

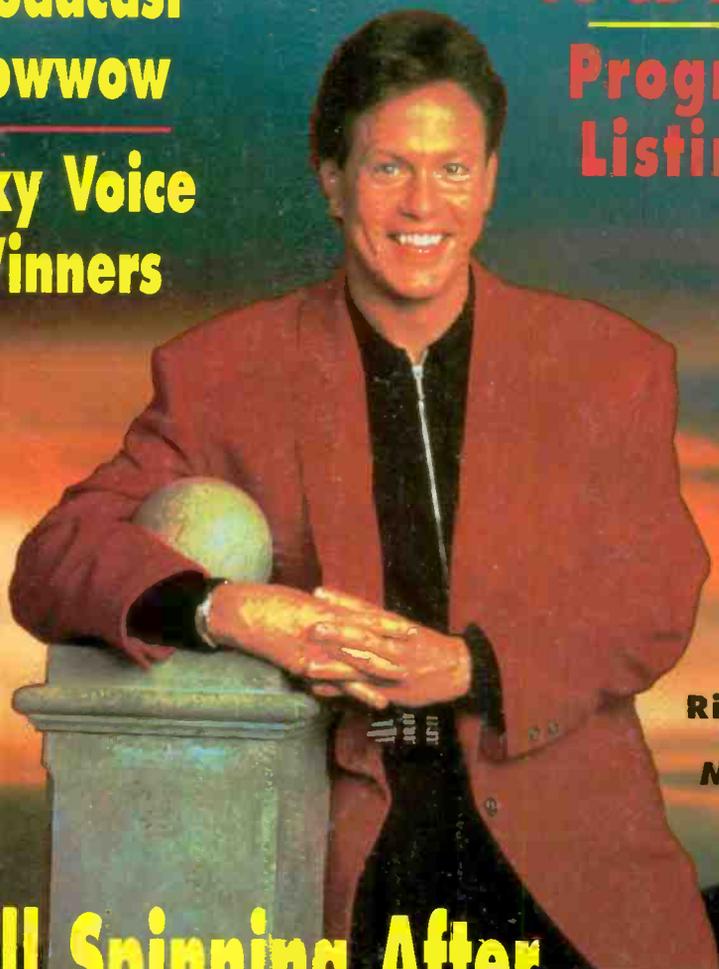
# Los Angeles **RADIO** Guide

\$1.00

VOL. 1 NO. 4 LOS ANGELES COUNTY'S ONLY RADIO MAGAZINE 1994

**Broadcast  
Powwow**  
**Sexy Voice  
Winners**

**10 CD Musts**  
**Program  
Listings**

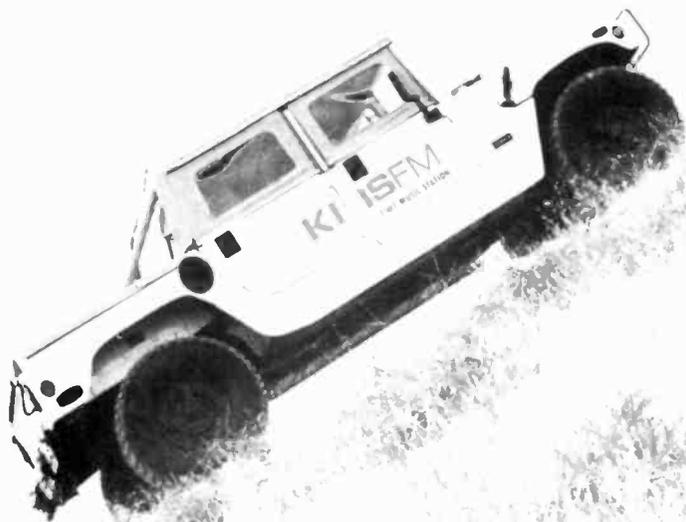


**Rick Dees  
in the  
Morning**

**Still Spinning After  
All These Years...**



# THE HUMMER



LOOK FOR THE KIIS-FM HUMMER TO  
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# 102.7 KIIS-FM

#1 HIT MUSIC STATION... PLUG IN

# THANK YOU FOR MAKING LOS ANGELES RADIO GUIDE A SUCCESS!



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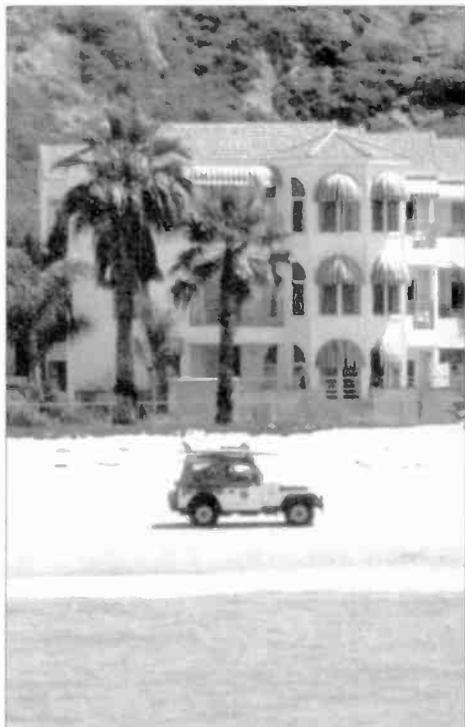
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# Sounding Off



## Offended by Language

I just received my second guide and want you to know how much I like it. I am 70 years old. I moved from St. Louis two years ago. I listen to the radio much more than I watch TV and had great difficulty finding something I could enjoy just turning the dial back and forth.

I certainly don't expect many programs for my age group, but I am

offended by the language used on some programs and also the subject matter aimed at people much younger than me. The guide helps me to find something I can enjoy and feel comfortable with. I am happy to have this guide available. Thank you.

*Nadine Villarreal of L.A.*

## Add Comprehensive Charts

Just a note to say that I really enjoy your magazine. It's very interesting and informative. One suggestion: How about including comprehensive charts for all AM and FM stations? Stations could be listed by frequency with call letters, format, power — that is, wattage — and transmitter location. Such charts could be very useful to all listeners. Thank you.

*John Hammell, Jr of Glendale*

## Fun and Facts

Just finished the Oct./Nov. issue: another fun- and fact-filled issue. Keep up the good work.

*Terrell Brewen of Lomita*

Los Angeles Radio Guide

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## Cover Story: KIIS' Rick Dees



**I**n a sea of Stern competitors driven by Rush-rush attitudes, Rick Dees stands alone on the island of top 40 radio. Is KIIS-FM's morning maestro of pop the vanguard of a retro-trend on the rise or the last of a dying breed?

Cover Design & Production  
Ben Jacoby & Dave White

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# Radio Roundup



*Charlie Tuna*

## **KIKF Catches Tuna**

Absent from the airwaves for too long—since his parting with KCBS 93.1—Charlie Tuna now is broadcasting loud and clear just a short trip up the dial from his

former home. The longtime Southern California DJ is the new morning man from 6 a.m. to 10 a.m. on country station KIKF-FM 94.3. According to KIKF program director Craig Powers, listeners can expect Charlie-as-usual from the veteran broadcaster.

"We're letting Charlie Tuna be himself, just like you heard him on KRLA and KHJ and all the way back to 1967," he said. "Except we play country music."

## **Sidekick in the Limelight**

Ellen K of KIIS-FM extends the fun of "Rick Dees in the Morning," which she co-hosts, with a new mid-morning show weekdays from 10 a.m. to noon. She doesn't think of herself as funny, but she gets a real kick out of callers to KIIS' morning program, which showcases some of those amusing listeners, as well as celebrity callers, music and talk.

"The format is pretty flexible, but I'm hoping to catch some of the callers being themselves, sort of off guard," she said. "Most of them are hilarious without even trying. To me, they can be the best part of a show."

Ellen has hosted talk shows in San Francisco and San Diego, and for four-

plus years has been Rick Dees' sidekick, a role she will continue to play while she takes the helm of her solo show.

## **Into the Light**

KCRW-FM 89.9 welcomes Liza Richardson into the daylight hours by way of a new show called "Total Eclipse," on Saturdays and Sundays from 3 p.m. to 5 p.m. Former host of the station's late-night "Man in the Moon," Richardson incorporates back-catalog favorites, hip-hop, reggae, new album cuts, alternative rock and spoken music.

## **Enriched Programming**

KPCC-FM 89.3 introduces more cultural and environmental entertainment to its lineup by way of two new shows: "Wade in the Water" and "E-Town."

During "Wade in the Water," National Public Radio explores African-American sacred music. Conceived and hosted by



*Ellen K*

Smithsonian Institute curator Bernice Johnson Reagon, the hour-long program focuses on the genres of leading composers, including spirituals, lined hymns, quartets and gospels. "Wade in the Water" airs Mondays from 11 p.m. to midnight.

On Thursday nights from 10 p.m. to 11 p.m., KPCC presents "E-Town," hosted by bluegrass artist Nick Forster. "E-Town" is a mixture of live music and environmentally-conscious dialogue by a wide variety of performers, writers and other artists.

## Hall of Fame Inductees

L. A. broadcast greats Gary Owens and Robert W. Morgan were inducted into the National Broadcast Hall of Fame in an October ceremony at the Disneyland Hotel. The first broadcast induction ceremony held in Southern California, it coincided with the Hall of Fame's relocation to its new home in Anaheim Stadium. Other luminaries inducted were: Larry King, Art Linkletter, Ronald Reagan and The McGuire Sisters.

Founded in 1977, the Hall of Fame holds hundreds of items of memorabilia, including vintage radios, early microphones and other links to broadcasting's roots. Also featured are programs from more than 30,000 classic radio shows.

## And Just Down the Hall...

1994 appears to be the Year of Gary Owens. (See story on page 35.). The golden voice of L.A. has also been honored as an inductee into the Radio Hall of Fame. In a Nov. 6 ceremony at Chicago's Museum of Broadcast Communication, Owens joined American Public Radio's Garrison Keillor, the comedy team of George Burns and Gracie Allen and classic radio comedian Red Skelton as honorees.

The Radio Hall of Fame recognizes and showcases contemporary talent from today's diverse programming formats, as



*Robert W. Morgan*

well as the pioneers who shaped the medium during its infancy. This past April, more than 5,000 ballots were mailed to radio executives, broadcast historians and members of the Radio Hall of Fame who voted for this year's inductees.



*George Burns and Gracie Allen*

# Roundup



*Garrison Keillor*



*Red Skelton*

## Good News Is No News?

Which do you want first — the good news or the bad news? KXEZ-FM 100.3 is willing to bet their ratings that listeners want to hear the good. The station's new editorial policy is to begin each newscast with a "good-news" story. KXEZ news director Tammy Trujillo assures listeners that the station is not ignoring major news stories, just trying to provide something positive to start everyone's day.

This means the KXEZ audience will hear the details about those improved employment figures before any reports of Cuban refugees, overflowing prisons and illegal immigration.

The new policy might cause a few quizzical looks from news stations such as KNX-AM 1070, which is reaping a rich harvest of high ratings and new listeners from its gavel-to-gavel coverage of the Simpson-Goldman murder trial. So what is "good news," anyway?

## In With The New

Riverside/San Bernardino station KFRG FM welcomes two new execs: Reid Reker as vice president and general manager and Jan Jeffries as programming director.

## Honor Roll Call

In addition to being No. 1 in the ratings, local banda station KLAX-FM 97.9 was honored as Spanish Radio Station of the Year. At the recent *Billboard* Radio Awards in New York, Juan Carlos Hidalgo of the station's morning show captured awards for both Spanish Music Director of the Year and Spanish Local Air Personality of the Year. *Billboard* magazine and sister publication *Airplay Monitor* hosted the ceremony.

*Billboard* named Howard Stern, heard locally on KLSX-FM, Nationally Syndicated Personality of the Year and honored Rick Dees of KIIS-FM/AM as Top-40 Local Air Personality of the Year.

# Great City! Great Radio Stations!



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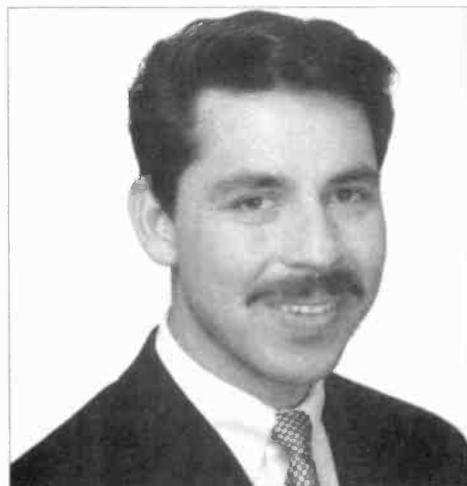
Rating source: Strategic AccuRatings, Spring 1994



*Howard Stern*

## **Rock Station Hangs in the Balance**

Die-hard rock fans are on edge until the fate of metal-rock station KNAC-FM (105.5) is decided. Recently the sale of KNAC to Liberman Broadcasting, which operates Spanish-language station KKHJ AM 930, was finalized. Leonard Liberman, owner of Liberman Broadcasting, anticipates the station



*Juan Carlos Hidalgo*

will begin broadcasting January or February 1995.

"Our goal is to fill the needs of the community," Liberman said. "We will do a market study to determine programming and call-letter selection."

The new station will most likely remain in Long Beach.

## **CD Side of Mark & Brian**

Currently in the works for KLOS' morning team is a CD compilation of favorite moments from their show. Titled "Mark and Brian: All of Me," the CD sales will benefit the Mark and Brian Scholarship Fund and the KLOS food bank, and is scheduled for a December release. What's next? Mark and Brian: The Tour? Mark and Brian: Unplugged? Brian: The Solo Album?

## **The Wizard of Aussies**

"Queensland, Australia — The Radio Show" brings the best of Australia to L.A. listeners via KIEV AM 870. On Fridays from 3 p.m. to 4 p.m., listeners have a direct line to the land down under.

"It's a travel program, but then it's quite a bit more," host Barry Ferber explained.

The program consists of a generous measure of travel-industry information, focusing especially on the rich, varied landscape of the Queensland area. In addition, Ferber profiles and interviews famed Aussie chefs, historians, writers, musicians and other national treasures.

Ferber also takes calls from his L.A. audience, directly connecting them, via satellite hook-up, to his guests in Australia.

## **Swinging Into Retirement**

For 27 years, Ray Briem has held court on the late-night airwaves. His brand of wit, humor and discussion have earned him the title "The King of Overnight Radio" among his many loyal listeners.

Well, the king is stepping down from his throne behind the KABC mike as he



*Ray Briem*

retires in mid-December. His cronies at AM 790, mindful of Briem's affection for big band tunes, are throwing him a swinging bash. Some of the greats scheduled to appear at the Dec. 2 shindig at Hollywood Park are The Ray Anthony Orchestra, Frankie Laine, and Tony Martin & Cyd Charisse.

Fans and well-wishers are invited to celebrate along with Briem and the KABC crowd. For ticket and event information, call (310) 840-4915.

## **SportsTalk Back On KABC**

Along with the cancellation of the World Series and pennant races, millions of dollars and thousands of jobs have been lost. Baseball fans, already disillusioned by the players' exorbitant salaries, felt betrayed and depressed.

In the radio business, broadcasters scrambled to find programs for time slots once filled by baseball games. KABC-AM 790, the flagship station of the L.A. Dodgers for the past 21 seasons, brought back "SportsTalk." At first, the move was temporary. But as the strike went on, KABC realized the call-in program, hosted by Steve Edwards and Eric Tracy, had potential. In October, "SportsTalk" officially became part of KABC's regular weekday rotation.

"It's on permanently, which in radio means the next three weeks," joked Edwards, a long-time broadcaster and TV personality. "It's up to us to make it a good show and make it last. This show was thrown on the air because of the strike. Now it's taken on a life of its own."

KABC has run the program several times in the past. Prior to the strike, Tracy hosted a Dodgers pre-game show on KABC. Edwards was most recently on television. He hosted AM Los Angeles. This is Edwards' second tenure as a host of SportsTalk.

"There's some tradition," Edwards said. "I did it in 1990 and 1991 while I was doing AM Los Angeles on TV. When we came back on [during the strike] people who had listened to us before called in saying, 'It's about time.'"

Many listeners were going through baseball withdrawal during the strike. Edwards and Tracy became like Dr. Laura Schlessinger for Dodgers fans.

"We were sort of like radio therapists," Edwards said. "[Baseball] is life for these people. They time their lives around the games. Now people are basically numbed by it. It's football season."

Edwards stressed that SportsTalk is for the casual sports fan.

"It's only sports, I always say," Edwards said. "There has to be humor. Sports is like theatre. There's nobility in sports and there's buffoonery. We're not statistic-driven."

Edwards isn't looking to bang heads with XTRA Sports 690, the area's only all-sports talk format station. In fact, he's a fan of XTRA personalities "The Loose Cannons," Lee "Hacksaw" Hamilton and Jim Rome. But he has to get ratings.

"Those [XTRA] guys do a terrific job," he said. "We're not really competing with them because for KABC, if the [ratings] are like XTRA's, we're in trouble. I think we had like a 3.5 or 4.0 when it was on in '91."

# Super Dees: Can He Save Top 40 Radio?

BY SANDY WELLS

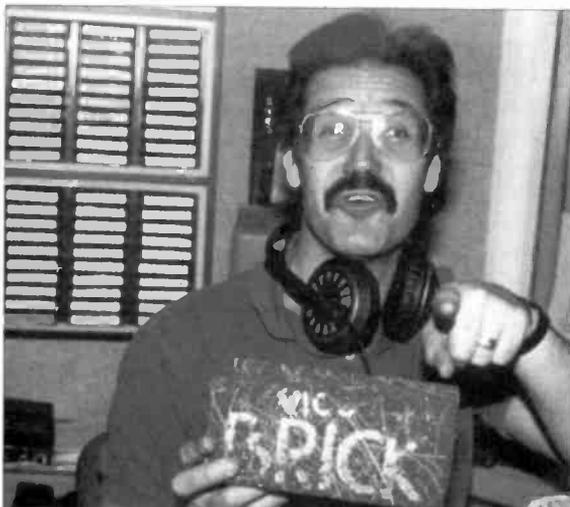
Rick Dees is spearheading his own comeback in L.A. radio.

"Without Dees, KIIS might not have the chance to come back to dominance," said Steve Perun, the seventh program director to guide the station since KIIS hired Dees.

With 10 *Billboard* magazine Personality of the Year awards, 44 consecutive rating periods at No. 1, a star on the Hollywood Walk of Fame, a No. 1 hit that sold four million copies, acting roles in major films, a host gig of late-night network TV talk show and a music countdown show heard all over the planet, he seems to be the right guy for the job.

Not that the "Rick Dees in the Morning" show on KIIS-FM and AM ever went away.

"He has created the most compelling show in the morning for 12 years," Perun said. "Rick Dees is an institution in this market. I thank God every day that I have a morning show of this caliber."



Vic "The Brick" punches up the a.m. with hard-hitting sports commentary.

Dees is an anomaly in the world of high-profile morning radio personalities these days. In the last few years, "shock jock" talk shows with little or no commitment to music have prevailed in the morning-drive rating wars. Yet recent ratings show the survivor more than holding his own against a formidable array of competitors.

"I can't say which stations have taken our listeners away, but we're going to get them back," declared Perun, emphasizing that the station's refocusing efforts won't be evident until after the winter ratings come out.

Of course, Dees' comeback will depend heavily on the music he plays. He knows what he wants to play and what he wants the music industry to deliver.

"Here's what the record companies have to do for us, and I feel this very strongly," the veteran jock said. "We need at least three young 20s — mid-20s George Michaels — three white artists you can listen to. Michael Bolton, Phil Collins, Elton John: They're into another generation. We need ones for this generation."

However, Dees is dismissive about the "grunge" generation.

"When I go out and talk to people in high school and junior highs (my son, Kevin, is in junior high), there's a kind of negative spirit like: 'I don't think much of our generation; we've been spat upon.' So they kind of dress in that feeling, which is the grunge dress. 'It doesn't matter what I wear as long as it's ugly.'

"I'm finding that it's a fad, just like clam-diggers, Hula-Hoops, polyester, Nehru jackets and so on. We'll look back some day and remember that guy Cobain that shot his head off."



*Dees was recently honored as Top 40 Local Personality of the Year by Billboard magazine.*

Resisting the monolithic trend in radio, he continues to juggle hit songs, comic entertainment and information in that astonishingly smooth mix known as top 40 radio. He and his team play about six songs every hour during his morning show.

"We can be selective," he said. "We can pick Gin Blossoms, Blind Melon and then throw in 'Holiday' by Madonna. And you say, 'God, why would you play that Madonna song?'"

"We sit there in an auditorium with these people with these dials all hooked up, and the second this Madonna song comes on, they pin the dial — everyone, women and men."

Discography is a strong point for Rick. Having had his own No. 1 hit with the disco parody "Disco Duck" in 1976, he possesses an insider's knowledge of what it takes to make a hit. On top of that is the research involved in creating his "Weekly Top 40" show, in addition to his relationships with those in the recording industry.

"We are the only top 40 station in Los Angeles," noted Dees, who is enthusiastic

about the current direction of the station under Perun.

"He's a genius. He was the youngest music director at WLS in Chicago at age 20."

Dees believes that Perun and music director Tracy Austin are making the station a '90s KHJ (referring to top 40-formatted KHJ's dominance of L.A. radio in the '60s and '70s).

It was KHJ (then at 930 AM) that first drew Dees to L.A. in 1980.

"I was terrified of Los Angeles when I first arrived," he said. "My big concern was how long will it take me to learn Spanish."

KHJ cut a deal with Dees: an 18-month contract, during which time the golden boy was expected to save the station from its continued fall in the ratings. Despite his best efforts, the top jock could not stem the flight of top 40 listeners to FM radio. KHJ switched to country music, leaving Dees without a job, his career in free fall.

Until then, Dees had enjoyed a charmed DJ's life beginning when a friend

**'And now here he is:  
Strong enough to bend records  
with his bare hands,  
able to tell tall tales in a single  
breath.  
It's Super-Dees!  
Strange visitor from another  
neighborhood,  
with powers and abilities far  
below those of mortal male and  
female people and who, disguised  
as Rick Dees, mild-mannered disc  
jockey and morning entertainer  
fights a never-ending battle for  
truth, justice and the pursuit of  
loose women.'  
(Rick Dees' morning introduction)**



*Commander Chuck Street navigates the hectic highways and airways of L.A.*

back in his hometown of Greensboro, N.C. dared him to try out for a local radio station. He went for it and landed the job, effortlessly establishing a career direction. He majored in TV and radio at the University of North Carolina and followed the typical route of small and medium stations before finally capturing the morning show at WMPS in Memphis.

He and his wife, Julie Dees, who is a voice-over artist in her own right and regularly contributes material to the show, managed to hang on by doing voice-over work. At one point, the DJ was the voice that introduced CBS' "60 Minutes" every Sunday evening.

