

RESOLUTION NUMBER R- 296050

ADOPTED ON FEB 05 2002

WHEREAS, in 1965, a television station was built in Kearny Mesa, broadcasting on UHF Channel 39 as KAAR-TV, an independent television station; and

WHEREAS, in 1966, a fire destroyed most of KAAR's studio, forcing the station off the air for more than a year; and

WHEREAS, in 1968, KAAR resumed broadcasting as KCST later becoming the ABC affiliate in San Diego after wrestling away the affiliation from XETV Channel 6; and

WHEREAS, in 1977, the San Diego television market changed and KCST became the NBC affiliate in San Diego; and

WHEREAS, in 1988, the call letters of KCST became KNSD, reflecting a new era of television broadcasting in San Diego; and

WHEREAS, in 1997, the station became known as NBC 7/39 and is presently one of only 13 television stations in the country owned by NBC; and

WHEREAS, in 1999, Phyllis Schwartz, was appointed President and General Manager of NBC 7/39; and shortly thereafter made a proposal to NBC for a new site in downtown San Diego; and

WHEREAS, the project was approved and planning and design began in earnest; and

WHEREAS, the City of San Diego is committed to redevelopment of Downtown, encouraging businesses to locate in Centre City in order to revitalize our urban core by creating a dynamic streetscape as well as a vibrant destination; and

WHEREAS, in December of 2001, NBC 7/39 boosted Downtown redevelopment efforts, by relocating to its new home at 225 Broadway in Centre City, San Diego, thus contributing to the revitalization of our urban core; and

WHEREAS, much like NBC's popular and successful "Today" show at Rockefeller

Center in New York City, NBC 7/39 is now broadcasting from a glass enclosed street-level studio where passers-by can watch live studio broadcasts or take part in activities and events happening in Horton Square; and

WHEREAS, for three colorful decades, NBC 7/39 has persevered, proudly serving the people of San Diego by entertaining, informing and enlightening them and continues that tradition of service by taking a leadership role in the City, relocating Downtown and promoting redevelopment efforts here; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that this Council, for and on behalf of the people of San Diego, does hereby proclaim February 5, 2002 to be “NBC 7/39 Day” in the City of San Diego.

APPROVED: CASEY GWINN, City Attorney

By Stuart H. Swett  
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Senior Deputy City Attorney

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