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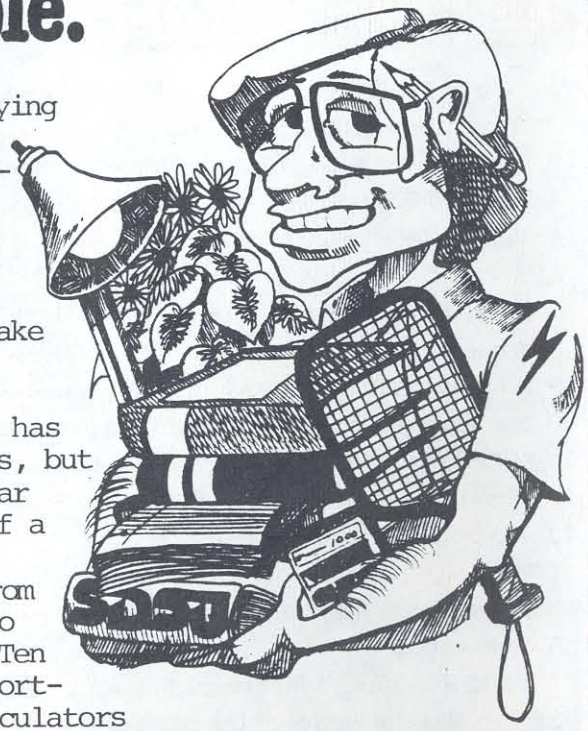
made Seymore J. Sophomore's back-to-school a bit more enjoyable.



Seymore knew that buying back-to-school items can be a real harrowing experience, but he also knew that buying almost everything that he needed at one store would make things a lot easier.

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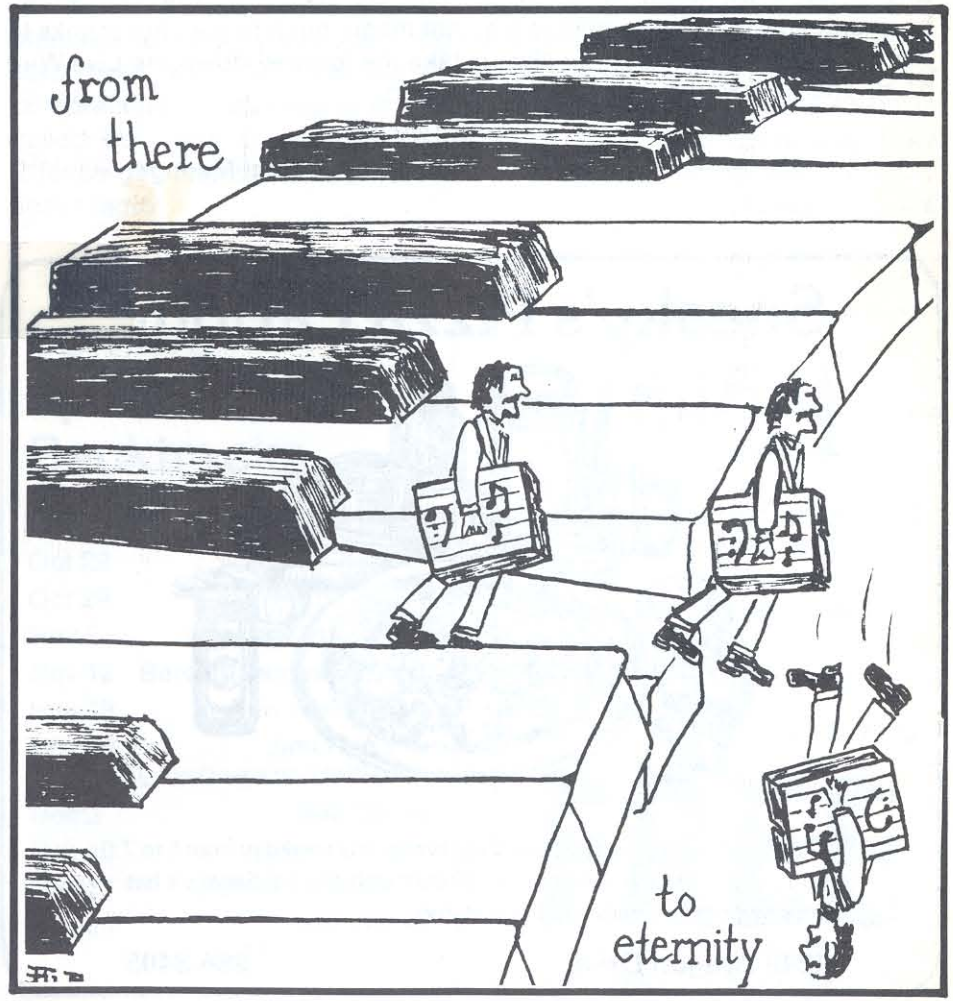
KCR

THE *LIVE* WIRE
98.9 FM/550 AM

program guide

fall 1979



a message from the gm . . .