Even MTV courted the radio vet.

"Bob Pittman called me and said, 'We're starting up this music channel, and we'd like you to be our first V.I.'" Dees recalled. "Julie and I sat down and prayed about what to do: whether to leave Los Angeles and go to New York. After about a minute I heard this crackle

of a studio talk-back switch and a voice saying, 'You have 10 seconds to introduce Duran Duran.' We decided to stay."

Shortly after Dees turned down MTV, KIIS-FM offered him the morning show. The station planned to introduce the new "hot hits" sound. Also called "CHR" for contemporary hit radio, the new format filled the vacuum left by the demise of the AM top 40 giants across the country. Energetic DJs, lots of contests, upbeat music and frequent repetition of best-selling records characterized CHR. Here in L.A., it didn't take long for Dees to live up to his promise.

"It's 9:26 in the morning at KIIS," Dees announced one typical morning in October. "We've got \$5,000 for you sometime today when we play 'I'll Make Love to You' by Boyz II Men and 'There

Is Always Something There to Remind Me' by Naked Eyes played back to back. Wait 'til the last one's over; then call KIIS for five thou..." he said, cutting off his mike as "Ordinary World" by Duran Duran booms over the studio monitors. In the tradition of the top 40 DJ, Dees has paced his song introduction to end just before the vocal part of the song begins.

It's classic top 40: the constant contest flow, the jingles and aggressive-sounding "voicers" extolling the station's virtues.

Dees is completely at home in this playful element. His nice-guy demeanor, almost gentlemanly restraint — contrasted with the push-the-limits approach of some of his competitors — may account for his large following among female listeners. He is the consummate professional, brightening the day for millions with his upbeat personality and humor.

During the Duran Duran song, Dees taped a call from a woman named Peggy who asked for a copy of "The O.I. Christmas Album," based on a parody

promotion she heard on KIIS. The ad boasts such classics as "I'm Fleeing in a White Bronco" and "I'll Be Home for Christmas in 2094." She also complained about her weight. The top 40 vet told her about the KIIS "Lipo-Lotto" coming up at 9:40.

Paul Joseph, Dees' producer for 12 years, quickly cued the tape of Peggy's call to the part that will go on the air in 30 seconds.

At 9:42, Dees moved into another "bit" called Candid Phone. He called Mary of Robinson-May department store. Claiming to be a husband who pulled a chest muscle lifting weights while his wife was out, the DJ told Mary that he improvised an ace bandage using his wife's Wonder Bra.

"How can I get it off?" he pleaded. "You're a woman; you can tell me."

Mary patiently explained that he'll have to "slip the straps off the shoulder and turn it around."

The radio prankster asked Mary if she'd come over and help him get it off. She said she couldn't — not even for money. Joseph inserted a cartridge and the sound effect of a whip cracking indicated that Rick has freed himself from the bra.

In a manner once common of the great DJs of the '60s and '70s, Dees handles all the controls personally. He has always insisted on this practice. When he first came to L.A. in 1980 to work at KHJ, his contract stipulated that he "run his own board" although the station was a union shop with engineers paid to operate the controls.

Facing the top jock, separated by glass, sits his blonde sidekick, Ellen K, who is always ready to read the news or trade barbs with him. To his right is a smaller booth-sized studio in which Vic "The Brick" Jacobs announces the sports in his Brooklyn accent and joins in the comedic



*Headlines and humor are Ellen K's forte.*

fray. In the air and on the air is KIIS' Metro Traffic reporter Commander Chuck Street. Producer Joseph stands behind Dees, deftly and unobtrusively arranging the ads and music for airplay. As a team, they can pull a bit together using the right combination of music, effects and sound bites.

A Disco Duck neon sign lights up the wall facing Dees. Every day he is reminded of the parody record that sold more than four million copies, making him a household name 18 years ago during the disco-crazed '70s. At the time Dees was the top morning DJ in Memphis at WMPS.

Without Dees, WMPS soon disappeared in the ratings. Out of work, he toured the country performing his hit. Three months later, he went over to the rival Memphis top 40 station, WHBQ, which soared to No. 1.

Victories of this caliber, coupled with his amazing longevity, have earned him the respect of some of the biggest names in radio.

"He's very consistent," commented Westwood One's radio personality Casey Kasem, host of "Casey's Countdown," Dees' major rival for ratings in the syndicated field. "Rick is a real pro, the kind of competitor that enhances radio and

makes us all look good. He has the ability to combine music and entertainment very well. He's willing to take risks, like when he did the late-night talk show for ABC."

Dees' personal concept of success is derived from taking things a day at a time.

"I never thought past what am I going to do today, because when I start doing that, I get this butterfly feeling in my stomach: 'Oh, what am I going to do if my job goes away?' But finally I am at this point as an entertainer; I just love to perform. Like today was the first day I ever got on the air. I don't think about the money or the future."

So far, the future does not include syndication of his morning program in the manner of Rush Limbaugh or Howard Stern.

*Radio Only* magazine noted the value of Dees' persona in July '94:

"There appears to be a huge hole in the syndicated morning show landscape for an entertaining, clean, high-profile personality playing adult hits and plenty of managers hunting for just that kind of show."

However, there's the logistical problem of originating a national morning show from the Pacific time zone.

The entertainer's essential milieu is that of the local top 40 DJ, telling local jokes, announcing local weather and telling the time from the clock on the studio wall.

"I really enjoy playing music, discovering new acts," he said. "I think top 40 needs to be a little more open-minded and listen to all the songs."



*The Dees Diaper Derby drew more than 1,000 tykes to compete for the \$10,000 grand prize. Dustin Marinelli toddled off with the cash.*

In a manner once commonplace among top 40 jocks, Dees establishes a strong identity, talking over the introduction to a song, integrating his personality with the music in a positive way.

He honed this ability under the direction of legendary top 40 programmer Bill Drake at WHBQ in the '70s. By then Drake was already familiar to radio folk as the guy who had changed top 40 radio back in 1965 at KHJ. His idea was to make "the station the star," cut back on commercials, DJ chatter and create a consistent station sound.

"Bill Drake was an absolute genius," Dees said. "I still use a lot of the format elements we used at WHBQ."

KIIS is a part of Dees.

"Every successful music station has to have a soul, a kind of rhythm to it," Dees said with heart. "KIIS is the station that has captured the rhythm of Southern California."

Dees' humility and perspective — allowing his station to be the star — have made him a full-time local legend and part-time national star.

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# Sexy Voice Winners



*KRCI's Bill Ballance*

**Mr. Sexy Voice '94**



*KOST's Karen Sharp*

**Ms. Sexy Voice '94 (Tie)**



*KFI's Stephanie Miller*

# Turkey Audio Trimmings

Radio is the perfect complement to the Thanksgiving-Day stuffing, basting and cooking rituals. For your listening pleasure, *L.A. Radio Guide* offers the following menu of aural hors d' oeuvres:

**KCSN FM 88.5** — "Performance Today": National Public Radio broadcasts a unique offering of uniquely American music recorded in recent live performances throughout the country.

**KCRW FM 89.9** — "The Killer Angels": Michael Shaara's Pulitzer Prize-winning novel, read by the Tony-Award-winning actor George Hearn. The Killer Angels narrates the decisive and bloody Battle of Gettysburg from the points of view of its significant characters, among them Robert E. Lee, James Longstreet and Joshua Chamberlain. Rich in historic and geographic detail, and heart-renderingly empathetic in focus, the novel's literary influence has extended to television and movie screen, inspiring the PBS series "The Civil War," and the motion picture "Gettysburg."

Part one of the radio rendition of "The Killer Angels" will air 9 a.m. to 4 p.m. Thanksgiving Day. Part two will follow

the next day from 9 a.m. to 3 p.m.

Thanksgiving evening, enjoy "Seasonings: A Thanksgiving Special," from 7 to 8 p.m. Culinary anthropologist Vertamae Grosvenor hosts poet Maya Angelou, jazz great Oscar Brown and others in a trek back to her South Carolina home in search of the secrets of traditional Gullah cooking.

**KUSC FM 91.5** — "Thanksgiving Day Remembrance": A special edition of "Adventures in Good Music with Karl Haas" airs from 10 a.m. to 11 a.m.

Also featured on Wednesday, Nov. 23 is a "Commuter Classics" special reading of "The Mouse on the Mayflower," from 4 to 4:30 p.m., and "Squanto and the First Thanksgiving," read by Graham Greene on "Rabbit Ears Radio," from 7:30 to 8 p.m.

**KNX AM 1070** takes care of those for whom Thanksgiving day would not be complete without an earful or two of prime pigskin. For them, the station offers back-to-back gridiron goodies. — The Buffalo Bills vs the Detroit Lions at 9:15 a.m. and the Green Bay Packers vs the Dallas Cowboys at 12:45 p.m.

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# Which 10 Albums, CDs or Tapes Are Absolutely Essential to any Music Collection?

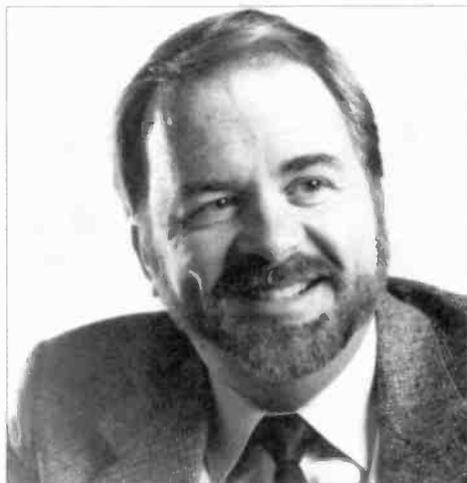
Pose this question to any group of radio personalities, and the resulting lists are guaranteed to be entertaining, eclectic and educational.

For those readers who wish to compare notes, enhance their home music libraries or elevate their sights (and sounds), here are the personal lists of some of L.A. radio's dedicated pros. (Comments follow in quotes.)

## **BRIAN BEIRNE**

Mr. Rock 'N' Roll, a part of the K-Earth 101 team for 18 years, burns up the dial with his multi-faceted and esoteric knowledge of oldies music, weekdays from 9 a.m. to 1 p.m.

1. Elvis Presley by Elvis Presley
2. Buddy Holly and the Crickets 20 Golden Greats
3. Sinatra at the Sands with Count Basie
4. 16 Collectors Goodies — Blasts From the Past  
"New York doo-wop at its best!"
5. Art Labee's Memories of El Monte  
"A great example of L.A. in the '50s."
6. The Jackie Wilson Story
7. Since I Don't Have You by The Skyliners
8. The Phil Spector Christmas Album
9. Oldies But Goodies, Volume 1



*Brian Beirne*



## **Shirley Clark**

"L.A. greats — cool stuff! You'll wear the grooves white!"

10. The Very Best of Hank Williams  
"The best for cryin' in your beer."

## **SHIRLEY CLARK**

Urban station 92.3 The Beat's early-morning "House Party" member weekdays from 5:30 to 10 a.m. also dishes the latest goods from Hollywood on "The Grapevine" at 9:20 a.m.

1. What's Goin' On by Marvin Gaye
2. Songs in the Key of Life by Stevie Wonder
3. Greatest Hits Volume I & II by Al Green
4. Thriller by Michael Jackson
5. Gratitude by Earth, Wind & Fire
6. Forever For Always For Love by Luther Vandross
7. Tutu by Miles Davis
8. The Bodyguard soundtrack
9. Boomerang soundtrack
10. Rub You the Right Way by Johnny Gill

## **CHUCK NILES**

88.1 KLON FM's afternoon host, who calls his show "straight-ahead jazz," treats true aficionados to the greatest and the latest from 3 to 8 p.m. weekdays.

1. Early Piano Solos: 1934-37 by Art Tatum



**Nicole Sandler**

2. The Best of Basie by Count Basie
3. Duke Ellington ... And His Mother Called Him Bill by Duke Ellington
4. The Will to Swing by Oscar Peterson
5. Body and Soul by Coleman Hawkins
6. The Chase by Wardell Gray
7. Jazz at Massey Hall by Dizzy Gillespie
8. People Time by Stan Getz and Kenny Barron

9. So Much Guitar by Wes Montgomery  
 10. Kind of Blue by Miles Davis  
 "This is a special album because he has some others accompanying him who are great in their own right: Jimmy Cobb, Cannonball Adderley, John Coltrane, Bill Evans, Wynton Kelly."

**NICOLE SANDLER**

KSCA FM 101.9's midday host from 10 a.m. to 3 p.m. weekdays, has helped the new Triple A station bring seldom-heard acoustic, folk and rock tunes to radio listeners.

1. Abbey Road by The Beatles
2. Child is Father to the Man by Blood, Sweat and Tears



**Dr. Laura Schlessinger**

3. Armed Forces by Elvis Costello  
 "The Rykodisc reissue has extra bonus tracks."

4. August and Everything After by Counting Crows

5. Look Sharp by Joe Jackson
6. Led Zeppelin by Led Zeppelin
7. Joshua Judges Ruth by Lyle Lovett
8. Born to Run by Bruce Springsteen
9. Sweet Baby James by James Taylor
10. After the Gold Rush by Neil Young

"These are albums on which every song counts! I can't believe I had to leave out The Who's Tommy, Steely Dan's Katy Lied, Elton John's Honkey Chateau, Springsteen's Greetings From Asbury Park, Bob Dylan's Blood on the Tracks and Blonde on Blonde, and Sheryl Crow's Tuesday Night Music Club, but since it was limited to 10, that's it."

**DR. LAURA SCHLESSINGER**

KFI AM 640's queen of on-air angst reigns from noon to 2 p.m. weekdays.

- 1 through 9. "Anything Motown"
  10. "Anything by the Village People"
- Dr. Laura swears she is coming back in her next life as a Supreme.

**RENE ENGEL**

Engel hosts "Citybilly" on 89.3 KPCC FM Monday evenings from 8. to 10 p.m., a show he defines as "country music with the broadest possible definition." He has been KPCC's music director for seven years.

1. Symphony #9 by Gustav Mahler
2. Symphony #15 by Dmitri Shostakovich
3. Complete String Quartets by Dmitri Shostakovich
4. String Quartets by Bela Bartok
5. Merle Haggard's Capitol Collector's Series
6. After Bathing at Baxter's by The Jefferson

Airplane  
 7. Any album by The Beatles  
 "Especially Revolver and Rubber Soul"  
 8. Double Nickels on the Dime by The Minutemen

9. The Magic Flute by Wolfgang Amadeus Mozart  
 10. A Love Supreme by John Coltrane

**MARK WALLENGREN**

One half of KOST FM's long-running morning show with Kim Amidon, weekdays from 6 a.m. to 10 a.m.

1. Meet The Beatles by The Beatles  
 "I'm doing what I'm doing now because of this album."
2. Sgt. Pepper's Lonely Hearts Club Band by The Beatles

"Even though I was very young when it came out, I had the sense to know this was something very special."

3. Led Zeppelin II by Led Zeppelin

"Aah! This must be why they call it rock 'n' roll!"

4. For the Roses by Joni Mitchell

"It was the '70s. I loved women and felt like I understood them better through Joni."

5. Songs in the Key of Life by Stevie Wonder

"There goes that love thing again. Nobody said it better than this incredible artist."

6. It Might as Well Be Swing by Frank Sinatra and Count Basie

"Growing up and admitting that my parents' stuff cooked, too!"

7. Texas Flood by Stevie Ray Vaughan

8. Faith by George Michael

"It's got something to do with getting together with my wife."

9. White City by Pete Townsend

10. The Dream of the Blue Turtles by Sting

#### **BILL KINISON**

On KCKC AM 1350 weekdays from 10 a.m. to noon, Kinison hosts celebrity guests and takes calls from local listeners. He is also the author of "Brother Sam," a biography of the late Sam Kinison.

1. Any Jackson Browne album

2. Slippery When Wet by Bon Jovi

3. 10 to 6 by Bad Company

4. Stardust by Willie Nelson

5. The Commitments original soundtrack

6. Get a Grip by Aerosmith

7. Rush by Eric Clapton

8. Volume I by the Traveling Wilburys

9. Legend by Bob Marley

10. A Little Nilsson at Night by Harry Nilsson

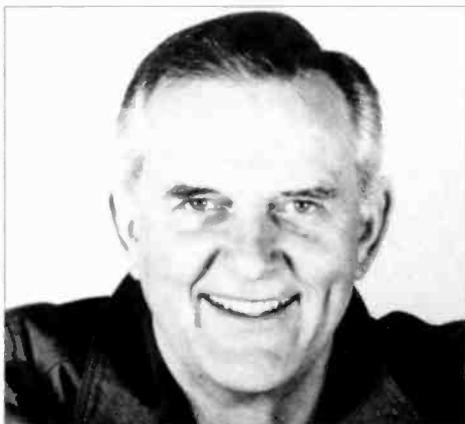
"A very versatile but well rounded list!"

#### **TOM HATTEN**

KNX 1070 AM Newsradio's venerable entertainment reporter is also the former host of TV's Family Film Festival and a music connoisseur. He asserts that man does not live by CDs alone, and goes on record testifying to the life-sustaining properties of Almond Roca, Siamese cats and the steamed clams at Peppone's in Brentwood.

1. Original soundtrack from MGM's *Singin' in the Rain*

"Sung by Gene Kelly, Donald O'Connor, Debbie Reynolds (Dubbed? No one knows for 100-percent sure!) and Jean Hagen. I



**Tom Hatten**

include this because it never fails to lift my spirits, visualizing the performers doing the songs from having seen the film so many times. And should you care to come over to the house tonight, we'll run it again!

2. The Best of Bobby Short

"I just used my frequent-flyer miles to go back to NYC for his 70th birthday party at Mortimer's."

3. Jamestown, North Dakota with Peggy Lee

"Any of Peggy's albums would suffice!"

4. A Salute to Johnny Mercer

5. Rachmaninoff Piano Concerto #1 by Van Cliburn

"This, of course, is the one that put the young Texas virtuoso on the map."

6. The Piano Artistry of Jonathon and Darlene Edwards

"If you have any ear for music, this hilarious spoof of standards and show tunes will drive you, as they say, ape."

7. Oscar Peterson Plays (Cole Porter, Harry Warren, George Gershwin, or any of a half-dozen others)

8. The Ella Fitzgerald Song Book

"Seriously, folks, how could one not take Ella on a desert island, or anywhere else there was a CD player?"

9. On The Town

"The soundtrack to the first Broadway show I ever saw."

10. Annie

"Soundtrack to the only Broadway show I ever appeared in."

(Editor's note: Hatten played Franklin Delano Roosevelt in the musical for a year and a half with the national touring company and for two weeks on the New York stage.)



*Jim Ladd*

**ELLEN K**

Co-host of "Rick Dees in the Morning" on KIIS FM 102.7 FM and 1150 AM, Ellen now has her own mid-morning show weekdays from 10 a.m. to noon.

1. Warm Your Heart by Aaron Neville
2. Street Talk by Steve Perry
3. Get a Grip by Aerosmith
4. Queensryche by Queensryche
5. The Boxed Set by Led Zeppelin
6. Unplugged by Rod Stewart
7. Live by Van Halen
8. Any album by Luther Vandross  
"All of them are great!"
9. Boxed Collection by Bob Marley

**JIM LADD**

Erudite, opinionated and slightly mesmerizing, the perennial voice of late-night rock 'n' roll rides the airwaves on KLSX FM 97.1 weeknights from 8 p.m. to midnight.

1. Strange Days by The Doors
2. Rattle & Hum by U2
3. Revolver by The Beatles
4. Exile on Main Street by The Rolling Stones
5. Blood on the Tracks by Bob Dylan
6. Physical Graffiti by Led Zeppelin
7. Desperado by The Eagles
8. On Every Street by Dire Straits
9. The Wall by Pink Floyd
10. Ragged Glory by Neil Young
10. Superunknown by Soundgarden

**RITA WILDE**

Wilde's Rock Report provides the insiders' view of the rock 'n' roll world twice daily at

9 a.m. and 9 p.m. on KLOS FM 95.5.

1. The Joshua Tree by U2
2. Sgt. Pepper's Lonely Hearts Club Band by The Beatles  
"An amazing record that withstands the test of time, even though it was recorded on a four track."
3. Darkness on the Edge of Town by Bruce Springsteen
4. August and Everything After by Counting Crows  
"At the time this was recorded, Bruce was going through some very serious legal problems with his former manager. The anger gave the recordings more edge and energy."
5. Achtung Baby by U2
6. Misplaced Childhood by Marillion  
"I love this record — from the cover artwork to the intricate melodies."
7. So by Peter Gabriel
8. Melissa Etheridge by Melissa Etheridge  
"One of the best female rockers. This record is proof."
9. Diesel and Dust by Midnight Oil
10. Let It Bleed by The Rolling Stones

**RICHARD BLADE**

KROQ 106.7's midday master of alternative flashbacks, Blade has also produced, with Oglie Records, six compilation CDs based on his popular "Flashback Lunch" highlighting alternative rock between 1980 and 1988.

1. Unforgettable Fire by U2
2. Synchronicity by The Police  
"The final album by the band that left while at the very top."
3. Welcome to the Pleasure Dome by Frankie Goes to Hollywood  
"An astounding album, and one of the world's first all-digital albums. Compare this with their second album "Liverpool," which sucked so badly."
4. Lexicon of Love by ABC  
"Features one of the greatest love songs ever recorded: 'All of My Love' "
5. Goodbye Yellow Brick Road by Elton John  
"Absolutely, amazingly brilliant"
6. Substance by New Order
7. The Hurting by Tears For Fears  
"Talk about primal scream therapy! If you can't find a song that touches you on this album, then surely you've never been in love."
8. Violator by Depeche Mode

9. Legend by Bob Marley

"This proves that the good die young. If Marley hadn't died at 36, who knows how big reggae would be today."

10. Pretty Hate Machine by Nine Inch Nails

"Combining the best elements of electronic music, Trent Reznor takes alternative music by the balls and makes it the future of rock 'n' roll."

(Editor's note: Richard Blade struggled manfully with his conscience and battled wretched inner demons in deciding to leave out *The Best of the Doors*.)

**JOE CRUMMEY**

Talk radio host Crummev, on KMPC 710 AM at noon, tempers his conservative views with a gently comedic, self-effacing manner. Crummev describes his show as "more entertainment than you have a right to expect."

1. Any CD by Kenny G or Michael Bolton

"There are two kinds of women in this world; those who go ga-ga over this stuff and those who hate it. More on this later."

2. A Decade of Steely Dan by Steely Dan

"Jazz-infused pop-soul rock. You'll need it after all those ballads."

3. The Best of the '70s Have A Nice Day Collection

"The one with the original "Turn the Beat Around" by Vickie Sue Robinson. Best intro of any disco song."

