

**KNX1070  
NEWSRADIO  
OUR HISTORY**

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**KNX, Whose beginning coincides with the birth of the radio industry, observed its 75th anniversary, Sunday, September 10, 1995 . . .**

The station's growth has covered one of the most interesting and turbulent periods in American history. The era has witnessed the "Roaring Twenties," prohibition, gangland wars, the Great Depression, FDR, the Spanish Civil War, World War II, the formation of the United Nations, the nuclear age, the Korean War, the space age and American Astronauts making the world's first-ever landing on the moon. Then came the Vietnam War, the assassinations of a President, Senator and civil rights leader; Watergate and the subsequent resignation of President Nixon, actor Ronald Reagan becoming the country's 40th President, the Persian Gulf War, the disintegration of the USSR, and other events shaping our time. Most recently, KNX provided exclusive live coverage fo the O.J. Simpson murder trial, what many are calling the "Trial of the Century."

Fred Christian, an ex-Marconi shipboard wireless operator on the "Middlesex" in 1919, put together a five-watt transmitter, the forerunner of KNX, in his Hollywood home. He was first granted the call letters 6 ADZ, later changed to KGC, and finally to KNX. Christian began broadcasting on September 10, 1920 by playing recorded music borrowed from music stores in return for plugs on the air.

He was the city's first disc jockey and his "studio" was a back bedroom in his home on Harold Way, located between Normandie Avenue and Mariposa Street.

Operating an amateur radio "station" was not Christian's vocation. He was manager of the Electrical Lighting Power Company, which sold radio parts to people trying to build their own sets, because according to Christian, there were no commercial radio sets for sale prior to 1923. "People were buying parts to build radio sets. They had to have something to listen to, so I put the transmitter together," Christian explained.

News was given first priority every night, Christian remembers, "At a time when I had KNX (1920-1924), the general trend of thought was that news was just a novelty that would run its course and fade away. However, I felt differently about it. I believed in the future of radio as a prime news source, as well as an entertainment medium."

By the Summer of 1922, some 22 other stations in and about the Los Angeles area had been licensed to broadcast. These all shared the single wave length of 360 meters. The rivalry between these operations was intense, and it "took some doing" to determine the hours each station would operate. Christian, with his large orchestra and beautiful theater organ, usually was able to function during the "choice hours" of 7 to 10 PM three times a week.

Out of this chaos of early day broadcasting in the Los Angeles area, KNX was one of the only three stations to emerge with a long history of continuous operation.

IN 1929, KNX became a 5,000-watt station. In 1932 it won another power boost to 10,000 watts, and was under the ownership of the Western Broadcasting Company, which broadcast from the old Paramount lot on Marathon Street in Hollywood. Another power jump to 25,000 watts came in 1933 when KNX moved its studios to the Otto K. Oleson Building at Vine Street and Selma Avenue. The following year (1934) was a memorable one for KNX when it was granted 50,000 watts of power, which it still utilizes. A year later, KNX moved its operations to a new building at 5939 Sunset Boulevard. Finally in 1936, 16 years after its birth, KNX found a permanent home with the Columbia Broadcasting System, Inc. Within a short time, eight network programs were originating from the KNX Hollywood studios.

This rapid increase in broadcast operations resulted in the need for more space. Thus, ground was broken in 1937 for the new KNX/CBS Studios on Sunset Boulevard, between Gower and El Centro Streets. This had been the site of the Al Christie Studios where the Hollywood motion picture industry was born.

From this broadcast center the nation's most memorable and foremost radio programs were beamed. Long lines of fans extended around the forecourt of Columbia Square before and during World War II to attend their favorite radio shows. Among the CBS Radio stars were Eddie Cantor, Al Jolson, Jack Benny, Gene Autry, Steve Allen, Stu Erwin, Jack Oakie, Jeanette MacDonald, Edgar Bergen, Bing Crosby, Orson Welles, Red Skelton, Jackie Gleason, Burns and Allen, Rosemary Clooney, Ed Wynn and others.

KNX, of course, has had many formats over the years. The current Newsradio format began in April, 1968. Under the leadership of Vice President and General Manager George Nicholaw, KNX NEWSRADIO is the #1 radio station in Southern California, averaging more than 1.6 million listeners per week. Also, in "the land of the automobile," KNX is the #1 station for in-car listening.

