

IN NORTHERN CALIFORNIA...



THIS IS NORMAL, BUT ...



THIS IS NEWS



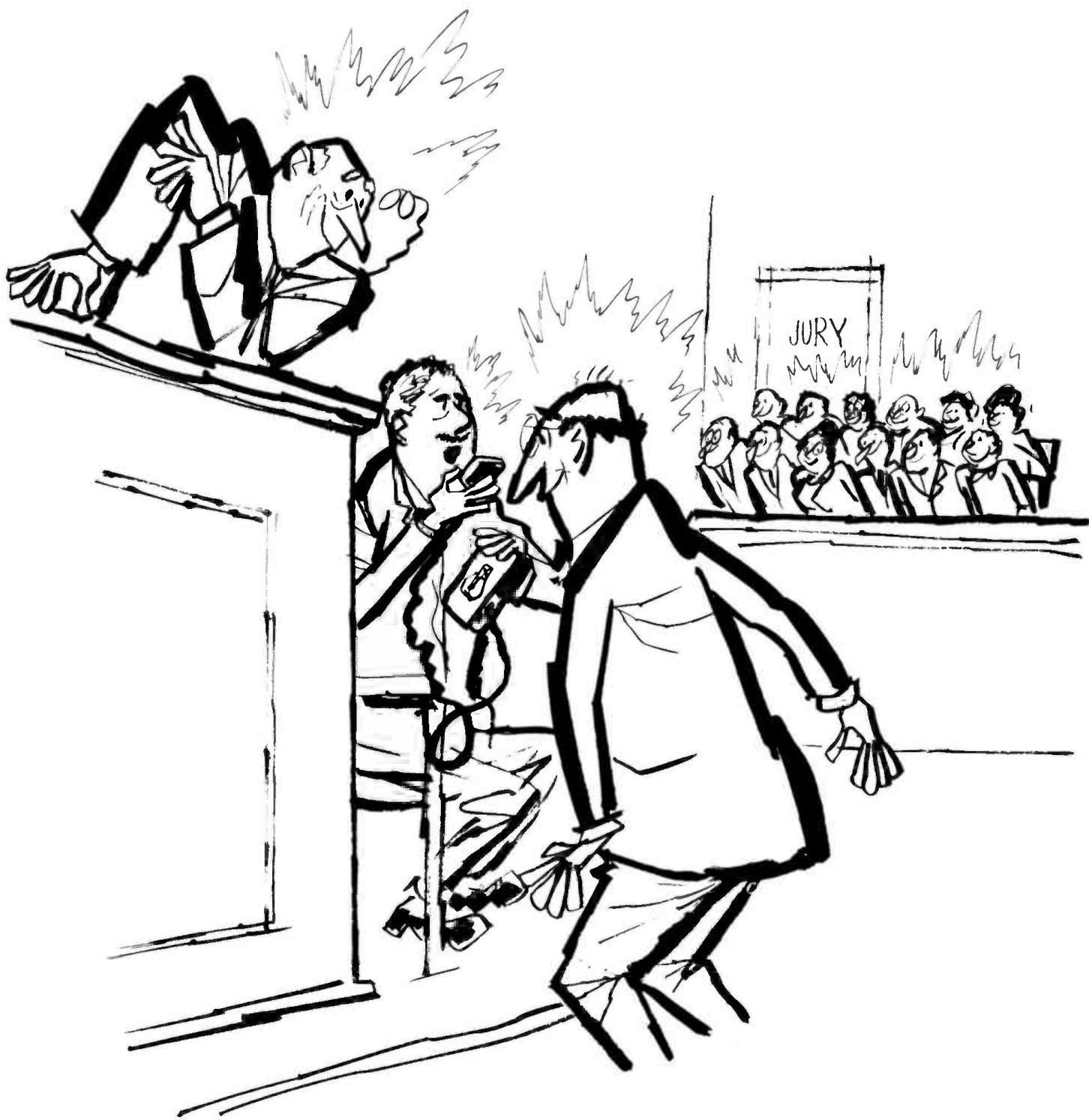
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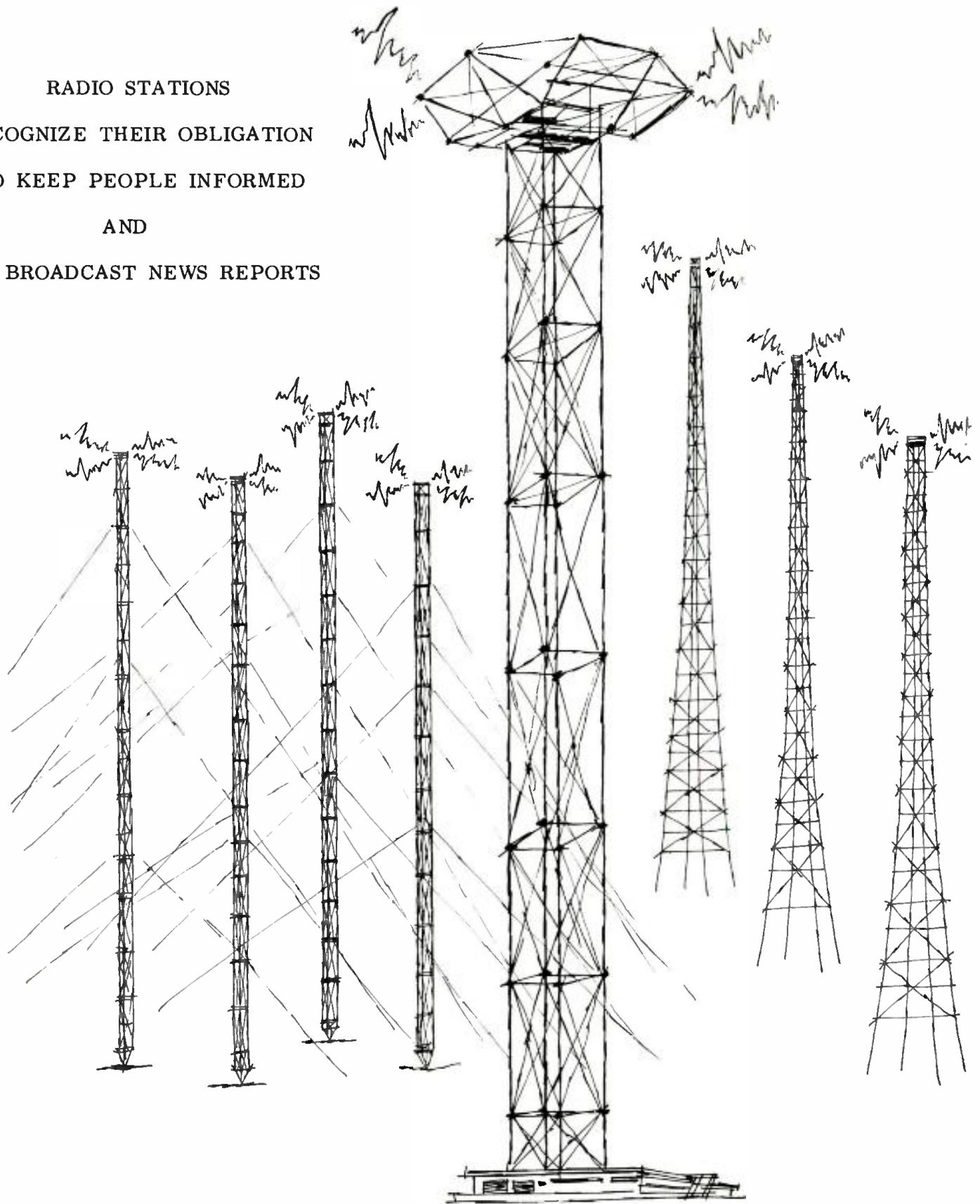
THIS IS NEWS

