

Once FM victim, Blood 'glad to be back'

By Casey McCabe
Entertainment Editor

In September of 1976, Joe Blood was fired as the program director for KFMQ at a time when programming controversy was high, and bumper stickers sported the slogan: "Put the FM Back into KFMQ." "I was trying to make the station more progressive at night but still maintain a lighter sound during the day," said Blood in a September 27, 1976 Daily Nebraskan article. "The management wants to program KFMQ with the philosophy that the listeners are dummies."

profile

Two years later, Blood has admittedly mellowed. In a phone conversation during his 2-7 p.m. air shift on Omaha's newest rock addition, Z-92 (see preceding page), Blood pauses to throw on the latest release by The Who, takes a deep breath and says: "It's good to be back."

Cliche lifestyle

After being released from KFMQ for not following the format, Blood's career followed what some might call the cliche D.J. lifestyle. Unemployed for six weeks, he first found work in Kansas City, doing the morning shift at rock station KWKI in the fall of 1976. By May of 1977 he was the program director, a job which lasted until January of 1978, when KWKI, like KFMQ, underwent a series of changes and a large employee turnover.

"It was a very unstable situation," says Blood. "KWKI was owned by a station in St. Louis that controlled much of our programming from there. "Finally things came to a head," continued Blood. "A bunch of

people were fired, a bunch more quit." He had lost his job, been divorced from his wife, and by now had gained a certain disillusionment with the world of rock radio. Deciding to get out of the midwest altogether he moved to California in February of this year, where he got a job doing what he knew best—as a D.J. at rock station KXFM in Santa Maria. Once again, his experience enabled him to gain the position of music director by May.

KXFM's station manager Bob Linden was hired by Omaha's KEZO which was planning a change from "beautiful music" to a rock format over the summer. Linden chose to bring Blood back to Nebraska with him, where he now has gone back to straight disc jockeying. Blood says he did not want to get involved in program direction when he first started with Z-92, but now has his eye on an upcoming opening in that position.

Best in Nebraska

"It's like Bob Seger says in 'Hollywood Night,' I was just a midwestern boy on my own," laughed Blood. "California was good for what it was, but I'm getting paid twice as much here, and the people are just great. The best and tightest staffs I've ever worked with have been here (Z-92) and at KFMQ."

Despite having worked in Kansas City and California, Blood says the best equipped stations have also been the ones in Nebraska. Looking back on his past conflict with KFMQ, Blood thinks he might have done things differently.

"In the situation, it came down to who was controlling what. I thought things were headed right—they didn't," said Blood. "I guess I've mellowed, gotten a little older. Back then I didn't want to compromise—now I'd do things a lot differently. I'd still hold onto my values but not put everything on the line."

"Of course hindsight is always 20/20," says Blood. "Not being in a programming

position for a year, I might be more conservative. I may be as creative, but I wouldn't make as many changes."

Blood admits that Z-92 and KFMQ follow similar formats, but despite Z-92's strong signal which can be picked up in Lincoln, he feels it will not offer much competition to KFMQ's listening audience.

Competition good

"This new competition is good. The ratings start in two and a half weeks and the results will be very interesting to a lot of people," says Blood. "But the ones (ratings) in January will be more important. Nothing drastic will happen to stations' format right away, but come January, people will start to take notice."

As to who Z-92 will hurt most, Blood is not sure. If put into a spectrum, he says Omaha's KQ98 would be on the left, KGOR on the right, and Z-92 somewhere in the middle. He believes they offer more of a threat to KGOR, Omaha's number one station, than the more progressive sound of KQ98. Admittedly, he says Nebraska still lacks a truly progressive rock station.

And a new situation has arisen since the metamorphosis of Z-92 from "beautiful music" KEZO. It has left Omaha listeners with no outlet for that genre of music, and the station has received numerous complaints about the program change.

"I can understand where they're (KEZO listeners) coming from," Blood said. "Someone will come up with a new beautiful music station if they're smart. It's an instant money maker."

Blood excuses himself again, leaving the phone to explain to the listeners what they have just been hearing in the perennial voice of an FM jock. He comes back to explain what must be on the minds of the many people who are out to change the FM band.

"I don't think we'll shock any stations right away," says Blood. "But we will be number one . . . someday."

