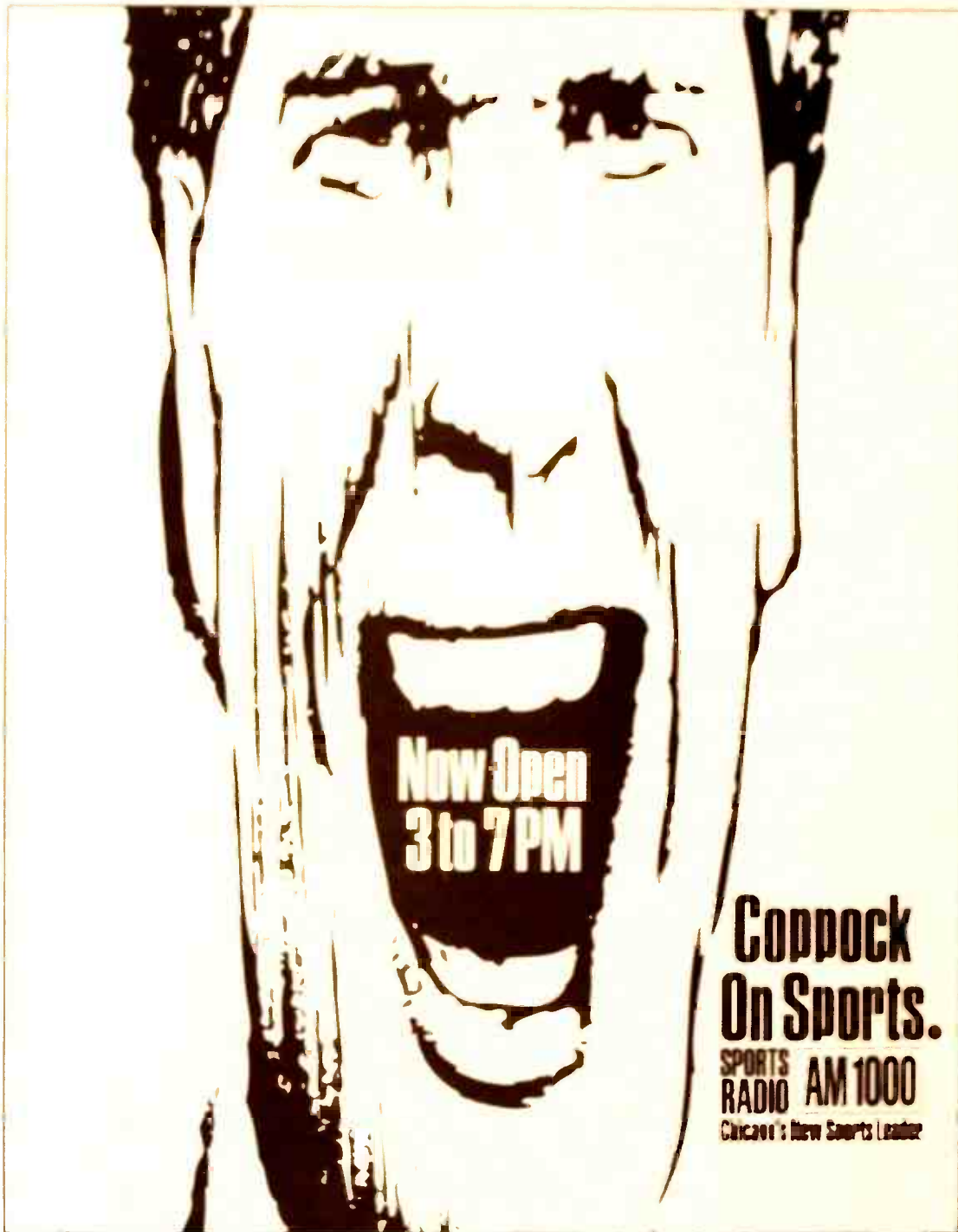


# DIALOG

*Chicagoland's station-to-station radio magazine*

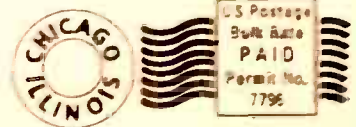


*From MediaTies, the publishers of  
Chicagoland Radio Waves*



**CHICAGO AIRWAVES**

2240 W. 23rd PLACE, CHICAGO, IL 60608



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Volume 1, Number 1

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*Radio Waves DiaLog* Magazine is published quarterly by MediaTies/S.J. Peters. We reserve the right to reject, omit or cancel any advertisements for any reason. The publisher assumes no responsibility for the safety or return of unsolicited materials. We suggest a stamped self-addressed envelope accompany all submissions. Our editorial policy is to inform and entertain, not to criticize. We welcome reader comments, suggestions, story ideas and questions.

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Note: our area code will change to -708- in November of 1989. Postal Permit 79, Westmont Post Office, Westmont, IL 60559.

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Cover Photograph by Tom Kubaszak

**Publisher's Note**

Welcome to our premiere issue of *Radio Waves DiaLog*. As the name suggests, our goal is to cover radio in Chicagoland from a number of perspectives with changing voices as a dial-log as well as a forum for dialogue about local radio. In addition to columns which focus on varied radio topics, you'll also find guest commentaries, profiles of area stations and personalities, features, history and trivia, updates, and letters and questions from our readers. Future issues will introduce ongoing columns on new radio technology, radio advertising, events, changing radio laws, and more. This all-new quarterly (subscription only) consumer journal-magazine will serve as a companion to our first and ongoing quarterly radio guide, *Chicagoland Radio Waves*, but stories and items from the guide will not be duplicated here. Our thanks to the readers who have made this next step possible, the stations for their cooperation, our writers for their passion, our supporters for their cheers and confidence, our advertisers and distributors for their participation, and our present subscribers...and those yet to come.

*S.J. Peters, Publisher*

**Letters**

Radio is an exciting medium, and it's especially exciting in Chicago. Over the last couple of years *Chicagoland Radio Waves* has been a great asset in letting people know about the tremendous variety of radio available here. Now, I want to welcome *Radio Waves DiaLog* to the scene. It will give its readers even more good information about the good listening available on Chicago's FM and AM bands.

*Tom Sommerville*  
Station Manager, WMBI & WMBI-FM

Chicagoland badly needs a publication such as yours. I wish you the very best.

*Art Hellyer*  
WJOL AM

For the past two years, *Chicagoland Radio Waves* has been required reading for anyone with an interest in the local radio scene. Now with the premiere issue of *Radio Waves DiaLog*, S.J. Peters has taken the next step in providing us with an insider's view of the always fascinating world of radio. It's a welcome addition to the Chicagoland spectrum.

*Robert Channick*  
General Manager, WCCQ FM

Congratulations on the addition of *Radio Waves "Dialog"*. Because we have over 25 programs on the air, our listeners tune in for a particular program. *Radio Waves* has become a significant way for our listeners to find their favorite programs. Now, with your new magazine, they will be able to tune in to the Happenings of Radio. Regards and good luck.

*William E. Paar, Jr.*  
Vice-President/General Manager, WVVX FM

**Guest Radio Commentary**

by Wayne Magdziarz

With about two dozen non-commercial radio stations in Chicago and the surrounding suburbs, the far left hand side of the FM dial can provide listeners with some diverse programs and unique music and talk formats.

The purpose of non-commercial broadcasting, in the eyes of the Federal Communications Commission, is to provide alternative and diverse program offerings in a non-commercial setting without the pressures and concerns of the competitive commercial environment. Licensees of these facilities are high schools, universities, colleges and other not-for-profit institutions; the signals are often limited to coverage areas of 10 to 20 miles.

Many of these stations operate as a student activity: an extra curricular past time for students or members of the schools or institutions. Other stations play a definitive role within an institution's curriculum, or serve as community outlets for neighborhood forums and news. Advisors and managers of these stations are often responsible for technical operations, programming supervision and staffing--usually provided by students or other persons associated with the institution.

These stations are expected to operate within the FCC guidelines set for non-commercial radio broadcasting. Regulations include minimum operating hours, logging requirements, and procedural responsibilities involving the Emergency Broadcast System and donor acknowledgements. Non-commercial broadcasting, although affording licensees the opportunity to experiment and test new program ideas and shows, is a responsibility that should be realized by broadcasters and listeners alike. Non-commercial licensees are accountable to the public for programming decency, serious commitments to their frequencies, and good faith in keeping their facilities technically sound.

A common misconception is that the non-commercial status of these stations make them immune to public response and commission action. In fact, with continued deregulation by the FCC, these facilities are now seen as more "real" than ever before. It behooves the public who listen and respond to these stations to be aware of the FCC's guidelines and act decisively if any stations appear to be "playing" with these rare FM frequencies. Institutions seeking an FM frequency now have additional options available to them, especially if the present licensees are failing to meet their minimum commitment to maintain exclusivity on their radio frequency.

There is little room on the FM non-commercial spectrum for those licensees who fail to hold their license dear to their hearts and/or realize the responsibility and accountability that accompanies it. The local Federal Communications Commission office in Park Ridge, Illinois can provide further information.

Wayne Magdziarz, MBA, is General Manager of WLWU-FM 88.7, Executive Director of the annual Loyola Radio Conference, and is a Communications Instructor at Loyola University of Chicago's Water Tower Campus.

# Station to Station Update

The strongest ripple in the radio waves of Chicagoland is the recent switch of long-time rock station **WLS AM 89** (Chicago) to an all talk format. With the exception of Don Wade and Roma and a few others, the change spelled the release of virtually all previous air personalities from the station to make room for the new talk talent. Drew Hayes has joined WLS as program director.



