhaps there's no deep secret. Maybe it's merely the ability to consolidate one's know-how, realigning it to fill a need, and then applying a strong will to see it all through. Maybe this is the simple answer.

Maybe.

BUSINESS NEWS

:20 & :50 mornings, KCBS.
3:48am & 5:20am, KCBS.
7:40am, KRE.
7:45am, KNBR.
8am, KABL, KKHI.

12:45pm, KNBR.
2:19pm, KCBS.

5pm, KABL, KKHI.
6:50pm & 10:49pm, KCBS.

5:30pm, Sunday, KQED.

western union



So much for expert opinions. Engineers said it would take WU 10 years to string a telegraph wire coast to coast. In 1861, after just

four months, the job was done. From that date, nationwide news 'wire' services were possible.

A five-inch ticker tape coming out of a small black box brings continuous news from the sports world as it happens. It is Western Union's Sports Wire. All sports are covered: amateur, school, and professional; the minors and majors; car races; boxing matches; double AA baseball; and pro football.

Raw reports from all over the country are fed to Western Union's Consumer News Dispatch (CND) headquarters in Chicago. From there, the edited news goes out to all of the United States, showing up in 1,000 stations including **KNBR** and **KSFO**. Ball parks also receive the service, so that play-by-play announcers can keep the fans informed of other games in progress.

Transmission—at a rate of 1,000 words a minute—covers every action of the game reported. Another unique feature of Western Union's Sports Wire is its availability. Any private group or amateur sports club can have the serv-

ice. Even an individual fan, so inclined, can have that five-inch tape ticking off scores in his own bedroom. Like a good landlord, Western Union only asks that the tenant take care and pay the rent—about \$80 a month.

Western Union also has a Stock Market Wire that transmits the quotes from the New York, Chicago and American Stock Markets.

The New York and Mississippi Valley Printing Telegraph Company was formed in 1851 to build a telegraph line from Buffalo, New York, to St. Louis, on the Mississippi River. Five years later, the company's name was changed to Western Union, and expansion went almost as rapidly as a message over the wire.

Over the years, Western Union absorbed 535 other telegraph companies. Its own turn came in 1910 when AT&T bought control. But it was a time of



The little black box from Western Union.

national reform with Roosevelt, Taft and Wilson leading the movement against business monopolies; a movement that forced AT&T to release Western Union and stay away.

The power of radio and Western Union was demonstrated one evening in 1938. Its closest competitor, Postal Telegraph, Inc., was mentioned on a Lowell Thomas broadcast. In good humor, President Newcomb Carlton of Western Union asked for equal time. Thomas obliged with a *remote* (a program originating outside of the studio) from the Western Union building itself, and said Mr. Carlton would pay the bill if any friend wanted to send the newscaster a telegram.

The result was a surprise. 265,654 telegrams flooded the studio, an all-time record for public response to a single program. Thousands of the messages came by way of the competitor, Postal Telegraph. But Western Union graciously paid for those also, maybe knowing that in a few years (1943) it would purchase Postal Telegraph, ending the competition.

WEEKDAY SPORTS NEWS

:10, :40, am, KCBS.	:45, eve, KRAK.
:30, am, KBAY, KNBR, KSFJ	4:16pm, KGO.
4:53am, KCBS.	5:20pm, KLIV.
6:15am, KGO.	5:30pm, KOFY, KNBR, K101.
6:35am, KDIA.	5:45pm, KNBA, KSFO.
6:38am, KCBS.	6:35pm, KDIA.
7:30am, K101.	6:40pm, KRE, KCBS.
9am, KOFY.	7pm, KOFY.

--KSFO 560

--KFRC

AM

--KNBR

--KCBS 740 news

--KGO 810 talk

--KNEW 910 country

--KABL

--KKIS

--K101

--KOFY 1050 Spanish

--KFAX 1100 religion

--KRAK 1140 country

--KLOK

--KNBA

--KIBE 1220 classical

--KYA

--KDIA

--KEEN

--KRE

--KEST 1450 theatre, talk

--KWUN

--KTIM

--KKHI 1550 classical

--KLIV 1590

AM

in alphabetical order

KABL	960
KCBS	740
KDIA	1310
KEEN	1370
KEST	1450

KFAX	1100
KFRC	610
KGO	810
KIBE	1220
KKHI	1550

KKIS	990
KLIV	1590
KLOK	1170
KNBA	1190
KNBR	680

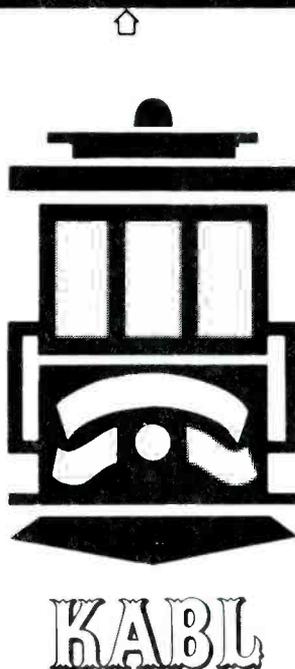
KNEW	910
KOFY	1050
KRAK	1140
KRE	1400
KSFO	560

KTIM	1510
KWUN	1480
KYA	1260
K101	1010

PROGRAM SCHEDULES

The information about each of the 50 radio stations that follows is organized in a very definite manner:

1. first come illustrations. A horizontal bar (representing a radio dial) with an arrow pointing to where the station is located on it. Also, the company's own billboard design or other art work may be shown;
2. then come the station's call letters, frequency, company name, address and telephone number;
3. a brief description of the station's overall policy and program format, mentioning promotional slogans, possibly a sister station, network affiliation, time on the air, and if simulcast (broadcast on more than one station at the same time);
4. the station's news policy and practice, the style and arrangement of the newscast;
5. the sources of the news broadcast, beginning with the wires, then the audio services, newsletters, weather and traffic reports, mobile units used, and a description of the news staff. The outside sources are abbreviated in dark print, such as **CHP** for the California Highway Patrol. The various AP and UPI services are identified by the small letters, "a,b,c,r,s,v," for the A,B,C, Broadcast (r for radio), and Sports Wires, while **APv** or **UPIv** (v for voice) stands for the Audio Service;
6. the very complete news schedule of that radio station, listing the newscasts heard daily, weekdays, Saturday and Sunday, followed by sports, business, farm and other news specialties, weather and traffic reports. The length of each news program lasting 15 minutes or more is given. Days of the week are abbreviated, Mon, Tues, Wedn, Thurs, Fri, Sat, Sun. The terms "drive, commute, commuter times" refer to the periods approximately from 6am to 9am and from 4pm to 6pm.



KABL 960

Starr KABL, Inc.
632 Commercial Street
San Francisco 94111
982-7822

Most familiar, best-loved melodies with current arrangements, and contemporary hits that will be standards in time, presented by the best known musical performers. "The World's Most Beautiful Music ... Cable Music." On the air 24 hours, 7 days. Partially simulcast with KABL-FM, 4-10am, Monday-Saturday; and 12midnight-7am, Sunday.

KABL news bureau in Oakland is fast and accurate, presenting Bay Area, nationwide and world news, sharing news facilities with KABL-FM. **AP**, **NWS**, 4 newspeople.

:00, news on the hour, every hour, every day. :30, news on the half hour during commute hours only, 6-9am and 4-6pm. BAY AREA BEAT, 10pm, Sunday, a review of the week's local news (15 min). BUSINESS and Financial Reports, 8am, 5pm. WEATHER, TIME :15, :30, :45.

R. Louis Davis, 46, is News Director of radio station KABL AM/FM. He learned his trade in the military from 1964 to 1971, at stations in Kansas, Korea, North Carolina, Germany and Vietnam, serving as announcer, journalist, news director and station manager.

Each human being is a package of genetic material and experience unlike anyone else's. Tragedy is going through life without recognizing and developing those unique qualities and Davis narrowly missed such tragedy. He was already a 12-year career soldier diddling around with this and that when a buddy, Jerrold Boulding—now a Sonderling Radio executive—told him, "Hey, Lou, you've got a great voice. You ought to be in broadcasting!"

Davis recognized good advice and began studying a new trade.

His first radio assignment, at Fort Riley, Kansas, was a success. Even the competition approved: a local commercial station kept stealing d.j. Davis' ideas, logos and program titles.

Davis recalls that news editing in the military was very simple, if not challenging. "The newsroom had just one teletype, that of the Armed Forces Radio & Television service. The 'AFRT Wire' was our only authorized source of news. We had orders to rip the printout and read it over the air as is. No changes allowed."

After Korea, Davis was sent to the station at Fort Bragg, North Carolina, America's largest military reservation. There, Sgt. Davis reached the civilian population, thanks to an unusual set up: it's the only U.S. Armed Forces radio station that transmits on the regular civilian FM dial, offering the general public a truly "alternative" point of view.

While stateside, Davis completed

studies at Career Academy's School of Broadcasting in Milwaukee.

More broadcasting experience was had in Germany, after which Sergeant First Class Davis was rewarded with a station of his own: manager of a network affiliate in a city of 15,000 in the country—the country of Vietnam, that is. Home became Pleiku in the Central Highlands during 1969 and 1970—definitely not the tourist season.

Armed to the teeth and living with the possibility of being overrun by the enemy (fans of another radio station, no doubt), Davis and his staff carried on broadcasting news of Iowa wheat harvests, Detroit labor problems and White House prayer meetings.

But "The Company" took care of its own. If the worse came and Davis was ordered to abandon and destroy, he would be supported in setting up broadcasting facilities elsewhere. He would not lose his job by being fired; only by being fired on!

Discharged from the service in 1971, Mr. Davis worked for a New Mexico station before coming to KABL in 1972.

Under his direction, KABL news has built up a well-deserved reputation for being people-oriented, tuned to the happenings of the community around KABL's Oakland news bureau.

The four-person staff encourages visits to the newsroom and invites "tipsters" to call 261-0867. Davis and his assistant, a radio news trainee, maintain direct contact with local citizens and groups. The result is KABL news having 60% local items.

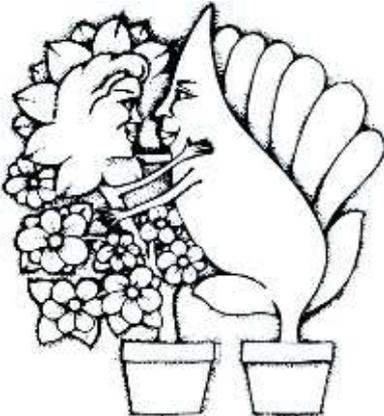
The news having been gathered, Davis and his assistant edit it for KABL announcers to read over the air. The two other members of the staff are the public affairs coordinator and an administrator.

Davis also keeps in touch with the listeners by voicing *Bay Area Beat*.

When he's not working, Davis might be found on the Hayward campus of Cal State University where he's taking a degree in Mass Communication.

"When he's not working," is a phrase that makes Davis smile. "A radio news-person is always working, always on the job," he says. "Just as the President can't run the country by being on the job only from 9 to 5, so a news broadcaster can't EXPLAIN the country by paying attention only from 9 to 5. Everything that goes on, all the time, is potential background or perspective to a news story."

Irrespective of whether others agree or disagree, R. Louis Davis, KABL News Director, is always on the job, always brushing against "the news."





KCBS NEWSRAD 74



**KCBS
740**

CBS Radio, a division of
Columbia Broadcasting System, Inc.
One Embarcadero Center
San Francisco 94111
982-7000

A continuous news and information station offering local, regional, national, and international features and reports. No music. "What Goes On Is On Right Now" ... "Your tomorrow is decided today—be involved!" ... "Hear What's Happening Now." CBS Owned as is KCBS-FM. On the air 24 hours, 7 days, except pre-dawn, Monday.

The news hour is divided into quarters, each beginning with headlines of the stories to be covered during that 15 minute segment. There is a balance of all kinds of news: national, world, business, sports, weather, traffic. About 40% of air time is devoted to local news. **APr, Reuters, UPIa, UPIr, UPIs, BW, CBS, PharmChem, Earth, Zodiac, NWS, AAA, CHP**, 3 mobile units plus airplane, Muni monitor, 25 newscasters.

:00, CBS network news every hour, everyday.

Weekdays, there are numerous newscasts other than the top of the hour network news: *World News Roundup*, *First Line Report*, *Newsbreak*, *Byline*, *Perspective*, *Newsradio Reports*, *Lowell Thomas & the News*, *Walter Cronkite Reporting*, *Mozley Backgrounder* and *The World Tonight*.

CBS WORLD NEWS ROUNDUP, 5am, 7am, Monday-Saturday. The day's first at-the-scene source for news of global importance, with direct reports from strategically located listening posts manned by a

corps of top CBS News Correspondents. Since 1955, *Roundup* has been hosted by Dallas Townsend, who engages in direct voice communication with Charles Collingwood in London, Peter Kalischer in Paris, Winston Burdett in Rome, and others at their global newsbeats.

FIRST LINE REPORT, 7:35am, Monday-Friday.

NEWSBREAK, 8:36am, Monday-Saturday. Also 1:10pm, 6:30pm, Monday-Friday. A distinctive series of latest-breaking news anchored by Charles Osgood who makes each broadcast relate to some important event that has captured the public's attention. On-the-scene actualities and voices pertinent to the morning's story are often included. The afternoon *Newsbreak* is anchored by Reid Collins, winner of the 1974 Overseas Press Club award for the series, "Vietnam Perspective—A question of Peace." Featured are on-the-scene reports, perspectives of developing stories, and follow-up "debriefings" of newscasters just returned from a major assignment.

BYLINE, 9:07am, Monday-Friday, KCBS news reporters' investigative series.

PERSPECTIVE, 12:37pm, Monday, Wednesday, Friday, a local news feature, not to be confused with programs of the same name from UPI and ABC.

NEWSRADIO REPORTS, 2:11pm, Monday-Friday, Also :06, 12midnight-4am, Saturday, and :25, 8am-1pm, Saturday; and :55, 1-6pm, Sunday.

LOWELL THOMAS & THE NEWS, 5 pm, Monday-Friday, a thorough review of the latest world developments and a sharing of personal experiences and anecdotes of "America's foremost newscaster," correspondent, lecturer, author and explorer. Born in 1892, Thomas began his radio career in 1925, at pioneering KDKA, Pittsburgh, Penn., and won fame with his first book—the biography of Lawrence of Arabia. His newscast originates from wherever Thomas happens to be, and as a dedicated traveler, that could be anywhere.

WALTER CRONKITE REPORTING, 5:35pm, 11:07pm, Monday-Friday, takes the day's major news story, or that event which most warrants further exploration and brings to it Cronkite's prestige, authority, experience, and personal association with major decision makers to explain the news.

MOZLEY BACKGROUNDER, 5:56pm, Monday-Friday, news analysis. Also heard at 2:06am, Tuesday-Friday and at 1:50am, Saturday.

THE WORLD TONIGHT, 6pm, 10:30pm, Monday-Friday, gives the complete story on the men and events that have shaped

the world that night. Anchorman Douglas Edwards sorts through the reports sent to New York by CBS correspondents around the world, evaluates and puts them in perspective for broadcast.

Weekend news specials include: *Washington Week*, *In Depth*, *Washington Window*, *Capitol Cloakroom*, *Face the Nation*, and *The World This Week*.

WASHINGTON WEEK, 3:30pm, 6:30pm, Saturday, also on Sunday, 5:30am. Since 1964, a feature of flexible format led by Neil Strawser. Broadcasts may be a documentary on a single subject, such as current legislation, or cover several subjects, including the lighter side of news in the nation's capital.

IN DEPTH, 8:30pm, Saturday and on Sunday, 8:30am. A news interview similar to *Face the Nation*. A close, thoroughgoing look at the most important social and political issues of the day moderated by Don Mozley flanked by a panel of KCBS colleagues interviewing a prominent newsmaker. Guests, who may be locally known, are engaged in a question and answer exchange (30 minutes).

WASHINGTON WINDOW, 3:30am, Sunday from UPI. A panel interview from UPI (30 minutes).

CAPITOL CLOAKROOM, 4:06am, 10:30pm, Sunday, heard also Thursday, 3:06am. Since 1948, it has presented the views of hundreds of members of Washington officialdom and is devoted to a discussion of the current business of both houses of Congress (30 minutes).

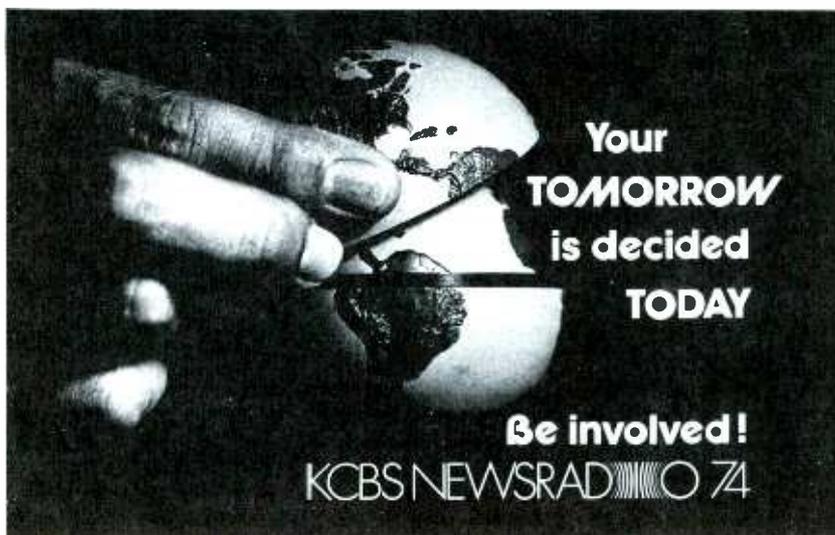
FACE THE NATION, 9:30am & pm, Sunday. Since 1954 when the late Senator Joseph McCarthy was the first guest. CBS News Correspondents, led by George Herman and a reporter from a leading newspaper interview a political leader who is "in the news" that week (30 minutes).
THE WORLD THIS WEEK, 3:30pm, 6:30pm, Sunday. A summation and analysis of top news stories of the week anchored by Alan Jackson.

Sports news include: *Sportsline*, *Sports World*, *Roundup*, *Rizzuto on Sports*, *Sports Central USA* and *Weekend Worldwide Sports*.

SPORTSLINE, :10, :40, 6-10am and 3:40-6pm. Local Bay Area sports news, plus frequent times during the day and weekends also.

SPORTS WORLD ROUNDUP is heard 4:53am, Tuesday-Saturday, as well as 6:38am, Monday-Friday and also on Saturdays, 6:40am and 8:08am. It consists of actuality replays, timely interviews, and the latest sports scores throughout the USA.

RIZZUTO ON SPORTS, 6:40pm, Monday-Friday, by the former New York Yankee baseball star. A superb fielder and the best bunter of his time, "The Scooter" played 13 seasons, was in 52 World Series games, and voted the American League's Most Valuable Player in 1950. Rizzuto calls on his background and contacts in the sports world to broadcast inside stories and important develop-



**Your
TOMORROW
is decided
TODAY**

Be involved!

KCBS NEWSRAD  74



Dave McElhatton, KCBS

ments, sometimes including the voices of the subjects.

Weekend sports specials include **SPORTS CENTRAL USA** heard Saturday: 9:09am, 9:39am, 11:09am, 3:39pm and on Sunday, 10:09am, 10:39am, 2:41pm, 3:39pm. Fast accurate sports reports and on-the-scene interviews by Win Elliot who has been doubly awarded for his horse racing coverage by the Thoroughbred Racing Association and the Thoroughbred Breeders of Kentucky.

WEEKEND WORLDWIDE SPORTS is heard 4:36pm, Saturday and Sunday.

KCBS newscasts that specialize in the economy and business: *Business Outlook*, *Business News*, *Stocks: Closing Quotes*, and *Today in Business*.

BUSINESS OUTLOOK is heard at 3:48am, Tuesday-Friday, and somewhat later at 5:20am, Monday-Friday.

BUSINESS NEWS at :20 & :50 from 5:50am to 1:20pm, is broadcast live and direct from the Pacific Stock Exchange by Ray Hutchinson, the radio station's Business Editor. Besides the regular market reports, Mr. Hutchinson explains how each day's news events may affect the financial community. Before coming to KCBS in 1968, he was managing editor of an all-news station near Los Angeles.

STOCKS: CLOSING QUOTES are broadcast at 2:19pm, Monday-Friday.

TODAY IN BUSINESS, 6:50pm, 10:49pm, Monday-Friday, examines the economy at

the close of the business day and reports current market prices. Wall Street is brought to Main Street as Gary Shepard explains to both layman and investor.

FARM NEWS, 4:34am, Tuesday-Saturday. **DRUG REPORT**, with information from PharmChem is broadcast whenever test results are available. No set time or day.

Special weather reports are presented by local forecaster, Harry Geise and network meteorologist Gordon Barnes.

BAY AREA WEATHER WITH HARRY GEISE, 6:28am, 7:56am, 4:26pm, meteorologist with CBS radio since the 1950's. He was a private forecaster for a station in Chicago, initiated weather programming for the CBS affiliate in Los Angeles and developed the CBS Long Range Weather Center in New York in 1966. A specialty of Mr. Geise is long range weather forecasting based on solar disturbances.

WEEKEND WEATHER, 7:25am, Saturday, from CBS Network. Chief Meteorologist Gordon Barnes reports the weather patterns from coast-to-coast, compiled only minutes before broadcast time by a team of weather specialists using national and international communication circuits receiving around-the-clock data from worldwide weather collection points.

TRAFFIC ALERT, 6:30-8:30am and 4-6pm, is an emergency communications

system KCBS developed for the benefit of the commuter listening on the car radio. Six mobile units, the AAA, CHP and Muni hotlines, and airborne traffic reporters (in a Piper Comanche) contribute to this service.

Dave McElhatton is Director of News Operations for KCBS and is also the morning anchorman. A native of the Bay Area, Mr. McElhatton has been with KCBS for 20 years, since graduation from San Francisco State College. He hosted variety and music shows in all time periods, including a telephone/talk program.

McElhatton has been a morning newscaster since KCBS adopted the all-news format in 1968. He is known for his sharp wit, economy of language and news analysis. His team broadcasting is appreciated because of his talent for bringing out the best of the other newscaster. Mr. McElhatton passes on his knowledge and enthusiasm for radio news by teaching a summer course, "Electronic Journalism," at his alma mater.



KDIA

KDIA

1310

Sonderling Broadcasting Corp.
P.O. Box 8432
Oakland 94662
834-4262

Music: danceable and listenable. There are up moods, slow moods, vocals and instrumentals. The sound is based primarily upon Black hit recordings and albums. Also, telephone talk, editorials, biographies, election related programs, religion and public service broadcasts. Featuring the "Now" Sound in Black contemporary radio of "Silk and Soul"... "Simply Superior." On the air 24 hours, 7 days.

Specialized news with emphasis on or toward the Black person. The approach is adult. KDIA news staff has been commended by the Berkeley Police Department for its help in solving a kidnapping case. **UPtr, Internews**, 2 mobile units,

5-person news staff plus sportscaster. Material may also be used from Black Audio Network, a New York based company which supplies actualities twice a day emphasizing the Black and minority viewpoint.

:30, news on the half hour, almost every half hour, everyday except no weekday news at 5:30am, 10:30am, 1:30pm, 2:30pm, 7:30pm, 8:30pm and 11:30pm. No news on Sunday from 12midnight-6am, and 1-2pm.

CARL ROWAN COMMENTARY, 9:53am, Monday-Friday.

SPORTS NEWS, 6:35am & pm.

BLACK MONTAGE, 3pm, Sunday, an in-depth local news discussion (60 minutes).

The distinguished journalist, Carl Rowan, interprets the news as it affects Black people, other minorities and the poor. Mr. Rowan, 50, is a syndicated columnist and author whose fifth book, "Just Between Us Blacks" is based on letters from radio listeners.

In the Kennedy and Johnson Administrations, Carl Rowan was Assistant Secretary of State for Public Affairs, Ambassador to Finland, and Director of the U.S. Information Agency.

Rowan was born in Ravenscroft, Tennessee, and graduated from Washburn University in 1944 with a degree in Math. The U.S. Navy sent him to Oberlin College for training and he returned there after the War for a liberal arts degree. He earned an M.A. degree in journalism in 1948 and began a 13 year association with the Minneapolis Tribune, starting out as a copywriter.

