

CBS History



July 27, 1964

**CBS RADIO NETWORK'S NEW AUTOMATED BROADCAST CENTER OPENS;
NEWSROOM, STUDIOS, OFFICES AT TWO LOCATIONS VACATED**

First Broadcast From West Side Studios Heard On July 26

The CBS Radio Network has begun operations at its new, automated broadcast center on New York City's west side (524 W. 57 Street), marking the close of its longtime studios at two east side locations (485 Madison Avenue and 49 E. 52 Street), it was announced by Davidson Vorhes, Vice President, Operations, CBS Radio.

The first radio program to emanate from the new broadcast center, which eventually will house CBS Television Network production as well, was the 8 AM, EDT News with Steve Rowan on Sunday, July 26.

The last program to originate from 485 Madison Avenue, Columbia Broadcasting System headquarters since September 18, 1929, was the 10 PM, EDT News, also with Steve Rowan, on Saturday, July 25.

The last program to originate from the central control room at 49 E. 52 Street was a regional network broadcast of

(More)

CBS Radio ... 2

7/27/64

"Farewell to Studio Nine," a CBS News radio special recalling the great broadcasts which were channeled through Studio Nine at 485 Madison. This feed went out to CBS Radio stations in Central Standard, Mountain Standard and Pacific Daylight time zones at 11:05 PM, EDT on July 25.

"This broadcast center is an entirely new concept in radio," Mr. Vorhes said. "It is the most fully automated radio operation in the world. CBS Radio has the most advanced system because we're the only network big enough to need it." CBS Radio, which offers advertisers regional "splits" for their commercials, often feeds as many as six network programs at the same time to different areas of the nation.

CBS Radio, which first went on the air with 18 stations on September 18, 1927, dedicated its offices and studios at 485 Madison Avenue exactly two years later. At that time the network occupied the top six floors of the 20-story building. Today the network lists 238 affiliated stations and has offices and studios in several New York locations in addition to its owned stations in Los Angeles, Chicago, San Francisco, St. Louis, Boston, and Philadelphia. New York administrative offices are at 55 E. 52 Street.

The move to 524 W. 57 Street is the first in a series of transferrals of personnel and equipment that is expected, by next year, to see virtually all Columbia Broadcasting System New York operations housed in either the broadcast center or the new headquarters building on the Avenue of the Americas. The latter is now under construction.

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