

Complimentary

**SUMMER
1988**

C H I C A G O L A N D

RADIO
WAVES



Your Complete Guide to Local Radio
Over 100 metropolitan, suburban and regional stations.

Published by MEDIA TIES

MediaTies

Requests

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AN INVITATION TO CHICAGOLAND RADIO WAVES

Your complete free guide to local radio, published quarterly
(as the seasons change) by S.J. Peters and Media Ties,
North Riverside, Illinois.

PREMISE

Over 110 radio stations fill the dials across metropolitan, suburban and regional Chicagoland, offering a rich mix of programming suited to practically any interest, taste, culture, mood and need. Created and committed to advise consumers on the wide array of available radio listening choices, CHICAGOLAND RADIO WAVES provides this unique yet logical and carefully researched service free. Our editorial policy is to inform and entertain, not to criticize. As we embark upon our third issue, we're pleased to report intense reader/listener popularity, strong support from Chicagoland radio stations, and growing interest by the business community. The question: how to find out what's on the radio? The only answer is RADIO WAVES.

CIRCULATION

Each issue of Chicagoland Radio Waves is available at no cost through select retail outlets, community and business organizations, auto rental and service agencies, hotels, realtors, convention bureaus, radio stations, and at certain public and private events.

The guide is always available to interested readers free via self-addressed stamped, legal sized envelopes sent to Radio Waves, Box 2215, Westmont, IL 60559 (one per envelope; adjust for postal increases).

ADVERTISING

Increase your reach at reasonable rates with CHICAGOLAND RADIO WAVES. Americans spend a great deal of time with radio: in the car, the home, at work, outside and practically anywhere. Radio advertising works. We invite you to tune-in to these avid radio listeners directly through our guide. CHICAGOLAND RADIO WAVES is a living room, dashboard and pocket companion for a full three months, and a continuous reminder to our readers of your product, service or message.

DISTRIBUTORS WELCOME

Your company or organization may provide copies of CHICAGOLAND RADIO WAVES to clients, patrons, customers, members, visitors or listeners at no charge or cost whatsoever. The guide can be mailed by your organization as well, at the cost of sending a letter. Your distribution of our guide can be an extra bonus to increase loyalty, while simultaneously serving as an exclusive and appreciated promotional tool for your business--at no cost to you. To request permission to distribute Chicagoland Radio Waves, contact us today at (312) 442-4444.

WVWX-FM 103.1

We Speak Your Language.

Ethnic Programs

7 Days a Week.

***The Rock Chicago Wants
(Real Precious Metal)***

Mon-Sat 8PM-1PM

Sun 9PM-1AM

Big Band/Nostalgia

WJKL *'JKL 94/Great Music Station* Elgin
FM 94.3 Popular Music & Artists (312) 310-9494

Classical

WFMT *WFMT* Chicago
FM 98.7 Classical & Fine Arts (312) 565-5000

WMWA *Your Local Fine Music Station* Glenview
FM 88.5 Classical/Educational (312) 998-9556

WNIB *Classical 97* Chicago & Zion
FM 97.1 Classical (WNIZ-FM 96.9) (312) 633-9700

WNIU *Northern Public Radio* DeKalb
FM 89.5 Class/Jazz/News/Info (815) 753-WNIU

Country

WAIT *WAIT 85 Country* Crystal Lake
AM 850 Country Music (815) 477-WAIT

WAUR *Aurora's 1st Choice: News* Aurora
AM 930 Country News-Talk (312) 896-9300

WCCQ *You're In Q Country* Joliet
FM 98.3 Contemporary Country (815) 729-4400

WUSN *US 99/Today's Country* Chicago
FM 99.5 Modern Country (312) 591-8799

Different Dimensions

WLWU *High Energy* Chicago
FM 88.7 Dance Radio (312) 670-3200

WNUA *Music For A New Age* Chicago
FM 95.5 Lite Jazz/New Age/Rk/RB (312) 645-9550

WTWV *Wave: Soundtrack for Chgo* Des Plaines
FM 106.7 New Age/Soft Rock/Light Jazz (800) 262-WAVE

**JKL
94**

**GREAT
MUSIC**

The Big Bands and Ballads are back...and they never sounded better! Chicagoland's only FM station playing the hits of the 30's, 40's & 50's!
Dial 94.3 FM



**98.3
FM**

You're in Q Country

Diversified/Variety

WBHI FM 90.7	Bogen H.S. Radio Diversified	Chicago (312) 838-5087
WEPS FM 88.9	Board of Ed./Dist. 46 Educational/Diversified	Elgin (312) 888-5048
WETN FM 88.1	Your Station for '88 Christian Cont./Class/PA	Wheaton (312) 260-5074
WHFH FM 88.5	Community H.S./Dist. 233 Diversified	Flossmoor (312) 798-9434
WMTH FM 90.5	Marvelous Things Happen Diverse/Rock	Park Ridge (312) 696-2525
WMXM FM 88.9	Lake Forest College Diversified	Lake Forest (312) 234-5480
WNTH FM 88.1	New Trier Twsp. Brd. of Ed. Diversified	Winnetka (312) 446-4090
WRHS FM 88.1	Rich Township H.S. Diversified	Park Forest (312) 747-0963

Easy Listening

WGFA AM 1360	AM 1360 & FM 94.1 MOR/Easy Listening	Watseka (815) 432-4955
WJJD AM 1160	Music of the Stars Middle of the Road	Chicago (312) 591-WJJD
WKDC AM 1530	Beautiful Music Easy Listening/Div	Elmhurst (312) 530-1530
WTAS FM 102.3	Serving the ILL-IANA Region Easy Listening	Crete (312) 754-4335
WXEZ FM 100.3 AM 820	Extra Easy Easy Listening (AM 820 & FM 100)	Chicago (312) 591-EASY Simulcast



Ethnic

WCEV AM 1450	Chicagoland's Ethnic Voice Multi-Ethnic	Cicero (312) 777-5600
WCRW AM 1240	The Gold Coast Station Ethnic	Chicago (312) 327-6860
WEDC AM 1240	Radio Latina Ethnic: News/Talk/Music	Chicago (312) 792-1240
WEEF AM 1430	Multi-Cultural Radio Ethnic	Highland Park (312) 831-5440
WONX AM 1590	Won-X Ethnic	Evanston (312) 475-1555
WPNA AM 1490	Chicago's Intl. Voice Ethnic	Oak Park (312) 524-WPNA
WSBC AM 1240	Radio Latina News & Music of All Nations	Chicago (312) 282-WSBC
WVX FM 103.1	The Real 103 Ethnic (Day)	Highland Park (312) 831-1031

Jazz

WARG FM 88.9	The Radio Alternative Jazz/New Age/Alternative	Summit (312) 458-9274
WBEE AM 1570	Chicago's Jazz Station Classic American Jazz	Harvey (312) 933-1570
WDCB FM 90.9	Your Sound Alternative Jazz/Classical/C&W/Folk	Glen Ellyn (312) 858-5196



The Museum of Broadcast Communications
at River City / 800 South Wells / Chicago, IL 60607
312 987-1500

Museum Hours

Wednesday, Thursday, Friday: noon - 5 pm
Saturday: 10:00 am - 5:00 pm
Sunday: noon - 5:00 pm

News

WBBM AM 780	Newsradio 78 News & Info, 24-Hours	Chicago (312) 944-7878
WILL AM 580	Information Radio All News	Urbana, IL (800) 222-9455
WKRS AM 1220	Your Hometown Station News/Full Service (6 AM-Mid)	Waukegan (312) 244-1220
WMAQ AM 670	All News 67 News, 24-Hours	Chicago (312) 591-6767
WNVR AM 1030	News/Voice Radio News & News Features	Vernon Hills (312) 295-WNVR

