

# Change in gamy KFAT format sealed with a KWSS

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KWSS is aiming at becoming something that never even occurred to the operators of its predecessor, KFAT: "a contemporary mass-appeal radio station."

## Inside:

### They spared that tree

An old oak that appeared threatened by developers' chain saws will remain standing. The builders say they'll work around the tree.

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That was the word Friday from Palmer Pyle, general manager of KWSS, which will hit the airwaves at 12:01 a.m. Monday. As the contemporary mass-appeal station goes on the air, the raucous, screwball, country-and-western format of KFAT will be but a memory.

And a memory to a very small group of people, Pyle said.

The latest ratings give KFAT, 94.5 on the FM dial, a 1.9 percent share of the audience, a slice of the radio pie barely worth mentioning, in Pyle's estimation. Other stations owned by Western Cities Broadcasting — which bought KFAT Dec. 31 for \$3.6 million, according to Pyle — have shares as high as 18 percent of their target audiences.

The target audience for KWSS, he said, is the 18-to-34 age bracket, with special emphasis on listeners from 25 to 34.

This is "a group known for its spending," according to an audio-visual presentation Friday at the Marriott Hotel in Santa Clara. The slide show, designed for prospective advertisers, portrays Western Cities as having a reputation for "turning sagging radio stations into winners."

"We're going to play current artists acceptable to the majority of listeners in our focus group," said Dave Van Stone, the new program director. "We'll play everything from ABBA to the Zombies" — two occasionally popular music groups.

Van Stone and Pyle — wearing the three-piece suits

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# KWSS to aim at 'mass appeal'

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that set KFAT's rustic disc jockeys agog when the two executives showed up at the Gilroy studios — said the KWSS sound will be "somewhere in between" KSJO and KEZR.

"It will be very contemporary," Van Stone said. "You're not going to hear Andre Kostelanetz or boring background music."

KWSS will feature "top air personalities," Pyle said. Only Steven Seaweed will remain from the cast of characters who controlled the microphones during the KFAT era. Other KFAT disc jockeys had a parting of ways with Pyle and Van Stone earlier this month.

Pyle said the station will concentrate on the 1.3 million potential listeners in the Santa Clara Valley. He said research to determine what format would go over best locally was done

out the Valley.

The research did not cover the Monterey Bay region, he said, although the station's signal reaches most parts of that area.

The station will keep studios in Gilroy, Pyle said, and will build new studios in San Jose. Disc jockeys and "on-air personalities" will use the San Jose studios, he said.

Despite the demise of KFAT, the extensive record library that delighted FATheads will be available for listening. Pyle said the station has donated the record collection to the Gilroy Public Library, where classics such as "Drop-kick Me, Jesus, Through the Goal Posts of Life" and "Moose Turd Pie" will be circulated to library patrons.