- . **The arrival of the fleet**  
A KCBS broadcast from the  
bridge of the lead ship
  
- . **A flash flood**  
A KCBS interview with the  
man in charge of evacuation
  
- . **A court room scene**  
A KCBS newsman recording his  
own testimony as a witness

**Events that make news. Three events that were covered  
swiftly, ingeniously, and exclusively by KCBS Radio**

**For, while ....**

RADIO STATIONS  
RECOGNIZE THEIR OBLIGATION  
TO KEEP PEOPLE INFORMED  
AND  
ALL BROADCAST NEWS REPORTS



BUT ...



NOT ALL RADIO NEWS IS  
EXACTLY THE SAME

Most network and non-affiliated stations broadcast five minute news summaries only. These broadcasts may be heard on the hour, on the half-hour, or five minutes before the hour; and, their major news sources are either UPI or AP or newspapers.

Few attempt to put a man at the scene; some take their coverage from listener tips . . . a hazardous business at best, and one that has trapped stations into broadcasting hoaxes.

Most stations employ the phono-tape methods, but phone-tapes are misused in five minute newscasts because they steal too much time for one story. They are valuable assets only when time, ten, fifteen-minute news broadcasts permit.

Several Bay Area stations use sound effects, (echo chambers, etc.) to introduce and carry the news stories. These so-called attention getters degrade the idea of straightforward and sincere news reports, as news itself is intrinsically an attention getter.