Good News Worth Sharing



Religious/Inspirational

WCRM FM 103.9	Today's Christian/True Love Contemporary Christian	Dundee (312) 428-WCRM
WJCH FM 91.9	Family Radio Sacred, Classical	Joliet (815) 725-1331
WKOC FM 89.7	Heartland Radio Christian: Music/Talk/News	Kankakee (815) 939-5330
WMBI FM 90.1 AM 1110	Where There's Hope Christian Talk & Music (Spanish: 9 AM-12 Noon)	Chicago (312) 329-4460 Chicago
WMPP AM 1470	Work. More People Progress Contemporary Gospel/Relig	Chicago Heights (312) 758-8200
WNDZ AM 750	Chicagoland's Christian Radio Adult/Family Christian	Portage, IN (312) 418-0750
WVON AM 1450	Inspiration & Information Gospel/Inspiration (Talk)	Cicero (312) 591-5990

Rock/Contemporary

WBBM FM 96.3	B-96 Contemporary Hit Radio	Chicago (312) 591-HITS
WBUS FM 99.9	The Bus FM Contemporary Hit Radio	Bourbonnais (815) 935-0999
WCGO AM 1600	S. Suburban Sound of Service Music/Talk	Chicago Hts (312) 754-4335
WCKG FM 105.9	Most Classic Rock, Less Talk Classic Rock	Elmwood Park (312) 591-WCKG
WCLR FM 101.9	Chicago's Lite Rock Adult Contemporary	Skokie (312) 591-6800
WCSJ FM 104.7	The Great New Music Soft Adult Contemporary	Morris (815) 942-9000
WDEK FM 92.5	All Hit Top-40/Current Hits	DeKalb (815) 756-HITS
WDGC FM 88.3	'DGC Top-40/Oldies	Downers Grove (312) 852-0404
WDND FM 105.5	Your Favorite Music Adult Contemporary	Wilmington (815) 458-2141
WFYR FM 103.5	Great Songs: 60's/70's/80's Adult Contemporary	Chicago (312) 591-4600
WGHS FM 88.5	Glenbard West H.S. Radio Album Oriented Rock	Glen Ellyn (312) 858-0827
WHPK FM 88.5	The Enormous 88 Alternative Rock/Jazz	Chicago (312) 702-8424
WHSD FM 88.5	Hinsdale H.S./Dist 86 Album Rock/Diversified	Hinsdale (312) 887-0470
WJPC AM 950	Soft Touch (WLNR FM 106.3) Adult Contemporary	Chicago (312) 474-3455

WseX
92.7 fm Chicagoland's
only
Top 10 station!

TODAY'S CHRISTIAN MUSIC
WCRM
103.9 FM

Phone: (312) 551-3450

WJTW FM 93.5	Joliet's Music Station Light Hits/Adult Contemp.	Joliet (815) 729-WJTW
WJZQ FM 95.1	Maximum Music/Rock 95 Top-40/Hot Hits	Kenosha, WI (414) 694-7800
WKAN AM 1320	Your Information Station Light A-C/Soft Rock	Kankakee (815) 935-9555
WKKD FM 95.9	Lite Mix Light Adult	Aurora (312) 896-6668
WKQX FM 101.1	Today's Music/Q-101 Contemporary Hit Radio	Chicago (312) 591-8300
WLAK FM 93.9	Songs to Sing Along With Soft Adult Contemporary	Chicago (312) 329-9011
WLLI FM 96.7	I-Rock Rock/Contemporary	Joliet (815) 726-4761
WLNR FM 106.3	Soft Touch (WJPC-AM 950) Adult Contemporary	Lansing (312) 474-3455
WLRT FM 92.7	Lite Rock 93 Adult Contemporary	Kankakee (815) 935-9555
WLS AM 890	The Great AM 89 Personality/Info/Music	Chicago (312) 591-8900
WLRA FM 88.1	L-88 AOR/Heavy Metal	Romeoville (815) 838-0700
WLTL FM 88.1	Your Variety Rock Album Oriented Rock	LaGrange (312) 482-9585
WLUP AM 1000	AM 1000 Personality with Music	Chicago (312) 591-WLUP
WLUP FM 97.9	The Loop FM 98 Music with Personality	Chicago (312) 591-ROCK
WNUR FM 89.3	The New Music FM Progressive Rock/Jazz/Div	Evanston (312) 866-WNUR
WONC FM 89.1	Unparalleled Rock n Roll Album Oriented Rock	Naperville (312) 357-5539



News, Sports,
Information
and Great
Phone Shows
for the North-
west Suburbs:
DIAL 1410 AM

WOUI FM 88.9	<i>IL Institute of Technology</i> Album Rock/Diversified	Chicago (312) 567-3087
WRRG FM 88.9	<i>Triton College Radio/FM 89</i> A.O.R.	River Grove (312) 456-2575
WRSE FM 88.7	<i>Your Commercial Alternative</i> Progressive-Contemporary	Elmhurst (312) 834-8807
WSEX FM 92.7	<i>Top Ten Hits</i> Top 10, Now & Past 5 Years	Arlington Heights (312) 255-WSEX
WSSY AM 1330	<i>Spirit of the Northshore</i> Sunny 1330: News, features, AC	Northbrook (312) 498-3350
WVVX FM 103.1	<i>The Rock Chicago Wants</i> Heavy Metal (Evenings)	Highland Pk. (312) 831-1031
WXET FM 105.5	<i>Lite Hits</i> Light Adult Rock	Woodstock No Request Line
WXLC FM 102.3	<i>Music Power</i> Contemporary Hit Radio	Waukegan (312) 244-6810
WXRT FM 93.1	<i>Chicago's Finest Rock</i> Adult Rock/Album Rock	Chicago (312) 777-8881
WYSY FM 107.9	<i>Y-108/Doin' It In The Burbs</i> Adult Contemporary	Aurora (312) 851-Y108
WYTZ FM 94.7	<i>Z-95</i> Contemporary Hit Radio	Chicago (312) 591-9470
WZRD FM 88.3	<i>The Wizard</i> Rock	Chicago (312) 583-4780

Rock & Pop Oldies

WJMK FM 104.3	<i>Chicago's Oldies Station!</i> 50's, 60's & 70's (Magic 104)	Chicago (312) 591-WJMK
WKKD AM 1580	<i>Pure Gold</i> Rock/Pop Oldies	Aurora (312) 898-1580
WVHN AM 1510	<i>Remember When</i> Original Rock 'n Roll	Joliet (815) 72-77-WHN

Spanish

WIND AM 560	La Tremenda Contemporary Spanish Hits	Chicago (312) 591-5656
WKGA AM 1500	Radio Borinquen Spanish Music	Zion (312) 244-2533
WMBI AM 1110	Radio Esperanza Spanish/Christian 9AM-12PM	Chicago (312) 329-4383
WOJO FM 105.1	Radio Ambiente Cont. Spanish Music w/ News	Evanston (312) 649-0105
WTAQ AM 1300	Radio Fiesta (AM Stereo) Spanish	LaGrange (312) 354-8900

Talk

WBEZ FM 91.5	Exercise Your Mind News/Talk/Jazz/Public Affairs	Chicago (312) 372-0500
WGN AM 720	WGN Is Chicago (AM Stereo) Talk/News/Music/Publ Affairs	Chicago (312) 591-7200
WFXW AM 1480	Voice of the Fox River Valley Total Community Involvement	Geneva (312) 232-6464
WJOL AM 1340	The Voice of Joliet Talk & News	Joliet (815) 726-7345
WMCW AM 1600	WMCW Radio Talk, News, MOR	Harvard No Request
WMRO AM 1280	The Neighborhood Station Community News/Entertain	Aurora (312) 820-1280
WRMN AM 1410	1410 Radio News/Talk/Music	Elgin (312) 931-1410
WSPY FM 107.1	Community Minded Radio Talk/Music, Light A-C	Plano (312) 553-7018

Urban Contemporary

WBMX FM 102.7	More Commercial Free Music Urban Contemporary	Oak Park (312) 591-WBMX
WCRX FM 88.1	The Source Urban/Dance	Chicago (312) 663-3512
WCYC FM 90.5	New Music First Urban Contemporary	Chicago (312) 762-2400

WGCI
FM 107.5
AM 1390

Power 107.5
Urban Contemporary
Power 1390 AM Stereo

Chicago
(312) 591-5400
Chicago

WKKC
FM 89.3

Kennedy King College Radio
Rhythm & Blues/Contemp

Chicago
(312) 692-3725

ILLINOIS STATE FAIR

August 11 - 21, 1988

VISIT THE ETHNIC VILLAGE

Springfield, Illinois

ILLINOIS DEPT. OF TRANSPORTATION: TRAFFIC RADIO

If you tune to 1610 on your AM car radio dial as you pass one of the marked locations on the Chicago-area expressways, you might hear a message which points out the advantages/popularity of car pooling. The message could relate to current traffic conditions on your expressway, and might save you travel time by letting you know of closures of lanes or an exit which you'd planned to use.