The quality of the on-air product continues to be excellent. The KNX anchors include Linda Nunez, Tom Haule, Dave Zorn, Jack Salvatore, Frank Mottek, Bob McCormick, and Carlos Gaivar. Special KNX features include TRAFFIC REPORTS EVERY SIX MINUTES! with Jim Thorton (weekday mornings), Dona Page (mid-day), and Christina Griego (during the evening rush hours plus Saturday mornings). This traffic coverage is supplemented by Shadow Traffic Reports which air throughout the day and evening, and on weekends, making a grand total of more than 500 broadcasts per week.

KNX features include MARKET AND BUSINESS NEWS with Financial Editor Charles Laszlo and Randy Riddle, and SPORTS REPORTS with Chuck Madden, plus additional reports from Steve Grad, and Rory Markas.

Other KNX programming includes CHARACTER COUNTS, with Michael Josephson, ENTERTAINMENT NEWS with Tom Hatten and Sam Rubin, THE FOOD NEWS NOTEBOOK with noted Southern California chefs, SAN DIEGO coverage Tom Reopelle, and ORANGE COUNTY reports by Mike Landa and Bill Lorin. KNX also simulcasts CBS-TV's "60 Minutes" and "60 Minutes II." KNX also airs the nightly Drama Hour at 9PM. And a recent addition is the KNX Business Hour, Weekdays at 1PM.

Myrna Roberts supplies reports from the San Bernadino-Riverside areas. Dr. Joyce Brothers reports on psychology and human behavior, and Jackye Shaun provides CONSUMER REPORTS.

KNX offers exclusive radio sports coverage of NFL Football, including Monday Night Football, the Sunday Game of the Week, the playoff games and the Superbowl. In addition KNX broadcasts stretch drive replays and results from all local tracks, including Santa Anita, Hollywood Park, Del Mar, Pomona, and Los Alamitos. Tennis and golf coverage includes special reports on the U.S. Open Tennis Tournament and the Masters Golf Tournament.

A broadcast highlight each week is the honoring of an outstanding man or woman in Southern California as the KNX CITIZEN OF THE WEEK. The program is broadcast three times each Saturday with Jack Salvatore saluting those who have made selfless contributions to others and their communities.

KNX is proud of its public service efforts which include a policy of daily EDITORIALS aired by Vice President and General Manager George Nicholaw. To help voters choose among candidates and issues, KNX broadcasts EDITORIAL SPECIALS prior to major elections. Community issues are discussed on the award-winning ASSIGNMENT documentary series, aired in prime time. Weekly ON THE SCENE reports, with station Community Services Director David Ysais, gives KNX an added opportunity to interview community leaders about areas of concern.

Rounding out the KNX broadcast schedule are such CBS Radio features as CBS NEWS ON THE HOUR, THE OSGOOD FILE with Charles Osgood, THE FACE THE NATION, MANAGING YOUR MONEY with Paul Hencke, DAN RATHER REPORTING, SPEAKING OF HEALTH with Dr. Steven Andrew Davis, YOUR DOLLARS with Marshall Loeb, and THE DAVE ROSS SHOW with Dave Ross.

In recognition of this massive broadcast effort, KNX has won more awards for broadcast journalism than any other radio station in the United States. Most recently the station again won the BEST NEWSCAST AWARD from Radio-TV News Association (RTNA) for the 25th time in 28 years. In addition to the more than 150 Golden Mikes from the RTNA, KNX has won dozens of awards from the Greater Los Angeles Press Club and the California Associated Press Television-Radio Association. Other awards include those from the University of Georgia (George Foster Peabody Award), the Alfred I. duPont-Columbia University Award, Ohio State University, United Press International, Society of Professional Journalists, the Radio TV News Director Association (Edward R. Murrow Award), and the International Radio Festival of New York.

In marking the occasion of the station's 75th Anniversary, Mr. Nicholaw commented, "I am very proud of KNX's long and prestigious radio tradition, especially with the highly successful Newsradio format which we began in 1968. Many people refer to radio's past as being its "Golden Years" and KNX, along with other long standing radio stations throughout the country, indeed has a proud legacy. But radio today is even more exciting with ever-expanding opportunities. I'm sure that whatever the future holds, KNX will be there for Southern California listeners."



George Nicholaw has been Vice President & General Manager of KNX since 1967, and is responsible for launching the highly successful (and still current) Newsradio format a year later.