THE ONE  
RADIO NEWS DEPARTMENT  
VERY DIFFERENT  
FROM ALL OTHERS

- . NEARLY 100 NEWS PROGRAMS
- . LARGEST DEPARTMENT
- . MOST COMPLETE FACILITIES
- . NEWS EDITED FOR RADIO
- . NEWSMEN GO TO SCENE

EACH WEEK KCBS BROADCASTS

NEARLY 100 NEWS PROGRAMS

Fifteen minute broadcasts contain global, national, and local news, while five and ten minute KCBS news shows are generally devoted exclusively to western and local news supplementing CBS Radio Network news broadcasts.

## LARGEST RADIO NEWS DEPARTMENT

**Don Mozley - KCBS Director of News and Public Affairs**

Reported for newspapers, a wire service, and radio before joining the San Francisco office of CBS news in 1941. Several of his network assignments have been: the founding of the United Nations; the Bikini Atom Bomb Tests; and General MacArthur's return after the Japanese Peace Treaty. Mozley has headed-up the KCBS Newsroom since 1956.

**Ken Dunham - Asst. Director of News and Public Affairs**

Joined the KCBS staff in 1949 as a news writer. Later Dunham added reporting from the field to his work, such as his daily reports from the decade's Number 1 local murder trial, the Burton Abbott Case. His news experience includes hitches with NBC News and the Mutual News Reel in Hollywood.

The KCBS news staff of reporters, writers, and broadcasters includes:

Dick Leonard  
Gordon Roth  
Clancy Cassell  
Ken Ackerman  
Fred Wilcox  
Deane Stewart  
Bob Goerner  
John Jervis



**MOST COMPLETE  
FACILITIES**

KCBS Newsroom facilities

United Press International News Wire  
United Press International Radio Wire  
Associated Press Radio Wire  
State Department of Highways Wire  
Weather Bureau Wire  
Police Radio  
Fire Radio  
Sigalert

Mohawk Midgetape Recorders that allow the KCBS news-  
men to report interview directly from the scene of a  
news break. The midget tapes are responsible for many  
KCBS news beats.

The KCBS news truck . . . equipped and ready to go to  
any news break in the Bay Area.

A flash mike in the KCBS newsroom to get important  
bulletins on the air as soon as possible.

A beeper system for live and taped phono-interviews.



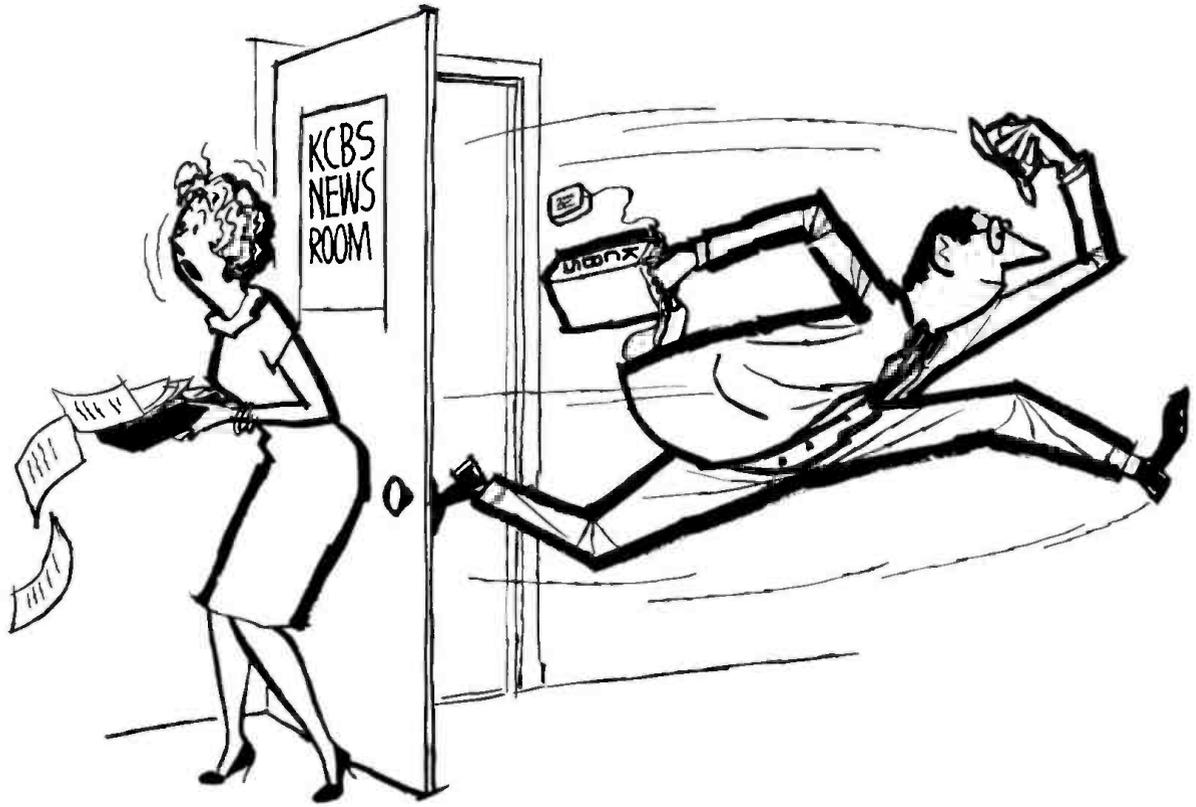
NEWS EDITED



FOR RADIO

**Taped local and network news reports are auditioned and carefully edited. Engineers and newsmen work quickly together to bring listeners clear and precise reports.**

