

PICTORIAL HISTORY OF WCBS RADIO

by Don Swaim



For all about the golden days of Newsradio 88, with nostalgia, pictures, memories, history go to:

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EARLY DAYS AT CBS RADIO

WCBS ...founded by one man and his genius: William S. Paley, who used his cigar-family's petty cash to buy a tiny, 250-watt AM radio station in New York City and built it into the international force that became Newsradio 88 and the CBS flagship.



First WCBS studios, newsroom, and offices building. Currently a wing of the Metropolitan Museum of Art.



Here the youthful Mr. Paley poses outside his family's modest home in Philadelphia. The home later went into foreclosure and is now a stable.



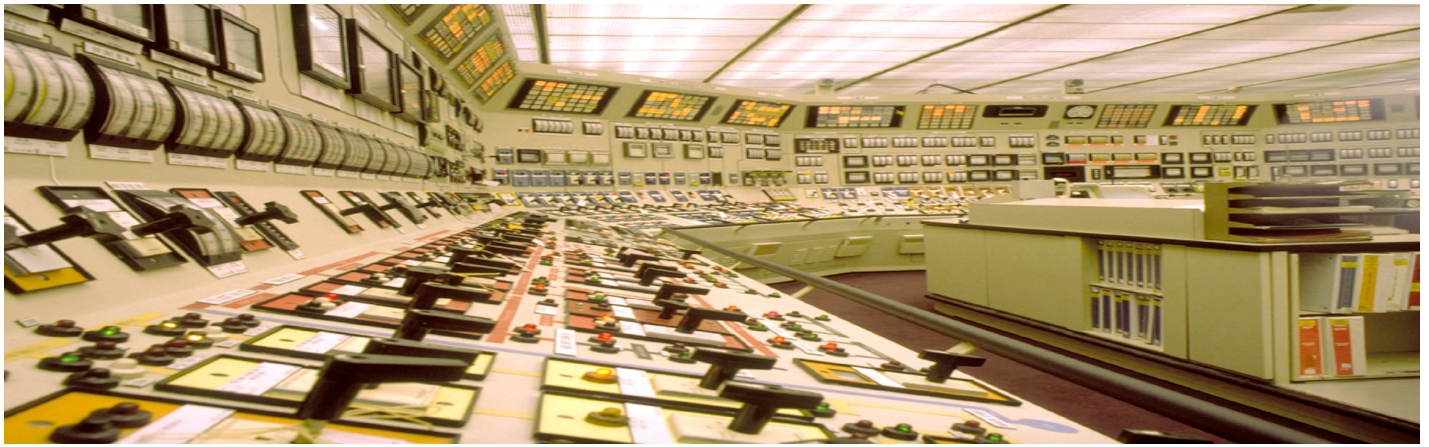
Original WCBS transmitter, still used by the network's FM, HD, and Internet operations.



Because finances were tight in the early days, Mr. Paley performed much of the announcing himself. Here he is doing a supermarket remote.



During World War One, Mr. Paley recognized the public's demand for news. Pictured is the station's first full-time newscaster, Edward R. Hardy.



The success of WCBS as an all-news station led to the expansion of its facilities. Above, Master Control Room, ca 1930. Employees, on their lunch periods, were allowed to use it as a running track.

CBS MOBILE UNITS



Morning Drive team, 1987. At the time CBS maintained a dress code. Caps were required for men, plaid skirts for women. Lou Adler, kneeling, center.



Above, the station's first mobile vehicle. Ice cream images were later painted over.



Before all-news, "Music Till Dawn," sponsored by American Airlines, was a mainstay of WCBS for many years. As CBS had a policy of never using recordings, all of the music on "Music Till Dawn" was broadcast live.



This unit has been in use since 1947.



Today, above, all reporters are assigned their own CBS mobile units.

WCBS NEWSRADIO 88 TRAFFIC WATCH



In the late 1960s, WCBS took to the air to report on traffic conditions and to fight off fierce competition.