4. Best of CCR Volume I by Creedence Clearwater Revival

5. Any Christmas CD collection featuring Bing Crosby's "White Christmas" and the



*Joe Crummev*

Chipmunks' "Christmas Song"

6. Sgt. Pepper's Lonely Hearts Club Band by The Beatles

"This is a must-have. It's now the law in 36 states."

7. Locust Abortion Technique by the Butthole Surfers

"Get it. Your friends will be intimidated by your hipness."

8. A Lifetime of Song 1951-1982 by Marty Robbins

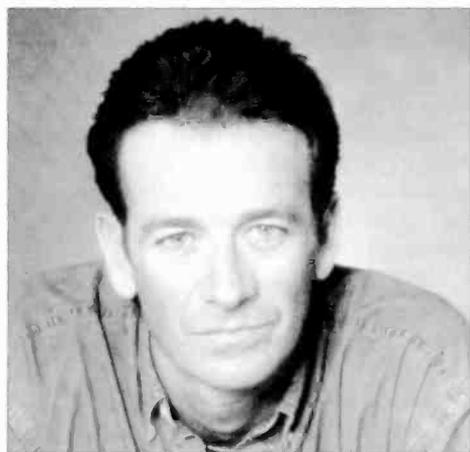
"Fills your quota of rockabilly and country"

9. "Trout" Quintet by Schubert

"High-brow but accessible classical music. This might work for those who aren't impressed with Kenny G. Refer back to number one of this list."

10. Any CD by BB King, or Roy Buchanan's second album

"Every collection should have at least one blues album."



*Richard Blade*

# Morning Teams Share Secrets of Success

BY KATHY GRONAU

Some of L.A. radio's most successful morning personalities revealed the secrets of keeping their audience entertained in the lively session "L.A. in the Morning" at the National Association of Broadcasters Radio Show in October.

The secrets work because nearly 20 percent of L.A.'s listening audience tunes in to one of the panel's morning shows. Moderated by Westwood One's Ed Salamon, the panel consisted of the Baka Boyz of KPWR-FM (105.9 FM), Bill Handel of KFI-AM (640 AM), Mark and Brian of KLOS-FM (95.5 FM) and Mark and Kim of KOST-FM (103.5 FM). The well-known personalities explored key elements of morning radio. Because the morning-drive is the heaviest listening time for radio and because advertising dollars are often determined by the size of the listening audience, the speakers are some of the biggest players in the L.A. market, which is extremely competitive.

25.8 percent of teens, estimate their preparation time at four hours per month. Mark and Kim, L.A.'s longest-running morning team, also subscribe to the less-prep-is-more school of thought.

"If something is coming up that day, we'll get it produced while we're on the air," Mark Wallengren said.

Kim Amidon added that the team reads "USA Today" in the studio to prompt current-events chatter wedged between the show's many songs.

"We're music-intensive, so we have time to preproduce bits," she said.

Mark and Brian never preproduce a bit, but spend about four hours after going off the air preparing for upcoming shows.

"There is nothing funnier than laughing together [with the audience] through the bit," Brian Phelps said. "We try to have fun on the road to the punch line, instead of having the punch line be the main gag."

**'We're the one you don't want your kids to listen to — the gang station.'—Nick Vidal**

## RULE 1: DON'T PREPARE

All the panelists agreed that sounding spontaneous and contemporary with the day's events amused their audiences more than if their remarks were scripted or preproduced.

"I come in at 5:59 a.m., and we go on at 6," Baka Boyz host Nick Vidal said. "Erik [Nick's brother and co-host] is there at 5:29; he goes on at 5:30. He mixes live. The only thing we need is the records we are going to play."

The Baka Boyz, who some call the "teen gods of L.A. because they draw

KFI's on-air production assistant, Dick Cabeza, spends two to three hours before the show, going through wire copy and newspapers. Because the four-hour program covers a different issue every hour, host Bill Handel arrives a half-hour before airtime.

"We'll have eight to 10 issues we want to talk about: sometimes it's personal; sometimes it's out of the paper," Cabeza said.

Handel added his own secret ingredient to stimulate caller input.

"I monologue for the first 10 to 12 minutes: make up facts about the issue."



*Westwood One's Ed Salamon and panel members Bill Handel, Brian Phelps, Mark Thompson, Erik and Nick Vidal, Kim Amidon and Mark Wallengren*

he said. "So people are constantly saying, 'You know, Bill, you don't know what in the hell you are talking about.'"

Handel pointed out that Cabesa produces topical music bits that are constructed during the course of the show.

"For example, the other day it was Coming-Out Day," he said. "We put together whole musical bits using a karaoke song, using original songs so when people called up to come out of the closet, their names were included in all of the songs."

## **RULE 2: TAKE POT SHOTS AT OTHER SHOWS**

KLOS' Mark Thompson reported that some listeners are drawn to hosts taking pot shots at other morning shows, a practice that he doesn't appreciate.

"Howard [Stern] came to town and whenever he goes into a market, he chooses the No. 1 program there and he goes for the jugular, hopes they die of AIDS, calls their homes," Thompson said. "Howard came to town talking about us. Then Rick Dees began talking about Howard; and then Kevin and Bean began talking about Rick and Howard; then Howard began talking about Rick and Rick about us; and we're in the middle of it. It's not funny to us to talk about the competition."

But Bill Handel finds this trend amusing.

"When KFI went all-talk, KABC, with Ken and Bob and Michael Jackson, was

the No. 1 talk station by a long shot," he said. "KFI went after KABC's philosophy as a whole, by saying, 'It's a sleepy old station,'" he said. "I won't do it personally; I happen to like them. But now KMPC is doing it to us. It's done in fun, by the way."

## **RULE 3: APPEAL TO THE AUDIENCE**

A key factor to keeping listeners tuned in to the program is slanting the humor to the stations' demographics.

Kim Amidon has a good feel for her KOST audience.

"We're your mom's radio station: pretty much female, 60 percent, pretty much 25 to 54."

She employs a more humanistic approach, without getting into the traditional male-female role that women often develop on the radio.

"I try to perform as an equal partner," she said.

Her cohort, Wallengren has a more basic objective.

"Our goal is not to get a complaint call," he said.

The Baka Boyz enjoy a comfortable relationship with their audience and have made peace with the way they are sometimes labeled.

"We're the one you don't want your kids to listen to — the gang station," Nick Vidal said. "We chose the market no one wanted to take, the young kids, undesirable. We are targeting 18-to-34

ladies. We have the teens already, but we're looking for the ladies. We stay away from negativity, especially for women; that's our target."

Although KLOS is a rock 'n' roll station, "The Mark and Brian Show" doesn't play any music for the family types in the audience. But, according to Mark Thompson, the team will take phone calls from couples having difficulty in their marriage, or wronged or cheating spouses, because he says it brings a kind of realism to the show.

His partner added that certain subjects are taboo.

"We won't do death humor. [Space] Shuttle jokes, or destroy anyone's dignity," Phelps said.

As the Rush Limbaugh flagship station, KFI draws a conservative audience of 35- to 54-year-old adults. In his morning forum, Handel explores heavy issues in equally heavy-handed style, an approach that KLOS' Thompson called "anger radio." Handel reported that this style draws a large audience because he expresses his listeners' intense angry feelings in their stead, whether or not they agree with him.

"Everyone who has ever been a member of the KKK listens to our program," Handel said. "They love us. I get more white sheets sent to us in boxes than you can imagine."

Handel pushes his callers and listeners to the very limit, shamelessly pushing their buttons, all in the dubious name of humor.

"I get very obnoxious with my callers," he said. "I call them imbeciles; they call me an a\_\_\_\_\_. We yell back and forth. We try to make it reasonably funny. We offend everyone we possibly can. There is no group or subject that we will not offend. A lady called up and started screaming at me because Native Americans are not treated fairly; and I said, 'How do you know, you're drunk when you're talking to me.'"

KOST's Wallengren noted that the popularity of anger radio may be a "measure for measure" against the constraints of an overly sensitive social climate.

"There is going to be a backlash about this political correctness," he said. "Maybe some of these so-called 'shock shows' are already the beginning of that backlash."

#### **RULE 4: MAKE A MINT, BUT NOT AT ANY PRICE**

Handel gets paid to do product endorsements.

"I charge," he declared. "I make it so punitive. There are only a couple of products that I will do."

Working the commercial into the context of his show is tricky business, but Handel pointed out that the results can be gratifyingly hilarious.

"I had a Breathasure spot to do, and we were doing a story about a group of ministers who were praying that lightning strikes gay people so they die," he recounted. "So I segued right into the commercial: 'Hi, friends, if you're a minister and you're praying that queers die, you have got to talk to God with good breath.'"

"They [the Breathasure people] called and all they said was, 'That's a little harsh.'"

Thomson and Phelps acknowledged that there is a heap of cash to be made in the L.A. market, but that paid endorsements really have no place on their show.

"It's more important to have listeners," Thompson said. "You can get controlled by the people who sponsor you."

Endorsements also play second fiddle with the KOST morning team.

"We do spots occasionally," Wallengren said. "I'd rather do something entertaining."

Having been burned once, the Vidal brothers give their final word on the subject.

"Never again," Nick Vidal said. "We don't get paid enough money for that s \_ \_ \_."

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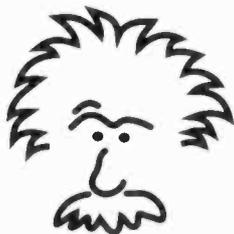
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# Radio's Roadies Ramble on the Information Superhighway

BY KATHY GRONAU

The hot business item in the '90s is the much-touted "information superhighway." Within the next few years, people will be able to get mind-boggling amounts of information and entertainment via computers, cable and telephone connections and new technology.

The radio industry, however, feels a little edgy about cyberspace's Route 66. In October, several panels at the National Association of Broadcasters Radio Show explored how this emerging technology will impact radio's future and radio's place on the superhighway. Satellite digital audio broadcasting, in particular, would bring 60 channels into every community, and several communications companies have applied to the FCC.

Music lovers have already been affected. Digital Music Express provides 30 channels of CD-quality music to cable subscribers 24 hours a day. Subscribers to on-line services can browse through music gossip lines, get up-to-the-minute tour schedules, new album information and order the latest album from the recording company. Already people pay by the minute to get direct access to information from on-line databases; it's faster and more efficient, without the commentary.

"Radio is the only mass medium being delivered exclusively the old-fashioned way: over the air," commented Tennessee broadcaster Ken Maness (WJCW/VQIT) at the NAB Radio Show. "That makes it extremely portable and very affordable, allowing radio to be consumed by almost anyone, anywhere, at any time, and at no cost. It does not require the user to

abandon all other activities in order to be involved. Will a competitor be able to undermine radio as the medium of choice? Does that mean that we're saying that radio is not a stakeholder in the superhighway? Or as we say in northeast Tennessee, radio doesn't have a dog in the hunt? We do have a dog in the hunt."

Techno-futurist and communications professor John Abel, Ph.D., executive vice president of NAB, described the developments in digital broadcasting.

"[It's] what I call multi-media broadcasting, which will allow radio broadcasters to move to another level of service, combining a real-time broadcast, as done now, and other services that are sent into the broadcast signal.

"All communication is becoming digitalized, yet the radio broadcast goes to non-digital receivers — 1930s technology. The roadblock is analogue radio receivers. There are 600 million AM-FM receivers, and we're going to sell 300 million of these this year. They are dumb terminals: they have no memory and intelligence in them. You turn it on; you hear what is being broadcast at that moment. It has no ability to capture something and replay it at another time, unless you use cassettes, and there it is linearly recorded."

Multimedia broadcasting would win over the wire-line competition on the superhighway because it is wireless (radio signals travel through the air). The 99 percent of the people in the U.S. with radios can receive it, and they can take it with them wherever they go.

"If we can move that broadcast system that is mobile and universal and make it a digital, we are in fat city," Abel said.

He described this new radio.

"When we change to digital broadcasting, the signal would be broadcast to a computer digital receiver," Abel said. "The sound would be heard, just like it is now in real time. But it would include a text version, and it could have an information button, which would print the information out on a LED screen, or on paper, or store it in some way. A person could have an auxiliary broadcasting to a PDA, a personal digital assistant, to use in mobile circumstances."

The new type of radio broadcasting will include multiple services and is already used commercially in Japan by FM Tokyo's application of high-speed radio broadcast digital service and will be introduced on a trial basis in Miami beginning February 1995. Some of the services in store for listeners include:

- *Scrolling billboards ("music boards") on which listeners see the name of the song and artist playing on a radio station*

- *While an ad plays on the radio in real time, a listener pushes a button on the receiver to get a card with information on prices, models, dealers, colors, hours, maps or directions to the nearest dealer.*

- *Coupon radio allows listeners to receive electronic coupon information on prizes or discounts directly through the radio. A listener interested in the product or service advertised presses a button and automatically stores the information on a "smart card," a credit card-sized device containing a memory chip. A listener who visits the store running the radio spot receives a discount or a prize. By inserting the card into a reader device, the data on the card is instantly displayed and printed.*

- *While the DJ broadcasts music, the screen shows the name of the song and of the DJ, the request phone number and concert information. Listeners can fax requests.*

- *During the broadcast of a summary news story, the listener pushes a "more-info" button to receive details, such as text about the story, still photos or graphics.*

- *For school-closure data during snowstorms, receivers get updates on particular schools.*

- *A person following several stocks programs a digital receiver attached to the computer to find his or her specific stocks, which are displayed on a "pop-up" computer screen.*

- *N.Y. Foreign Exchange information*

- *Radio provides listeners with other companies' products (software, computer games), the way Compuserve or networks do today.*

- *Traffic information on demand*

- *Up-to-date weather information*

- *Radio programs on demand*

- *Listeners capture information and interact at their speed and convenience and then send their communication back to the station through wireless telephone.*

- *The seek/scan functions can be narrowed to stop only on stations carrying a desired format, such as talk or country.*

- *Electronic versions of a newspaper*

The information superhighway will completely change the way America does business. Already newspapers report daily about a microprocessor company, a consumer electronics company and a software company venturing down the superhighway, attracting investors with such buzzwords as: home banking, video-on-demand, virtual reality, CD ROM, on-line information network, electronic bulletin boards, multimedia, fiber-optic network and on-line banking.

Even though the media has been talking about this concept for several years, most people have not absorbed it.

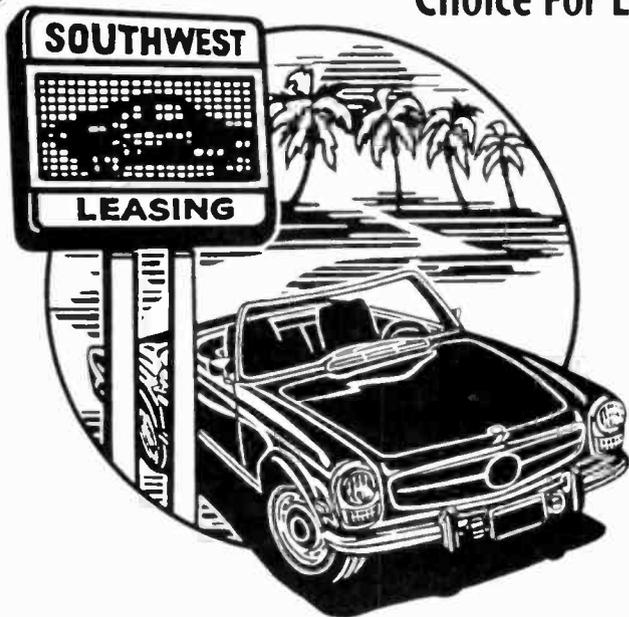
"Never heard of the information superhighway" was the reaction of 58 percent of the people questioned nationwide, as part of a strategic study of the media by the Eagle Group. Dr. Roger Wimmer and Matt Hudson from the Eagle Group read some of the comments about the information superhighway from their study:

- *"It's a road they're building between N.Y. and L.A."*



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# 'Marketplace' Takes the Starch Out of Business News

BY JASON BORGE

On "Marketplace," Public Radio International's daily business news program, you're bound to hear a word or two you've never heard before.

Take "schadenfreude," for instance. Borrowed from German, the term roughly translates as "taking pleasure in someone's else's misfortune" — a pithy expression of an all-too-common occurrence in the business world.

But it also says something about "Marketplace's" David Brancaccio, the show's host and senior editor, who makes a habit of finding fresh ways to relate familiar — and unfamiliar — news.

Since joining the 4-year-old program in January 1993, he has helped popularize the business side of news, sending "Marketplace" listenership soaring nationwide. By untangling the knotty world of finance, economics and world politics for the lay listener, Brancaccio removes the starch sometimes associated with both price indices and public radio — without sacrificing content.

"'Marketplace' is for people who think they hate business news," Brancaccio said. "I try to speak for the listener who's not a market player."

Part of the show's success comes from its particular niche in American radio. There is nothing quite like it on the dial, either in terms of focus or location. The half-hour show airs from KUSC-FM at 6 p.m. and KCRW at 2:30 p.m. in L.A., making it the only national news program broadcast from the West Coast. More than three million listeners tune in each week to the program, which is carried on 270-plus public and Armed Forces Radio stations around the world. And the figures are growing fast.

Brancaccio noted that some listeners

have detected a California attitude, which is fine with him. He prefers to think of the show's distinctive personality as an "outside-the-beltway attitude," in reference to national news programs' preponderance of Washington D.C. and New York City coverage.

According to Brancaccio, much of what happens in the eastern United States and Western Europe is old news. "Marketplace" focuses on the Pacific Rim, which is already in many ways in the vanguard of industry and technology.

"Some people are driven by the Eastern news agenda," he said. "We're not."

A sampling of "Marketplace" confirms Brancaccio's claim. Although other public radio news programs such as "Monitor Radio," also distributed by PRI (formerly American Public Radio), and NPR's



David Brancaccio

"Morning Edition" regularly cover foreign events, a great deal of "Marketplace" stories come from locales west of the Eastern Seaboard. A typical broadcast features news from places as disparate as Iraq, Haiti, Japan, Tennessee and Oregon.

Perhaps it's ironic that Brancaccio, raised in Maine, is in some ways a product of the Eastern establishment that he decries. What is more, he spent his years abroad mostly around the Atlantic — not the Pacific — Ocean.

He began his radio career as a teenager at WNHB-FM, the radio station of Colby College, where his father was an English professor. He rose fast. At 14 he was reading news script. By the age of 17, he was an announcer at a local commercial station.

In college at Wesleyan University, he added more fodder to his precociously solid resume by spending his senior year in Ghana. When a coup d'etat erupted there, the BBC, with which Brancaccio had made some contacts during his stay, picked up his copy for a broadcast.

The experience whet his appetite for more international news. The only problem was how to get it without relying on serendipity. After college, realizing that it was difficult to build one's journalism career abroad, Brancaccio expanded his radio vita in the United States. He landed a job as a traffic reporter for WASH-FM in Washington D.C., then moved to San Francisco, where he managed the Bay Area Metro Traffic bureau, freelanced for the Voice of America and public radio stations such as KQED-FM, and for a while was a weekend DJ for adult album alternative powerhouse KFOG-FM. He even dabbled in print journalism, writing an article on arms control that appeared in *Psychology Today*.

While attending Stanford University's journalism school, he decided that he

wanted to remain in public radio. Then, in June 1990, he made the crucial decision to leave the security of freelance work in the United States to live in England, where he became London bureau chief.

When former host Jim Angle left the show for ABC TV last year, more than a hundred people were considered for the job. Jim Russell, executive producer of "Marketplace," recalled that Brancaccio was a leading candidate from the start.

"He's very 'radiophonic,' very natural," Russell said. "For him, radio seems second nature. He also has very wide living experience. And age was also important to us. We wanted to attract a younger audience. The older listeners think he's cute. The younger ones think he's hip."

At 34 Brancaccio is young and experi-

**'Some people are driven by the Eastern news agenda. We're not.'**

enced—a coveted combination in any profession. His broad experience in commercial as well as non-commercial media is evident on "Marketplace." There is a no-nonsense finish to his style that betrays his debt to traffic reporting, and a low-grade hipness—used selectively—that points to his days as a DJ. Brancaccio shrugs off his age as merely a possible

asset to the program. Most people don't ever get to see him, he pointed out; and if he sounds 44 instead of 34, that's fine with him. He would like to hook as wide an age range as possible — "a way to keep the older listeners and get some younger people as well," he said.

If, on average, "Marketplace" listeners are not yet as young as its host, they are clearly well-educated. A typical listener, according to Russell, is about 42, with a couple of degrees and scant knowledge of business and economics. Such demographics allow Brancaccio to sound high-brow when appropriate (he writes much of his own script) and to use a vocabulary that perhaps wouldn't sit well with most commercial radio listeners. Still, he is care-

ful to distinguish gentry from Wall Street insiders.

Besides news and stock market numbers, the show often gives practical advice. On a recent broadcast, for example, listeners learned about the best way to negotiate a raise. On another day, they heard a few tips on the fine art of tipping.

Recently, Brancaccio asked listeners a question most people have asked themselves at one time or other: "If you could do anything you wanted and get paid for it, what would you do?" A woman from Nashville gave a tongue-in-cheek on-air response. She would be a pie taster/reader, reading all her favorite books and tasting all the food she liked, indefinitely, at a good wage. Another man announced he would like to listen music of his choice

while he made free long-distance calls to his friends.

Brancaccio remarked (on the air) that the man's dream-job description reminded him of his own stint as a nighttime DJ.

When privately asked the same question himself, Brancaccio said that if he had his druthers he would stay right where he was. He described his own job as "pretty darn ideal." Although the money in public radio is not that good, according to Brancaccio, the editorial freedom and stimulating environment make up for it.

"We can sit there and do stories anywhere in the world," the content broadcaster said. "We can go 20 minutes if we want to. We're spoiled."

## PUBLIC RADIO NOTES

KCRW FM 89.9's "Brave New World" with host **Tricia Halloran** moved to Monday, Wednesday, Thursday and Friday evenings, 10 p.m. to midnight. The show, which combines live performances with cutting-edge new music, was changed to the weeknight slot in response to its growing popularity among alternative-rock audiences.

"The Go Zone," also of KCRW, switched to Saturday and Sunday nights, from 9 p.m. to midnight. Host **Beth Halpern** brings groundbreaking music from major labels as well as independent releases to her show.

KPCC 89.3 FM relocated "JazzSet with **Branford Marsalis**" to Tuesday nights in the 10 p.m. to 11 p.m. time slot. "JazzSet" presents a sampling of artists in performance venues where jazz is thriving in the U.S.

Lauded as the best and most-honored radio series in the history of jazz, "**Marian McPartland's Piano Jazz**" also has a new time slot, from 11 p.m. to midnight.

On a cooler note, "BluesStage," with

its new host, **Melvin Van Peebles**, is now heard twice weekly on KPCC — Monday nights from 10 to 11 p.m., and 2 a.m. Sundays. Tony-nominated **Peebles**, a writer, composer, director, producer and actor, takes listeners on an audio tour of exclusive blues performances at festivals and clubs around the country.

