

Syndicated Shows That Rock The Active World

By Mike Boyle

Looking to fill some of your airtime with quality targeted programming? R&R offers a snapshot of some of the syndicated options available to active rock programmers.

'HardDrive'

Host: Lou Brutus

Length: Two hours

Syndicator: United Stations Radio Networks

Affiliates: 115

History: SW Networks hired executive producer Roxy Myzal in 1994 to produce a metal-leaning niche program with artist interviews for stations to air on weekends. "Pure Concrete" debuted in fall 1994. By mid-'97, Myzal says she and SW realized that rock was changing: Alternative stations were playing Metallica, while such bands as Korn, Rage Against the Machine and Limp Bizkit were blowing up. "We decided to modify the show, change its name, find a new host and design it for rock stations that were embracing this kind of new rock," Myzal says. "We hired Lou Brutus as host and put together a show that would complement what stations were already doing. It has superstar talent every week, with top-charting songs and groundbreaking acts. We're even out covering some of our affiliates' shows and festivals." United Stations took over the show's syndication in 2001.

Best elements: Myzal points to the information packed into each show, including band gossip. "I also think listeners appreciate the freshness of the show and the fact that we turn people on to at least two new bands each week."

Biggest changes in the past year: "As rock has changed, we have been able to stay close to what stations are currently playing," Myzal says. "Plus, we take the lead on newer bands such as Sevendust and Slipknot, and more recently, Red and Fair to Midland."

Contact info: unitedstations.com

what one of our affiliates, WJJO/Madison, Wis., would do with its own night show. It's not just new music. There's recurrenents and gold. We keep a pretty tight playlist, though, and it's not as far-reaching as we go with 'HardDrive.'"

Best elements: "Honestly, it's Lou," Myzal says.

"The info we give out on the music is also key, plus the fact that listeners tell us to provide things that their local station had been doing."

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