The message will be coming to you from one of the Highway Advisory Radio stations of the Illinois Dept. of Transportation. The range of the individual stations is only a nominal one or two miles for the typical car radio, but adequate for you to listen to the entire aired message.

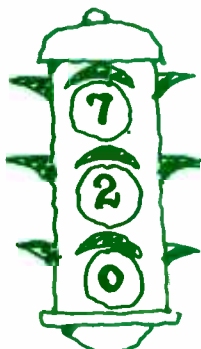


One of these stations is at the "Circle" intersection of the Dan Ryan, Kennedy and I-290 Expressways in Chicago. One also is at the Kennedy-Edens intersection. A third is on the Edens in the Lake Avenue-Willow

Road-Northfield area. Plans call for two additional stations farther west on the Eisenhower system, and for improvement of the Circle Interchange station. Much greater currency of traffic congestion information, as well as the addition of flasher beacons to let motorists know that an emergency message is being broadcast are planned for the new and improved stations.

Thus, Illinois motorists can look forward to continued improvement of an information source which they were the first in the nation to have as a regularly-licensed service. Questions may be directed to Illinois Department of Transportation, Communications Section, 1000 Plaza Drive, Schaumburg, Illinois 60196.

WGN Radio is Chicago's "Traffic Signal"



So tune in and let our terrific traffic line-up help you avoid the back-ups.

- Complete Trafficopter reports 4 times an hour during rush hours with Flying Officers Marty Jackson and Mike Mathis.
- Updates throughout the day on the news and on Saturday mornings.

- Special updates on special event snarls like Cubs and Bears home games, fireworks, fests, etc.

- Summer Traffic Central Sunday night until 11 PM.

Mornings with Johnnie Putman—
She makes even the worst rush hours sound good.

Afternoons with Trooper Linc Hampton—
He'll always steer you in the right direction.



**720 AM • WGN
Radio is
Chica-go-go.**

WGN-AM TRAFFIC CENTRAL: CITY LIMITS & BEYOND

WGN's Traffic Central is an arm of the station's news department, headed by David Ellsworth and supervised daily by traffic reporter Johnnie Putman. Coverage extends throughout Chicagoland and even 500 miles beyond the city limits of Chicago, WGN's headquarters.



In the WGN air-studio is The Map. This lit, electronically linked (exclusive) map updates the traffic situation every



*Johnnie Putman

minute. Points on the map light up as green (normal traffic flow), yellow (becoming heavy), red (heavy), and flashing red (stopped). The station alerts the state police who also share information. The map is an immediate (and continuous) "snapshot" of Chicago area traffic conditions. The WGN Traffic Helicopter circles the skies over Chicagoland with reports by Michael Mathis,



*Trooper Marty Jackson

while limousine drivers and listeners with car telephones update the station on conditions from the road. Reports from the Illinois Department of Transportation are printed out at WGN every five minutes. Finally, any listener with a car phone can call in to report traffic at 312-222-4716.

WGN Traffic Central is comprised of Johnnie Putman (who also hosts a talk program with Steve King M-F from 3:00-5:00 AM and Sundays) Illinois State Troopers Lincoln Hampton and Marty Jackson, and Sheriff's Police Department Officer Michael Mathis. Larry Schreiner coordinates traffic and news



*Mike Mathis

information on the roads in and around Chicagoland as a WGN street reporter. The station does not employ other traffic services, and reports and exchanges road and traffic data with the fire and police departments of Chicago.

A unique aspect of WGN Traffic Central is the ability of its traffic reporters to announce

important traffic information as it occurs, rather than at scheduled "traffic report" times. This is based on the fact that Traffic Central is located directly in the radio station, and may report on-air whenever necessary. The traffic personalities become well known, and therefore trusted. WGN Traffic points out that traffic conditions vary from day to day and for many reasons. Time changes, for example, change the traffic flow for several weeks; bad and severe weather of course have a strong effect, as does road construction. The helicopter, road sensors linked to the map, car phone calls, and IDOT all assist WGN Traffic.



WGN TRAFFIC ADVICE: (1) Use a traffic alternate when advised to do so. (2) Stay out of the way of fire and emergency equipment. (3) Gapers cause further traffic delays. (4) Use public transportation. (5) Carpool when possible. (6) Listen to traffic reports. (Photos by Tom Kubaszak; *, courtesy WGN)

Bob Collins & Friends



standing left to right
TISA LABORTE
CHUCK SWIRSKY
MAX ARMSTRONG
JOHN TONDELLI
JUDY SCHNECKE
WAYNE VREISMAN
ROGER TREMSTRA
LORNA GLADSTONE
ORION SAMUELSON
JOHNNIE PUTMAN
TOM PETERSEN
IAN FABIAN
LARRY SCHREINER
MIKE
UNCLE BOBBY

CHICAGOLAND RADIO CALL LETTERS AND MEANINGS

by Marty Zivin, Contributing Writer to Radio Waves

Before the establishment of the FCC in 1933, radio stations chose their own call letters and registered them with the Federal Radio Commission. These early broadcasters used K, N and W calls. When the FCC began licensing of stations, they also began assigning call letters. Any station east of the Mississippi was assigned W, and west of the river was assigned K. As in vanity plates, stations prefer call letters that they or listeners can identify with; the FCC does its best to honor these requests. Here is a list of Chicagoland radio call letters, and what they represent now and/or historically.

Letters

Descriptions

WARG	ARGo Summit High Schools
WAUR	AURora (this station serves this area and others)
WBBM	World's Best Band Music (WBBM-FM shares letters)
WBEE	Why Be Entertained Elsewhere?
WBEZ	Board of Education (Homework will "be easy, B-E-Z")
WBHI	Bogen High (School Radio)
WBMX	Black Music eXperience
WBUS	The BUS (the radio station's identifier)
WCCQ	"Q-Country" , this station's slogan, inspired the letters.
WCEV	We're Chicagoland's Ethnic Voice
WCGO	Chicago Heights, the location of this station
WCKG	Represents the word "Chicago"
WCLR	CLeaR (now stands for "Chicago's Lite Rock")
WCRM	Christian Radio Music
WCRW	Clinton R. White, the station's founder/former owner
WCYC	Chicago Youth Center
WDCB	DuPage College Broadcasting
WDEK	DEKalb
WDGC	Downers Grove (Junior) College
WEDC	Emil Danemark Cadillac (former owner/car dealer)
WEFF	Eli E. Fink
WEPS	Elgin Public Schools
WETN	WhEatoN (Wheaton College Radio)
WFXW	Fox River Valley inspires these call letters
WFYR	Represents the word "Fire"
WGCI	Globetrotter Communications International
WGHS	Glenbard High School
WGN	World's Greatest Newspaper (The Chicago Tribune)
WHFH	Homewood Fractional High (School)
WHPK	Hyde Park-Kenwood
WHSD	HinSDale (High School)
WILL	W-ILLinois (this station is owned by Univ. of Illinois)
WIND	W-INDiana (station was originally licensed to Gary, IN)
WJJD	Jefferson J. Davis, past U.S. Vice President/a founder
WJKL	(Richard) JaKLe (the station's owner)
WJMK	Represents the word "magic" for "Magic 104"

