

□ MUSIC

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broadcasting the adult contemporary format. Adult contemporary is the neither world of soft rock hits that disappear from the charts but exist in music immortality.

• KZAM 95.3 and 102.3 follows a varied format including rock, jazz and reggae. Calling itself "the musical difference," KZAM plays a mellow mix of modern music without the frenetic pace of KRVM. A six-hour jazz program airs each Sunday morning, and "Son of Saturday Gold" features 50s and 60s hits Sunday nights. KZAM also broadcasts over the AM dial.

• KZEL 96.1 features mainstream rock with a harder edge: less Madonna and more David Lee Roth. KZEL exhibits more of a tendency to venture off the well-beaten top-40 trail. D.J.s play old Rolling Stones and Doors hits on a regular basis, along with modern artists like George Thorogood, Talking Heads and the Del Fuegos. "Dead Air," an hour of Grateful Dead music, comes on Sunday nights at 10. Heavy metal fans can tune in Monday nights at 11 for "The Metal Zone."

• KUGN 98 prides itself as

being the only country-music station on the FM dial. A better mix of contemporary country sets it apart from its AM country competitor, KEED, according to Anne Mack of KUGN. Special programs are the Bill Barrett Morning Show and the weekly country hit countdown on Sunday afternoons. KUGN's AM station at 590 is primarily a news and information channel with some adult contemporary.

• KPNW LITE 99 plays adult contemporary with no fresh or current releases, according to Dave Woodward, KPNW general manager. KPNW also has an AM version on 1120. "The AM is a much brighter adult contemporary," Woodward said. Other features on the AM KPNW are the Paul Harvey commentary and Duck sports.

• KDUK 105 considers itself a "contemporary adult" station. "We're not a wimpy adult contemporary," said Ken Moultrie, KDUK operations manager. KDUK avoids playing "washed out" soft rock, like Barbara Striesand music, Moultrie said. The station carries Casey Kasem's Top 40 countdown Sunday mornings,

and plays listener dedications every night between 10 and 11.

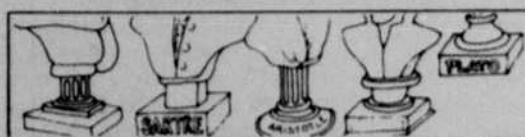
Eugene has four AM stations besides the KZAM, KUGN and KPNW AM counterparts.

• KEED 1600 airs a country music format. The programming strives toward a progressive mix of traditional and contemporary country music geared toward newer artists, according to Program Director Billy Pilgrim. Hank Williams Jr., George Strait, and Dwight Yoakum are some of the featured artists.

• KKXO 1450 plays the Sha-na-na 50s sound, along with rock classics from the 60s and 70s. What makes this station unique is "guaranteed oldies music," said Bob Oxarart, general manager.

• KQAK 1280 plays big band, instrumentals, and middle of the road vocal targeting the 45 year-old and over audience. "Fibber McGee and Molly," and other old-time radio shows air Saturday afternoons.

• KORE 1050 is Eugene's Christian station. The format features gospel and contemporary Christian singers.



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