**WJMK FM "Magic 104"** quickly hired WLS' **Fred Winston** as morning man (5:30 to 10:00 AM), replacing Tommy Edwards (Winston's former WLS colleague). Winston was morning personality for WLS for over three years. "He's a natural for us," according to WJMK General Manager Harvey A. Pearlman. "What a better fit than pairing him up with Dick Biondi and Ron Britain? Just their names can bring a smile to your face." Winston began his broadcasting career in Dallas in 1964 and made additional stops in Dayton, Cleveland and Pittsburgh before he joined WLS in 1971. He later worked mornings at WFYR and WCFL before he rejoined WLS AM in 1983. Winston is also involved in marketing his own brand of chili, and headlines a blues combo, which he claims will now start including oldies in its repertoire.

**Robert Murphy** recently signed a new four-year contract with **Q-101** (WKQX FM 101.1), which now makes makes him the longevity leader among current morning radio personalities in Chicago. Murphy's career at the station has been praised with awards ranging from Billboard Air Personality of the Year to being honored with the Gold Medal as the Best Major Market Radio Personality in 1989 by the International Radio Festival of New York, which reviewed 2000 entries.

After nine years of performing afternoon drive on **WTMX FM 102** (Skokie-Chicago), **Peter Dean** (who also hosts "The Saturday Night Oldies Show") has been selected as the station's new morning drive air personality, 5:30 to 9:00 AM. Dean, who has been with WTMX through various format and call letter incarnations (including Clear and Chicago's Lite Rock, not to mention WCLR) is joined on the morning show by long-time Chicago radio personality Beth Kaye and funnyman Steve Pisanelli. Dean was raised in Wisconsin, and has worked in broadcasting in his home state as well for stations in both Michigan and Illinois.



As the latest addition to a broadcasting career spanning over four decades, on the air with "When Radio Was" Saturdays from 9:00 AM to 2:00 PM is **Art Hellyer** on **WJOL AM 1340** (Joliet).

**WLUP AM 1000** (Chicago) afternoon personalities **Steve Dahl** and **Garry Meier** have released a new 117 minute double cassette, "A Decade of Service". As the name suggests, the tape highlights the past ten years since their teaming, and features a collection of their radio bits, characters, songs and parodies (from 1979 with "Disco Demolition" at Sox Park to Dahl's live on-air vasectomy in 1989). The anniversary celebration also included a sold-out live performance in mid-September at the Chicago Theater. The tape is available for purchase at Sound Warehouse, through other record store chains, and 7-Eleven. The **Steve and Garry Show** is heard weekday afternoons from 2:30 to 7:00 PM on WLUP AM 1000 in Chicago, with news by Carrie Cochran and sports by Bruce Wolf. Dahl and Meier teamed up in 1979 at WLUP, moved to WLS, and then rejoined WLUP FM several years ago. The LOOP FM then merged with WCFL to form WLUP AM, which is a comedy, talk and sports oriented station.



**Rich Koz** is the new morning man for **WCKG FM 105.9** (Elmwood Park-Chicago). Known to many Chicagoland viewers as the "Son of Svengoolie" from 1979-86 on WFLD TV (which recently brought him back to host weekend movie show), Koz had guest-hosted for the former morning team of Stephanie Miller and John Howell this August. Koz, in make-up as Svengoolie Jr., put Berwyn back on the map through his ongoing comments about the city. But Berwyn eventually caught on and decided to invite Koz to the Houbly Festival. He came. TV 32 recently renewed his contract too; the show airs Saturdays at 11:00 PM.



**WXRT FM 93.1** (Chicago) has dropped its signature diamond logo as it launches an advertising/promotional campaign to attract new listeners; the format and air talent, Marketing Director **Christie Nordhielm** has assured us, will not change ... **WYLL FM 106.7** (Des Plaines) has been sold but is expected to maintain a Christian format ... **WRMN AM 1410** (Elgin) has added the **Bruce Williams Show**, while its sister station **WJKL FM 94.3** (Elgin-Schaumburg) continues to bring its listeners **Larry King** weeknights ... **WIND AM 560** (Chicago) has launched their "La Tremenda Lottery" by offering listeners a chance to win a share of thousands of dollars by matching State Lottery tickets with numbers announced on the station ... **V-103** (WVAZ, Oak Park) aired a "live anti-drug town meeting" in August ... **WGN AM 720's** (Chicago) Farm Service Director **Orion Samuelson** joined a business/academic group appointed by Governor Thompson this September to assist in planning strategies to solve their food problems; in October he traveled to the Republic of China/Taiwan to receive a broadcasting award from the country's President; and in November he heads to Rio DeJaniero for the biennial World Food Production Conference. He's providing radio and television reports on these visits ... **WBBM AM 780** (Chicago) has launched the **1989 Wreath of Hope**, which was founded in 1968 to brighten the lives of the needy during the holiday season ... Station anniversaries: **WCEV AM 1450** (Cicero) is 10, and **WKRS AM 1220** (Waukegan) turns 40. And "**Behind the Scenes**" is a new talk program on WKRS hosted by **Dan Keeny**, Monday through Friday from 10 AM to noon. The show profiles issues and news in Lake County, Illinois.



## Chicagoland Radio Stations

(This is a list of radio stations serving the greater metro and suburban Chicago area. Stations devoting at least 40% of their broadcast day to a separate format are listed twice, in different categories.)

### Big Band

WJKL	FM	94.3	Elgin
------	----	------	-------

### Classical

WFMT	FM	98.7	Chicago
WWVA	FM	88.5	Glenview
WNIB	FM	97.1	Chicago
WNJU	FM	89.5	DeKalb
WNIZ	FM	96.9	Zion

### Comedy

WLUP	AM	1000	Chicago
------	----	------	---------

### Country

WAUR	AM	930	Sandwich
WCCO	FM	98.3	Joliet
WUSN	FM	99.5	Chicago

### Dance

WLW	FM	88.7	Chicago
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### Easy Listening

WCGO	AM	1600	Chicago Hts
WJJD	AM	1160	Chicago
WKDC	AM	1530	Elmhurst
WMCW	AM	1600	Harvard
WTAS	FM	102.3	Crete
WUEZ	FM	104.7	Morris
WKEZ	AM	820	Chicago
WKEZ	FM	100.3	Chicago

### Ethnic-Foreign Language

WCEV	AM	1450	Cicero
WCRW	AM	1240	Chicago
WEDC	AM	1240	Chicago
WEFF	AM	1430	Highland Pk
WONX	AM	1590	Evanston
WPNA	AM	1490	Oak Park
WSBC	AM	1240	Chicago
WVWX	FM	103.1	Highland Pk

### Jazz

WBEE	AM	1570	Harvey
WBEZ	FM	91.5	Chicago
WDCB	FM	90.9	Glen Ellyn

### New Age/Light Jazz/Soft Rock

WARG	FM	88.9	Summit
WNUA	FM	95.5	Chicago

### News

WBBM	AM	780	Chicago
WILL	AM	580	Urbana
WKRS	AM	1220	Waukegan
WMAQ	AM	670	Chicago
WNVR	AM	1030	Vernon Hills

### Religious-Inspirational

WCFJ	AM	1470	E. Chicago Hts.
WJCH	FM	91.9	Joliet
WMBI	AM	1110	Chicago
WMBI	FM	90.1	Chicago
WNDZ	AM	750	Lansing
WONU	FM	89.7	Kankakee
WWCA	AM	1270	Gary, IN
WYLL	FM	106.7	Des Plaines

### Rock and Pop Oldies

WAIT	AM	850	Crystal Lk
WFYR	FM	103.5	Chicago
WJMK	FM	104.3	Chicago
WKKD	AM	1590	Aurora
WW-N	AM	1510	Joliet

### Rock-Contemporary

WBAB	FM	103.9	Dundee
WAIT	FM	105.5	Crystal Lk
WBBM	FM	96.3	Chicago
WBUS	FM	99.9	Bourbonnais
WCBR	FM	92.7	Arlington Ht
WCKG	FM	105.9	Elmwood Pk
WDEK	FM	92.5	DeKalb
WDGC	FM	88.3	D. Grove
WOND	FM	105.5	Wilmington
WGHS	FM	88.5	Glen Ellyn
WIFF	FM	88.5	Flossmoor
WHPK	FM	88.5	Chicago
WJPC	AM	950	Chicago
WJTW	FM	93.5	Joliet
WKAN	AM	1320	Kankakee
WKGD	FM	95.9	Aurora
WKQX	FM	101.1	Chicago
WLIT	FM	93.9	Chicago
WLLJ	FM	96.7	Joliet
WLNR	FM	106.3	Lansing
WLRA	FM	88.1	Romeoville
WLRT	FM	92.7	Kankakee
WLTL	FM	88.1	LaGrange
WLUP	FM	97.9	Chicago
WMWA	FM	88.5	Glenview
WNJR	FM	89.3	Evanston
WONC	FM	88.1	Naperville
WPRG	FM	88.9	River Grv
WRSE	FM	88.7	Elmhurst
WTMX	FM	101.9	Skokie
WVWX	FM	103.1	Highland Pk
WXLC	FM	102.3	Waukegan
WXRT	FM	93.1	Chicago
WYSY	FM	107.9	Aurora
WYTZ	FM	94.7	Chicago
WZRD	FM	88.3	Chicago

### Spanish

WIND	AM	560	Chicago
WKGA	AM	1500	Zion
WMBI	AM	1110	Chicago
WOJO	FM	105.1	Evanston
WOPA	AM	1200	Chicago
WTAQ	AM	1300	LaGrange

### Talk

WBEZ	FM	91.5	Chicago
WFWW	AM	1480	Geneva
WGCI	AM	1390	Chicago
WGN	AM	720	Chicago
WJOL	AM	1340	Joliet
WLS	AM	890	Chicago
WMRO	AM	1290	Aurora
WRMN	AM	1410	Elgin
WSSY	AM	1330	N. Brook
WSPY	FM	107.1	Plano
WVON	AM	1450	Chicago

### Urban Contemporary-Black

WCRX	FM	88.1	Chicago
WCYC	FM	90.5	Chicago
WGCI	FM	107.5	Chicago
WKCC	FM	89.3	Chicago
WVAZ	FM	102.7	Oak Pk

### Variety-Diversified

WBHI	FM	90.7	Chicago
WEPS	FM	88.9	Elgin
WETN	FM	88.1	Wheaton
WGTD	FM	91.1	Kenosha
WMTH	FM	90.5	Glenview
WNTH	FM	88.1	Pk Forest
WSSD	FM	88.1	Chicago

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10:00 AM - 5:00 PM, and Sunday: 12:00 PM - 5:00

Suggested Donations: adults \$3.00, students \$2.00,  
and seniors & children \$1.00. Share the experience.



