

## OFF THE RECORD

BY MATTHEW ARNETT



# The Pig signs off

It's over for KPIG. Gordy signed-off the progressive country radio station around noon last Monday with these words: "Well, we held on for as long as we could. This has been K-P-I-G Freedom. Adios amigos."

Then he turned on the satellite feed that supplies the radio station's new format. It went on in mid-song, the first refrain of which was very appropriate.

"Money talks!" AC/DC screamed from the Monterey Bay's newest radio station **The Heat** at 107.5-FM.

The Heat is a nationally programmed Top 40 radio station with more emphasis on rock than dance music. It will compete most directly with KDON 102-FM in Salinas that plays dance-oriented Top 40.

Money is what the owners of the station are hoping to finally make, or at least not lose anymore. The station started playing "the hits" after it became obvious that another radio station was giving up on the format.

Gilroy's KWSS 94.5-FM quit broadcasting Top 40 music Friday afternoon in favor of a weekend full of "Louie, Louie." Calling itself **Louie 94.5**, the station played every version of "Louie, Louie" ever recorded.

Whether it was reggae, beautiful music, Latin jazz, marching band or punk rock, it was always "Louie, Louie" back to back without commercials.

"No one plays more 'Louie,' the station boasted.

"It's kind of redundant, but I like it," called in one listener.

"Here's another 'Louie,' by request!" enthused a disc jockey.

Unfortunately it was just a stunt to get our attention.

On Monday morning, KWSS became **The Fox**, a classic rock radio station with "the songs that made rock radio great." You know the stuff. **Heart, Rolling Stones, Beatles, Steely Dan, Police** with songs that you have heard hundreds of times before. Great.

There is nothing new. No mys-

tery, just safe rock for listeners that don't want to be challenged. Pop music for people who are not now anymore.

Although KWSS is aiming to compete with San Jose rock stations KOME and KSJO, expect it to take listeners away from KMBY 107.1-FM Monterey, which, by the way, is still calling itself "Monterey Bay's only rock station."

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