

Radio station changing format, cutting fat

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KPIG radio is trimming its fat.

Citing financial difficulties, the radio station from Freedom at 107.5 FM, which called itself "The Pig at one-oh-seven oink five" and was known for its progressive country music programming, is changing its format and replacing the bulk of its disc jockeys.

"There will be some changes made," said KPIG Station Manager Laura Ellen Hopper. "But I don't know when."

Although she would not say, some of the changes appear to have already been made.

A satellite dish, able to receive pre-

packaged programming, has been installed. Addition of the dish appears to indicate that the station will not have local on-air personalities, but will use disc jockeys supplied by a network.

According to one KPIG disc jockey, most of the announcers have been given their pay and taken off the air, although on Wednesday the station was still playing its mix of country, blues and rock, a format that was developed and made popular in 1974 by KFAT radio in Gilroy.

Soon after the owner of KFAT died, so did the station, when it became KWSS in 1983. However the old "Fat" disc jockeys obtained most of the record library, including the Fat classic "Moose-

turd Pie" by Utah Phillips, and moved it to Hollister, where the library and disc jockeys found a home for the eclectic brand of radio at KHIP in March 1985.

Fat music at KHIP turned out to be short-lived, when a new station manager replaced the air staff with satellite programming in September 1986, but after almost two years of being off the air, the format with some of the old Fat disc jockeys resurfaced at KPIG in March 1988.

"Any changes we make are subject to changes that will be made at other radio stations in the market. We are waiting for some other changes to be made . . . Everybody thinks the grass is greener on the other side and everybody is singing the blues," said Ms. Hopper.