Letters**Description**

WJOL	JOLiet (station is licensed to this city)
WJPC	Johnson Publishing Company
WJTW	JolieT (station is licensed to this city)
WKAN	W-KANkakee
WKDC	Kane, DuPage and Cook Counties (areas it serves)
WKKC	Kennedy-King College (Radio)
WKKD	Will, Kane, Kendall and DuPage Counties (AM 1580 also)
WKOC	Kankakee Olivet College
WKRS	Waukegan Radio Station
WLAK	W-LAKE (Due to Chicago's location on Lake Michigan)
WLLI	WILL County spelled sideways ("I-Rock)
WLNR	LaNsing Radio
WLRA	Lewis Radio (Lewis University Radio Station)
WLS	World's Largest Store (original owner: Sears)
WLTL	Lyons Township Lions (school nickname)
WLUP	The Loop
WL UW	Loyola University (Water Tower Campus) Radio
WMAQ	William A. Quinn (founder) or We Must Ask Questions
WMBI	Moody Bible Institute (owner of the station for 50 years)
WMPP	Work Makes People Progress
WMRO	Martin R. O'Brien (a former owner)
WMTH	Maine Township High (School)
WMWA	MidWest Academy (of the New Church)
WNIB	Northern Illinois Broadcasters
WNIU	Northern Illinois University
WNTH	New Trier High
WNUA	(Music for a) New Age (or NU-Age)
WNUR	Northwestern University Radio
WNVR	News/Voice Radio
WOJO	OJO- The spanish word for "Eye"
WONC	Of Naperville College (Radio)
WONX	One-X
WOUI	Of University (of) Illinois
WPNA	Polish National Alliance (station owners)
WRMN	Rachel, Mary & Nancy (daughters of original owner)
WRRG	Radio River Grove (Triton College Radio)
WSBC	World Storage Battery Company (former owners)
WSEX	W-SEX (selected for its identification value)
WSPY	Sandwich, Plano and Yorkville
WSSY	Sunny 1330 (identifies format and image)
WTAQ	Towns (or Tracks) Along the Quincy
WTAS	Tony A. Santucci (station owner)
WTMJ	The Milwaukee Journal
WTWV	The WaVe (named for "new age" music format)
WUSN	US Ninety-Nine (US/99 Country Radio)
WVON	Voice of the Negro
WWHN	Remember When (to identify its 50's/ 60's music format)
WXEZ	Easy (EZ) FM 100 & AM 820
WXLC	Across Lake County
WYTZ	Incorporates the "Z-95" slogan
WZRD	The WiZarD

SUMMER RADIO UPDATE

WBYG-AM 930 (Sandwich/Aurora) has changed call letters to **WAUR-AM**. The letters became available when WAUR-FM 107.9 (Aurora) switched to **WYSY 'Y-108'** early last spring, but maintained its adult contemporary music format. . . The new WAUR-AM 930 ("**Aurora's First Choice for Local News**" plus country music) meanwhile, is the new home of the **Fred Sanders** all-night radio show weeknights from 11:00 PM to 5:00 AM. . . WLOO-FM 100.3 and WCZE-AM 820 ("FM 100" and "Cozy", Chicago) have become **WXEZ-AM** and **FM**. Both stations carry the "Extra Easy" FM 100 music format and personalities (simulcast) . . . WLMV-AM 1030 (Vernon Hills) has officially become **WNVR "News/Voice Radio"**, with continuous news and features format. . . "**Q-Country's Bluegrass Connection**" is a one-hour program devoted to past and present bluegrass music hosted by the "**Cosmic Cowboy**" **Jim Felbinger** and "**Engineer Mike**" **Mike Baker**. The program airs Sundays at 8:00 PM on **WCCQ-FM 98.3** (Joliet). The free "**Bluegrass Connection Newsletter**" is available to interested listeners: send a self-addressed stamped envelope to WCCQ, 1520 N. Rock Run Drive, Joliet, IL 60435. . . The 19th Annual **Loyola Radio Conference** is set for November 9-11, 1988. For details, contact **WLWU-FM 88.7** weekdays at (312) 670-3207. . . Contributions for the capitol campaign and operating costs are always appreciated by **CRIS Radio** (Chicago Radio Information Services). The station serves the print-handicapped community on a side band of **WBEZ**. For information, call (312) 645-9800. . . Jazz music, by the way, is featured evenings and late night on **WBEZ-FM 91.5** (Chicago). . . Sunday mornings, **WXRT-FM 93.1** (Chicago) airs the "**Jazz Show with David Sanborn**" at 8:00 AM, and has added the "**B.B. King Blues Hour**" at 10:00 AM. . . **Chet Coppick** has joined **WLUP-AM 1000** (Chicago); "**Coppick on Sports**" airs weeknights beginning at 7:00 PM. . . **WKKD-FM 95.9** (Aurora) now identifies itself on-air as "**Lite Mix**". . . The four-hour contemporary Jazz show with on-air host **Wall Mohammed** is back on **WBMX-FM 102.7** (Oak Park) Sunday evenings beginning at 10:00 PM. . . **WBBM-AM 78** (Chicago) celebrated its 20th anniversary as an all-news station and its 65th year on the air in Chicago on May 5th. . . **WVVX-FM 103.1** (Highland Park) now calls its evening heavy metal program "**The Rock Chicago Wants**"; a free program guide of the Ethnic-Rock station is available by calling (312) 831-5250.



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LITE HITS

A Sound Experience
in the Northwest
Suburbs

Radio Keys: Frequencies to Call Letters

AM		FM			
560	WIND	88.1	WCRX	95.5	WNUA
580	WILL	88.1	WETN	95.9	WKKD
670	WMAQ	88.1	WLRA	96.3	WBBM
720	WGN	88.1	WLTL	96.7	WLLI
780	WBBM	88.1	WNTH	97.1	WNIB
820	WXEZ	88.1	WRHS	97.9	WLUP
850	WAIT	88.3	WDGC	98.3	WCCQ
890	WLS	88.3	WZRD	98.7	WFMT
930	WAUR	88.5	WGHS	99.5	WUSN
950	WJPC	88.5	WHFH	99.9	WBUS
1000	WLUP	88.5	WHPK	100.3	WXEZ
1030	WNVR	88.5	WHSD	101.1	WKQX
1110	WMBI	88.5	WMWA	101.9	WCLR
1160	WJJD	88.7	WLUW	102.3	WTAS
1220	WKRS	88.7	WRSE	102.3	WXLC
1240	WCRW	88.9	WARG	102.7	WBMX
1240	WEDC	88.9	WEPS	103.1	WVVX
1240	WSBC	88.9	WMXM	103.5	WFYR
1280	WMRO	88.9	WOUJ	103.9	WCRM
1300	WTAQ	88.9	WRRG	104.3	WJMK
1320	WKAN	89.1	WONC	104.7	WCSJ
1330	WSSY	89.3	WKKC	105.1	WOJO
1340	WJOL	89.3	WNUR	105.5	WDND
1360	WGFA	89.5	WNIU	105.5	WXET
1390	WGCI	89.7	WKOC	105.9	WCKG
1410	WRMN	90.1	WMBI	106.3	WLNR
1430	WEEF	90.5	WCYC	106.7	WTWV
1450	WCEV	90.5	WMTH	107.1	WSPY
1450	WVON	90.7	WBHI	107.5	WGCI
1470	WMPP	90.9	WDCB	107.9	WYSY
1480	WFXW	91.5	WBEZ		
1490	WPNA	91.9	WJCH		
1500	WKGA	92.5	WDEK		
1510	WVHN	92.7	WLRT		
1530	WKDC	92.7	WSEX		
1570	WBEE	93.1	WXRT		
1580	WKKD	93.5	WJTW		
1590	WONX	93.9	WLAK		
1600	WCGO	94.3	WJKL		
1600	WMCW	94.7	WYTZ		
		95.1	WJZQ		



A Sound Experience
in the Northwest
Suburbs

VOICE OF AMERICA

On an average week, all around the world, over 130 million people tune their radio to the Voice of America, the global network of the United States Information Agency. Today, the Voice broadcasts in 44 languages. The first VOA broadcast (in German) went on the air 79 days after the attack of Pearl Harbor, Feb. 24, 1942.