Ad lib

daytime

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MOVIE RATINGS

- ***** Excellent (don't miss this one)
- **** Good (worth watching)
- ** Fair (has its moments)
- * Poor (disaster)

MORNING

- 5:30 ② WHAT'S NEW
- 6:00 ② ③ NOT FOR WOMEN ONLY
- ④ ⑤ PTL PROGRAM
- ⑥ ⑦ VARIOUS PROGRAMMING
- ⑧ FARM REPORT (FRI.) Answer Is Love (WED.)
- ⑨ CBS NEWS
- 6:15 ⑩ UNO SCENE (WED.)
- 6:30 ⑪ BOZO
- ⑫ ⑬ COUNTRY DAY
- ⑭ ⑮ SUNRISE SEMESTER
- ⑯ VARIOUS PROGRAMMING
- 7:00 ⑰ ⑱ ARCHIES
- ⑲ TODAY
- ⑳ ㉑ GOOD MORNING AMERICA
- ㉒ CBS NEWS
- ㉓ MORNING SHOW
- ㉔ SESAME STREET
- 7:30 ㉕ FLINTSTONES
- ㉖ POPEYE AND PORKY
- 8:00 ㉗ POPEYE
- ㉘ ㉙ CAPTAIN KANGAROO
- ㉚ EDUCATIONAL PROGRAMMING (UNTIL 12:00)
- 8:30 ㉛ OUR GANG
- ㉜ GROOVY GHOULES
- 9:00 ㉝ 700 CLUB
- ㉞ CONVERSATIONS

- ① ALL MY CHILDREN
- ② CARD SHARKS
- ③ PHIL IN THE FAMILY
- ④ PHIL DONAHUE SHOW
- ⑤ FLINTSTONES
- ⑥ ROMPER ROOM

- 9:30 ⑦ JEOPARDY
- ⑧ PRICE IS RIGHT
- ⑨ BEWITCHED
- 10:00 ⑩ HIGH ROLLERS
- ⑪ HAPPY DAYS
- ⑫ HAPPY DAYS (EXC.FRI.) Martha's Kitchen (FRI.)
- ⑬ FAMILY AFFAIR
- ⑭ EDUCATIONAL PROGRAMMING (UNTIL 12:00)
- 10:30 ⑮ RELIGIOUS PROGRAMMING
- ⑯ WHEEL OF FORTUNE
- ⑰ FAMILY FEUD
- ⑱ LOVE OF LIFE
- ⑲ MAYBERRY R.F.D.
- 11:00 ㉑ MARCUS WELBY
- ㉒ AMERICA ALIVE
- ㉓ \$20,000 PYRAMID
- ㉔ YOUNG AND THE RESTLESS
- ㉕ LOVE AMERICAN STYLE
- 11:30 ㉖ RYAN'S HOPE
- ㉗ SEARCH FOR TOMORROW
- ㉘ WHAT'S NEW

AFTERNOON

- 12:00 ① ANDY GRIFFITH SHOW
- ② ③ ④ NEWS
- ⑤ NOON SHOW
- ⑥ ALL MY CHILDREN
- ⑦ SESAME STREET
- 12:15 ⑧ FARM ACTION
- 12:30 ⑨ DICK VAN DYKE SHOW
- ⑩ DAYS OF OUR LIVES
- ⑪ CROSS WITS
- ⑫ AS THE WORLD TURNS
- ⑬ ANDY GRIFFITH SHOW
- ⑭ LUCY SHOW
- 1:00 ⑮ ONE LIFE TO LIVE
- ⑯ MOVIE 'Badella' (THUR.) 'From Here To Eternity' (FRI.) 'Who Was That Lady?' (MON.) 'Jubal' (TUE.) 'Sidekicks' (WED.)
- ⑰ EDUCATIONAL PROGRAMMING (UNTIL 3:30)
- 1:30 ⑱ BEVERLY HILLBILLIES
- ⑲ DOCTORS
- ⑳ GUIDING LIGHT
- 2:00 ㉑ PLEASE DON'T EAT THE DAISIES
- ㉒ ANOTHER WORLD
- ㉓ GENERAL HOSPITAL
- ㉔ JOWER PYLE
- ㉕ M.A.S.H.
- 3:00 ㉖ MICKY MOUSE CLUB
- ㉗ GONG SHOW
- ㉘ EDGE OF NIGHT

