

Hal Abrams

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EMPLOYMENT

- 2001-Now **Operations Manager - Host, Animal Radio®** (Talk)
Host and produce the nationally syndicated Animal Radio® airing on 95 stations including KOST 103.5 Los Angeles. Writing and producing on-air elements. Creating campaigns for sponsorship and high-visibility events, partnerships and affiliations.
- 2000-2001 **Morning Host, WUMX Charlottesville** (Hot AC)
Created, produced and hosted "The Mix Morning Buzz." Developed high-visibility radio promotions. Slept in Doghouse (see accompanying papers).
- 1998-2000 **Morning Host, KMXS Anchorage** (Hot AC)
Created, produced and hosted "The Mix Morning Buzz." Developed high-visibility radio promotions. Wore Empathy Belly...among other things (see accompanying papers). Got great numbers!!!
- 1998 **Morning Host, KBOS Fresno** (Urban)
Created, produced and hosted "The Mix Morning Buzz." Developed high-visibility radio promotions. Delivered Snow to Fresno in July. Made Radio/Internet history.
- 1997-1998 **Morning Host, KHTY Santa Barbara** (Rock)
Created, produced and hosted "The Mix Morning Buzz." Developed high-visibility radio promotions. Put Elmo in the Chipper...but I'm not proud.
- 1996-1997 **Morning Host, KCAQ Oxnard/Ventura** (Urban)
Created, produced and hosted the "Live in the 805" Morning Show.
- 1995-1996 **Morning Producer/Weekend Air Talent, KKBH San Diego** (Oldies)
Produced mornings and pulled weekend / fill-in air-shifts.
- 1993-1995 **Morning Producer, KYLD San Francisco** (Hot Urban/AC)
Produced mornings. Also pulled air-shifts at the nearby KOME San Jose and KMBY Monterey.
- 1992-1993 **Morning Producer /Weekend Air Talent, KRFX Denver** (CR)
Produced mornings. Pulled weekend air-shifts. I also pulled air-shifts locally: Afternoon News at KHOW, Nights at KQKS, and Nights at Jones Networks CD Country format.
- 1990-1991 **Afternoons / MD / APD, KQNG Kauai** (AC)
Pulled air-shift. Made music decisions and applied to Selector. Created and executed fun community events. Learned and lived Hawaiian lifestyle.
- 1985-1990 **Morning Producer, KPWR Los Angeles** (Urban)
Produced the Jay Thomas Morning Zoo. Beat mainstay Rick Dees with creative out-of-the-box ideas and promotions. Handled all aspects of audio and sound of show.

DJ does a little bellyaching

Radio station promotion raises \$3,500 for Alaska March of Dimes

By ERIC BURKETT
Daily News reporter

A photograph posted on a local radio station's web site depicts one of its disc jockeys standing in front of a control board looking very tired and very pregnant.

But you'll be pleased to know that he gave birth Monday.

KMXXS 103.1 DJ Hal Abrams delivered a 42-pound empathy belly — designed to simulate pregnancy — after wearing it 24 hours a day for 34 days. And he delivered \$3,500 to the local chapter of the March of Dimes in the process.

"When I went into this thing, I was pretty cocky," said Abrams, who hosts the station's morning show along with Selina Smith.

The promotion began when Abrams made unfortunate on-air remarks about how much easier women have things than men, and his co-worker called him on it.

Women have to endure pregnancy, she pointed out. Abrams didn't seem to feel that pregnancy was such a big deal, so Smith — who's been through three of them — challenged him to wear an empathy belly.

The March of Dimes donated the device, composed of a nine-month-distended belly, breasts and two metal knobs strategically placed to poke into the ribs, just like Junior's tiny prenatal feet. The coup de grace comes from a pouch designed to press into the bladder.

All in all, it's a 42-pound muffin in the oven devised to help induce, well, empathy in part-



Photo courtesy KMXXS

KMXXS morning-show disc jockeys Hal Abrams and Selina Smith raised \$3,500 for the March of Dimes.

ners or disc jockeys. Abrams pledged to wear the belly one day for each \$100 in donations given to the March of Dimes.

"After the first couple of days, it was tough, it was awkward," Abrams said. "In the last couple of weeks, I got used to it."

"He's been a very grumpy boy," Smith said.