**Wire copy coming into the KCBS newsroom is screened and rewritten for radio by a newsman on duty. No one wire service is used exclusively, rather all wire copy is read and compiled into a distinctive KCBS Radio newscast.**



NEWSMEN GO TO THE SCENE

**KCBS Newsmen report from the scene of Bay Area News breaks. These eye witness accounts make KCBS newscasts the most accurate as well as exciting radio news broadcasts on the air.**

**People making the news or directly concerned by the news are contacted and interviewed by KCBS reporters. Their comments and opinions are incorporated into the story for the complete report.**

## KCBS NEWS SCOOPS AND EXCLUSIVE INTERVIEWS

### U. S. Mothers Return from Red China Trip

Interviews at S. F. International Airport with three mothers of G.I. turncoats after they had visited their sons in China.

### Doctor Comments on "Urge" Killings

Dr. Walter Rappaport, psychiatrist at Agnew State Hospital, gives his opinion of "urge" killing of Stanford University coed by fellow student.

### San Francisco Taxi War

Coverage of legal battle between independent taxis and Yellow Cab Company, including tapes of actual arrest and first recordings ever made in a California Court Room.

### Rear Admiral Mysteriously Disappears from Liner

U. S. N. Rear Admiral Quiggle disappeared enroute from Orient to San Francisco. Shipboard interviews with passengers and crewmen indicated his probable suicide.

### Bank Robberies

Eye witness reports and interviews with bank tellers and bank managers concerning three major Bay Area holdups.

### United States Launches Its First Satellite

The first report that the Explorer I was in orbit, and the first recording of the radio signal picked up from the Lockheed Space Communications Laboratory in Sunnyvale.

### West Germany's President Visits San Francisco

Complete coverage of ceremonies at San Francisco City Hall welcoming President Theodore Heuss.

### Helicopter Rescues Lost Skiers

From Yosemite interviews with Army helicopter pilot and rescued skiers.

### West's Largest Civil Defense Disaster Drill

On-the-scene coverage of test exercise "Star" conducted by the Alameda-Contra Costa Medical Association.

### Alaskan Governor's Approach to Statehood

Governor Mike Stepovich commented on the Alaskan statehood action.

### U. S. First Fleet Visits San Francisco

Direct shipboard coverage of fleet's visit commemorating 50th anniversary of the original visit of the "Great White Fleet".

### Dr. Linus Pauling Denounces Atomic Tests

Foremost opponent of continuation of U. S. Atomic Bomb test, gave the reasons for his controversial stand.

### William Heikkila Deportation Case

Interviews with Heikkila, his attorney, immigration officials, U. S. Attorney's office, federal judges concerning Heikkila's sudden deportation from San Francisco and his subsequent return.

### San Francisco Welcomes New York Giants

Coverage of massive parade and welcoming ceremonies on the arrival of the national league baseball club in San Francisco.

### Train Crew Stranded in Sierra

Phono-Tape interviews with Southern Pacific crewmen whose train was buried in a mountain avalanche.

### California Political Coverage

Complete pre-primary and primary election coverage including interviews with all principal candidates for governor and senator.

### Key System Transit Strike and Settlement

Interviews with East Bay union and transit company officials and federal conciliators plus full coverage of story.

### American Medical Association National Convention

Complete and direct coverage of convention proceedings, and interviews with prominent AMA officials.

## DOCUMENTARY AND SPECIAL EVENTS PROGRAMS

KCBS devotes more time to planning and preparing public service programs than any other Bay Area station. Over the past two years Northern Californians have heard programs such as:

### Crisis by the Sea

The problem of adequate schools in fast growing suburban communities.

### Ear on San Francisco

The sounds and the people that make up the city of San Francisco.

### The City that Wouldn't Die

The story of the 1906 earthquake by people who lived through it.

### Remember 1956

The stories and people of the Bay Area that made the big stories of '56.

### And Sudden Death

Descriptions of traffic fatalities to emphasize traffic safety.

### Good Friday Services from Grace Cathedral

### Sacred Music by the Stanford University Choir

F. E. P. C., Yes or No for San Francisco

Both sides of a proposed Fair Employment Practices Commission ordinance.

Action for Peace in Our Town

What San Francisco's youth is doing to promote world peace and understanding.