**KUSC FM 91.5** provides symphony fans several opportunities to indulge their passion in the upcoming months. The Pacific Symphony Orchestra will be featured in a Thursday-evening series hosted by **Bonnie Grice**. Concert broadcasts run Dec. 8, Feb. 2, March 30, April 27, May 11 and June 1, all at 8 p.m.

A Friday-evening series showcasing the Long Beach Symphony will air Dec. 9, Feb. 10, March 31, April 28 and June 9. Broadcasts begin at 8 p.m. and will feature introductions and commentary by "Morning Show" host **Tom Crann**, as well as intermission interviews with the symphony's music director, **JoAnn Falletta**, in addition to guest artists.

# A Triple Threat for Broadcast Vet

BY KEN KRAMER

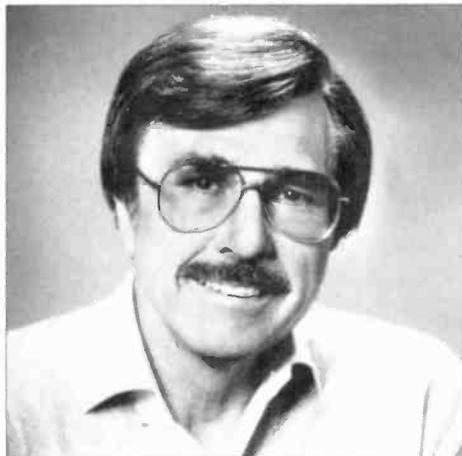
His resonant voice exudes credibility, even when what he is saying is incredible.

"I've recently installed vending machines in hotels across the country to sell tuxedos," Gary Owens of KJQI-AM 1260 quipped. "Also, my talcum powder ranch in Agoura is booming."

The witty broadcasting pro has been well served by his keen sense of humor. For years his show beamed out of the former KMPC-AM in Los Angeles. He was a cast regular on the old "Laugh-In" show and can claim thousands of commercial and cartoon voice-over credits.

But the past few weeks have been among the most heady of his life. The veteran radio and TV entertainer is accustomed to receiving honors. He's got his own star on the Hollywood Walk of Fame, been feted 10 times as "The Top Radio Personality in America" and won more than 50 Clio awards. But of his most recent honors, Owens said, "What am I doing here with all these people here that I should be watching on TV or hearing on the radio?"

In October, he was inducted into the National Broadcasters Hall of Fame along with Ronald Reagan, Ted Turner, Larry King, Robert W. Morgan, The McGuire Sisters and Art Linkletter. Then,



*Gary Owens*

a few weeks later, he flew to Chicago to be honored for his quips, word-smithing parodies, musical knowledge and celebrity interviews. Other inductees that evening were Garrison Keillor, Red Skelton, George Burns and Gracie Allen.

"So many of these people I grew up listening to as a kid," he said. "It's awfully nice to be included along with them."

But there's more. He'll be named to the National Broadcasters Hall of Fame at its Las Vegas convention in April.

"I'm thrilled," Owens said. "I've pinched myself so often I'm sore. So now I'm pinching other people."

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# Broadcast B



*Richard Simmons and Russ Withers of Withers Broadcasting at Westwood One's NAB breakfast introducing the comedian to talk radio in '95*



*Metro Networks top brass Anthony Vitiello and Tammy Schroeder*



*Above left: Comedian/talk show host David Brenner and actor Martin Landau entertain the NAB crowd.*

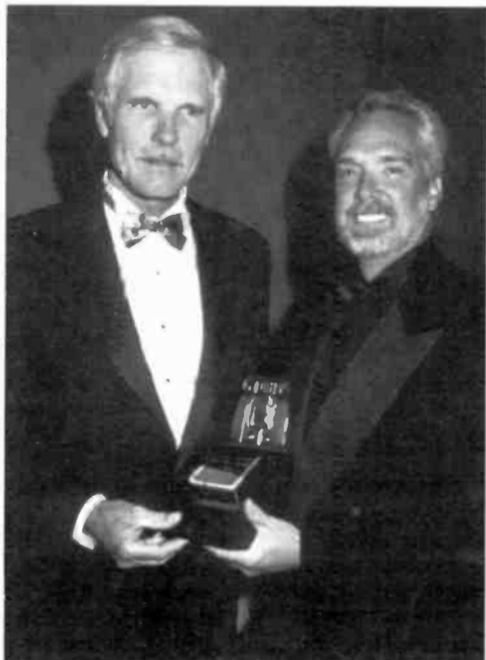


*Above: Gordon Liddy broadcasts live from the NAB convention.*



*NAB board presents the Spirit of Broadcasting Award to ABC commentator whose daily news and commentaries are heard by more than 24 million listeners every week. KABC 790 carries the commentator locally.*

# Bigwigs Hit L.A.



*Above: Ted Turner receives the Lifetime Achievement Award from Westwood One's chairman, Norm Pattiz*

*Below: National Broadcast Hall of Fame inductees: KRTH's Robert W. Morgan, Ted Turner, Larry King, KJQI's Gary Owens and Art Linkletter*



*Huey Lewis headlines with The News*



*Julie Dees steals the limelight from Rick Dees, host of the Marconi Awards and nominee for Syndicated Personality of the Year*



Photos by Ben Jacoby

# Holiday Concert Picks

## KUSC Highlights

**Dec. 10**

8:00 p.m. — "Thistle and Shamrock" with Fiona Ritchie; Winterfest — Seasonal songs and tunes from Scotland, Ireland and Wales

**Dec. 11**

9:00 p.m. — "Pipedreams" with Michael Barone; Holiday International — A multicultural celebration from Wales, Russia, England, France, Germany and the United States

**Dec. 17**

11:00 p.m. — "Riverwalk;" Postcard from San Antonio Christmas Special '94, live from Fiesta, Texas with the mariachi ensemble, Campanas De Americas

**Dec. 18**

11:00 a.m. — "The Record Shelf" with Jim Svejda; The Best of the Record Shelf — A rebroadcast of Hallelujah, Take One, a program of historic recordings of excerpts from Handel's "Messiah"

9:00 p.m. — "An American Organist's Christmas" — noted soloists from the United States share holiday gifts

**Dec. 19**

10:00 a.m. — "Organs Associated" — Karl Haas hosts a week of pre-Christmas programs featuring music for organ and other instruments.

8:00 p.m. — "Echoes of Christmas" with Mark Sheldon — The Dale Warland Singers in a program featuring traditional carols in new settings and a premiere performance of a Christmas piece by a Minnesota composer

**Dec. 21**

9:00 p.m. — "Atlanta Symphony Gospel Christmas" — A celebration of the holiday season featuring the Pointer Sisters, The Atlanta Symphony Orchestra and the All-Atlanta Chorus

**Dec. 23**

7:30 p.m. — "Bah! Humbug!," — A celebration of Dickens' classic story, "A Christmas Carol" starring James Earl Jones and Martin Sheen and hosted by Robert MacNeil

8:30 p.m. — "Advent Carol Service

from Saint John's Cathedral" — Anglican liturgical service divided into four parts for the four weeks of Advent, each with its own theme

**Dec. 24**

7:00 a.m. — "A Festival of Nine Lessons and Carols" — The BBC, Minnesota Public Radio and Public Radio International proudly offer their transatlantic radio holiday tradition: the annual live broadcast of the Christmas service from King's College in Cambridge, England.

8:30 a.m. — "The Revels: A Celebration of the Winter Solstice" — The annual festival of song, dance and drama

2:00 p.m. — "A Bilingual Nutcracker (El Cascanueces)" — In this unusual retelling of the traditional Christmas tale, hosts Bonnie Grice and Enrique Gonzales perform a Spanish/English version of the Nutcracker.

4:00 p.m. — "Felicidades! A Latin American Holiday Celebration" — Christmas celebrations in Puerto Rico, Mexico, Venezuela, Guatemala, the Dominican Republic and Chile

5:00 p.m. — "Season's Griot 1994" — A seamless blend of words and music in the African Griot tradition, this program features four stories from past years' programs appropriate to the Christmas season, delivered in the ageless and mystical Griot tradition.

6:00 p.m. — "A Prairie Home Companion" — Highlights of Christmas programs past

8:00 p.m. — "Thistle and Shamrock" with Fiona Ritchie; Season's Greetings — a refreshing blend of holiday music and heartfelt greetings

9:00 p.m. — A Festival of Nine Lessons and Carols (Repeat from 7 a.m.)

10:30 p.m. — "A Charlie Brown Christmas" — Vince Guaraldi Trio, Original Soundtrack CD of the CBS television special.

11:00 p.m. — "Riverwalk;" Live From the Landing (Repeat of Dec.17 show)

Dec. 25

7:30 a.m. — "St. Paul Sunday Morning;" The Sixteen — One of England's most celebrated choirs, The Sixteen performs traditional carols and Renaissance works from St. Bernard's Church.

9:00 a.m. — "Carols for Christmas" — Glimpses of Yuletide celebrations from seven centuries with the Taverner Choir and consort director Andrew Parrott

10:00 a.m. — "The Nutcracker" with Jim Svejda — A guide through the complete performance of Tchaikovsky's "Nutcracker"

1:00 p.m. — "The Ageless Spirit of the Holidays" — Individual and intimate tales of reminiscences and meaningful holiday memories with thoughts from Faye Wray, Lou Ayers, Steve Allen, Ed Koch and more

2:00 p.m. — "A Christmas Casual Concert" with David Zinman and the Baltimore Symphony — World-premiere performance of "Karolju" by Pulitzer Prize-winner Christopher Rouse.

3:00 p.m. — "Black Nativity" — National radio premiere of Penumbra

Theatre Company's production of "Black Nativity," a gospel celebration of the Christmas story

4:30 p.m. — "Christine Sweet Reads for the Holidays"

5:00 p.m. — "Anonymous 4: On Yoolis Night" — Vocal quartet performing English music from the thirteenth through the fifteenth centuries from St. Michael's Church in New York City

6:00 p.m. — "Schickele Mix Holiday Special" with Peter Schickele

7:00 p.m. — "Sonic Seasonings 1994" — Four-part radio concert featuring a living room concert by Native American flutist R. Carlos Nakai, instrument builder William Eaton, Celtic Christmas music and music for flute and harp

10:30 p.m. — "A Southwestern Christmas" — Native American flutist Robert Tree Cody and the Phoenix Bach Choir celebrate the ancient and vital traditions of the Native Americans and later Spanish arrivals who formed the musical soul the American Southwest.

Dec. 31

9:00 p.m. — "Jim Svejda's Annual New Year's Eve Bash"

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## KCSN Highlights

Nov. 27

10:00 a.m. — L'Chayim Radio"; The First Night of Hannukah — Conversation and song celebrating the Jewish Festival of Lights

Nov. 29

6:30 p.m. — "Judas Maccabeus" — The complete oratorio by Handel, featuring Jamie McDougall and Catherine Denley

Dec. 21

6:00 a.m. to 10 p.m. — "Winter Solstice, Winter Dreams" — An all-day celebration welcoming winter with works from Vivaldi, Glazunov, Tchaikovsky, Mozart and others

Dec. 22

8:00 a.m. — "Christmas Revels"

10:00 a.m. — "Christmas with Placido Domingo"

Dec. 23

8:00 a.m. — "A ceremony of Carols" — Classics from Britten

1:00 p.m. — "Sacred Christmas Songs" — Performed by Trinity College Choir of Cambridge

2:00 p.m. — "Laud to the Nativity" — Rendition of Respighi's composition

3:00 p.m. — "The Nutcracker" — Holiday favorite from Tchaikovsky

9:00 p.m. — "The Messiah" — Handel's classic in its entirety

Dec. 24

8:00 a.m. — "Bluegrass Express" — Gospel Christmas songs and bluegrass holiday tunes

10:30 a.m. — "Bluegrass Etc." — Folk-influenced, bluegrass and family-style holiday tunes

Dec. 25

6:00 a.m. — "Sacred Classics" — A spiritual hour of classical music

7:00 a.m. — "Latino Classics" — Music from Mexico, Spain and South America

6:00 p.m. — "American Continental Hours" — German Christmas Music

## Holiday Jazz

**KCSN**

Dec. 24 - 1:00 p.m. — "Bourbon Street Parade" — Classic Christmas songs with a Dixieland/swing sound

4:00 p.m. — "Third Stream" — Songs performed by jazz legends from the bebop era and beyond

**KUSC**

Dec. 21 - 8:00 p.m. — "Joy to the World: A Jazz Celebration of Christmas 1994" with Bob Thompson — Jazz pianist and Mountain Stage member Bob Thompson and the Bob Thompson Trio perform seasonal favorites before a live audience in the Cultural Center Auditorium in Charleston, West Virginia.

Dec. 30 - 9:00 p.m. — "Joy to the World" — A jazz celebration of Christmas with Bob Thompson (Repeat of Dec 21 show)

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# A Little Togetherness Goes a Long Way

BY COLLEEN GIBBS

Married morning co-hosts Melissa and Jim Sharpe of Star 98.7 made their network TV debut in late October on KNBC's "The Marilu Show." In a segment titled "Adam's Rib," host Marilu Henner queried the Sharpes, L.A.'s only married FM hosts, about the ups and downs of working with one's spouse.

"I once read an article stating that most couples don't even spend three hours together each day," Melissa said. "Jim and I are lucky if we get three hours apart."

The two revealed that, even though they take vacations together, they flout carpool convention and drive separately to the studio, in addition to pursuing other individual interests.

"I'll ask Melissa what she wants to do this weekend and she says, 'Get away from you!'" Jim Sharpe said.

But TV appearances are one thing that they enjoy taking on as a couple. The pair will be featured — not prominently — on the internationally famous "Baywatch," Nov. 28 at 8 p.m. on KCOP Channel 13, an opportunity that fairly begged for a listener tie-in.

"'Baywatch' is just littered with beautiful people all over the beach, and that



*KYSR FM's morning marrieds*

is not reality," Melissa said. "We want the viewers to see that not everyone out here is a Barbie doll."

And so, the "Bad Bodies on Baywatch" contest was born. Jim asked listeners to call in and describe why they should be named "worst body." Listeners clamored to the phones, describing physiques that were too skinny, too fat, too tall, too anything.

"We ended up with a man who is 370 pounds and a woman who is so pale and white that she is almost blue," Jim said. "They made us look good."

The Sharpes and the winners appear in volleyball tournament crowd scenes.

Offbeat promotions are nothing new to the Sharpes. This is the couple who labored long and hard to save Spike, the 65-year-old Maine lobster residing at Malibu's Gladstone's restaurant. For a while there, Spike's fate hung in the balance, but Jim and Melissa rallied their listeners to the cause.

Thanks to the "Save Spike Fund," the 12.5-pound senior crustacean has a permanent home in a private retirement tank at Gladstone's.



*The Sharpes welcome Spike to his new home*

# One-Minute Jesters Court Laughs and Listeners

BY COLLEEN GIBBS

Unlike most professionals in the broadcast business, radio ad writers hope that their listeners have a short attention span. They're not after the patient symphony aficionado, the opera buff or the die-hard fan of "In-A-Gadda-Vida." Ad creators crave a different type of audience.

"Just give me 60 seconds, and I will try to make you laugh," said Paul Fey of Paul & Walt Worldwide.

Fey wants more than anything to surprise and delight listeners, eliciting a guffaw, a mirthful nod of recognition, and most significantly, inspiring them not to change the station during the commercial break.

Fey is one of the wits behind those clever radio ads.

"For 60 seconds at a time, I want to bring radio into the foreground of listeners' consciousness. In fact, I want people to laugh out loud and say, 'Hey, did you hear that?'"

Fey's elaborate ads are certainly the attention-grabbing type. As one half of the production company, Paul & Walt Worldwide, which he operates with partner Walt Jaschek, Fey is one of the guilty pranksters behind memorable spots for Miller Genuine Draft, Southwestern Bell Mobile Systems, GM Parts and Bud Light.

In a spot for Bud, the listener is sucked into the mind of a narrator who describes his eerie, Twilight-Zone-type surroundings.

"I was in a room with curved walls and only a dim light at the top," the ad begins, accompanied by cavernous sound effects. After 55 more seconds of dramatic depic-

tion, the listener realizes that the narrator is a Bud Light beer.

In addition to grabbing attention, Paul & Walt ads earned a lion's share of industry awards — nearly 400 of them, including five Ollies (the Oscars of the ad world). Fey calls this kind of success "world-class advertising" and defines it as commercials on par with the very best radio comedy or drama.

Fey's criteria for great radio is high. He grew up with his ear glued to the stereo, devouring and digesting thousands of hours of classic Monty Python skits. This influence is apparent in the hyperbolically silly but highly polished spots that evoke preposterous visual tableaux.

"Like really great radio, a great ad succeeds despite the fact that you can't fall back on a visual, as with TV," he said. "In fact, really great ads are great because your mind is able to fill in and make a mental picture many times more vivid than an actual one."

For Paul and Walt, world-class radio ads consist of equal measures of timing and talent, liberally spiked with a daredevil willingness to boldly go where no



Paul Fey and Walt Jaschek

ad has gone before.

For their radio promotional spots for Fox's "Star Trek: The Next Generation," the team regularly poked reckless, wicked fun at Captain Jean Luc Picard's stalwart, dignified character. One ad called "We're Shaving our Heads" features zesty testimonials from "Star Trek" fans who are happily shaving their heads in a fit of zeal over the show's syndication run.

But the real fun begins, according to Chris Epting of Italia/Gal Advertising, when clients are willing to laugh at themselves, their products and even their customers.

"It's a healthy thing when an advertiser sort of verbally winks at you," Epting said. "The audience, who is the customer, is in on the humor and sometimes is caricatured as well."

Epting is probably best known for his omnipresent CompUSA ads, featuring the ultra-deadpan computer genius P.C. Modem and the semi-dim interviewer, Bob. The tight, consistent spots are performed talk-show style (complete with jazzy segue music) with P.C. offering advice on all things computer.

At the subtle heart of the ads' humor is the not-so-ridiculous assumption that computer paraphernalia and the requisite jargon would be the subject of a talk show. In 60 seconds, P.C. makes friends with, and makes fun of all the computer geeks in the audience with his omniscient, offhand computerese and his aridly humorous responses to Bob's innocent, lame questions. Not surprisingly, the ads have found a cozy niche among the news-and-talk set. On KNX AM 1070, for example, CompUSA spots seem to play nearly as often as the traffic updates.

Epting, who also pens radio commercials for Smart & Final, First Interstate Bank and Shakey's Pizza, values a client with a sense of humor above all things.

"It makes my job very enjoyable when a client wants to say, 'What if...?' right along with me," he said. "In some spots,

we've been able to break down the 'fourth wall' and invite the audience into the situation."

Case in point is P.C. Modem's habit of dashing off long, complicated-sounding pieces of computer components available at CompUSA, to which Bob replies, "Wow. Sounds impressive. What is it?"

"I don't know," P.C. shoots back. "It's in the script."

Fey embraces self-deprecating humor in his projects as well. Some of the ads even ridicule the business of advertising.

For Twentieth Television, a spot for "Doogie Howser, M.D." launches straight into a rousing, '40s-style big-band number, with Andrews Sisters wannabes singing about the newest dance craze, the Doogie Boogie Woogie. An earnest voice-over apologizes for the elaborate musical ruse, but there really is no new dance craze, only desperate writers who couldn't find anything else to rhyme with Doogie.

"It's hip to be able to laugh at yourself," Fey said. "It demonstrates that you are confident enough to point out weaknesses. If I have the freedom to allow the consumer to have foibles, so much the better."

Judging by his larger-than-life characters, such as the Smartest Man in the World for Smart & Final, Epting apparently enjoys this type of freedom too. But he injects his own personal brand of self-effacing drollery.

"I have a scenario file, and I keep adding situations I find myself in, like laughably frustrating episodes at the ATM," he said. "I'll have a conversation with someone, and they will hear it in an ad a few weeks later. Real life is great raw material."

Sometimes, Fey admits, world-class raw material is quite literally written all over the product.

"The Simpsons" provided Paul & Walt with one of their most memorable spots, fashioned after a classical poetry reading and featuring the resonant, velvet voice of

Robert Goulet reciting the blackboard writings of young Bart Simpson.

"I will not trade pants with others," Goulet intones. "I will not eat things for money. I will not Xerox my butt."

The list goes on, over a background of chamber music, finishing with, "I will not call the principal 'Spud Head.'"

"We didn't write those things," Fey said. "We just looked at what Bart is writing at the opening of each week's episode, put them together and found the most incongruous way to present it."

While most humorous radio commercials don't use well-known celebrities, many of the voices pitching products on the airwaves are strangely familiar to even the most casual radio listener.

"I work with a stable of very talented professionals and usually end up writing with a certain voice in mind," Epting said.

Epting himself has a voice that is the silky stuff of late-night radio, a gift which he uses to its full advantage during tedious recording sessions.

"Great take, just great," he warmly assured the Smartest Man in the World, whose blustery voice had already begun to flag halfway through a day-long Smart & Final assignment. "Let's just have that last part one more time."

Epting's regular talent pool includes names and faces that might not ring bells, but whose voices are old friends: Jack Riley, Thom Sharp, Chuck McCann, Pat McCormick and Fred Willard. Riley, the voice of P.C. Modem, played the cantankerous Mr. Carlin on "The Bob Newhart Show." His voice is one of the best-known on radio. The CompUSA ads



*The CompUSA team: recording engineer Jeff Serr, Chris Epting, Jack Riley ("P.C. Modem") and Thom Sharp ("Bob")*

alone have kept him busy for nearly five years.

"I came to Hollywood and started in movies. Then I did TV. Now I'm doing radio. Pretty soon I'll do vaudeville, then the Jewish theater," he deadpanned. "It's a career in reverse."

Both Italia/Gal and Paul & Walt Worldwide show every evidence of staying on the fast track as well as the laugh track. Italia/Gal doubled in size in 1993, with an estimated billing of \$75 million for 1994. Paul & Walt Worldwide shies away from handing out billing figures, but boasts an enviable client list of consumer goods and services, TV broadcasters and utility companies.

For both agencies, the business of laughter is a serious as well as lucrative one. Both Epting and Fey agree that the key is finding the humor in any situation and in any product. While this is feasible, amusing and effective, sometimes even Fey has to admit it is not exactly probable or tasteful.

"It is possible to do a wildly humorous spot for a funeral home; it could be done in wonderfully bad taste," he said thoughtfully. "Mind you, I am not suggesting this! Some products take themselves way too seriously."

