

# Tune In

from B1

AM has brought back many of its jingles from the past as well as much of the music heard in the '60s. But it's not all oldies.

"I love all those old songs, but I don't think people want to hear only those," says Hampers, who believes all-gold stations provide "too much of a good thing."

WLAV-AM is going against the grain, Gates explained, by playing current songs by the Cars, John Waite, Deniece Williams and others alongside a healthy mix of rhythm and blues favorites.

Gates feels the knowledge of Hampers, who rejoined WLAV last October, should be the antidote for his AM turmoil. In fact, it's many of Hampers' records that are popping up in the station's playlist.

"I knew what I wanted, but I

needed someone like Aris who lived through that era and was so attuned to it," Gates said.

Together, they hope to take advantage of WLAV being a 24-hour operation (AM stations such as WKWM and WXQT leave the air at sundown) while giving their air staff the freedom to experiment.

The AM lineup at present is Ron J. Scott, 5:30-10 a.m.; Mark Stevens, 10-3 p.m.; Johnny Mack, 3-7 p.m.; and John Howell, 7 p.m. to midnight.

Gates rehired Mack, a fixture on WLAV-AM in the late '60s. Howell, meanwhile, sounds like the AM's answer to the FM's Kevin Matthews.

The AM also is simulcasting such FM programming as "Music to Watch Cartoons By," the Saturday morning oldies show; and "Clambake," the overnight program which starts at midnight Sundays. Both are hosted by Steve Aldrich.

Any changes in WLAV-AM's sound in coming weeks won't mean an end to Chicago Cubs baseball, Michigan State University football or the all-night Larry King Show.