

# Radio and the heavy metal listener

by Brian Stransky  
Reporter

With the recent cancellation of one radio station geared toward heavy metal music and the limited radio airplay by other stations, one wonders what heavy metal music's future on radio is in Las Vegas.

For those unfamiliar with heavy metal, it is unlike most other kinds of music. True metal music is a combination of hard-core and punk rock, like the Sex Pistols and Dead Kennedys, or 1970's "thrash" such as Black Sabbath, coupled with a unique rhythmic, traditional rock 'n' roll beat.

The first attempt to give Las Vegas a taste of these original musical artists was when KRSR (the Krusher) went on the AM airwaves in September, 1987, with a 24-hour, hard rock and heavy metal format. In October, 1989, KMTW, also known as Z-Rock, began to broadcast a 24-hour, mostly heavy metal format on the AM band.

Although the Krusher played a variety of "hard rock," the general theme was toward the faster heavy metal sound. The Krusher was on the air for about two years, before profit losses forced it to abandon its original

focus for a top 40 format, becoming KLUC.

Still broadcasting is KMTW, which is an affiliate of the national Z-Rock network. Its programming is provided by the na-



tional network.

Both the Krusher and Z-Rock said that their listeners were a small, but dedicated group of heavy metal fans. Bob Berzins,

formerly of the Krusher, said that a major problem was that the Krusher's target audience (18-24 year old males) was also the group least likely to fill out direct mail rating slips. This gave a less than true representation in the radio ratings. Also, competition from the FM stations such as KOMP or KKLZ attracted the young target audience.

Mike Gallion, operations manager of Z-Rock, said that the national connection was an added bonus because calls from southern Nevada ranked fifth in the nation for request calls to the Z-ROCK 800 number.

Both stations deny that being on the AM band put them at an extreme disadvantage.

"It adds to the rebel image of the music and the station," Gallion said.

"We told our audience that we hoped we could freak out as many old people, flipping through country stations, as we could," Berzins said.

Gallion said that he thought there was a bright future for Z-Rock, and that the station would remain on the AM band, continuing to cater to a small, but dedicated following in Las Vegas.

## American composers featured in community concert



Max Di Julio

There is no admission fee. The concert is sponsored by the Music Performance Trust Fund and UNLV.

"American popular music in a symphonic setting takes advantage of the great scope of orchestral sounds. There are woodwinds, brass, strings and percussions and the many combinations. It's like painting with a broad colorful palate. I believe that American popular composers deserve the setting of the symphonic orchestra...as much as the great European classical composers," Di Julio said.

Max Di Julio will be conducting a special concert featuring American composers George Gershwin, Cole Porter, Vincent Youmans and Henry Mancini. The performance will take place at 8 p.m. Saturday, Nov. 3 at Artemus W. Ham Concert Hall.

Di Julio is internationally known as an arranger, composer and conductor. By combining elements of jazz, folk, pop and the classics, he works in a style that may truly be called "symphonic pops."

## "Hobnob" among local jazz artists

by Richard Lopez  
Reporter

As the Las Vegas community expands, the cultural needs for the arts will also expand. Like ballet and drama, live jazz has its place of interest among cultural activists.

Las Vegas has several night spots that showcase this American-born art form. One lesser known night spot is the Hobnob Lounge. For years, the Hobnob Lounge has provided a forum in which local jazz artists can display this highly creative style of music.

The Hobnob is a casual hang-out with dim lights to enhance the relaxed atmosphere of pool shooters and serious "jazzcats chilling out" to the cool sounds of familiar jazz standards. This lounge is a perfect place for the jazz connoisseur to experience the finest of local talent till the early morning hours. These jam sessions are open for musicians who want to "sit in" on the action and test their improvisational talents. The Hobnob is a lounge for both

musicians and listeners who want to enjoy and keep the art form alive.

The Hobnob hosts its jazz nights Sunday through Wednesday beginning at 12 a.m.

The Hobnob lounge is located at 3340 S. Highland Dr. near Spring Mountain and I-15.

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