Grumpy, perhaps, but not without reason. In order to enhance his pregnancy experience, Abrams agreed to go through several routine medical exams, including a glucose tolerance test.

"It's really a yucky one," said Susan Sullivan, state director for March of Dimes. Subjects drink a very sweet syrup, then

have three blood tests through the day to see how they respond to the sugar, she explained. An adverse reaction could be an indication of gestational diabetes, "a serious condition."

Abrams did have the advantage of a visit with a physical therapist, who taught him the correct way to carry the additional weight when sitting or bending. And plenty of the women he encountered while wearing the belt were full of advice as well.

"We'd share little tips," Abrams said. "Many pregnant women would come up to me and rub my belly."

Others weren't so kind, he noted. "There was a handful of very

bitter women who wanted me to suffer."

The March of Dimes, on the other hand, couldn't have been happier. The monthlong promotion gave the agency, founded by President Franklin Roosevelt to combat polio and now dedicated to preventing birth defects, plenty of opportunities to raise public awareness about its efforts.

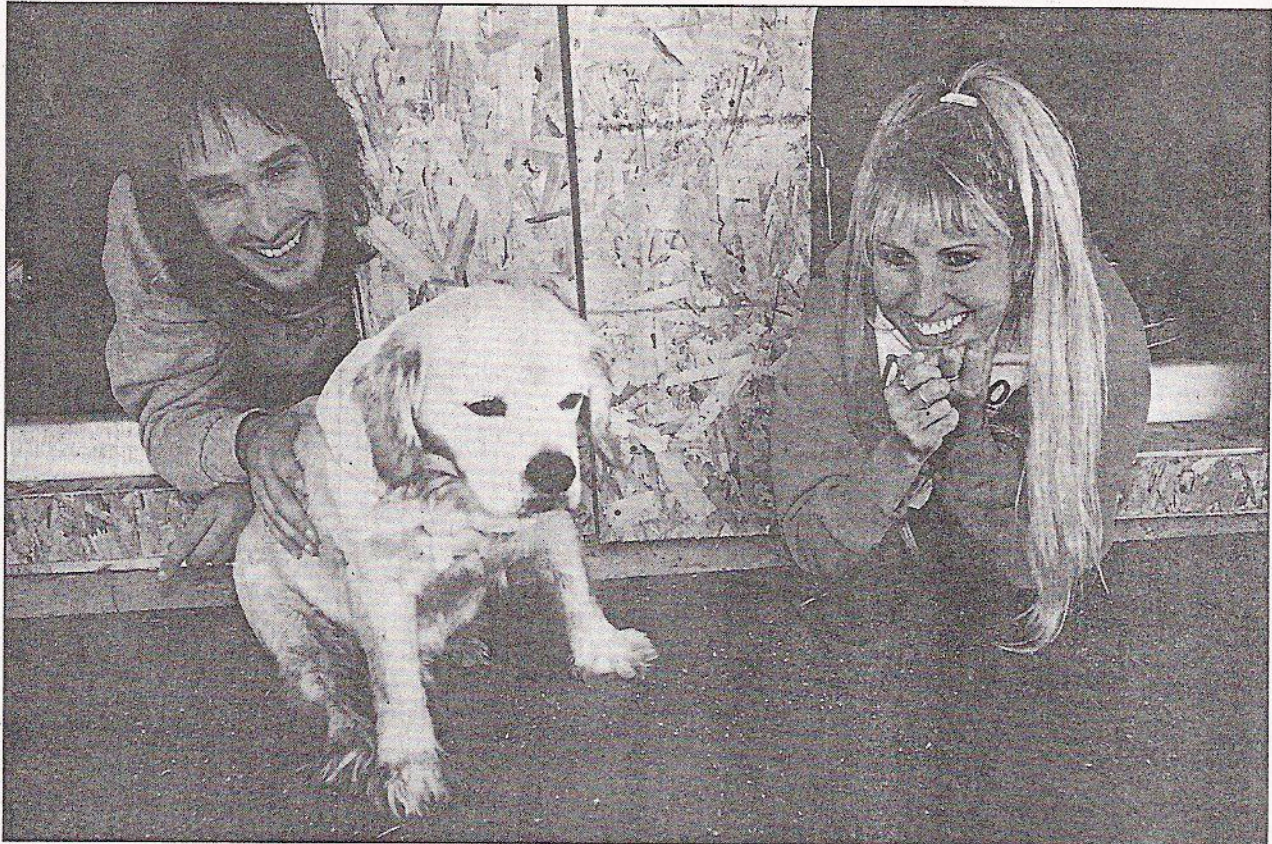
"I think it was very effective," Sullivan said. The station's audience is composed largely of people of parenting ages, exactly the group Sullivan wants to reach. And besides raising money, it provided additional opportunities to talk to listeners on a one-to-one basis about health concerns.