# Weekday

## Mornings

### FM

5:00	88.5	KCSN	<b>BBC Newshour</b> — International news from BBC
	89.3	KPCC	<b>Morning Edition</b> — Local and world news magazine with National Public Radio's Bob Edwards; traffic and weather
	89.9	KCRW	<b>Morning Edition</b> — Local and world news magazine with National Public Radio's Bob Edwards; traffic and weather
	92.7	KRCI	<b>The Ron Baxley Morning Show</b> — Adult Standards (begins at 3 a.m.)
	96.7	KCAL	<b>Steve &amp; Tiffany</b> — Rock, news and traffic
	97.5	KHTX	<b>New Country Music</b> — Shannon McCrae, news, traffic and comedy
	98.7	KYSR	<b>Hot Adult Contemporary</b> — Jim and Melissa Sharpe
	101.1	KRTH	<b>Robert W. Morgan Show</b> — Rock oldies, entertainment with Robert W. Morgan, traffic and weather reports with Richard Turnage, news with Joni Caryl
	100.3	KXEZ	<b>Soft Adult Contemporary</b> — Greg O'Neil, news and traffic with Tammy Trujillo
	102.3	KJLH	<b>Front Page</b> — Open forum for listeners to voice opinions on current issues with Carl Nelson
	102.7	KIIS	<b>Rick Dees in the Morning</b> — Top 40 music, guests and entertainment; news with Ellen K; sports with Vic the Brick; and traffic with Commander Chuck Street
	103.9	KACE	<b>Urban Contemporary</b> — Tom Joyner, local news with Mark Gunn, traffic reports
	104.3	KBIG	<b>Bill &amp; Sylvia</b> — Adult contemporary music, comedy, news traffic reports; entertainment report with Bob Healy; David Letterman's Top 10 list, 6 a.m. and 8 a.m., Comedy Corner, 7 a.m.
	105.1	KKGO	<b>Classical Music</b> — Gary Hollis

### AM

570	KLAC	<b>Adult Standards</b> — Jeff Rollins
640	KFI	<b>Handel Yourself in the Morning</b> — Talk, guest interviews and open phones with Bill Handel
690	XTRA	<b>Sports Talk</b> — Sports interviews, news and scores with John Ireland and Steve Mason, open phones, scores and sports updates with Jeanne Zelasko, sports trivia, traffic updates
790	KABC	<b>Ken and Barkley Company</b> — Talk and humor with Ken Minyard and Roger Barkley, news and business with Ken Payne, traffic reports with Jorge Jarrin, sports with Stu Nahan, Paul Harvey News and Comment
830	KPLS	<b>Children's Programming</b> — Stories, games, music
980	KFWB	<b>News</b> — News throughout the day: local news; sports 15 and 45 minutes past the hour; business 25 and 55 minutes past the hour; traffic six times per hour; national news from CNN and ABC
1070	KNX	<b>News</b> — Tom Sirmons, Tom Haule and Linda Nunez Entertainment report with Tom Hatten at 9:55, traffic reports every six minutes from 5 a.m. to 7 p.m.
1110	KRLA	<b>Oldies</b> — Mucho Morales, news and traffic at 6:50, 7:50 and 8:50
1600	KMNY	<b>The Brokers' Hour</b> — Preview of the trading day on Wall Street with Margaret Melanie Gold and Mike Jacobsen

### FM

5:30	92.3	KKBT	<b>John London &amp; the House Party</b> — Urban contemporary music, comedy, news, traffic
	93.9	KZLA	<b>Country Music</b> — Garabo and Murphy, traffic reports, news
	94.3	KIKF	<b>Country Music</b> — Liz Pennington and Billy the Kid, music, comedy and traffic

## Mornings

# Weekday

### FM

5:30	94.7	<b>KTWV</b>	<b>All Music in the Morning with Paul Crosswhite</b> — New adult contemporary music, traffic, news updates
	95.9	<b>KEZY</b>	<b>Hits of the '80s and '90s</b> — John Fox and Tammy Trujillo, news, Orange County traffic reports and the Leeza Gibbons entertainment report
	99.1	<b>KGGI</b>	<b>Hollywood Hamilton and the Morning Posse</b> — Top 40 music with Dr. George Brothers, Samantha Santiago and Bubba da Skitzo, news and traffic
	106.7	<b>KROQ</b>	<b>Kevin &amp; Bean</b> — Alternative rock, comedy, interviews, news, music news, weather and traffic reports, entertainment reports with "Paul the 55-year-old intern," and sports with Jimmy the sports guy

### FM

6:00	88.1	<b>KLON</b>	<b>Jazz</b> — Scott Willis
	88.5	<b>KCSN</b>	<b>Sleepers Awake</b> — Classical music, news and updates with Tony Hanover
	89.9	<b>KCRW</b>	<b>NPR's Morning Edition</b> — National Public Radio's morning news magazine with Bob Edwards
	91.5	<b>KUSC</b>	<b>The Morning Program</b> — Classical music with Tom Crann, NPR news on the hour
	93.1	<b>KCBS</b>	<b>Oldies</b> — Gary Moore, local news with Lon Landis
	94.3	<b>KIKF</b>	<b>Charlie Tuna Show</b> — Country music, talk, news with Nancy Bond
	95.5	<b>KLOS</b>	<b>The Mark &amp; Brian Show</b> — Comedy, interviews and special guests; news with Chuck Moshontz; traffic with Scott "Skylord" Reiff; "Sports Snorts" with Todd Donoho
	97.1	<b>KLSX</b>	<b>Howard Stern</b> — Comedy, interviews, classic rock, local news with Beau Rials; traffic reports
	99.9	<b>KOLA</b>	<b>Paul Lavoie in the Morning</b> — Oldies and comedy; news with Jim Ness; traffic
	101.9	<b>KSCA</b>	<b>Adult Album Alternative</b> — Mike Morrison
	102.3	<b>KJLH</b>	<b>Urban Contemporary</b> — Cliff Winston; news with Carl Nelson and Jacqui Stephens; sports with Aundrea Russell; On the Phone with Ti-Rone; advice at 6:35; Radioscope: celebrity interviews, "infotainment" with Lee Bailey, 9:50
	103.1	<b>KACD</b>	<b>New Adult Contemporary/ Jazz</b> — Dave Fennoy
	103.5	<b>KOST</b>	<b>Mark &amp; Kim</b> — Adult contemporary music with Mark Wallengren and Kim Amidon; news with Sharon Dale; traffic with Mike Nolan and Mark Denis
	105.5	<b>KNAC</b>	<b>Hard Rock</b> — Thrasher
	105.9	<b>KPWR</b>	<b>Baka Boyz in the Morning</b> — Hip-hop, R&B and slow jams, traffic reports and traffic jam at 7:30

### AM

540	<b>KOJY</b>	<b>Adult Standards</b> — Chuck Southcott
900	<b>KGRB</b>	<b>Big Band Music</b>
710	<b>KMPC</b>	<b>The Peter Tilden Show with Tracey Miller</b> — Talk, news, entertainment, interviews, traffic reports
1070	<b>KNX</b>	<b>News</b> — CBS News at top of the hour, local news with Tom Sirmons and Tom Haule, sports report with Fred Gallagher, traffic and weather with Jill Angel, business with Jere Laird, Tokyo Stock Market Close Report at 6:20 with Joe Silbert, Osgood File with Charles Osgood at 6:25, 7:25, 8:25 and 9:25, entertainment news with Sam Rubin at 7:55
1230	<b>KGFJ</b>	<b>R&amp;B/Oldies</b> — Johnny Morris
1260	<b>KJQI</b>	<b>Adult Standards</b> — Chuck Southcott
1350	<b>KCKC</b>	<b>The "Coach" Charleye Wright Show</b> — News, talk and sports with the coach

# Weekday

Mornings

## AM

**6:00 1600 KMNY** **Covering the Markets** — Trading action, stock updates, guest interviews and news from Wall Street with George Gamble and Mike Jacobsen

## FM

**7:00 90.7 KPFK** **Up For Air** — Issues and events with Sumi Sevilla Haru  
**7:30 91.5 KUSC** **A Writer's Almanac** — A calendar of the day's notable literary events, and short American poems with Garrison Keillor  
**8:00 92.7 KRCI** **Joe Lacina's Musical Society Show** — Adult standards

## AM

**1070 KNX** **CBS World News Roundup** — Summary of world's breaking stories with Bill Lynch  
**8:30 870 KIEV** **How Your Mind Can Keep You Well** — Mental health with Roy Masters

## FM

**9:00 88.5 KCSN** **Mid-Morning Musicales** — Classical music with Phillip Richards  
**89.3 KPCC** **Classic American Music** — The best of the blues, jazz and swing from its origins to now with Freddie Johnson  
**89.9 KCRW** **Morning Becomes Eclectic** — Progressive pop, international jazz and classical music, in-studio interviews and live performances with Chris Douridas. (NPR news at 9,10 and 11 a.m.)  
**90.7 KPFK** **Read All About It** — Live readings  
**94.7 KTWV** **New Adult Contemporary** — Talaya  
**95.5 KLOS** **Rock Report** — Latest music happenings, studio projects and concert dates with Rita Wilde  
**96.7 KCAL** **Rock** — Stu  
**97.5 KHTX** **New Country Music** — Stew Berger  
**100.3 KXEZ** **Soft Adult Contemporary** — Claudine St. Claire  
**101.1 KRTH** **Oldies** — Brian Beirne "Mr. Rock 'n' Roll"

## AM

**570 KLAC** **Adult Standards** — Chick Watkins  
**640 KFI** **Rush Limbaugh** — National conservative talk, open phones  
**690 XTRA** **The Loose Cannons** — Sports talk, interviews, sports trivia, with Chet Forte and Steve Hartman; scores and sports updates with Jeanne Zelasko; open phones, traffic reports  
**790 KABC** **Michael Jackson** — Current events, commentary, interviews open phones

## FM

**9:20 92.3 KKBT** **The Grapevine** — Hollywood news with Shirley Clark  
**9:30 90.7 KPFK** **World Music Programs** — Different show each day.  
 Monday — "Mario's Many Worlds of Music" with Mario Cassetta  
 Tuesday — "Folkscene" with Roz & Howard Larman  
 Wednesday — Independent, eclectic music with Mario Cassetta  
 Thursday — "Sounds of Brazil" with Sergio Mielniczenko  
 Friday — "Belize/Caribbean Pulse," news, commentary  
**95.5 KLOS** **Rock Report** — Music news, concerts and artists' recording stories with Rita Wilde  
**10:00 88.1 KLON** **Mainstream Jazz** — Ken Borgers  
**91.5 KUSC** **Adventures in Good Music** — Classical music masterpieces, rarities, stories with Karl Haas  
**92.3 KKBT** **Urban Contemporary** — Diana Steele  
**93.1 KCBS** **Oldies** — Mary  
**93.9 KZLA** **Country Music** — Tonya Campos, All-request lunch hour, noon to 1 p.m.  
**94.3 KIKF** **Country Music** — Carrie Dunne

## Mornings

# Weekday

### FM

10:00	95.5	<b>KLOS</b>	<b>Album-Oriented Rock</b> — Bob Coburn
	95.9	<b>KEZY</b>	<b>Hits of the '80s and '90s</b> — Chris Cox
	97.1	<b>KLSX</b>	<b>Classic Rock</b> — Cynthia Fox
	98.7	<b>KYSR</b>	<b>Hot Adult Contemporary</b> — Paul Freeman
	99.1	<b>KGGI</b>	<b>Mid-Day Groove</b> — Top 40 music with Jesse Duran
	99.9	<b>KOLA</b>	<b>Oldies</b> — Debbie Diaz
	101.9	<b>KSCA</b>	<b>Adult Album Alternative</b> — Nicole Sandler
	102.3	<b>KJLH</b>	<b>Urban Contemporary</b> — Lon McQ
	102.7	<b>KIIS</b>	<b>Ellen K Show</b> — Top 40, comedy, call-ins "Screen Test"
	103.1	<b>KACD</b>	<b>New Adult Contemporary/Jazz</b> — Manon
	103.5	<b>KOST</b>	<b>Adult Contemporary</b> — Mike Sakellarides
	103.9	<b>KACE</b>	<b>Urban Contemporary</b> — Antoinette Russell
	104.3	<b>KBIG</b>	<b>Adult Contemporary</b> — Mark Taylor
	105.1	<b>KKGO</b>	<b>Classical Music</b> — Gary Williams
105.5	<b>KNAC</b>	<b>Hard Rock</b> — Remy "the Max" Maxwell	
105.9	<b>KPWR</b>	<b>Hip-Hop Music/R&amp;B</b> — Boomer	
106.7	<b>KROQ</b>	<b>Alternative Rock</b> — Richard Blade, Flashback Lunch at noon	

### AM

10:30	540	<b>KOJY</b>	<b>Adult Standards</b> — Pete Smith
	710	<b>KMPC</b>	<b>Dr. Leslie Pam and Ann Christie, M.A.</b> — Sexual relationships, open phones
	870	<b>KIEV</b>	<b>Chef Piero's Food &amp; Wine Hour</b> — Cooking tips, wine tasting and recipe exchange with Piero Biondi
	1070	<b>KNX</b>	<b>Food News Hour</b> — Restaurant reviews, food preparation, open phones with Melinda Lee and Chris Lane
	1110	<b>KRLA</b>	<b>Oldies</b> — Dominick Garcia
	1230	<b>KGfJ</b>	<b>R&amp;B/Oldies</b> — J.L. Martinez
	1260	<b>KJQI</b>	<b>Adult Standards</b> — Pete Smith
	1350	<b>KCKC</b>	<b>Bill Kinison Show</b> — Talk, comedy, interviews and open phones
	830	<b>KPLS</b>	<b>Storytime</b> — Children's stories

### FM

11:00	88.5	<b>KCSN</b>	<b>Performance Today</b> — Classical music and jazz concert reviews from round the world with Martin Goldsmith
	91.5	<b>KUSC</b>	<b>Classical</b> — Listener requests with Gene Parrish, NPR news on the hour (except noon)
	97.5	<b>KHTX</b>	<b>New Country Music</b> — Bob Allen

### AM

1070	<b>KNX</b>	<b>News</b> — Barry Rohde; sports with Dave Zorn; Healthtalk at 11:25, traffic and weather; business report with Jere Laird
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### FM

11:30	90.7	<b>KPFK</b>	<b>Morning Reading</b> — Literature
	88.5	<b>KCSN</b>	<b>Lunch Time Requests</b> — Listeners call in with favorite classical music with Phil Richards
Noon	89.9	<b>KCRW</b>	<b>Monitor Radio, Midday Edition</b> — with David Brown (Earthquake Report at 12:06)
	90.7	<b>KPFK</b>	<b>Music Programs</b> — Different show each day Monday — "Music of the Americas" with Jeannie Pool Tuesday — Classical music with William Murdoche Wednesday — "Journey Through the Realms of Music" Thursday — "Straight, No Chaser," jazz with Jay Green Friday — Soundboard, classical guitar and lute with John Schneider
	92.3	<b>KKBT</b>	<b>All-Request Old School Lunch Hour</b> — Favorite urban contemporary oldies requests with Diana Steele
	95.5	<b>KLOS</b>	<b>Noontime Nuggets</b> — Best of older rock 'n' roll with Bob Coburn
	95.9	<b>KEZY</b>	<b>Hits of the '80s and '90s</b> — April Whitney, all-request and dedication lunch hour

# Weekday

## Afternoons

### FM

Noon	99.1	KGGI	<b>Top 40 Music</b> — Carmy Ferarri, all-request and dedication lunch hour
	102.7	KIIS	<b>Top 40 Music</b> — Bruce Vidal
	106.7	KROQ	<b>Richard Blade's Flashback Lunch</b> — Alternative rock classics
<b>AM</b>			
	640	KFI	<b>Dr. Laura Schlessinger</b> — Therapy, advice, open phones
	690	XTRA	<b>Jim Rome Show</b> — Sports talk, interviews, open phones, ladies' line, sports briefs and scores with Joe Tutino, the Bulldog
	710	KMPC	<b>Joe Crumme</b> — Local talk, comedy, open phones
	790	KABC	<b>Dennis Prager</b> — Politics, social issues, international relations from an ethical/moral perspective, with Paul Harvey News and Comment at 2 p.m.
	870	KIEV	<b>Talk Back</b> — Talk, commentary, interviews, open phones with George Putnam
	1110	KRLA	<b>Top 10 Countdown</b> — A countdown of the top 10 rock oldies for a particular day in rock history
	1350	KCKC	<b>G. Gordon Liddy</b> — National talk, open phones

### FM

1:00	88.5	KCSN	<b>Symphony of the Air</b> — Classical music with Jared Charles, news updates at 3 p.m. and 4 p.m.
	89.9	KCRW	<b>Which Way, L.A.?</b> — A look at urban life in Southern California with Warren Olney
	92.7	KRCI	<b>The Eddie Hubbard Show</b> — Adult Standards
	96.7	KCAL	<b>Rock</b> — M.J., music trivia game at 2 p.m.
	101.1	KRTH	<b>Oldies</b> — Johnny Hayes
	105.9	KPWR	<b>Hip-Hop Music/R&amp;B</b> — St. John
	106.7	KROQ	<b>Alternative Rock</b> — Tami Heide

### AM

	570	KLAC	<b>Adult Standards</b> — Ed Brand
	900	KGRB	<b>The Eddie Hubbard Show</b> — Adult Standards
	1110	KRLA	<b>Oldies</b> — Dominick Garcia

### FM

2:00	89.3	KPCC	<b>JazzSet</b> — Live jazz performances with Branford Marsalis (Mondays only) "Piano Jazz" with Marian McPartland (Fridays only)
	89.9	KCRW	<b>Specialty Shows</b> — Different program each day Monday — Bookworm with Michael Silverblatt Tuesday — The Politics of Culture Wednesday — Documentaries Thursday — Front Page with Harvey Stromberg Friday — To be announced
	92.3	KKBT	<b>Urban Contemporary</b> — Theo
	93.1	KCBS	<b>Oldies</b> — Kevin
	94.7	KTWV	<b>New Adult Contemporary</b> — Don Burns
	95.5	KLOS	<b>Album-Oriented Rock</b> — Randy Maranz
	99.1	KGCI	<b>Top 40 Music</b> — Harley Davidson
	99.9	KOLA	<b>Rock Oldies</b> — Mike Williams, traffic updates, "Five at five"
	100.3	KXEZ	<b>Soft Adult Contemporary</b> — Sandy Kelley
	103.1	KACD	<b>New Adult Contemporary/Jazz</b> — China Smith
	103.5	KOST	<b>Adult Contemporary</b> — Bryan Simmons, traffic with Mike Nolan and Mark Denis
	103.9	KACE	<b>Urban Contemporary</b> — Rico Reed

### AM

2:00	640	KFI	<b>Dr. Dean Edell</b> — Health and medical topics, open phones
	870	KIEV	<b>Head to Head</b> — Talk and current events with Erroll Smith
	1070	KNX	<b>CBS News</b> — Traffic and weather
	1600	KMNY	<b>The Investors Club of the Air</b> — Investing and finance, open phones with Buz Schwartz

## Afternoons

# Weekday

**FM**

**2:30 89.9 KCRW Marketplace** — International business news with David Brancaccio

**AM**

**2:55 1070 KNX On Film** — Movie reviews with Jim Svejda

**FM**

**3:00 88.1 KLON Jazz** — Chuck Niles

**89.3 KPCC All Things Considered** — News, business, and science reports; interviews and profiles; commentary, reviews of the art with Linda Wertheimer, Robert Siegel, and Noah Adams

**89.9 KCRW The MacNeil/Lehrer News Hour** — News and commentary, simulcast live with KCET TV 28

**91.5 KUSC Classical** — Commuter Classics with Bonnie Grice

**93.9 KZLA Country Music** — Shawn Parr, traffic reports

**94.3 KIKF Country Music** — Craig Powers, traffic reports

**95.9 KEZY Hits of the '80s and '90s** — Scott Free, Five O'Clock Rock Block, two songs in a row by listeners' favorite artists

**97.1 KLSX Classic Rock** — Steve Downes, traffic reports

**97.5 KHDX New Country Music** — Bryan Jackson

**98.7 KYSR Hot Adult Contemporary** — Jeff Davis

**101.9 KSCA Adult Album Alternative** — Merilee Kelly

**102.3 KJLH Urban Contemporary** — Frankie Ross; The Cl'ence Update: soap opera satire with Brad Sanders at 3:35; traffic reports

**102.7 KIIS Top 40 Music** — The Nasty Man

**104.3 KBIG Adult Contemporary** — with Guy Davis, traffic reports, news

**105.1 KKGO Classical Music** — John Santana

**105.5 KNAC Hard Rock** — Long Paul

**105.9 KPWR Hip-Hop Music/R&B** — Morales, Old school jams at 5 p.m.

**AM**

**540 KOJY Adult Standards** — Johnny Magnus

**640 KFI Drive Home with John & Ken** — Talk, entertainment, open phones with John Kobylt and Ken Chiampou; traffic reports

**710 KMPC Tom Leykis** — Talk, current events, guests and open phones; traffic reports

**790 KABC Gloria Allred Show** — Current issues, talk and open phones

**1070 KNX News** — Dave Zorn, CBS News at the top of the hour; Dan Rather at 4:24; Psychology report at 4:55; sports, traffic and weather; Tokyo Stock Market Open Report with Joe Silbert

**1110 KRLA Oldies** — Bobby Romero

**1230 KGFJ R&B/Oldies** — Delores Thompson

**1260 KJQI Adult Standards** — Johnny Magnus

**1350 KCKC Tom Leykis** — Talk, current events, guests and open phones; traffic reports

**FM**

**4:00 89.9 KCRW All Things Considered** — NPR's afternoon newsmagazine: news, business reports, interviews, science reports, arts features, social and political commentary with Robert Siegel, Linda Wertheimer and Noah Adams (6:30-6:35 — The Capitol Report with Mike Montgomery; 6:55 to 7 p.m.— Local Reviews:

Monday — Art Talk Tuesday — The Southern California Gardener

Wednesday — Buzz Thursday — Thoughts on Theatre

Friday — The Audible Feast

**92.3 KKBT Urban Contemporary** — Theo

**96.7 KCAL Rock** — Daryl, Sports Minute, news, traffic

**101.1 KRTH Oldies** — The Real Don Steele

**106.7 KROQ Alternative Rock** — Jed the Fish, traffic reports, music news, Jed's Catch of the Day

# Weekday

Evenings

## AM

- 4:00 690 XTRA Sportsnite** — Sports talk, interviews with Lee "Hacksaw" Hamilton, scores, sports updates, open phones, traffic reports
- 870 KIEV Steve Knight's Restaurant Show** — Restaurant reviews, entertainment with Steve Knight

## FM

- 5:00 88.5 KCSN BBC Newshour** — International news from the British Broadcasting Company
- 89.3 KPCC Larry Mantle's Airtalk** — Local talk, interviews, open phones with Larry Mantle
- 92.3 KKBT L.A.'s Original Traffic Jam** — Current hits and classic party jams, with Joe Rodriguez
- 95.5 KLOS 5 O'Clock Funnies** — Comedy, stand-up comics