**John Hultman:** native Chicagoan, raised in Wilmette, IL. B.S. from Purdue University, and ROTC in U.S. Army Reserve (information officer; rank: Major). Staff announcer and children's pro-grammer at WPTA-TV, Fort Wayne, IN; news/announcer at WWJ-AM.FM-TV, Detroit, MI. Joined WBBM AM 780 radio in Chicago as staff announcer and newsmen in 1968; appointed news director in 1972 while serving as the morning anchor; named senior correspondent in 1982. Affiliations: Society for Professional Journalists, Sigma Delta Chi, the Chicago Headline Club, the Illinois News Broadcasters Association (past president), Radio TV News Directors Association (former board member), and former co-chair of Bedside Network of Veteran's Hospital Radio-TV Guild. Awards: Illinois Associated Press, American Women in Radio and Television, and the Freedom Foundation of Valley Forge, PA.

Weekdays at 2:30 AM, as he's done for the past twelve of his twenty-one years with WBBM AM Newsradio 78, John Hultman rises to begin the day. By 5:00 AM he is seated in the radio studio with co-anchor and friend Felicia Middlebrooks to launch another five-hour newscast. Working with an editor, two writers, a desk assistant as well as traffic, sports, weather, business and field reporters, Hultman and Middlebrooks alternate the daily duty of running the radio mixing board while visually monitoring television and computer screens, listening through headsets for cues or bulletins from the editor, and watching the clock to air the hourly CBS News network reports precisely on time.

And yet, according to Hultman, "The morning flies by and you can't believe it's been five hours. Something is going on all the time. It's not like filling with a three-minute record. It's always changing and always exciting."

The radio industry is also always changing. Formats, air-personalities, managers, owners, and even ratings come and go at an alarmingly frequent rate. These elements at WBBM AM (including John Hultman and the ratings) have remained relatively consistent. His long-term and successful stay in a fragile business is linked to the news radio format that the station employs, Hultman explains.

"News radio is very different from music radio. The format lends itself to employees

staying, which they have here for a long time. The longer a news station remains, the more the listeners trust it, and automatically tune in during a breaking story. It's a personality-oriented team effort. Egos don't get in the way, which is especially evident when an especially important or urgent story breaks...like the death of Mayor Harold Washington, the 'Chicago 7' trial, Pope John Paul's visit to Chicago, the 1979 plane crash at O'Hare, and others. You have to work together to make this operation successful, and we do. We're talking to people. They listen to someone they feel they know because we've been here for a long time. Serious news is serious news, but we do birthdays and laugh a bit too. Radio is a very personal medium. To me it's one to one, and not to what the 'cume' (audience) is."

Regarding WMAQ AM, the relatively new all news challenger to WBBM, Hultman points out that competition is good for any radio station with any format. "It doesn't hurt to have more than one (news station) in town. It's encouraged us to make a few changes, fine tune some things, work even harder and spend a bit more money and time. And the results, I think, have been positive."

Despite claims that AM radio is facing a steady decline in listenership, Hultman sees it experiencing a "rebound" with news and talk formats remaining strong and "alive and well", (although AM stereo for music stations might help.) He considers Chicago "the greatest news town", would not enjoy working elsewhere, and has not been tempted by other offers. He also points out that he prefers working in radio rather than TV, having been employed in both mediums during his career.

Off the air, Hultman and his wife reside in Northbrook, and have three grown children and one grandchild. Weekends he sleeps in until 6:30 AM, at the latest. Involved in church activities, the Hultmans together chair the blood drive, and sing in the church choir. Bread baking is a favorite hobby for Hultman, and vacations are often spent at their summer home in northern lower Michigan. This past summer he baked 260 loaves with a friend (and resort owner) in the area for resort guests. Hultman considers bread baking therapeutic. Not surprisingly, most of the baking/therapy is done very early in the morning.

Never out of touch with news, Hultman also spends many off hours "keeping up" by watching, listening and reading news. While traveling, Hultman takes the time to sample all-news stations in other markets. He enjoys music (all kinds from classical to jazz to rock), sailing and family outings. Often asked to speak to students, Hultman has addressed classes at the Medill School of Journalism, Purdue University and others, and has appeared at the Loyola Radio Conference.

At 52, Hultman has yet to decide on his activities beyond his retirement in the future from WBBM. One possibility he's been considering is the purchase of a smaller market radio station to experience radio from the ownership side. The format? "Whatever that market is looking for. But I'm very happy with where I am and what I'm doing now."

- 1.) What Chicago AM station has employed WTTW's John Callaway, WJOL's Art Hellyer, and the late Fahey Flynn of WLS TV News?
- 2.) Who was the original founder of today's WAIT Radio in Crystal Lake?
- 3.) What year did WCFL AM 1000 launch its rock format to compete with WLS AM 89?
- 4.) Name the current radio stations that used these call letters in the past: a.) WSDM-FM; b.) WYNR-AM; c.) WDHF-FM d.) WIBO-AM e.) WGLD-FM; f.) WDAI-FM; g.) WEBH-FM h.) WJRC-AM; i.) WLOO-FM. k.) WEAW-AM
- 5.) Which Chicago station did Bobby Skafish leave in the early 80's to join WLUP FM 98?
- 6.) Two Chicago AM radio stations featured country music during the 1970's. Their call letters have not changed since. Name them.

**Trivia Answers:**

- 1.) WBBM AM 78 2.) Mal Bellairs 3.) 1965  
 4.) a.) WLUP b.) WGLD c.) WNUA d.) WIND, e.) WVAZ f.) WYLT g.) WLT h.) WWHN i.) WXYZ k.) WZZM  
 5.) WXRJ FM 93 6.) WJJD 1960 and WMAQ 670.  
 ASSM (K) ZEXM (I)

**Marconi Radio Award Winners**

The National Association of Broadcasters (NAB) presented the first Marconi Radio Awards during their annual Convention, held this September in New Orleans. The winners included three Chicago radio stations, and one Chicago-based ABC Radio commentator.

- |                 |                            |
|-----------------|----------------------------|
| WGN AM 720      | Middle of the Road-Variety |
| WLS AM 890      | Legendary Radio Station    |
| WVAZ FM 102.7   | ("V-103") Black/Urban      |
| Mr. Paul Harvey | Personality of the Year    |

**The Sound of Europe on WVVX**



The largest German language program in the Chicago area (and the only daily program of its kind in the U.S.) has added another five hours of radio air time a week. "The Sound of Europe" is now broad-

cast Monday-Friday from 8 to 9:00 AM and 6 to 7:00 PM, Saturdays from 12 to 1:00 PM, and Sundays from 3 to 4:00 PM on WVVX FM 103.3 (Highland Park) with co-hosts Marlis Schmidt and Gunella Gehrken-Schultz (pictured, l to r). To request a free sample copy of "Tune In" (the quarterly newsletter about German-language broadcasting) call 941-3993.



**Loyola Radio Conference, 1989**  
 Discussions, panels and presentations.  
 November 9, 10 and 11 (Thurs.-Sat.)  
 Holiday Inn Mart Plaza, Chicago, IL  
 Loyola University / WLWU FM 88.7  
 Information, schedule & fees: 670-3207

## FM Side Bands: Subscription Radio by Marty Zivin

There is a unique type of radio you've likely encountered many times but probably never realized it. It may have been at a restaurant, in an elevator, at the supermarket, or even at the office. It's so subtle that even the most avid radio fan rarely knows it exists. This is a journey into radio's hidden side known as SCA: Subsidiary Communications Authority.

SCA signals are transmitted "inside" that of FM stations and serve very specialized purposes or audiences. Similar to subscription television or closed captioning, a special receiver or decoder is needed to pick up these signals. The Federal Communications Commission has set aside three frequencies for these services at 57, 67 and 92 khz off the "center frequency." Most local area SCA's are leased to companies or organizations that provide their programming and the receivers to their clients and listeners.

Historically, SCA's were a means to keep the stations on the air in the early days of FM broadcasting. Radio stations would pay little attention to what was aired over the "main channel" (the frequency able to be tuned in using a standard FM radio) and devoted their efforts to meet their bills through these background services. Some stations offered music for a special client. Jewel Food Stores,

for instance, had their own special service. As more people began listening to FM, the dependence of SCA's as a main source of revenue declined, and many services folded or were sold. Meanwhile, new technology led to new opportunities for SCA's, and there was a growth in "narrowcasting": dedicated program services designed for specific listeners. SCA's today range from special programming for doctors, farmers, business professionals and religious organizations, to reporting traffic or weather, to information for the blind, foreign language shows, distribution of educational materials and more. Some SCA's transmit data for computers, facsimile machines and digital pagers. But the most popular application of SCA is the transmission of music to create a desired sound environment, stimulate worker productivity, or simply to create "noise." The leader in this field is a nationally connected "network" known as Muzak, which presents specialized formats without announcers or interruptions.