VOA is headquartered in Washington, D.C. with news bureaus in nearly 30 cities, including Chicago. It broadcasts approximately 1200 hours per week, including VOA's Radio Marti program and VOA Europe. The total power for all 112 broadcasting transmitters is 25,515 kilowatts. Authorized personnel total nearly three thousand. Radio is the only regular means of communicating America's story to large audiences in the countries dominated by Communist governments which heavily censor the flow of news and information. The reach of VOA, however, is worldwide.

The viewpoints of opposition leaders and other important segments of American public opinion are presented in an effort to provide perspective and balance. Newscasts, music, sports and the lighter aspects of American life are also included in broadcasts. It informs, it explains, it enlightens. VOA reflects what is happening in the U.S. and the world.

ARMED FORCES RADIO

The Armed Forces Radio and Television Service (AFRTS) is an activity of the American Forces Information Service. Its mission is to provide radio and TV information and entertainment programming for DoD personnel and their families stationed overseas or at sea where English language service is unavailable.

The inventive nature of the U.S. serviceman resulted in the concept that has become AFRTS. The first military radio stations appeared in widely scattered overseas locations in the early days of World War II. On May 26, 1942, AFRS (Armed Forces Radio Service) was officially established with the mission of providing program services, shortwave programs, and equipment for overseas areas. AFRS was to give servicemen a "touch of home" and to combat Tokyo Rose. At the height of World War II, there were about 300 radio stations scattered around the world; by 1949, only 60 AFRS stations were in operation. With the advent of the Korean War in the early 50's and again in Vietnam in the 1960's, the AFRTS system quickly expanded to provide combat forces with radio, and when feasible, television. Today, AFRTS operates over 300 outlets in 63 countries/U.S. territories/ trusts, and on over 500 ships at sea. It serves over 1.5 million U.S. military personnel and their families.

CBS NEWS ROUND-UP TURNS 50

On Sunday, March 13, 1938 at 6:00 PM, Chicago time, CBS News broadcast a series of reports from London, Paris, Berlin, New York, Vienna and Washington, D.C. in regard to the German invasion of Austria and events leading to World War II.

That 35-minute special report was the start of the longest running news program in radio history---The CBS News Roundup. Fifty years and seven anchors later, the World News Roundup has retained its status as "the preeminent radio news broadcast in America," according to Howard Stringer, President of CBS News.

Today, an estimated six million people tune into the Roundup each week. The CBS News Roundup, which originates in New York, can be heard in Chicago on WBBM-AM (780) from 7-7:15 AM, Monday through Friday.

RADIO ADVERTISING BUREAU

The National Radio Advertising Bureau is a national trade association founded in 1951 to serve as the sales and marketing arm of America's commercial radio broadcasting industry. Members are radio stations, broadcast groups, radio networks, station representatives, and associated industry organizations in every market in all fifty states.

The RAB works to increase and expand the radio industry's share of advertising revenues by designing, developing and implementing appropriate marketing programs, research, sales tools and training activities. In striving to develop additional revenues for radio, RAB works to increase the awareness, credibility and salability of radio, raise the professional standards of radio advertising, and respond to the sales needs of member radio stations. For information : (212) 254-4800.

RADIO BROADCASTERS OF CHICAGO

The Radio Broadcasters of Chicago is a non-profit trade organization comprised of the General Managers of Chicago's radio stations, as well as managers of the Chicago offices of radio representative firms. Founded in 1978, the RBC promotes the use of radio as a communications and advertising medium, and seeks to further radio station involvement in community affairs. Michael Murphy, General Manager of WLAK-FM in Chicago, is the elected President of RBC.

One ongoing activity of RBC is the annual Windy Awards competition, which honors excellence in the creative use of radio as an advertising medium. The tenth annual competition is scheduled for October 7, 1988. For further information on the Windy Awards and the RBC, call (312) 329-9002.

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CHICAGOLAND RADIO WATCH: A TELEVISION PROGRAM

A look at local radio on TV is the key to a new cable program created by MediaTies, the publishers of this radio guide. "Chicagoland Radio Watch" is a 30-minute show which focuses on people, news, events and items of interest from the Chicagoland radio scene. The program is hosted by CRW Publisher S.J. Peters and Media Coordinator Stephen Dynako, and is produced and directed by David Blustein. The first two episodes will feature guests Joe Bartosch (WSSY), William Paar (WVXX), Mike Krafcisin (WSEX), and Julie Coleman (CRIS).

The initial programs employ an interview format. But future episodes will be comprised of a variety of elements including radio updates and news, features, station tours, radio history, interviews, technical briefings and additional radio segments. "CHICAGOLAND RADIO WATCH" debuts on CableNet in the northern suburbs this summer. Consult your local cable guide for dates and times.

FM ATLAS AND STATION DIRECTORY

The eleventh edition of the "FM Atlas and Station Directory" by Bruce F. Elving is a reference book to FM radio stations in the U.S., Canada and Mexico. (Cost of current edition: \$9.95.) For information, write to: "FM Atlas", Adolph, MN 55701-0024.

STRATEGIC RADIO RESEARCH

Strategic Radio Research "is the fastest growing firm in radio research." The music research conducted by SSR provides its client stations with information/data on audience response; SSR contributes to radio programming by essentially allowing stations to keep in touch with listeners and "give them what they want." SSR is based in Chicago, and publishes weekly reports for its clients.

CHANNELING CHILDREN'S ANGER

The Institute for Mental Health Initiatives (IMHI) has launched a national public awareness campaign called "Channeling Children's Anger", designed to help adults and children manage their anger. The key to effective anger management lies in the acronym "RETHINK". An information packet is available for parents or for teenagers. Write to: ANGER, P.O. Box 11599, Washington, D.C., 20008. IMHI also conducts workshops to teach the "RETHINK" skills. Information: (202) 364-7111.

**WFXW RADIO
1480 AM**



Loyola Radio Conference Nov. 9-11, 1988 (312) 670-3207

NOAA WEATHER RADIO IS A SERVICE OF

. . .the National Oceanic and Atmospheric Administration (NOAA) of the U.S. Department of Commerce. The "Voice of the National Weather Service" provides continuous broadcast of the latest weather information directly from the National Weather Service offices. Taped weather messages are repeated every four to six minutes and are routinely revised every one to three hours, or more frequently if needed. Most stations operate 24 hours daily.

During severe weather, National Weather Service forecasters can interrupt the routine weather broadcasts and substitute special warning messages. The forecasters can also activate specially designed warning receivers. Such receivers either sound an alarm indicating that an emergency exists (alerting the listener to turn the receiver up to an audible volume) or, when operating in a muted mode, are automatically turned on so that the warning message is heard. "Warning alarm" receivers are especially valuable for schools, hospitals, public-safety agencies, and news media offices.

NOAA Weather Radio broadcasts are made on one of seven high-band FM frequencies ranging from 162.40 to 162.55 megahertz (MHz). These frequencies are not found now on the average home radio. However, some radio manufacturers offer special weather radios to operate on these frequencies, with or without the emergency warning alarm. Also, there are now radios on the market which offer AM/FM frequencies plus the "weather band".

NOAA Weather Radio broadcasts can usually be heard as far as 40 miles from the antenna site, sometimes more. The effective range depends on many factors, particularly the height of the broadcasting antenna, terrain, quality of the receiver, and type of receiving antenna. As a general rule, listeners close to or perhaps beyond the 40 mile range should have a good quality receiver system.

The National Weather Service operates about 372 stations. Approximately 90 percent of the Nation's population is within listening range of NOAA Weather Radio .