## AM

- 790 KABC Sportstalk with Steve Edwards & Eric Tracy** Local sports, talk, open phones
- 830 KPLS Storytime** — Children's stories
- 1600 KMNY Vera's Voice** — How to be a success in business, career and life, interviews, talk, open phones with Vera Gold

## FM

- 6:00 88.5 KCSN Twilight Concert** — Classical music with Nancy Endres
- 90.7 KPFK Evening News** — Local and international news with Frank Stolze
- 91.5 KUSC Marketplace** — Look at the world through the eyes of business and finance with David Brancaccio
- 92.3 KKBT Urban Contemporary** — Evan Luck
- 92.7 KRCI Adult Standards** — Jazz-flavored standards with Dave Rafferty
- 93.1 KCBS Oldies** — Murph
- 94.3 KIKF Country Music** — Mustang McKay, CD of the Night at 11 p.m.
- 95.5 KLOS Album-Oriented Rock** — Joe Benson
- 95.9 KEZY Hits of the '80s and '90s** — George Matthews, Top Eight at Eight, Orange County's most-requested songs of the day
- 102.3 KJLH Urban Contemporary** — Jeff Gill, Rhythm Mix at Six: Old school, latest jams with Kan-D-Man
- 103.1 KACD New Adult Contemporary/Jazz** — Rich Watson (Includes "Lights Out" music; 8 to midnight)
- 103.5 KOST Love Songs on the Coast** — Adult Contemporary music with Karen Sharp
- 103.9 KACE Urban Contemporary** — Jillian Harris

## AM

- 570 KLAC Adult Standards** — Dan Armstrong
- 900 KGRB Adult Standards** — Jazz-flavored standards with Dave Rafferty
- 1600 KMNY Market Round-Up** — Review of the day's trading on Wall Street with Dale Franks
- 6:15 870 KIEV Irv Kaze on Sports** — Sports interviews, commentary open phones (Fridays only)

## FM

- 6:30 89.9 KCRW The Sacramento Report** — State government news with Mike Montgomery; local reviews at 6:55 p.m.
- 91.5 KUSC MacNeil Lehrer Report News Hour** — News and commentary, interviews
- 7:00 89.3 KPCC Fresh Air** — Interviews, reviews and commentary on the arts, culture and entertainment with Terry Gross

## Evenings

# Weekday

### FM

7:00	89.9	KCRW	<b>Which Way, L.A.?</b> — A look at urban life in Southern California with Warren Olney (repeat of earlier program)
	93.9	KZLA	<b>Country Music</b> — Bo Reynolds, "Cafe Z" all-request evenings, 9 p.m. to midnight
	94.7	KTWV	<b>New Adult Contemporary</b> — Kathi Parrish
	97.5	KHTX	<b>New Country</b> — Steve Forrest
	98.7	KYSR	<b>Hot Adult Contemporary</b> — Gina St. John
	99.1	KGGI	<b>Top 40 Music</b> — Joey Deee
	99.9	KOLA	<b>Oldies</b> — Gary Springfield
	100.3	KXEZ	<b>Soft Adult Contemporary</b> — Tommy Jaxson
	101.1	KRTH	<b>Oldies</b> — Jay Coffey, requests and dedications
	101.9	KSCA	<b>Adult Album Alternative</b> — Mimi Chen
	102.7	KIIS	<b>Top 40 Music</b> — Domino
	104.3	KBIG	<b>Adult Contemporary</b> — Steve Woods
	105.1	KKGO	<b>Classical Music</b> — Dinner Serenade
	105.5	KNAC	<b>Hard Rock</b> — Dangerous Darren
	105.9	KPWR	<b>Hip-Hop Music/R&amp;B</b> — Big Boy, Rap Attack at 8; Phat 5 at 9
	106.7	KROQ	<b>Alternative Rock</b> — Doug the Slug, countdown of the most-requested songs of the day at 9:00

### AM

540	KOJY	<b>Showtime</b> — Broadway show tunes, musicals, soundtracks with Bob Meyers
640	KFI	<b>Stephanie Miller</b> — Talk, comedy and open phones
710	KMPC	<b>Xavier Hermosillo</b> — Local talk, open phones
1070	KNX	<b>News</b> — Jack Salvatore; anchor, CBS News at the top of the hour; Focus on the Family with Dr. James Dobson at 8:25
1110	KRLA	<b>Oldies</b> — Huggy Boy
1230	KGFJ	<b>R&amp;B/Oldies</b> — Debbie Whittaker
1260	KJQI	<b>Showtime</b> — Broadway show tunes, musicals, soundtracks with Bob Meyers
1350	KCKC	<b>Sports</b>
1600	KMNY	<b>Investors' Club on the Air</b> — Repeat of earlier show

### FM

7:30	91.5	KUSC	<b>Variety Specials</b> — Different show each day Monday — Soundprint with Larry Massett Tuesday — Latino USA with Maria Hinojosa Wednesday — Rabbit Ears Radio Thursday — Living on Earth with Steve Curwood Friday — Horizons with Vertamae Grosvenor
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### FM

8:00	88.1	KLON	<b>Jazz</b> — Sam Fields; Jazz on the Latin Side with Jose Rizo (Fridays only); Worldwide Jazz, 11 p.m. (Fridays only)
	89.3	KPCC	<b>Music Specials</b> — Different show each day Monday — Citybilly with Rene Engel Tuesday — Isabel Holt: Solo Wednesday — Music Magazine with Rene Engel Thursday — D-Tuning with Doug Johnson Friday — Friday Night Blues Review with John "Juke" Logan and Ellen Bloom
	89.9	KCRW	<b>Metropolis</b> — The hypnotic pulse of modern city life with Jason Bentley (Santa Monica City Council live coverage with Jacqueline Des Lauriers, Tuesdays only, til midnight)
	90.7	KPFK	<b>Thursday Lunch</b> — Music and concerts of the Grateful Dead, commentary and interviews with Uncle Bob and Cousin Tom (Fridays only)

# Weekday

Late Nights

## FM

- 8:00** **91.5 KUSC** **Music Specials** — Different show each day  
Monday, San Francisco Symphony; Tuesday, Concierto Latino Americano with Enrique Gonzales; Wednesday, St. Paul Chamber Orchestra Broadcast; Thursday, Songs of the Earth with Titus Levi; Friday, Music from Imperial Austria
- 92.3 KKBT** **Top 8 at 8** — Countdown of most-requested songs of the day, with Evan Luck
- 94.7 KTWV** **Night Tracks** — Instrumental new adult contemporary
- 96.7 KCAL** **Rock** — Cason Smith
- 97.1 KLSX** **Classic Rock** — Jim Ladd, traffic reports
- 105.1 KKGO** **Classical Music** — Tom Dixon

## AM

- 540 KOJY** **Radio Theatre** — Drama and comedy from the '30s and '40s
- 690 XTRA** **Sports Talk** — Sports subjects with John Ireland or Jon Chelesnik, the Sports Doctor, scores, sports updates, open phones
- 790 KABC  
**Larry Elder Show** — Current events and open phones
- 1260 KJQI** **Radio Theatre** — Drama and comedy from the '30s and '40s

## FM

- 8:30** **97.1 KLSX** **Rockline** — National call-in interviews with rock stars, music (Mondays only)
- 9:00** **88.5 KCSN** **Chris Page Late Night** — Classical music
- 92.3 KKBT** **Lovezone** — Love songs and listener dedications (Friday only — Friday Night Jam)
- 95.5 KLOS** **Rock Report** — Latest music happenings, studio projects and concert dates with Rita Wilde
- 102.3 KJLH** **Rhythms of the Night** — Romantic music, soulful ballads, dedications with Levi Booker
- 105.5 KNAC** **Mandatory Metallica**
- 105.9 KPWR** **Friday Night Flavas** — (Fridays only)

## AM

- 540 KOJY** **Adult Standards** — "Swingshift" with Bob Meyers
- 640 KFI** **Marilyn Kagan** — Relationships, advice and therapy, open phones
- 710 KMPC** **Twentysomething Talk** — Local talk, open phones with Tavis Smiley and Reuben Navarrette
- 1070 KNX** **Drama Hour** — Old-time dramatic shows
- 1260 KJQI** **Adult Standards** — "Swingshift" with Bob Meyers
- 1600 KMNY** **World Markets** — International business and global finance with John Logue

## FM

- 10:00** **89.3 KPCC** **Special Programs**  
Monday, Bluestage with Melvin Van Peebles; Tuesday, JazzSet with Branford Marsalis; Wednesday, Ian Whitcomb Show; Thursday, E Town; Friday, Rhythm & Blues Time Capsule with Bill Gardner
- 89.9 KCRW** **Brave New World** — Newest releases in alternative rock and pop with Tricia Halloran (Tuesday night only — Santa Monica City Council Meeting coverage)
- 91.5 KUSC** **Music 'Til Two** — Classical music with Jim Svejda
- 92.3 KKBT** **Nightbeat** — Urban contemporary music, dedications, open phones; social issues with Lisa Canning (Fridays — The Joint, featuring hip-hop news and in-studio guests)
- 92.7 KRCI** **Adult Standards** — Music and requests with Patti Pratt
- 93.1 KCBS** **Oldies** — Dave
- 95.5 KLOS** **Album-Oriented Rock** — Local Licks, Mondays at midnight
- 103.5 KOST** **Love Songs on the Coast** — Adult contemporary music with Ted Ziegenbusch

## Late Nights

# Weekday

		FM	
10:00	103.9	KACE	<b>Quiet Storm</b> — Slow jams, romantic music with E.Z. Wiggins
	105.1	KKGO	<b>Classical Music</b> — Chicago Symphony
	106.7	KROQ	<b>Loveline</b> — Love advice, open phones with Riki Rachtman and Dr. Drew, celebrity guests (Sunday through Thursday)
		AM	
	690	XTRA	<b>Lenny Stevens</b> — Sports betting and handicapping (Fridays only)
	870	KIEV	<b>Niteside L.A.</b> — Entertainment with Gregg Hunter
	1070	KNX	<b>News</b> — Jack Salvatore, CBS News and business report, sports, weather and traffic, small business
10:30	1190	KORG	<b>The Sports Show</b> — Sports talk
		FM	
11:00	89.3	KPCC	<b>Special Programs</b> — (except Wednesdays and Fridays) Monday — Waded in the Water Tuesday — Marian McPartland's Piano Jazz Thursday — New Dimensions Radio
	95.5	KLOS	<b>The Greaseman Show</b> — Comedy, live audience, call-in
	95.9	KEZY	<b>Hits of the '80s and '90s</b> — Johnny Quest, overnights
	99.9	KOLA	<b>Oldies</b> — Mark in the Dark
	101.1	KRTH	<b>Oldies</b> — Bill Stevens, Gary Marshall (Mondays only)
	102.7	KIIS	<b>Top 40 Music</b> — Wendix
	105.9	KPWR	<b>Slow Jams</b> — Josefa Salinas, (Monday through Thursday)
			AM
	570	KLAC	<b>Adult Standards</b> — Mark Haden
	600	KOGO	<b>Art Bell</b> — National talk, open phones
	690	XTRA	<b>High School Sports Show</b> — Southern California prep sports: scores and highlights with John "The Coach" Kentera (Fridays only) open phones
	790	KABC	<b>Ray Briem Show</b> — Talk, current issues, open phones; Paul Harvey's Rest of the Story; (Mondays — Best of KABC, summary of daytime programs)
	870	KIEV	<b>Nick Edenetti on Location</b> — Celebrities, interviews, Hollywood stars
		FM	
11:30	90.7	KPFK	<b>Pacifica Network News</b>
		FM	
12:00	88.5	KCSN	<b>BBC Overnights</b> — International news from BBC
	89.3	KPCC	<b>Larry Mantle's Airtalk</b> — Repeat of earlier program
	89.9	KCRW	<b>Stay Awake</b> — Warren Kolodny, (Tuesday and Thursdays only, Monday, Wednesday and Friday — To be announced)
	90.7	KPFK	<b>Something's Happening</b> — Environmental and health issues, current events, education and awareness with Roy of Hollywood; "The We Hours" (women's issues, Fridays only)
	92.3	KKBT	<b>Flava for Your Ear Hour</b> — Guests, mixxin' and rappin' with DJ Don, The Poetess and Mark Love, (Fridays only)
	93.9	KZLA	<b>Country Music</b> — Gary Campbell
	94.3	KIKF	<b>Country Music</b> — Mark Robinson
	94.7	KTWV	<b>New Adult Contemporary</b> — Amy Hiatt
	96.7	KCAL	<b>The Bob Show</b> — Rock music
	97.1	KLSX	<b>Classic Rock</b> — Dion Jackson
	99.1	KGGI	<b>Late Night Ladies</b> — Top 40 music
	97.5	KHTX	<b>New Country Music</b> — Dan David
	100.3	KXEZ	<b>Soft Adult Contemporary</b> — Tom Banda
	101.1	KRTH	<b>Oldies</b> — Vivian Porter, Mondays only
101.9	KSCA	<b>Adult Album Alternative</b>	
102.3	KJLH	<b>Urban Contemporary</b> — Chris Lewis	

# Weekday Late Nights/Early Mornings

## FM

<b>12:00</b>	<b>104.3</b>	<b>KBIG</b>	<b>Adult Contemporary</b> — Rick Diego, (Comedy Hour from 12 to 1 a.m., Monday only)
	<b>105.1</b>	<b>KKGO</b>	<b>Classical Music</b> — Steve Henderson
	<b>105.5</b>	<b>KNAC</b>	<b>Hard Rock</b> — The Razor
	<b>106.7</b>	<b>KROQ</b>	<b>Alternative Rock</b> — Thomas Guide, Scott Mason or Whipping Boy

## AM

<b>540</b>	<b>KOJY</b>	<b>Adult Standards</b> — (Through 6 a.m.)
<b>640</b>	<b>KFI</b>	<b>Best of KFI</b> — Repeats of earlier shows: Dr. Dean Edell, 12 a.m.; Bill Handel, 1 a.m.
<b>690</b>	<b>XTRA</b>	<b>Pete Rose Show</b> — Sports talk with former Cincinnati Reds star, open phones (tape delay) Tuesday through Friday
<b>710</b>	<b>KMPC</b>	<b>Tom Leykis</b> — Repeat of earlier show
<b>870</b>	<b>KIEV</b>	<b>Weekly Las Vegas Connection</b> — News from Las Vegas with Bart Torres (Fridays only)
<b>1070</b>	<b>KNX</b>	<b>News</b> — Tom Brown and Beach Rogers
<b>1110</b>	<b>KRLA</b>	<b>Oldies</b> — Mike Daniels
<b>1230</b>	<b>KGFJ</b>	<b>R&amp;B/Oldies</b> — Joy
<b>1260</b>	<b>KJQI</b>	<b>Adult Standards</b> — (Through 6 a.m.)

## FM

<b>1:00</b>	<b>88.1</b>	<b>KLON</b>	<b>Jazz</b> — Mike Newport
	<b>89.3</b>	<b>KPCC</b>	<b>Rhapsody in Black</b> — History of African-American music with Bill Gardner (Fridays only)
	<b>92.3</b>	<b>KKBT</b>	<b>The Underground Beat</b> — Deep house music with Marques Wyatt and Terence Toy
	<b>105.9</b>	<b>KPWR</b>	<b>Hip-Hop Music/R&amp;B</b> — Huero

## AM

<b>870</b>	<b>KIEV</b>	<b>The Groove Line</b> — Hot adult contemporary, rock, pop, soul, talk with Icie Parker (Wednesdays only)
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## FM

<b>2:00</b>	<b>89.3</b>	<b>KPCC</b>	<b>Fresh Air</b> — Repeat of earlier show
	<b>91.5</b>	<b>KUSC</b>	<b>Classical</b> — Music through the night
	<b>92.3</b>	<b>KKBT</b>	<b>The Love Affair</b> — With Kevin "Slowjammin" James
	<b>93.1</b>	<b>KCBS</b>	<b>Oldies</b> — Verna
	<b>95.5</b>	<b>KLOS</b>	<b>Album-Oriented Rock</b> — J.J. Lee
	<b>95.9</b>	<b>KEZY</b>	<b>Hits of the '80s and '90s</b> — DC Williams (Fridays only)
	<b>102.7</b>	<b>KIIS</b>	<b>Top 40 Music</b> — The Big Watusi
	<b>103.5</b>	<b>KOST</b>	<b>Adult Contemporary</b> — Lance Ballance and Jim Rondeau
<b>103.9</b>	<b>KACE</b>	<b>Urban Contemporary</b> — Karla Antoinette	
<b>106.7</b>	<b>KROQ</b>	<b>Alternative Rock</b>	

## AM

<b>640</b>	<b>KFI</b>	<b>Best of KFI</b> — Repeats of earlier shows: John & Ken, 2 a.m.; Dr. Laura Schlessinger, 3 a.m.; Marilyn Kagan, 4 a.m.
<b>690</b>	<b>XTRA</b>	<b>Sports Talk</b> — Scores and sports updates from the American Sports Network
<b>1070</b>	<b>KNX</b>	<b>Drama Hour</b> — Repeat of 9:00 program

## FM

<b>3:00</b>	<b>89.3</b>	<b>KPCC</b>	<b>Morning Edition</b> — Local and world news with Bob Edwards
	<b>89.9</b>	<b>KCRW</b>	<b>Strictly Jazz</b> — Jazz with Bo Leibowitz (Fridays only)
<b>4:00</b>	<b>96.7</b>	<b>KCAL</b>	<b>Caffeine CD at Three</b> — Rock CDs played in entirety
	<b>101.1</b>	<b>KRTH</b>	<b>Oldies</b> — Gary Marshall, Mondays only
	<b>99.9</b>	<b>KOLA</b>	<b>Oldies</b> — Stan the Man

## AM

<b>1600</b>	<b>KMNY</b>	<b>Vera's Voice</b> — How to be a success in business and life, guest interviews, talk, open phones with Vera Gold
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# Win A Free Gift! Fill Out This Readers' Survey!

Where did you hear about the Los Angeles Radio Guide? \_\_\_\_\_

What city and place did you pick up the Guide? \_\_\_\_\_

What did you enjoy most? \_\_\_\_\_ least? \_\_\_\_\_

Which radio listings did you read? (Circle two favorites)

1. Weekdays 2. Saturday/Sunday 3. None

Do you shop for computer accessories? Where? \_\_\_\_\_

Would you like to see more photos? \_\_\_ Or more stories? \_\_\_\_\_

How many CD/records/cassettes do you plan to purchase monthly? \_\_\_\_\_

Where do you purchase your music? \_\_\_\_\_

At which mall do you shop? \_\_\_\_\_

Do you own a: (Circle appropriate items)

1. Walkman 2. Car stereo w/ cassette deck 3. Car phone

4. CD player 5. VCR

Do you plan to purchase any of the above items in the next 6 months? Yes No

If yes, which item(s)? \_\_\_\_\_

Where do you like to go for entertainment?

1. Concerts 2. Movies 3. Other? \_\_\_\_\_

4. Sporting events. Which sports? \_\_\_\_\_

5. Dining. Where? \_\_\_\_\_

Your Name and Address: \_\_\_\_\_

Occupation: \_\_\_\_\_

Education Level: \_\_\_\_\_

(Please Circle) Sex: M / F Age: 12-17 18-24 25-34 35-44

45-54 55+

(Please Circle) Household Annual Income:

\$75,000+ \$55-74,000 \$45-54,000 \$35-44,000

\$25-34,000 Under \$25,000

Please send entries ASAP to:

The **Los Angeles Radio Guide** thanks you for your cooperation

\*All entries must be received by Jan 15, 1995

**What Is Your Favorite Station?**

\_\_\_\_\_

**What Is Your Favorite Format?**

\_\_\_\_\_

**Who Is Your Favorite Announcer?**

\_\_\_\_\_

**When Do You Listen To The Radio?**

\_\_\_\_\_

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**11693 San Vicente Blvd. • Box 291  
Los Angeles, CA 90049**

Mornings

# Saturday

**FM**

5:00	88.5	KSBR	<b>The Morning Breeze</b> — A mellow blend of acoustic and electronic jazz from around the world with Laine and Bleu (Orange County)
	89.3	KPCC	<b>Weekend Edition</b> — In-depth news reports, economic and business reports, interviews, science and health reports, sports and political commentary with Scott Simon
	92.3	KKBT	<b>On the Move</b> — Urban countdown show, re-cap of top 30 biggest songs in America with Russ Parr
	95.5	KLOS	<b>Rock Chronicles</b>
	101.1	KRTH	<b>Oldies</b> — Steve Jay
	102.3	KJLH	<b>Urban Contemporary</b> — Milt Little
	104.3	KBIG	<b>Adult Contemporary</b> — Carolyn Gracie
	105.1	KKGO	<b>Classical Music</b> — Nick Tyler

**AM**

540	KOJY	<b>Adult Standards</b>
640	KFI	<b>Nick Federoff on Gardening</b> — Gardening tips, horticulture with Nick Federoff
790	KABC	<b>Ken and Barkley Company</b> — Saturday special with Ken Minyard and Roger Barkley
1260	KJQI	<b>Adult Standards</b>

**FM**

6:00	88.1	KLON	<b>Early Morning Jazz</b>
	89.9	KCRW	<b>NPR's Weekend Edition</b> — National Public Radio news with Scott Simon
	90.7	KPFK	<b>Genesis of a Music</b> — Music from the 12th to 20th centuries, public affairs and readings with David Porter
	93.1	KCBS	<b>Oldies</b> — Verna
	95.9	KEZY	<b>Rock Block Weekend</b> — Ed Ford (Runs through midnight, Sunday)
	97.1	KLSX	<b>Classic Rock</b>
	97.5	KHTX	<b>New Country Music</b> — Bob Allen
	101.9	KSCA	<b>Adult Album Alternative</b>
	102.3	KJLH	<b>Walt Love Countdown</b> — Top 30 countdown of nation's most popular hits, celebrity interviews
	102.7	KIIS	<b>Rick Dees' Weekly Top 40</b> — A recap of the week's most popular songs with Rick Dees
	103.1	KACD	<b>New Adult Contemporary/Jazz</b> — Brenda Franklin
	103.5	KOST	<b>Rock, Roll &amp; Remember</b> — Oldies with Dick Clark
	103.9	KACE	<b>Movin' On Weekend</b> — Top 20 urban music countdown with Tom Joyner
	106.7	KROQ	<b>Alternative Rock</b>