Every famous person can look back at the one time that made the difference: that achievement—or lucky break—that provided the leverage to rise head and shoulders above the multitude. For Carl Rowan, that time came in 1951. He wrote a series of articles about race relations in the South that was a very revealing and perceptive analysis of the problem. This was three years before the Supreme Court desegregation ruling and it came as a thunderbolt. The newspaper was flooded with mail in response to the series. It seemed like the whole city was talking about it and about Rowan, who became a local celebrity. The Junior Chamber of Commerce voted him as the outstanding young man of the year (he was only 24).

Reshaped into book form, titled "South of Freedom," the articles found a national audience and rave reviews. Praise and honor came to Rowan from everywhere:

The University of Minnesota award; a Lincoln University citation; prizes for best reporting. Excerpts were printed in Look Magazine. Within his chosen profession, Carl Rowan had arrived. He had broken through; and wealth, positions of power, and friendships with the great would follow in the years to come.

Life would never be the same.



KEEN Radio 137

KEEN

1370

United Broadcasting Co.
The Golden Pacific Group
1245 S. Winchester Blvd.
San Jose 95128
(408) 249-5336

Contemporary music programmed for young adults, 25-40 years. A mix of soft rock, current hits and old standards played by 6 announcers who are free to express opinions, tell jokes, or generally entertain. Oakland A's baseball, San Jose Earthquakes soccer. "That's Entertainment" ... "K—double E—N" ... "The All New Radio 137." On the air 24 hrs, 7 days, except Monday morning, 12midnight-5:30am.

UPI, UPIV, BFA, and local sources such as City Hall. The News Director is Ron Robertson.

:20 & :50 news 20 and 50 minutes after the hour, during commuter drive times, 6-9am and 3:50-6pm. Also, news at 12noon, 10pm, and :55 through the night.

Sunday specials from UPI Audio: WASHINGTON WINDOW, 5am, 11pm (30 minutes), a panel interview of Washington newsmakers; UN REVIEW, 6am (15 minutes), a review of the week at the United Nations; and PERSPECTIVE, 6:15am (15 minutes). In-depth examination of issues before the U.N.

OVERSEAS ASSIGNMENT, 5:30am, Sunday, from the Broadcasting Foundation of America (BFA). A weekly report from scenes of today's major international news developments, with interpretations by distinguished journalists of the British Broadcasting Corporation (BBC). Crisp analysis of personalities, forces behind current events, and educated predictions of what is to come. Incisive roundups that take listeners to where exciting things are happening. The vast and highly acclaimed news-gathering resources of the BBC are at the disposal of listeners who hear the voices of expert on-the-spot reporters.

ATTORNEY GENERAL YOUNGER, 6:50am, Sunday.

CONGRESSMAN NORMAN MINETA (13th District), 8am, Sunday, answers questions for 15 minutes.

SPORTS ACTION QUIZ, 7:30pm, Sunday (90 minutes).

STATE FARM NEWS, 7:30am, Sunday (30 minutes).



KEST

1450

KEST Radio
San Francisco Hotel
Civic Center
San Francisco 94103
626-5585

Non-music entertainment format, featuring comedy records, old-time radio drama, talk shows, and programs for children. "Theatre of the Air" ... "Freeway Funnies." On the air sunrise to 12midnight.

Mornings from sunrise to about 6am, Monday-Saturday, KEST presents a package of newsworthy programs, featuring nutrition, business, popular science, ecology and sports.



KFAX

KFAX
1100

Argonaut Broadcasting Co.
1470 Pine Street
San Francisco 94109
673-4148

Religious, inspirational and philosophical format for adults. Since 1925. Interspersed with news, commentary, political and educational discussions. Frequent editorials on important local issues. "Want to Hear Some GOOD NEWS?"... "Broadcasting from KFA Studio Chapel of the Air." On the air about 17 hours, 7 days. Off the air from sunset-10pm and again 3-5am. Day-time transmission from Hayward.

Many news programs that have a truly "alternative" point of view. **UPIr, Agric, CHP.**

:57, news just before and up to the hour, 6am-4pm, weekdays; 6am-1pm, Saturday; 6am-3pm, Sunday, plus daily news at 2:40am. On Sunday and Monday mornings, 5 minutes earlier, 2:35am.

FARM NEWS, 2:30am, Sunday-Monday; 5am, Saturday. News from the world of agriculture, with special reports from the California farm scene. Possibly an interview with a prominent agriculturist.

CHURCH WORLD NEWS, 5:30am, Saturday.

HELLENIC-AMERICAN BROADCAST, 10pm, Monday-Friday (30 minutes). News, commentary and music for the Greek-speaking community in the Bay Area.

LIFE LINE FREEDOM TALKS, 5am, Monday-Friday (15 minutes). The news commentary of Melvin Munn.

VOICE OF AMERICANISM, 9am, 4:45pm, Monday-Friday, plus Saturday morning (15 minutes). "Hear America's only Christian daily news analysis program." With Dr. Stuart McBirnie from Glendale, California.

PROJECT AMERICA, 9:15am, 5pm, Monday-Friday (15 minutes). Disturbed by today's headlines? Then stay tuned for a penetrating look at headline making events in the light of the Bible. A hard hitting, thought provoking program. Speaker is nationally known evangelist and commentator, Bill Mansdoerfer.

LIBERTY LOBBY, 12:25pm, Monday-Friday. News analysis.

VOICE OF AMERICAN INDEPENDENT, 6:15pm, Monday-Friday.

IN THE PUBLIC INTEREST, 1am, Monday-Friday. Prominent public figures from all walks of life speak out on current events, both national and world.

W. Stuart McBirnie, Voice of Americanism





American Intelligence Association

THIS CERTIFIES THAT

having duly signified and affirmed a dedication to the principles of Constitutional Americanism and the preservation of individual freedom under God by a personal signature below, is hereby designated as a Charter Member of the American Intelligence Association.

Charter Member/s Signature

W. S. Mc Birnie
Executive Director

A VOICE OF AMERICANISM DEPARTMENT • BOX 90, GLENDALE, CALIFORNIA 91209

W. Stuart Mc Birnie is the news analyst for the syndicated program, *Voice of Americanism (VOA)*, heard daily on 68 radio stations nationwide.

The program is described in a brochure distributed by VOA as the nation's hardest-hitting and most interesting patriotic news program. It opposes communism, socialism, religious apostasy and racial prejudice. Mc Birnie is said to offer thought-provoking commentaries and rare insights into the problems facing America.

Newsmakers are often interviewed on the broadcast. Guests have included Strom Thurmond, John Tower, Evelle Younger, Sam Yorty, Barry Goldwater Jr., John Ashbrook and John Harmer.

Dr. Mc Birnie is the Senior Minister of the United Community Church in Glendale, California, and he is President of the Community Churches of America, as well as Director of VOA. The first title-listing after his name on publications is "news analyst." Mc Birnie is author of the publication, "How Safe are You?" which is given to financial supporters along with a booklet about the Bible's stand on homosexuality. Another Mc Birnie booklet, "Revelations of the Recent Communist Party [U.S.A.] Convention" begins with the statement, "The reds are crawling out of the woodwork . . ." and goes on to reveal "the real reason for the hatchet job on the late Senator Joe McCarthy!"

VOA asks listeners to send in information to help it document its war against subversion. Informants are given the

American Intelligence Association certificate suitable for framing.

Mc Birnie maintains a staff in Washington, D.C. to "provide a strong responsible Christian conservative voice where it counts!"

Melvin Munn, veteran newscaster, public affairs analyst, lecturer and public speaker, is the president and commentator of *Life Line*, a nonprofit corporation based in Dallas, Texas.

Since 1958, *Life Line* has built a reputation of integrity in the use of undistorted facts. Although some describe the program as "provocative," it carefully explains and substantiates its viewpoints. These opinions include the belief that personal enterprise is not outmoded, that a strong republic requires reasonable limitations on the scope of central government, and that freedom-loving Americans must actively participate in maintaining their individual and national liberty.

Life Line asks its audience to examine all sides of important questions and to search for truth from all available sources. It does not attack minority or labor groups. Its guidance, philosophy, and programming are shaped by Boards of Directors and Advisors (all unpaid) that include John Wayne of Beverly Hills, California.

Mr. Munn, a native Texan, had varied business experiences in the fields of banking, insurance, broadcasting, management and adult education. While living in Washington, D.C., he served as public relations consultant to as many as 28

Congressmen. He is active in the United Methodist Church, Kiwanis International, and holds an honorary degree from the National Christian University.



**KFRC
610**

RKO General, Inc.
415 Bush Street
San Francisco 94108
982-9200

Top 40 Hits. "All the hits all the time and a lot more" . . . "Have you ever heard a banana?" . . . "Bikes deserve a break." 24 hours, 7 days. Simulcast, AM/FM, 12midnight-6am (8:30am, Sunday).

KFRC News content is issue-oriented, aimed primarily at 18-49-year-old listeners. Stories are selected for their relevancy to this age group with special concentration on politics, youth issues, environmental and consumer concerns, feature stories, music or entertainment news. KFRC news writing style is designed to facilitate easy understanding of the news by the listeners. Sentences are short and conversational. On-air delivery is authoritative but conversational. Stories are generally arranged in order of their relative importance or interest to the listeners. There are no requirements for specific placement of local, state, national or world news, but news content averages approximately 60% local. Sports news is reported at the end of each newscast, preceding a brief Wall Street summary and the weather. Traffic reports are aired in newscasts and disc jockey programming as needed.

In 1974, KFRC News Director Dave Cooke won the "Billboard Magazine" award for "Newsperson of the Year." Arrangement of the regular newscast: general news, community action report, editorial, sports, Wall Street and weather. UPIa, UPIb, UPIr, UPIv, Agric, Earth, Zodiac, NWS, CHP, Coast Guard weather, 2 mobile units, police-fire monitors, 6 newsmen, plus RKO's Washington, D.C. correspondent.

:20 & :50, morning drive time, 6-9am, Monday-Friday, plus :45 & :50 at various times, 4:45am, 5:45am, 10:50am, 12:50pm, 2:50pm: 4:50pm and 5:50pm.
SATURDAY NEWS, 4:45am, 5:45am, 6:50am, 7:50am, 8:50am, and 11:50am.
SUNDAY NEWS, 11:50am, 2:50pm, and 5:50pm.

FARM NEWS, 4:45am, Monday-Friday; and 4:15am, Sunday. The Sunday program, *Agriculture USA*, is aimed at the general public with topics of nutrition, research, farm economics, markets, and rural development.

WASHINGTON WINDOW, the UPI "Round table." 3:15am, Sunday and 1:05am, Monday (30 minutes). A panel interview of Washington newsmakers.



**KGO
810**

American Broadcasting Co.
277 Golden Gate Ave.
San Francisco 94102
863-0077

Continuous news and conversation by the station's personalities and their guests, with listeners invited to phone in and express their opinions on the air. No music. KGO has served Northern California and

the West for over 50 years. Long established with personalities, education, information, music and other radio fare, KGO anticipated a growing need for platforms of public expression and so opened its microphones to people in the early 1960's. A dynamic combination of news blocks and listener dialogue created Newstalk—an open forum of public opinion. With each day's news serving as the catalyst for this dialogue, KGO spotlights the arena with informed "communicasters," knowledgeable guests and current events. The response is measured by the 70,000 listener calls KGO broadcasts annually.

Eavesdropping on a Newstalk conversation challenges even the most passive listener to agree, to reject, to learn, to evaluate, to form his own opinion. The result: informed listeners, aware communities, involved citizens. "KGO Newstalk Radio 81 is a process committed to the freedom of speech" ... "the American way of radio." ABC owned, as is KSFX-FM. 7 days, 24 hours, except for late Saturday and Sunday nights, from 12midnight to 6am, Sunday (to 5am, Monday morning).

Sources of KGO news: **APa, APr, UPIb, UPIr, UPIs, BW, ABC's I, NWS, AAA, CHP**, helicopter traffic reports, 16-person news staff led by morning anchorman Harv Morgan.

:00, news on the hour, every hour, every day. A combination of locally produced stories and "feeds" from ABC's I.

THE MORNING NEWS, 5-9am, Monday-Friday, four hours of local, regional and national news.

EVENING NEWS, 4-6pm, Monday-Friday, two hours of local, regional and national news.

PAUL HARVEY, 8:55am, Monday-Friday, and 12:30pm, Monday-Saturday.

HARRY REASONER OR HOWARD K. SMITH, 4:25pm, Monday-Friday.

PERSPECTIVE, 2:05am, Friday morning. In-depth reports from ABC Radio correspondents all over the world (60 minutes).

NEWS AROUND THE WORLD, 5am, Saturday.

SATURDAY EVENING NEWS, 4pm (30 minutes).

SPORTS WITH HOWARD COSELL, 6:15am and 4:16pm, Monday-Friday.

WEEKEND WORLD OF SPORTS, :06, six minutes after the hour, 8am-6pm, Saturday and Sunday.



When Jim Dunbar moved to KGO Radio's Morning News Team, he brought with him an 11-year background of live on-air interview experience for which he is so well known. It is with this thrust from KGO's NEWSTALK format that Jim Dunbar now highlights the morning news team as host. Dunbar takes the news a step further from mere reporting. He seeks out information, comment and reaction on the air with newsmakers. Reporting news, talking with newsmakers on the phone, and getting listener reaction via opinion polls is what Dunbar and the Morning News is all about. Dunbar's interjection of intellect is a viable part of KGO's news success story.

Dunbar was sold on radio as a career in 1955, after a two year stint in the Army. He lost no time in becoming a top flight personality on two stations, then moved on to New Orleans where he served as program director as well as on-air personality.

Dunbar rejoined ABC by moving to KGO Radio in July 1963 as Program Director. During his first year he overhauled the

entire program schedule and implemented the present news and talk formula.

His fast wit and authoritative opinions have made him a synonym for conversation for 11 years.

Harv Morgan has a superb sense of logic, and his listeners appreciate his "no-nonsense" approach. He does more than just "tell it like it is." He goes beyond the surface story, delving into the origin, background and related side issues of every problem—bringing to bear his sharp analytical mind and wide frame of reference. In other words, with Harv Morgan, there are no quick answers. Morgan's probing documentaries have won him many awards including the San Francisco State College Media Award, the American Bar Association's Silver Gavel Award, the National Committee for Civil Responsibility's News Media Award and many, many more. Morgan has worked at radio stations in Scranton, Penn., Greenville, South Carolina, and West Palm Beach, Florida. In 1957, he landed a job in Charleston, West Virginia as News Director and Program Director and later held the same position at Columbus, Ohio until joining a Cleveland station in 1961 where Morgan was host and moderator of a nightly interview show that was top rated.

A Civil War buff well versed on Lincoln and his times, Morgan is working on his book entitled "Lincoln's Diary." A graduate of Hunter College in N.Y.C., he received his B.A. in English and did his graduate work in Radio-Tv at Columbia University in N.Y.C. and his graduate work in history at John Carroll University in Cleveland.



KIBE

1220

Sundial Broadcasting Corp.
The Cannery, 495 Beach St.
San Francisco 94133
776-4720

Classical music of every period, carefully selected to match the mood of the time of day. Baroque, opera, live performances and concerts. "The Radio Concert Hall" ... "The Classical Music Station." Same ownership as KDFC-FM. On the air 6am-sunset. Simulcast with KDFC-FM. Transmitter in Palo Alto.

UNIVERSITY EXPLORER, 4pm, Monday-Friday, news of people, places and things.



KKHI

1550

Buckley Broadcasting Corp.
Hotel St. Francis, Union Square
San Francisco 94119
986-2151

Serious music format, from Renaissance to present, including operetta, grand opera, chamber ensembles, symphonies, concertos, instrumental and vocal soloists, selected to suit time of day. "The Classic Station." On the air 24 hours, 7 days, except for early Monday morning, 12midnight-6am. Total simulcast, AM/FM.

Regular news schedule, except during lengthy concerts which play uninterrupted.
APr, AAA.

:57, 3 minutes before the hour, 6am-12midnight, everyday, plus news at 1am, 3am, 5am, 5:55am, Tuesday-Sunday.

STOCK MARKET REPORT, 8am & 5pm.
WEATHER and seasonal ski reports, 6-9am, 3-6pm, Monday-Saturday.
TRAFFIC reports, 6-9am, 3-6pm, Monday-Saturday.



KKIS
990
Schofield Broadcasting Co.
36 Quail Court
Walnut Creek 94596
934-5300

Easy listening music, middle-of-the-road vocals and instrumentals with breaks about every 10 minutes for weather. Sports: Oakland A's, Warrior basketball, and Seals hockey. "The wonderful world of music." Same ownership as KDFM-FM but not simulcast. On the air 24 hours, 7 days, except 1-6am, Sunday.

KKIS specializes in local news, that of CONTRA COSTA and SOLANO COUNTIES. Local weather is announced frequently, usually during the ten minute music break every ten minutes as well as during newscasts. The final stock market report is broadcast when it comes over the wire. UPIr, public service monitors, two newscasters.

:00, news on the hour, every hour, plus at :30, on the half-hour during the periods, 6-10am & 4pm-12midnight.

SPANISH NEWS, 11pm, 11:30pm, 12midnight, 12:30am, 1am, Monday-Saturday, for the local Spanish-speaking community. THE WORLD TOMORROW with Garner Ted Armstrong, 10pm, Monday-Saturday, heard daily worldwide. A thought-provoking broadcast bringing you the real meaning of today's world news—with advance news of the "world tomorrow." The Bible is used to explain news and project the outcome of events (30 minutes).

54



KLIV
1590
Kliv, Inc.
P.O. Box 995
San Jose 95108
(408) 293-8030

Rock music format. "Super 16." On the air 24 hours, 7 days. Specializing in all aspects of SANTA CLARA COUNTY news. UPIr.

:20, everyday, twenty minutes after select hours: between 12midnight-6am; at 12:20pm and 5:20pm; and at 6:20am, 7:20am, 8:20am and 11:20pm, Monday-Saturday. Only on Saturday a 9:20am newscast; 9:30am on Sunday.

SAN JOSE CITY COUNCIL MEETING, 7:25am, Sunday.
SPORTS emphasized in the 5:20pm newscast, everyday; and at 11:20pm, Monday-Saturday; and 9:30am, Sunday.
GYM SHORTS ON SPORTS, 11:05am, Saturday



KLOK
1170
Radio Klok, Inc.
1 Radio Park Drive
San Jose 95122
(408) 274-1170

Programmed for adults, 18-49, with variety music, a mix of popular standards from the 1950's on to new releases played by personality announcers. Public affairs

programs are to make community aware of services and activities of non-profit groups as well as furthering general social awareness. "The Man From Klok!" ... "Because That's What KLOK's All About" ... "Set Your Klok for Superstar Radio at 11:70!" On the air 24 hours, 7 days, except Wednesday morning, 3-5am.

News is a balance of local and national with emphasis on local actualities. **UPIr, UPIv, Agric.**

:00, news on the hour, every hour, every-day, with UPI emphasis from 7pm-12midnight. Special live local news from 7am to 1pm, Saturday and from 12noon to 6pm, Sunday.

:30, news on the half-hour during morning drive times, 6-9am, Monday-Friday, complete with sports and weather.

FARM NEWS, 5am, Monday-Friday. Sunday news specials, 4-5am, from UPI

Audio: WASHINGTON WINDOW (30 minutes), a panel interview of Washington newsmakers;

PERSPECTIVE (15 minutes) in-depth examination of issues before the United Nations; and

UNITED NATIONS REVIEW (15 minutes), a review of the week at the U.N.

RELIGIOUS NEWS, 5am, 6am, 7am and 8am, Sunday.

Arrangement of a newscast: network, local, stocks, weather. National and world news from **Mutual**. Local news of SO-LANO COUNTY and VALLEJO.

:00, Mutual news on the hour followed by local news.

:30, Mutual news on the half hour followed by community news. Extended newscasts, 7:30am, 11:30am and 5pm (15 minutes).

MARE ISLAND NEWS, 11:40am. The sponsor has it carried over the public address system at the Naval Shipyard.

SENATOR JOHN TUNNEY, 2 pm, Wednesday.

ATTORNEY GENERAL EVELLE YOUNGER, 2pm, Friday.

FILIPINO News and culture, 8am, Saturday (60 minutes).

PORTUGUESE News and culture, 9am, Saturday (60 minutes).

SPANISH News and culture, 10am, Saturday (2 hours).

HORSE RACE RE-CREATIONS, 5:45pm, Tuesday-Saturday (30 minutes).



K N B A

**KNBA
1190**

KNBA Radio
3267 Sonoma Boulevard
Vallejo 94590
(707) 644-8944



**KOVERS
NORTH
BAY
AREA**

Music: middle-of-the-road, with a little country. Community oriented. Little League baseball and high school games. KNBA invites youngsters to attend its Saturday student workshop and learn about broadcasting. "Kovers North Bay Area" ... "M-M-Mighty 1190." On the air sunrise to sunset.

**KNBR
680**

National Broadcasting Co., Inc.
Grosvenor Plaza, Civic Center
San Francisco 94102
626-6700



A combination of personalities, sports, news, and popular middle-of-the-road music, sometimes reaching into rock. Always the unexpected. Always entertaining. Sometimes even a bit irreverent. But a good time every minute. Oakland Raiders football. "The Sound of San Francisco." Blood drive ... parade ... Operation Job-search ... annual calendar party ... Frog-A-Thon ... Homestead Ravioli Open ... coloring book. NBC owned as is KNAI-FM. On the air 24 hours, 7 days.

The first story is repeated at the end of the NBC newscast. News specials of NBC tv, such as the 60-minute exclusive, "Rabin and Sadat—Peace or War?" are rebroadcast on KNBR as is the audio of Meet the Press (not simulcast with tv). The station's newsroom serves as lab for *Radio News Tape Editing*, a course at the College of San Mateo. **APr, UPIr, BW, WU, NBC, NWS, AAA, CHP**, a mobile unit plus traffic plane, 7 phone lines for tipsters 626-1442, news staff of 7.

:00, NBC news on the hour followed by KNBR local news, every hour. Additional local news on the half hour, :30, during commuter drive times, 7-10am and 4-6pm, Monday-Friday.

EDWIN NEWMAN COMMENTARY, 11:30am, Monday-Friday.

JOHN CHANCELLOR, 4:30pm, sometimes.

NBC UPDATE, :30, thirty minutes after the morning hours of 6, 7, 8, 9, 10, Saturday, concerning people in the news.

MEET THE PRESS, 7:30pm, Sunday. A panel of newsmen interview a newsmaker (30 minutes).

SECOND SUNDAY, 11pm, the second Sunday of the month. News features (30 minutes).

STOCK REPORTS, 7:45am, 12:45pm, Monday-Friday.

SPORTS, :30, thirty minutes after the hour, 6-9am, and 5:30pm, Monday-Friday; 11am-4pm, Saturday; and 10am-2pm, Sunday.

TRAFFIC REPORTS, 6:45-8:15am and 4:30-6pm.

**KNEW
910**

Metromedia Radio
66 Jack London Square
Oakland 94607
836-0910



Country music format. "It's Time For Country" ... "KNEW 91" ... "California Country." Metromedia owned, as is KSAN-FM. On the air 24 hours, 7 days.

For gathering world and national news, KNEW has at its disposal AP and UPI wires as well as both ABC and Mutual networks. Mutual is heard in the evenings, starting with the 7pm newscast and on weekends. Segments of ABC news are selected and incorporated into the locally produced newscasts. The 5-person news staff regularly prepares in-depth reports, such as the one on Bay Area "Prostitution" that required 3 months of investigative reporting. Another news special, "The Strike is Over but the Litter Remains," was aired the day the East Bay Regional Park District employees went back to work. "As the Viewer Turns" was aimed at getting at the truth behind the Nielson TV Ratings. KNEW undertook its own survey and concluded that the ratings were accurate. The KNEW "special news reports" are presented in fragments, spread out over a five-day period. Each piece is broadcast twice in contrasting times, so as to reach the public better. This "cumulative depth" method of news programming is a radio innovation. **APr, APv, UPIa, UPIc, UPIr, UPIs, BW, ABC's E, Mutual, NWS, AAA, CHP**, monitors, 5 news-people.

Knowles Robertson, 48, of the news department, is a California historian and is responsible for the airing of Bay Area historical vignettes on KNEW and 90 other radio stations. His hobby of 15 years gives background to current news stories. But he doesn't qualify as a native son. Robertson came to Oakland at the age of three weeks (from an Indian reservation in Durango, Colorado).

:00, news on the hour, every hour.