- ⑤ HOLLYWOOD SQUARES
- ⑥ MATCH GAME
- ⑦ SPIDERMAN
- ⑧ TOM AND JERRY
- ⑨ FLINTSTONES
- ⑩ ILL IN THE FAMILY
- ⑪ PHIL DONAHUE SHOW
- ⑫ I LOVE LUCY
- ⑬ MERV GRIFFIN (EXC.WED.) ABC Afterschool Special (WED.)
- ⑭ KALAMITY KATE'S CARTOONS
- ⑮ ELECTRIC COMPANY
- ⑯ WOODY WOODPECKER
- ⑰ BEWITCHED
- ⑱ I DREAM OF JEANNIE
- ⑲ DINAH
- ⑳ MIKE DOUGLAS
- ㉑ MISTER ROGERS
- ㉒ GILLIGAN'S ISLAND
- ㉓ MY THREE SONS
- ㉔ BRADY BUNCH
- ㉕ BIG VALLEY
- ㉖ KIDSWORLD (WED.)
- ㉗ LEAVE IT TO BEAVER
- ㉘ SESAME STREET
- ㉙ BATTLE OF THE PLANETS
- 5:00 ㉚ NEWS
- ㉛ ABC NEWS
- ㉜ I LOVE LUCY
- 5:30 ㉝ ROOKIES
- ㉞ NBC NEWS
- ㉟ BEWITCHED
- ㊱ CBS NEWS
- ㊲ NEWS
- ㊳ MY THREE SONS
- ㊴ OVER EASY

AFTERNOON

- 1:00 ① NATIONAL LEAGUE CHAMPIONSHIP SERIES ABC Sports will provide live coverage of the second game in the National League playoff series from the city of the Eastern Division champions.

EVENING

- 6:00 ① HOGAN'S HEROES
- ② ③ NEWS
- ④ BIONIC WOMAN
- ⑤ CAROL BURNETT AND FRIENDS
- ⑥ ZOOM
- 6:30 ⑦ NEWLYWED GAME
- ⑧ MARY TYLER MOORE
- ⑨ TO TELL THE TRUTH
- ⑩ ADAM 12
- ⑪ WILD KINGDOM 'Hippo'
- ⑫ THURSDAY MAGAZINE
- ⑬ MACNEIL LEHRER REPORT
- 7:30 ⑭ TIC TAC DOUGH
- ⑮ PROJECT U.F.O. The three-man crew of an Alaskan cargo plane reports that a

glowing white object chased their craft and performed bizarre maneuvers for them before disappearing. Guest star: Randolph Mantooth. (60 mins.)

② ③ HAPPY DAYS Fonzie delivers a lesson in handling affairs of the heart when Richie ties to Lorie Beth about dating a pretty bachelorette.

④ A SALUTE TO AMERICAN IMAGINATION Top stars and other distinguished personalities join for a dramatic, humorous and musical celebration of Ford Motor Company's 75th anniversary. Paul Newman, Joanne Woodward, Madeline Kahn and Telly Savalas will be the hosts. Guests: Edward Asner, Neil Armstrong, Henry Fonda, Neil Simon and many others. (2 hrs.)

⑤ DATING GAME

⑥ THE JEFFERSONS Allan Willis sees through George's scheme to con him out of his newly inherited warehouse, so George directs his film-flamery at an alternate target—Louise.

⑦ NOVA 'Hitler's Secret Weapon' gives a historical account of the development of Nazi Germany's V-2—the rocket that

- terrorized London during the last months of WW II. (60 mins.)
- 7:30 ⑧ JOKER'S WILD
- ⑨ MORK AND MINDY Mork experiences arthing love for the first time, loses his head over a shapely blonde and introduces a shocked Mindy to the object of his passion.
- ⑩ CROSS WITS
- ⑪ MOVIE -(DRAMA)- "Tell Them Willie Boy is Here" 1960 Robert Redford, Robert Blake. A massive manhunt is underway for an Indian who killed in self-defense. (2 hrs.)
- ⑫ QUINCY Quincy must prove that a wealthy socialite died as a result of a homicide and not because of an innovative medical technique. (holistic medicine). (60 mins.)
- ⑬ THREE'S COMPANY Jack is duped into an exasperating willpower contest with Chrissy to determine whether he can give up woman for longer than she can give up food.
- ⑭ MERV GRIFFIN Guests: Dick Van Pattern, Florence Henderson, Adam Rich, Jack Carter. (90 mins.)
- ⑮ OUTDOOR NEBRASKA
- 8:30 ⑯ BARNEY MILLER

