



There's A New Sound On Station KTLM

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He's Behind The Mike At KTIM

Young Clint Weyrauch Presides Over Marin Station's New Rock Show

By DON KEOWN

There's a new sound on Marin County's radio station these evenings.

Those who dial 100.9 on their Frequency Modulation sets find themselves listening from 8 p.m. to midnight, Mondays to Thursdays, to rock music on the station that has long been known for its more traditional music and public affairs programming.

It is all, says Hugh Turner, KTIM president and general manager, part of a movement "to add a new dimension to our programming."

IN OTHER words, it represents a bold bid by the Marin station for the younger radio audience that in the past has customarily tuned their sets to one of the several San Francisco stations specializing in rock.

KTIM has dubbed its new four-hour program simply "The Show."

The man behind the turntable and microphone for "The Show" is Clint Weyrauch, a slender and energetic 23-year-old of moderately-long hair and an inordinately-wide range of interests.

WEYRAUCH, San Francisco born, continues to live there, commuting between that city and San Rafael for his KTIM job. But he is on the alert for a Marin apartment that would suit his bachelor needs.

Weyrauch attended San Francisco public schools, but for his college education traveled across the country to attend College of New York at

Schenectady where he earned a Bachelor of Arts Degree in economics.

With him to New York Weyrauch took a long-felt interest in rock music and a special fascination for radio.

ON DAY, he remembers, he just happened to stroll into the offices radio station, WRUC, "just out of curiosity — to find out how they operated."

This led to a discussion with the management of Weyrauch's favorite subject, rock music, "and before I knew it, they had put me to work in the studio."

Soon Weyrauch was presiding over a program that he says was quite similar to his present show on KTIM.

"I FELT THERE was a real need for rock music at the college," he says. "It was not only what the students wanted, but also what they needed."

His show there ran from midnight to 2 a.m. which, with his studies, made for what Weyrauch admits was "a rough schedule." Still, he stuck with it, and radio became more and more a part of his blood stream.

Among his listeners were not only the college of New York students, but also the co-eds of the all-girl Skidmore College

nearby. There the girls lived in all-steel dormitories that shut out all radio programming except for WRUC which was piped into the buildings by carrier current through the electrical system.

"WE HAD A monopoly," smiles Weyrauch.

His new-found satisfaction in radio caused Weyrauch to obtain summer work during vacations at home with San Francisco's KMPX for whom he did the broadcasting from the much publicized Teen Fair at the Cow Palace in 1966.

Weyrauch graduated at Schenectady in June of 1969, and went to Europe for awhile, touring that continent by motorcycle.

BACK IN this country, he went to work for KTIM which broadcasts from the Independent-Journal Building, Fifth and B, San Rafael, in May of 1970.

Not too much later Weyrauch found himself shifted to KTIM's sister city in Lake County, KBLC at Lakeport, and found that



COVER PHOTO

MARIN'S radio station, KTIM, calls its 8 p.m. to midnight, four nights a week, rock music show simply "The Show." And the man behind the microphone and at the turntable is young Clint Weyrauch who is making a strong bid for youthful music fans who in the past have listened to San Francisco's rock stations. His aim, says Weyrauch, is to give his audience only the best of the rock music, and to present it in a pleasing format.

(Independent-Journal photos by Bob Hax)

experience a somewhat traumatic one.

"I did a little of everything there," he says. "I announced, sold spots, even presided over a show called 'The Trading Post' on which I sold goats and pigs and just about anything else."

BUT WHAT troubled Weyrauch was the Wake County reaction to his beloved rock music that he tried to introduce to KBLC's programming.

"It's a real farming community," he says, "and when I made the mistake of playing some of the underground stuff, we got complaints that included some threats to turn me in to the sheriff's department."

