

Sutro Now Home For Low-Power Radio Stations

Along with claiming the title as San Francisco's highest point, Sutro Tower is perhaps most famous for being home to the Bay Area's largest television stations that broadcast news, information and entertainment to millions of Bay Area viewers.

Sutro Tower also helps support a number of smaller operators. These organizations are usually volunteer-led, and they take advantage of the tower's low-power offerings to focus on hyperlocal matters within San Francisco. Two of those outlets are KXSF and KSFP, which collectively share the 102.5 signal, offering listeners a unique experience from the same radio dial.

KXSF, which serves as the successor to the now-defunct college radio station KUSF, focuses mainly on independent music offerings, while KSFP—operated by the local nonprofit San Francisco Public Press—provides community news programs. Both stations applied to the Federal Communications Commission (FCC) to operate the 102.5 signal, and when their bids came back as a tie, they both leapt at an opportunity to split the station operations. (The stations also offer 24/7 online streaming services from KSFP.FM and KXSF.FM, respectively.)

"It actually worked out perfectly," said Mel Baker, producer and programming director for KSFP, which has been airing from Sutro Tower since 2019. "We were a news-oriented service that preferred to broadcast during the morning and evening drive times. And they were a music outlet that wanted the mid-day and late-night slots. We couldn't have planned it better."

Building upon the mission of San Francisco Public Press to deliver public-interest journalism, KSFP's anchor program is

"Civic," a weekly 30-minute show that delves into the political, social and cultural issues impacting city residents. In addition to "Civic," KSFP offers an array of programs, ranging from the bilingual newspaper *El Tecolote's* radio broadcast to *Voices of the Community*, an offering that focuses on amplifying the stories of regular San Francisco residents. The station even hosts a show from the San Francisco Mime Troupe (don't be confused—they talk during the broadcast), in addition to numerous podcasts.

While KSFP provides helpful news for

SEE RADIO ON PAGE 2



IN THIS ISSUE

2 Sutro welcomes new team

3 Beloved bench back to Garden with Sutro team's help

4 Sutro thanks its neighborhood liasons

4 Tower welcomes newest employee

Radio FROM PAGE 1

San Franciscans, KXSF offers music alternatives (punk, garage rock, shoegaze, blues) that cannot be found on major radio stations. After the University of San Francisco suddenly sold its license in 2011, KUSF scrambled to find a new home, eventually landing at 102.5 as KXSF in 2018.

Operated by the local nonprofit San Francisco Community Radio, KXSF's mission is "to amplify the diverse voices of our world by providing musically creative and socially aware San Francisco style radio," said Carolyn Keddy, the station's co-founder, who also hosts a show from 12 p.m. – 3 p.m. on Tuesdays.

Unlike KSFP, which has mostly pre-recorded material, KXSF is all live,



meaning dedicated volunteer DJs are sharing their favorite music choices during the wee hours of the morning.

"You have to be committed," said Keddy, who notes that radio hosts must fulfill volunteer requirements at the station before going on-air. "Our volunteers are here because they love what they are doing."

Both Baker and Keddy expressed hope for the future, and gratitude for the home provided to them by Sutro Tower.

"The low-power movement is really cool," said Baker. "We are seeing from podcasts that people are shifting their listening preferences. Audio isn't dying at all. People have more ear time than eye time now, and we are seeing an interesting interface between terrestrial radio and audio programming."

Keddy said she's excited about continuing to share her station's music offerings with the help of Sutro Tower.

"It's been amazing," said Keddy, who is the Chair of San Francisco Community Radio's Board of Directors. "When we were trying to find somewhere to put our transmitter, who would have thought we would have been able to get it at Sutro Tower? They've been super nice. We get the whole city of San Francisco to hear our broadcast—it's really been a dream."

Sutro Says Goodbye to Longtime Communications Consultant, Welcomes New Team

The Sutro Tower team said goodbye to Dave Hyams, its longtime communications consultant, late last year. Hyams, who joined the organization in 2012, stepped down from his role to retire.

During his nine years working for Sutro Tower, Hyams was responsible for community and media relations, acting as the spokesperson and the public face of the organization. Hyams also oversaw website production, the creation of videos and long-term communication strategies, while helping with political outreach.

"The people who work at Sutro are great -- I'll miss them all," said Hyams. "Tower workers are a unique combination of fearless, careful, skilled, smart and helpful. I'll miss the fun and challenges of making sure people understand what the tower does and what it needs to do going forward. But most of all I'll miss the



Photo courtesy KSFO

David Hyams at Sutro Tower

unmatchable experience of being at the highest spot in San Francisco."

Lighthouse Public Affairs, a public affairs consultancy based in San Francisco will take over communications responsibilities from Hyams. Lighthouse has extensive experience advising on communications, media

relations and responding to remarkable requests which come often to a facility like Sutro Tower. Initial responsibilities of getting up to speed on all things Sutro will fall to San Francisco old hands, Taylor Jordan, Boe Hayward and Veronica Bell. WELCOME!

Beloved Bench Restored to Garden with Help From Sutro Team

An essential part of the Clarendon Heights community was restored in June with the help of Sutro Tower employees.

