
Finding Aid of KNXT Channel 2 press releases 0232

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Title: KNXT Channel 2 press releases

Collection number: 0232

Contributing Institution: USC Libraries Special Collections

Language of Material: English

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Date (inclusive): 1961-1962

Abstract: The collection includes press releases from 1961 to 1962.

creator: CBS Radio Network.

creator: KNX (Radio station : Los Angeles, Calif.).

creator: KNXT (Television station : Los Angeles, Calif.).

Preferred Citation

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Historical note

KNXT, channel 2, was a television station that was owned-and-operated by the CBS Television Network located in Los Angeles, California. The station name later changed to KCBS.

Scope and Content

The collection includes press releases from 1961 to 1962.

Subjects and Indexing Terms

CBS Radio Network. -- Archives

KNX (Radio station : Los Angeles, Calif.). -- Archives

KNXT (Television station : Los Angeles, Calif.). -- Archives

Press releases

Radio stations--California--Los Angeles--Archival resources

Television stations--California--Los Angeles--Archival resources

KNXT Channel 2/CBS Radio Press Releases 1960s

Scope and Content

The KNXT Channel 2 press releases are arranged in chronological order and contain a variety of material concerning KNXT Channel 2 television and KNX-CBS radio network, from March 1961 to May 1962. The Channel 2 press releases feature information about programming on the network, including exclusive feature film listings and guests for regularly scheduled programming, introduction of new features and programming, program summaries, TV correction logs, biographies of then-famous television personalities, and general trade news concerning the station. Every genre of television media is covered, from sports news to round table political discussions to dramatic movies. Included in the press releases is a listing of feature films on KNXT Channel 2 including "Phantom Submarine," "Just Around the Corner," "Task Force," "Three Smart Girls," and the premier of a comedy program entitled "I Was a Male War Bride."

The KNX-CBS radio network press releases are similar in nature, including announcements of special guests and speakers, special event coverage, news programming, as well as the occasional summary of memorable quotes from prior broadcasts. A variety of radio programming is covered, including but not limited to, guest speakers on regularly scheduled radio shows, special broadcasts of sports, orchestral music, and religious broadcasts, dramatic readings, and musicals sung on radio. Included in the radio press releases is an announcement of an exclusive radio broadcast of the 1962 Kentucky Derby and summaries of "Gunsmoke".

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- Press Releases - KNXT Channel 2 1961 March 27-30**
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KABC Radio News Press Releases
Scope and Content

The KABC Radio News press releases are arranged in chronological order and contain press releases concerning the aforementioned radio station from May 1961 to June 1962. A variety of programming is covered in the press releases, from on-air contests such as the "Talk Your Way to Mexico" contest in which listeners were invited to submit clips of amateur conversation radio skills for a chance to win a trip for a two-week Mexican vacation to the station's special coverage of victim of multiple sclerosis, which included an on-air interview of Peggy Bales, named MS Woman of the Year in 1960. There is also coverage of a variety of KABC Radio's on-air personalities, including Pamela Mason, with one press release detailing a week-long schedule in which Ms. Mason aired her qualms about typical favorite vacation spots, including Palm Springs and San Francisco.

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