

KRE

Berkeley, Cal.

Keeping step with the steady progress of the broadcasting industry during the past 16 years KRE, Berkeley's only station, now joins the ranks of those up-to-date smaller stations which are broadcasting their programs through the medium of a Western Electric 310 type high fidelity transmitter.



Arthur Westlund

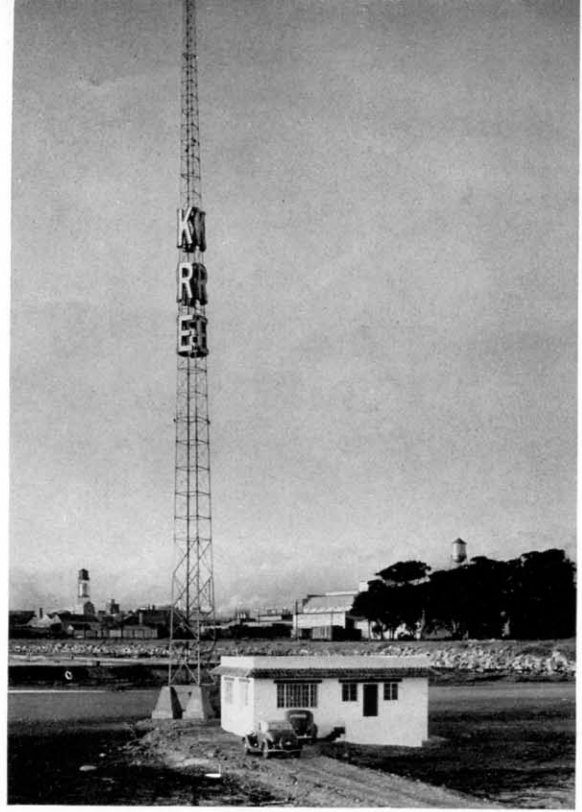
KRE's history dates back to June, 1922, when broadcasting was a haphazard venture. On the air only part time the station progressed slowly until 1931 when Arthur Westlund took over the management and immediately put in motion plans for enlarging broadcasting facilities. New studios were constructed in the Glenn Connolly Building and increased time was requested from the Federal Communications Commission.

Before long KRE started operating on 24 hour schedule. Early this year it was decided to install a complete new transmitting plant. The management selected the Western Electric 310B Transmitter, 23A Speech Input Equipment and salt shaker microphones. K. Gordon Morrison, Chief Engineer, assisted by Jack Dundin of Graybar, did the job.

The new transmitter building was erected on a plot of land on the Berkeley waterfront in what will be the "Garden of Nations" in the city's Aquatic Park. The structure is early California architecture, with sound proof control room and is completely air conditioned. Over 32,000 feet of wire were used in the ground system for the Blaw-Knox shunt-excited vertical radiator, 180 feet high.

According to station officials the operation of the new equipment, which went on the air without a hitch, has resulted in greatly improved quality of signal as well as increased coverage. It is estimated that KRE's primary coverage now includes the entire San Francisco Bay Metropolitan area.

Following the modern trend of furthering educational broadcasts KRE features among its programs "News for the Blind," Berkeley public school broadcasts and the University of California's "Collegian Pictorial."



The shunt-excited tower rises 180 feet in the air. Below: Transmitter site on Berkeley's water front.



Below: The 310B Transmitter (seen through wall panel) 23A Speech Input equipment, salt shaker mike on desk.