If you have questions concerning NOAA Weather Radio or wish to receive a listing of NOAA Weather Radio receiver manufacturers, contact your nearest National Weather Service Office, or write to National Weather Service (Attn: W/OM 15x2), National Oceanic and Atmospheric Administration, Silver Spring, Md. 20910

Hear you have it: The WGN Radio Roster.

5:30 AM: BOB COLLINS Start your day with Chicago's #1 morning personality and have a party in your ears.

9:30 AM: ROY LEONARD Presents the world of entertainment with the original cast.

11:55 AM: NOON SHOW with Orion Samuelson and Max Armstrong. Look into your futures with the latest market and business reports.

12:30 PM: WALLY PHILLIPS Do lunch with Wally Phillips.

2:00 PM SPIKE O'DELL (Following Baseball) O'Delightful is more like it. So give him O'Listen.

6:00 PM: AL LERNER & ED CURRAN Outrageous radio...2 mouths, no waiting.

9:00 PM: EXT. 720 with Milt Rosenberg. Radio with respect, and it's earned.

11:00 PM: ED SCHWARTZ No one knows Chicago like "Chicago Ed" knows Chicago. No one!

3:00 AM: STEVE KING & JOHNNIE PUTMAN The couple that works together does great radio together.

WHEW, THAT'S SOME HEAVY-DUTY RADIO.



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Spring-Summer
1989

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The only complete guide to local radio.

Over 120 metropolitan, suburban and regional AM-FM radio stations.
Listings, features, photos, keys, stories, updates, profiles, and more.

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Listening In: Choices Found in Chicagoland Radio Waves

Nearly 120 AM and FM radio stations serving greater Chicago present a rich and diverse mix of programming that suits practically every interest, taste, mood, culture, and need. Our fifth issue of this guide again invites listeners to sample the immense variety often hidden in your radio. *Chicagoland Radio Waves* is designed to inform and entertain, never to criticize. It was created as a listener companion, a directory to the AM-FM radio dials, an update on personalities and programs, a reference source, and a historical "snapshot" of radio in Chicagoland during the summer of 1989. We welcome ideas, comments and inquiries regarding radio past or present. Reader questions will be included in the "Mail Call Letters" section of our soon to be launched 12-page companion publication, "Radio Waves Dialog". Enjoy all you may have been missing, and now read all about radio all year.

Chicagoland Radio Waves & Dialog: Now by Subscription!

This guide is published quarterly, four times a year as the seasons change. Beginning in the fall of 1989, MediaTies will introduce *Dialog*, a companion journal highlighting local radio personalities, program profiles, promotions, reader mail, history, news and sports, events, trends in technology, updates and more. *Dialog* will be published four times a year (quarterly), between our quarterly issues of *Chicagoland Radio Waves*. A \$15.00 annual subscription will include all eight (8) editions: four (4) issues of the guide, and four (4) issues of the *Dialog* journal. The guide will continue to be available by request mail (send a stamped self-addressed envelope and \$1.00) and free at all distribution outlets. *Dialog* will be available by subscription only. To begin your first one-year subscription, send a check or money order only for \$15.00 to: Radio Waves, P.O. Box 2215, Westmont, IL 60559. (Subscriptions are scheduled to begin fall, 1989.)

SOUND WAREHOUSE

13 Chicagoland Locations

SUMMER CHICAGOLAND RADIO UPDATE

WCRM (Dundee) is now **WABT FM 103.9**, making a switch in ownership and in format from Christian to adult rock n' roll, while on the flip side, WTWV (Des Plaines) and its new age "wave" format is out, while **WYLL FM 106.7** and Christian music is in WCLR (Skokie) is now "The Mix" **WTMX FM 101.9**, and WLAK (Chicago) has changed to **WLIT FM 93.9** with "Lite Favorites".... New radio station: **WOPA AM 1200** (Chicago) is all Spanish with music, news and sports **WGCI AM 1390** (Chicago) has become a talk station, while **WLLI FM 96.7** (Joliet) has switched to adult contemporary music "Lite Mix" **WKKD-FM 95.9** (Aurora) is now called "K-Lite".... **WNVR AM 1030** (Vernon Hills) now focuses on business news and features...and late news (really late): WSEX (Arlington Heights) has been renamed **WCBR FM 92.7** (as in "Chicago Bear") with morning man Stu Collins, an adult rock format, and a new general manager **WAIT FM 105.5** (Crystal Lake) is now playing all rock and roll oldies.....**WRRG FM 88.9** (River Grove) presents a local music show Saturdays from 9 PM to 12 AM; the final hour is devoted to metal bands. Send in your rock tapes for consideration to WRRG, Triton College at 2000 5th Avenue, River Grove, Illinois 60171 **WONC FM 88.1** (Naperville) has added "Take Five", a weekly interview program airing Sunday evenings at 5 PM and focusing on issues of importance to the west suburbs, hosted by Scott Wehri Steve Thomas has joined **WNDZ AM 750** (Portage) as morning man program directors: Jim Murphy is new at **WJTW FM 93.5** (Joliet); Greg Newton at WAIT FM, and Gene Davis at WAIT AM 850; Armando Perez at WOPA; and Randy McCarthy at WABT.... There's serious talk of **WLS AM 890** (Chicago) going "all talk" soon... Phone dials: request lines for WAIT AM-FM can be now be dialed using either (815) or (312) and 477-WAIT..... the toll-free number for WABT is (800) 455-5888 **WCCQ FM 98.3** (Joliet) has two request lines: 312-972-0983 or 815-741-0983..... the new studio line at **WCEV AM 1450** (Cicero) is 312-777-1450 the "new music line" at **WLUW FM 88.7** (Chicago) is 312-670-3208 (for information on the 1989 Loyola Radio Conference, held this November 9-11 at the Holiday Mart Plaza in Chicago, call 670-3207) **WNUA FM 95.5** (Chicago) has added a CD sampler line at 312-644-DISC, while the concert line is 321-WNUA Reminder: suburban area codes will change to (708) this November; metro Chicago will remain (312); (815) codes will not change **WBBM AM 78** (Chicago) is now the official radio station of Arlington Int'l Racecourse all summer with reports, interviews, the live call and results on Sundays (5:06-5:30 PM), and with daily updates. ...Tell a friend about **Radio Waves** and thanks for tuning in.



GREAT MUSIC

The Big Bands and Ballads are back...and they never sounded better! Chicagoland's only FM station playing the hits of the 30's, 40's & 50's!
Dial 94.3 FM

Big Band/Nostalgia

WJKL 'JKL 94/Great Music Station Elgin-Schaumburg
FM 94.3 Big Bands & Ballads (312) 310-9494

Classical

WFMT *Classical / Fine Arts Radio* Chicago
FM 98.7 Classical & Fine Arts (312) 565-5000

WMWA *Your Local Fine Music Station* Glenview
FM 88.5 Class/Educ. (Rock evenings) (312) 998-9556

WNIB *Classical 97* Chicago
FM 97.1 Classical (WNIZ 96.9 - Zion) (312) 633-9700

WNIU *The Quality Choice* DeKalb
FM 89.5 Classical, Jazz, News-Info (815) 753-WNIU

Comedy

WLUP *AM 1000* Chicago
AM 1000 Personality With Music/Sports (312) 591-WLUP

Country

WAUR *Aurora's 1st Choice for News* Aurora
AM 930 Country & News-Talk (312) 896-9300