**AM**

540	KOJY	<b>Nostalgia</b> — Chuck Southcott
690	XTRA	<b>Let's Talk Hook-Up</b> — Fishing information with Peter Gray
710	KMPG	<b>The Peter Tilden Show with Tracey Miller</b> — Saturday Special Show
830	KPLS	<b>Children's Programming</b>
1070	KNX	<b>News</b> — Jeff McKinney and Linda Nunez; CBS News, sports with Gil Stratton; traffic and weather with Jill Angel and Jim Thornton; Osgood File at 7:24; Dr. Joyce Brothers sex report
1110	KRLA	<b>Oldies</b> — Larry McKay
1190	KORG	<b>In and Around Orange County</b> — Local issues with Tammy Trujillo
1230	KGFJ	<b>R&amp;B/Soul</b> — Debii Whittaker
1260	KJQI	<b>Adult Standards</b> — Chuck Southcott
1600	KMNY	<b>Vera's Voice</b> — How to be a success in business, career and life, interviews, talk, open phones with Vera Gold

# Saturday

## Mornings

### FM

7:00	88.1	<b>KLON</b>	<b>Portraits in Jazz</b> — Ken Poston
	91.5	<b>KUSC</b>	<b>Saturday Morning Music</b> — Classical music with Tom Crann
	92.3	<b>KKBT</b>	<b>The Best of the House Party</b> — Dennis Cruz

### AM

640	<b>KFI</b>	<b>Handel on the Law</b> — Jurisprudence, legal advice with attorney Bill Handel
1070	<b>KNX</b>	<b>CBS World News Roundup</b> — Summary of world's breaking stories with Bill Lynch
1600	<b>KMNY</b>	<b>All About</b> — Financial news with Buz Schwartz

### FM

8:00	88.5	<b>KCSN</b>	<b>Bluegrass Express</b> — Bluegrass music with Frank Javorsek
	102.3	<b>KJLH</b>	<b>Radioscope</b> — Entertainment news, celebrity interviews with Lee Bailey
	103.9	<b>KACE</b>	<b>Urban Contemporary</b> — Sharise

### AM

690	<b>XTRA</b>	<b>Trackside</b> — An insider's look at thoroughbred racing, interviews, handicapping and open phones with trainer Roger Stein
790	<b>KABC</b>	<b>West Coast Garden Line</b> — Gardening tips and horticultural issues, open phones with Bruce Asakawa
870	<b>KIEV</b>	<b>Call About Racing</b> — Thoroughbred racing topics, open phones with Bill Garr
1600	<b>KMNY</b>	<b>Commodities</b> — Investment tips with Moe Ansari

### FM

8:30	90.7	<b>KPFK</b>	<b>Heartfelt Music</b> — John Davis
8:35	89.9	<b>KCRW</b>	<b>ArtSpot</b> — Art reviews
9:00	89.3	<b>KPCC</b>	<b>Car Talk</b> — Automotive advice with "Click and Clack, the Tappet Brothers," open phones
	91.5	<b>KUSC</b>	<b>Car Talk</b> — Automotive advice with "Click and Clack, the Tappet Brothers," open phones
	92.7	<b>KRCI</b>	<b>The Bill Ballance Program</b> — Relationship talk, adult standards, open phones
	101.1	<b>KRTH</b>	<b>Oldies</b> — Jay Coffey
	102.3	<b>KJLH</b>	<b>L.A. Speaks Out</b> — Community issues, news, open phones, guests with Jacquie Stephens

### AM

640	<b>KFI</b>	<b>Best of Rush Limbaugh</b> — A recap of weekday programs
690	<b>XTRA</b>	<b>Sports News/Talk</b>
710	<b>KMPC</b>	<b>California Thoroughbred Digest</b> — Racing topics, handicapping tips
870	<b>KIEV</b>	<b>Best Bargains</b> — Shopping tips, money-saving ideas with Geri Cook
1600	<b>KMNY</b>	<b>Gerry Klein</b> — Business news

### FM

10:00	88.1	<b>KLON</b>	<b>Mostly Bop</b> — Jazz music from the bebop era with Scott Willis
	89.3	<b>KPCC</b>	<b>Whad'Ya Know?</b> — Games & trivia with Michael Feldman
	89.9	<b>KCRW</b>	<b>Weekly Edition</b> — with Neal Conan
	91.5	<b>KUSC</b>	<b>Classical</b> — Saturday Morning with Tom Crann
	93.1	<b>KCBS</b>	<b>Oldies</b> — Mary
	97.5	<b>KHTX</b>	<b>New Country Music</b> — Dave Byrd
	95.9	<b>KEZY</b>	<b>Hits of the '80s and '90s</b> — Scott Free
	97.1	<b>KLSX</b>	<b>Classic Rock</b> — Cynthia Fox
	101.1	<b>KRTH</b>	<b>Oldies</b> — Jay Coffey
	102.3	<b>KJLH</b>	<b>Urban Contemporary</b> — Jeff Gill
	103.1	<b>KACD</b>	<b>New Adult Contemporary/Jazz</b> — Dianna Rose
	103.5	<b>KOST</b>	<b>Adult Contemporary</b> — Mike Sakellarides
	103.9	<b>KACE</b>	<b>Urban Contemporary</b> — Rico and company
106.7	<b>KROQ</b>	<b>Alternative Rock</b>	

## Afternoons

# Saturday

### AM

10:00	540	KJQI	<b>Adult Standards</b> — Gary Owens
	790	KABC	<b>California Foods</b> — Culinary arts with Diane Worthington
	870	KIEV	<b>Chef Piero's Food &amp; Wine Hour</b> — Cooking tips, wine tasting and recipe exchange with Piero Biondi
1070	KNX	<b>Food News Hour</b> — Recipes, cooking techniques, market bargains, open phones with Jackie Olden	
1110	KRLA	<b>Oldies</b> — Mucho Morales	
1260	KJQI	<b>Adult Standards</b> — Gary Owens	
1600	KMNY	<b>Talk Law</b> — Jurisprudence, legal affairs with Dan Kliene	

### FM

10:30	88.5	KCSN	<b>Bluegrass Etc.</b> — Bluegrass music with Frank Hoppe
	90.7	KPFK	<b>Halfway Down the Stairs</b> — Stories and songs for the whole family with Uncle Ruthie
11:00	91.5	KUSC	<b>Opera</b> — with Gene Parrish
	89.9	KCRW	<b>Cafe L.A.</b> — Jazz, classical, pop and international music with Tom Schnabel
	95.5	KLOS	<b>Album-Oriented Rock</b> — Rita Wilde

### AM

790	KABC	<b>The Pet Show</b> — Animal and pet care information with Warren Eckstein
1070	KNX	<b>News</b> — CBS News, local news with Jeff McKinney and Linda Nunez, traffic, weather, sports and business reports
1600	KMNY	<b>Wine, Dine and Travel</b> — National and international features about sites, culture, art, music, food and wine with Vera Gold and Margaret Melanie

### FM

11:30	90.7	KPFK	<b>All About Books</b> — Discussion of fine literature with Pearl Skotnes
Noon	89.3	KPCC	<b>Chuck Cecil's Swingin' Years</b> — Swing and big band music with Chuck Cecil
	92.7	KRCI	<b>Adult Standards</b> — Monthly music specials
	101.9	KSCA	<b>Adult Album Alternative</b>
	105.1	KKGO	<b>Classical Music</b> — Keith Peters

### AM

640	KFI	<b>Bill Press</b> — Interviews, talk, open phones
900	KGRB	<b>Adult Standards</b> — Monthly music specials
1230	KGFJ	<b>R&amp;B/Soul</b> — Scott Greene
1600	KMNY	<b>Cycles Institute</b> — Richard Moge

### FM

12:05	90.7	KPFK	<b>Car Show</b> — Automotive care with John Retsek and Len Frank
12:30	88.5	KCSN	<b>Riders Radio Theater</b> — Western radio drama

### AM

870	KIEV	<b>Travelscope</b> — Travel tips, bargains with Joseph Resendo
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### FM

1:00	88.5	KCSN	<b>Bourbon Street Parade</b> — Dixieland jazz with Bob Ringwald
	104.3	KBIG	<b>Adult Contemporary</b> — Don Simon

### AM

690	XTRA	<b>Sports News/Talk</b> — College football, games to be announced
790	KABC	<b>Travel Show</b> — Travel-related topics with John Clayton
1600	KMNY	<b>Life Planning</b> — Investment strategy with Tony Amaradio

### FM

1:30	90.7	KPFK	<b>Centerstand</b> — Motorcycle talk with Margaret Fowler, Eric Vincent and Nick Lenatsch
	91.5	KUSC	<b>Classical</b> — Weekend Classics with Gene Parrish

# Saturday

## Evenings

<b>FM</b>			
2:00	88.1	<b>KLON</b>	<b>Nothin' but the Blues</b> — Blues music
	93.1	<b>KCBS</b>	<b>Oldies</b> — Kevin
	95.5	<b>KLOS</b>	<b>Album-Oriented Rock</b> — J.J. Lee
	95.9	<b>KEZY</b>	<b>Hits of the '80s and '90s</b> — Brenda Franklin
	97.1	<b>KLSX</b>	<b>Classic Rock</b> — Beau Rials
	101.1	<b>KRTH</b>	<b>Oldies</b> — Johnny Hayes
	102.3	<b>KJLH</b>	<b>Urban Contemporary</b> — Aundrae Russell
	103.1	<b>KACD</b>	<b>New Adult Contemporary/Jazz</b> — Joe Huser
	103.5	<b>KOST</b>	<b>Adult Contemporary</b> — Lance Ballance
	103.9	<b>KACE</b>	<b>Urban Contemporary</b> — George Moore
	106.7	<b>KROQ</b>	<b>Alternative Rock</b>
<b>AM</b>			
1600	<b>KMNY</b>	<b>Entertainment Inside Out</b> — News behind the glitter of the entertainment world, guest interviews with Margaret Melanie	
<b>FM</b>			
2:30	90.7	<b>KPFK</b>	<b>Sounds of Jamaica</b> — Classic Jamaican music and reggae with Miss Wirewaist
3:00	89.9	<b>KCRW</b>	<b>Total Eclipse</b> — A sunny blend of musical textures and shades with Liza Richardson
	97.5	<b>KHTX</b>	<b>New Country Music</b> — Bryan Jackson
<b>AM</b>			
540	<b>KOJY</b>	<b>Nostalgia</b> — Johnny Magnus	
710	<b>KMPC</b>	<b>ESPN</b> — Sports news and events	
790	<b>KABC</b>	<b>Moneytalk</b> — Financial reports with Bob Brinker	
870	<b>KIEV</b>	<b>Government in Action</b> — Local issues, guests, political talk with Glendale Mayor Larry Zarian and Cam Currier	
1070	<b>KNX</b>	<b>News</b> — CBS News, local news with Bob Scott, traffic, weather, Sports Central, USA and business news	
1110	<b>KRLA</b>	<b>Oldies</b> — Art Laboe	
1260	<b>KJQI</b>	<b>Adult Standards</b> — Johnny Magnus	
1600	<b>KMNY</b>	<b>The Business News Magazine</b> — Financial topics with Bob Olivares	
<b>FM</b>			
4:00	88.5	<b>KCSN</b>	<b>The Third Stream</b> — Mainstream jazz with Randy Yamamoto
	89.3	<b>KPCC</b>	<b>All Things Considered</b> — News, business and interviews, science reports, arts features, social and political commentary
<b>AM</b>			
790	<b>KABC</b>	<b>Dining Out</b> — Restaurant reviews and culinary criticism with Merrill Shindler	
1600	<b>KMNY</b>	<b>Weekend Magazine</b> — Consumer news	
<b>FM</b>			
5:00	89.3	<b>KPCC</b>	<b>Ebony</b>
	89.9	<b>KCRW</b>	<b>Weekend All Things Considered</b> — News, business reports, interviews, science reports, arts features, social and political commentary
	91.5	<b>KUSC</b>	<b>Wade in the Water</b> — African-American sacred music traditions
<b>AM</b>			
690	<b>XTRA</b>	<b>Sports Clinic</b> — Sports talk, open phones with Jon Chelesnik, "the Sports Doctor"	
5:30	870	<b>KIEV</b>	<b>Chuck Alpert and the Law</b> — Jurisprudence, open phones with Chuck Alpert
<b>FM</b>			
6:00	88.1	<b>KLON</b>	<b>Jazz and Blues</b> — Sam Fields
	89.3	<b>KPCC</b>	<b>Sancho</b> — Music and local issues with Daniel Castro
	89.9	<b>KCRW</b>	<b>KCRW Playhouse</b> — Radio theater
	91.5	<b>KUSC</b>	<b>Prairie Home Companion</b> — Variety show, comedy, satire and music with Garrison Keillor

## Late Nights

# Saturday

### FM

6:00	92.3	KKBT	<b>The Ruthless Radio Show</b> — Artist interviews, call-ins and countdown with Eazy E, Julio, Tony G. and Jesse Collins
	93.1	KCBS	<b>Oldies</b> — Mark
	95.9	KEZY	<b>Hits of the '80s and '90s</b> — Lori Ryan
	100.3	KXEZ	<b>Soft Adult Contemporary</b> — Maggie McKay
	103.1	KACD	<b>New Adult Contemporary/Jazz</b> — Rich Watson
	103.5	KOST	<b>Love Songs on the Coast</b> — Romantic adult contemporary music with Karen Sharp
103.9	KACE	<b>Saturday Night Special</b> — Retro-funk, urban classics with Mark Drummond	
104.3	KBIG	<b>Adult Contemporary</b> — Ed Mann	
106.7	KROQ	<b>Alternative Rock</b>	

### AM

640	KFI	<b>Mr. KFI</b> — A crazy interpretation of talk radio, open phones
1070	KNX	<b>News</b> — CBS News; local news with Frank Mottek; sports report with Bill Seward; financial news, traffic and weather; editorial with George Nicholaw
1600	KMNY	<b>Women's Forum</b>

### FM

7:00	88.5	KCSN	<b>Giant Steps</b> — Eclectic music program, jazz, blues, modern, classical with Elizabeth Lamers
	88.9	KUCI	<b>Third World North America</b> — Hard-core and punk rock with Barcode and Scarecrow
	90.7	KPFK	<b>Canto Tropical</b> — Afro-Caribbean and Latino music, community issues with Hector Resendez, Kathy Diaz, Pia Montoya and Gustavo Aragon
	94.3	KIKF	<b>Honky Tonk Saturday Night</b> — Country music
	95.5	KLOS	<b>Album-Oriented Rock</b> — Randy Maranz
	97.5	KHTX	<b>New Country Music</b> — Jonathan Steele
	97.1	KLSX	<b>Classic Rock</b> — All-request Saturday with Tawn Mastery
	101.1	KRTH	<b>Oldies</b> — Dave Hood
	101.9	KSCA	<b>Adult Album Alternative</b>
	102.3	KJLH	<b>Urban Contemporary</b> — Milt Little
	104.3	KBIG	<b>Disco Saturday Nights</b> — Disco and '70s dance music with Rick Diego
	105.9	KPWR	<b>Saturday Nite Street Party</b> — Hip-hop, R&B, slow jams

### AM

540	KOJY	<b>Adult Standards</b> — Saturday Night Dance Party
710	KMPC	<b>Xavier Hermosillo</b> — Talk, open phones
870	KIEV	<b>World of Entertainment</b> — Entertainment news and reviews with Gregg Hunter
1110	KRLA	<b>Oldies</b> — Huggy Boy
1260	KJQI	<b>Adult Standards</b> — Saturday Night Dance Party
1600	KMNY	<b>College of Finance</b> — Business and investments with Margaret Melanie

### FM

8:00	91.5	KUSC	<b>Thistle and Shamrock</b> — Irish music with Fiona Ritchie
	105.1	KKGO	<b>Classical Music</b> — Tom Dixon

### AM

690	XTRA	<b>The Competitors Show</b> — Running topics with Bob Babbitt
1600	KMNY	<b>The Best of the Investors' Club on the Air</b> — Recap of weekday shows

### FM

9:00	88.1	KLON	<b>The Jazz Scene</b> — Local jazz artists with Scott Wells
	88.5	KSBR	<b>Other People's Music</b> — Hot, jammin' street music mixed with cultural information with D.J. Zulu, Terminator G and Brian Kelly (Orange County)

# Saturday

## Late Nights

<b>FM</b>				
9:00	89.9	KCRW	<b>The Go Zone</b> — Way-out pop-core and more with Beth Halper	
	91.5	KUSC	<b>The World Cafe</b> — Musical sounds for the '90s	
	92.3	KKBT	<b>The Wake-Up Show</b> — Underground hip-hop tracks with King Tech, Sway and Joe Quixx	
	102.3	KJLH	<b>Club Rhythm</b> — Club mix, hip-hop, street rap with Kan-D-Man	
	106.7	KROQ	<b>Doug the Slug's Party Pit</b> — Alternative rock, requests, party hits with Doug the Slug	
<b>AM</b>				
9:30	640	KFI	<b>Tammy Bruce</b> — Talk, women's issues, open phones	
	690	XTRA	<b>Sports News</b> — Scores and updates from the American Sports Network	
	790	KABC	<b>Tom Hall</b> — Current events, political talk, open phones	
	1070	KNX	<b>Drama Hour</b> — Old-time dramatic radio programs	
<b>FM</b>				
10:00	95.5	KLOS	<b>Rock Report</b> — Music and concert news, studio projects with Rita Wilde	
	88.5	KCSN	<b>Black &amp; Blue</b> — Rhythm & blues and more with Elizabeth Lamers and Randy Yamamoto	
	90.7	KPFK	<b>Informed Sources</b> — In-depth coverage of current events and social criticism	
	91.5	KUSC	<b>Riverwalk</b> — Jazz featuring a single artist each week	
	93.1	KCBS	<b>Oldies</b> — Krickett	
	95.9	KEZY	<b>Hits of the '80s and '90s</b> — Joel Medriano	
	96.7	KCAL	<b>Metal Edge</b> — New and classic heavy metal with Dave Desy	
	<b>AM</b>			
10:30	1070	KNX	<b>News</b> — CBS News, local news with Beach Rogers, traffic and weather, sports report, financial news	
	1190	KORG	<b>Bandstand</b> — Music of the '20s through '40s	
<b>FM</b>				
11:00	89.3	KPCC	<b>Ann the Raven</b>	
	91.5	KUSC	<b>Riverwalk</b>	
	103.5	KOST	<b>Love Songs on the Coast</b> — Adult contemporary music with Adrienne Walker	
<b>AM</b>				
	690	XTRA	<b>Instant Replay</b> — Sports news, recap of the day's top sporting events with Pat Summerall	
<b>FM</b>				
12:00	88.5	KCSN	<b>BBC World Service</b>	
	89.9	KCRW	<b>The International Radio Exchange</b> — Radio Nova, exclusive U.S. broadcast of the hottest music programming in Paris	
	90.7	KPFK	<b>12 O'Clock Rock</b> — Rock 'n' roll with Andrea 'Enthal	
	91.5	KUSC	<b>Worldwide Jazz</b> — International music with Gene Parrish	
	92.3	KKBT	<b>Saturday Night Jam</b> — Live mastermix with Jam and Craig D	
	97.1	KLSX	<b>Fraser Smith After Midnight</b> — Live comedy	
	100.3	KXEZ	<b>Soft Adult Contemporary</b> — Al Marquez	
	101.1	KRTH	<b>Oldies</b> — Bill Stevens	
	101.9	KSCA	<b>Adult Album Alternative</b> — Julio Flores	
	103.9	KACE	<b>Urban Contemporary</b>	
	105.1	KKGO	<b>Classical Music</b> — Steve Henderson	
	106.7	KROQ	<b>Alternative Rock</b>	
<b>AM</b>				
	540	KOJY	<b>Adult Standards</b> — (Continues through 6 a.m.)	
	710	KMPC	<b>KMPC Forum</b>	
	790	KABC	<b>Ray Briem</b> — Current events, talk, Paul Harvey	

## Late Nights/Mornings

# Sunday

<b>FM</b>			
12:00	1110 1260	KRLA KJQI	<b>Oldies</b> — Mike Daniels <b>Adult Standards</b> — (Continues through 6 a.m.)
<b>FM</b>			
1:00	88.1 88.5 89.9 91.5 92.3	KLON KSBR KCRW KUSC KKBT	<b>All Night Jazz</b> — James Janisse <b>Funk Hour</b> — Psychedelic funk with the Funk Monk <b>Short Wave</b> — Bruno Guez <b>Classical</b> — Music Through the Night <b>The Underground Beat</b> — Deep house dance music with Marques Wyatt and Terence Toy
	95.5	KLOS	<b>Talk in Transition</b> — Environmentalism, political awareness, talk with Frank Sontag
	102.3	KJLH	<b>Urban Contemporary</b> — Chris Lewis
<b>AM</b>			
	640	KFI	<b>Bill Smith</b> — General talk, open phones
	690	XTRA	<b>Pete Rose Show</b> — Sports talk with former Cincinnati Reds star, open phones (tape delay)
<b>FM</b>			
2:00	89.3 89.9 92.3 93.1 95.9 97.1 103.5 105.9	KPCC KCRW KKBT KCBS KEZY KLSX KOST KPWR	<b>Blues Stage</b> — <b>Shortwave</b> — Bruno Guez <b>The Love Affair</b> — with Kevin "Slowjammin" James <b>Oldies</b> — Robin <b>Hits of the '80s and '90s</b> — Ed Ford <b>Classic Rock</b> <b>Adult Contemporary</b> — Adrienne Walker <b>Power Tools</b> — Alternative and house music with Richard "Humpty" Vission and Tony B
3:00	89.3	KPCC	<b>Piano Jazz</b> — The best of jazz pianists with Marian McPartland
	690	XTRA	<b>Sports News</b> — Scores and updates from the American Sports Network
<b>Sunday</b>			
<b>FM</b>			
5:00	89.3	KPCC	<b>Weekend Edition</b> — In-depth news reports, economic and business reports, interviews, science and health reports, sports and political commentary with Scott Simon
	101.9	KSCA	<b>Adult Album Alternative</b>
	102.3	KJLH	<b>Church Services</b> — Religion with Vince Morgan
	103.5	KOST	<b>Public Affairs</b>
	106.7	KROQ	<b>Open Line</b> — Public affairs talk show, special guests, open phones with Scott Mason or Doc on the Rock
<b>AM</b>			
	640	KFI	<b>Auto Talk</b> — Automotive care tips with Norm LaFave
	790	KABC	<b>News</b> — Local and national events
	870	KIEV	<b>Yarick's Backyard</b> — Gardening with Burnell and Lucy Yarick
<b>FM</b>			
6:00	88.1 88.5	KLON KSBR	<b>Early Morning Jazz</b> <b>The Morning Breeze</b> — A mellow blend of acoustic and electronic music from around the world with Laine and Bleu (Orange County)
	89.9	KCRW	<b>Music of the Spheres</b> — Mara Zhelutka
	90.7	KPFK	<b>Gospel Caravan</b> — Gospel music with brother Prince Dixon
	92.3	KKBT	<b>Inspiration Across America</b> — Gospel music with Burke Johnson
	93.1	KCBS	<b>Oldies</b> — Robin Banks
	97.1	KLSX	<b>Public Affairs</b> — Local issues
	99.9	KOLA	<b>Inland Empire Today</b> — A close look at concerns affecting the Inland Empire with Michelle St. John and Bob Gates