Welcome to the Live Wire, KCR Radio's fall program guide. In this our second issue you will find some facts and trivia you may or may not have known about KCR and music.

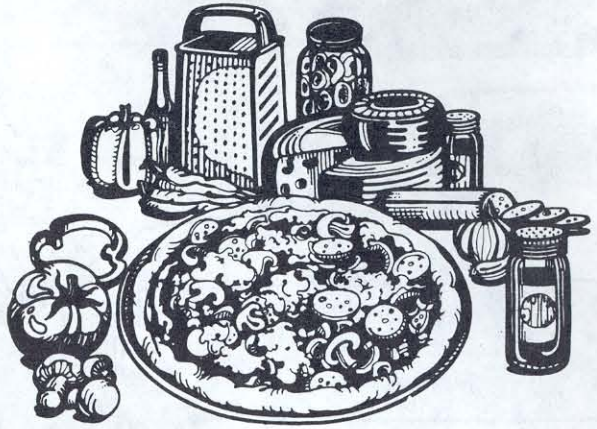
The Live Wire KCR is student run and operated and has been since the beginning of it all in 1969. Our record library of nearly 10,000 albums is the largest in San Diego and our programming is a unique force in the county.

Commercial radio in San Diego doesn't give listeners a chance to hear good obscure music because commercial stations don't play it (obviously)! Why? Ask them, then listen to us.

Without the dedicated student participation of folks like Tim Latta, Gayle Falkenthal, Gregg Conley, Mike Effenberger, Keith Royer, Barry Goldbarg, Bob Ealee, Doug Smith, Philip Walter, Tom Guidry and others, KCR would be unable to work. These names may not mean much to you, but thanks to them our listeners are able to always take the journey down the Live Wire KCR, The Real Radio Source for San Diego.

ENJOY 98.9!
Guy Perry, General Manager

Sneaky's Pizza Parlour



Check out one of our delicious large pizzas any weekday from 5 to 7 p.m., and your beer is just $1 per pitcher with this ad! Sneaky's has your favorite cocktails and burgers, too!

4240 Aragon Drive **286-3405**

listening in on the live wire. . .

Since we last spoke, a lot of new and wonderful things are happening in programming at KCR. In addition to our regular lineup of special feature programs "Fresh Vinyl," "Zoetrope," "Galactic Zoo," "Backtracks," we've added some new musical treats to delight the ear...

Speaking of the ear, "Thirsty Ear," a recorded concert series featuring up and coming acts, will resume at an undetermined time every two weeks. Performing acts of a different sort are presented on "The Best of Hoot Night," with host Tim Latta Tuesdays at 10 p.m. "Hoot Night" is also a revival of a popular series featuring an hour of entertainment recorded at San Diego State's weekly event held at the Backdoor. Your ears should be ringing by now, and if perchance they aren't, Saturdays at 12 noon should take care of things. That's when our own Joe Shrin brings you the best in oldies on "Earache." Give Joe a ring at 265-6982, and he'll play your favorite blast from the past. Last but not least, you'll have to be blasted to comprehend Sunday nights at the Live Wire. 10 p.m. brings on a sickness called the "San Diego Night Shift" with hosts Bob Ealee and Mike Effenberger. Bob and Mike cut loose with things your mother never told you about radio.

continued on page 8

coming up on Backtracks...