KOFY

1050

Spanish Broadcasting System, Inc.
P.O. Box 4288
Burlingame 94010
692-2433

100% Spanish language programming, mostly ethnic music plus late releases. On the air 6am-sunset. Transmitter is on the Bay's edge in San Mateo for "over the water" conduction to a wide area.

News in Spanish. The newscast contains world, national, local news, sports and weather. **AP Spanish** wire. Reporters for local news.

:00, :30, news every 30 minutes.
COMMUNITY NEWS, 6:50am, and other local news 2 times a day, Monday-Friday (15 minutes).
SPORTS, 9am, 5:30pm, 7pm and at other times.

KRAK RADIO



KRAK
1140

Hercules Broadcasting Co.
P.O. Box 6347
Sacramento 95860
(916) 482-7100

Modern country music and Sacramento community involvement programmed for adults. "People music"... "Pick Hits of the Week"... "KRAK Corral of Country Hits." On the air 24 hours, 7 days, except early Monday morning, 11:30pm-5:30am.

Impartial and complete coverage of leading news breaks. Actualities are used when appropriate. The well-balanced newscast is about 50% devoted to SACRAMENTO and regional news. **UPIr, UPIV, Agric, Police Sig** Alert.

:55, five minutes before the hour, everyday, plus news at 7:25am, 8:25am, 11:55am (10 minutes), everyday.
SPORTS NEWS, :45, 4pm-10am, Monday-Friday, and every hour, weekends.
FARM NEWS, 5am (1 hr), Tuesday-Saturday, and 5:30am, Monday (25 minutes).
BLACK EMPHASIS on news, 7:30pm, Sunday.

KRE

KRE
1400

Horizons Communications Corp. of California
601 Ashby Avenue
Berkeley 94710
848-7713



Evolutionary sounds of progressive rhythm, blues and jazz, for the contemporary adult consciousness... a relaxed easy going style. "KREativeRadio." Same ownership as KRE-FM. 24 hours, 7days. Partial simulcast AM/FM, 6:30-9am and 3:30pm-12midnight.

KRE has recently expanded its news department to better serve the City of BERKELEY and the EAST BAY. Local stringers are employed to help stay on top of happenings in the area. Through innovative utilization of the "KREative" staff, the Bay Area is provided with timely, meaningful news. Each newscast begins with the ABC network followed by local news. **APr, ABC's E, Zodiac.**

:30, news seven times a day, 3:30am, 4:30am, 7:30am, 9:30am, 12:30pm, 3:30pm, and 6:30pm.

FRANK REYNOLDS REPORTS 3:40pm (after the news) in which Mr. Reynolds, Herbert Kaplow and Robert Trout, noted broadcast journalists, provide insightful and interesting comments on national and world affairs.

Frank Reynolds joined ABC in 1963 and was ABC News White House Correspondent during President Johnson's administration. He won a Peabody Award for news reporting in 1969. Born in Indiana, Reynolds entered broadcasting in the Chicago area upon discharge from the Army in 1945.

SPORTS, 6:40pm, after the news.

STOCKS, 7:40am, after the news.

WEATHER special, 12:40pm, after the news.

Special local news events, at 5:55pm, weekdays: People's Billboard (M, W, F); KRE Kommunique (Tuesday); and Drug Report (Thursday).

DRUG REPORT, 5:55pm, Thursday; and 4:55pm, Sunday, from results of chemical analysis of illegal drugs currently available in the Bay Area. For users, very important news; for non-users, fascinating listening.



KSFO

**KSFO
560**

Golden West Broadcasters
950 California Street
San Francisco 94108
982-5500

A balance of music (middle of the road), news, personalities and sports. "KSFO Loves You" . . . "The Sounds of San Francisco" . . . "That's Entertainment" . . . "the station with the sense of humor" . . . "An adult radio station" . . . "For good listening." 24 hours, 7 days on the air.

News department's philosophy printed in a 14 page booklet, "KSFO news Style Book," 3,500 copies of which have been distributed to other stations and schools. It covers editing, writing, production, special coverage and operations. Some excerpts:

" . . . to gather and report as many sides of the important and interesting stories of the day as possible . . . we emphasize here on-the-scene coverage of local news and the development of local angles of national and international news . . . broadcast style is warm, friendly, informal . . . We talk to listeners, not read to them . . . Principals in a story are dealt with fairly and considerately on a "there-but-for-the-Grace-of-God-go-I" . . . we make certain that all facets are covered, fairly and impartially . . . we do our own editing . . . the woman's preference, Miss, Mrs. or Ms., if known, is respected . . . sport events pre-empt regular news schedules, but a newscast generally follows the game."

Press Club of San Francisco annual awards to KSFO: Best radio news team from a local, partial news station 1971, '72; best individual reporting, on the San Joaquin Delta Flood, '72; best enterprising reporting, the closing of playland-at-the-beach, '72; best sports reporting, a series of reports on the 1972 Olympics. **UPIa, UPIb, UPIc, UPIr, UPIv, BW, WU, Ecumedia, NWS, CHP**, direct news feeds from Sacramento, 4 mobile units—2 of which are assigned to Marin County, 14 public service monitors, 10-person news staff, plus Golden West's Washington, D.C. News Bureau Chief, Jeff Skov.

:00, :30, news on the hour and half hour, everyday.

IN-DEPTH newscast, 5:30pm, Monday-Friday, with a comprehensive report at 5:30pm, Sports at 5:45pm, and a recapitulation at 6pm (30 minutes).

BACKGROUND BRIEFINGS from Washington, D.C., 6:05pm, Saturday.

WASHINGTON WINDOW, UPI's panel interview, 11:05pm, Sunday.

SPECIAL WEATHER Reports by Freddy Meyer, local independent forecaster within 15-minute periods starting 7:30am, 12:45pm, 6:30pm, Monday-Friday; and weekends, 10:45am and 6:30pm.

After an 18-month assignment as Golden West's Washington, D.C. bureau chief, Jeff Skov is back in town as KSFO News Director.

Mr. Skov covered first-hand the final and dramatic six months of the Nixon Presidency and the first year of Gerald Ford's term. He traveled the U.S. and the world with Air Force One: Russia, the Middle East, Europe several times, Japan, South Korea, and was among the first

group of Westerners allowed into Siberia in more than a quarter century.

Jeff has been interested in radio journalism since he attended Redwood High School in Marin where he edited the school newspaper. Skov went to Stanford for a year and became News and Sports Director for the campus radio station. Desiring more practical experience, he left the university to work as Sports Director for KTIM, San Rafael. Jeff's creativity and aggressiveness earned him a spot on KSFO news in the spring of 1963. He was named Morning News Editor in '67 and, in 1970, Associate News Director. Besides on-the-air, he supervises and produces news broadcasts, assignments, coordinates and administers KSFO News policies.

KSFO News is more than watching the wires; it is creative, dynamic and tenacious. The actualizing of this concept is due in large part to Associate News Director Skov, who focalizes the news team. As a tribute to his competence, Jeff has won a number of awards in this highly competitive field of news gathering. In 1970 his Marin Civic Center shootout story won top honors in radio news reporting by the San Francisco Press Club. In 1964 and again in 1966 he won Press Club awards, vying with newsmen from all over Northern California. He was also the producer of KSFO newscasts that garnered first place gold medals from the California State Fair in 1964 and 1967.

Not only has Jeff covered every type of assignment for KSFO from the San Francisco Republican Convention to civil rights

demonstrations and tragic fires, but he has listed several nationwide exclusives. When the late Reverend James Pike was lost in Jerusalem, he managed a phone interview with Diane Pike while she was looking for her husband. The interview with Donald MacMasters, who carried his daughters to Mexico, was carried coast-to-coast on the UPI wires. Several years ago his alertness at a press conference on the Pacific Airliner crash in Danville gave KSFO a national scoop of the injured pilot's final recorded message to the control tower.

Jeff is married, has two children and lives in Marin. His favorite sports include swimming and tennis.



KTIM
1510
Marin Broadcasting Co., Inc.
1040 B Street
San Rafael 94901
456-1510

Music is progressive rock. Non-music programming emphasizes Marin County activities. Oakland A's baseball. Same own-

Jeff Skov, recalled from Washington D.C. to be KSFO's News Director



ership as KTIM-FM. On the air sunrise to sunset. Partial simulcast, sunrise-9am, and 6pm-sunset, Monday-Friday. Complete simulcast Saturday and Sunday.

Specializing in MARIN COUNTY news. A typical KTIM newscast begins with the important world news and ends with features of national interest. 50% of each program is devoted to local Marin County news which is fitted in the middle. Actualities may include segments from Senator John Tunney's weekly report. **UPIr, Earth, Zodiac, CHP**, mobile unit, public service monitors, 2 newspeople.

Newscasts at **6:30am, 8:50am, 12noon** (heard on FM at 11:30am), and **4:15pm**, everyday (15 minutes).

MT. TAMALPAIS BAY WEATHER FORECAST, 7:45am, everyday, from the Rangers' station atop Mt. Tam.



KWUN

KWUN

1480

Adler Communications, Inc.
P.O. Box 1480
Concord 94520
685-1485

A balance of music and information with an emphasis on public service to the residents of Contra Costa County with its abundance of youthful families. The music is a highly structured blend of the greatest hits from the 1950's, 1960's and 1970's—only million-copy sellers. Local news, community affairs, discussion and local sports are also featured. With new ownership in 1971, KWUN became very involved in local affairs. A Community Needs and Audience Survey was made, a Citizen's Advisory Board created and liaisons with numerous civic groups developed. "Oldies But Goodies" ... "Join the KWUN DeeJays for Music and Fun" ... "All Request Radio for Contra Costa" ... "the Most Exciting Sound Around is at 1480 on your AM Dial—Try It!" ... "Attention Women: Join the 1480 Lady Club Today" ... "Your Information Oasis in Contra Costa—KWUN Concord." On the air, 6am-sunset, 7 days.

60

Complete coverage of CONTRA COSTA and CONCORD happenings such as live broadcasts of the Taxpayers' Association meetings, Little League and high school sports, Scout activities and local newscasts. **APr**.

:00, AP world and national news on the hour, every hour, everyday. Local news on the hour, also, beginning at 3pm which may include remotes and human interest features.

SPANISH NEWS, 6:30pm, Sunday, during the Spanish language program (60 minutes) for several thousand Spanish-speaking families in central Contra Costa County.

WEATHER reports 4 times per hour until 10am; 3 times per hour afterwards.

CAMPING OR SKI REPORTS in Season during certain newscasts, 7, 11am, 1, 5, 7, 8pm.



KYA

1260

Avco Radio Corp.
No. 1 Nob Hill Circle
San Francisco 94108
397-2500

Popular music, featuring the Top 40 Hit singles, present and future. Same ownership as KYA-FM. On the air 24 hours, 7 days, except 4:30-5am, Monday morning. Partially simulcast, 6-9am and 3pm-12midnight (Monday-Friday); 6am-12midnight, Saturday; and 8am-6pm, Sunday.

Contemporary news for youthful listeners. Shares news facilities with KYA-FM. **APa, APc, APr, APs, APv, NWS, CHP**, one mobile unit (station wagon), 5 newspeople.

:49, 12midnight-9am, and 11:49am, 2:49pm, 4:49pm, 5:49pm, Monday-Friday; 12midnight-9am, Saturday; 12midnight-6am, and 9:49am, Sunday.

WEATHER, :23 usually.

K-101

K101

1010

Pacific, FM, Inc.
700 Montgomery Street
San Francisco 94111
956-5101



Contemporary music. Adult rock. Same ownership as K101-FM. On the air sunrise to sunset. Simulcast with K101-FM. News geared to the youthful audience in the 25-34 year range. **UPIb, UPIr, ABC's C, Earth, CHP**, 4 news persons.

:55, ABC news, drive times (5-9am & 4-6pm) and 11:55pm; and weekends, 6:55am Saturday; and 7:55am, Saturday and Sunday.

:55, LOCAL news, 5 minutes before hours of 10am, 12noon, 2pm, 4pm, everyday; and 5:55pm, Saturday, Sunday.

:25, LOCAL news, 6-9am, & 5:25pm, Monday-Friday.

SPORTS WITH HOWARD COSELL, 7:30am, 5:30pm, Monday-Friday, and 10am, 6pm, Saturday.

WHEN?

:06½, KNAI.

:09, KNAI, drive times, local news.

:20, KSFX, KLIV (select times). Drive times, KEEN, KFRC.

:25, KBRG, mornings, K101, drive, local.

:26, KEAR, drive.

:36½, KNAI.

:39, KNAI drive, local.

:40, KMPX, KYA (late night), KDFM (select).

:45, KSFX, morning.

:49, KYA, select.

:50, K106, select. During drive times, KEEN, KFRC.

:55, KBRG, KRAK, KRON. At select times, K101. Late at night, KEEN.

:56, KEAR, drive.

:57, KFOG, KKHI, KFX (select).

--KSFO 560

--KFRC

AM

--KNBR

--KCBS 740 news

--KGO 810 talk

--KNEW 910 country

--KABL

--KKIS

--K101

--KOFY 1050 Spanish

--KFAX 1100 religion

--KRAK 1140 country

--KLOK

--KNBA

--KIBE 1220 classical

--KYA

--KDIA

--KEEN

--KRE

--KEST 1450 theatre, talk

--KWUN

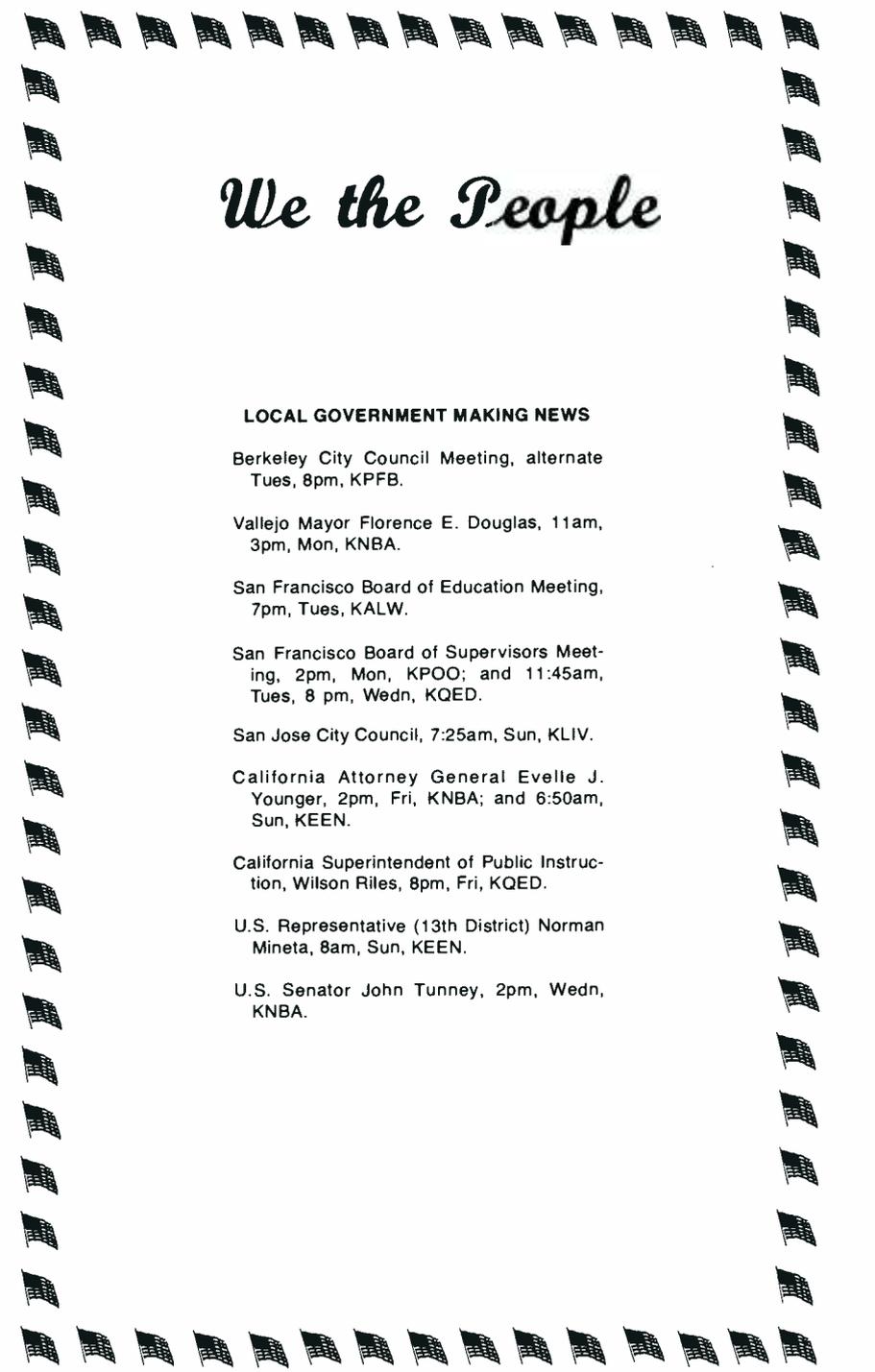
--KTIM

--KKHI 1550 classical

--KLIV 1590

Sunday Specials

Farm News, KFOX	2:30am
Washington Window, KFRC, KCBS, KLOK 3:15, :30 & 4:00am	
Capitol Cloakroom, KCBS	4:04am
Agriculture USA, KFRC, K106	4:15am
UN in Review, Perspective, KLOK	4:30am
Washington Window, KEEN	5:00am
Washington Week, KCBS	5:30am
Overseas Assignment, KEEN	5:30am
UN in Review, Perspective, KEEN	6:00am
Attorney General Younger, KEEN	6:50am
San Jose City Council, KLIV	7:25am
Farm News, KEEN	7:30am
U.S. Representative Mineta, KEEN	8:00am
Sleepers Awake, KPFA	8:30am
In Depth, KCBS	8:30am
Jewish Viewpoint, KALW	8:30am
Face the Nation, KCBS	9:30am
All Things Considered, KCSM	2:00pm
Black Montage, KDIA	3:00pm
The World This Week, KCBS	3:30pm
Worldwide Sports, KCBS	4:36pm
Drug Report, KRE	4:55pm
All Things Considered, KQED	5:00pm
Wall Street Week, KQED	5:30pm
Weekend Roundup, KPOO	6:00pm
The Last News Show, KSAN	6:00pm
Platform, KNAI	6:05pm
The World This Week, KCBS	6:30pm
Soviet Press, KPFA	6:30pm
Black Emphasis on News, KRAK	7:30pm
Meet the Press, KNBR	7:30pm
Face the Nation, KCBS	9:30pm
Bay Area Beat, KABL	10:00pm
Face the Nation, KCBS-FM	10:30pm
Capitol Cloakroom, KCBS	10:30pm
Washington Window, KEEN	11:05pm
Overseas Assignment, KEEN	11:30pm



We the People

LOCAL GOVERNMENT MAKING NEWS

Berkeley City Council Meeting, alternate
Tues, 8pm, KPFB.

Vallejo Mayor Florence E. Douglas, 11am,
3pm, Mon, KNBA.

San Francisco Board of Education Meeting,
7pm, Tues, KALW.

San Francisco Board of Supervisors Meet-
ing, 2pm, Mon, KPOO; and 11:45am,
Tues, 8 pm, Wedn, KQED.

San Jose City Council, 7:25am, Sun, KLIV.

California Attorney General Evelle J.
Younger, 2pm, Fri, KNBA; and 6:50am,
Sun, KEEN.

California Superintendent of Public Instruc-
tion, Wilson Riles, 8pm, Fri, KQED.

U.S. Representative (13th District) Norman
Mineta, 8am, Sun, KEEN.

U.S. Senator John Tunney, 2pm, Wedn,
KNBA.



International

AMERICAN INDIAN NEWS

7:30pm, Tues, KPFA.
6:30pm, Wedn, KPOO.

ARAB NEWS

7pm, Wedn, KQED.
9pm, Sun, KBRG.

ARMENIAN NEWS

9pm, Mon, KQED.
9am, Sun, KBRG.

BLACK PEOPLE'S NEWS

9:53am, Mon-Fri, KDIA.
8am, Tues, KALW.
6pm, Tues, KPOO.
3pm, Sun, KDIA.
7pm, Sun, KPFA.
7:30pm, Sun, KRAK.

CHINESE NEWS

9:30pm, Mon-Fri, KBRG.
11pm, simulcast of channel 7
newscast, KALW.
7:30pm, Mon, KPFA.
9:30pm, Mon, KQED.
8:15pm, Wedn, KPFA.
1:45pm, Sun, KBRG.

FILIPINO NEWS

8am, Sat, KNBA.
2pm, Sat, KBRG.
2:15pm, Sun, KBRG.

IRANIAN (PERSIAN) NEWS

7:30pm, Wedn, KPFA.
12noon, Sun, KBRG.

IRISH NEWS

4:30pm, Tues, KPOO.
7pm, Fri, KQED.
9am, Sat, KBRG.





Specialties

ISRAELI-JEWISH NEWS

10pm, Tues, KQED.
7:15pm, Wedn, KQED.
8:30am, Sun, KALW.

PORTUGUESE NEWS

5pm, Mon-Fri, KBRG.
9am, Sat, KNBA.
8am, Sun, KBRG.

JAPANESE NEWS

8:30pm, Mon-Fri, KBRG.
2:30pm, Sun, KBRG.

SPANISH NEWS

:55 & :25(morning), KBRG
11pm, Mon-Sat, KKIS.
6:30pm, Tues, KPOO.
6pm, Fri, KPOO.
10am, Sat, KNBA.
6:30pm, Sun, KWUN.

KOREAN NEWS

9:30pm, Wedn, KQED.
5pm, Sat, KBRG.

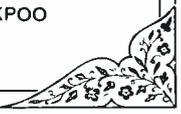
OTHER ETHNIC NEWS

Assyrian, KBRG
Dutch, KBRG
Estonian, KBRG
Finnish, KQED
French, KBRG
German, KBRG
Greek, KBRG

POLISH NEWS

11am, Sun, KBRG.
9pm, Sun, KQED.

Hawaiian, KBRG
Hungarian, KBRG
Italian, KBRG
Russian, KBRG
Samoan, KCSM
Serbian, KBRG
West Indian, KPOO



Special Interests

SCIENCE NEWS

10am, 4pm, Tues, KALW.
4:30pm, Wedn, KQED.
6pm, Sat, KQED.

FARM NEWS

2:30am, Sun, Mon, KFAX.
4:15am, Sun, KFRC, K106.
4:34am, Tues-Sat, KCBS.
4:45am, Mon-Fri, KFRC, K106.
5am, Mon-Fri, KLOK, Tues-Sat,
KRAK; Sat, KFAX.
5:30am, Mon, KRAK.
5:55am, Mon-Fri, KEEN.
7:30am, Sun, KEEN.

NEWS OF ILLEGAL DRUGS

5:55pm, Thurs, KRE.
5:55pm, Fri, KSAN.
4:55pm, Sun, KRE.
At unscheduled times, KCBS.

RELIGIOUS NEWS

KEAR, 7pm, Mon-Fri; 6:30am,
5:30pm, 9:45pm, Sat.
KFAX, 9:15am, 5pm, Mon-Fri;
and 5:30am, Sat.
KKIS, 10pm, Mon-Sat.
KLOK, 5,6,7 and 8am, Sun.

WEATHER NEWS

:10, KDFM.
:15, :30, :45, KABL.
:23, KYA.
:59, KFOG.
6:28 & 7:56am, KCBS.
:45am, KBAY.
7:45am, KTIM.
12:40pm, KRE.
4:26pm, KCBS.
7:25am, Sat, KCBS.

BUSINESS NEWS

:20 & :50 mornings, KCBS.
3:48am & 5:20am, KCBS.
7:40am, KRE.
7:45am, KNBR.
8am, KABL, KKHI.
12:45pm, KNBR.
2:19pm, KCBS.

5pm, KABL, KKHI.
6:50pm & 10:49pm, KCBS.
5:30pm, Sunday, KQED.

WORLD NEWS

5am, 7am, Mon-Sat, CBS, KCBS.
6:45am, Mon-Fri, BBC, KQED.
6pm, 10:30pm, Mon-Fri, CBS, KCBS.
4:30pm, Mon, BBC, KQED.
8am, 4pm, Thurs, Europe, KALW.
2:05am, Fri, ABC, KGO.
8:15pm, Fri, BBC, KQED.
5am, Sat, ABC, KGO.
4:30am, Sun, UN, KLOK.
5:30am, Sun, BBC, KEEN.
6am, Sun, UN, KEEN.
3:30pm, 6:30pm, Sun, CBS, KCBS.
6:30pm, Sun, USSR, KPFA.
11:30pm, Sun, BBC, KEEN.

