



Under the hood of a pair of syndicated rock shows ripe for weekend airing

## Guitars And Hair

Mike Boyle

MBoyle@RadioandRecords.com

Those in possession of a photographic memory might see this as the long overdue second part of a rock column that profiled a handful of weekend rock shows nearly a year ago. For this week's Format Focus, we pick up where we left off July 13, 2007, taking a look at two more syndicated programs with the potential to not only liven up the weekend airwaves but perhaps attract a new revenue stream for your station.

### 'Chop Shop'

Envision Radio Networks' "Chop Shop Guitar Show" is exactly what the name implies: a show dedicated to the guitar, but not in a technical way or from a musician's viewpoint. The show invites listeners to hear guitar-driven songs they know and love while occasionally introducing the audience to other guitar gems.

"Chop Shop" is the brainchild of 17-year Detroit radio vet Steve Black, who for the past five years has been doing weekends, fill-ins and promotions at Greater Media active rock WRIF.

"Growing up in Flint, Mich., I was a fan of the syndicated 'Metal Shop' show and was fascinated to



Black

know that someone thousands of miles away was listening to this, too. I knew then that somehow I wanted to be involved in a show like that someday," Black says.

With that in the back of his mind and having hosted other specialty shows, Black says it hit him one day that no shows were dedicated to guitars and guitarists. "I didn't go into this thinking a show about dissecting guitars would be appealing," he says, "but rather it could serve as an invitation to the party, so to speak."

Black took the idea to WRIF PD Doug Podell, who helped him craft the show, and they launched it on WRIF. Since May 2004, "Chop Shop" has

### Mashed-Up Classic Rock

While researching this week's column, I found a classic rock mixshow called "Rockmixx." The show, which has yet to find a syndication home—but is in talks with several companies—is heard on Clear Channel classic rock WBGG/Miami.

"Rockmixx" was hatched in the mind of New York-area mix DJ Rafe Gomez, who has fronted mixshows on Sirius Satellite Radio and former smooth jazz WQCD (CD101.9)/New York, and veteran New York radio programmer John Mullen.

Gomez hosts the two-hour show and its 10-minute daily mini-mix companion "Blast." He says, "I'm taking the most rhythmic, popular and



Gomez

energetic classic rock tracks, chopping them up and smashing them together to create an experience that's totally familiar yet also exciting, new and memorable."

Gomez says he did focus groups for the show using two demos: college students and 30- to 40-year-olds.

"The younger folks loved the fact that what they were hearing was a mash-up because it speaks their language," he says. "On the other hand, the older

folks loved the music, and they like the idea of the mash-up. Not because it speaks their language, but because it was almost like a trivia game wondering what would come up next."—MB



After its May 17 performance at the two-day Rock on the Range festival in Columbus, Ohio, Reprise act Disturbed hung backstage with the crew from United Stations' syndicated "hardDrive" show. From left are Disturbed's Mike Wengren, Dan Donegan and David Draiman, "hardDrive" executive producer Roxy Myzall and host Lou Brutus, and Disturbed's John Moyer.

### Music Monitors

"The Rockin' '80s"

Week of May 12-18

Mötley Crüe, "Dr.

Feelgood"

The Firm, "All the

Kings Horses"

Deep Purple, "Knockin'

at Your Backdoor"

Queen, "Radio Ga Ga"

Queen, "I Want It All"

John Parr, "Naughty

Naughty"

Robert Plant, "Worse

Than Detroit"

Fastway, "Say What

You Will"

Rush, "Digital Man"

Michael Bolton, "Fool's

Game"

"Chop Shop Guitar Show"

Week of April 28-May 4

Pink Floyd, "Hey You"

(Live)

Jethro Tull,

"Locomotive Breath"

Asia, "Only Time Will Tell"

Jimi Hendrix, "Voodoo

Chile (Slight Return)"

AC/DC, "Shoot to Drill"

Ted Nugent, "Cat

Scratch Fever"

Deep Purple, "Highway

Star"

Rainbow, "Temple of

the King"

Aldo Nova, "Fantasy"

"Rockmixx"

"Rockmixx"

Mix 1: Joan Jett, "I Love

Rock N' Roll"; J. Geils

Band, "Love Stinks";

Def Leppard, "Pour

Some Sugar on Me";

Montrose, "Rock Candy"

Mix 2: The Sweet,

"Ballroom Blitz"; Cheap

Trick, "I Want You to

Want Me"; Golden

Earring, "Radar Love";

Led Zeppelin, "Royal

Orleans"

Source: Program logs

been heard nationally—in active and classic rock versions—on more than 50 affiliates, including Clear Channel alternative WWDC/ Washington, classic rock sister WBGG/Miami and Regent classic rock WQBK/Albany, N.Y. The program expands to two hours this month.

Black says his biggest challenge is getting programmers to realize that it is not all about Yngwie Malmsteen and Joe Satriani. "I interview and play lots of music from guitarists in current bands such as Breaking Benjamin because they have guitars prominently featured in their music," Black says. "The concept of this show is broad."

### 'Rockin' '80s'

High Desert Broadcasting classic rock KLKX and active rock KKZQ/Lancaster-Palmdale, Calif., PD



Zander

Zander grew up in Chicago. His résumé includes stops at such hometown stations as defunct rockers WRGX, WCBR and WXXY; heritage rock WLUP; and classic-rock-turned-FM-talk WCKG.

"WCKG is where I watched my idea for an '80s rock show come to fruition in 1997 under then-PD Reid Reker," says Zander, who also hosts afternoons on KLKX. "The show became popular, and I was able to take it over to WLUP and from there decided to launch it nationally in 2004."

Zander says syndicating "Rockin' '80s" was as simple as making a demo and briefly shopping it. "Envision embraced it," he adds. "However, I did grab a few affiliates on my own before partnering with Envision." His first, which has stuck with him since the start, is KLPX/Tucson. The two-hour weekly show now has more than 40 affiliates, including WBGG, KLKX and Clear Channel classic rock WQBW (the Brew)/Milwaukee.

Zander says it's hard for him to name the show's most compelling attribute, but people tell him the program's production values, including the vintage audio snippets from the decade sprinkled throughout, make it a fun experience. "I also think the show has morphed into having a sense of humor about the '80s," he adds, "but it remembers the '80s fondly and also talks about what these bands are doing now, and that keeps the show relevant. It's so much more than just an oldies show."

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