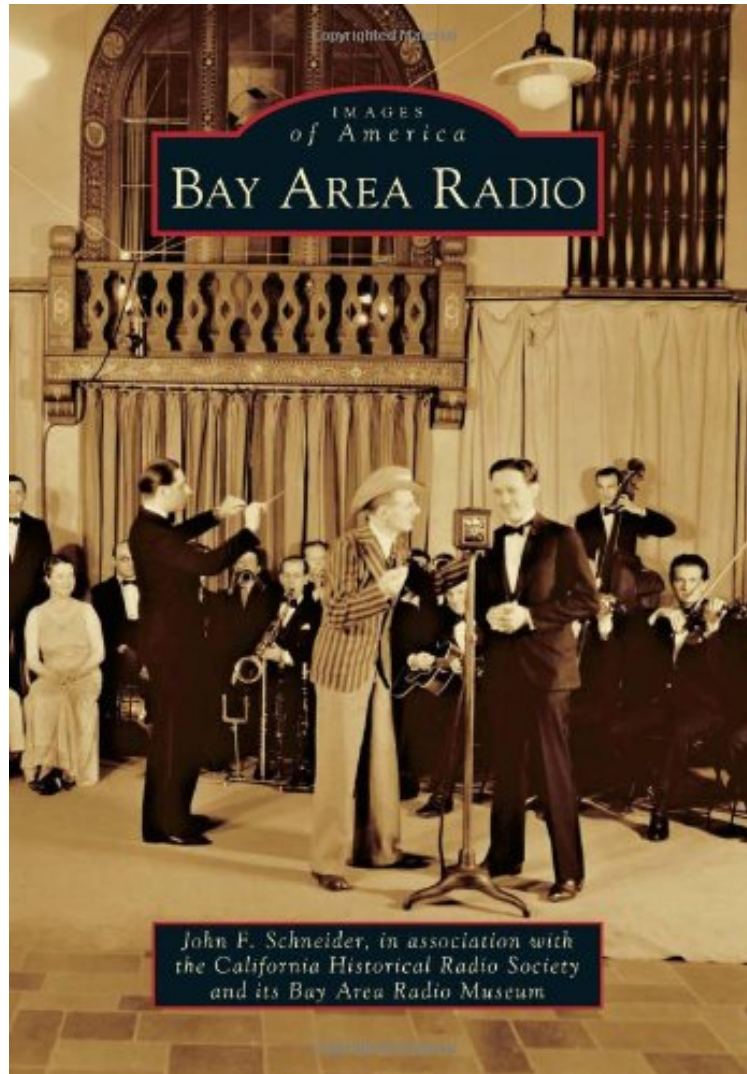


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Bay Area Radio (Images of America)

*John F. Schneider, California Historical Radio Society, Bay Area Radio Museum
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Great radio history! By FrankNY This was purchased as a gift for a friend from San Francisco, and she just loved it! Very well documented history of SF radio in the olden days. Highly recommended! 1 of 1 people found the following review helpful. There Are Some Interesting Pictures And Some Interesting Information In This Book. By William This book has some interesting information and some interesting pictures. Some of the interesting information it mentions includes the following: KALW was the first FM station West of the MS River in 1940. United Broadcasting's KEEN-1370 signed on in 1947 with 1,000 watts at 1370 with Steve Snell and two other partners as the owners. The three first became friends at NBC in San Francisco. Before the call letters change in 1960, KLIV had the call letters of KSJO-AM. KROW changed its call letters to KABL. Some of the interesting pictures the book includes are as follows: James (Jim) Gabbert and Gary Gielow of KPEN-FM, KEEN's studio and transmitter, Carter B. Smith at KRE, and KSFO's sports announcers Russ Hodges and Lon Simmons.

The San Francisco Bay Area was a key national radio-broadcasting center during the first three decades of commercial radio. In 1909, it was home to the very beginnings of the art and science of broadcasting, when Charles Doc Herrold began sending out weekly voice and music programs from his radio school in San Jose. Dozens of other radio pioneers soon followed. In 1926, big broadcasting came to San Francisco when the newly formed National Broadcasting Company (NBC) established its West Coast headquarters on Sutter Street. Other national and regional networks soon set up their own broadcast production centers, and for the next 20 years, thousands of actors, musicians, announcers, and engineers were creating important programs that were heard on the West Coast as well as nationwide. During World War II, San Francisco became the key collection center for Pacific war news, and bulletins received in San Francisco were quickly relayed to an anxious nation. Conversely, powerful shortwave stations broadcast war news and propaganda back to the Pacific and entertained American troops overseas.

About the Author In this book, radio historian John F. Schneider and the California Historical Radio Society have assembled a collection of rare photographs that document the artistry and technology of this important aspect of San Francisco's history.