



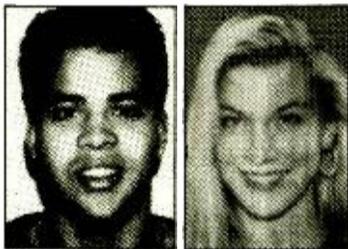
SHAWN ALEXANDER

KJEE Debuts No. 1 18-34

■ Unprecedented start for Santa Barbara outlet run by three 'rookies'

What would you say about a station run by four people — three of them lacking any radio experience and the fourth a hands-on owner? Okay — what would you say if I told you it debuted in the Spring '94 Arbitron with a 5.6 12+ and finished No. 1 18-34? Meet **KJEE/Santa Barbara**, the format's newest success story.

This small-time, locally owned station has been banking on word of mouth and its own unpredictability since its sign-on six months ago. At first it played a different artist every day, ranging from **James Brown** and **Bob Dylan** to Christian music and reggae. But when listener response increased 300% after a day of popular alternative bands, the format decision was easy.



Eddie Gutierrez Heather Luke

Gutierrez handles sales and promotions, Luke does all the station announcements, and Saffran directs traffic, answers phones, and voices commercials. Evans also puts in several hours on production and engineering. In addition, everybody does an airshift. The station is presently dark from 1am-7am — the staffers have to get some sleep! — but Evans plans to add another employee soon and go to 24 hours.

Unique Automation

Since KJEE runs on a skeleton crew, it relies heavily on a unique automation setup. "Instead of broadcasting live off our automation system, we record everything," explains Gutierrez. "We bought Super Hi-Fi tape recorders and tape the music from the automation system onto blank nine-hour S-VHS tapes, which are DAT quality. We usually get a couple uses out of one tape. We use the same tape in different dayparts for about two weeks.

"We have a video camera taping the computer screen, which scrolls through the artist and songs from each hour. The IDs are recorded on the tape. We pause the VHS tape to run our spots on a mini-disc player or to do live input."

Incidentally, the staff just began doing airshifts a couple weeks ago. Prior to that, KJEE only ran ID announcements. Although the airshifts are prerecorded, most songs are front- and back-announced at the top and bottom of the hour. Luke notes, "We don't have many commercials, so we don't want too many interruptions."

The station began running two spots an hour this month. "The owner had some capital, and with the overhead so low, he wanted to be almost commercial-free for the summer to help build our listening audience," says Gutierrez. "We'll increase to four spots maximum per hour until next year."

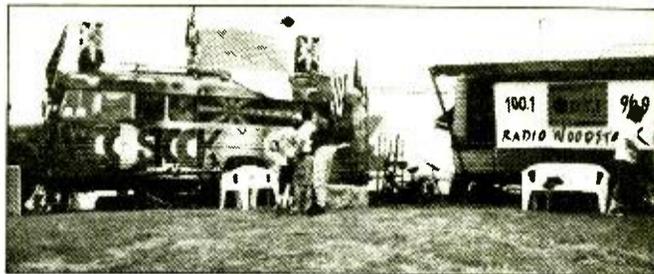
'We'll Never Conform'

How did this low-profile start-up build its library? "We went to Morninglory [a local store] and picked out CDs we wanted. Instead of paying, we ran commercials for them," explains Gutierrez. "They were our only sponsor in the beginning."

Luke explains, "We began with only 40 CDs and played a lot of B-tracks, so we were able to educate a lot of people. What made us was the **Smashing Pumpkins**, **Stone Temple Pilots**, **Ministry**, and **Nine Inch Nails**. Whenever we got something new I'd put it on, because I

HOMETOWN RECAP

WDST Covers Woodstock



The station had its "magic bus" (l) painted for the event and kept it visible at events during the three months leading up to Woodstock. 'DST not only broadcast live from the psychedelic bus, it used the RV (r) as a production studio and place for station personnel to hang out.

As Woodstock '94's official radio station, **Alternative WDST/Woodstock, NY** was the only station doing continuous reports for the entire event. 'DST didn't miss a beat.

The station was visible at the festival from Tuesday-Monday, providing the local angle for the community and even broadcasting live from the 'DST "magic bus" (see photo).