# Sunday

## Mornings

### FM

- 6:00 101.1 KRTH **It's Happening** — Current local issues and events, interviews with Vivian Porter (repeats Mondays from 12:30 a.m. to 1 a.m.)
- 103.1 KACD **New Adult Contemporary/Jazz** — Brenda Franklin (Public affairs shows "Transitions 2000" with Jeannie Wright from 6 a.m. to 6:30 a.m.; "Issues and Solutions" with John Copps from 6:30a.m. to 7:30 a.m.)
- 103.9 KACE **Amen Corner** — Gospel music with Paul Kidd
- 105.1 KKGO **Commonwealth Club** — Public affairs, forum discussions, national topics, from San Francisco's Commonwealth Club

### AM

- 540 KOJY **Public Affairs** — Local Issues
- 600 KOGO **Mike West Show** — Local current events, open phones
- 1070 KNX **News** — CBS News; local news with Jeff McKinney and Linda Nunez; sports report with Gil Stratton; traffic and weather reports; the Osgood File at 6:25
- 1110 KRLA **KRLA Connections** — Public affairs
- 1260 KJQI **Public Affairs** — Local Issues
- 1600 KMNY **Vera's Voice** — How to be a success in business, career and life, interviews, talk, open phones with Vera Gold

### FM

- 6:30 105.1 KKGO **Town Hall** — Public affairs
- 7:00 88.1 KLON **Classic Jazz** — Bob Epstein
- 88.5 KCSN **Latino Classics** — Latin classical music with Robert Rios
- 91.5 KUSC **Rabbit Ears Radio**
- 93.1 KCBS **Rock Oldies** — Chris
- 93.9 KZLA **American Country Countdown** — Recap of the most popular country music songs with Bob Kingsley
- 95.5 KLOS **Album-Oriented Rock** — Al Ramirez
- 103.5 KOST **Adult Contemporary** — Lance Ballance
- 105.1 KKGO **Backstage California** — Arts and entertainment, interviews with performers

### AM

- 640 KFI **Money Talk** - Financial and investment advice with Jeff Saccacio
- 690 XTRA **Let's Talk Hook-up** — Fishing information with Peter Gray
- 710 KMPC **ESPN Sports Radio** — Sports news and events
- 1600 KMNY **Town Hall**

### FM

- 7:30 91.5 KUSC **Saint Paul Sunday Morning**
- 101.1 KRTH **Close-Up** — Public affairs interview program with Vivian Porter (repeats Mondays from 2:30 a.m. to 3 a.m.)
- 105.1 KKGO **Time Changes** — Locally produced public affairs with Barbara Fouch
- 8:00 89.9 KCRW **NPR's Weekend Edition** — News with Liane Hansen
- 92.3 KKBT **Get Up Stand Up** - Reggae with Dred Scott and Barbara Barabino
- 96.7 KCAL **Brunch with the Beatles** — Beatles music with Razz
- 97.1 KLSX **Class Rock Coffeehouse** — Michael Benner
- 101.1 KRTH **Oldies** — Steve Jay
- 103.9 KACE **The People's Choice** — Local issues, guests, magazine format, open phones with Isidra Person-Lynn
- 104.3 KBIG **Adult Contemporary** — Carolyn Gracie
- 105.1 KKGO **Classical** — Nick Tyler

### AM

- 690 XTRA **Trackside** — An insider's look at thoroughbred racing, interviews, open phones with Roger Stein
- 790 KABC **The Motorized World of Leon Kaplan** — New car selection, automotive advice, open phones with Leon Kaplan
- 1110 KRLA **Oldies** — Larry McKay
- 1600 KMNY **Commodities** — Investments with Moe Ansari

## Mornings/Afternoons

# Sunday

### FM

9:00	89.3	KPCC	<b>Car Talk</b> — Automotive advice with "Click and Clack, the Tappet Brothers," open phones
	90.7	KPFK	<b>The Nixon Tapes</b> — Oldies, jazz, new sounds, ethno-music with Tom Nixon
	91.5	KUSC	<b>Classical</b> — The Opera Show with Duff Murphy
	92.3	KKBT	<b>Street Science</b> — Talk, urban contemporary music, guest interviews, open phones with Dominique DiPrima
	95.5	KLOS	<b>Stone Trek</b> — The best of past, present and future progressive rock with Greg Stone
	95.9	KEZY	<b>Rock Block Weekend</b> — Gil Perez (Program continues through midnight.)
101.9	KSCA	<b>Adult Album Alternative</b>	

### AM

540	KOJY	<b>Adult Standards</b> — Bob Myers
640	KFI	<b>Worst of John &amp; Ken</b> — Recap of weekday programs
1260	KJQI	<b>Adult Standards</b> — Bob Myers

### FM

9:30	88.5	KCSN	<b>Nothing-to-Do Fun Shop</b> — Children's program with Rita Pardue
10:00	88.5	KCSN	<b>L'Chayim</b> — Jewish community news, music and commentary with Cantor Michael Russ
	89.3	KPCC	<b>European Sunday Concert</b>
	89.9	KCRW	<b>Le Show</b> — Social and political satire with Harry Shearer
	93.1	KCBS	<b>Oldies</b> — Chris Taylor
	94.3	KIKF	<b>KIK Countdown</b> — Most popular country hits in Orange County
	97.5	KHTX	<b>New Country Music</b> — Steve Forrest
	96.7	KCAL	<b>Flashback</b> — A look at an era from the past featuring music news and entertainment with Bill St. James
	97.1	KLSX	<b>Breakfast with the Beatles</b> — Beatles hits with Deirdra O'Donahue
	103.1	KACD	<b>New Adult Contemporary/Jazz</b> — Linda Robbyns (The Sunday Brunch; 10 to 11 a.m.)
	103.9	KACE	<b>Urban Contemporary</b> — Sharise

### AM

790	KABC	<b>Susan Estrich</b> — Political talk and commentary
870	KIEV	<b>Phil Blazer Show</b> — Jewish news and information
900	KGRB	<b>Hawaii Calls</b> — Traditional Hawaiian music with Bill Bigelow
1600	KMNY	<b>College of Finance</b> — Business and investments with Margaret Melanie

### FM

11:00	88.1	KLON	<b>Sunday Jazz</b> — Sam Fields
	89.9	KCRW	<b>Cafe L.A.</b> — Jazz, classical, pop and international music with Tom Schnabel
	90.7	KPFK	<b>Background Briefing</b> — News analysis with Ian Master and Edmonde Haddad
	91.5	KUSC	<b>The Record Shelf</b> — Rare classical music recordings with Jim Svejda
	103.5	KOST	<b>Adult Contemporary</b> — Ken Davis
Noon	88.5	KCSN	<b>Don't Touch That Dial</b> — Old-time radio dramas with Barbara Sunday and Bobb Lynes
	90.7	KPFK	<b>In Fidelity</b> — Music program for audiophiles with Peter Sutheim
	91.5	KUSC	<b>The First Art</b> — Gene Parrish
	93.1	KCBS	<b>Oldies</b> — Dave
	95.5	KLOS	<b>Album-Oriented Rock</b> — Randy Maranz

# Sunday

## Afternoons

<b>FM</b>			
Noon	97.1	KLSX	<b>Classic Rock</b> — Jeff Gonzer
	101.9	KSCA	<b>Adult Album Alternative</b>
	102.3	KJLH	<b>Old School Sunday</b> — Old school music with Jesse Torero
	103.9	KACE	<b>Southern California Sunday</b> — Soft urban hits, old school music with Jillian
<b>AM</b>			
	640	KFI	<b>Mark Whitlock</b> — Hard-hitting local issues, open phones
	790	KABC	<b>Tom Hall</b> — Talk, current events, interviews, "People's Choice" open phones
	870	KIEV	<b>Irv Kaze on Sports</b> — Sports interviews, commentary open phones (repeat of Friday's program)
	1070	KNX	<b>News</b> — CBS News, local news with Linda Nunez, sports, religion, weather and traffic reports, financial news and health advice
	1110	KRLA	<b>Oldies</b> — Bobby Romero
	1600	KMNY	<b>Cycles Institute</b> — Richard Mogeey
<b>FM</b>			
1:00	90.7	KPFK	<b>Sunday Opera</b> — Fred Hyatt
	91.5	KUSC	<b>My Word</b> — A word game
	95.9	KEZY	<b>Hits of the '80s and '90s</b> — Marina Wilson
	101.1	KRTH	<b>Oldies</b> — Chaz Kelley
	104.3	KBIG	<b>Adult Contemporary</b> — Don Simon
<b>AM</b>			
	1600	KMNY	<b>Vera's Voice</b> — How to be a success in business, career and life, interviews, talk, open phones with Vera Gold
<b>FM</b>			
1:30	91.5	KUSC	<b>My Music</b> — A music game
2:00	88.1	KLON	<b>Nothin' but the Blues</b> — Blues music
	91.5	KUSC	<b>Classical</b> — Los Angeles Chamber Orchestra
	97.5	KHTX	<b>New Country Music</b> — Stew Berger
	103.1	KACD	<b>New Adult Contemporary/Jazz</b> — Nicci Ross
	103.5	KOST	<b>Adult Contemporary</b> — Bryan Simmons
	540	KOJY	<b>Adult Standards</b> — Brad Williams
	1260	KJQI	<b>Adult Standards</b> — Brad Williams
<b>FM</b>			
3:00	88.5	KCSN	<b>On with the Show</b> — Broadway musicals with Deanna Paulos
	89.9	KCRW	<b>Reggae Beat</b> — Reggae music with Hank Holmes and Chuck Foster
	93.1	KCBS	<b>Oldies</b> — Jeff Serr
<b>AM</b>			
	540	KOJY	<b>Adult Standards</b> — Pat Boone, Then & Now
	640	KFI	<b>Talk</b> — Offbeat news, open phones
	790	KABC	<b>The Road to Success</b> — Self-improvement with Dick Kazan
	870	KIEV	<b>Irish Hour</b> — Irish news, interviews, announcements, Irish music with Tom McConville
	1070	KNX	<b>News</b> — CBS news, local news with Bob Scott; sports report with Bill Seward; financial updates, traffic and weather; "Focus on the Family" with Dr. James Dobson
	1260	KJQI	<b>Adult Standards</b> — Pat Boone, Then & Now
	1600	KMNY	<b>The Gerry Klein Hour</b>
<b>FM</b>			
4:00	88.5	KCSN	<b>Classical Countdown</b> — Top classical music pieces with Rich Capparella
	89.3	KPCC	<b>All Things Considered</b> — News, business and interviews, science reports, arts features, social and political commentary

## Evenings

# Sunday

### FM

- 4:00** **91.5 KUSC** **Sundays at Four** — Chamber music series  
**97.1 KLSX** **Classic Rock** — Jeff Gonzer  
**102.3 KJLH** **Urban Contemporary** — Chris Lewis  
**105.1 KKGO** **Classical** — L.A. Philharmonic Preview

### AM

- 790 KABC** **Elmer Dills** — Restaurant reviews, dining bargains, wine selection, hotel reviews  
**1110 KRLA** **Oldies** — George Matthews  
**1600 KMNY** **Life Planning** — Investment strategy with Tony Amaradio

### FM

- 5:00** **88.5 KCSN** **The Music Room** — Chamber music with James Walden  
**89.3 KPCC** **Same Time, Same Station** — Radio drama with John and Larry Gassman  
**89.9 KCRW** **Weekend All Things Considered** — News, business reports, interviews, science reports, arts features, social and political commentary with various hosts  
**90.7 KPFK** **Crossroads** — Elisabeth Perez-Luna  
**91.5 KUSC** **Classical Countdown**  
**95.5 KLOS** **The 7th Day** — Seven classic rock albums played in their entirety with Joe Benson  
**105.1 KKGO** **Classical** — Classic Movie Music

### AM

- 690 XTRA** **The Game of the Week** — Baseball, ESPN game of the week  
**1600 KMNY** **Wine, Dine and Travel** — National and international features about sites, culture, art, music, food and wine with Vera Gold and Margaret Melanie

### FM

- 5:30** **90.7 KPFK** **Preachin' the Blues** — Blues, black gospel, boogie-woogie and live guests with Ed Archer  
**6:00** **88.1 KLON** **Big Band Jazz** — Ken Poston  
**88.5 KCSN** **American Continental Hours** — German music, news and interviews with Wolfgang Schneider  
**88.5 KSBR** **Folkroots** — Traditional American folk and bluegrass music with Greg Mirken (Orange County)  
**89.9 KCRW** **Playhouse** — Theater  
**91.5 KUSC** **Classical** — Schickele Mix  
**92.3 KKBT** **Diggin' in the Crates** — Old school, hard-to-find classics with King Tech, Sway and Joe Quixx  
**93.1 KCBS** **Oldies** — Murph  
**95.9 KEZY** **Hits of the '80s and '90s** — Lori Roller  
**100.3 KXEZ** **Soft Adult Contemporary** — Maggie McKay  
**101.1 KRTH** **Oldies** — Benney Martinez  
**103.1 KACD** **New Adult Contemporary/Jazz** — Jewell McGowen; ("Music interview" with Monica Thomas, 6 p.m. to 7 p.m.)  
**103.5 KOST** **Love Songs on the Coast** — Adult Contemporary music with Jim Rondeau  
**103.9 KACE** **Sunday Soft Notes** — Old school and jazz with E.Z. Wiggins  
**104.3 KBIG** **Adult Contemporary** — Ed Mann  
**105.1 KKGO** **Classical** — Detroit Symphony  
**105.9 KPWR** **The Retro Show** — Old school, slow jams with Boomer  
**106.7 KROQ** **Reggae Revolution** — Reggae music, celebrity guests with Wayne Jobson

### AM

- 540 KOJY** **Adult Standards** — Brad Williams  
**640 KFI** **Mr. KFI** — A crazy interpretation of talk radio

# Sunday

## Late Nights

### AM

6:00	1070	<b>KNX</b>	<b>News</b> — CBS News; local news with Frank Mottek; sports report with Bill Seward; financial news, traffic and weather, editorial with George Nicholaw; Tokyo Stock Market Open report with Joe Silbert
	1260	<b>KJQI</b>	<b>Adult Standards</b> — Brad Williams
	1600	<b>KMNY</b>	<b>The Commonwealth Club</b>

### FM

7:00	89.3	<b>KPCC</b>	<b>Gee Dad! It's a Wurlitzer</b>
	91.5	<b>KUSC</b>	<b>Echoes</b>
	97.5	<b>KHTX</b>	<b>New Country Music</b> — Jonathan Steele
	101.9	<b>KSCA</b>	<b>Adult Album Alternative</b>

### AM

7:00	540	<b>KOJY</b>	<b>Adult Standards</b> — KJOI Radio Theatre
	790	<b>KABC</b>	<b>For Your Good Health</b> — Health issues with Dr. John Dougall
	710	<b>KMPC</b>	<b>Twentysomething Talk</b> — with Tavis Smiley and Ruben Navarrette
	1110	<b>KRLA</b>	<b>Art Laboe's Killer Oldies</b> — Five-hour request and dedication show featuring four decades of listeners' favorites
1260	<b>KJQI</b>	<b>Adult Standards</b> — KJOI Radio Theatre	

### FM

7:30	90.7	<b>KPFK</b>	<b>Folkscene</b> — Folk music, interviews, live performances with Roz and Howard Larman
	94.3	<b>KIKF</b>	<b>Nashville Now</b> — Country music with Lon Helton
8:00	88.5	<b>KSBR</b>	<b>Ragtime</b> — A journey through the roots of jazz with Jeff Stone (Orange County)
	89.3	<b>KPCC</b>	<b>Echoes of Greece</b>
	91.5	<b>KUSC</b>	<b>Library of Congress</b> — Classical music
	93.9	<b>KZLA</b>	<b>American Country Countdown</b> — Recap of the most popular country music songs according to national charts
	94.7	<b>KTWV</b>	<b>The Listening Room</b> — New music reviews
	96.7	<b>KCAL</b>	<b>Alternative Edge</b> — Four hours of alternative and new rock with Rachel Lee
	97.1	<b>KLSX</b>	<b>Classic Rock</b> — Fraser Smith
	104.3	<b>KBIG</b>	<b>Kasey Kasem's Top 30 Countdown</b>
	105.1	<b>KKGO</b>	<b>Classical</b> — Sunday Evening Opera
	106.7	<b>KROQ</b>	<b>Loveline</b> — Love advice, open phones with Riki Rachtman and Dr. Drew, celebrity guests

### AM

690	<b>XTRA</b>	<b>Coast to Coast</b> — End-of-the-week sports wrap-up with Pat O'Brien
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### FM

9:00	88.1	<b>KLON</b>	<b>Poll Winners</b> — Ken Borgers
	89.9	<b>KCRW</b>	<b>Brave New World</b> — Newest releases in alternative rock and pop with Tricia Halloran
	91.5	<b>KUSC</b>	<b>Pipedreams</b>
	92.3	<b>KKBT</b>	<b>The Love Affair</b> — With Kevin "Slowjammin" James
	93.9	<b>KZLA</b>	<b>Top 30 Countdown</b> — Harmon and Evans
	94.7	<b>KTWV</b>	<b>The Wave's World Music Hour</b> — World music
	102.3	<b>KJLH</b>	<b>Walt Love Countdown</b> — Urban favorites

### AM

640	<b>KFI</b>	<b>Hugh Hewitt</b> — General talk, open phones
1070	<b>KNX</b>	<b>Drama Hour</b> — Old-time dramatic radio programs

### FM

10:00	88.5	<b>KSBR</b>	<b>Dead of Night</b> — New alternative rock releases with Bill Simpson (Orange County)
	88.5	<b>KCSN</b>	<b>Yesterday</b> — With Jerry Butler
	89.3	<b>KPCC</b>	<b>Asian Understanding</b>

# Sunday

## Late Nights

### FM

- 10:00** **93.1** **KCBS** **Oldies** — Krickett  
**94.3** **KIKF** **Sittin' In** — Country music  
**101.9** **KSCA** **The Doctor Demento Show** — Comedy and novelty recordings from the Doctor's private archive  
**103.5** **KOST** **Lovesongs on the Coast** — Adult contemporary music with Ted Ziegenbusch  
**106.7** **KROQ** **Rodney on the Rock** — Cutting-edge new music, in-studio celebrity guests, guest calls from London with Rodney Bingenheimer, movie reviews by Keith Sky

### AM

- 690** **XTRA** **Mexican National Hour** — News from Mexico  
**790** **KABC** **Religion on the Line** — Religious talk with Truman Jacques  
**1070** **KNX** **News** — CBS News, local news with Beach Rogers, traffic, weather and sports, financial updates

### FM

- 10:30** **91.5** **KUSC** **Music From the Hearts of Space**

### FM

- 11:00** **89.3** **KPCC** **Afropop Worldwide**  
**90.7** **KPFK** **Smoke Rings** — Jazz and commentary with John Breckow  
**94.7** **KTWV** **Musical Starstreams**  
**97.5** **KLSX** **House of Blues** — Blues music with Elwood Blues  
**105.1** **KKGO** **Classical** — Ian Freebairn-Smith  
**11:30** **95.5** **KLOS** **Local Licks** — Southern California's longest running weekly showcase for local musical talent  
**91.5** **KUSC** **Classical**  
**12:00** **88.5** **KCSN** **BBC World Service**  
**89.3** **KPCC** **Don't Wake Me Up, Let Me Dream**  
**89.9** **KCRW** **Gumbo!** — A mix of cajun, zydeco, Celtic and roots music with Chuck Taggart  
**91.5** **KUSC** **Classical** — Music through the night  
**94.7** **KTWV** **Musical Starstreams** — Adult contemporary music  
**97.1** **KLSX** **The Grateful Dead Hour** — Concerts of the Grateful Dead, interviews and stories with David Gans  
**100.3** **KXEZ** **Soft Adult Contemporary** — Al Marquez  
**101.1** **KRTH** **K-EARTH Sunday Night** — Public affairs, local, state, national issues, interviews with Vivian Porter  
**101.9** **KSCA** **Adult Album Alternative** — Julio Flores  
**102.3** **KJLH** **Urban Contemporary** — Daphne James  
**103.1** **KKGO** **Music Interview** — The Ramsey Lewis Show  
**103.9** **KACE** **Urban Contemporary**

### AM

- 690** **XTRA** **Instant Replay** — Sports talk with Pat Summerall  
**710** **KMPC** **American Sports Network** — Sports scores and news  
**790** **KABC** **Best of KABC Talkradio**

### FM

- 1:00** **89.3** **KPCC** **C-Span's Weekly Radio Journal** — News

### AM

- 640** **KFI** **Best of KFI** — Rebroadcast of earlier shows

### FM

- 2:00** **89.9** **KCRW** **Shortwave** — Bruno Guez  
**3:00** **89.3** **KPCC** **Morning Edition** — Local and world news with Bob Edwards

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KMPC-AM	710	1 (800) 471-0710
KABC-AM	790	1 (800) 222-5222
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Outside Los Angeles	1 (800)-540-5438
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## National Talk Show Lines

Dr. Laura	1-800-DR. LAURA
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## Children's Radio

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## News Hotlines

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KUCI-FM	88.9
KXLU-FM	88.9

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KLSX-FM .....97.1  
KSCA-FM.....101.9  
KNAC-FM .....105.5  
KROQ-FM.....106.7

## SPORTS

KWNK-AM .....670  
XTRA-AM.....690

## ADULT CONTEMP

KMGX-FM .....94.3  
KYSR-FM .....98.7  
KXEZ-FM.....100.3  
KOST-FM .....103.5  
KBIG-FM .....104.3

## NEW ADULT CONTEMP

KTWV-FM.....94.7

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KJQI-AM .....1260

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KUSC-FM.....91.5  
KKGQ-FM.....105.1

## URBAN

KKBT- FM .....92.3  
KJLH- FM.....102.3  
KAEV-FM\* ....103.9  
KACE-FM.....103.9  
KPWR-FM ....105.9

## COUNTRY

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KZLA-FM .....93.9  
KIKF-FM.....94.3  
KFRG-FM\* .....95.1  
KHTX-FM\* .....97.5  
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KSBR-FM .....88.5  
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KABC-AM .....790  
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KPLS-AM .....830

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KIIS-FM.....102.7  
KIIS-AM.....1150

## OLDIES

KCBS-FM .....93.1  
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KLFE-AM\* .....1240  
KPPC-AM .....1240  
KFRN-AM .....1280  
KGER-AM .....1390  
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