Despite all that success, Abrams doesn't think that he'll do a repeat. He moved to Alaska less than a year ago and was looking forward to participating in Fur Rendezvous and the ceremonial start of the Iditarod sled dog race. Being nine months pregnant, however, prevented him from going out much, and doing remote broadcasts around Anchorage was an additional challenge.

"It's very debilitating," he said. "You don't do everything you normally do."

Abrams, already the father of a 9-year-old son, has gained a new respect for women, he said. But when it comes time to have another kid, "I'll find someone else to do the dirty work."

Reporter Eric Burkett can be reached at eburkett@adn.com.



STEPHEN NOWERS / Anchorage Daily News

KMXS 103.1 FM radio personalities Hal Abrams and Lauren Holladay lived inside a doghouse for five days to raise money for Friends of Pets, a local animal shelter. They raised \$11,156 to help save

stray animals from being euthanized. Holladay's dog, Zack, also stayed in the doghouse. Images from their 24-hour webcam can be found at <http://www.kmxs.com>.

Dogs (and cats) have their day

KMXS deejays go to doghouse to raise funds for Friends of Pets

By ROSE COX
Daily News reporter

Every dog deserves a happy home with tasty kibble, routine exercise and plenty of attention to that special spot behind the ears. But for Katie, a fluffy white Maltese, there was a glitch in the grand scheme of doghood.

The unclaimed stray landed at the Anchorage Animal Control Center. Her age was estimated at around 14 years. Her teeth were in terrible shape. Potential new owners passed her by despite her floppy little ears and big brown eyes.

Katie's future looked grim: Of the 1,007 unclaimed dogs who showed up at the facility from April 1 to June 30, only 422 were adopted, said Kate Burns, community relations coordinator at animal control.

Then Friends of Pets stepped in.

"We rescued her because of her age and medical needs," said FOP board member Michele Girault. "We wanted to make sure she got a good second-go." A visit to the vet solved Katie's dental problems and revealed her to be around 7 or 8 years old.

Stacey Eisert, who also owns a 3-year-old Maltese and a miniature schnauzer, heard about the little dog's plight when she stopped by to donate money at the KMXS 103.1 doghouse in The Mall at Sears parking lot last week.

For five days, radio announcers Hal Abrams and Lauren Holladay ate, slept and gave morning and evening broadcasts from two doghouses in the northeast corner of the parking lot. They raised more than \$11,000 for FOP.

"Friends of Pets is very near and dear to my heart," Abrams said. "I didn't mind sleeping in a doghouse, being walked on all fours with a leash and eating dog biscuits to raise donations for them."

Abrams became an FOP loyalist when he adopted Oreo — a black and white cat whose

FOR MORE INFORMATION

To adopt a pet, make a donation or find out about Friends of Pets' 50 Percent to Prevent fund or its medical assistance and education programs, call 562-2535.

favorite foods are broccoli and cantaloupe — through the organization.

"I was a big cat lover before I went in, but after this week I realize there are so many wonderful dogs," Abrams said. "They give you unconditional love and they are great friends."

Funds raised by Abrams and Holladay will help put a dent in Anchorage's future animal population through FOP's 50 Percent to Prevent fund.

Conservative estimates provided by Spay USA indicate that an unaltered female cat and her offspring can produce 11,801 cats in five years — and more than 11 million cats in nine years, according to Ethel Christenson, director of the Alaska Society for the Prevention of Cruelty to Animals. The 50 Percent to Prevent fund pays half of the cost to have a pet spayed or neutered.

"It's available to everyone," said Michele Girault, FOP board member. "There's no criteria except you need to have a pet fixed."

FOP was started 10 years ago when Debi Richmond, one of the organization's founders, delivered a small black puppy named Gwennie to Toni Merrigan and Roy Scheller. Volunteers now rescue about 200 dogs and cats each year, Girault said. They've even placed a pot-bellied pig.

