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In the beginning there was Sedge Thomson's West Coast Live.

And it was broadcast live on KALW 91.7 FM on Saturdays between 10:00 and 12:00

And it was rebroadcast on Sundays between 13:00 and 15:00

And it was good (and usually very good, and frequently excellent)... and is far superior to other programs of its genre.

Then, in the year 2000, about the same time as Daylight Savings Time changed, a loyal listener (and financial supporter) tuned into KALW 91.7 at the appointed time on Sunday.

Alas... there was no West Coast Live.

Its position was usurped by goths invading from the midwest, known as the followers of "What Do Ya Know?"

And the loyal listener knew that this was not good!

But, hoping against hope, thought, perhaps, that this was caused by a temporary disturbance in the force... perhaps by a worker who neglected to spring their clock forward... or a tardy Y2K bug.

So... the loyal listener tuned in again the following Sunday.

And there was no rebroadcast of West Coast Live... and again, the anointed spot was usurped by the goths!

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Fear and terror! Is there a secret plan by the MicroStarBuckSoft Empire of the Northern States to turn the Bay Area's mellow decaffeinated Peet's addicts into cheese heads?

Fortunately, this terrible chain of events can be changed. KALW 91.7 can be made whole again! Simply return West Coast Live to its rightful rebroadcast spot, and relegate "What Do Ya Know?" to a different time slot (preferably one not listened to by small children). Heck... I'd even help you with the HTML code so you can instantly make the change on your web site.

Ira Serkes
KALW Subscriber
Loyal West Coast Live Listener

cc: West Coast Live via email and snail

PS

We're so delighted with Sedge Thomson's West Coast Live that we've had two client appreciation events at WCL, personally paying for dozens of our friends and clients to attend the live shows. We've even underwritten the show for the past few months! I wouldn't be surprised if we've brought KALW more subscribers as a result.

You have a wonderful audience of loyal Bay Area listeners who are far more likely to join KALW as a result of listening to West Coast Live than What Do Ya Know.

I've noticed West Coast Live is so superb, that I listen to the rebroadcast to re-live favorite parts (or hear parts I may have missed if I attend the live show)

So... please rebroadcast West Coast Live at its old Sunday afternoon slot. If one loyal listener takes the time to write, there must be at least two or three (hundreds, thousands, millions?) who don't write.... and a bunch of them are probably even subscribers!