

OFF THE RECORD

BY MATTHEW ARNETT



Radio daze

In this day of push-button, digitally tuned radio receivers, few listeners actually "touch that dial" anymore. Some home tuners have as many as 20 preset buttons, so the chances of accidentally listening to another radio station while you're trying to find your favorite one are remote.

However, there are some of us who miss turning that dial. Being a bit of a radio junkie myself, the 20 preset buttons somehow aren't enough, so last weekend I reached over and gave that ol' dial a spin in search of something new.

I got a KLUE and discovered that the HEAT was turned off and The Pig was back on the air.

KLUE, at 106.3 on the FM dial, broadcasts rock 'n' roll from King City with a signal that can be heard in all parts of the Salinas Valley as well as Castroville, Marina, Watsonville and Santa Cruz.

Unfortunately, hills block the signal from reaching the Monterey Peninsula.

The station mainly serves up "album-oriented rock" programming (a la KMBY) with some modern rock and oldies thrown in for spice. On Monday morning **Oingo Boingo** was followed by **Led Zeppelin** and then the **Beach Boys**. Yow . . . there's variety for you rockers.

After further investigation I discovered the radio station, which came on the air Oct. 9, is owned by Linda Mauras, who had previously owned a Spanish language station in King City.

While she owned the Spanish station, her son, Dan Mauras, at

the young age of 13, was allowed on the air to do the station's only rock show.

"It was then we figured out what kind of audience was out there," she said. "The rock show got a tremendous response."

Now, 23, Mauras is the station's program director and is responsible for the station's music format as well as training its disc jockeys.

He is also opening up the format to unsigned bands and welcomes studio-quality tapes from bands in the area. Bands should send their tapes, biographies and phone numbers to Dan Mauras, KLUE-FM, 519 Broadway, King City CA 93930.

Another spin of the dial brought another rewarding experience. KPIG has returned to 107.5 FM with its irreverent rockin' country music after a seven month hiatus when the airspace was occupied by a boring, prepackaged, dance hits/Top 40 rock station called The Heat, which was anything but hot.

Apparently the petitions from former listeners actually had some impact, as did the fact that The Heat wasn't making the owners pockets any warmer.

It sure is great to hear **Felton Pruitt**, **Buffalo Bob** — more on him in a moment — and **Sister Tiny** back on the air serving up the kind of music that made FAT radio famous. I'll stay tuned and PIG out.

You can find humor and music on K-PIG that you will never find anywhere else on the dial.

And it's just like KPIG, a permutation of the late great radio legend from Gilroy, KFAT, that the radio personalities there are already begging for money less than a week after they returned to the airwaves.

While they could always use more sponsors, the on-air fund-raising drive this time is for long-time Monterey resident and KPIG radio personality Buffalo Bob.

Sister Tiny says they are trying to raise \$1,500 to bail Buffalo Bob out of Monterey County Jail after he was arrested on a DUI warrant during a party following a KFAT

reunion in Gilroy last weekend.

Pledges to the "Buy Back Buffalo Bob" campaign can be made by calling the KPIG swine line in Watsonville at 722-2299.