Summing Up

WEEKLY REVIEWS

OVERSEAS ASSIGNMENT, 4:30pm, Mon,
KQED; and 5:30am, Sun, KEEN.

READINGS FROM THE CONGRES-
SIONAL RECORD, 12:15pm, Tues, KPFA.

EUROPEAN REVIEW, 8:15am, 4:15pm,
Thurs, KALW.

BACKGROUND BRIEFINGS FROM
WASHINGTON, D.C., 6:05pm, Sat, KSFO.

WASHINGTON WEEK IN REVIEW,
5:30pm, Sat, KQED.

WASHINGTON WEEK, 3:30pm, 6:30pm,
Sat; and 5:30am, Sun, KCBS.

UN IN REVIEW, 4am, Sun, KLOK; and
6am, Sun, KEEN.

THE WORLD THIS WEEK, 3:30pm,
6:30pm, Sun, KCBS.

WALL STREET WEEK, 5:30pm, Sun,
KQED.

WEEKEND ROUNDUP, 6pm, Sun, KPOO.

BAY AREA BEAT, 10pm, Sun, KABL.

You Be the Judge

PRO AND CON

A news program may offer alternative viewpoints within itself: the *round table* format has commentators comparing their versions with each other; the *panel* show gives a newsmaker the chance to talk back to the newsmen who report on him or her; the *advocate* format lets an individual speak forcefully on behalf of his version of a news item, followed by a rebuttal or questions from the audience. The *round table*, *panel* and *advocate* news programs heard on Bay Area radio follow:

CAPITOL CLOAKROOM, 4:06am, 10:30pm, Sun; and 3:06am, Thurs, KCBS.

FACE THE NATION, 9:30am&pm, Sun, KCBS; and 10:30pm, Sun, KCBS-FM.

IN DEPTH, 8:30pm, Sat; and 8:30am, Sun, KCBS.

MEET THE PRESS, 7:30pm, Sun, KNBR.

NATIONAL PRESS CLUB LUNCHEON, 9am, Mon, 1pm, Thurs, KCSM; 5:30pm, Thurs, 12noon, Fri, KALW; and 10am, some weekdays, KQED.

NATIONAL TOWN MEETING, 7:30am, Wedn, KQED; and 12noon, 9pm, Fri, KALW.

WALL STREET WEEK, 5:30pm, Sun, KQED.

WASHINGTON WEEK IN REVIEW, 5:30pm, Sat, KQED.

WASHINGTON WINDOW, KCBS, KEEN, KFRC, KLOK, KSFO, K106.

--KQED 88.5
--KPFB
--KPOO

AM

--KCSM
--KALW
--KDFM
--KJAZ 92.7 jazz
--KYA
--KPFA
--KSAN
--KKHI 95.7 classical
--KRON
--KEAR 97.3 religion
--KABL
--KCBS
--KNAI 99.7 news
--KBAY
--KTIM
--KIOI
--KDFC 102.1 classical
--KRE
--KSFY
--KFOG
--KBRG 105.3 international
--K106
--KMPX 106.9 '30's,'40's music

--KSFO 560
--KFRC

FM

--KNBR
--KCBS 740 news
--KGO 810 talk
--KNEW 910 country
--KABL
--KKIS
--K101
--KDFY 1050 Spanish
--KFAX 1100 religion
--KRAK 1140 country
--KLDK
--KNBA
--KIBE 1220 classical
--KYA
--KDIA
--KEEN
--KRE
--KEST 1450 theatre, talk
--KWUN
--KTIM
--KKHI 1550 classical
--KLIV 1590

Sports

WEEKDAY SPORTS NEWS

:10, :40, am, KCBS.	:45, eve, KRAK.
:30, am, KBAY, KNBR, KSFY	4:16pm, KGO.
4:53am, KCBS.	5:20pm, KLIV.
6:15am, KGO.	5:30pm, KOFY, KNBR, K101.
6:35am, KDIA.	5:45pm, KNBA, KSFO.
6:38am, KCBS.	6:35pm, KDIA.
7:30am, K101.	6:40pm, KRE, KCBS.
9am, KOFY.	7pm, KOFY.

SATURDAY SPORTS NEWS

:06, KGO	5:45pm, KNBA
:30, KNBR	6pm, K101
:30am, KBAY	7pm, KOFY
:45, KRAK	9:45pm, KALW
9am, KOFY	11:05am, KLIV
10am, K101	11:20pm, KLIV
5:30pm, KOFY	

plus KCBS sportscasts: 4:53am, 6:40am,
8:08am, 9:09am, 9:39am, 11:09am, 3:39pm,
4:36pm.

SUNDAY SPORTS NEWS

:06, KGO.	9:30am, KLIV.
:30am, KNBR, KBAY.	7:30pm, KEEN.
:45, KRAK.	

plus KCBS sportscasts at 10:09am,
10:39am, 2:41pm, 3:39pm, 4:36pm. plus
KSFO sportscasts at 3:30pm, 4:30pm,
6:30pm, 7:30pm.

**'I prefer to listen to the radio.
I think radio is a better medium
than tv . . . radio hits you deeper.'**
—Dick Cavett, tv personality

TV NEWS ON RADIO

Channel 5's 11pm newscast simulcast in Spanish, KBRG.

Channel 7's 11pm newscast simulcast in Chinese, KALW.

Face the Nation, 9:30am&pm, Sun, KCBS-AM; and 10:30pm, Sun, KCBS-FM.

Meet the Press, 7:30pm, Sun, KNBR.

Washington Week in Review, 5:30pm, Sat, KQED.

Wall Street Week, 5:30pm, Sun, KQED.

ABC's Issues and Answers, KGO incorporates excerpts into its newscasts.

The best tv news programs are even better on radio. They can reach more people (on the car radio, for example) more cheaply (tv production costs are astronomical). Any quality tv news program having financial difficulties might consider transferring to radio.

Q. What's radio news to you?

A. Radio news is a preview of tv news.

--KQED 88.5

--KPFB

--KPOO

FM

--KCSM

--KALW

--KDFM

--KJAZ 92.7 jazz

--KYA

--KPFA

--KSAN

--KKHI 95.7 classical

--KRON

--KEAR 97.3 religion

--KABL

--KCBS

--KNAI 99.7 news

--KBAY

--KTIM

--KIOI

--KDFC 102.1 classical

--KRE

--KSFY

--KFOG

--KBRG 105.3 international

--K106

--KMPX 106.9 '30's, '40's music

FM

in alphabetical order

KABL-fm	98.1
KALW-fm	91.7
KBAY-fm	100.3
KBRG-fm	105.3
KCBS-fm	98.9

KCSM-fm	91.1
KDFC-fm	102.1
KDFM-fm	92.1
KEAR-fm	97.3
KFOG-fm	104.5

KJAZ-fm	92.7
KKHI-fm	95.7
KMPX-fm	106.9
KNAI-fm	99.7
KPFA-fm	94.1

KPFB-fm	89.3
KPOO-fm	89.5
KQED-fm	88.5
KRE-fm	102.9
KRON-fm	96.5

KSAN-fm	94.9
KSFX-fm	103.7
KTIM-fm	100.9
KYA-fm	93.3
K101-fm	101.3
K106-fm	106.1

KABL



KABL

98.1

Starr KABL, Inc.
632 Commercial Street
San Francisco 94111
982-7822

Most familiar, best loved melodies. Similar format to KABL-AM. Matrix QS Quadrophonic 24 hours with Dolby Noise Suppressor. "The World's Most Beautiful Music"... "Cable Music Stereo"... "The Cable Car Station"... "KABL FM is good for your bones, soul, dorpols, head, plants, you-know-what." St. Patrick's Day Snake Race. On the air 24 hours, 7 days. Partially simulcast with KABL-AM, 4-10am, Monday-Saturday, and 12midnight - 7am, Sunday.

KABL news bureau in Oakland is fast and accurate, presenting Bay Area, nationwide and world news, sharing news facilities of KABL-AM. **APR, NWS**, 4 newspeople.

:00, every hour. on the hour, every day, with additional news at 6:30am, 7:30am, 8:30am.

BUSINESS and financial report, 8am.

WEATHER, :15, :30, :45, on the quarter-hour.

74

KALW

KALW

91.7

KALW

2905 21st Street (5th floor)

San Francisco 94110

648-1177

Sixty-three different programs of great variety, 18 produced locally, all highly informative, many heard nowhere else. "KALW is YOUR radio station, and we welcome comments and suggestions to help us improve programming." A pioneer educational, noncommercial radio station owned and operated by the San Francisco Unified School District. On the air from 6:15am to 12:15am (about dawn to midnight), everyday.

Many programs are locally produced at the San Francisco public schools by the students. Other programs aired come from a wide variety of sources: BBC, Radio Canada, Radio Nederlands, Association of German Broadcasters, Swiss Broadcasting Corporation and the European Broadcasting Union. There are also programs from other schools: Lone Mountain College, UC Berkeley, Oberlin College, Hope College and the University of Texas at Austin. Other programs are selected from organizations such as: Forest Hospital Foundation, National Press Club, American Chemical Society, American Jewish Committee, Jewish Theological Seminary, Organization of American States and Blind San Franciscans. The news programs are produced and distributed by **Agric, NPR, Longhorn**.

ALL THINGS CONSIDERED, 7:30pm, Monday-Friday, from NPR. News "magazine." Repeated the following morning, 6:30am, Monday-Saturday (90 min).



npr

CHINESE, 11pm, simulcast of the channel 7 evening news, KGO-tv, in Cantonese.

SCHOOL-COMMUNITY KIOSK: 8:30am, Monday, repeated 6:30pm, Tuesday. Local news and events in the field of education (30 min).

IN BLACK AMERICA, 8am, Tuesday, background to news particularly relevant to Blacks (30 min).

SCIENCE NEWS, 10am, Tuesday, repeated at 4pm (50 min). Three different programs aired consecutively: *BBC Science Magazine*; *Man and Molecules*; and *University [Berkeley] Explorer*.

S.F. BOARD OF EDUCATION MEETINGS, 7pm, Tuesday, live. Pre-empts regular programming (5 hours).

NATIONAL TOWN MEETING, 12noon, Wednesday, repeated 9pm, Friday. News analysis by presenting all sides of an important story (60 min).

TRANSATLANTIC PROFILE & EUROPEAN REVIEW, 8am, Thursday, repeated 4pm, Thursday. From Longhorn. Reports by Radio Nederland correspondents from major European news centers, emphasizing human factors which inspire European development with an explanation of changes in socio-economic structure (30 minutes).

NATIONAL PRESS CLUB LUNCHEON, 5:30pm, Thursday and 12noon, Friday. A prominent newsmaker speaks (60 min).

SPORTS SPOT, 9:45pm, Saturday, a weekly round-up of high school athletic activities (15 min).

JEWISH VIEWPOINT, 8:30am, Sunday, an analysis of Jewish-related news.

Popular music programmed for adults. Standards, old and new. Same ownership as KEEN. On the air 24 hours, 7 days. Its antenna is atop a 4,000 foot mountain, which helps explain the clear FM reception in San Francisco.

The morning news includes human interest features on the lighter side. The news from noon until 9pm contains 45% local items. On weekends the news schedule may give way to special programming. **UPIr, CHP.**

:00, news on the hour, 1-9am, 12noon, 5pm, 9pm; plus news at 2:55pm and 5:55pm.

SPORTS, 6:30am, 7:30am, 8:30am.

WEATHER, 6:45am, 7:45am, 8:45am.



KBRG

105.3

Radio International
133 Geary Street (room 326)
San Francisco 94108
421-1053

News, information, entertainment and inspiration in 23 languages, each programmed independently of the other 22. "K-BRIDGE." **APr.**

Spanish programs dominate with 18 hours a day: 6am-5pm and 11pm-6am (all night), Monday-Friday. The Saturday Spanish hours are: 6-9am, 4-5pm and 8pm-8am (all night). Sunday KBRG Spanish is heard from 12midnight to 8am, and again 11pm-6am (Monday morning).

:55, NEWS IN SPANISH, five minutes before each hour, plus :25, mornings until 10am.

SPANISH SIMULCAST with channel 5 news, 11pm.



KBAY

100.3

United Broadcasting Co.
1245 S. Winchester Blvd.
San Jose 95128
(408) 249-5229

News in other languages (listed below alphabetically) are broadcast at various times within their schedule:
ARABIC, Sunday, 9-11pm.
ARMENIAN, Sunday, 9-10am.
ASSYRIAN, Sunday, 7:30-8pm.
CHINESE, Monday-Friday, 9:30-11pm and Sunday, 1:45-2:15pm.
DUTCH, Sunday, 10-11am.

ESTONIAN, Sunday, 8:30-9am.
FILIPINO, Saturday, 2-4pm, and Sunday, 2:15-3pm.
FRENCH, Sunday, 6:30-7:30pm.
GERMAN, Saturday, 11am-2pm.
GREEK, Monday-Friday, 7:30-8pm. and Sunday, 1:30-1:45pm (Religious).

HAWAIIAN, Sunday, 4-5pm.
HUNGARIAN, Sunday, 5-6:30pm.
IRISH, Saturday, 9-11am.
ITALIAN, Monday-Saturday, 6-8pm.
JAPANESE, Monday-Friday, 8:30-9:30pm; and Sunday, 2:30-3pm.

KOREAN, Saturday, 5-6pm.
PERSIAN, Sunday, 12-1:30pm.
POLISH, Sunday, 11am-12noon.
PORTUGUESE, Monday-Friday, 5-6pm; and Sunday, 8-8:30am.
RUSSIAN, Sunday, 3-4pm and 8-8:30pm.
SERBIAN, Sunday, 8:30-9pm.



**99 Reasons
to turn us on!**



KCBS

98.9

CBS/FM Broadcasting, a Service of CBS Radio, a division of Columbia Broadcasting System, Inc.
One Embarcadero Center
San Francisco 94111
982-7016

Middle-of-the-road music. "An Alternative" ... "99 Rock Overground FM" ... "99 Reasons to Turn Us On" ... "Stereo 99." CBS owned, as is KCBS-AM. On the air 24 hours, 7 days. Partially simulcast AM/FM, 4-5am, Saturday; and 5-6:30am, Sunday.

News department is separate in management and organization from KCBS-AM, but located on the same floor of the same building with access to the news gathering sources of KCBS-AM. **CBS, EcuMedia.**

:00, every 2 hours, but during morning drive times, every hour.

FACE THE NATION, 10:30pm, Sunday.

CBS RAD



KCSM

91.1

1700 West Hillsdale Blvd.
San Mateo 94402
574-6427

KCSM-FM is licensed to the San Mateo Community College District as a public radio broadcast station. It also serves as the teaching-learning laboratory for the academic program in telecommunications at the College of San Mateo. Although on the air for the past 10 years, it has only been since 1973 that KCSM-FM has had full power and federal tax support to operate 14 hours a day, 7 days a week. It broadcasts musical performances by local amateur groups, covers college sports and the San Mateo County Fair and Floral Fiesta. On the air 8am-12midnight, 7 days.

National and world news comes from NPR. Local news programs are aimed at community interest issues, SAN MATEO COUNTY politics, and minority audiences. **NPR.**

ALL THINGS CONSIDERED, 5pm, Monday-Friday, news "magazine" live from NPR, (90 minutes) and 2pm, Saturday and Sunday (30 minutes).



NEW EXPERIENCE PROJECT, 10pm, Monday-Friday, news and information by the Third World Community in San Mateo County (2 hours).

NATIONAL PRESS CLUB LUNCHEON, 9am, Monday, and 1pm, Thursday, from the Washington Press Club. Speakers may be politicians, government officials or members of the News Media (60 minutes). **SAMOAN COMMUNITY NEWS**, 11pm, Saturday, news and information by the Bay Area Samoan Community (60 minutes).



KDFC

102.1

Sundial Broadcasting Corp.
The Cannery, 495 Beach St.
San Francisco 94133
776-4720

Classical music of every period, carefully selected to match the mood of the time of day. Baroque, opera, live performances and concerts. "The Radio Concert Hall" ... "The Classical Music Station." Same ownership as KIBE-AM. On the air 6am-12midnight. Partially simulcast with KIBE-AM, 6am-sunset.

IN CONVERSATION, 11:30pm, Monday-Friday, interviews newsmakers and experts of topics in the news. Guests have included Isaac Asimov and Nat Hentoff.



KDFM

92.1

Schofield Broadcasting Co.
36 Quail Court
Walnut Creek 94596
934-5300

Music format of "easy listening." Middle-of-the-road for adults over 25. Standards, some current hits, 4 vocals/hour. "A Loaf of Bread, A Jug of Wine, And Thou..." Same ownership as KKIS-AM, but not simulcast. 6am-12midnight, 7 days on the air.

During commute hours, hard news is presented: major stories, national, world and local items of interest to CONTRA COSTA and SOLANO COUNTY residents. At other times, attention is paid to in-depth news reports and features. UPIr and other sources used by KKIS.

:40 at select times, 6:40am, 7:40am, 8:40am, 10:40am, 12:40pm, 2:40pm, 4:40pm, 5:40pm.

WEATHER :10, ten minutes after the hour

KEAR



KEAR
97.3

Family Stations, Inc.
2728 San Bruno Ave.
San Francisco 94134
468-3500

Noncommercial, listener supported ministry proclaiming the "Good News of Jesus Christ" with music and talk. "Listen to the sound of the New Life" . . . "Keep the Gospel Message on the air until our Lord comes." In 1959, when FM was not yet popular or profitable, KEAR was a classical music station whose owners were anxious to sell. A group of Christian businessmen banded together to purchase KEAR and change its format to a blend of brief devotional spots and sacred music. Christians in other cities were inspired by the KEAR example and by 1975 Family Radio Network owned and operated 6 FM radio stations and developed ties with 5 others throughout the U.S.A. On the air 24 hours, 7 days.

News selected with an eye for any religious news that may come over the wire.
UPIr.

:26 & :56, news twice an hour during commuter drive times, 6-9am and 4-6pm. News also at 2:55am, 11:55am, 5:55pm, 11:55pm.

Saturday news at 2:55am, 11:55am, 2:55pm, 9:45pm.

Sunday news at 2:55am, 2:55pm, 5:55pm.

NEWS IN A DIFFERENT DIMENSION, 6:30am and 9:45pm, Saturday.

RELIGIOUS NEWS within the "Focus '75" program, 7pm, Monday-Friday, and 5:30pm, Saturday.

WEATHER on the quarter hour, :00, :15, :30, :45, during weekday commuter drive times.

KFOG



KFOG
104.5

General Electric Broadcasting Co., Inc.
900 North Point, Ghirardelli Square
San Francisco 94109
885-1045

Music format for adults. Instrumental and gentle vocal arrangements of popular standards, films, and middle-of-the-road songs from albums. "Go placidly amid the noise and haste . . . 104*5fm" . . . "All music—All the time." On the air 24 hours, 7 days.

A "Pyramid" news concept is used in each newscast: items are read in order of importance, followed by sports, public service announcements and finally the weather. **UPIr**, **CHP**. Local news is compiled by KFOG's Assistant Public Affairs Director.

:57, three minutes before the hour, every hour, everyday, plus morning newscasts at 5:30am, 6:30am, 7:30am, Monday-Friday. WEATHER, just before the hour.



KJAZ

92.7

Patrick Henry
1509½ Webster Street
Alameda 94501
523-9300

Jazz, jazz and more jazz. 100% jazz. On the air 7am-12midnight, 7 days.

COMMUNITY BULLETIN BOARD; about 15 items of local news aired throughout the day.

JAZZ NEWS by interview with leading jazz figures, 10:30pm, Monday.

SKI REPORT at various times.



KKHI

95.7

Buckley Broadcasting Corp.
Hotel St. Francis, Union Square
San Francisco 94119
986-2151

Serious music format, from Renaissance to present, including operetta, grand opera, chamber ensembles, symphonies, concertos, instrumental and vocal soloists, selected to suit time of day. "The Classic Station." On the air 24 hours, 7 days, except for early Monday morning, 12midnight-6am. Total simulcast, AM/FM.

Newscasts are postponed during lengthy concerts, so as not to interrupt the music. APr, AAA.

:57, 3 minutes before the hour, 6am-12midnight, everyday. Pre-dawn news at 1am, 3am, 5am, 5:55am, Tuesday-Sunday.

STOCK MARKET REPORT, 8am and 5pm.

WEATHER and seasonal ski reports, 6-9am, 3-6pm, Monday-Saturday.

TRAFFIC reports, 6-9am, 3-6pm, Monday-Saturday.



GLENN MILLER

The one and only

KMPX

KMPX

106.9

The National Science Network, Inc.
7 Adelaide Place
San Francisco 94102
771-8500

A continuous journey into the history of music, motion pictures and early radio with special emphasis on the 30's and 40's. "The Format That Set San Francisco Back Thirty Years!"... "The sound is then... the format is now." Streamlined music sweeps with minimum of talk. On the air 6am-1am, Monday-Friday and 6am-12midnight, Saturday and Sunday. UPIr.

:40, almost every hour, 5am-7pm.

↑

KNAI San Francisco FM 100 NBC

NBC'S NEWS & INFORMATION SERVICE

**KNAI (formerly KNBR-FM)
99.7**

National Broadcasting Co.
Grosvenor Plaza, Civic Center
San Francisco 94102
626-6700

An all-news format from the local newsroom and from NBC's News and Information Service. The KNAI news staff of 8 in San Francisco plus the 15 anchored in New York allow for a tremendously flexible format, according to KNAI General Manager Bill Dwyer. "We're not locked into a precise program format. If a major story breaks here or anywhere in the world, we can cut away immediately to air the story as it happens," explains Dwyer. "Not only that, but with NBC's vast international hook-up, we go directly to the news source so that the public hears the news as it is received for the first time."

Besides the hard news, many news features are aired on a variety of subjects: sex, science, sports, business, medicine, the arts, food and health. Locally produced public affairs programs are broadcast on Sunday. Format will evolve to meet the news needs of the listeners. "100% news and information 100% of the time"... "News the minute you want it"... "the newscenter of your fm radio dial"... "All the news you need to know... All news. All day. All night." Owned by NBC as is KNBR-AM. Not simulcast at all. Gene D'Accardo is news director of both KNBR-AM and KNAI-FM. On the FM news staff are four newcomers plus four former newsmen who moved from KNBR, including Ed Brady, a 30-year veteran with NBC and Jim Titus, with KNBR for five years.

:06½ & :36½, six and one-half minutes after both the hour and after the half-hour, NBC national and world news (headlines and summaries) almost all the time, everyday.

:00 & :30, LOCAL news on the hour and half-hour, around the clock, everyday.

:09 & :39, nine minutes after the hour and again at thirty-nine minutes after the hour, a balanced LOCAL newscast with a stock report, business news, sports and weather. Only during the periods from 6:30-10:30am and from 4-7:30pm, Monday-Friday.

PLATFORM, 6:05pm, Sunday, an in-depth news program, presenting the pros and cons of important issues in the news, allowing the public to weigh different points of view.

TRAFFIC REPORTS, :00, part of the local news on the hour, afternoons from 4pm, Monday-Friday.

Gene D'Accardo, whose concise news reports on the Bay Area scene are often heard on NBC national news, is news director of KNBR-AM and KNAI-FM. He has been with KNBR news for the past nine years and prior to that was with a radio station in Modesto as news manager. His radio career spans more than 25 years and has included all phases of broadcasting, including a stint as a play-by-play sportscaster. A native of Canada, D'Accardo spent his early years in the Central California Valley and attended Modesto Junior College. Mr. D'Accardo gave four years to the United States Air Force during World War II, flying combat missions in the South Pacific.

Gene D'Accardo, KNBR, KNAI



NATIVE AMERICAN CULTURE, 7:30pm, Tuesday, news and culture of national and community importance to the American minority commonly referred to as "Indians."

SLEEPERS AWAKE!, 8:30am, Sunday, news and views (2½ hours).

SUNDAY NEWS, 6pm (30 minutes).

SOVIET PRESS & PERIODICALS, 6:30pm, Sunday, may be followed by phone-in comments on 848-4425 (30 minutes).

SOULS OF BLACK FOLK, 7pm, Sunday, news and culture from the Black point of view (3 hours).

The Pacifica Washington bureau supplies KPFA with a daily audio report, usually one in-depth item that a reporter had been working on for a week, and two fresh-breaking stories. The bureau has 2 full time newsmen and lots of volunteers. It provides KPFA with live coverage of Congressional hearings and press conferences.

