

Gary Cocker
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"I am an actor. Every producer has a concept of what he or she would like their piece to sound like. It's my job to achieve that 'sound'..."

A veteran of the major market radio wars, Gary Cocker began his broadcasting career in Cleveland, Ohio, hosting a late night "progressive rock" program. Known as Alternative, the show featured the music of the emerging artists of the late sixties: The Grateful Dead, Jimi Hendrix, Janis Joplin, Jefferson Airplane and others who were changing the face of Rock.

After this experiment in the "avant-garde" Cocker moved into the mainstream at some of Cleveland's most successful radio stations of the time: WHK, WIXY and WGCL (where he served as music and program director.) In 1973 it was on to Metromedia's WDHF (later WMET), Chicago.

In 1974 Cocker headed west to KIQQ in Los Angeles and an opportunity to work for radio legend Bill Drake. A three year stint at KYA in San Francisco was next, then a return to Los Angeles to TenQ and KFI.

San Diego and KGB-am was the next assignment. The John Lander programmed 13K soon established itself as the prominent young adult station in town. In 1982 Cocker accepted the morning show slot with Bob McKay's KCBQ-fm. KFMB, San Diego's full service adult contemporary leader was hi radio base for the next five years, from 1984 to 1990. Gary Cocker returned to KCBQ as production director from 1992 to 1995.

Gary was the voice of XETV, Channel Six, the San Diego Fox affiliate for 12 years. He has remained active in the freelance commercial and voiceover field and has served as a consultant in the areas of promotion, image building and programming for various broadcast properties.