



Sacramento on the Air: How the McClatchy Family Revolutionized West Coast Broadcasting

Annette Kassis

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In 1921, a chance encounter with a radio receiver sent Sacramento Bee newspaperman Carlos McClatchy on a determined path to break into broadcasting. Ushered by the enterprising McClatchy family, the Bee became the first Pacific Coast newspaper to enter the radio business. For decades, broadcasting in Sacramento was shaped by the brilliant but fatally flawed Carlos McClatchy; his strong-willed, micromanaging father, C.K.; and his sister Eleanor McClatchy, who sacrificed her own aspirations for the sake of the family business. From a single five-watt station, the family built a large media company, established a radio network with William Randolph Hearst and helped shape media in the American West. Historian Annette Kassis tells the fascinating story of the pivotal McClatchy family and the path they charted through the “ether” above Sacramento.

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