Oct 15	Greg Kihn Band
Oct 22	AC DC
Oct 29	Pattie Smith
Nov 5	Sons of Champlain
Nov 12	Barclay James Harvest
Nov 19	Ten Years After
Nov 26	Jimi Hendrix
(SPECIAL TWO HOUR EDITION)	
Dec 3	Bob Dylan
Dec 10	Sly
Dec 17	Jefferson Airplane
Dec 24	Bob Seger

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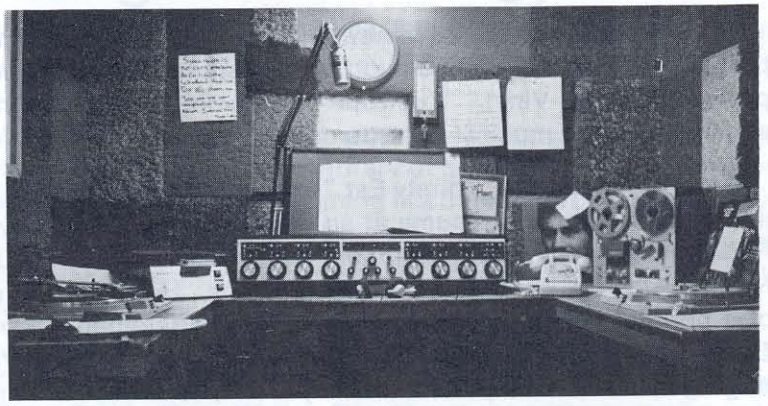
the live wire gets a new look...

KCR RADIO BEFORE



During the course of the past summer, KCR changed the look of the studio with a total overhaul. What used to be called the Carpeted Cubicle, covered with patches of carpeting on the walls, has now taken on a clean, streamlined appearance.

The Live Wire approaches its second decade of service with an aesthetic environment of paneling, acoustic tile, green and growing plants and other oddities to give it an atmosphere to create Real Radio in San Diego.

It all began in June with station manager Guy Perry yelling something about building a spaceship. Saber saw man Joe Shrin simplified Perry's statement by posing the question Ya wanna rebuild this place? Perry replied, Well, Shrin... At this point it was obvious that Joe was experiencing his hearing difficulty usually experienced Saturdays at noon during Earache. Thinking that Perry said Swell, Shrin instead of Well, Shrin, Joe

continued on page 8

KCR RADIO AFTER

with a lineup like this, how can you miss??

Monday

6 a.m. - 10 a.m.	Steve Tipp
10 a.m. - 2 p.m.	Doug Smith
2 p.m. - 6 p.m.	Gayle
6 p.m. - 10 p.m.	"The Pear" w/Backtracks
10 p.m. - 2 p.m.	Philip Walter

Tuesday

6 a.m. - 10 a.m.	Jim Bostick
10 a.m. - 2 p.m.	Barry Goldbarg
2 p.m. - 6 p.m.	Dave Drexler
6 p.m. - 10 p.m.	Bob Ealee
10 p.m. - 2 p.m.	Tim Latta and "Hoot Night"

Wednesday

6 a.m. - 10 a.m.	Wendy Bernier
10 a.m. - 2 p.m.	Tim Latta
2 p.m. - 6 p.m.	Keith Royer
6 p.m. - 10 p.m.	Mike Effenberger w/"Fresh Vinyl"
10 p.m. - 2 a.m.	Guy Perry

Thursday

6 a.m. - 10 a.m.	Louis Long
10 a.m. - 2 p.m.	'Gumby'
2 p.m. - 6 p.m.	Keith Royer
6 p.m. - 10 p.m.	Tim Curtin
10 p.m. - 2 a.m.	Matt Benjamin

Friday

6 a.m. - 10 a.m.	Kathy Pultz
10 a.m. - 2 p.m.	Craig Eichhorn
2 p.m. - 6 p.m.	Keith Royer
6 p.m. - 10 p.m.	Kevin Moseley w/"Galactic Zoo"
10 p.m. - 2 a.m.	Mike Effenberger

Saturday

2 a.m. - 6 a.m.	Pete Silvernail
6 a.m. - 10 a.m.	Keith Newman
10 a.m. - 2 p.m.	Joe Shrin w/"Earache"
2 p.m. - 6 p.m.	Gregg Conley
6 p.m. - 10 p.m.	"Colonel" Jim Kern
10 p.m. - 2 a.m.	The Master Blaster

Sunday

6 a.m. - 10 a.m.	Felicia Cohen
10 a.m. - 2 p.m.	"The Nubian Prince"
2 p.m. - 6 p.m.	Marty Wisckol
6 p.m. - 10 p.m.	Gayle w/"Zoetrope"
10 p.m. - ???????	Mike and Bob w/"San Diego Night Shift"

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**Super Salad Bar and Homemade Soups
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sports of all sorts...