"There's a world of difference in the attitudes between Lake County and Marin County. Up there even the young people — and there aren't too many of

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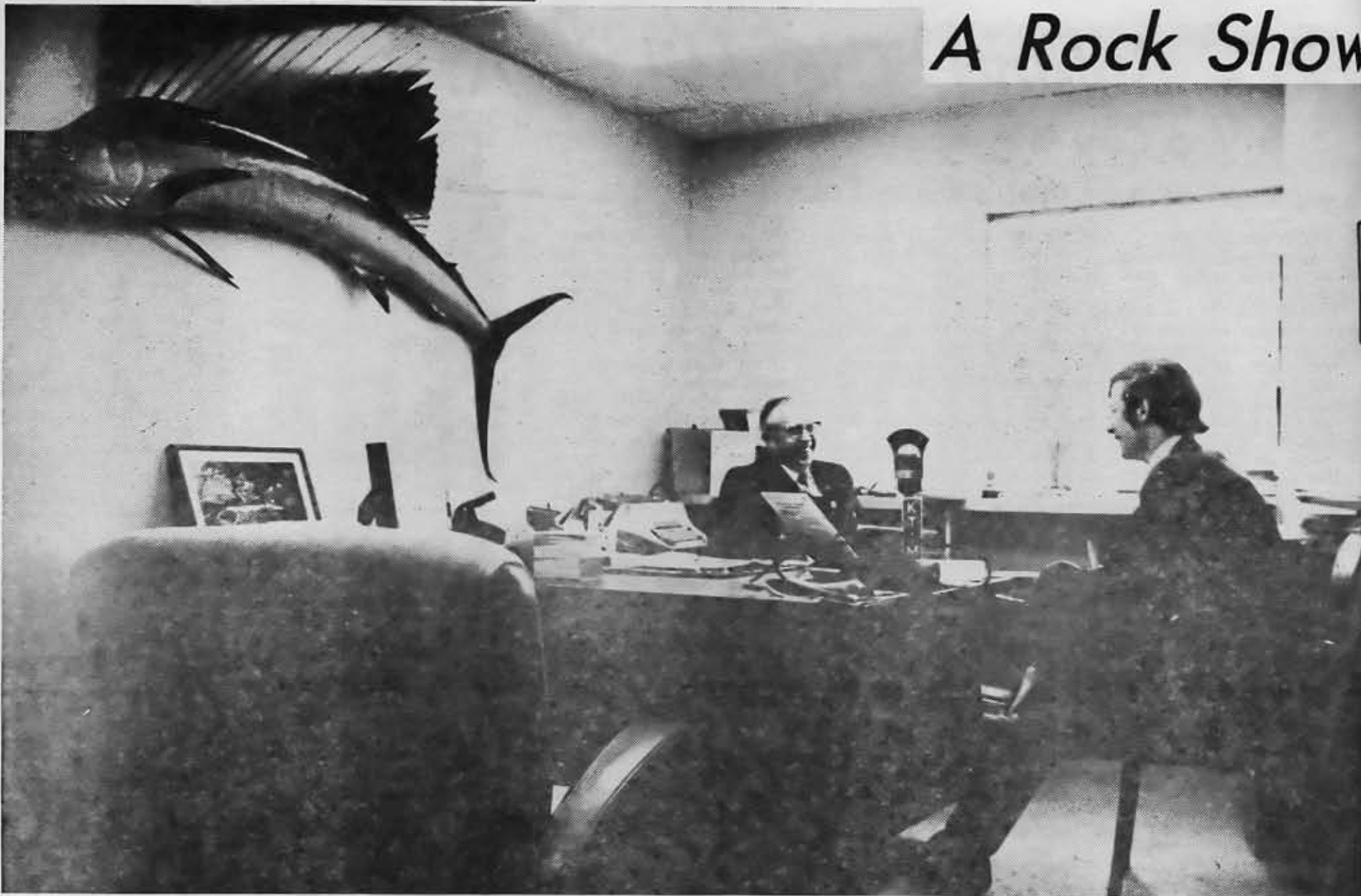
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A Rock Show



HUGH TURNER, left, president and general manager of radio station KTIM, and Clint Weyrauch meet in Turner's office in the Independent-Journal Building, Fifth and B, San

Rafael, to discuss the success of Weyrauch's new rock music show, and to chart its course for the future. It marks the first time the Marin station has presented such a regularly scheduled rock program from its studios.