Special Sports Report on the New York Giants Transfer to San Francisco

Background and interviews with those responsible for major league ball on the Coast.

Columbus Day Program

Dramatic narrative covering the history of Christopher Columbus.

Thanksgiving Program

Choir music by the University of Santa Clara and the College of Notre Dame.

Candlelight Service from Union Square

Civic leaders and musicians signal the beginning of the Christmas season.

The Gifted Child . . . A Precious Resource

A study of the mentally advanced child, and his educational opportunities.

Christmas Eve in Union Square

An annual event of Christmas music and Seasons Greetings from San Francisco.

Remember 1957

The stories and people of the Bay Area that made the big stories of 1957.

The KCBS News and Public Affairs Department prepares and produces regularly scheduled weekly public service programs in addition to the special "one time only" programs.

Several of these of the past two years have been:

Bayside Biways

A series of programs featuring business and professional women in the Bay Area discussing various business and professions involving the training, employment and future for women in these fields.

Message of Faith

Bay Area religious leaders and choirs broadcast Sunday services. Different faiths are represented proportionate to the church membership in the Bay Area.

Classroom

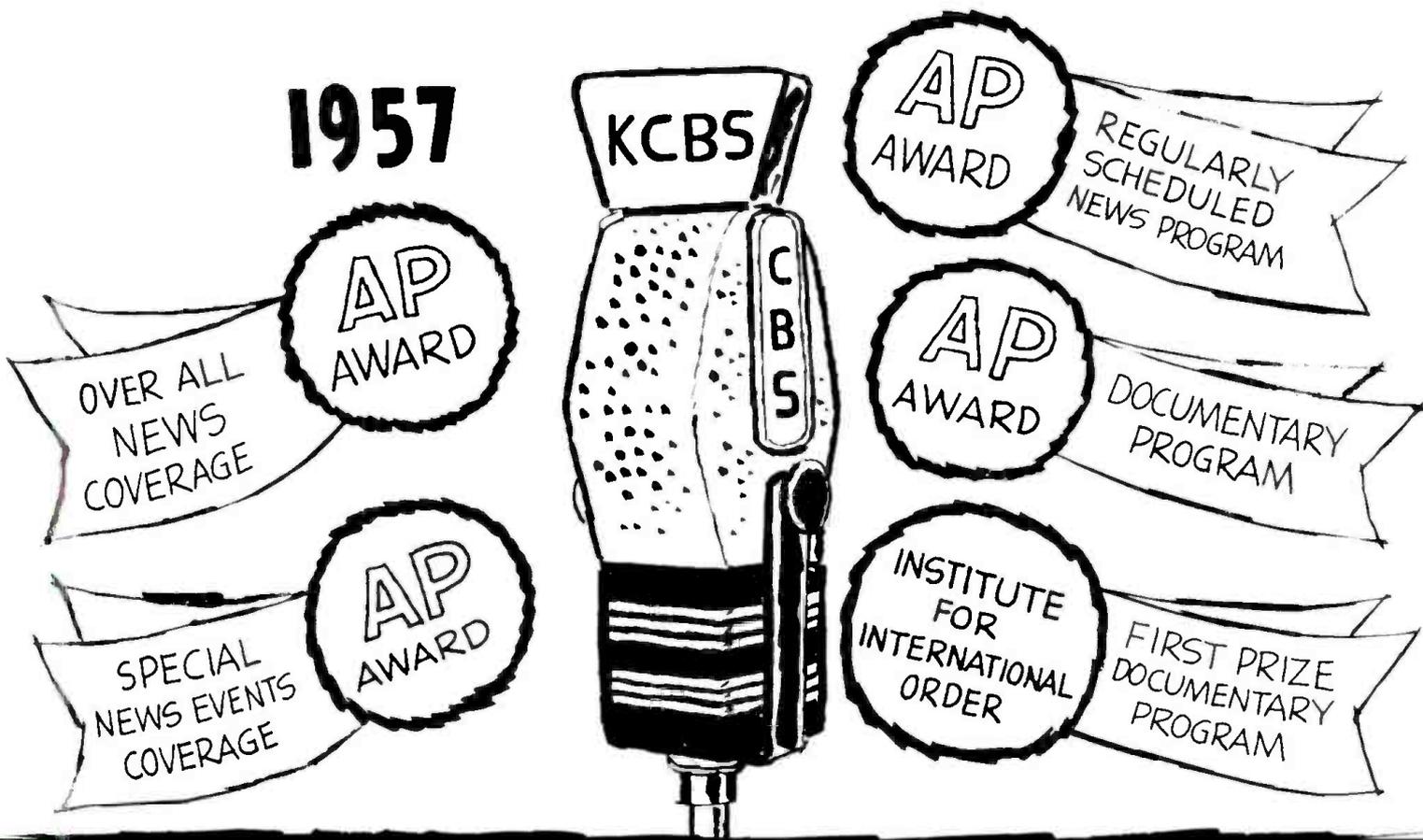
High school instructors and students from different Bay Area communities conduct classes on the air. Each week a different school and subject is presented.