KPFA takes upon itself the responsibility of presenting versions of the news not heard elsewhere in the listening area, and of filling in gaps left by superficial coverage. KPFA works with a core news staff of 25 and 3 anchorpeople, including a women's news division, a Washington bureau and Sacramento, Portugal, Mideast and African correspondents. **APa, Reuters, Internews, Africa.**

Frequent news specials are aired, such as live coverage of U.S. Senate hearings open to the public and an in-depth study, "Death of George Jackson." During Mr. Nixon's last weeks as President, KPFA brought into existence a special "Impeachment Watch," providing listeners with from 3 to 10 hours daily of related coverage. During one weekend, the regular schedule was put aside to read over the air the complete book, "Inside the Company: CIA Diary," before it was published, with three days of continuous reading, 8am to midnight. When the Watergate Tapes were released, the complete text was read on the air as a re-creation of the Oval Office Scene. Volunteers—some being film stars—realistically read different roles, just as they would read a script in a play.

A newsmen can be either neutral or active. The neutral reporter is an aloof observer who communicates the news in terms the public can understand. On the other hand, the active or involved news-

person sees himself or herself as the public's representative on the scene, with the responsibility of not only reporting but of criticizing and advocating. In covering government news, the involved newsmen acts as the "loyal opposition" to get at the truth.

Alan Snitow, 27, KPFA News Director, seems to be the active type. While a student journalist, Mr. Snitow helped form a nonprofit housing corporation to pressure Cornell University into opening up low income housing units. After that, back in New York City where he was born, Snitow edited a magazine "that published three issues and was on a socialist newspaper that published twenty issues." His sister at Pacifica Station WBAI told him to look into KPFA when in Berkeley, and he did, starting work there in September, 1972.

Snitow distinguished himself with a documentary on the Chinatown he saw as a teacher. He was also a labor organizer in those days, who attempted (unsuccessfully) to line up the volunteers at the station. Snitow left the station for a while until called back to help out in the news room and was made News Director in June 1974.

Mr. Snitow realizes that Pacifica, as a nonprofit organization, cannot take political stands. As news director, he protects that status.



**KPFB
89.3**

Owned and operated by Pacifica Foundation, as is KPFA. Reaches those areas of Berkeley that do not receive KPFA. All programs simulcast, with one exception:

BERKELEY CITY COUNCIL meetings, 8pm, 2nd and 4th Tuesdays of month. For possible changes, call City Clerk, 644-6480.



KPOO

89.5

People's Radio Coalition
532 Natoma Street
San Francisco 94103
864-7474

Programming is a mixture of talk and music, news, culture and information from the many minorities that make up the San Francisco population. KPOO believes in an open door policy for use of its facilities. The general objective of the People's Radio Coalition is to develop "Poor People's Radio" as a conduit for social change with the provision of community access, decentralization of facilities and implementation of training programs as the on-going work process. No commercials, supported by donations and subscriptions. On the air 24 hours, 7 days.

News of the community is gathered and presented by members of the community. KPOO believes that the citizens themselves can best present the news that affects their lives and neighborhoods. Nonprofessionals are trained to use radio to broadcast the truth as they know it. This is a departure from the establishment's method of assigning professional newspeople to go into a "foreign" neighborhood to cover its news. KPOO prefers to have someone from that news-making area report what's happening there. The station teaches that person broadcasting and journalism skills. **Internews** plus informal, word-of-mouth sources from the ordinary citizen in the community.

Weekday news at **7am** (2 hours), **12noon** (15 minutes), and at **5:30pm** (60 minutes), the latter emphasizing local news.

COMMUNITY REPORT, 6pm, issue-oriented news from the ethnic communities: Asia—Monday; Black—Tuesday; Multi-ethnic—Wednesday; organizations—Thursday (the Black Feminist Party, for example); and Latin—Friday.

WEEKEND ROUNDUP, 6pm, Sunday, an in-depth look at the stories that made the week's news with interviews and analyses (60 minutes).

SAN FRANCISCO BOARD OF SUPERVISORS MEETING, 2pm, Monday, live from City Hall (3½ hours).

REBEL IRELAND, 4:30pm, Tuesday, news and culture by and about the Irish people (60 minutes).

LATIN AMERICA AWAKENS, 6:30pm, Tuesday, news and culture (90 minutes).

AMERICAN INDIAN—RED VOICES, 6:30pm, Wednesday, news and culture from the Native American Community (2½ hours).

REGGAE EXPRESS, 4pm, Saturday, news (and culture) of the West Indies (3 hours).

KQED

88.5

KQED Inc.

1011 Bryant Street
San Francisco 94103
864-2000

543-1133 for schedule changes.

Listener supported, nonprofit station without commercials. Format of information and entertainment, music and talk, serious and light. "Public Broadcasting." On the air 6am-12midnight, Monday-Friday; 7am-1am, Saturday and Sunday.

KQED Radio offers alternative viewpoints of world and national news while maintaining high professional standards. News sources are **APr**, **NPR**, **BFA**, and the audios of selected tv news programs whose value lies in the spoken word.

:30, news on the half-hour, 6-10am, Monday-Friday (15 minutes), and at **12noon**.

BBC NEWSREEL, 6:45am, Monday-Friday. Worldwide news coverage from London (15 min).

NEWSPAPERS FOR THE BLIND, 11am, Monday-Friday. Reading out loud from the local daily papers (60 minutes).

ALL THINGS CONSIDERED, 5pm, may be repeated 10:30pm, Monday-Friday (90 minutes); Saturday and Sunday (30 minutes). In-depth news from NPR.



 npr

NATIONAL PRESS CLUB, 10am, week-days when being held. Prominent newsmakers speak (60 min).

OVERSEAS ASSIGNMENT, 4:30pm, Monday, from BFA. International news reported and interpreted by Great Britain's BBC correspondents around the world (30 minutes).

VOICE OF TEKEYAN, 9pm, Monday, locally produced. News (and culture) from an Armenian point of view (30 minutes).

CHINESE COMMUNITY HOUR, 9:30pm, Monday, locally produced. News (and features) in Cantonese (60 minutes).

S.F. BOARD OF SUPERVISORS MEETING, 11:45am, Tuesday. A synopsis of the Monday event (15 min) continued 8pm, Wednesday (30 min).

ISRAEL CALLING, 10pm, Tuesday, locally produced. News (and culture) from the point of view of the Israeli Students Association.

NATIONAL TOWN MEETING, 7:30am, Wednesday, from NPR. Great issues in the news (such as unemployment and effects of tv on children) are presented, pro and con, offering the listener a choice for future action.

PRESS REVIEW OF THE ARAB WORLD, 7pm, Wednesday, from BFA. A survey of world opinion through editorials in the most influential newspapers in 14 Arab countries. An on-the-scene program that is produced especially for American radio stations. It quotes and discusses editorial comment from all shades of opinion on the most current and vital issues of the day (15 minutes).

PRESS REVIEW OF ISRAEL, 7:15pm, Wednesday, from BFA. A survey of editorial opinion from the most influential newspapers in Israel. Similar in format to the Arab Press Review as described above (15 minutes).

KOREAN HOUR, 9:30pm, Wednesday, locally produced. News (and culture) from the Korean point of view (60 minutes).

SOUNDS OF ERIN, 7pm, Friday, locally produced. News (and culture) from the Irish point of view (60 minutes).

RILES REPORT, 8pm, Friday. State Superintendent of Public Instruction Wilson Riles discusses California educational news (15 minutes).

YOUR WORLD, 8:15pm, Friday. BBC production of news and information on various, timely topics (15 minutes).

WASHINGTON WEEK IN REVIEW, 5:30pm, Saturday. An analysis of the important national news by a panel of prominent professional newsmen who may disagree with each other. The audio of the tv program (30 minutes).

BBC SCIENCE MAGAZINE, 6pm, Saturday and 4:30pm, Wednesday. Science news (30 min).

VOICE OF FINLAND or HELSINKI CALLING, 6:30pm, Saturday. News (and culture) from the Finnish point of view (30 minutes).

WALL STREET WEEK, 5:30pm, Sunday. A panel of financiers examines the stock market's performance and conducts an in-depth interview with a business leader about his or her field of expertise. The audio of the tv program (30 minutes).

POLISH CULTURAL HOUR, 9pm, Sunday, locally produced. News (and entertainment) from the Polish point of view (60 minutes).

Local ethnic groups are used as another source of insight into world news. The Armenian, Chinese, Finnish, Irish, Israeli, Korean and Polish communities present information from their unique points of view. To help defray the cost of broadcasting, each group contributes \$45 per hour of broadcasting time, which is 25% less than the station's operating cost. The staff at KQED Radio trains these "special interest" groups to produce their own programs. At first, such amateurs are tempted to turn inward, but Station Manager Jay Agustin teaches them, "You're only telling yourself what you already know," and explains the value of relating their special interest to the news needs of the general public.

Mr. Agustin enjoys passing on his broadcasting knowledge to others and he gives of his time to their development. "I remember from where I came and that there are others still there," he says.

One of the places from which Jay Agustin came was the U.S. Armed Forces Broadcasting Service. A trained computer programmer in the Air Force, he was mistaken for the expected broadcaster when reporting for duty at a new base. Agustin's deep and rich voice (trained for song) fooled them. But it planted the idea of a broadcasting career in Agustin's mind at a time when everything he looked at seemed to be computer-perforated.

So, he wheeled and dealed a bit—as any good airman can—and got himself assigned to the radio-tv branch, a stint that lasted 14 years and took him all over the world. The Air Force made the mistake of giving Agustin a few stateside assignments, for he "moonlighted" at commercial radio stations and the advertising world.

Such a taste for civilian life is the curse of a professional serviceman, especially in sunny California. Agustin said farewell to military life and went to work for a radio station in Sacramento. It was a big moneymaker and Agustin helped it prosper even more.

"Actually," he remembers, "there was much less pressure there than there is at nonprofit KQED. All we had to concern ourselves with were music and commercials. Simple. But here at KQED there's the challenge of quality! The challenge of providing alternative programming without sacrificing professionalism."

KQED successfully adapts from tv to radio *Washington Week in Review* and *Wall Street Week*. This is not a unique achievement: KNBR airs the audio *Meet the Press*; KCBS adapts *Face the Nation*; and KGO uses segments from ABC's *Issues and Answers*. What all this proves is that the best tv news programs are suitable for radio. They can reach more people (on the car radio for example) more cheaply (production costs on tv are astronomical).

Any quality tv news program that is having financial difficulties might consider transferring to radio.

One of KQED's most popular news programs is *Newspapers for the Blind* that has the local newspapers read on the air. Not only is this an admirable service to the blind, hospitalized, and weak sighted, but for anybody else who enjoys hearing

the newspaper read aloud.

It all began three years ago when suggested by Blind San Franciscans Inc., an organization that has shown its appreciation ever since by giving generous annual donations to KQED. Since all newspaper contents are copyrighted, KQED had to ask permission, and got it from the S.F. Examiner, Palo Alto Times, S.F. Progress, Bay Guardian, and City Magazine.

The great demand is for the reading of feature articles, columnists, the horoscope and the obituary column. The front page headline stories are avoided because regular newscasts cover them.

The readers are all volunteers. For each broadcast there are two people who, in a way, read to each other in the studio while the radio audience eavesdrops.

In a time when energy waste is everywhere apparent, it's reassuring to hear that some coal and oil are being put to good use. It takes only a tiny fraction of one kilowatt-hour of electricity to bring the daily newspaper to thousands of listeners for one hour.



KRE

KRE

102.9

Horizons Communications Corp. of California

601 Ashby Avenue

Berkeley 94710

848-7713

Evolutionary sounds of progressive rhythm and blues, and jazz, for the contemporary adult consciousness. A relaxed, easy going style. "Mellow 103." Same ownership as KRE-AM. On the air 24 hours, 7 days. Partial simulcast AM/FM, 6:30-9am & 3:30pm-12midnight. See KRE-AM for news information: **APR**, **ABC-E**, **Zodiac**, news at certain half hours, :30, Frank Reynolds Report, sports, stocks, weather, 5:55pm specials and the Drug Report.



KRON

KRON

96.5

Chronicle Broadcasting Co.
1001 Van Ness Ave.
San Francisco 94119
441-4444

Programmed for general interest, the music favors popular standards. KRON specializes in show albums played in their entirety. On the air 6am-11:55pm, 7 days.

"Real honest to goodness, straight forward news reporting." **APr, Agric.**

:55, five minutes before the hour, every hour.



KSAN

94.9

Metromedia Stereo
211 Sutter Street
San Francisco 94108
986-2825

A "free form" format of progressive rock, plus other sounds. For young adults. Live performances from music halls, many ambitious specials, annual Rock Poll. "Jive 95," Metromedia owned, as is KNEW-AM. On the air 24 hours, 7 days.

The station's outstanding and aggressive news department has been cited for its in-depth reporting of community problems and original, sometimes satirical, news presentations. Matters of local concern such as commuter transportation, ecology and prison reform are reported and analyzed by the KSAN news department in frequent, comprehensive news specials.

In 1972, KSAN news won Columbia University's Major Armstrong Award for its investigative report, "George Jackson." The news department offers seven daily newscasts. **APr, Reuters, Internews, Earth, Pacific, Zodiac,** "and lots of newspapers and magazines and secret sources." Two full, and 2 part-time newsmen, plus a large network of stringers.

David McQueen is a member of the KSAN news department. After joining as news director in 1970, his work drew national attention and set the standard for FM progressive news. McQueen's in-depth investigations of timely and controversial issues resulted in frequent news "scoops" and created new political awareness in the station's predominantly 18-34 age group.

Mr. McQueen began his broadcast career while attending high school in Port Arthur, Texas. He worked at various stations in his home state as disc jockey, program director, helicopter traffic reporter and news director.

McQueen and the rest of the KSAN news staff are led by Danice Bordett, News Director.

Weekday newscasts are aired at 6:30am, 7:30am, 8:30am, 12noon, 5:45pm.

THE LAST NEWS SHOW with Scoop Nisker, 10:30am, 10pm, Monday, Wednesday, Friday. Also on Saturday, 9:50am, 6pm, and Sunday, 6pm. It incorporates "man-in-the-street" interviews, music and commentary in a tightly produced, often hilarious, sampling of public opinion. With a population as heterogeneous as that of San Francisco, each "Scoopcast" presents a fascinating cross-section of humanity in its many strange and wonderful forms. Nisker introduced this special news/music/sound effects type of newscast in 1968.

DRUG REPORTS, 5:55pm, Friday, gives results of chemical analysis of illegal drugs currently available in the Bay Area. For users, very important news; for nonusers, fascinating listening. Repeated on Sunday, 4:55pm.





**KSFX
103.7**

American Broadcasting Co.
1177 Polk Street
San Francisco 94109
928-0104



Contemporary music programmed for a mass audience. "Booga Chucka Rock N' Roll" ... "Discotheque rock you can tap your feet to" ... Musicradio Cash Caravan ... Survey ... New Year's Eve Special. "The New Sound ... KSFX." ABC owned, as is KGO-AM. On the air 24 hours, 7 days.

The news is a balance of local, state, national, and human interest items. The weather is reported first, followed by national news. **APr, APv, UPr, ABC's FM.**

:20, 4am-7pm, Monday-Friday. Extra local reports during morning drive times, 6:45am, 7:45am, and 8:45am. **SPORTS** news, 6:30am, 7:30am, 8:30am, Monday-Friday.



**KTIM
100.9**

Marin Broadcasting Co., Inc.
1040 B Street
San Rafael 94901
456-1510

Music format: progressive rock plus folk, jazz. "Non-Stop Boogie. Bay Area's Best" ... "KTIM is all about Marin." Same ownership as KTIM-AM. On the air 24

hours, 7 days, except Monday morning 12midnight-6am. Partial simulcast: sunrise-9am, 6pm-sunset, Monday-Friday. Total simulcast Saturday and Sunday.

Specializing in MARIN COUNTY news. A typical KTIM newscast begins with the important world news and ends with features of national interest. 50% of each program is devoted to local Marin County news which is fitted in the middle. Actualities may include segments from Senator John Tunney's weekly report. **UPr, Earth, Zodiac, CHP**, mobile unit, public service monitors, 2 newscpeople.

Five newscasts everyday: **3am, 6:30am, 8:50am, 11:30am** (rebroadcast at noon on KTIM-AM), and **4:15pm.**



**KYA
93.3**

Avco Radio Corp.
No.1 Nob Hill Circle
San Francisco 94108
397-2500

Music format: Oldies, 1950 to now. "Super Rock 93" ... "Playing what you're saying" ... "Rock 93." Same ownership as KYA-AM. On the air 24 hours, 7 days, except Monday morning, 4:30-5am. Partially simulcast, 6-9am and 3pm-12midnight (Monday-Friday); 6am-12midnight, Saturday; and 8am-6pm, Sunday. Uses news facilities of KYA-AM: **APa, APc, APr, APs, APv, NWS, CHP.**

:49, when simulcast with KYA-AM. At other times, news is aired at :40, 12midnight-6am.



K101

K101
101.3

Pacific FM, Inc.
700 Montgomery Street
San Francisco 94111
956-5101



Contemporary music. Adult Rock. Total stereo radio... Festival of Radio. Same ownership as K101-AM. On the air 24 hours, 7 days. Simulcast from sunrise to sunset. Same news sources as K101-AM: **UPIb, UPIr, ABC's C, Earth, CHP.**

:25, :55, news twenty-five and fifty-five minutes after certain hours. See K101-AM.



K106

K106 (formerly KFRC-FM)
106.1

RKO General, Inc.
425 Bush Street
San Francisco 94108
982-9106

Rock oldies for adults, 6am-12midnight. "All the Oldies All the Time." Other times, "Top 40 Hits," as simulcast with KFRC-AM, 12midnight-6am (8:30am, Sunday). Same ownership as KFRC-AM. On the air 24 hours, 7 days. Same news policy, facilities and sources as KFRC-AM. **UPIa, UPIb, UPIr, UPIv, Agric, Earth, Zodiac, NWS, CHP.**

:50 at select times: 9:50am, 11:50am, 1:50pm and 3:50pm. Other newscasts as simulcast. See KFRC-AM schedule.

---KQED 88.5

---KPFB

---KPOO

FM

---KCSM

---KALW

---KDFM

---KJAZ 92.7 jazz

---KYA

---KPFA

---KSAN

---KKHI 95.7 classical

---KRON

---KEAR 97.3 religion

---KABL

---KCBS

---KNAI 99.7 news

---KBAY

---KTIM

---KIOI

---KDFC 102.1 classical

---KRE

---KSFX

---KFOG

---KBRG 105.3 international

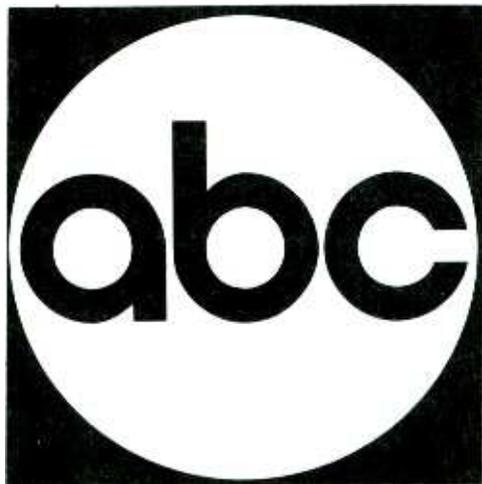
---K106

---KMPX 106.9 '30's,'40's music

Feature Articles

continue with the

audio and printed news services



RADIO NEWS

Four
networks
in
one

Founded in 1943, American Broadcasting Company (ABC) transmits 104 news programs daily to the American people by audio feed through 1,436 affiliate radio stations.

ABC Radio has developed a domestic staff of 315 and 50 special correspondents concerned exclusively with radio news. Their work is supplemented by news exchange arrangements with select local radio stations.

For on-the-spot world news coverage, ABC Radio has 40 foreign correspondents stationed at bureaus in Beirut, Bonn, Cairo, Hong Kong, London, Madrid, Miami (for Latin America), Moscow, Nairobi, Rome, Tel Aviv and Tokyo. In addition, ABC maintains about 18 smaller bureaus, in places such as Amman, Ankara and Warsaw, with numerous "firemen"—reporters on the go to places wherever news sparks into flame.

To supplement and verify its own sources, ABC purchases the wire news services of AP, Agence France-Presse, Reuters, and UPI.

ABC Radio news shows respect for American diversity with the creation of four separate networks, each with its own New York office and staff of nine, each for a different segment of the population. They are the Information, FM, Entertainment and Contemporary Networks.

ABC American Information Network, broadcasting news hourly, speaks to the mature, settled citizen from Bay Area station, **KGO**. Featured newscasters include Frank Gifford, Paul Harvey, Lou Boda, Harry Reasoner and Howard K. Smith. In-depth news programs include *News Around the World* and *Perspective*.

In many professions it's a disgrace to change jobs frequently. Not so in radio. To the contrary, moving from station to station can be as dignified as up-the-ladder promotions in another industry. More than one broadcasting personality tells how, after being dismissed from a radio station, he looked into the "Help

Wanted" section of *Broadcasting Magazine*, circled a few notices, hopped in the car, and tracked down a new job. The prominent ABC newscasters are not exceptions. Their career résumés attest to the practice of moving horizontally (station to station) as a means of "making it" vertically (up the ladder).

American
Information
Radio Network



Lou Boda broadcasts a weekday sports report for Information, and his is the voice of 22 weekend *World of Sports* programs. Lou joined a radio station in Dover, Ohio, after graduating from Indiana University. One year later, he was a play-by-play news sportscaster at a station in Joplin, Missouri. After two years there, Mr. Boda joined a radio station in Wichita Falls, Texas. After another job in New Orleans, he landed a job with NBC and he stayed there for seven years. Lou Boda joined ABC's Information when it made its debut in 1968, and he is now based in the New York area, happily married to his college sweetheart (obviously his devoted travelling companion).

Paul Harvey went through six radio stations, starting with the one in his home town of Tulsa, Oklahoma, while he was still in high school. Then he moved to Salina, Kansas, as station manager, and on to a St. Louis station as special events director. After serving as program director for yet another station, he became director of radio news and information in a small town in Indiana. All that in a ten-year period. In 1944 he became a newscaster for an ABC affiliate in Chicago, and he finally caught

on big in a big town. Seven years later, ABC tried him out on the network, coast-to-coast, and he's been there ever since.

What Paul Harvey would like people to know about him is attractively printed in an eight-page fan magazine sent to listeners. A sense of what Harvey is all about comes through those pages. The following items stand out:

"The dynamic news commentator who makes page one understandable and page three exciting ... courageous ... a middle of the road independent ... the burr under the saddle of the American conscience ... the Man who contributed most toward preserving the American way of Life ... as resolute and fearless a patriot as the annals of American history will ever record ... modern Minute Man and American Patriot ... there's something of Walt Whitman and Patrick Henry combined in Paul Harvey ... a trace of Horatio Algerism ... he believes that the American dream is still good, that any man willing to stay on his toes can reach for the stars ... America's most enlightened news analyst in the field of Aviation ... home is Reveille Ranch in the Ozarks, named for Mr. Harvey's beloved Cocker Spaniel."

Paul Harvey ... Good day!





AMERICAN FM RADIO NETWORK

ABC American FM Network transmits news hourly to a listening audience of affluent, intelligent young adults, in the 18-35 year range. Commentators who can relate well to this group, such as Geraldo Rivera and Bettina Gregory, voice the news. The local outlet is **KSFX-FM**.

Geraldo Rivera had not planned to go into radio broadcasting. Nothing he did seemed to have been planned; not by him anyway. Rivera was born in New York City in 1943. A poor student, he dropped out of school, joined the Merchant Marines, tried being a clothing salesman, played professional soccer in Southern California, went back to school, did all right, got a college degree, went to law school, did all right, became a storefront lawyer in a poor neighborhood, went back to school to become a journalist. Then he seemed to stop and catch his breath. He wed the daughter of author Kurt Vonnegut Jr. and stayed with the news, winning honors as an investigative reporter with shockers about retarded children, born drug addicts, and migrant workers. His weekday commentary on ABC's FM began in April, 1975.

