

HEADCHEESE

"The magazine that just says NO to boredom."

SEPTEMBER 1988

A Crack in the Spectrum - Seeking refuge from Jolly John, classic schlock, and Big Chill swirl that makes you puke? Doug Watts and Derby Luncheon turn up the volume on non-commercial radio stations in Maine.
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WMPG has no playlists and no delay is told what to play. While this anarchistic approach can lead to embarrassing self-indulgence, Noyes contends the solution is to educate delays, rather than forcing a playlist on them.

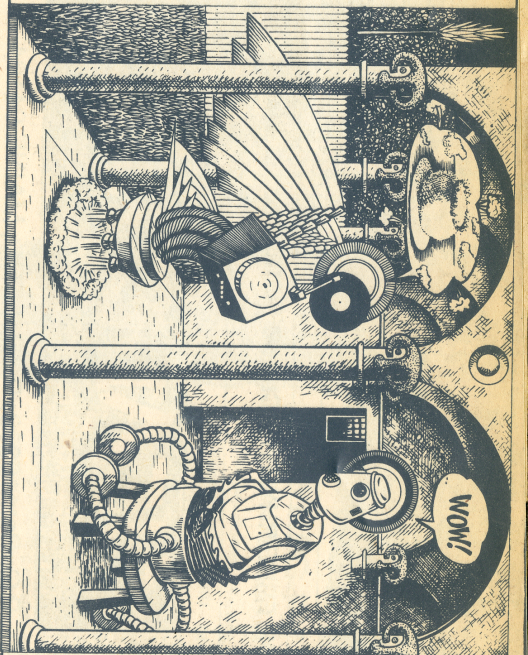
"We don't tell people to play five songs from a box every hour. But we don't give a good slot to someone who is going to rehash the Clash either. I think our policy encourages creativity and more involvement."

WMPG is a 30 minute locally produced update of AIDS information, interviews, and opinion with a Maine focus. The station hopes to distribute the show to other Maine radio stations this fall. A Sunday night talk show, the Phone Booth, features Elvis sightings, a media review called "Below the Crease" and whatever else happens between hosts and callers. An hour-long Cambodian news program, broadcast in the Khmer language, provides a unique service to Cambodian immigrants and refugees in southern Maine. A similar show for Afghan refugees began last year. In all, WMPG broadcasts in five languages.

"We consider our time very valuable," says program director Ed Noyes, explaining the WMPG's freedom to air programs regardless of their mass appeal. "The people who want to do a classic rock show can do it on lots of other stations. But we're the only station that can afford to do a Cambodian hour. The others can't because they need the ratings."

While WMPG has developed an impressive variety of 1-2 hour program blocks, including "Neo-Hegelian Variations," "That Slack Show" and "Extremely Stupid" a bit of this fall, so, for example an hour of bluegrass breakdowns isn't immediately followed by an interlude of industrial death sonatas. While the streamlining, in principle, resembles what commercial radio does 24 hours a day, Noyes emphasizes that there will be no playlist, but news and weather will be read every hour. One option being considered is to feature jazz two hours a morning, with no further restrictions on the music played within that genre.

LIVE RADIO LIVES



WMPG 90.9 FM

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