



KLRB · STEREO · 101.7
MONTEREY BAY AREA MEDIA
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FOR IMMEDIATE RELEASE

April 24th is the date set for the on-air debut of KLRB-FM in Carmel, featuring Progressive programming in Stereo from 7:00am to 2:00am daily. Wonderful Walter, whose "Progressions" show was a favorite ~~(of Hartnell students)~~ before K-DON bounced it from the air, will be in residence at the new operation Monday through ~~Saturday nights from 8:00pm to 2:00am.~~ Bob Barron, former Program Director of K-DON, who left there after an unsuccessful effort to persuade management to modernize the format, will head up the Program Department at KLRB-FM, and will pull an on-air shift in the afternoons. Other jocks will include Corky Walsh, Donna Franz, Orlando Bonner and David Bean - all new to local listeners.)

Commercial policy at the new station limits sales pitches to eight per hour - maximum. Normal programming will see no more than six minutes per hour devoted to commercials. There will be four in-depth newscasts per day; Public Affairs and Community Feedback features will be heard throughout the broadcast schedule; concentrating on the activities and attitudes of the 18-35 age group. (Among the special music features on KLRB-FM will be "The Big Show", a weekly rock concert, to be heard 4-5:30pm Saturdays, and "The Rod McKuen Show", Sunday nights at 8:30.)

Hartnell students and organizations are encouraged to participate in KLRB program activities -- contact either Program Director Bob Barron or News Director Phil Cogan at 624-3859.