CBS FIRSTS



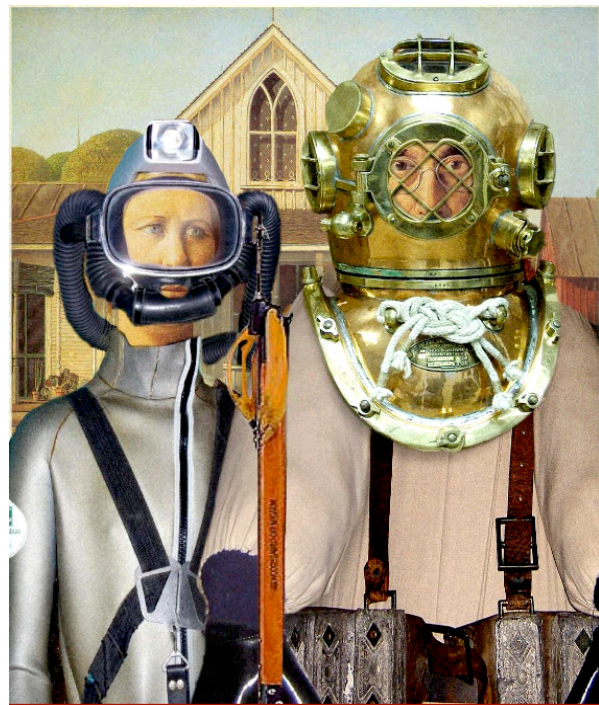
Newsradio 88 hired its first female anchor in the 1980s



Above, wreckage of a competitor's aircraft, successfully downed by Newsradio 88 pilots Lou Timalot, Neal Busch, and Tom Salat

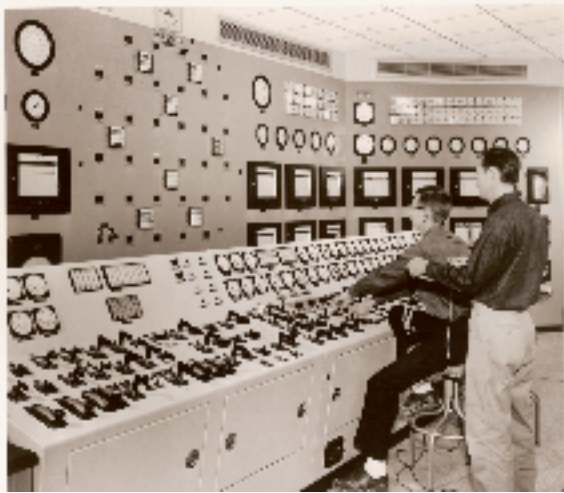


First dual anchor team, afternoon drive



WCBS kept its team of reporters fully equipped. Here, reporters Irene Cornell and Rich Lamb model the latest reporting gear.

BEHIND THE SCENES AT NEWSRADIO 88



Tape Ops, 2008. Union rules required staffing by two WGA members at all times.



In the 1980s, WCBS opted for a combo operation in which the anchor runs his own board. Above, Newsradio 88's primary on-air studio. Wayne Cabot at the board.

COMPUTER AGE COMES TO CBS



Newsradio 88 became one of the first radio stations to use computers to gather, process, and write news material for the air. Each newsroom computer came with its own operator, as above.



Newsradio 88 staff meeting. Held regularly to allow staffers to contribute their ideas to the product.



About to go on the air. Lou Freizer center. Charles Osgood rear, partially hidden



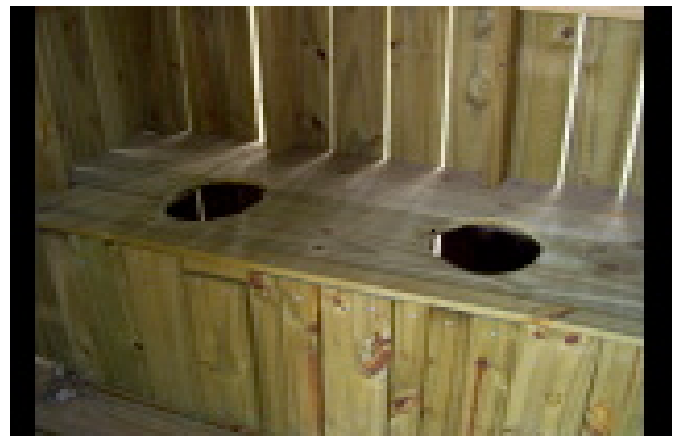
Newsradio 88 transmitter building, High Island. To raise extra funds, CBS uses the building as a B&B.



Current senior management team, Newsradio 88. Because of internal frictions, management is armed at all times.



Employee snack bar, WCBS. Formal dress required.



After a civil lawsuit, CBS was among the first large broadcast companies to establish unisex bathroom facilities.



CBS employees celebrate at annual company holiday party. Cash bar or BYOB.