"It was really cool doing the morning show and seeing everything go down," comments morning host **Nic Harcourt**. "We saw them put everything together. On Thursday, people started to arrive and we were surrounded by tents. By Monday, we were surrounded by trash."

Beginning Thursday, WDST

broadcast every airshift live from Woodstock. The station carried **Media America's** four-hour taped segment on Saturday and Sunday from 9pm-1am. "It was two events — culture for the area and music," notes PD **Jimmy Buff**.

"We wanted to tell people what was going on about the music. We had access from some of the areas backstage, and we phoned in reports. We got a lot of things backstage that weren't seen or heard about on pay-per-view. We grabbed a lot of the concertgoers and put them on the air."

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— Eddie Gutierrez

64 KJEE owner **James Evans** has a degree in engineering, and he used technology to its fullest in building the station from scratch. Thanks to modern technology, he's had to hire just three people: GM **Eddie Gutierrez**, PD/MD **Heather Luke**, and APD/AMD **Deanne Saffran**.

65 **People here were tired of the same old stations, and there was a tremendous hole for this music.**

— Heather Luke

66 don't play anything that's more than a couple years old. We tried throwing in the **Go-Go's** and early **Eurythmics**, and people called and complained, because they didn't want to hear things they could hear elsewhere. Every once in a while we'll throw in a greatest hits artist, like the **Smiths**, **Sex Pistols**, **Red Hot Chili Peppers**, **Replacements**, **Psychedelic Furs**, or **Fishbone**."

Word Of Mouth

So far, KJEE has done no marketing and very few promotions. The station handed out 700 bumper stickers at UCSB's Extravaganza Concert, and it's done a few nightclub appearances at two new alternative clubs that have opened since the station signed on. That's about it, other than a few shows.

"It's really been word of mouth," Luke says. "Santa Barbara is a small town that was dry. Anytime there's something new here, everyone's going to find out. All the newspapers wrote about us. People in Santa Barbara were tired of the same old stations, and there was a tremendous hole for this music. Alternative is really big now — not just stations, but the whole industry is growing. We couldn't have come on at a better time."

For The Record

KJEE/Santa Barbara was inadvertently omitted from the ratings analysis last week. Oops!

LIGHTNING SEEDS
"LUCKY YOU"

FIRST EVER U.S. TOUR BEGINS OCTOBER

CHART 30

New Airplay at KITS, KNDD, WAQZ

Majors Include:

- KEDJ WDRG KWOD WZRH
- KEDG WENZ WBRU WOXY
- XHRM KTCL X96



MONTECITO
KJEE 92.9
SANTA BARBARA

Sample Hour

Here's an early afternoon hour:

- HORSE/God's Home Movie
- SOUNDGARDEN/
Fell On Black Days
- GODS CHILD/Everybody's One
- DIED PRETTY/Head Around
- COUNTING CROWS/
Einstein On The Beach
- CONCRETE BLONDE/
Crystal Blue Persuasion
- SLOWDIVE/40 Days
- SMITHS/How Soon Is Now?
- DAMBUILDERS/Shrine
- BREEDERS/Divine Hammer
- DINOSAUR JR/Feel The Pain
- SPENCER THE GARDENER/
Ride The Pretty One
- JUDYBATS/What We Lose
- BARENAKED LADIES/Jane
- ALICE IN CHAINS/I Stay Away

wanted to play new music. As we've gotten more CDs, we've focused on particular songs.

"We're all learning as we go along, but we'll never conform to what everybody says is right. Our most-played songs air two to three times per day. We play a wider variety because we don't repeat songs much. We don't want the listeners to hear the same song over and over. People keep tuning in because they don't know what song is next. We don't want to be predictable — we keep them guessing.

"The sound of the station is up and down, up and down, so people won't channel-surf. If you don't like the song that's playing, you'll probably like the next one. That's how we keep listeners all day. We begin playing the heavier sound around 3pm, but not every day. Some days it might sound mellow, similar to mornings. Not having a steady flow of music has attracted people of all ages to listen."

Luke says the station is about 50% current and 50% recurrent. "We