- Language barriers fracture the long arm of the law as the men of the 12th precinct translate German to gain evidence against an underground adoption ring.
- ⑮ AGRI-SCOPE
- ⑯ W.E.B. Sid Caesar guest stars as a once-popular television comedian whom Ellen Cunningham woos back to the network to do a special and tries to overcome his insecurities and his girlfriend's extreme jealousy of her. (60 mins.)
- ⑰ TAXI The high-spirited taxi gang helps a jittery Bobby fight potential disappointment when he insists he'll be called for an acting job before midnight.
- ⑱ HAWAII FIVE-O The only link in a series of seemingly unrelated killings may be a common horoscope cast by a famous astrologer. (60 mins.)
- ⑲ G.I. DIARY THE FINAL DAYS OF WORLD WAR II
- 9:30 ㉑ SOAP Jessica Tate throws a nice party for one of the two escaped convicts hiding out in the basement.
- ⑳ NEWS
- 10:00 ㉒ LOVE EXPERTS
- ㉓ ㉔ ㉕ NEWS
- ㉖ MARY TYLER MOORE

- ⑰ DICK CAVETT SHOW Guest: Dr. Lucien Israel, authority on cancer treatment.
- 10:30 ⑱ STAR TREK 'Devil In The Dark'
- ⑲ THE TONIGHT SHOW Host: Johnny Carson. Guests: Robert Morley, Montelth And Rend. (90 mins.)
- ⑳ STARKY AND HUTCH
- ㉑ MONEymoonERS
- ㉒ BOB DEVANEY SHOW
- ㉓ BOB NEWHART SHOW
- ㉔ CBS LATE MOVIE 'MASH' James Gregory stars as Lt. Gen. 'Iron Guts' Kelly, who might have won the war, except that he met his own personal 'Waterloo'. (R) 'Columbo: An Exercise In Fatality' Stars: Peter Falk, Robert Conrad. (R)
- ㉕ LOS ANGELES PHILHARMONIC AT THE HOLLYWOOD BOWL
- 11:00 ㉖ CBS LATE MOVIE 'MASH' James Gregory stars as Lt. Gen. 'Iron Guts' Kelly, who might have won the war, except that he met his own personal 'Waterloo'. (R) 'Columbo: An Exercise In Fatality' Stars: Peter Falk, Robert Conrad. (R)
- ㉗ IRONSIDE
- ㉘ GONG SHOW

- 11:30 ① FLASH GORDON
- ② PTL PROGRAM
- ③ ODD COUPLE
- ④ ABC CAPTIONED NEWS
- ⑤ SERGEANT BILKO
- ⑥ TOMORROW Host: Tom Snyder. Guest: self-made millionaire Bill Greene. (60 mins.)
- ⑦ IRONSIDE
- 12:15 ⑧ NEWS
- 12:30 ⑨ GROUCHO
- 1:00 ⑩ MOVIE -(DRAMA)- "Tell Them Willie Boy is Here" 1960 Robert Redford, Robert Blake. A massive manhunt is underway for an Indian who killed in self-defense. (105 mins.)
- ⑪ FOCUS
- ⑫ ALFRED HITCHCOCK
- ⑬ NEWS
- 1:30 ⑭ MISSION IMPOSSIBLE
- 2:30 ⑮ LOVING FREE
- 2:45 ⑯ MOVIE -(ADVENTURE- ROMANCE)- "China Seas" 1935 Clark Gable, Jean Harlow. Crew and passengers on ship sailing the China Seas search for firearms in order to protect a gold shipment. Piracy and romance become involved before the happy ending. (105 mins.)
- 4:30 ⑰ DICK VAN DYKE SHOW
- 5:30 ⑱ ANDY GRIFFITH SHOW
- 5:30 ㉑ UNTAMED WORLD

thursday