Dateline Freedom

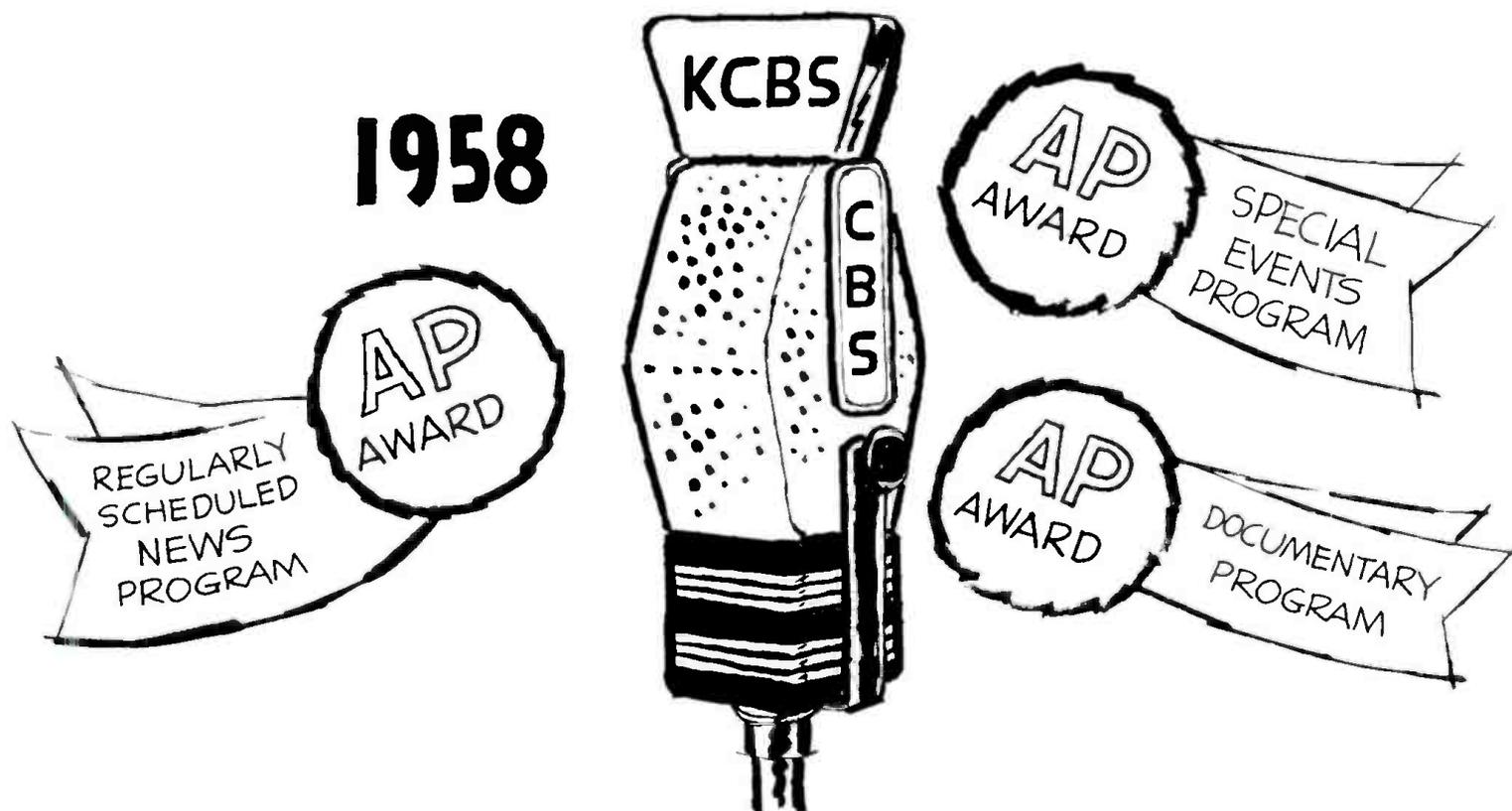
A bold, outspoken program bringing racial problems out in the open, and giving voice to Civil Rights issues.