The organization also helps pet owners with emergency medical assistance and has

an educational program it presents in schools, in addition to its spay/neuter and rescue programs.

FOP rescues about 80 percent of its animals from the animal control center. Although the number of animals euthanized at the facility has fallen steadily in past years, an average of 275 animals each month are injected with a sleeping drug and cremated.

After an animal is rescued, an FOP volunteer takes it to the vet to get spayed or neutered if needed, receive medical attention for injuries or illnesses and have a computer chip implanted so it can be identified if it gets lost. Then the animal is placed in one of the organization's foster homes.

"People in private homes provide food, shelter and love until the animal can be adopted," Girault said. "It's always a challenge finding enough foster homes."

Girault thinks Abrams' and Holladay's efforts will keep paying off.

"They did an awesome job," Girault said. "They helped raise the awareness of the whole community."

At least 25 people filled out adoption forms during Abrams' and Holladay's stint in the doghouse. Others volunteered to foster animals. Some, like Eisert, have already adopted a new pet.

"When I heard about this one that had been rescued, I just couldn't get her out of my mind," Eisert said. "I called FOP and left a message."

After the adoption forms were completed, Girault delivered Katie to her new home.

"Sometimes people get a little worried or scared wondering how this dog will fit into their home, but in our case it's been wonderful. It hasn't even been 24 hours and this dog is completely at home," Eisert said.

Reporter Rose Cox can be reached at rcox@adn.com.

KHTY deciding Elmo's fate: chipper or a lucky kid

By COLIN POWERS
FOR THE NEWS-PRESS

Tickle Me Elmo may not be laughing much longer.

The little red doll from "Sesame Street" has been sentenced to die by wood chipper. His crime: perpetuating the greed of the holiday season. Sentence to be carried out 9:05 a.m. today in the Cottage Hospital parking lot.

But the verdict is still out whether Elmo is guilty as charged. KHTY, the radio station that will decide Elmo's fate, was deluged Thursday with faxes and calls to either save Elmo — or send him to the chipper.

A fax from Aaron implored the station to "Kill Elmo Now! If he's not stopped now the results could be a disaster — proof in one

word: Barney."

But another listener pleaded for Elmo's life.

"Why put him in a wood chipper when you can make some big bucks for a good cause?" a fax from Paula read. "... Why don't you let one of the fools with big bucks buy Elmo from you at an obscene price and donate the money to an organization in Santa Barbara County for kids?"

This madness follows a nationwide panic over the doll, which has been low in stock and high in demand this season. Although Elmo retails for \$27.99, frazzled consumers have offered as much as \$2,000 for Elmo — dead or alive.

The executioner, KHTY disc jockey Hal Abrams, says the doll's fate is still up in the air. Whether Elmo lives or dies, people will leave with a positive message about the hol-

idays, he said. "I'm doing it to make a statement," said Abrams. "Christmas is about giving and not greed."

And Elmo may be given a second lease on life. He could receive a last-minute reprieve — not from the governor, but from Santa Claus.

Cottage Hospital understood the doll would be saved from the wood chipper by a Santa impersonator and donated to a child in the pediatric ward, spokeswoman Janet O'Neill said.

"We'd like to have the doll for our children... The doll won't be destroyed," O'Neill said.

Stunt or no, many people aren't taking the threat to Elmo's life as a joke.

Elmo to go to chipper or lucky kid

FATE

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"Greed or no greed, he's just too damn cool," said Zulema Rubalcava, a student at Santa Barbara City College and supporter of stuffed-animal rights.

But killing Elmo isn't a crime, said police Lt. Nick Katzenstein.

"It's legal to do it as long as they're damaging their own property," he said. "Another strange stunt — it could only happen in Santa Barbara."

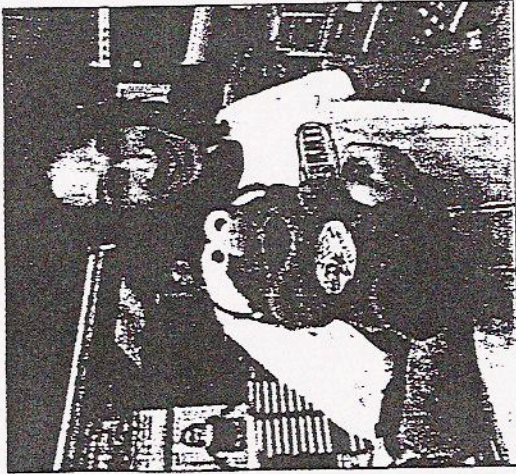
Abrams says it's not a stunt, but rather a lesson. "I don't want to blame the companies who make Elmo," he said. "Consumers start the craze."