CLINT WEYRAUCH exercises considerable care in the selection of the records to be heard on his KTIM-FM rock music program, "The Show." Much of the music heard Mondays

through Thursdays, 8 p.m. to midnight, come from Weyrauch's own collection of records, acquired over a period of years.

On Marin's Radio Station

KTIM Makes Strong Bid For Listeners

Among The Younger Music Fans

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them — have very little interest in rock music. The country or the popular stuff is their bag."

WEYRAUCH was happy to return to Marin and KTIM in November of 1970. "There just didn't seem to be enough stimulation up there," he says of the Lake County job.

Soon after his return KTIM general manager Turner and Weyrauch began laying plans for that station's first regularly scheduled rock music show.

Previously KTIM had carried some "live" rock music from The Lion's Share, but had offered no disc jockey programming to challenge the big San Francisco rock stations of KFRC and KYA for the attentions of young listeners.

WAYRAUCH says: "Hugh Turner has been behind me all the way. This surprises some, since KTIM has something of a reputation for a more conservative, traditional broadcasting. But a closer examination would show that KTIM has always been innovative, willing to try something new and striving for a variety in its programs."

What can KTIM offer young Marinites in the late hours that they cannot already hear on the San Francisco stations?

Greater selectivity, for one thing, answers Weyrauch. "We try to play the very best rock music."

And a sensible, appealing format, for another.

"WE DON'T go off on tangents with a 15-minute jazz cut or an hour of talk," he says. "In fact we try to hold the talk down to a minimum. We keep a tight show."

But Weyrauch does work in announcements and comments that he feels will be of special, local interest to his audience — what is coming up at pep-



perland, scheduled concerts, a plug for Marin Open House or Center Point, etc.

Most of the recordings Weyrauch plays come from his own collection, which he estimates to number 1,000 discs and tapes "dating back to 1955 or so and the heyday of Elvis Presley and Chuck Berry."

MARIN RECORD shops such as the Sound Shop provide him with more music. "And of course we get some records from the promoters."

Is there any good reason for offering Marin four hours of rock music four nights a week? Are the songs really worth the listening? Are they better, or worse, than the music of earlier generations?

"Music has evolved," says Weyrauch. "From the ordinary love songs of the past we have progressed to music today with more depth and with real social portent. Each song, if you listen, has a social message for our day."

"IN OTHER words, today's music has socially redeeming features that go beyond the sound itself which many young people find so pleasing. There is a whole new depth to music."

To create interest in "The Show," KTIM launched it by giving away a Magic Mountain waterbed.

So far, says Weyrauch, the response to the new program has been "very good — in fact, fantastic. It is evident that we are picking up a lot of listeners

who used to dial the San Francisco stations."

AT THE station, Weyrauch also sells commercials for the A.M. programming "which I enjoy less than the music show, but which I realize is invaluable experience," and does some of the less technical engineering tasks required of all personnel by today's smaller radio stations.

Outside the station, Weyrauch has a number of interests, three of them his modes of travel.

He owns a big Harley Davidson motorcycle and he also owns a Ferrari automobile "that makes me look like a real capitalist." And he also holds a pilot's license, having received his flying training in New York and at San Carlos, and he sometimes rents a Piper or a Cessna for a flight.

HE ATTENDS automobile rallies and admits a liking for speed although he has not raced competitively.

He is a devotee of a number of sports, principally water and snow skiing, and he takes in the football games.

As for his social life, he says: "I came close to getting married once, but was saved."

He says he will remain with radio as long as he finds it interesting — "and I found it absolutely exhilarating now" — but notes that he always has that schooling in economics to fall back upon if he needs another profession. The mortality rate among disc jockeys is high, but less so on community stations such as KTIM than one of the big city stations. So Weyrauch feels that "The Show" has a long and bright future on the KTIM-FM (100.9 on your dial) schedule.

"The new dimension" that Hugh Turner noted in announcing the addition of the program to his station's programming is likely here to stay.