WCCQ *You're In Q Country* Joliet
FM 98.3 Contemporary Country (312) 972-0983

WUSN *US 99 / 4 in a Row Country* Chicago
FM 99.5 Country (312) 591-8799

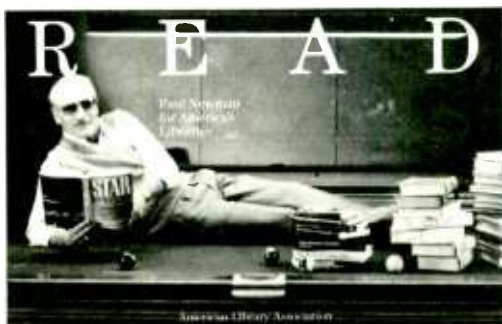
WCCQ **98.3**
FM
You're in Q Country

Different Dimensions

WARG FM 88.9	<i>The Radio Alternative</i> Alternative/Jazz/New Age	Summit (312) 458-9274
WLWU FM 88.7	<i>High Energy</i> Dance Radio (24 hrs-stereo)	Chicago (312) 670-3200
WNUA FM 95.5	<i>Smooth Rock, Smooth Jazz</i> Contemp. Jazz / Soft Rock	Chicago (312) 591-WNUA

Easy Listening

WCGO AM 1600	<i>S. Suburban Sound of Service</i> Music/Talk	Chicago Heights (312) 754-4335
WJJD AM 1160	<i>Music of the Stars</i> Adult Standards (MOR)	Chicago (312) 591-WJJD
WKDC AM 1530	<i>Beautiful Music</i> Easy Listening / Diversified	Elmhurst (312) 530-1530
WMCW AM 1600	<i>WMCW Radio 1600</i> Local Full Service / MOR	Harvard (815) 943-7426
WTAS FM 102.3	<i>Serving the ILL-IANA Region</i> Easy Listening	Chicago Heights (312) 754-4335
WUEZ FM 104.7	<i>Today's Easy Listening</i> Adult Easy Listening Music	Morris (815) 942-9000
WXEZ FM 100.3 AM 820	<i>Extra Easy</i> Easy Listening <i>(AM 820 and FM 100)</i>	Chicago (312) 591-EASY Simulcast



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(Pick up a copy of Radio Waves for a friend).

WVX-FM 103.1

**We Speak Your Language.
Ethnic Programs 7 Days a Week.**

Ethnic/Foreign Language

WCEV AM 1450	<i>Chicagoland's Ethnic Voice</i> Multi-Ethnic	Chicago (312) 777-1450
WCRW AM 1240	<i>The Gold Coast Station</i> Ethnic	Chicago (312) 327-6860
WEDC AM 1240	<i>Radio Latina</i> Ethnic: News, Talk & Music	Chicago (312) 972-1240
WEEF AM 1430	<i>Multi-Cultural Radio.</i> Ethnic	Highland Park (312) 831-4070
WONX AM 1590	<i>Won-X</i> Ethnic	Evanston (312) 475-1555
WPNA AM 1490	<i>Chicagoland's Intl. Voice</i> Ethnic	Oak Park (312) 524-WPNA
WSBC AM 1240	<i>News & Music of All Nations</i> Var. Ethnic & Black Gospel	Chicago (312) 736-9595
WVVX FM 103.1	<i>The Real 103</i> Ethnic (Day)	Highland Park (312) 831-1031

Jazz

WBEE AM 1570	<i>Chicago's Jazz Station</i> Classic American Jazz	Harvey (312) 933-1570
WBEZ FM 91.5	<i>Jazz (Evenings)</i> Jazz Music (8 PM-5 AM)	Chicago (312) 372-0500
WDCB FM 90.9	<i>Your Sound Alternative</i> Jazz/Class/CW/Bluegrass	Glen Ellyn (312) 858-5196



News

WBBM AM 780	Newsradio 78 News & Info, 24 Hours	Chicago (312) 944-7878
WILL AM 580	The Information Advantage News, Features, Talk	Urbana (800) 222-9455
WKRS AM 1220	News 1220 News and News-Talk	Waukegan (312) 244-1220
WMAQ AM 670	All News 67 (24 Hrs) All News, All the Time	Chicago (312) 670-6767
WNVR AM 1030	Chicago's Business Source News & Business Features	Vernon Hills (312) 680-5066

Chicago's All News Station

WBBM

Newsradio 78

Religious / Inspirational

WCFJ AM 1470	Winning Chicagoland for Jesus Christian Adult Contemp.	E. Chicago Heights (312) 758-8600
WJCH FM 91.9	Family Radio Sacred, Classical	Joliet (815) 725-1331
WMBI FM 90.1 AM 1110	Good News Worth Sharing Christian Talk & Music Spanish: 9AM-12PM/All Sat	Chicago (312) 329-4300 Chicago
WNDZ AM 104.7	Chicagoland's Christian Radio Adult / Family Christian	Lansing-Portage IN (312) 418-0750
WONU FM 89.7	Praise 89 Light Cont. Christian Music	Kankakee (815) 939-5330
WWCA AM 1270	Your Inspirational Leader Traditional & Cont. Gospel	Gary, IN (312) 735-5400
WYLL FM 106.7	Chicago's Christian Music Cont Christian Music: 24 hrs	Des Plaines (312) 297-8430

Good News Worth Sharing

WMBI ^{FM}90/^{AM}1110

Rock & Pop Oldies

WAIT AM 850	<i>The Best Oldies</i> 50's-70's: Rock	Crystal Lake (312) 477-WAIT
WFYR FM 103.5	<i>FIRE</i> Chicago's Hottest Oldies	Chicago (312) 591-4600
WJMK FM 104.3	<i>Chicago's Oldies Station!</i> 50's, 60's & 70's (Magic 104)	Chicago (312) 591-WJMK
WKKD AM 1580	<i>Pure Gold</i> Rock & Pop Oldies / Sports	Aurora (312) 898-1580
WWHN AM 1510	<i>Remember When</i> Best of 50's, 60's & 70's	Joliet (815) 72-77-WHN

Rock/Contemporary

WABT FM 103.9	<i>Northwest's Own Rock & Roll</i> Best Adult Rock: 60's-80's	Dundee (312) 428-HARE
WAIT FM 105.5	<i>The Weight</i> Adult Rock	Crystal Lake (312) 477-WAIT
WBBM FM 96.3	<i>B-96</i> Contemporary Hit Radio	Chicago (312) 591-HITS
WBUS FM 99.9	<i>Your Trans-Hit Station</i> Contemporary Hit Radio	Bourbonnais (800) 522-WBUS
WCBR FM 92.7	<i>Chicago's Bear</i> Contemporary Hits	Arlington Heights (312) 255-9739
WCKG FM 105.9	<i>Chicago's Most Classic Rock</i> Classic Rock w/ Less Talk	Elmwood Pk (312) 591-WCKG
WDEK FM 92.5	<i>All Hit....WDEK</i> Top-40/Current Hits	DeKalb (815) 756-HITS

WDGC FM 88.3	'DCG Top-40/Oldies	Downers Grove (312) 852-0404
WDND FM 105.5	Your Favorite Music Adult Contemporary	Wilmington (815) 458-2141
WGHS FM 88.5	Glenbard West H.S. Radio Album Oriented Rock	Glen Ellyn (312) 858-0827
WHFH FM 88.5	South Side Rock Diversified / Rock Music	Flossmoor (312) 798-9434
WHPK FM 88.5	The Enormous 88 Alternative Rock & Jazz	Chicago (312) 702-8424
WHSD FM 88.5	Hinsdale H.S. / District 86 Rock: Album & Hits / Div.	Hinsdale (312) 887-0470
WJPC AM 950	Soft Touch (WLNR) Adult Contemporary	Chicago (312) 474-3455
WJTW FM 93.5	Lite Hits Light Hits / Adult Contemp.	Joliet (815) 729-WJTW

**The Best Variety
of Lite Music**



WKAN AM 1320	Your Information Station Light A-C / Soft Rock	Kankakee (815) 935-1320
WKKD FM 95.9	K - Lite Light Adult	Aurora (312) 896-6668
WKQX FM 101.1	Q-101 Adult Contemporary	Chicago (312) 591-8300
WLIT FM 93.9	Lite Favorites Soft Adult Contemporary	Chicago (312) 329-9011