CRIS Radio (the Chicago Radio Information Service) is an SCA that operates on the subcarrier of WBEZ-FM. A non-profit and non-commercial station serving the needs of the blind and print-handicapped, CRIS is a radio reading service that is funded through donations, grants, corporate underwriting, government support, and other means. Staffed in great part by volunteers, CRIS

reads newspapers, magazines, books and other printed matter 24-hours a day, seven days a week to provide listeners with the depth of information that only the printed word can bring. Specially tuned radios (capable only of receiving the CRIS signal) are lent to qualified listeners at no charge, although the cost per unit to the station is about \$80.00. Monitors can be purchased by or for qualified listeners as well. (For additional information on the services of CRIS or to become involved as a donor or volunteer, contact Laura Long at 312-645-9800).

Another information service on SCA is the Physician's Radio Network, a national network offers programs of interest to medical doctors, and is heard on the SCA of WUSN.

Among the oldest SCA formats are those dedicated to serving ethnic communities. The "Greek Radio Center" (via WGCI) and a Japanese service (WKQX) feature news, music and conversation in those languages. WMBI FM in Chicago uses its side-band to relay the Moody Radio (Satellite) Network. Farmers in Illinois are informed of commodity figures and other agri-business through the state-wide SCA network operated by the Illinois Farm Bureau.

SCA cannot be heard using a standard FM radio, nor are the receivers easily obtainable. For information, we suggest contacting the "parent" FM radio station of individual SCA's.

## WAIT 850 AM

Crystal Lake's WAIT AM 850 is not the same radio station it was two years ago.

An ownership change began the process. Now owned by Crystal Lake Radio, WAIT AM/FM are managed by Vento Companies (of Bethesda, Maryland), which specializes in operating cable television systems. According to Station Manager Sam Vitali, a Vento veteran, the station has become much more locally oriented than it was before.

"WAIT Radio is a self-sufficient entity and provides its own revenue," Vitali explained. "We dropped the country music format, after carefully studying the demographics of our potential audience, and then we developed an all-new sound for our AM comprised of rock oldies, information, public service programs, and local news and sports. This matches our perspective of listeners in McHenry, Lake and Kane Counties that we feel are more interested in what's going on locally than in metro Chicago. The growth of the suburbs has naturally come at the expense of the city, and our goal is to serve our north suburban listeners. We also became one of only a few AM's devoting a large part of the programming day to oldies."

WAIT AM simulcasts the programming of WAIT FM (105.5) during morning drive. The two separate at 9:00 AM. WAIT AM returns to music from 9 to 12:00 PM. From noon to 12:30 PM, the AM presents local news,

business and talk. A public affairs program takes over from 12:30 to 1 PM, followed by "Swap Shop" until 1:30 PM. The station then returns to oldies until sign-off at dusk. WAIT AM also airs specialty weekend shows ranging from big band, to old time radio, to local sports, and Illinois University Huskie football.

With 70% of its programming devoted to oldies, is WAIT AM attempting to compete with the two oldie FM stations in Chicago?

"Absolutely not," Vitali responds. "That would be like putting a six foot center into the NBA. We aim to reach the local audience and work with local advertisers, because our listeners live and shop in this area. Naturally, it takes some time to develop, and a steady and patient hand. The difference here is that we serve our own community first, regardless of what metro Chicago radio is doing."

According to Vitali, the switch from country music to oldies-information probably caused a loss of some listeners. But he also believes that the new sound has more than made up for the loss by attracting many new listeners appreciative of the local focus of the AM.

The station also changed locations to 8600 Route 14 in Crystal Lake (60012), and extended the WAIT call letters to both the AM and FM stations. Regarding the well-known call letters formerly used by AM 820 in Chicago, Vitali points out that WAIT is in no way attempting to mislead listeners. But the WAIT name carries weight in a similar fashion that calling a car a Cadillac would likely work in the car's favor, and every little bit helps.

WAIT also has devoted more time, effort and money to its AM station. The first step was eliminating the satellite to run the station

"live" with original, local programming.

"AM radio needs this push because it's considered by many today to be the industry's stepchild," Vitali commented. "Programming and selling the AM is more challenging, and it's definitely more work than selling the AM side as part of an AM/FM combination. But the AM is sold on its own, and that reflects a stronger commitment to what we're doing."

Vitali also points out that WAIT AM's program director is Greg Newton, a young radio professional raised on FM but committed to AM's continued success through his work at WAIT. AM radio here is not second class.

Being a daytimer is another challenge for WAIT AM. The National Association of Broadcasters is now in the midst of trying to alleviate some pressure on daytime AM stations with a plan to increase the number of frequencies on the AM band. Stations limited by "clear channels" in other markets would broadcast on their current frequency as well as on a new frequency in the larger AM band for several years, until the number of these new AM receivers (with the additional frequencies) owned by consumers increases substantially. The daytimer stations would then broadcast only on their new channels. WAIT now leaves the air each evening to allow a station in a distant state on AM 850 to operate without interference.

Coming from a cable-TV background, Vitali finds the switch to radio challenging and rewarding, and feels fortunate to have a creative and dedicated staff. As it grows, hopefully WAIT AM 850 will once again prove to the pessimists that AM radio is far from going the way of the dinosaur.



Patti Haze: raised in Grand Rapids, Michigan. Bachelor's, Elementary Education, Western Michigan University. Radio background: WLAV-FM/ Grand Rapids, WLUP-FM/Chicago (77-79), WMET-FM/Chicago (79-81), and again WLUP-FM (81-present). Prior occupations: radio station receptionist and traffic manager, lifeguard, playground director, cocktail waitress, and sales person.

The studio phone lines flash during the evening show on WLUP-FM, and Patti Haze answers personally, as usual, without any intern or producer interference. Chances are the caller is making a song request. But it may also be a fan of her show sharing an important personal event...the birth of a baby, an impending marriage or another joyous moment. And Haze, after many such phone calls, still considers it incredible and flattering that many of her listeners feel they know her well enough to make her a part of their everyday lives.

Life for Patti Haze began in Grand Rapids, Michigan, where her family remains and she visits whenever possible. Raised on rock radio in this major test market in the 1960's, Haze recalls the hometown stations introducing her to new Rock & Roll and Motown (one of her great loves). But rather than choosing radio as a career, her plan was to become "the world's best first grade teacher." After earning her degree, Haze sought a teaching position but instead found herself working at WLAV in Grand Rapids. Taking her father's advice ("...you've got to start somewhere, even if it's sweeping floors..."), she began working in the office, but after a short time found herself hosting morning drive, and was soon hired (1977) by WLUP in Chicago. According to Haze, life would probably be radically different had she pursued a radio career early on, or had she continued to seek a teaching position. Anything she's planned, Haze maintains, has never been achieved. The direction would always turn.

"Being a part of this station makes me feel I couldn't be luckier had I won the state lottery," Haze explains. "I went from Grand Rapids to Chicago, The LOOP is an incredible place to work, and I'm playing the greatest music, for me, that exists. And it's a real team effort at the station. Big egos, if you consider the high power talent brought together at the LOOP, don't exist here. It's a magical thing that happens once in a blue moon...and I think that today's LOOP Radio will be legendary

tonedday. Evenings from 7:00 PM to midnight (and Saturdays from 2:00-6:00 PM) on WLUP FM 97.9, Haze is on the air. She never keeps notes on what to say once the microphone is flipped on ("...I just open my mouth and whatever comes out, comes out.") No joke books. No set image of one particular listener in her mind. She tapes each program (air-checks), and then critically listens later to eliminate "crutch phrases" or other potentially negative habits she'd like to avoid.

When asked whether she might one day lose interest in Rock & Roll music, a driving force in her life now, or perhaps host an oldies show, Haze clearly responds NO without hesitation.

"There is a natural evolution in Rock & Roll," Haze believes. "Keith Richards' attitude with the Rolling Stones is that 'rock is such a new thing, nobody knows where it will go. Let's watch it grow and see where it goes'. I never tire of it, never will. I'm the happiest person in the world when play this music...it moves me."

Regarding competing stations in Chicago, Haze points out a distinct difference between Pop and Rock & Roll music. "You can hear it. Madonna and Michael Jackson are pop stars; Rock & Roll is the Rolling Stones, Tom Petty, U2, Robert Plant, Bruce Springsteen, Don Henley, Bonnie Rait. It's personal taste and it touches everyone in very different ways. Compare Rock to any kind of art: when Renoir picked up his first brush he didn't paint a masterpiece. The same applies to music."

Since she's occasionally asked to host other airshifts during vacation periods, Haze also finds a gradual change of mood with the audience. During the day she'll receive calls from listeners at work, while evening requests reflect a desire to relax or "crank it up." But her upbeat, enthused and excited delivery remains the same, regardless of the time of day or the day of the week, even in the face of a personal crisis. And it happens.

"Last October my mother was diagnosed as having cancer," Haze remembers. She called me and said, 'Honey, I have cancer'. It was like I walked into a brick wall. She is a phenomenal woman, and I am exactly who she raised me to be. I was in a total state of heart sickness. And then I had to go to work, go on the air. Over time you reach a level of expertise and professionalism where you just go into the studio and realize that for the next five hours whatever has happened in your life has to be left outside the door. My job is to entertain, not to be depressed as a result of a tragedy. You have to find the strength to rise above it. Later I left the studio and found that terrible sense of grief. She's coming along now much better. She's an amazing woman."

