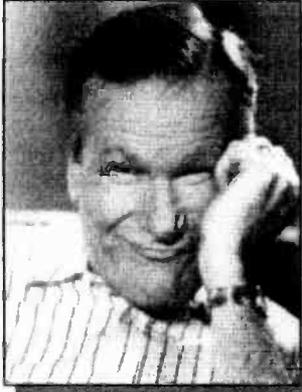


More BLORE

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Sealed With A **KIIS**



grew up to be the first Top 40 station to become #1 in Los Angeles.

Now, more from Blore — on KFVB's stationality, and the launch of "The KIIS Format", a radio station unlike any other.

"PD": The "KFVB Channel 98" jingle-logo is one of the most memorable signature melodies of all time. In fact, I understand it's still being used on-the-air today on All News KFVB. How did it come about? (Is there a story behind it?)

CB: Yeah. The whole KFVB "package", including the jocks (and newsmen) going to "school" for two hours every other day until they "got it", was all put together in five or six weeks. We started the day after Thanksgiving and gave birth the day after New Years. One of the biggest things during that time was the creation of the jingle package. I kept referring to each jingle as an ad for the station and every good ad, which included any music at all, used a consistent melody when doing the actual theme-line, or *logo*. Radio certainly had jingles before that time, but not with a consistent musical repetition of the theme or logo. The musical inspiration for the feel of the whole package came from **Bob Purcell**, President of the company, who had just seen West Side Story, so the big brassy orchestrations came from that. The vocals were **Johnny Mann's** creation.

"PD": Now lets flash forward to what is come to be known as probably the most original and creative radio station of all time, KIIS-AM, which you launched in the early 70's. Describe, if you will, the *essence* of The KIIS Format, what your expectations were, and what you were able to achieve.

CB: Thank you for that very flattering description of the format. Certainly I loved it more than KFVB,

because KF was still an echo of McLendon and a little bit of Storz. KIIS was *my* baby — my dream station. The essence of the KIIS format has at its core the fact that I had always, and still do, think of radio as an entertainment medium, not simply a music service. Today, when I ask PDs about their format, they tell me what kind of music they play and only rarely, if ever, what it is about their station that makes it unique in audience attraction. With the exception of some very powerful morning shows, and obviously I am excluding talk and news stations, radio today is all about music. All about music. Some news, traffic, and weather maybe, but it is rarely about *entertainment*. This, regardless of the fact that in most cases it is those morning shows that attract the most attention to the station, and in almost all cases, the biggest numbers. Basically those morning shows are built around strong personalities. So, that says to me, radio is still an entertainers and/or an entertainment medium.

"PD": How did KIIS go about achieving all the entertainment objectives you established?

CB: KIIS was *all* about being entertaining. For example, we featured three of what we called "Kisettes" every hour.

"PD": Maybe we should explain to the uninitiated what a "Kisette" is.

Example of a Kisette

**"God is dead." Neitche.
(Thunder crack)
"Neitche is dead!" God.**

CB: A Kisette being a simply produced 10 to 20 second programming element the sole purpose of which was to *differentiate* KIIS from any other station — and to cause the listener to smile a lot or think a little. Like this:

Effect: (rumbling thunder in the background)

VOICE: "God is dead. Neitche."

Effect: (BOOM! Huge thunder crack).

VOICE: "Neitche is dead! GOD!"

Or, the most often quoted one:

Effect: (Simple rhythm track behind)

VOICE: "Footprints left in the sands of time cannot be made while sitting on your butt. And who wants to leave buttpoints on the sands of time?"

"PD": Absolute magic! What other on-air support mechanisms did you use to differentiate KIIS?

CB: The Mini-Dramas — at least one each hour —

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