

'Oldies' Rock Station Starts At Expense of Hillbilly Funk

Herald Salinas Bureau

SALINAS — A new "oldies" radio station hit the Central Coast airwaves Monday morning — at the expense of hillbilly funk.

KHIP, an FM station from Hollister that was, until Saturday, the home of rowdy cowboy music, is now playing old rock 'n' roll music.

Mik Benedek, the new station manager, said that the move is in keeping with his earlier statements that he was trying to turn the station into "a more professional operation."

While the KHIP studio is still located in the basement of the old Hazel Hawkins Memorial Hospital

in Hollister, the station's new sales and administrative office opened on Monday in Salinas.

All KHIP deejays, most of whom gained a following earlier as "radio personalities" at KFAT-FM in Gilroy, were laid off on Saturday.

"We'll be back," said former KHIP personality Sleepy John Sandidge from Salinas. "We don't know where yet, but we'll be back."

He also said that he is negotiating with other area stations to continue his live radio show, which had been broadcast each Saturday morning on KHIP from a Santa Cruz feed and seed store.