A beautifully sculpted concrete bench at the corner of Clarendon Avenue and Twin Peaks Boulevard disappeared early this year. After neighbors recently found a replacement bench for the site, Sutro Tower employees volunteered their time to install the structure. The new bench was officially added on June 23.

The bench has been the centerpiece of a garden at the intersection, which dates back to 1992, when Edith Fried, a longtime local resident, took to improving the site for which she later received a San Francisco Beautiful award after being nominated by her community.

After replacement of underground utilities and water supply lines, the City reconstructed the corner intersection rounded curb to a squared off concrete buttress. Fried's garden softened the corner and over time she enlisted neighbors to help also plant the strip along Twin Peaks Boulevard as well. She hand-watered the drought resistant plantings to get them started until persuading the City to install water at the site. Neighbors still support maintenance of the corner and strip gardens along this state Scenic Roadway.

"Clarendon Heights neighbors around, below and above Twin Peaks love to see the seasonal changes in the flora and enjoy that other San Franciscans and tourists who pass by admire Edith's work and maybe take a rest on the bench," said Dona Crowder, an involved local resident who helped with purchase of the new bench. "Prior to her garden there was just concrete, blackberry and poison oak. Edith



Photo by Julio Perez

The new concrete bench at the corner of Clarendon Avenue and Twin Peaks Boulevard

“Everyone loves that the bench is back. The community is very appreciative.”

thought, and we are inspired by her vision, that the beauty of nature's art can uplift and unify.”

Fried passed away in 2017 at the age of 102 and a carved stone within the greenery is a memorial to her efforts. The bench was vandalized in 2018, but neighbors helped to replace the original structure. The new bench, installed by Sutro employees, is the third of its kind to grace the site.

“Everyone loves that the bench is

back,” said Crowder. “The community is very appreciative.”

Sutro Tower employees Isaac Colin and Julio Perez helped install the new bench. To ensure that it would not be carted away again, the duo added rebar reinforcement from the concrete into the platform of the bench, along with applying resin and silicon glue to the outside edge of the pedestal.

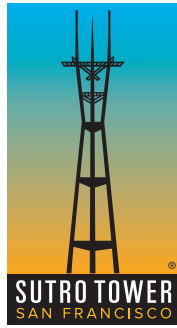
Isaac Colin said he was hopeful that the extra measures would be enough to deter would-be vandals. He also said he was heartened by the immediate impact of the new bench.

“Less than an hour after we installed the bench, we saw someone sitting on it,” said Colin. “I take that as a good sign for its future.”

Thanks To Our Neighborhood Liaisons

There is always a lot going on at Sutro Tower, and it's important to keep our neighbors informed and engaged. We want to give a special "Thank you" to our neighborhood liaisons who tirelessly work to share vital information with their neighbors and make sure Sutro Tower remains up-to-date on the communities' needs and top priorities. Many of our liaisons have been community leaders in their respective neighborhoods for decades, and their dedication is greatly appreciated. Thank you to Christine and Doris Linnenbach of the Twin Peaks Improvement Association, Walter Caplan of the Forest Knolls Neighborhood Association and Siu Ling Chen of Midtown Terrace Home Owners Association for your continued hard work and collaboration over the years. We hope your neighbors are also grateful for the benefits of your efforts...from the institution of Standard Antenna Conditions nearly 15 years ago which, amongst other items, require us to annually inspect the tower and publish those results on our website... to the request for us to purchase for the Midtown Terrace HOA a meter to measure radio frequency (RF) for use by any concerned neighbors... to concerns about visual impacts of our generators which led us to an agreement with the SFPUC to landscape an area of the reservoir... to your more recent requests for peer reviews and noise studies. We always appreciate your point of view.

Sutro Tower, Inc.
1 La Avanzada St.
San Francisco, CA
94131



Questions? Visit www.sutrotower.com/for-our-neighbors/, or contact Sutro Tower Vice President & COO Raul Velez at 415-213-7800 or info@sutrotower.com.

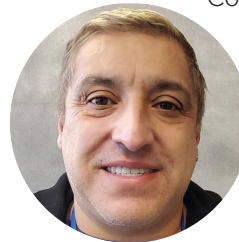
Presorted
First Class
US Postage
PAID
San Francisco, CA
Permit No. 5

Sutro Tower Welcomes Newest Employee

For more than 15 years, Isaac Colin has been a frequent visitor to Sutro Tower, helping to build studios, conduct engineering work and oversee construction projects as an employee with iHeart Radio.

As someone with so much experience with the facility, it only made sense that he would eventually end up working for Sutro Tower, which happened earlier this year, when he joined the organization in January.

"I've crossed paths with Raul [Velez] and the team so much over the years and always admired the work they do," said Colin. "When the opportunity came to work for Sutro, I couldn't pass it up."



Colin is now part of the Tower's Engineering Department, responsible for the upkeep and maintenance of the facility. A resident of the Peninsula, Colin and his wife have two young boys. He enjoys spending time kayaking and practicing photography when he's not on the job. In the time he's spent so far as a member of the organization, Colin said he's been impressed with the professionalism, dedication and commitment of his fellow co-workers. "We have a great team here," said Colin. "It's been a real pleasure getting to know everyone better. I'm real excited for the future here."