Another American FM broadcaster, Bettina Gregory, seemed to drift into radio from: a music preparatory school, a fine arts college, a stint in drama in England, study of psychology in Greece, residence in Europe for seven years and a career as professional actress for two years. If all that is the new preparation for journalism and radio, then it's a far cry from the copy boy apprenticeship

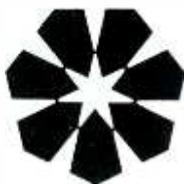
that used to be. As people become better educated, sophisticated and well-rounded, they demand rapport with the news people on whom they rely. It may be this thought that convinced ABC to put Ms. Gregory on the FM Network known for its audience of young moderns.

She started her broadcasting career in 1972 as a newscaster and reporter for an FM station in Ithaca, New York, then moved to another station in town, followed by work at a Long Island station. While in the New York City area, Ms. Gregory made the rounds as a writer for the AP Broadcast Wire, as a stringer for a paper, a part-time newscaster and then came a regular job as anchorwoman on a New York City radio station that led to the ABC position. One can only imagine the rushing about, contact making, hard work and possibly luck that went on during her two years in the New York City area which produced her present position.



Bettina Gregory, ex-actress.

ABC American Entertainment Network, heard on **KRE** and **KNEW** is "people-oriented." It feeds information to people who prefer the human-interest side of the news, as reported by Roger Grimsby, Robert Trout, Keith Jackson and Frank Reynolds.



AMERICAN ENTERTAINMENT RADIO NETWORK

Roger Grimsby has been a featured newscaster for ABC headquarters in New York since 1968 when he transferred from San Francisco. For seven years, Mr. Grimsby had been News Director and evening anchorman for the ABC tv channel 7. Raised in Montana and Minnesota, Grimsby was assigned to the Armed Forces Radio while serving in Korea. He became an announcer on a Duluth, Minnesota, radio station, moved on to a post as News Director in Wisconsin, and then to St. Louis before coming to San Francisco.

Robert Trout began his career in broadcasting over 40 years ago. He distinguished himself by introducing the "fireside chats" of President Roosevelt, and went on to be a war correspondent. He has covered every national political convention since 1936. Born in North Carolina, Robert Trout enjoys semi-retirement in Spain while continuing to work as a Special Contributing Correspondent for ABC News.

Roger Grimsby, ex-San Franciscan.



ABC American Contemporary Network feels a responsibility to serve the younger set, those 14-21 years old. It selects news for their "wave length" and transmits it to **K101**. Howard Cosell and Bob Hardt are featured newscasters.

ABC news reporter and broadcaster, Bob Hardt, is heard on Contemporary and is also the newscaster for ABC's radio station in New York City. Mr. Hardt started in radio at the age of 16 on the AM/FM radio station of his hometown, Jackson, Michigan. He worked there until he graduated from the junior college nearby. After obtaining a B.A. from Michigan State University, he was hired by an ABC-owned radio station in Detroit. During his five years there, Hardt anchored the morning newscast and



american contemporary radio network

won an award for his documentary on high school dropouts. He was transferred to the larger New York operation in 1968, where, to date, he has won five annual awards for the best regularly scheduled newscast.

Howard Cosell is manager of all ABC Radio Network Sports and broadcasts six mornings a week. Mr. Cosell was in private law practice when he was consulted about organizing Little League Baseball in New York. As a sports fan, he put his heart into that legal assignment. To gain public support for Little League, Mr. Cosell designed a radio program format in which the kids would talk to big league stars. Howard Cosell presented the idea to ABC Radio officials; they gave it a test run for six weeks. That was in 1953, and the radio

program continued for five years. In 1956, ABC made Howard Cosell an offer he couldn't refuse: to be a full-time, bona fide sports news broadcaster for top pay. Howard Cosell quit law.

What an example of unplanned success from chance opportunity! The talent lies in recognizing the lucky break when it comes and seizing it!

Howard Cosell had that talent.



HOWARD COSELL

6:15am, Mon-Fri, KGO
 7:30am, Mon-Fri, K101
 4:16pm, Mon-Fri, KGO
 5:30pm, Mon-Fri, K101
 10am, 6pm, K101



ABC Radio's central newsroom in New York.

FOR FREE?

Is listening to the radio free?

In his book, "The Information Machine, Their Impact on Men and Media" (Harper, 1971) Ben H. Bagdikian claims that the cost of commercials are added to the price of the product advertised so that each American household pays \$26 per year for listening—a "hidden tax." Even so, radio is still kinder on the wallet than is tv (\$106 a year) or the daily newspaper (\$120).

The bargain of radio is further verified by the U.S. Government publication, "Citizen Action Guide to Energy Conservation." It compares energy used by radio and tv. Tv, the 1973 booklet shows, uses twenty times more electricity than does radio. The annual kilowatt-hours consumed: 400 for black and white tv versus only 20 for solid state radio.



SATURDAY SPORTS NEWS

:06, KGO
 :30, KNBR
 :30am, KBAY
 :45, KRAK
 9am, KOFY
 10am, K101
 5:30pm, KOFY

5:45pm, KNBA
 6pm, K101
 7pm, KOFY
 9:45pm, KALW
 11:05am, KLIV
 11:20pm, KLIV

plus KCBS sportscasts: 4:53am, 6:40am,
 8:08am, 9:09am, 9:39am, 11:09am, 3:39pm,
 4:36pm.



INS broadcaster (Orson Welles) reporting the tragedy.

InterContinental News Service

Another news service worthy of mention is Intercontinental Radio News, although it isn't operating anymore. In fact it hasn't been used since October 30, 1938, when it interrupted the dance music of Ramon Raquello and his orchestra on the radio to bring a special bulletin: a jet of blue flame took off from the planet Mars heading towards Earth. Intercontinental Radio News stayed with the story to cover the Martian landing on a farm near Grovers Mills, New Jersey, and it reported the horrible deaths and destruction that followed.

The real panic that followed could have been avoided if the people had read the radio schedule in the newspaper that clearly announced the radio adaptation of H.G. Wells' "War of the Worlds" by the Mercury Theatre, whose 23-year-old director, Orson Welles, invented Intercontinental Radio News Service.

However, anyone tempted to smile condescendingly at the panic-stricken victims should remember that the broadcast was aired five months after the monster Hitler invaded Austria, and only 30 days after Czechoslovakia was surrendered to him at the infamous Munich meeting. Americans heard those shocking events on the radio. They were conditioned to hear and believe the worst.

**'Radio is the thing
that I love the most.'**

—Orson Welles, 1975

Broadcasting Foundation of America



America's international hearing aid

Broadcasting Foundation of America (BFA) is an audio news service allowing listeners to learn how non-Americans view the news.

When the need for such a service was expressed on a radio talk show in 1955, a group of concerned citizens who were listening founded BFA. It is a non-profit, educational organization.

BFA authorizes on-the-scene recordings of news comment, in English, by native journalists in 50 different countries. The tapes are flown daily to headquarters in New York where a staff of 15 prepares the programs for distribution to 300 radio stations.

Client stations have a choice of 16 new programs each week. The price, \$2.50 per 15-minute program, takes care of only a part of the production cost. The remainder is covered by grants.

One weekly 30-minute taped program, *Overseas Assignment*, reports and interprets international news by Great Britain's BBC correspondents around the world.

International Press Reviews are ten different weekly programs in which the editorials from foreign newspapers are read and discussed by native journalists. Each 15-minute tape studies one of ten geographic areas: the Arab World; Belgium (for the Common Market); Britain; France; India; Israel; Italy; Japan; Sweden; and Yugoslavia.

BFA has been called "America's International Hearing Aid," and it received praise from Senator Vance Hartke (D-Ind.), Commerce Committee member who told his fellow Congressmen: "The

Broadcasting Foundation of America has spent more than 16 years improving the content and quality of broadcasting."

In the Bay Area, **KEEN** and **KQED** broadcast programs from BFA.

The radio talk show credited with inspiring BFA was *The University Of Chicago Round Table*, a program of historical significance, which began the tradition of broadcasting panel type, in-depth news analysis. The Round Table transferred to radio what had occurred spontaneously at the University of Chicago's Faculty Club at midday. With the smell of cooking in the air, professors sat around large round oaken tables for lunch spiced with good conversation. Discussing the news of the day at mealtime is an old American custom which transcends class and lifestyle, but the University of Chicago intellectuals were no ordinary family. One participant thought it would be wonderful if more people could benefit from the wisdom heard at those tables.

NBC was approached with the idea, and gave it a try. That first 1931 program featured a discussion of prohibition by three professors, and no one knew for sure if it would appeal to the radio listener. This was at a time when even the importance of the daily newscast was ignored.

But the Round Table was an instant success and soon became one of radio's most popular programs. As a weekly Sunday afternoon network feature, Round Table lasted for 24 years. At last it had been proven that the listening public desired radio for in-depth news and information.

Time steals credit from pioneers. The driver zooming along the highway doesn't remember that the trailblazer had to cut his way through on foot. The University of Chicago Round Table was first. It paved the way for today's *All Things Considered*, *Capitol Cloakroom*, *Face the Nation*, *Meet the Press*, *Perspective*, *Washington Window* and the BFA programs.

In its last year, a Round Table discussion suggested that Americans were eager to tell the world about themselves but that they were reluctant to listen to what foreigners thought about the United States.

"Would it be untactful to suggest that America needs a hearing aid?" asked a participant.

That question inspired the founding of the Broadcasting Foundation of America.

OVERSEAS ASSIGNMENT (BFA)

4:30pm, Mon, KOED.

5:30am & 11:30pm, Sun, KEEN.

Longhorn

News of Europe and Latin America



Longhorn Radio Network is a public service of The University of Texas at Austin. Claiming to be one of the largest noncommercial tape networks in the nation (affectionately called "bicycle" networks), Longhorn tapes significant events on campus and distributes them to any radio station for the cost of mailing and handling.

Latin American Review is produced weekly in association with the University's Institute of Latin American studies. The first 15 minutes present news from the Latin American press, gathered and translated by experts at the Institute and broadcast by professional announcers. The last half of the weekly tape presents in-depth analysis of Latin American affairs by way of an interview with a distinguished Latin American scholar.

Longhorn also distributes tapes produced elsewhere. *Transatlantic Profile* and *European Review* are weekly in-depth news programs produced by the state-supported radio service of the Netherlands, offering to audiences a European view of world affairs. This program is used by **KALW**.

Traffic Reports

**Radio stands alone in its ability
to deliver this news when it counts
to the people who need it**

A unique service provided by radio news is its coverage of local traffic conditions so the driver, from the car radio, is kept informed of what's happening ahead: emergencies, accidents, congested sections of highway to avoid, and anticipated times of tie-ups are broadcast.

This news service comes from the California Highway Patrol, the California State Automobile Association, and the radio stations' own mobile units, including airplanes.



California Highway Patrol (CHP) officers in the field report problems to their communications office in San Francisco or Oakland. When the Watch Officer on duty considers a report important enough, he immediately contacts the media by activating the CHP "hot line," a special direct telephone connection to all participating radio stations.

Before the hotline was instituted in 1971, the CHP had to waste precious time dialing each station separately, while the emergency went unannounced. Seeking an improvement for the public, station news directors met and jointly decided to sponsor the hotline and pay the cost for installing and maintaining

the lines. This comes to about \$18 per month for each participating radio station.

CHP also has access to data on statewide road conditions provided by the California Department of Transportation (formerly the Division of Highways). The latter's many maintenance stations relay their local information to the Sacramento headquarters where it is compiled and sent by a daily teletype report to all its local offices. The radio stations on the CHP hotline are the following: **KBAY, KCBS, KFAX, KFOG, KFRC, KGO, KNBR, KNEW, KSFO, KTIM, KYA** and **K101**.

The number one priority of the CHP is accident prevention. It does its job with 5,700 patrol officers and a \$145 million annual budget. The administrative head of CHP is 42-year old Commissioner Glendon B. Craig, who worked his way up during 19 years with CHP. He began his career as a city policeman and along the way graduated from a police science program at a community college. Craig's present salary of \$37,212 will increase until he retires at age 50.

Not all CHP career professionals fare as well. Two young officers were killed recently when their helicopter crashed into the highway they had been observing.



"AAA Traffic Watch" is a traffic service provided as a public service by the California State Automobile Association (CSAA), the northern California AAA affiliate, out of their San Francisco headquarters during weekday rush hours of 6-9:30am and 3:30-6:30pm.

Thirty commuting CSAA officials are supplied with two-way radios to report traffic conditions from their cars as they drive to and from work. The CSAA "Traffic Watch" desk passes on this information via a telephone hot line to five radio stations: **KKHI, KNBR, KCBS, KNEW** and **KGO**. The service is provided free to them, CSAA asking only in return that the stations credit it as the report's source. There is full cooperation with the CHP, and contact is made when a road report suggests verification.

CSAA is one of 886 nationwide motor clubs that are federated into the American Automobile Association (AAA). The California branch is an autonomous unit, collecting dues from its members and providing the motoring services needed by them. A percent of CSAA's revenue

goes to the AAA for national services, such as an active lobby in Washington, D.C. AAA's annual convention will be held in San Francisco in 1976.

Commuters with two-way radios do the reporting

AAA came into being in 1902 when nine motor clubs met in Chicago to plan a defense against the "get a horse" hecklers and to discuss how to convince livery stable owners to service the horseless carriage.

Now, with 16 million members, AAA provides travel guides, emergency service, insurance, and promotes better roads, fuel economy and highway safety. It also encourages its local clubs to serve in such ways as the "AAA Traffic Watch."

Another means of gathering traffic news is by airplane. Skyborne traffic reporters fly above the major roadways during commuter drive-times and broadcast above-the-spot traffic conditions for **KCBS, KGO, KNBR** and **KSFO**.

LOCAL GOVERNMENT MAKING NEWS

Berkeley City Council Meeting, alternate Tues, 8pm, KPFB.

Vallejo Mayor Florence E. Douglas, 11am, 3pm, Mon, KNBA.

San Francisco Board of Education Meeting, 7pm, Tues, KALW.

San Francisco Board of Supervisors Meeting, 2pm, Mon, KP00; and 11:45am, Tues, 8 pm, Wedn, KQED.

San Jose City Council, 7:25am, Sun, KLIV.

California Attorney General Evelle J. Younger, 2pm, Fri, KNBA; and 6:50am, Sun, KEEN.

California Superintendent of Public Instruction, Wilson Riles, 8pm, Fri, KQED.

U.S. Representative (13th District) Norman Mineta, 8am, Sun, KEEN.

U.S. Senator John Tunney, 2pm, Wedn, KNBA.

Farm News

of concern
to everybody



Agricultural news is not for the ears of the farmer alone. Shrewd businessmen have known for years that reports from the U.S. Department of Agriculture (USDA) contain hot tips for making money. The acreage of wheat planted and milk production figures, for example, hint at future prices. Some press releases can so affect the commodity market that newsmen are lined up in the office and only at a precise moment can they reach for the secret farm bulletins.

In this age of consumer enlightenment, the general public has learned to appreciate farm news also. Foreknowledge of destroyed crops and alternative uses for surplus products can help a homemaker budget and wisely prepare nutritional diets.

The USDA Office of Communication gathers information from several agencies and with a staff of six edits and distributes the material for radio broadcast. Prominent among the services are: *Radio Spot News Service*, *Agri-Tape*, *Agriculture USA* and the *Farm Broadcasters Newsletter*.

Radio Spot News Service is a continuous offering of fresh news items and actualities by automatic telephone coupler. The radio station has only to phone Washington, D.C., day or night, for the latest news.

Agri-Tape is a weekly program containing a USDA farm news summary, a report on agriculture in world trade and several interviews. A recent *Agri-Tape* reported: acreage decline; monthly milk production reduced; Texas cattle hit by disease; new grain program instituted; Japan announces beef quota; Australian

wheat sampled; Mexico buys more U.S. grain sorghum; French soy oil promoted; estimates of acreage intended for harvest; and coyote damage to sheep industry.

Agriculture USA is a 15-minute weekly tape aimed at a wide public audience. It deals with a single subject each time, such as nutrition, research, farm economics, markets and rural development.

USDA also publishes a weekly *Farm Broadcasters Newsletter*, reporting a summary of significant developments within the department, news items for broadcast and information about services available. A recent four-page newsletter gave details of the current Russian drought, estimates of meat imports, fruit harvest forecasts and the trade picture with Brazil. Thanks to USDA, Bay Area Radio has an abundance of free farm news from which the newscaster can select items of interest to his listeners. Stations **KALW**, **KFAX**, **KFRC**, **KLOK**, **KRAK** and **KRON** use this valuable service.

Bringing farm news to the people by radio is the job of Layne R. Beaty who has been Chief, Radio and Tv Service, U.S. Department of Agriculture since 1955. Such a position requires successful experience in administration, agriculture and communications. Mr. Beaty has that combination. Forty years ago, before World War II, he was Director of Information for the State Department of Agriculture in his native Oklahoma. During the War, he served as a regional director of information for the federal

farm agency. From 1943 to 1951, Beaty was Farm Editor for a commercial radio station in Ft. Worth, Texas. He was then called upon to aid the European Recovery Program as a communications consultant to Greece and France.

The public is oftentimes discouraged and angered by the impression that the federal bureaucracy is inefficient, unnecessary and a refuge for incompetent political appointees. The radio service of the U.S. Department of Agriculture gives a very different impression.



Layne R. Beaty brought farm news to Oklahoma, Texas, Greece, France, and he now serves the entire U.S.A.

FARM NEWS

2:30am, Sun, Mon, KFAX.
4:15am, Sun, KFRC, K106.
4:34am, Tues-Sat, KCBS.
4:45am, Mon-Fri, KFRC, K106.
5am, Mon-Fri, KLOK, Tues-Sat,
KRAK; Sat, KFAX.
5:30am, Mon, KRAK.
5:55am, Mon-Fri, KEEN.
7:30am, Sun, KEEN.

Findlay Quality Network

**'Puissance without Hauteur;
Purveyors to the Trade'**

The Findlay Quality Network offers in-depth news by an inept staff that includes Wally Ballou, David Chetley and Gabe Preston. Founded by Bob Elliott and Ray Goulding in desperate times, the worst of The Findlay Quality Network can be heard in stereo by borrowing from the public library the scratchy long-playing record entitled: "Bob and Ray the Two and Only" (Columbia Records, New York) presented by Joseph I. and Johnna Levine in association with Hy Saporta.

The "In-Depth News" cut has a Put-the-Big-Shot-in-the-Hot-Seat sample. Using the familiar question and corrupt format, Gabe Preston grills Clyde L. "Hap" Whartney, Eastern Regional Coordinator of Interbureau Administration for the Northeastern States, southern Indiana and Ohio.

Gabe Preston reports on edible food packaging from Washington, followed by a public service announcement: the Treasury Department asks listeners to use money more often.

Then there is an exclusive interview with the corrupt mayor of Skunkhaven who reminisces about his life of corruptness. "It is easier to be corrupt today than it was 15 years ago," he claims.

Findlay Quality Network's star newsmen, Wally Ballou, is the winner of over seventeen international diction awards and lives somewhere with his wife, Hulla Ballou and their son, Little Boy Ballou.

CBS RADIO NETWORK

Named in honor of the man who first reported America to Europe

Columbia Broadcasting System (CBS) was founded in 1927 as a network of 16 radio stations that set up its own news service in 1933 because the major press services wouldn't sell news to radio.

Now supplying news to 250 radio stations, CBS has a worldwide staff of 900, with foreign bureaus in London, Paris, Rome, Bonn, Moscow, Hong Kong, Cairo, Tel Aviv, Beirut and Tokyo. In the U.S.A., CBS News has bureaus in New York, Chicago, Los Angeles, Atlanta and Washington, employing 83 correspondents, reporters and editors. News is gathered and sent to New York for editing and distribution over the network. The principal audio feed from CBS Radio is the 24-hour *News-On-The-Hour* (:00) anchored by Charles Osgood, Dallas Townsend, Reid Collins, Douglas Edwards, Richard C. Hottelet, Stephani Shelton, Lowell Thomas, Stuart Novins, Jim Kilpatrick, Steve Young, Neil Strawser, Christopher Glenn, Alan Jackson, David Jackson, John Meyer, George Herman and Dan Rather.

Non-music affiliate stations can receive additional audio network news and information programs to fill 60% of the radio station's broadcast time. Features include *Today in Business*, *Phil Rizzuto on Sports*, *Weekend Weather*, *Washington Week*, and *The World This Week*.

In the Bay Area, **KCBS-AM** is the all-news and information affiliate, while **KCBS-FM** is mostly music.

No one can accuse CBS of keeping old people off the payroll. Two significant employees are looking forward to their Golden Anniversary at CBS: William S. Paley, Chairman of the Board, and Lowell Thomas, the well-known newscaster.

Paley is no less than the founder of CBS, Inc. At 74 years of age, he is still

very much in charge, remembering that his father lived to be 95.

As vice president of his family's Congress Cigar Company in 1926, he decided to do an unheard of thing at the time: advertise his product on radio. His elders disapproved but sales for La Palina Cigars increased dramatically in the radio listening area. Soon after, when the local radio network was going bankrupt, Paley bought it and changed the name to Columbia Broadcasting System (CBS).

Paley was raised to be a successful businessman. His childhood home was next door to the family factory and as a teenager, he settled labor disputes. Paley moved from military school to business college to production and advertising manager of the cigar company and on to radio. He built the network from 16 stations to 49 in one year, branching out to 70 nationwide the second year of his ownership. Paley's original investment of \$500,000 is now reported to be worth \$70 million in CBS stock.

CBS, under Paley's personal guidance, is credited with many broadcasting trends now taken for granted. He developed many "sustaining" (unsponsored) news and public affairs programs that were given free to the affiliate stations. To break radio's dependence on newspaper publishers, CBS established a worldwide news gathering system that encouraged others to do the same.

There is much boasting today of the role that the electronic media played in bringing the Vietnam War to an end; boasting by people confident that America will never again so easily enter into war. Old timers will knowingly smile at such naive optimism. CBS correspondent H.V. Kaltenborn brought the horrors of the

Spanish Civil War to the American public with on-the-scene radio reports. In 1938, CBS was in Vienna when Hitler moved into Austria and the American people heard it. Radio news originated from the beaches during the Allied landings of Tunis, Algiers, and other World War II campaigns. Radio entered the Nazi Concentration Camps many years before Vietnam. The electronic media didn't prevent wars then. It just reported them.

CBS offered the public another innovation in news programming by having a single newscast originate from several different places.

An imaginative blend of news, drama and classroom lesson in history was created in 1947 by CBS in the program, *You Are There*. It recreated important historical events, as if radio had been around to cover it. A newscaster with his radio microphone interviewed Napoleon; a war correspondent covered the Battle of Gettysburg; and Benjamin Franklin gave an interview to a radio newsman outside of Independence Hall.

Another stroke of inspiration came in 1930 when President Paley asked Lowell Thomas to try broadcasting a network newscast. Thomas, at the age of 38, was already semi-retired. He had made his first million dollars as journalist extraordinaire, showman, author and entrepreneur. He had recently settled in rural upstate New York and signed a contract to write six more books for the largest advance royalty ever paid a writer. Lowell Thomas had it made.

The call from CBS intrigued him, though, for radio journalism was new and challenging. Americans listening in on his "tryout" newscast heard the polished diction and trained voice that kept packed audiences spellbound in New York City's Madison Square Garden and London's Albert Hall.

"Adolf Hitler, the German Fascist chief, is snorting fire," went that 1930 broadcast, written with the help of friends Dale Carnegie, Ogden Nash and Prosper Buranelli, and ended with, "So long until tomorrow," as it still does, 45 years later.



Lowell Thomas today at age 83.

Lowell Thomas & The News is usually broadcast from the farm where a radio studio was constructed for the purpose. Closed circuit lines connect it to CBS headquarters. His news staff in New York calls in the early afternoon to discuss the day's news and select an outline. Writers put it together and transmit the script by teletype to Thomas who adds his personal touch. A final update and it's time for the evening broadcast with introductions and commercials coming from CBS in New York. One broadcast not too long ago contained eight news items interrupted by one commercial (for a kosher wine). The stories were about Alger Hiss, Malaysia terrorists, President Ford, James Hoffa, war in the Middle East, a Hong Kong bank holdup, Mrs. Gandhi of India and a flash flood in the Spanish Sahara.

At a time when the news media are criticized for bias, *Lowell Thomas & The News* remains one of the most objective news reports in broadcasting. Thomas doesn't criticize, doesn't analyze, doesn't interject his opinion. There's not even a hint of where he stands politically—except when the news is about enemies of democracy, as with Hitler snorting fire. After India's leader, Indira Gandhi, assumed dictatorial powers, she had criminal charges against her declared null and void. After his report of the story, Mr. Thomas quipped, "Madam Gandhi now has a clean slate—if not a clean skirt." Each broadcast ends with such a well-written, well-spoken line that seems to invite a thoughtful smile.

