

Former KTCR-FM to debut with KTCZ 'adult albums'

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By Rick Shefchik
Staff Writer

KTCZ-FM (97.1) will debut Wednesday at 6 a.m. with 3½ weeks of uninterrupted soft pop and jazz music as the station changes to an adult album format from its former identity, country station KTCR-FM.

This move is the second major format conversion executed by John and Kathleen Parker, who bought KTCR-AM and FM last fall and in January converted the AM station to KTCJ, a pop-jazz station that broadcasts in stereo.

The new FM format will be billed as "New . . . and Natural," and the station will be identified as "The Cities' 97."

"If you went into your record collection and took one or two cuts from all your favorite albums, going back 15 years, it would be those cuts you'll hear on KTCZ," Kathleen Parker said. "Then mix one out of every four or five with a fusion-jazz cut.

"Our focus groups told us they're tired of the burned-out 500,' the currents and oldies played on

most adult contemporary stations," Parker said. "They want songs they haven't heard, songs that are popular but not in heavy rotation."

Examples given were the Moody Blues, Alan Parsons Project, Simon and Garfunkel, Steely Dan, Kenny Loggins, Carly Simon, and Crosby, Stills and Nash. These artists will be blended with the pop-jazz sounds of Bob James, Spyro Gyra and Earl Klugh — artists heard more frequently on KTCJ-AM.

John Parker said KTCZ will share a full news department with KTCJ after the station has been introduced, and the disc jockeys will be trained "to talk to the audience, not at them." He is looking for a woman to be station general manager of both KTCZ and KTCJ.

"We're surprised there is no woman GM in a major market, and we'd like to change that," Parker said.

KTCR-AM and FM was managed by former owner Al Tedesco before the Parkers took over. John Parker said he and his wife have been trying to absorb the current KTCR employees, and none has been let go. Bobby Christian is program director of KTCZ-FM, and the Parkers have hired John Holl from WAYL-FM and KKSS-AM to be music director. □