Participating in charitable events is something Haze will not hesitate to do, making time available around her schedule to get involved when asked. Working the evening shift results in what she calls "a limited social life." With a 2:30 AM bedtime, she rises early to exercise, does free-lance projects, and then briefly naps in the afternoon. She arrives at the station no later than 6:00 PM to organize various segments of the LOOP programming for which she is responsible and retrieving CD's and tapes from the LOOP music library for

rier program. (Haze mentioned a two-hour visit to the studio by her father, and his amazed reaction of the work involved and the high level of organization required.) No limits are placed on LOOP personalities on the content or length of what they say on the air, a rare situation in radio for which Haze credits WLUP management (Greg Solk specifically) for providing confidence and trust in the talents and judgement of the air staff.

Haze links the positive mood and success of WLUP FM and AM to former General Manager James deCastro and to current Operations Manager Greg Solk. Although she departed WLUP for a stint with then rival WMET, her return to the LOOP was in great part due to the new management team, which is continuing today under its new General Manager Larry Wert, along with Greg Solk.

Haze was asked during our interview to comment of specific issues related to radio:

*On the reputation of drugs in rock radio:* "It's a bad rap, and any kind of stereotype is unfair. The last place you'd find that kind of behavior going on here. We're professional, take this seriously, and are very health conscious. A decade ago in Rock it might have been the inside, hip thing to do. But musicians around today have realized it'll ruin your life and ultimately kill you. It's long gone."

*On getting into radio:* "It's a very difficult and competitive business to get into. But it comes down to talent rather than gender or who you know. When I get asked for advice, I recommend that students continue to pursue higher education since more and more people are involving themselves in communications as a career. Natural talent is most important, and radio is not something everyone can do. You've got to understand business as well."

*On females in radio:* "I don't feel a sense of uniqueness about being the only full-time woman on the air at the LOOP. We have a team with different players. I consider myself and the men I work with to be individuals. We don't see it as a men versus women issue."

*On less press:* "Maybe I've been overlooked in areas, including the media. I'm baffled by it, but I'm not the kind of person that's a big self-promoter. My area of focus is my job. I can't sing and I don't have a band. I assumed if someone wanted to talk they'd call."

What about Grand Rapids? "It's a wonderful, neighborly, family oriented hometown. But not exactly ideal for a single woman. It's in my past, and Chicago is my home now."

Off the air, Haze is single, lives near the station, and is an exercise and sports enthusiast. One of the great joys in her life currently is reading 18th Century literature, and she's considering earning a Master's Degree in English literature ("...why not get credit for what I'm reading anyway?"). Haze has no desire or plans to leave radio or WLUP. Although she occasionally thinks about one day moving into management as a music or program director, her present situation is professionally and personally very satisfying.

One sad note is that scores of first graders in Grand Rapids have missed their chance to be in Ms. Haze's class. Their loss has been Chicago's gain. Hopefully, the kids are alright.



## Radio's Third Choice: SW

by Gerry L. Dexter

For most of us, AM and FM are synonymous with radio. But another set of radio letters exists: SW. Shortwave begins where the ordinary AM radio dial stops. This area above the AM dial is filled with a wondrous and ever changing assortment of radio stations: some broadcast to the world, while others communicate to one another. Most countries broadcast on SW, and even inexpensive shortwave radios can tune in news, music, sports and specialty shows in English from Australia, China, England, the Netherlands, Japan, Spain, the Soviet Union, and many other countries.

News enthusiasts will find an information bonanza on shortwave. Stations report news within their own national borders as well as major world events. Regional news round-ups can cover the Nordic area, Africa, the Caribbean, the Pacific and Asia. Shortwave also opens a new world of music from the latest British pop hits, to Indonesian gamelan, to Cuban, Brazilian and African rhythms, to the folk music of Greece. Hundreds of talk programs focus on varied topics ranging from stamp collecting, to travel, to live soccer and cricket, to other sports, to original and classic radio drama, history, science, and much more.

A reasonably good shortwave receiver can also pick-up ham radio, ship to shore calls, aircraft radio communications, pirate and clandestine broadcasters, and transmissions for spies and coast guard rescue operations.

Since SW is more subject to natural forces, reception is less reliable than AM or FM. Stations sometimes switch frequencies to take advantage of changing conditions, and major SW broadcasters often use several dial spots simultaneously. Program and frequency schedules are often available free from stations.

Shortwave radios are priced as low as \$50.00, and \$150 to \$350 will buy a very good portable set. The more powerful and versatile models will start at around \$700.00. Reliable brands for portable sets include Sony, Panasonic, Sangean, Grundig and Radio Shack. More expensive desk-top SW radio models (communications receivers) are manufactured by the Japan Radio Co., Incom, Yaesu and Kenwood. Check the telephone book for stores selling ham radios or two-way communications equipment.

New SW listeners should be prepared to spend some serious time growing accustomed to it. Since thousands of signals fill the SW band, finding everything within a few hours or days should not be anticipated. This list for beginners contains some easily heard Shortwave radio stations (the times and SW frequencies are always subject to change):

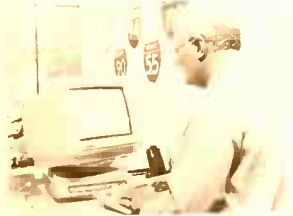
Radio Australia	Mornings / 9.580
Radio Netherlands	6:30 & 9:30 PM / 6.165, 9.590, 15.315
Radio France Intl.	9:15-9:45 PM / 11.670
BBC, London	Evenings / 5.975, 6.175, 9.915
Radio Beijing	6 AM & 6 PM / 11.685, 11.840, 17.855
Voice of Germany	7, 9 & 11 PM / 9.545, 9.565, 9.670, 11.860
Radio Australia Intl.	11:30 PM / 6.015
RNE, Spain	6:00 PM / 9.630, 15.110
Voice of Free China	8:00- / 5.950, 9.680
Voice of Israel	6, 7, 10 PM / 11.605, 15.615, 17.630

*Editor's note: Gerry L. Dexter is the author of several books on the topic of shortwave radio, including "So You Bought A Shortwave Radio - A Get Acquainted Guide to the Wide World of Shortwave" (\$8.95 with shipping from Tiare Publications, Box 493, Lake Geneva, WI 53147).*

## Herb Howard: Traffic Authority

by John Russell Ghrist

The streets of Chicago in the early 1960's raised both tempers and radiator temperatures during rush hour. Growing traffic problems soon led radio stations to city roof tops, as they sought methods to bring accurate and concise travel information to listeners.



"Back in those days the words 'heavy and congested' became tired adjectives to describe routine local rush hours," recalls Herb Howard.

WBBM AM 78's news director at the time (Van Gordon Sauter, later the president of CBS News) commissioned Howard to devise a better traffic reporting system. As the producer for talk show host Jerry Williams at a Boston radio station, Howard had moved to WBBM in 1965 to produce Williams' show as well as sports programs hosted by Brent Musburger and Rick Weaver, and others. Williams has since returned to Boston, while Howard went on to become one of Chicago's best known and liked traffic reporters.

But Howard's initial task of setting up a workable traffic reporting system lasted a full three years, working closely with Joe McDermott of the Illinois Department of Transportation (IDOT). The state had installed pavement sensors on a small section of the Eisenhower Expressway (I-290) to calculate traffic volume and forecast when

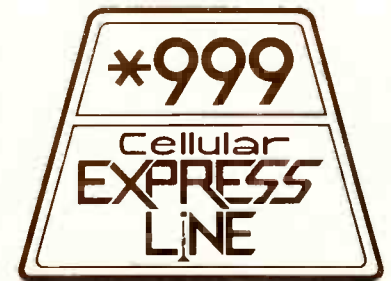
road repairs would be necessary. Sensors were eventually installed under 254 miles of the metro Chicago expressway system.

Howard conceived a practical study to forecast and report traffic, using a working model. Under Howard's direction, cars were driven on 50,000 miles of expressways, spanning 3,000 hours. The cars departed at five-minute intervals, and were driven in different lanes under various weather and road conditions; travel times were noted. The information gathered from these simulations, along with road sensor data and visual observations from the Sears Skydeck, led to WBBM's capability to air accurate traffic reports every five minutes, and later every minute. Having worked to create the system, Howard frequently voiced the reports and was soon considered an authority on traffic.

Today, Howard jokingly considers traffic reports the main reason that his "gravelly voice" made it on the air at all. Except for a three-year stint as an investigator for the State's Attorney's Office, Howard reported traffic for WBBM AM 78 from 1971 to 1988.

Howard's continued popularity often makes him the center of attention. He recalls one evening when several Shadow Traffic reporters were relaxing at "Danno's Bucket O' Suds" on Cicero Avenue, when Howard began telling a few favorite radio stories. Soon the conversations of patrons ceased as they began listening with interest to Howard relate how radio once was--to the delight of his captured audience. (Danno's place was famous in the old days for many impromptu radio conversations, having hosted numerous Jazz music remote broadcasts for WVVX.)

Howard is now the Project Manager of the area's new Cellular 999 program for car telephone users. A recent three-year study revealed that 60 per cent of all car phones installed in the U.S. currently operate in the Chicagoland area. Cellular 999 encourages these 120,000 car phone users to call to report highway incidents and/or conditions (a free call). Emergency information is dispatched to the appropriate municipality, and is already credited with saving at least one life. Car phone users can also dial 999 for road assistance for themselves or others, and to anonymously alert authorities about drunk drivers. Staffed 24-hours a day and 7 days a week, 999 can be accessed only via cellular phone.