Lowell Thomas proves that objective reporting need not be dull. A spiritless newscaster wouldn't last a year, never mind 45! How does he do it? What's the secret of his success? There's no secret. It's all in his background.

Lowell Thomas came from a cultured home, trained extensively in elocution and journalism, had varied work experience, earned university degrees, loved to travel, had a knack for a news story, and when he had a real "scoop," made the most of it.

That's all.

The parents of Lowell Thomas kept one of the best libraries in the state. His father, a teacher, scholar and medical doctor, began drilling five-year old Lowell in the art of good speech. The boy was a prize-winning speaker from the age of ten (later he taught elocution at the college level while earning B.A., B.S. and M.A. degrees). Selling papers in saloons as a boy was just one of many jobs that forced him to meet, deal with, and get along with all kinds of people. He took motion-pictures during a summer vacation in Alaska, and became a popular after-dinner speaker with his audio-visual presentation. Journalism was another of his jobs. While in law school and working for a Chicago newspaper, he exposed a meat packing swindle.

Thomas was the only journalist covering World War I to sense a "scoop" in the Middle East campaign. His was the only camera that recorded it. He put together his material and rented a theater in New York City to present it. The show was a great success and caused an even greater sensation when brought to London.

Thomas created national heroes of two obscure soldiers with that show, entitled "With Allenby in Palestine and with Lawrence in Arabia."

The grateful British Empire thanked Mr. Thomas with applause, honors, money and advance bookings all over the world. Thomas wrote a book about Lawrence of Arabia that became a best seller. All this before radio. When he became a newscaster, Thomas was prepared. He had all the tools.

And then some.



Religious News

News is not news if it neglects the world of religion

Ecumedia News is a non-sectarian, non-profit broadcast news agency founded in 1969 to help improve radio news by gathering and distributing news items from the world of religion.

"Religion is probably one of the poorest reported areas of American life in broadcast news," declares a spokesman for Ecumedia. "If radio isn't covering it, then it simply isn't covering the news."

News stories are carefully edited for objectivity by a staff of six at the New York headquarters where all propaganda and theologically slanted items are rejected. Ecumedia uncovers leads by reading newsletters and papers, talking with religious leaders, and keeping in touch with 25 stringers throughout the country.

For distribution to radio stations, *Ecumedia Audio Feed Service* brings together about 16 news items, including actualities, on a 24-minute tape that is air-mailed biweekly. Recent tapes reported:

a discussion of gay concerns by the United Presbyterian Church . . . political and religious oppression in South Korea . . . "Gallopig Gourmet" converts to Church of the Brethren . . . United Church of Canada opposes acquisition of bomber planes . . . aid to non-public schools . . . an intermediary role for Christians in Arab-Israeli crises . . . misconceptions of the North Ireland problem . . . Reformed Church adoption of abortion ethics.

Ecumedia also acts as a "tipster," notifying radio stations when major religious leaders will be available locally for interviews. Another Ecumedia service is its evaluation of existing religious news programs.

Subscribing radio stations pay about \$4.60 for each biweekly tape, a figure which is below cost. Contributing agencies make up the difference.

In the Bay Area, **KSFO** and **KCBS-FM** use Ecumedia Feed.

NUMBERS

There are 383 million working radios in the U.S.A.—five radios for every family. The number of car radios in use (74 million) is greater than the total daily circulation of America's newspapers.

RELIGIOUS NEWS

- KEAR, 7pm, Mon-Fri; 6:30am, 5:30pm, 9:45pm, Sat.
- KFAX, 9:15am, 5pm, Mon-Fri; and 5:30am, Sat.
- KKIS, 10pm, Mon-Sat.
- KLOK, 5, 6, 7 and 8am, Sun.



**mutual
broadcasting
system, inc.**

Mutual Broadcasting System (Mutual) has 670 affiliated radio stations. Its prominence is partially due to the very flexible arrangements made with members. A station is only required to air one minute per hour of Mutual programming, even though much more is available.

If a station decides to use all that Mutual has to offer, it would hourly broadcast two comprehensive national-world reports plus a "progressive" newscast tailored to the tastes of the Top 40 and Modern Country audiences.

In addition, there are daily specialized news reports, such as *Small Business USA*, *Washington Report* and *Sports*. Daily newscasters include Fulton Lewis III, Robert F. Hurleigh and Jack Anderson.

Weekly news programs offered by Mutual include *Labor News Conference*, *United Nations* and *Wide Weekend of Sports*. Mutual is especially proud of its weekly *Reporters' Roundup*, which puts a prominent newsmaker on the "hot seat." Questioning is done by journalists from publications not generally heard nationwide, such as the *Tulsa World*, *Houston Chronicle* and the *Salt Lake City Tribune*.

Mutual is a "shy" network. It avoids tv, doesn't own or operate any radio stations, and many of its newscasts are not labeled as coming from Mutual. The newscasters are not easily recognized by the public, with the exception of Pulitzer Prize winning investigative reporter Jack Anderson.

Fulton Lewis III is not well known, but his name is, because his father, Fulton Lewis Jr. (1903-1966) was a star commentator on the Mutual Network for 30 years. A generation before the Watergate era of investigative reporting, the elder Lewis revealed government corruption in awarding air mail contracts, and found a top U.S. Navy officer to be a foreign spy. Intensely devoted to radio journalism, Fulton Lewis Jr. was instrumental in ending the discrimination against radio reporters by Congress and the White House. He was known as a "right-winger," attacking Presidents Roosevelt and Truman, and supporting Barry Goldwater and the late Senator Joseph R. McCarthy.

His only son, Fulton Lewis III, was born into radio journalism. Maturing as a war correspondent under fire in Vietnam and the Middle East, he is now based in Washington where he broadcasts a daily 15-minute commentary for the Mutual Radio Network.



Fulton Lewis III carries on a family tradition.

Mutual affiliates in the Bay Area are **KNBA** and **KNEW**.

The parent company has a second division, *Mutual Black Network* which serves the Black audience with 95 affiliated radio stations, coast-to-coast. It is staffed by Blacks from Vice President to News Director to newscasters.



Mutual began in 1934 when network radio was dominated by the giants CBS and NBC. After just eight years, Mutual had more stations than the other networks, proving that the little guy does have a chance.

Mutual achieved its success with good old-fashioned business competition. It offered cut-rate prices to advertisers, made possible by low overhead. The salaries of the network executives were paid by the member stations they came from, and the network was activated only when a national sponsor agreed to pay the bill.

Even then, Mutual had a very flexible relationship with its affiliates, allowing each station to select whichever programs it wanted and pay accordingly. This was during the Depression when many stations were small and struggling. Mutual was a network which could be afforded.

During the 1940's, the Mutual news team had Gabriel Heatter, Quincy Howe, Fiorella La Guardia, Fulton Lewis Jr. and Quentin Reynolds.

Mutual had the reputation in the 1950's of being a conservative network because some of its commentators, executives and sponsors were thought to be so. But Mutual aired a wide variety of viewpoints. The liberal American Federation of Labor sponsored its own program and was even allowed to choose its own broadcaster to present it!

Times were both good and bad. Mutual was up there in the 1940's and is on top again, but in between there have been some rocky times. Poor management and Mutual's decision not to expand into tv cost it money, which led to bankruptcy in 1959. It was saved in large part by its highly dedicated vice president, Robert F. Hurleigh, who demonstrated tremendous loyalty to the network and radio in general. He kept creditors from the door, retained clients, maintained loyalty among the staff and raised the money Mutual needed.

But when it rains it pours. While cleaning house, Hurleigh uncovered a shocking scandal. Mutual newscasters complained of receiving a flood of news releases all favorable to the Dominican Republic, and that led to the Hurleigh discovery that top Mutual officials had secretly accepted \$750,000 from the Dominican Republic to "slant" the news in favor of dictator Rafael Trujillo. Hurleigh asked the Justice Department to investigate and indictments were handed down against the guilty parties. For helping clean up the mess and for demonstrating great integrity and superb administrative ability, Mr. Hurleigh became Mutual's next president, serving from 1959-1966.

What does an active ex-president do? Where would the 50-year-old J.F.K. have gone after a second term? How would Nixon occupy himself if he had his druthers?

The top executive position in business or government is no longer the last stop before the grave or retirement village. Take Robert F. Hurleigh, for example. When he retired as President of Mutual Broadcasting System, he was entitled to a rest. He began his career as a newspaper copy boy in 1930 and for the next 14 years worked for four radio stations. He served Mutual for 23 years: as a commentator in Chicago, News Director, Midwest News Bureau Chief, Director of Washington Operations, Vice President and finally as President. By 1966 he had earned a secure pension if anyone had. Now Mr. Hurleigh and his wife could relax and visit their five grown children and the grandchildren.



Former network president, Robert F. Hurleigh, has worked his way back up to broadcaster.

But that's not the way it was. As a start, ex-president Hurleigh was retained by Mutual for a year as Consultant. Then he edited and published his own labor-management newsletter (maybe former President Nixon would like to do that—a biweekly newsletter specializing in one of his fields of interest).

That doesn't finish the story of Mr. Hurleigh. He is now again with Mutual as a radio newsman as he was in 1944; anchorman for Mutual's *The World Today* and host of *Reporters' Roundup*.

Maybe J.F. Kennedy would have gone back to the Senate.

Q. What's radio news to you?

A. A newscast gives the news.

Q. What's radio news to you?

A. It tells what's happened today.

OTHER ETHNIC NEWS

Assyrian, KBRG
Dutch, KBRG
Estonian, KBRG
Finnish, KQED
French, KBRG
German, KBRG
Greek, KBRG

Hawaiian, KBRG
Hungarian, KBRG
Italian, KBRG
Russian, KBRG
Samoan, KCSM
Serbian, KBRG
West Indian, KPOO

AMERICAN INDIAN NEWS

7:30pm, Tues, KPFA.

6:30pm, Wedn, KPOO.

PRO AND CON

A news program may offer alternative viewpoints within itself: the *round table* format has commentators comparing their versions with each other; the *panel* show gives a newsmaker the chance to talk back to the newsmen who report on him or her; the *advocate* format lets an individual speak forcefully on behalf of his version of a news item, followed by a rebuttal or questions from the audience. The *round table*, *panel* and *advocate* news programs heard on Bay Area radio follow:

CAPITOL CLOAKROOM, 4:06am, 10:30pm, Sun; and 3:06am, Thurs, KCBS.

FACE THE NATION, 9:30am&pm, Sun, KCBS; and 10:30pm, Sun, KCBS-FM.

IN DEPTH, 8:30pm, Sat; and 8:30am, Sun, KCBS.

MEET THE PRESS, 7:30pm, Sun, KNBR.

NATIONAL PRESS CLUB LUNCHEON, 9am, Mon, 1pm, Thurs, KCSM; 5:30pm, Thurs, 12noon, Fri, KALW; and 10am, some weekdays, KQED.

NATIONAL TOWN MEETING, 7:30am, Wedn, KQED; and 12noon, 9pm, Fri, KALW.

WALL STREET WEEK, 5:30pm, Sun, KQED.

WASHINGTON WEEK IN REVIEW, 5:30pm, Sat, KQED.

WASHINGTON WINDOW, KCBS, KEEN, KFRC, KLOK, KSFO, K106.

TV NEWS ON RADIO

Channel 5's 11pm newscast simulcast in Spanish, KBRG.

Channel 7's 11pm newscast simulcast in Chinese, KALW.

Face the Nation, 9:30am&pm, Sun, KCBS-AM; and 10:30pm, Sun, KCBS-FM.

Meet the Press, 7:30pm, Sun, KNBR.

Washington Week in Review, 5:30pm, Sat, KQED.

Wall Street Week, 5:30pm, Sun, KQED.

ABC's Issues and Answers, KGO incorporates excerpts into its newscasts.

PNS

The overlooked and buried news event that reveals trends in U.S. policy

Pacific News Service (PNS) is an independent news agency that was founded at the height of the Indochina war as an alternative source of news of the U.S. role in Asia. PNS now covers the world with a network of over 100 free-lance contributors: investigative reporters, foreign correspondents, activists, scholars and researchers. These are people who regularly monitor important happenings as experts, yet don't normally write for the news media.

Three journalists work out of a small downtown San Francisco office crammed with files of newspaper clippings and official documents. They pour over their dispatches from Oakland to Montevideo, Saigon, and Jidda—fact-checking, editing, calling for more information and alerting correspondents to new stories. Each week they mail out at least two feature-length pieces to over 200 subscribers including **KSAN** and the Canadian Broadcasting Corporation. The cost is about \$20 per month.

"Our criteria for writers," said one of the editors, "has always been a good story—particularly the overlooked or buried news event that reveals trends in

U.S. policy. Because we use people who aren't part of the establishment, we often come up with the story no one else has covered."

As the last American newsman to leave Cambodia, San Francisco-born Richard Boyle, a veteran combat reporter, provided PNS with one of the very few eyewitness accounts of those days. Another PNS regular contributor, former Political Science Professor Frances Starner, was the last American news-woman reporting from Saigon.

One PNS copyrighted story revealed the mysterious "unidentified" Watergate participant as a three-star general. It was written by a University of California (Berkeley) professor in collaboration with a military expert. The article claimed that General Brent Scowcroft, U.S.A.F., was present during, and contributed to, the discussion of the Howard Hunt \$75,000 hush money. Scowcroft succeeded Alexander Haig and is now the top national security officer in the White House.



National Broadcasting Company (NBC) became the first permanent radio network when formed by RCA in 1926 with 25 interconnecting stations.

NBC transmits news from its New York Center to 235 radio affiliates. The primary news service, as heard locally on **KNBR-AM**, is the 5½-minute NBC network newscast on the hour (:00) every hour. At various half-hours (:30) NBC feeds actualities and comments by David Brinkley, John Chancellor, Joe Garagiola and Edwin Newman. Special news reports include *Inflation Watch* and the audio from NBC tv's *Meet The Press*.

To gather and compile the news, NBC has seven U.S. bureaus, the largest near the White House in Washington, D.C. Of the 51 newspeople involved, ten concentrate exclusively on radio service. Abroad, NBC has ten bureaus, 13 foreign correspondents, and 25 regular radio stringers.

In addition, a new concept has been created: NBC Radio's News and Information Service (NIS) a seven day a week, 24-hour all-news format which was inaugurated on June 18, 1975, and is heard locally over **KNAI-FM**.

NIS covers world, national and regional news, mini-documentaries, sports and special features with a style "more youthful and progressive" than that of traditional newscasts. Making this possible is a special NIS staff of 80, one of whom is anchorwoman Rosemary Frisino, formerly News Director of KLOK, San Jose.

Born in 1946, Ms. Frisino is a graduate of the College of Notre Dame in Baltimore, Md. She taught high school English before embarking on a radio journalism career. Accumulating experience at four different radio stations, her first positions were as radio engineer and copy writer before becoming a newscaster in 1970.



The guiding light of NBC was David Sarnoff, who began his career as a newsboy, telegram deliverer, and then as office boy for a strange new outfit, the Marconi Wireless Telegraph Company of America, starting at \$5.50 a week. It was a steady job and by the time he was 21 years old, six years



later, Sarnoff was still with the company, having worked his way up to wireless (radio) operator. While on duty in 1912, he intercepted distress radio messages that stated that the S.S. *Titanic* had hit an iceberg and was sinking. By chance, Sarnoff was the only person in the whole world who received the messages and so he won fame as having "scooped" a sensational news story.

It was the break he needed to get ahead. After World War I, the British-controlled Marconi Company was Americanized in the name of national security and given a new name: *Radio Corporation of America*. Sarnoff was placed in charge, and he devoted himself to developing little RCA into the giant corporation it is today. Sarnoff spun off a subsidiary, NBC, in 1926. NBC was the country's very first radio network to link the Atlantic seaboard with the Mississippi River Valley. It was a great success; an idea whose time had come. The novelty of radio as a new invention was wearing off, and the public's taste for quality programming was sharpening. A lone station couldn't supply the need, but with network affiliation it could.

A year later, NBC put together another network. The two, known as the "red" and the "blue," respectively, grew to be broadcasting giants in the RCA empire until 1943, when antitrust action forced Sarnoff to sell his "blue" network—at a profit, of course, and to the customer of his choice.

In 1971, with his wireless messages bouncing off space satellites, 80-year old David Sarnoff died—but not before grooming another Sarnoff, son Robert, to watch the radio.

Edwin Newman plies his mastery-of-all-trades for NBC as he anchors newscasts, covers national political conventions, world fairs, funerals, appears on *Meet the Press*, and satirizes a sportscaster. Newman broadcasts the news over **KNBR-AM** from NBC Network headquarters in New York. He won the Peabody Award in 1967 for his radio work, the citation reading,

"Two of the qualities that give Edwin Newman's commentaries their special distinction are his wit and depth of understanding, both conspicuous rarities to be cherished and honored."

Newsroom of NBC Radio's News and Information Service.



A graduate of the University of Wisconsin, Mr. Newman began his career in journalism with the wire services, in Washington, D.C., in 1941, interrupted by service in the Navy during World War II. He was on foreign assignment from 1949 to 1961, serving as chief of NBC's London, Rome and Paris bureaus.

Since then, Newman has made his home in New York near network headquarters. A deep interest in the English language found expression in his recently published book, "Strictly Speaking," in which he discusses the use and misuse of language by newscasters—and other types.



Edwin Newman, strictly speaking.

WORLD NEWS

5am, 7am, Mon-Sat, CBS, KCBS.
6:45am, Mon-Fri, BBC, KQED.
6pm, 10:30pm, Mon-Fri, CBS, KCBS.

4:30pm, Mon, BBC, KQED.
8am, 4pm, Thurs, Europe, KALW.
2:05am, Fri, ABC, KGO.
8:15pm, Fri, BBC, KQED.

5am, Sat, ABC, KGO.
4:30am, Sun, UN, KLOK.
5:30am, Sun, BBC, KEEN.
6am, Sun, UN, KEEN.
3:30pm, 6:30pm, Sun, CBS, KCBS.
6:30pm, Sun, USSR, KPFA.
11:30pm, Sun, BBC, KEEN.

ZODIAC

From 'Swat' teams to spy restaurateurs, ZNS reports news neglected by the giant news agencies

Zodiac News Service (ZNS) is an independent, national service founded in 1972 to emphasize news neglected by the regular agencies.

Five times a week, a news packet of six pages is air-mailed to about 350 radio stations from the ZNS San Francisco headquarters, which is managed by a senior staff of three.

One day's packet, gathered by the staff and stringers, has 11 news stories of varying lengths, concerned with: *Para-military "swat" teams; Sootburgers or limestone sandwiches; South Africa & atomic weapons; Long-term effects of radiation; Boeing 707 modified for US Air Force; Attica Prison Trials; Soviets see Chinese Restaurants as spy network; Linda McCartney in L.A.; Don Van Vleit-Captain Beefheart; Stevie Wonder's baby; A revolutionary California inmate organization.*

"Zodiac" is defined as the path which the planets and the sun follow. By unfortunate coincidence, the word now has connotations of crime.

The so-called "Zodiac Killer" began terrorizing the Bay Area in 1968 with senseless murders, then bragging about the crimes in letters to the police. ZNS is considering a name change to disassociate itself from this case.

KCBS-AM/FM, KFRC, KRE, KSAN and **KTIM** are subscribers to Zodiac. The cost varies from \$5 to \$25 per week, depending on the size of a station's listening audience and on its commercial or educational status. Zodiac welcomes contributions from stringers, and pays for each item used.

Nice Day, Isn't It?

**The news item
of universal interest is
and always has been
the weather**



The weather reports heard on Bay Area radio may come from the government forecast office, from the UPI or AP teletype, or from a station's own private sources. The biggest operation, by far, is the National Weather Service (NWS) Forecast Office at Redwood City which transmits local forecasts on a "local loop" teletype at 5am, 9am, 4pm, and 9pm. All radio stations are encouraged to use the free service. Unfortunately the machine rental and line fees to the telephone company may amount to \$60 monthly. The forecast office has tried to help the small stations by allowing them to phone in for data, but this has placed a strain on the very busy staff.

If Congress appropriates the funds, an all-California NOAA Weather Wire will be installed next year to provide national and world summaries, comprehensive statewide information, reservoir levels and agricultural advisories.

The California Department of Transportation (Cal Trans) has a sender teleprinter that directly feeds into the NWS Weather Wire. There are about 3 emergencies a week that call for its use. But during snow season, there may be hourly bulletins of conditions on routes 50 and 80.

NWS, formerly the U.S. Weather Bureau, is part of the National Oceanic and Atmospheric Administration (NOAA), a division of the U.S. Department of Commerce. From the National Meteorological Center and Computer Center near Washington, D.C., NWS analyzes data collected from thousands

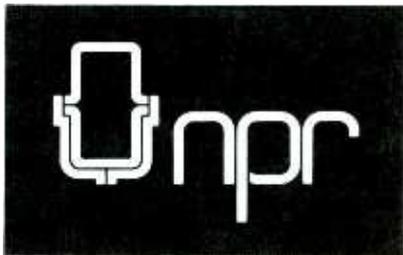
of observation points and stations everywhere: in forests, deserts, on ships, at airports, from radar and satellites. In addition there are 50 Forecast Offices distributed fairly evenly throughout the U.S.A. One of the 50 is the Redwood City Forecast Office, providing weather information to the Bay Area. With a staff of 48 and an 11-person branch at the San Francisco Airport, this office operates under the supervision of Arthur F. Gustafson.

Mr. Gustafson majored in meteorology at UCLA and has practiced the science since World War II. He is a retired U.S. Air Force weather officer. Before coming to the Redwood City office in 1965, Gustafson was with the National Meteorological Center.

The eight radio stations receiving this National Weather Service on the "local loop" are **KABL, KCBS, KFRC, KGO, KNEW, KNBR, KSFO** and **KYA**.

WEATHER NEWS

:10, KDFM.
:15, :30, :45, KABL.
:23, KYA.
:59, KFOG.
6:28 & 7:56am, KCBS.
:45am, KBAY.
7:45am, KTIM.
12:40pm, KRE.
4:26pm, KCBS.
7:25am, Sat, KCBS.



supported by federal tax dollars

National Public Radio (NPR) is America's national noncommercial radio network. A team of 115 administrators, researchers, technicians and journalists based in Washington, D.C. transmit programs of information and culture to 179 member stations including **KALW-FM, KCSM-FM and KQED-FM**. Incorporated in 1970, NPR is supported primarily by federal tax dollars.

To gather the news, NPR has eight full time reporters in Washington, two in New York, one in San Francisco, and a widely dispersed group of stringers. In addition, member stations contribute their local news for network consideration, while world news is channeled from AP, British Broadcasting Corporation (BBC), Radio Netherlands, Reuters and UPI.

NPR's unique contribution to radio news may be due to its practice of giving special attention to new ideas, neglected points of view and people affected by the news. Advocating a cause is strictly forbidden. The source of each news item is identified in the broadcast, and a news item is updated to answer, "What ever became of so-and-so? How did it turn out? A recent update was from Rapid City, North Dakota, three years after its disastrous flood was national news.

The pride of NPR news is its 90-minute evening program, *All Things Considered*, which won the Peabody Award for "most distinguished and meritorious public service." *ATC*, as it is affectionately called, probes deeply into the "Why? How? What Next?" of an important story.

Each morning the NPR staff meets at its Washington headquarters to select the news for the live 90-minute broadcast that evening (on Saturday and Sunday the program is 30 minutes long). "Does it expound an important idea, movement or trend of interest to the national audience?" is asked of every news item under consideration.

Fifteen minutes before air time, the program outline is transmitted to 179 teletype machines at the member stations. A recent printout that moved over the wire listed 17 items for the upcoming *All Things Considered*. The first would be a five-minute straight news report followed by news stories and interviews entitled:

Stink City, Strike Wraparound, Canada, Labor, Folklife I, Floods, India, Old Oil, Solar Energy, Education, Folklife II, News II (another straight news report), Young Republicans, Theodore H. White part 2, NAACP, and Folklife III.

In each item, identification is made of the broadcaster, the person interviewed, the topic of discussion, and the story's length in minutes. For example, a sample of *Strike Wraparound* would appear as follows:

"3. STRIKE WRAPAROUND: RALPH FLOOD OF STATION WUHY REPORTS ON STATE WORKERS STRIKE IN PHILADELPHIA, & LEO LEE RPTS ON CITY EMPLOYEES STRIKE IN SAN FRANCISCO. 4 MINUTES: 23 SECONDS."