THE KCBS NEWS DEPARTMENT HAS RECEIVED MORE AWARDS  
THAN ANY OTHER BAY AREA RADIO STATION

1957

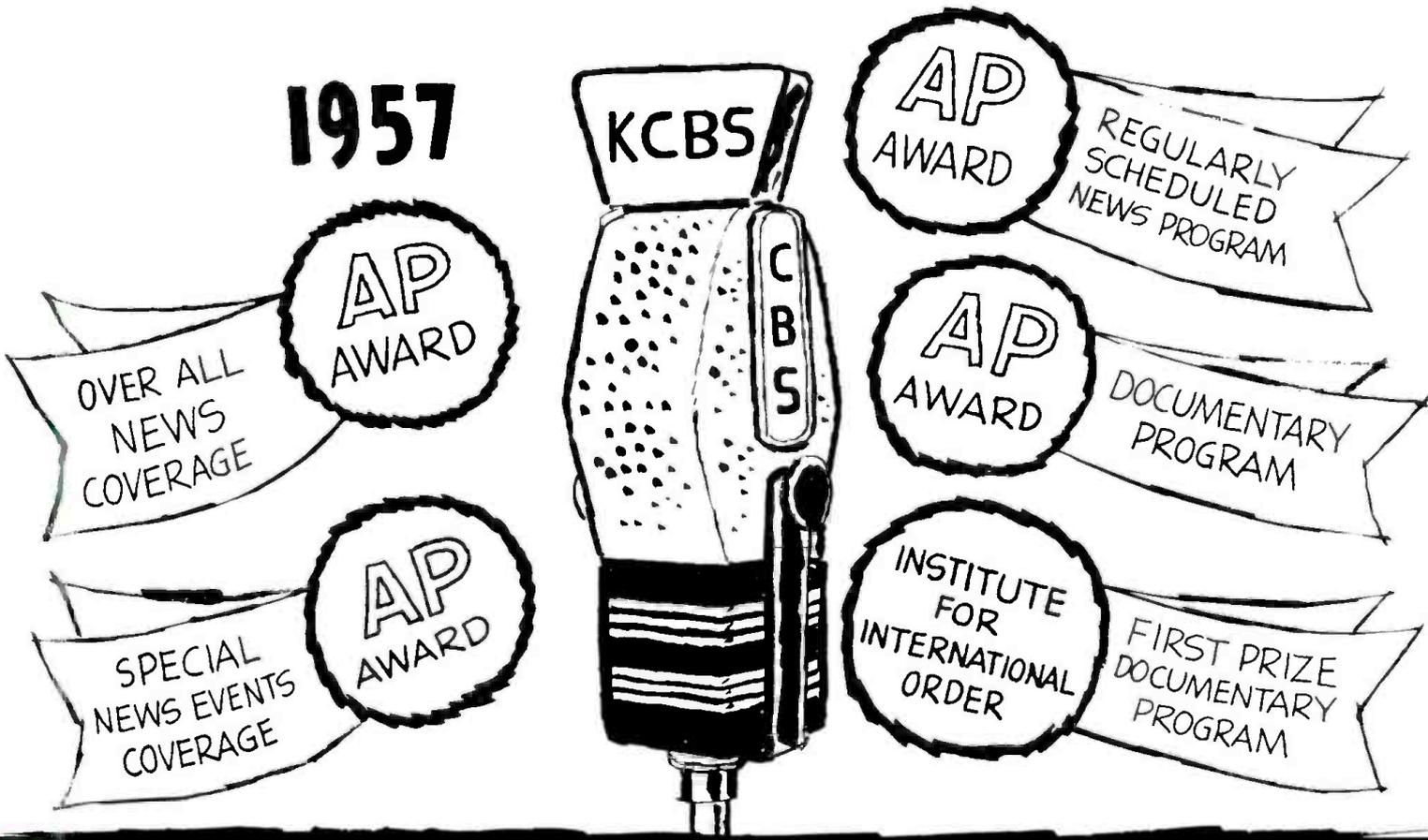


1958

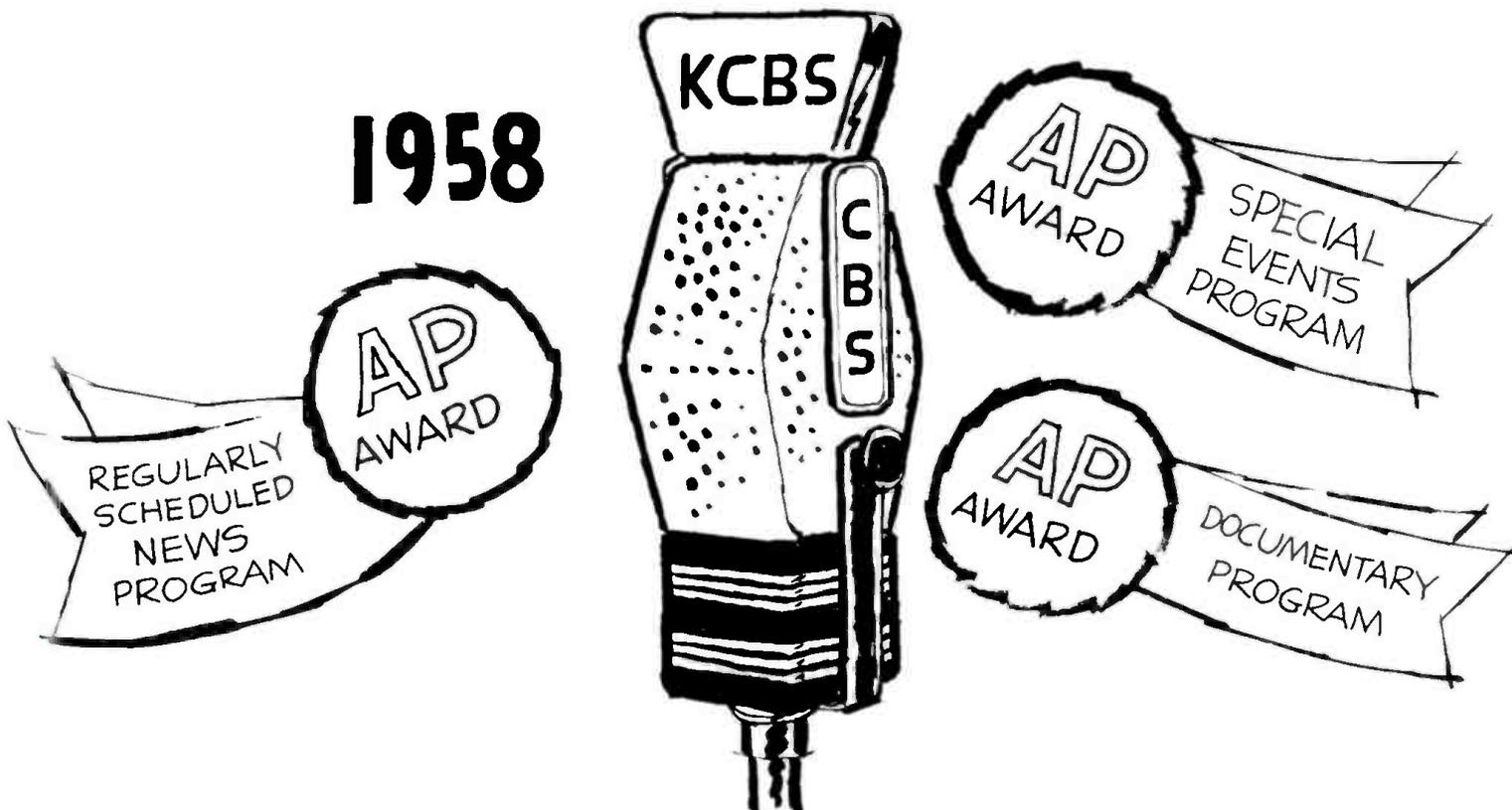


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1957



1958



**KCBS NEWS IS PART OF THE  
WORLD WIDE CBS NEWS SYSTEM**

**The most illustrious staff in broadcasting . . .**

**Edward R. Murrow  
Eric Sevareid  
David Schoenbrun  
Frank Goss  
Robert Trout  
Howard K. Smith  
Walter Cronkite  
David Vaile  
Doug Edwards  
Lowell Thomas  
Charles Collingwood  
John Wald  
Larry LeSueur  
Winston Burdette  
Alexander Kendrick  
Ernest Leiser  
Peter Kalischer  
Daniel Schorr  
Frank Kearns  
Guy Searls  
Arthur Bonner  
Blair Clark  
Robert Pierpoint  
Stuart Novins  
Ned Calmer  
George Herman  
Bill Downs  
Wells Church**

**Reporting directly from the news  
centers of the world**

**Washington D. C.  
Moscow  
London  
Tokyo  
Paris  
New York  
Hong Kong  
Cairo  
Los Angeles  
Beirut  
Bonn  
Rome  
and wherever news is breaking.**

**KCBS NEWS**

. Recognized

. Respected

**THE FOREMOST  
RADIO NEWS DEPARTMENT  
IN  
NORTHERN CALIFORNIA**

For specific information concerning  
news availabilities get in touch with . . .

**KCBS Radio  
Sheraton-Palace Hotel  
San Francisco 5, California**

**or CBS Radio Spot Sales**

**485 Madison Avenue  
New York, New York  
PLaza 1-2345**

**630 N. McClurg Court  
Chicago, Illinois  
WHitehall 4-6000**

**6121 Sunset Boulevard  
Hollywood, California  
HOLlywood 9-1212**

**932 Fisher Building  
Detroit, Michigan  
TRinity 2-5500**

**9th and Sidney Streets  
St. Louis, Missouri  
PRospect 3-1120**

**805 Peachtree Street  
Atlanta, Georgia  
TRinity 4-4407**