Radio stations across the country have auctioned the dolls with the proceeds going to charity.

Destroying the doll, however, would affect more people than giving it to one child and would "make a difference," Abrams said. "This says, 'Wake up — I have a \$2,000 doll here, and I'm going to throw it into the chipper,'" he added.

Ten live Elmos will make an appearance at Kernohan's Toy Store on Christmas Eve. The store will sell nine and give one away — all by raffle.

These Elmos better hope that KHTY doesn't purchase them.



MIKE EMMASON/NEWS-PRESS

Hal Abrams says he's going to make a statement with Elmo.

Rumbles, Pt. 1

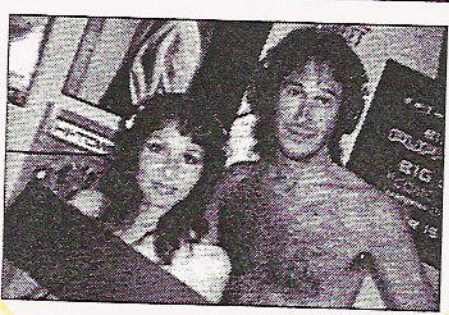
- WKQX/Chicago Dir./Mktg. **Ray Mena** rises to GSM for the Emmis station. Station Promo Mgr. **Steve Levy** takes over Mena's previous duties.
- KOSY/Salt Lake City began simulcasting its AC format on former Nostalgia station **KSNU-FM**, extending the station's coverage into Davis and Weber counties.
- KGGI/Riverside middayer **Sonny Loco** joins KISQ/SF for similar duties.
- Satellite Soft AC **KEZF/Albuquerque** flips to Rock under PD **Dave Scott**.
- WBBM/Chicago hires AP Radio Network's **Kenneth Herrera** for mornings, partnering him with long-time anchor **Felicia Middlebrooks**.
- **WXFG/West Palm Beach** — which was WCLB when it was relaunched a year ago — is relaunched a third time as "Thunder Country."
- **KWCY/Phoenix** PM driver **Bo Reynolds** joins afternoon host **Greg Thunder** at **KALC/Denver**.
- Former Anaheim Angels radio announcer **Bob Starr**, 65, died Monday (8/3).

discrimination. The station could not be reached for comment.

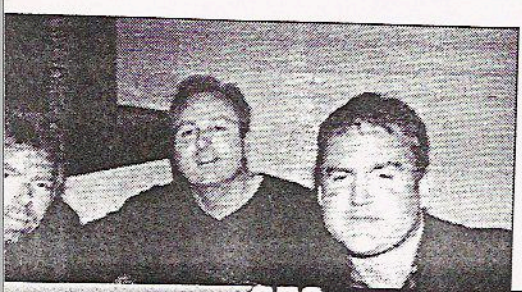
As Chancellor Classic Rocker **WAXQ**/New York moves toward a more music-intensive presentation, morning host **Darian O'Toole** comes off the air. Chancellor reportedly is exploring other opportunities for O'Toole within the company. Night jock **Marc Coppola** moves to mornings on an interim basis.

While those teenagers who were going to lose their virginity on the Internet were just a hoax, **KBOS/Fresno** morning

