

*For Immediate Release*

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## **Pioneering broadcaster KALW has its “day”: September 8th**

*Supervisor Eric Mar to deliver Proclamation  
at community celebration*

With nearly 60 FM radio stations in the greater Bay Area, why is September 8 being declared “KALW Day” in San Francisco? Because:

>> **KALW became the first FM radio station west of the Mississippi** when it began regular broadcasts in September 1941, and it continues as an innovative community resource today.

>> **The station has been a leader in the growth of public radio.** KALW introduced NPR to the Bay Area in 1972, and popular public radio programs such as “Fresh Air,” “This American Life,” and “Radiolab” were first heard by Bay Area listeners on KALW.

>> At a time when local news coverage is shrinking, KALW **provides award-winning locally-produced news and information programs**, such as the morning call-in show *Your Call* and the evening local news magazine *Crosscurrents*.

>> **The station’s tradition of training generations of broadcast professionals** continues through internships and partnerships with Mills College, UC-Berkeley, Youth Radio and others.

>> **KALW works with community partners to create intriguing programs**, such as *Philosophy Talk*; *99% Invisible*; *Binah*; *Explorations in Music*; and *New America Now*.

“For seventy years, KALW has blazed a path in public broadcasting and made a difference in this community,” says station manager Matt

Martin. “Right now, the station is a vital force, and we’re charting the course for the next generation of public media, right here in San Francisco. I’m excited to have the opportunity to come together with the people who’ve built this public resource and to engage the broader community in our vision for the future.”

**WHAT: COMMUNITY CELEBRATION OF “KALW DAY”**

**WHEN: Thursday, September 8; 9 – 11am**

**WHERE: City College/Mission Campus; 1125 Valencia Street, San Francisco, Room 109**

**WHO: San Francisco Supervisor Eric Mar; Station Manager Matt Martin; School Board members; KALW staff, volunteers, listeners and community partners**

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