

KCBS NEWSRADIO 74

NEWS

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FOR IMMEDIATE RELEASE

KCBS NEWSRADIO 74 BEGINS OPERATING FROM ITS NEW QUARTERS

AT NUMBER ONE EMBARCADERO CENTER ON MONDAY, MARCH 22

Studios and Offices To Occupy Entire Thirty-Second Floor

KCBS Newsradio 74, the CBS Owned radio station in San Francisco, which has called the historic Sheraton-Palace Hotel its home for more than two decades, will begin operating from its new quarters in the Security Pacific Bank Building at One Embarcadero Center on Monday, March 22.

The new facility, which occupies the entire thirty-second floor of the building, will be the most modern and efficient broadcasting installation in the area. Also making the move with KCBS/AM, are its sister station, KCBS/FM, CBS Radio Spot Sales and CBS Television Spot Sales. A small portion of the office space will also be utilized by CBS News and Columbia Records.

Commenting on the move, Neil E. Derrough, Vice President, CBS Radio Division and General Manager of KCBS, said: "KCBS' move to

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the Embarcadero Center is the culmination of over two years of careful planning and is consistent with our phenomenal growth and success as an all-news station. Although we leave our former quarters with a certain amount of nostalgia, we look forward to working in new facilities which will enable us to do a more effective job of providing our vital news service to the listeners of Northern California."

The new location has been specifically designed to facilitate KCBS' twenty-four hour, all-news operation. There are a total of three studios, all located on the outer wall of the building. This unique design provides windows in all studios and gives newsmen a birdseye view of San Francisco and all of the freeways and arteries leading in and out of the city. In addition, each desk in the newsroom is equipped with its own microphone so that the newsman can go on the air directly as he works on a major breaking news story.

On the technical side, all of the equipment is solid state and has been custom-designed to CBS and KCBS specifications. Extremely functional and versatile, the equipment will give technicians great speed and flexibility in taping and editing, a vital factor in an all-news operation. The operational areas of the new facility also feature independent lighting and air conditioning systems and an

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emergency power supply which activates automatically in the event of regular power loss.

The KCBS/FM installation has two studios and two control rooms as well as separate editing/production studios and its own newsroom. The FM consoles and related equipment are wired for quadraphonic or four-channel sound. The office areas are modern in concept utilizing desk/cabinet units in large open spaces as opposed to the traditional closed offices. KCBS/FM also has its own separate conference room.

"The KCBS/FM installation has been designed to operate completely independent of AM," said FM General Manager John Kekalos, "and has space for considerable expansion of both staff and broadcast facilities. We are now formulating plans for new programming which we expect to implement in the near future."

The overall decor of the new KCBS studios and offices is contemporary in design, color and furnishings and is extremely functional from an operational standpoint. Carpeted throughout, the KCBS installation also has a large conference room equipped for both business meetings and multi-media sales presentations plus an attractive employee lounge. Virtually all of the business and executive offices are located on the outside perimeter of the building offering a spectacular view of such San Francisco landmarks as Coit Tower, Fisherman's Wharf and the Bay Bridge.

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The new 50,000 watt KCBS facility is far removed from the station's modest origin as a small 15-watt spark transmitter developed by Charles David Herrold in 1909 and housed in one room in his College of Engineering and Wireless in San Jose. In 1921, the station became KQW when licenses were finally issued under the classification of broadcasting. CBS acquired KQW in 1949, changed the call letters to KCBS and moved the station into a second-floor wing of the Sheraton-Palace which had been built in 1937 to house KSFO, then the network's San Francisco affiliate.

Though many stations around the country have claimed to be "first" stations, "Doc" Herrold's transmitter in San Jose was in fact the first in America to actually go on the air and broadcast music and news on a regular basis. This was several years before there were any regulations governing broadcasting. And because of that, there is little doubt among historians and scholars that KCBS is indeed America's first station.

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