KCR is the place to get wired to for all your sports news and Aztec play-by-play. Our in depth sports reports come to you at 10 a.m. and 5 p.m., so you won't miss a single play if you stick with the Live Wire. Check out this lineup of sportscasters:

Monday at 10 - Kathy McCormick
Monday at 5 - Lee Elder
Tuesday at 10 - Larry Snyder
Tuesday at 5 - Bob Sly
Wednesday at 10 - Brian Taylor
Wednesday at 5 - Lee Elder
Thursday at 10 - Hubbel Smith
Thursday at 5 - John Shea
Friday at 10 - Brian Taylor
Friday at 5 - Kirk Roland
(listen Friday as Kirk talks with Aztec quarterback Mark Halda about the weekend's Aztec football action)!!
Saturday at 5 - Jeffrey Sherman
Sunday at 5 - Brian Pinder

KCR also brings all the action of Aztec football play by play with broadcast teams of Lee Elder and Paul Downey, and Kirk Roland and John Shea. Aztec Basketball is next in line, and KCR will broadcast a number of Women's Aztec basketball games.

KCR news...

The KCR News Department has always been a leader in college radio, placing a high percentage of its personnel into the ranks of professional radio and television news. The sound of success to come can be heard every day at 6 p.m. as our fine staff brings you lively news on the Live Wire...

Monday - Miri Day
Tuesday - Kelly Wheeler alternating with Steve Mainini
Wednesday - Carrie Fischler
Thursday - Nancy Kirwan
Friday - Larry Roth alternating with Katy Salazar
Saturday - Sandee Althouse
Sunday - Pam Fox

public (and other) affairs...

Public affairs is one of the most fascinating, and at the same time one of the most important departments in radio. KCR's public affairs department is unique in that we are flexible enough to allow you to experiment with any fresh, new ideas you might have.

Public affairs is responsible for the following—
—producing "Alternative Currents"; an interview program featuring guests from San Diego State, the community, or any group or organization of interest to our listeners.
—producing "What's Going On"; a weekly spot informing our listeners of San Diego Concerts, events, and other happenings in the area.
—doing other special programming and investigative reports.

KCR's public affairs department may also develop these ideas currently in the works—
—KCR's "Man on the Street";
—"Speak UP," an editorial series for students.

As you can see, public affairs is a highly visible department at KCR. We hope what you hear is as interesting to you as it is to us.

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Be sure to have your receiver hooked up to Mission Cable FM to receive San Diego's real radio outlet —KCR!!!

the live wire gets a new look... (continued from page 4)

got out his 1959 Delco saber saw and numerous hors d'oeuvres and went completely berserk. He almost single-handedly tore the former Carpeted Cubicle apart to create a new beginning.

The beginnning took place on September 12 after engineers Tom Guidry and Doug Smith made their way through the jungles of wires. It was a long journey down the new Live Wire, except for Shrin, who had the advantage of the saber saw. Promotions man Tim Latta had possibly the roughest trip of all. Latta lost himself in the men's room and was only found last week by campus police. He was mumbling something about how Star Trek and Led Zeppelin don't mix. It's a good thing that the police had a white jacket to keep Tim warm upon his discovery.

A hearty thanks goes out to all the folks who helped transform KCR into a thing of beauty this summer. We hope our listeners will notice the difference as they continue to enjoy the Live Wire...

listening in on the live wire... (continued from page 3)

In addition to our new programs, KCR sponsors a Noon Concert series every Friday on the SDSU campus. Local bands strut their stuff for your pleasure.

Check it all out—we guarantee you will get wired!

Grand Opening!
AZTEC
AMUSEMENT CENTER

A lot of class, for a little change!
Pinball, video and foosball games...we have it all.
Come Monday thru Friday and receive your first game free with this ad!!!

1 per person Expires 12-21-79

"Rockin"

A Musical Statement
by Bob Ealee, Music Director, KCR

I read "Music of the 80's is here"
Somewhere - I read that
A paper with the words
A music critic printed for me.

I read it again. Trying
To figure out why they want me
To know this. They're already believing the 80's.
How could they do this? (They, they - them being a control of music expression.)

"If the 80's are here," I wrote
"Then the 70's are gone." We must have
then forgotten them. Who?
The 70's man, Ya know, the music was real
different then.

"The 70's **are** gone." I thought that
We (they) - had more to do
then. I sat, rocked back and forth in my chair,
making the wooden floors creak.