Cellular 999 is a free public service of the Illinois Department of Transportation through the cooperation and courtesy of the Cellular One and Ameritech Mobile companies. For additional information, contact Herb Howard at the Central Transportation Bureau weekdays at (312) 882-3939. Comments or questions may be sent to Mr. Howard at: Cellular Express Line, 1305 Wiley Road, Suite 131, Schaumburg, Illinois, 60173.

the staff of WBEZ FM 91.5 radio does not work a forty-hour week. Operating Chicago's public radio station, which reaches between 25,000 to 300,000 listeners every week, requires a great deal more than a regular work week. These listeners, by the way, are radio salesman's dream: highly educated, successful active adults (median age of 39) with significant community influence and disposable income. But WBEZ does not sell commercials, although the underwriting of the station's many diverse shows is possible.

This lack of commercial clutter leaves nothing but programming for these loyal listeners. To those who have yet to tune to FM 91.5, here is what you've been missing:

**Drive times:** "Morning Edition" (after 5:00 AM) and "All Things Considered" (after 4:00 PM). Both programs from National Public Radio feature in-depth national and international news, conversation and information.

**Daytime** (after 9:00 AM) local programs Ken Davis, Carolyn Grisko and Sondra Gair featuring discussions, interviews, listener participation by phone, remote broadcasts, and coverage of various issues, events, politics and other items of interest.

**Early evening:** (after 6:00 PM) "Evening Edition" is a nightly news magazine focusing on issues and news. This is followed weekdays (after 7:00 PM) by programs on various topics ranging from car repair talk to revealing conversations with local politicians. Bruce DuMont, founder and president of the Chicago Museum of Broadcast Communications and the chief political correspondent for WTTW TV Channel 11 hosts "Inside Politics" Thursday evenings at 7:00 on WBEZ.)

**Evening and overnight:** (after 8:00 PM until 6:00 AM) Jazz Forum is Chicago's only 24-hour music show devoted exclusively to Jazz.

Weekend programming is a blend of local and network offerings. Subjects range from talk shows on health or politics, to experimental radio drama, to folk music. WBEZ also breaks or local news, weather, traffic and other listener services throughout the broadcast day. Its schedule features a number of programs from the American Public Radio network as well. WBEZ's frequent remote broadcasts have originated from the Chicago Jazz Festival, the Taste of Chicago, and many other area events and locations.

**THINK  
91.5  
WBEZ**

"Public radio is quite different from a commercial radio operation," according to WBEZ General Manager Carole Nolan. "From a news stand point, for example, we're able to take the time needed to report a story from several, or even many, perspectives. But a commercial station must limit their reporters' air time to about sixty-seconds to tell the entire story."

Music formats that have been proven to be commercial failures find a niche (and an appreciative audience) on public radio as well.

"Jazz is not a viable commercial format," Nolan explains. "But we determined that of

all the music formats on Chicago radio, Jazz was missing (on FM)--based on the fact that it's a difficult format to sell to advertisers. Several stations present special weekly Jazz shows (WXRT and a few college stations). But WBEZ airs Jazz nine hours a day, all evening and all night to serve a specific, interested and large segment of the area's listening audience without being limited or controlled by commercial revenue."

While the lack of paid commercials probably pleases WBEZ's audience, it presents challenges for the station. WBEZ's sources of income include listener contributions (one-third), challenge grants (fundraising amounts matched by local companies, organizations and individuals), public broadcasting grants (about 30%), and the Chicago School Board (about 22%). The remainder needed to operate the station is provided by corporations and foundations, by the WBEZ's own fundraising drives, and through other limited avenues. State and federal government agencies account for less than 3% of the station's budget. In lieu of advertising, the station gives on-the-air recognition to the corporations, businesses, organizations and foundations that underwrite the programs or provide challenge grants. Members (listeners that provide financial support) represent only about 7% of the total listening audience. The station holds three on-air fundraisers a year.

Listeners interested in supporting WBEZ may contact the station weekdays at (312) 641-5197 for complete information. Members receive the monthly WBEZ complete guide to the station's many program selections.



As General Manager, Nolan admits (when asked) to spending far more than forty hours a week at work. She joined the station in 1971. At the time, WBEZ was on the air five hours a day, thirty five weeks a year and programming was

geared toward school classes. (The station was licensed to the Board of Education in 1943 as a result of the polio epidemic. A "school of the air", WBEZ was created to reach and educate stricken students at home via radio.) Acknowledging that the station's original mission had been successfully met long before, WBEZ increased its power and the length of its broadcast day, and significantly changed the focus of its format from education to an eclectic alternative to Chicago's wide variety of commercial radio stations. (There have been exceptions: WBEZ returned briefly to being a radio teacher during the school strike in 1987, and former science teacher Nolan took her turn at the mike too.)

WBEZ may not (nor does it attempt to) appeal to everyone. Sample Chicago's best kept radio secret by spinning to FM 91.5. You might change the radio presets; if not, all the other stations will be still be there when you return...and most will still have commercials.

Reader Questions and Answers About Radio

A local radio station near me has switched call letters, and is now WAUR. I do remember the letters being used before. Please explain. J. Kiehl, North Aurora.

The WAUR call letters had been used by FM 107.9 (now Y-108, WYSY-Aurora). Today's WAUR radio is actually AM 930 of Sandwich, Illinois, a talk and country music station. AM 930 applied for the WAUR call letters after FM 107.9 dropped them in favor of WYSY. AM 930 in the past had also acquired the call letters used by today's FM 99.9 WBUS (Bourbonnais), which were WBYG.

Whatever happened to Sky Daniels? Is he on the air in Chicago under a new name? I remember seeing him at Chicagofest with The Loop (WLUP) in about 1980. I used to listen to his show, and am just curious about this. K. Shemberger, Chicago

Daniels is now the program director for a rock radio station in Seattle, Washington.

I remember a jazz-station that was around on FM 106 about five years ago. Where did it go? B. Terdina, Lombard.

WXFM is now WCKG FM 105.9 "Chicago's All Classic Rock with Less Talk". (Their new morning man is Rich Koz.) You can hear Jazz every evening on WBEZ FM 91.5, all the time on WBEE AM 1570, and a great deal of the time on WDCB FM 90.9.

Will "Ask the Governor" continue on WBBM AM 78 after James Thompson leaves office? W. Ryland, Elmhurst.

We hope so, but the decision will rest with the new Governor of Illinois. The monthly call-in show is unique, and we believe the station would like to keep it on the air.

I remember someone telling me that Cubs and Sox games are broadcast in Spanish on radio stations in Chicago. Who and where? A. Sanchez, Glendale Heights.

The Cubs games are carried on the radio in Spanish on WOJO FM 105.1; the Sox are on WTAQ AM 1300. Since the season is ending, you'll probably have to tune in next year.

What happened to WGN's FM station? I seem to recall that years ago they had an FM too. S. Ellison, Chicago.

WGN donated the FM 98.7 (WGNB) frequency to WFMT, which is a classical station today.

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Send your Chicagoland radio questions to: Air Mail, Radio Waves, P.O. Box 2215, Westmont, Illinois, 60559. (Please include your address).

## RADIO PROLOGUE

A LOOK AT BROADCASTING'S PAST

BY JOHN RUSSELL GHRIST N9HVF

### FM Laughs Last

The evidence of the existence of many former Chicago and suburban radio stations can be found in the archives of old newspapers and in the recollections of vintage radio buffs. This column will be devoted mainly to the rediscovery of many historic local radio operations, along with personalities, events and advances, and perspectives on local radio in the past.

While the city was served by powerful FM stations, including Tribune's WGNB, in the early 1950's, several suburban pioneer FM broadcasters have since vanished from the dial as well. These included 1000 watt (or less) FM operations in Woodstock, St. Charles, Blue Island, Brookfield and Chicago Heights. Only one of these original station owners remains in radio management today. The late 1940's found this newest form of broadcasting at the time, FM (frequency modulation), attempting to garner interest among listeners. Its crystal clear, static-free reception promised unequalled fidelity while promoting quality programming. All five of these stations offered area listeners local programming including sports, music (including remote broadcasts from area establishments) and elements reflecting the tastes and needs of the audience.

Moving from the 40 mhz band, away from short wave, helped. But in the years that followed, the new 88-108 mhz band fell victim to a variety of other problems. The number of FM sets produced was less than expected. (One FM broadcaster actually bought FM radio sets from Zenith and sold them at cost just to put them into the hands of the public.) Town newspapers promoted the new FM operators with much fanfare and explained in detail the mechanisms behind the FM band. But with the coming of television, radio broadcasters soon learned that audiences preferred to see and hear rather than only hear and imagine. And this spelled the end for many old time radio shows and popular dance spots. Suburban FM stations not coupled with an already successful AM, one by one, went silent between 1947 and 1950.

**WILA - Woodstock** - Owned by Harold Z. Benton, the inventor of car radio push buttons, the presidential candidacy of Adlai Stevenson was first announced on this 1000 watt FM station. WILA often featured organ remotes from popular night spots, published its own program guide and aired a weekly simulcast comedy show on a Wisconsin station. But the community gradually lost interest in the station. WILA was financially ruined one foggy night west of Elgin when its remote van was destroyed in an accident. Several station staffers and few local

teenagers in another vehicle were injured permanently in the mishap.

**WEXI - St. Charles** - Not even backing by J. McWilliams Stone, Sr., later the owner of the DuKane Corporation, could save this financially troubled FM station. Built by ex-G.I.'s who attended Chicago's Radio Institute, it was poorly planned and operated. Local news and sports were presented periodically. An early staffer was a young Hugh Hill. Toward the end of its existence, the INS (International News Service) repossessed WEXI's license, but the station was later completely destroyed by fire.