The pride of NPR is a 90-minute newscast

The caliber of NPR newspeople might be measured by a look at one, West Coast Bureau Chief Leo Lee. Before opening the office in 1971, Mr. Lee had spent 30 years as a career journalist. He had been publisher and editor of Auburn, California's *Placer Herald* and served for 13 years as City Editor for the San Francisco Examiner.

At one time, Lee was executive secretary to a former California governor. In addition, he led the San Francisco Press Club as president, and founded its Professional Journalism Awards. He also handled the statewide campaigns for three Constitutional Amendments and one U.S. Senator. "I won three out of four," the veteran newsman proudly remembers.

After graduating from the University of California, Nevada-born Lee set out to make his mark in The City. Hanging out in North Beach, he heard talk of the challenging life newsmen lived and so decided to give it a try. In those days, San Francisco had two morning and two afternoon dailies. Lee aimed for the *Call Bulletin* (Hearst's afternoon paper) and its hard-boiled city editor. Lee got by the receptionist and boldly stood before The Man, ready to make his pitch. The editor finally looked up from his desk, cut into Lee with a penetrating glance and yelled, "Who the f_____ let YOU in?" Without a word, Lee sheepishly turned around and walked out. His first job in journalism was with another newspaper.

Lee took to electronic journalism like a boy to water—a boy who couldn't swim. "I didn't even know which button to press!" pointing to the sensitive recording equipment, "and I had to develop a broadcasting voice—no easy matter." Lee sat down at the electronic panel to work on a contribution for ATC. Pressing all the right buttons, eyes on the fluctuating needle, Lee's polished radio voice came through the loudspeaker, spliced around an interview with former Governor Brown. "Tape editing is a very demanding art. Hard work."

Once into radio, Mr. Lee produced the first broadcast of an Alcoholics Anonymous meeting and received national recognition for his stories on marijuana smuggling from Mexico, Pit River Indians, problems of the blind and illegal aliens.

An invaluable asset is Leo Lee's lifetime accumulation of important contacts that opens doors into stories which might otherwise remain hidden. Lee also has to select, groom and direct stringers on the West Coast. He developed a news gathering ear in southern California by going to Los Angeles where he sized up 20 potential reporters recommended by his contacts, and picked two for NPR service.

The eighth floor Market Street office run by Lee is solar heated, one might say, because of the large windows facing east. Looking out on the Bay Bridge and Oakland's office buildings beyond, Leo Lee revealed a bit of his devotion to the challenge of radio news without realizing it. After an hour or two of work, "I can look out and see the sun first come up over the hills and above the bridge."

Sunrise that day was at 5:52 am.

ALL THINGS CONSIDERED (NPR)

6:30am, Mon-Sat, KALW.
5pm, Mon-Fri, KCSM & KQED.
7:30pm, Mon-Fri, KALW.
10:30pm or 11pm, some
weekdays, KQED.
2pm, Sat-Sun, KCSM.
5pm, Sat-Sun, KQED.



don't miss

"all things considered"

From politicians to pole vaulters, from entertainment to energy, this Peabody Award-winning radio program has the whole picture.

... THE TITLE SAYS IT ALL

WHERE HAVE SOME OF THE TAXES GONE? GONE TO PUBLIC RADIO, SOME HAVE GONE.

Public Radio offers many news programs: *All Things Considered*, *BBC Newsreel*, *European Review*, *National Town Meeting*, *Overseas Assignment*, *Press Reviews of the Arab World and Israel*, and *Readings from the Congressional Record*, to name a few.

The term, "Public Radio," refers to what used to be called, "Educational Radio"—the 700 noncommercial stations throughout the U.S.A. whose expenses are met by school funds, foundation grants, listener donations and, since 1968, the U.S. government. The federal government helps in three ways: (1) with a lobby; (2) a radio network; and (3) by giving money.

1. THE ASSOCIATION OF PUBLIC RADIO STATIONS, formed in 1973, acts as a lobby and public relations firm. Governed by a board of directors selected by the local stations themselves, it represents public radio's interests before Congress, government regulatory agencies and private groups.

2. NATIONAL PUBLIC RADIO (NPR), formed in 1970, is a national network that acquires, produces, distributes and promotes programs of information, education and culture to be heard on local public radio stations.

3. THE CORPORATION FOR PUBLIC BROADCASTING has the money. It annually gives about \$35 million of taxes back to the taxpayers by way of 176 local public radio stations, including **KALW**, **KCSM**, **KPFA**, and **KQED**. The Corporation makes each recipient station promise to use its grant for diverse and excellent programs of education, information and culture. The stations must also agree to broadcast 18 hours a day with a good number of locally produced shows, and have on the payroll at least five full time radio specialists and three administrators. Not wanting a station to lose its self-reliance and be "spoiled" by government help, the Cor-

poration will only give money when the station raises \$75,000 from other sources for the year's operating expenses.

The Corporation is governed by a board of directors appointed by the President and approved by the U.S. Senate.

The Corporation for Public Broadcasting helped create both the Association of Public Radio Stations (lobby) and National Public Radio (network), remaining their principle financial backer.

Internews

Uncovers buried information

Internews is a cooperative news service of ten dedicated people who want the American public to know the facts about U.S. involvement around the world. Now concentrating on news from Portugal, Korea, Africa and Latin America, Internews supplies radio stations with four significant news items (2 minutes each) weekday afternoons by telephone.

With sensitive electronic equipment at the Berkeley headquarters, the multilingual staff monitors short wave radio signals from Agence France-Presse, Prensa Latina (Cuba) and Hanoi for versions of the news not reported elsewhere.

The choice of stories to be reported each day is made at a noontime meeting. The selection process is aided by the staff's study of the Reuters wire, of important daily newspapers, and of the client radio station's needs. Subscribing stations are as geographically widespread as New York, Houston and Los Angeles. Internews serves local stations **KDIA**, **KPFA**, **KPOO** and **KSAN**, charging each about \$50 per month. Reports in greater detail are published in the biweekly newsletter, *International Bulletin*.



AFRICA NEWS

Background information and in-depth coverage

Africa News sends a 10-page newsletter twice a week to radio station subscribers.

Regular wire service news about Africa, such as reports of commodity cartels, spreading famine and rebellions, are clarified with background information and in-depth coverage.

Begun two years ago to meet the rising demand to broadcast more information about the "Dark Continent," Africa News now has bureaus in Durham, North Carolina, and New York City, with powerful radio equipment in Durham for monitoring radio broadcasts coming from Africa.

Africans and Americans edit the news and coordinate correspondents in eight key African capitals. Africa News has stringers throughout the continent, such as Ruth Minter, who recently filed a backgrounder on Mozambique. A former U.S. journalist, Ms. Minter now teaches secondary school in rural Mozambique.

Written in broadcast style for reading on the radio, Africa News costs subscribers \$20 a month or \$200 a year. Noncommercial stations are charged only \$12 a month. KPFA is a subscriber.

Africa news has recently expanded with an audio service for radio; a twice a week telephone feed of about eight minutes each.

One 10-page newsletter for radio contained six feature-length stories plus three "news in brief" items:

Student unrest in Ethiopia due to compulsory national service ... Eritrea rebellion continues ... new Nigerian leaders uncover corruption ... white mercenary soldiers from South Africa

... Kissinger plans to intervene in Angola; his assistant for African Affairs was ambassador to Chile during the overthrow of Allende ... Black Rhodesians forming government in exile ... sanctions against Rhodesia ... Kissinger rejects pegging raw material prices to those of manufactured goods.

Reuters and Agence France-Presse (AFP) are the dominant world news services in Africa, partly because they came early with colonial powers. AFP has traditionally been subsidized by the French government, but it now claims freedom from such conflict of interest.

Africans would like the American news agencies to be more interested in them, but only 6% of foreign correspondents from the U.S.A. are assigned to the huge African continent.

Africa is also served with world news by TASS, the Soviet agency. Even though TASS news is given away free, it is used less in Africa than are the American news agencies that charge a fee.

BLACK PEOPLE'S NEWS

9:53am, Mon-Fri, KDIA.
8am, Tues, KALW.
6pm, Tues, KPOO.
3pm, Sun, KDIA.
7pm, Sun, KPFA.
7:30pm, Sun, KRAK.

Drug News

**Well researched,
factual information
about illicit drugs**

PharmChem Research Foundation in Palo Alto sponsors the largest anonymous analysis service of its kind in the U.S., providing reliable information on currently used legal and illegal drugs. The test results of samples from the San Francisco Bay Area are published weekly in the "Joint-Effort Gazette" (available free all over the Bay Area) and are also broadcast weekly over radio stations **KSAN, KCBS, and KRE**. Results of drug analysis from all over the country are published monthly in the "PharmChem Newsletter" which is available by subscription.

On Thursday, Friday and Monday, the radio listener hears a telephone conversation between the broadcaster and

**For users,
very important news;
for nonusers,
fascinating listening**

Carmen Helisten, chemical analyst at PharmChem, who reports the news, emphasizing drug deceptions (e.g. alleged mescaline proving to be LSD) and potentially dangerous samples (e.g. heroin that is much stronger than the average "street" heroin). Ms. Helisten, an honors graduate of UC Berkeley, gained experience in drug screening, research and development at Solano Laboratories and Mendocino State Hospital where she supervised laboratory operations and developed TLC and GLC methods

for separating drug components. She also represents PharmChem on local radio talk shows, answering questions on drugs and their use. These questions come not only from young people but also from housewives and businessmen.



This specialized radio news service is made possible by The PharmChem Research Foundation, a private, nonprofit research group founded in 1972 by James A. Ostrenga, President and Director. Dr. Ostrenga received a Ph.D. degree in Pharmacy from the University of Wisconsin, taught physical chemistry, authored papers on the pharmacology-chemistry of drugs and served as Senior Scientist for four years at Syntex Research of Palo Alto.

NEWS OF ILLEGAL DRUGS

5:55pm, Thurs, KRE.

5:55pm, Fri, KSAN.

4:55pm, Sun, KRE.

At unscheduled times, KCBS.

The State Speaks

Press releases in audio form are made available by the Office of Information Services for the State of California. Straight news of policies and activities of the more than 40 executive departments and commissions are recorded with comments by professional broadcasters. The tapes are then inserted into equipment that feeds the stories automatically to radio stations which call in on the toll-free number.

Each audio press release is about 50 seconds long and features the actual voice (actuality) of the state administrator involved.

The Broadcast Service is consciously nonpolitical, although its chain of command leads to the Press Secretary in the very political Governor's Office. All material for radio release is straight news. Stories may include the month's welfare figures from the Department of Benefit Payments; the disclosure of a nursing home closed by the Department of Health; the scrapping of freeways, from CalTrans; and the latest battle against pollution by the Air Resources Board. Also produced are the regular features, *California Marketplace*, by the Food and Agriculture Department on what's a good buy in food; *Consumer Alert*, tips on shopping; and *California Outdoors*.

Since the Broadcast Services Division was created three years ago, 100,000 call-ins from radio stations have been recorded. The average is now 800 per week, testifying to its importance. An experienced staff of three, with college degrees in communications and journalism, prepares a set of about five stories for each broadcast, changed three times a day, five days a week. The Service, by its very existence, recognizes the public's right to hear the news as well as read it in the newspaper.

Press releases are a part of any free society's unwritten constitution. They are responses to the public's demand to know what their appointed representatives in government are doing with the money given them. The press release and its critical response, help to make the government accountable. But press releases have traditionally been in the printed form, for newspaper publication. By releasing audio as well as printed press releases, the Executive Branch of the State of California is being considerate of the many people who get their news by radio.

UC Audio News

The University of California Audio News Service passes on information of public interest from its campuses to the radio listener by producing short items for broadcast. It records one or two stories every 24 hours. A radio station calling the special telephone number at any time will automatically hear the news items, which are actualities with comments before and after (wraparounds). They are gathered from all of the campuses and edited at either Berkeley or Los Angeles.

This free service has included the recent stories:

Testimony Against the Chlordane Pesticide Ban (from UC Riverside); *the Hazards of Credit Cards* (UC Extension); *Monitoring Ocean Bottom Earthquakes* (Berkeley); *Political Importance of Antarctica* (Davis); *Civil Strife in Angola—Who and Why* (Santa Cruz); and a summary of the latest Regents' Meeting.

Established in January, 1974, the UC Audio News Service is regularly used by 107 radio stations. It also produces *Science Editor*, heard on the CBS network, and *University Explorer*, a KCBS weekly feature.

**Political, environmental
and cultural news
missed or ignored
by others**



Earth News Service. Five times a week, a six-page dispatch of news gathered by stringers is mailed to subscribers from Earth headquarters in San Francisco which is managed by two senior editors and a staff of six.

Founded in 1970, Earth News focuses on important political, environmental and cultural stories which are either missed or ignored by radio's traditional news sources. Subscriptions are available to commercial radio stations at the rate of \$40 per month. **KCBS-AM/FM, KFRC, KSAN, KTIM, and K101** are the Bay Area subscribers.

One day's actual dispatch had 12 stories of varying lengths, with the leads:

Watergate "Plays" Prison; Arco Salutes Nationalization Proposal; Leary Out by June; Great Dope Raid Gets "Bo-geyed;" Big Brother to Watch Over Capitol; Oregon May Ban Aerosols; Two More Third World Cartels Forming; Narc Wins Right to Conceal Sources; Come-back News: Del Shannon, Gene Pitney Sign New Contracts; Telly Savalas Hits Top in Britain; Baez Album to Feature Dylan, Allman, Browne Tunes; Tower of Power Gets New Lead Vocalist, Again.

Q. What's radio news to you?

A. My news programs give historical perspective and background.

Q. What's radio news to you?

A. The news programs I listen to have depth. They go over the really important issues and set up alternatives to what should happen next.

KOREAN NEWS

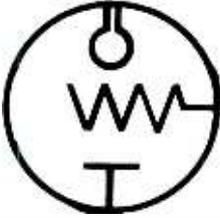
9:30pm, Wedn, KQED.
5pm, Sat, KBRG.

PORTUGUESE NEWS

5pm, Mon-Fri, KBRG.
9am, Sat, KNBA.
8am, Sun, KBRG.

Be An Insider

Schools, a museum and friendly local stations
beckon the interested listener



Anyone in the Bay Area wanting to know more about radio news can visit a radio station, go to a museum, or enroll in a college course.

Some radio stations welcome visitors to tour their studios. As a matter of fact all stations must allow people to inspect their public files. Volunteering to work without pay at a noncommercial radio station is another way to hear radio news from inside; envelopes need to be stuffed, coffee fetched and the telephone answered.

Foothill Community College in Los Altos Hills has developed an *Electronics Museum* displaying a re-creation of the world's first regularly scheduled public radio station. Visitors are invited to tune in a crystal radio set, to see dozens of early radio receivers, electron tubes and artifacts from the collections of radio pioneers. The free museum is open Wednesday, Thursday (9-5pm), Friday (9am-10pm), Saturday, Sunday and most holidays (1-5pm).

The Broadcasting Department of San Francisco City College operates its own small radio station and offers a two-year program of study. Some of the free courses are open to evening and summer students and usually include *Mass Media*, *Introduction to Broadcasting*, *Radio Production* and *Radio Workshop*.

San Francisco State University has a Broadcast Communication Arts Division that carefully admits a limited number of students into a four-year undergraduate program. Evening Extension instruction is offered to the general public at about

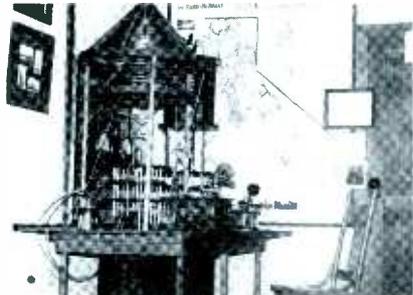
\$90 per course, but the instructors may not be from the regular faculty. Recent classes have been *Discover Your Ears*, *Creative Radio Programming* and *Electronic Journalism*.

The College of San Mateo's division of Telecommunications-Radio Broadcasting offers the course *Radio and Tv News Editing and Writing*.

The Department of Mass Communication of California State University at Hayward teaches *Broadcast News and Documentary Production*.

California State University at San Jose has a Journalism and Advertising Department featuring *Daily Radio and Tv News Staff* and *Radio News*.

Stanford University's Department of Communication presents *Broadcast News and Broadcast News Techniques and Production*.



Museum's reconstruction of 1909 radio station, 'San Jose Calling.'

And Now for a Change

**Two tongue-in-cheek proposals for radio news:
a station exclusively for pre-school children,
and another for meditation**

K-H-U-M

Having heard the news, the listener needs the right atmosphere to think it over and weigh the different versions. Radio needs Station KHUM, the continuous 24-hour sound of meditation—a continuous non-stop group hum (Om?)—that lets the listener relax and expand his awareness while searching out the truth.

Broadcasters will be experienced professional hummers, but an ear will be kept open for new talent with a training program to develop potential. KHUM will present specials with guest stars. Guru Mamarashi will lead his groupies in a Saturday night hummmm, and presidential candidates will be invited to contrast their vocal abilities. All will be pre-recorded to edit out off-key humming, obscene inhaling and the occasional yawn.

KHUM will make it as a commercial station. Advertisers will follow the huge audiences to KHUM (after all, who'll not be for truth and tranquility?). Commercials for vacation ranches and health foods will be voiced harmoniously over the program's lowered volume (the hummmm will never be taken off the air!).

Primarily a radio news auxiliary, Station KHUM will have universal appeal. Each day the HUMmmmmm will be in a different key so musicians can tune in and tune up their guitars. E-flat on Monday, C on Tuesday, F on . . . Undergraduates studying for exams will use the undisturbing sound of KHUM to block out noises. Young parents will play the radio near the baby's crib and the

farmer will tune in KHUM in the hen house.

KHUM will win awards for public service by preventing riots and saving marriages. The military budget will shrink as stations in every state join the KHUM network and it is broadcast shortwave to our enemies. Radio news combined with Radio KHUM will transform listeners into knowledgeable citizens able to govern themselves wisely and well, just as our great nation's Founding Fathers and Mothers envisioned.

Hmmmmmm?

K-I-D-S

"How about a radio station aimed exclusively at the pre-school child?"

That was the question posed in a *Creative Radio Programming* class at San Francisco State's Department of Broadcast Communication Arts. Under the direction of extension lecturer, Robert V. Whitney, the students proceeded to develop a format and produce sample programs for radio station K-I-D-S. The newscasts would go something like this:

WORLD NEWS . . . Six-year-old Maria Martinez didn't go to school today. Because of the rebellion, with the rat-tat-tat of gunshots heard nearby, her parents and teachers were too scared to go to

work or even to leave their homes. School didn't open. Maria's mother wouldn't let her play outside, as she usually does when there is no school. Maria had to remain inside and make believe it was a rainy Sunday.

WEATHER REPORT ... Sort of O.K. Not much sun, but playground-warm, if you wear a sweater or jacket. Watch out for water puddles from yesterday's rain.

TIME: At the bell it will be 5 o'clock. That's when a lot of grownups stop work and come home to their children.

BUSINESS: Trading was brisk today. A high bouncer went for three seashells and a stringless yo-yo. A whistle, dug up at the playground, rated a caterpillar tricycle, but a mother called off the deal.

SPORTS: Jill N_____ of Oakland may have broken the neighborhood record for tree sitting. This morning after her father left, five-year-old Jill climbed an old tree in the yard and kept climbing higher. When her mother called her, she couldn't get down. Malcolm's barking just made her nervous. Some of the neighbors came out and stood around the tree looking up like they all had bloody noses and Mrs. Jackson tried to climb but she's too fat. Jill's mother started to climb, but a low branch broke and the tree shook. Sitting in a snug pit where a large limb leaves the trunk, Jill was enjoying it all until she got hungry and missed lunch. Then it wasn't fun anymore—except for the fire engine that came at 3pm. Jill is taking a nap now. It's all over. She was in the tree for five hours. A neighborhood record.

SPOONERISM OR INSIGHT?

Is it a slip of tongue when a newscaster attributes a story to "reliable White House souses"?

Q. What's radio news to you?

A. News is news! What else is news?

Not enough?

Consider

the

I LOVE RADIO

NEWSLETTER

see page 128

Which Radio To Buy? Ask CU

The testing of radios is done as a public service by Consumers Union of United States. Consumers Union (CU) publishes its findings in a hugely successful monthly magazine, *Consumer Reports*, which has a paid circulation of two million and is read in public libraries by additional millions of non-subscribers. The sale of *Consumer Reports* is the organization's primary source of income. All products tested and reported on are bought anonymously by CU from regular retail outlets. It accepts no free samples. Even donations from companies whose products it tests are refused. To further protect its impartiality, CU forbids any commercial use of its test results and will take swift legal action against any party who tries it.

Since its founding in 1936 as a non-profit, educational organization, CU has had the courage to criticize actual brands and models. In the same spirit of objectivity for the public interest, CU praises a product that tests well. Each subscriber to the magazine can vote for the Board of Directors, which now includes Betty Furness, Herbert S. Denenberg and other proven consumer advocates.

With a professional staff of 350, CU operates sophisticated laboratories for its studies. In its Electronic Division, radios ranging in retail price from \$20 to \$120 are put through a battery of tests designed to minimize the risk of buying.

A corner of CU's electronics lab that houses test equipment worth \$250,000.



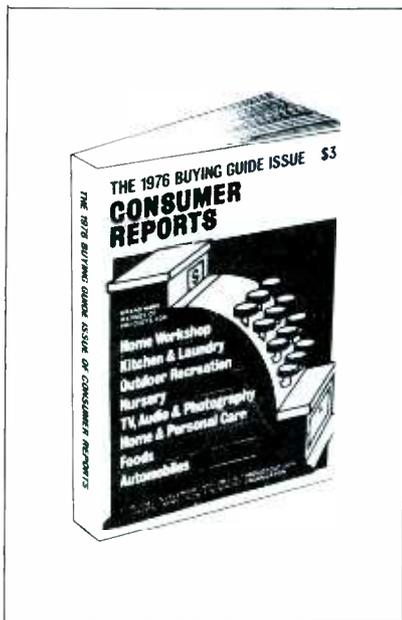
The consumer shouldn't have to learn the hard way—by buying a radio on only the word of the manufacturer and then hoping for the best.

Radios are tested for many factors, such as sensitivity (ability to pick up distant stations), selectivity (amount of interference between neighboring stations), ease of tuning, convenience of dial, volume control and dial light. A factor of special importance to radio news is "intelligibility," whereby CU tests the quality of the spoken word. Noise under controlled conditions is introduced to compete with the newscast while a panel of listeners compares the various receptions. Models convenient to the blind and weak-sighted are noted (they have dials and panels in large type and marked in Braille).

Consumer Reports that contained articles about radio:

- July, 1975, FM/AM Portable radios;
- February, 1975, Low-priced compact stereos;
- November, 1974, Clock radios, even though a similar study was reported in 1971. CU continually updates its reports.
- June, 1974, Radio-phonograph consoles;
- September, 1973, FM/AM Monophonic table radios;
- July, 1973, FM Roof antennas; and
- November, 1972, FM/AM Stereo radios.

For December, CU publishes its Annual Buying Guide Issue, a thick paperback that summarizes past findings.



SCIENCE NEWS

10am, 4pm, Tues, KALW.
4:30pm, Wedn, KQED.
6pm, Sat, KQED.

PUBLIC FILE

As public trustee, every radio station must maintain a local public inspection file for citizen inspection at any time during regular business hours. While not required, a prior appointment would be appreciated by the busy radio staff.

As required by the FCC, the file must contain an ownership report, a renewal application, employment records, a list of political broadcasts aired, plus letters from the public. There will also be a copy of the FCC's guide for citizens, entitled "The Public And Broadcasting—A Procedure Manual."

See for yourself.

Q. What's radio news to you?

A. Radio news is a crisis counter.

Q. What's radio news to you?

A. Radio news analyzes different points of view so I can decide what's what.

Q. What's radio news to you?

A. Dramatic happenings that are true.

Q. What's radio news to you?

A. News is "the atmosphere of events." (attributed to Woodrow Wilson)

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Every name, date and incident described in I LOVE RADIO is supported by a bibliography of 156 published books and magazines plus more than 100 interviews and correspondences. The interested reader may find scores of the books in a good library, stacked around the Dewey Decimal System numbers 70, 384, 791, the topics being *Broadcasting, Journalism, News, Radio*. For the new radio news fan, the following books are suggested, as a start.

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