Over to the stereo. I flipped over the
archaic Boston album. Or Kansas, Or
Missouri, Or Somewhere, I really can't see too well.
Back in my chair I rocked in rhythm to the stereo.

"I remember the 80's." Speaking aloud
as if directly to a listener.
I must remember. No one's here.
I rock "The 80's; the end of the Rock Era, the end of musical expression as we know it." As (they) wanted.

"The 70's are Gone." I thought that we (them)
Were more inquisitive then. (No) Reaching Out
I turned off the stereo and sat rocking
Back and forth making the wooden floors creak with rhythm.

Reaching I pulled out an archaic Boston
Album, Or Kansas, Or Missouri, Or Somewhere
I really can't see too well now.
Maybe if they gave me more light in here. (Oh well.)

"I remember the 80's, yeah." Speaking aloud
As if directly to a listener.
Must remind myself No one's here.
I rock. "The 80's - end of the Rock Era, the end of
musical expression as we knew it." As (they) wanted.

playlist

As of October 5th, 1979

DAYTIME

1. Genya Ravan	...and I Mean It!	20th Century
*2. Weather Report	8:30	Columbia
3. Frank Zappa	Joe's Garage	Zappa
4. Flammin' Groovies	Jumpin' In The Night	Sire
5. Jules and The Polar Bears	Fanetiks	Columbia
6. Oregon	Roots In The Sky	Elektra
*7. Santana	Marathon	Columbia
8. B-52's	B-52's	Warner
9. Ian Gomm	Gomm With The Wind	Stiff/Epic
10. Solar Plexus	Solar Plexus	Inner City

NIGHTTIME

1. Talking Heads	Fear Of Music	Sire
2. Iggy Pop	New Values	Arista
3. The B-52's	The B-52's	Warner
4. Gary Numan and The Tubeway Army	Replicas	Atco
5. Peter Hammill	Ph 7	Charisma
*6. Buzzcocks	Singles Going Steady	Inter.Rec.Syd.
7. The Durocs	Durocs	Capitol
8. AC/DC	Highway To Hell	Atlantic
9. Frank Zappa	Joe's Garage	Zappa
10. Tom Verlaine	Tom Verlaine	Elektra

IMPORTS

1. John Cooper Clarke	Disguise In Love	CBS
2. Radiators	Ghostown	Chiswick
3. Chris Spedding	Guitar Graffiti	Rak

SINGLES

1. Pearl Harbor and The Explosions	Drivin'	415
2. Psycotic Pineapple	I Wanna Get Rid Of You	Richmond
3. The Naughty Sweeties	Alice	Daunt Less
4. Snakefinger	Kill The Great Raven	Ralph
5. Stiv Bators	It's Cold Outside	Bomp
6. Nikki and the Corvettes	Honey Bop!	Bomp

trivia trivia trivia

Here's the second edition of the KCR Program Guide trivia quiz! The agony you'll go through to answer these questions is well worth the albums you'll get if you're the winner. Bring your answers to KCR, Room MS 106, San Diego State, or mail them in. The first person to get them all right will be the winner.

1. Title of the last album by the Moody Blues.
2. What group recorded 96 Tears?
3. Lydia Pense was lead singer for what band?
4. Who did Robert Plant record with before Led Zeppelin?
5. Title of Jethro Tull's first album.
6. Who is David Johansen?
7. Name three versions of "Eight Miles High."
8. What band used to be called The Detours?
9. What is the title of the fourth Roxy Music album?
10. Name the original members of the Jeff Beck Group.
11. Mick Jagger, Stevie Wonder and Peter Frampton appear on what album?
12. Who is the female singer of Chicken Shack?
13. AC/DC is from what country?
14. Who produced Devo's first album?
15. Jimmy Page plays on what Al Stewart song?
16. Who wrote "Who Do You Love?"
17. Todd Rundgren's first recording group was...
18. Who was the leader of the band Grin?
19. Name the title of the Doors' first album.
20. What was the title of Bruce Springsteen's first record?
21. Name the original members of Mott the Hoople.
22. Who wrote "Feelin' Alright?"
23. Al Kooper and Stephen Stills recorded what Donovan song?
24. Name the original members of the Grateful Dead.
25. The Mothers of Invention recorded what Turtles hit song?
26. Who recorded "In the Midnight Hour"?