**WRBI - Blue Island** - This station was again launched by ex-G.I.'s who attended the same broadcasting school as the founders of WEXI. Actor Tom Bosley attended the school along with WEXI's engineer John Michael Wollner, Michael Dyk, station manager L. Nadean McKeever and others. This 1000 watt FM station faced bankruptcy, a situation inherited by a later partner, John Jage, who was mistakenly convinced the station was out of debt when he purchased it. WRBI (Radio Blue Island) aired events from Raceway Park, along with local ball games and community news. Accused of interference with a TV signal, WRBI was later exonerated. Jage today hosts a morning show on WLTH in Gary, IN.

**WRGK - Brookfield** - This technically sound FM station was run by George and Rose Ives from their home. Mr. Ives was an early engineer for ABC in Chicago. The station often carried community events, high school sports events and classical music from the World Transcription Library. Despite strong citizen support, the station became unprofitable, and adjacent channel interference from more powerful Chicago stations finally led to the demise of WRGK.

**WCHI - Chicago Heights** - This was one of three stations operated by Anthony Santucci, Sr. At 250 watts, WCHI was run from the Santucci home and featured local news and sports. Eventually deemed unprofitable, the station closed. But about a decade later, Santucci and his associates reformed and now operate the successful WCGO AM and WTAS FM radio stations in Chicago Heights, Illinois. Earl Vieaux remains the station's long time news director.

These early independent FM radio owners invested a great deal of time, ambition and money into these operations. They were gradually forced to go dark due to financial pressures, the lack of FM radio sets, and the rapid growth and popularity of television. Today's successful FM broadcasters owe a debt of gratitude to these pioneering, yet failed, efforts into the early troubled waters of FM radio. Listen to what they started.

*Editor's Note: John Russell Ghrist is a former area air personality, and a current reporter for the Shadow Traffic Network in Chicago. Ghrist is also often the voice heard on local traffic radio (AM 530 and 1610). His two books, "A Modern History of Fox Valley Radio," Volumes I and II, describe the history of many local suburban radio stations. These publications will be available for purchase shortly, and will be publicized in future issues Radio Waves Dialog and in our guide.*

### Lujack & Edwards: Heralded Return by Matt Smith



For more years than they might care to admit now, the hottest team in Chicago radio (on WLS AM 89) was Larry Lujack and Tommy Edwards. Their wacky banter and classic "Animal Stories" made "Old Uncle Lar" (aka the "Superjock") and "Little Tommy" the entertainment staple in the radio diets of millions. But times changed and their audience began to age. Younger listeners eventually made new program choices, and the reign of Lujack and Edwards as Chicago radio's "Dynamic Duo" finally came to an end. Or did it?

During the first week in September, Lujack and Edwards staged a strong but limited comeback as a team by pitching the journalistic merits of the *Daily Herald* newspaper on nearly a dozen Chicagoland radio stations, including WBBM AM, WGN, WKQX, WLUP, WMAQ and WXRT. The campaign is slated to run through Christmas.

The Lujack and Edwards campaign was conceived by Marion Dawson, the Creative Director for the Chicago advertising firm of Dawson, John & Black. "The idea came from out of the blue," Dawson said. "That pair popped into my mind, maybe because our target audience is pretty much the same folks who grew up listening to rock radio stations, and Lujack was the main guy."

Ironically, this same audience that was written off by Lujack's superiors a few years back is now considered to be the "heart" of the newspaper's radio campaign.

The campaign consists of four commercials: two spots which focus on getting late sports scores, one on keeping up with local news, and one on the classified ads. According to Dawson, the agency encouraged Lujack and Edwards to "do their own thing", thereby making the spots far from average. "They were great fun," Dawson added. "They took it all in the light hearted spirit in which it was meant to be taken. I think that they recreated the feeling of the old Animal Stories quite closely, and this is really a take-off of that."

The goal of any radio ad campaign is results. While it may be too early to tell what the final impact might be, the *Herald's* Karin Guy feels that early results are already most encouraging. "We're getting some great feedback. We've been told that it's really great to hear them again. It's nostalgic for a lot of people. I think this is a good, upbeat campaign bringing awareness to the *Herald*. People are listening and they're paying attention to it."

Lujack lives in Palatine and Edwards lives in Arlington Heights. Both are long-time *Herald* readers, and regularly used clips from this newspaper during their on-air days for the Animal Stories feature. It sounds as though Old Uncle Lar and side-kick Little Tommy have come full circle. Welcome back!

# WLS

PERSONALITY RADIO IN CHICAGO

## SILVER DOLLAR SURVEY

### WLS' OFFICIAL PLAY LIST

THIS WEEK	NOVEMBER 4, 1966	WEEKS PLAYED
* 1. Last Train To Clarksville	Monkees — Colgems	10
* 2. Reach Out	4 Tops — Motown	10
* 3. 96 Tears	(?) Question Mark & Mysterians — Cameo	12
* 4. Good Vibrations	Beach Boys — Capitol	6
* 5. Poor Side Of Town	Johnny Rivers — Imperial	9
* 6. Hooray For Hazel	Tommy Roe — ABC	9
* 7. Dandy	Hermans Hermits — MGM	8
* 8. Cherry Cherry	Neil Diamond — Bang	13
* 9. Psychotic Reaction	Count 5 — Double Shot	11
* 10. Winchester Cathedral	New Vaudeville Band — Fontana	5
* 11. I Wanna Meet You	Cryan Shames — Columbia	6
* 12. Rain On The Roof	Lovin' Spoonful — Kama Sutra	6
* 13. Stop Stop Stop	Hollies — Imperial	6
* 14. See See Rider	Eric Burdon & Animals — MGM	8
* 15. The Great Airplane Strike	Paul Revere — Columbia	8
* 16. Paint Me A Picture	Gary Lewis & Playboys — Liberty	7
* 17. You Keep Me Hanging On	Supremes — Motown	4
* 18. What Becomes Of The Broken Hearted	Jimmy Ruffin — Soul	9
* 19. If I Were A Carpenter	Bobby Darin — Atlantic	7
* 20. Devil With Blue Dress On	Mitch Rider — New Voice	5
* 21. Wish You Were Here	Pat Boone — Dot	9
* 22. I Can Make It With You	Pozo Seco Singers — Columbia	10
* 23. Pipeline	Chantays — Dot	7
* 24. Hair On My Chinny Chin Chin	Sam The Sham — MGM	5
* 25. Louie Louie	Sandpipers — A&M	4
* 26. Secret Love	Billy Stewart — Chess	6
* 27. Free Again	Barbra Striesand — Columbia	4
* 28. Lady Godiva	Peter & Gordon — Capitol	3
* 29. It's Only Love	Tommy James & Shondells — Roulette	4
* 30. Nineteen Days	Dave Clark 5 — Epic	6
* 31. Who Am I	Pet Clark — W.B.	6
* 32. Love Is A Hurtin' Thing	Lou Rawls — Capitol	6
* 33. Bang Bang	Joe Cuba Sextet — Tico	6
* 34. I'm Ready For Love	Martha & Vandellas — Gordy	4
* 35. Help Me Girl	Outsiders — Capitol	4
* 36. Coming On Strong	Brenda Lee — Decca	4
* 37. A Hazy Shade Of Winter	Simon & Garfunkel — Columbia	4
* 38. Time After Time	Chris Montez — A&M	3
* 39. I Got A Feeling	Neil Diamond — Bang	4
* 40. Tiny Bubbles	Don Ho — Reprise	3

### FEATURED ALBUMS

SUGAR & SPICE — THE CRYAN' SHAMES — COLUMBIA  
JACK JONES SINGS — KAPP

## Ron Riley

7:00 to 9:00 P.M. Monday-Friday  
6:30 to 9:00 P.M. Saturday  
6:30 to 8:30 P.M. Sunday



WLS • DIAL 890 • 24 HOURS-A-DAY  
● AN ABC OWNED RADIO STATION ●

This list is selected each week by WLS/Chicago from reports of all record sales gathered from leading record outlets in the Chicagoland area and other sources available to WLS/Chicago. Hear Dex Card play all the SILVER DOLLAR SURVEY hits daily from 2:00 to 6:00 P.M. \*Denotes record first heard in Chicago on WLS.

# WLS RADIO 89 abc HIT PARADE

THIS WEEK	JANUARY 12, 1970	LAST WEEK
1. Venus	Shocking Blue—Colossus	1
2. Whole Lotta Love	Led Zeppelin—Atlantic	2
3. Raindrops Keep Falling On My Head	B. J. Thomas—Scepter	3
4. Don't Cry Daddy	Elvis Presley—RCA	6
5. Someday We'll Be Together	Diana Ross/Supremes—Motown	4

Dearly beloved, we are gathered here to mourn the passing of an old and trusted friend, a companion, and an important part of our youth: WLS AM. The station has recently launched a new talk format, just shy of its 30th anniversary on the air serving Chicago and the Midwestern U.S.

This mighty 50,000 watt powerhouse was the first place most of us heard the Beatles, jingles, acne commercials, and much more. This was the spot on the dial that Dick Biondi sang about meatballs, the Weber Commandos fought the Riley Raiders, we grooved to the sounds of Chuck Buell and Kris Eric Stevens, waited for the next faux-pas on the Boogie Check Line, and learned about nature with Uncle Lar and Little Tommy through the legendary daily bit known as "Animal Stories".