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Abrams: A computer buff



Rumbles, Pt. 2

- **WJPZ/Syracuse** VP/Prog. **Dave Obenshine** exits. **Harry Waring** becomes interim PD.
- **WKKG/Columbus** PD **John Paul** is named APD/MD at **WYRK/Bufalo**.
- **KDUK/Eugene, OR** PD **Barry McGuire** joins **KUMX/New Orleans** for afternoons.
- Active Rock **WALC/St. Louis** picks up new **WXTM** calls to match its "Extreme" handle. Meanwhile, **WJLK/Monmouth-Ocean, NJ** Creative Services Dir. **Jeff Fife** joins for afternoons.
- Following PD **Liz Janik's** return to her consultancy, **WXXY & WYXX/Chicago** Prod. Dir. **Harry Legg** assumes acting PD duties.
- **WRNO/New Orleans** personality **Ron Chatman** adds interim PD duties.
- At **Caribou's KPOI, KQMQ & KUHL/Honolulu**, **GM Bernie Armstrong** and **KQMQ PD Kimo Akane** exit. **QMQ MD Kathy Nakagawama** is handling interim PD duties.
- **WKRC/Cincinnati** morning host **John Jay** exits.
- Congrats to **WQHT (Hot 97)/NY** morning show mixer **DJ Skribble**, who won first place at the 1998 Mountain Dew DJ Mix-Off.
- **CF Radio** has completed its acquisition of **WRCQ/Fayetteville, NC**, and PD/MD **Greg Patrick** is now in place.
- **WYZZ/Ft. Walton Beach, FL** PD **Nancy Knight** picks up MD/night duties at **WRBQ/Tampa**. Night jock **TR Campbell** segues to afternoons, and **Chuck Britton** exits.
- **WGTZ/Dayton** MD/middayer **Dani Steele** exits.

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host **Hal Abrams** made good on his promise (er, threat?) to become the first radio personality to cybercast a morning show in the nude. As part of the event, Abrams attempted to *regain* his virginity, using a hypnotherapist to return him to his teen years.

With **KJQY/San Diego** about to move to **KXGL's** frequency on Monday (8/10), it's expected that **KXGL's** entire airstaff will exit. Meanwhile, crosstown **KKLQ** has been driving its cume to co-owned **CHR KHTS** using promos ... and if that doesn't get them to make the switch, the nonstop "Macarena" will!

Best wishes for a speedy recovery go out to record promotion icon **Moe Preskell**, who is recovering from a successful bypass operation at Mt. Sinai Medical Center in Miami. Also, congrats to Moe and wife **Sophie** on their 54th anniversary this week.

Condolences go out to the friends and family of radio/TV pioneer "**Buffalo Bob**" **Smith**. The former **Howdy Doody** host, 88, died Tuesday (8/7).



1

- **Tom Baldrice** is boosted to BNA Recce VP/National Promotion.
- **Mark Gorlick** named Head/Promotion DreamWorks Records.
- **Lee Hansen** upped to VP/OM of **KKSF/SF**.
- **Rob Morris** promoted to **KDWB/Minneapolis**.
- **The Real Don Steele** dies of lung cancer.

5

- **PolyGram** purchases **Motown Records** million; **Clarence Avant** is installed as CEO while **Jheryl Busby** remains as President.
- **KFRC-AM & FM/San Francisco** sets **DeBramnick** as VP/GM, **Brian White** as **Sharon Warren** as Director/Sales.
- **Ron Atkins** tapped as OM of **WVAZ/Chicago**.

10

- **AC WPIX/New York** becomes **NAC WQC** **Linden** as PD.
- **Harry Nelson** named PD at **WROR/Boston**.
- **Sam Weaver** recruited as PD of **WAMO** **Pittsburgh**.
- **Lite Rock KLTY/Kansas City** becomes **Brian Burns** as PD.
- **KROQ/Los Angeles** moves **Poorman** to mornings. **Richard Blade** to afternoons.

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- **Lee Larsen** lands at **KOA & KOAQ/Denver** VP/GM.
- **Mike McVay** promoted to Station Manager & **WJJI/Cleveland**.
- **Hal Moore** renamed PD of **KHOW/Denver**.
- **Erin Riley** appointed MD of **WMMR/Philadelphia**.
- **Stef Rybak** tapped as MD for **WKCI/New York**.

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- **Dave Parks** picked as National PD of **Rafael Communications**.
- **Dave Martin** tapped as **WBZ/Boston** PD.
- **Phil Hendrie** joins **WSHE/Miami** as MD.
- **WORJ/Orlando** MD **Bob Church** adds duopoly station **WHLY**.
- **Moon Mullins** moves to **WDAF/Kansas City**.

Records

- Interscope founding member and rock domo **Michael Papale** exited the label last week. He'll open his own full-service consulting company this fall.
- **Mercury/Nashville** VP/Promotion **Hughes** exits.
- **The Left Bank Organization** forms a new independent label, **Beyond**. It will be headed up by...