The true roots of the "Mighty 89" began when Sears Roebuck built the station in 1924 to sell wireless radio sets. Their slogan, World's Largest Store, became the call letters. In the 30's, 40's and 50's the station was the Rural Voice of America while owned by the Prairie Farmer Magazine. WLS' Barn Dance was as popular as the Grand Ole Opry, and it also was station announcer Herb Morrison's live coverage of the Hindenburg disaster in 1937 that became a legendary portrayal of human tragedy.

In 1960, WLS entered an era that has never been equalled in Chicago radio history. It was the "young" sound of Chicago, rated several times as the best station in the nation. Its "Silver Dollar Surveys" were picked up by the thousands. The air staff has included: Gene Taylor, Dick Biondi, Clark Weber, Art Roberts, Ron Riley, Dex Card, Gary Gears, John "Records" Landecker, John Sebastian, J.J. Jeffries, Bob Sirott, Tommy Edwards, Fred Winston, and of course, Larry Lujack.

The height of WLS' popularity was in the late 1960's when the station was locked in a ratings battle with WCFL AM 1000 ("Big 10"). Both fought hard to be the first to break new songs, contests and features. There was a vibrant energy that listeners identified with, which seemed as important as the clothes they wore. It was a social highlight to flock to a sock hop or to compete for the ultimate thrill of being selected a guest teen D.J. AM car radios switched back and forth from 89 to 1000.

AM 89's slow demise began in the early 1970's. As teenagers of the 60's evolved, WLS did not. Many listeners preferred the sound of FM and began buying LP's rather than 45's. The rise of FM Top-40 also made it more popular to have a stereo (or "hi-fi") tuned to the newer band, while these baby boomers developed more sophisticated music listening habits.

As the 1980's began, WLS continued to slip. In an effort to gain some past listeners back, the station built its sound around popular morning man Larry Lujack, and hired Steve Dahl and Garry Meier. But Lujack's strong following was not enough, and the Dahl and Meier show (although very highly rated) did not match the station's overall sound or line-up.

The next challenge came from the corporate level by parent company ABC, which was concerned about the station's sagging ratings. Most of ABC's other Top-40 AM stations had switched to talk. The company was bought by Capital Cities in 1986, and was later allowed by a special FCC decision to keep the AM station despite regulations regarding broadcast ownership within one market. This past June it was announced that WLS AM would become an all-talk radio station during the fall of 1989.

My memories of WLS are as clear today as ever. I recall going on Saturdays to the 5th floor of the Stone Container building to view, in awe, the station in action. Every so often I'd meet a personality and ask to have my new Survey signed. The greatest job in the world would have been to be a part of WLS and my admiration was shared by others.

With the passing of this special spot on the dial, we've lost a part of our past, and a special friend. In its prime from 1960 to 1973, the exciting sound of WLS AM 89 undoubtedly encouraged many of today's talented air personalities to enter professional radio. While rock radio is alive and well in many diverse forms, today's teens tune to stations designed to match specific musical tastes. Perhaps in those old days WLS (and WCFL) listeners were united by knowing that there were really only two stations playing their music. And even today the jingles still ring in my mind: "All Across Mid-America with the hottest sound around, All Across Mid-America coming into your home town...W-L-S AM in Chicago." So long Musicradio, and the Rock of Chicago. You will surely be missed.

Editor's Note: All things must pass. WLS is now Chicago's Talkradio 890 featuring an all new, all-talk line up. We welcome and extend our best wishes for all new success for WLS.

# Speaking of Sports

by Brian Wheeler

## Why the growth in Sports Syndication? It's as Easy as P.I.A.

What do the Sears College Football Game-of-the-Week (WLUP AM 1000), Pro Football Weekly On the Air, Northwestern Football and Basketball (WGN AM 720), and Loyola University Basketball have in common? Well, they're all part of the sports programming line-up provided by the Chicago-based Public Interest Affiliates, Inc.

Founded in 1980 by **Brad Saul** and vice-president **Sandy Kramer**, PIA is affiliated with approximately 2,500 stations nationwide, and ranks as the country's largest independent talk radio syndicator. Last December's issue of INC. Magazine ranked PIA as the 135th fastest-growing company in America. That growth is most apparent in the area of sports syndication. Under Saul's direction, PIA Radio Sports has developed to the point where it is now a separate division. **Lou Canellis**, Director of Sports Programming, and **Tim Rappe**, Vice-President and Director of Sports Marketing, have played prominent roles in PIA's success.

Mutual, Host Communications, and Leerfield Communications were once the only key players in sports syndication. Canellis believes PIA joined the field with its acquisition of Northwestern Football and Basketball last season. "Northwestern Football, in particular, really put us on the map," Canellis explains. "Despite the presence of Notre Dame and Illinois, Wildcat Football on WGN AM was the #2 show in its time slot on Saturday afternoons, and #1 among men in the 18-49 age bracket."

Rappe points to this year's **Sears College Football Game-of-the-Week** as the major boost thus far for PIA Radio Sports. "Critics said we were in over our heads," Rappe said. "But we've acquired a major national sponsor, lined up some of the top games, and we're developing a network of stations nationwide we think will be with us for a long time to come."

As for the future, Saul summed up PIA's attitude this way. "There is nothing we won't consider. We've raised our level of expectation. Our growth as a company and in the area of sports has been meteoric to this point...but this is only the beginning."

(Note: Public Interest Affiliates' coverage of Loyola Basketball this season will feature a fresh voice. **David Kaplan** will be providing the color commentary. A former assistant coach at Northern Illinois, Kaplan is also the editor and publisher of *The Windy City Roundball Review*, a basketball recruiting publication. He should be an outstanding addition to the Rambler broadcasts.)

## Radio Sports

Chicago Bear Middle Linebacker **Mike Singletary** has signed up with **WBBM AM Newsradio 78** to be a sports analyst during the 1989 professional football season. Singletary provides perspective on the most recent Bear game the day after each game (Monday or Tuesday) at 7:46 AM. Also at WBBM, "Monday Night Sportsline", the weekly football call-in show, has begun a second year. Bears Running Back **Neal Anderson** again co-hosts the show with WBBM Sports Director **Dave Eanet** Mondays from 7-8PM, following "NFL Monday Night Football", which is also carried on AM 78. WBBM airs the **Notre Dame Football** games as well, and the **Lou Holtz Show** is on Tuesdays from 7-8PM. WBBM AM is also the home of **Blackhawk Hockey** for the fifth year with play-by-play announcer **Pat Foley** and color commentator **Dale Tallon**.

Chicago Bears Offensive Coordinator **Greg Landry** and **AM 1480 WFXW (Geneva)** have joined up this football season. "Bear Talk" airs Fridays at 7:40 AM, and is repeated at 6:20 PM. It features Landry conversing with Sports Director **Greg Springer** on upcoming game strategies and reviews of the previous week's game. Following the interview, listeners have a chance to win a Bears Jacket by participating in the WFXW's Bears Trivia Contest, sponsored by Ace Hardware in Geneva.

And "On the Bench" is a weekly sports and variety program heard Thursdays from 9 to 10 PM on **WCCQ FM 98.3 (Joliet)**. **Paul Reis**, the show's host since its inception in 1987, is joined weekly by an assortment of guests reflecting both Chicago and national sports interests. OTB's creator and executive producer is **John McCartney**. A cable television edition of "On the Bench" is carried Tuesday evenings from 8 to 8:30 PM on **TKN-TV**, available to viewers in Cook, DuPage and Will Counties.

## Sports Notes

Should **Harry Caray** retire? I think I've heard this question tossed about more this year than any other. My response is this: though Harry is nowhere near the announcer he once was, he's as much a part of Wrigley Field as the ivy on the wall. I say he's got some baseball still left in him ... On the subject of the Cubs' broadcast booth, **Davey Nelson** may not be back next season. Nelson just completed the second year of his contract with WGN Radio AM 720. The deal calls for four years, if the station hires Nelson back for a third year. Insiders say WGN may be looking for a replacement for Nelson ... But WGN certainly isn't looking for a replacement for **Wayne Larrivee**, who just may be the most versatile announcer in town. Larrivee not only handles the play-by-play for the Bears, but has also been heard doing Cubs' games and college football and basketball. You want to know a secret? I think basketball might be Larrivee's best sport ... Proof that there are nice guys in this business is **Bill Hazen** of **SportsChannel** and the television voice of the Indiana Pacers: he's a class act ... All-sports radio WFAN is fast becoming one of the more popular stations in New York. Could an all-sports format be in some Chicago radio station's future? ... Say what you will about **Chet Coppick**, but you listen, don't you? Maybe it's because *Coppick on Sports* heard evenings on **WLUP AM 1000** breaks more stories and has more prominent guests than any other sports-talk show in the country .... **Dan McNeil**, executive producer of the Coppick show, now also hosts **WGBO Channel 66 TV's "Bear Report"** Friday evenings beginning at 11:00 PM. This one-hour show is taped at Reilly's Daughter Pub in Oak Lawn, and features reviews of the previous week's game and answers questions from the audience .... **Jim Volkman** has joined **WKQX FM 101.1 (Chicago)** and "**Murphy in the Morning**" as Sports Director. Volkman, known as a "voice behind the voices" (through his impersonations of Harry Caray, Steve Stone, Wally Phillips, Mike Ditka, Dwayne Staats and others) comes to Q-101 after serving as Sports Director for **WCKG FM 105.9 (Elmwood Park-Chicago)** from 1987 to 1989, and previous on-air characterizations on **WLUP AM** and **FM** ... Were you aware that **J.J. Jackson** hosts a nightly sports show on **WGCI AM 1390**? ... And finally, **WLS AM 89 (Chicago)** is trying out a **Les Grobstein** weekly sports show, on a week to week basis; the pilot program was aired in mid-September.

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