WINDZ-AM 750

CHICAGOLAND CHRISTIAN RADIO
(312) 418-0750 - (219) 923-0750

WLLI FM 96.7	<i>I-Rock</i> Adult Contemporary	Joliet (815) 726-1234
WLNR FM 106.3	<i>Soft Touch (A-C Music)</i> WLNR: Simulcasts WJPC AM	Lansing, IL (312) 474-3455
WLRA FM 88.1	<i>Your Alternative</i> H. Metal/Album Rock/Div.	Romeoville (815) 838-0700
WLRT FM 92.7	<i>Lite Rock 93</i> Adult Contemporary	Kankakee (815) 935-9578
WLS AM 890	<i>AM 89</i> Personality, Info and Music	Chicago (312) 591-8900
WLTL FM 88.1	<i>Your Variety Rock</i> Album Oriented Rock	LaGrange (312) 482-9585
WLUP FM 97.9	<i>The Loop FM 98</i> Music with Personality	Chicago (312) 591-ROCK
WMWA FM 88.5	<i>Glenbrook High Schools</i> PM: Progressive/Classic Rk	Glenview (312) 998-9556
WNUR FM 89.3	<i>The New Music FM</i> Progressive Rock/Jazz/Div.	Evanston (312) 866-WNUR
WONC FM 89.1	<i>Pure Rock</i> Album Oriented Rock	Naperville (312) 357-8989
WOUI FM 88.9	<i>IL Institute of Technology</i> Album Rock/Diversified	Chicago (312) 357-3087
WRRG FM 88.9	<i>New Rock 88.9</i> New Releases Only	River Grove (312) 456-2575
WRSE FM 88.7	<i>The Rock of the 90's</i> Progressive-Contemporary	Elmhurst (312) 834-8807
WTMX FM 101.9	<i>The New MIX 102</i> Adult Contemporary	Skokie-Chicago (312) 591-6800
WV VX FM 103.1	<i>The Rock Chicago Wants</i> Heavy Metal (Evenings)	Highland Park (312) 831-1031
WXLC FM 102.3	<i>Hot 102.3</i> Contemporary Hit Radio	Waukegan (312) 244-6810
WXRT FM 93.1	<i>Chicago's Finest Rock</i> Variety: Adult Album Rock	Chicago (312) 777-8881

WYSY *Y 108 / Doin' It In The 'Burbs* Aurora
FM 107.9 Adult Contemporary (312) 851-Y108

WYTZ *(Z-95) Hit Music/Free Money* Chicago
FM 94.7 Contemporary Hit Radio (312) 591-9470

WZRD *The Wizard* Chicago
FM 88.3 Rock (312) 583-4780

Spanish

WIND *La Tremenda* Chicago
AM 560 Contemporary Spanish Hits (312) 591-5656

WKGA *Radio Borinquen* Zion-Waukegan
AM 1500 Spanish Music (312) 244-2533

WMBI *Radio Esperanza* Chicago
AM 1110 Christian 9A-12P & All Sat. (312) 329-4383

WOJO *Radio Ambiente* Evanston
FM 105.1 Cont. Spanish Music w/ News (312) 591-7105

WOPA *WOPA* Chicago
AM 1200 Music, Talk and Sports (312) 591-5400

WTAQ *La Mexicana (AM Stereo)* La Grange
AM 1300 Contemp. Spanish -Top Hits (312) 354-8900

Talk

WBEZ *Exercise Your Mind (NPR)* Chicago
FM 91.5 News-Talk-Jazz-Publ Affairs (312) 372-0500

WFXW *Radio for the Tri-Cities* Geneva
AM 1480 Talk / Easy Listening Music (312) 232-1480

WGCI *Best Talk In the City* Chicago
AM 1390 Talk (day) / Music (night) (312) 591-TALK

WGN *WGN Is Chicago (AM Stereo)* Chicago
AM 720 Talk-News-Music-Publ Affairs (312) 591-7200

WJOL *The Voice of Joliet* Joliet
AM 1340 Talk & News/A-C Music (815) 726-7345

WMRO *The Neighborhood Station* Aurora
AM 1280 Community News-Entertain. (312) 820-1280

WRMN *1410 Radio* Elgin
AM 1410 News-Talk-Information (312) 931-1410

WSPY *Community Minded Radio* Plano
FM 107.1 Talk/Music: Light Adult Cont. (312) 553-7018

WVON *The Talk of Chicago* Chicago
AM 1450 All Talk (312) 591-5990

Urban Cont./Black

WCRX *The Source* Chicago
FM 88.1 Urban & Contemporary Dance (312) 663-3512

WCYC *Chicago's Original Hitmaker* Chicago
FM 90.5 Urban Cont. (Spanish also) (312) 762-2400

WGCI *Power 107.5* Chicago
FM 107.5 Urban Contemporary (312) 591-4GCI

WKKC *Kennedy King College Radio* Chicago
FM 89.3 Rhythm & Blues/Contemp (312) 692-3725

WVAZ *V-103* Oak Park
FM 102.7 Best Variety: Hits & Dusties (312) 591-V103

Variety/Diversified

WBHI *FM 90.7 (Bogen H.S. Radio)* Chicago

WEPS *FM 88.9 (Brd of Ed/Dist 46)* Elgin

WETN *Spirit of Your Community* Wheaton
FM 88.1 Christian/Class/Jazz/PA (312) 260-5074

WMTH *W. Marvelous Things Happen* Glenview
FM 90.5 Maine Twsp. H.S. / Diverse (312) 696-2525

WMXM *FM 88.9 (Lake Forest College)* Lake Forest

WNTH *Voice of New Trier H.S.* Winnetka
FM 88.1 Diversified / Variety (312) 446-4090

WRHS *FM 88.1 (Rich Township H.S.)* Park Forest

WSSY *The Talk of the Northshore* Northbrook
AM 1330 Ethnic-Religious-Talk-AOR (312) 498-3755

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FROM TV TO RADIO: THE MAJOR MEDIUM SWITCH



TOM SNYDER: RADIO TODAY

It was a fine, simple and late program of conversation called "Tomorrow" with Tom Snyder. It disappeared from NBC TV about eight years ago. Snyder is back, on the medium that many agree suits his quiet, direct, intense and no nonsense interview/talk style best: radio.

The ABC Radio Network program is called, simply "The Radio Show" and is carried on nearly 160 stations. In Chicago, Snyder is on WLS AM 89 weeknights from 9:00 PM to midnight. Guests and topics of discussion are of course diverse and often unexpected, but Snyder's sound is more intimate and improved without visual distractions. Listeners will probably only miss those famous eyebrows.

CANDY IN THE SECOND CITY

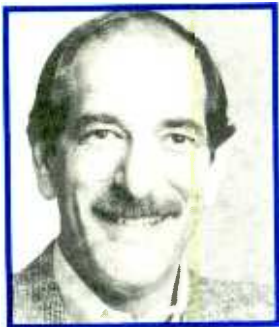
His movies, television and even Second City are thankfully not enough for John Candy. WLUP, Transtar and Mr. Candy have joined up to present "Radio Kandy", a weekly two-hour blend of comedy bits, music and satirical commercials. The show airs in Chicago Sundays from 4 to 6 PM on AM 1000.



JACK TAYLOR: ON THE DIALS

Known for nearly ten years as the principal news anchor for WGN TV and then for several years as the morning host for FM 100, Jack Taylor still divides his air-time between TV and radio, as he's done through his four decade broadcasting career. Taylor can be heard these days on WWJY FM 103.9

(Crown Point, IN) from 4-5PM on the "Virginia and Jack Taylor Show"; his financial advice segments air daily on both WRMN AM 1410 (Elgin) and WAIT AM 850 (Crystal Lake). Taylor also remains active in local television by anchoring news daily on WCIU TV Channel 26 in Chicago.



LERNER AT LARGE ON WGN

A radio and television career spanning twenty years began when Bostonian Al Lerner first joined WNUR in Chicago. From there he went on to WSNS TV in 1970, but returned to radio on an all-news FM in 1974. In 1975 he switched to WMAQ TV as a sports reporter and producer. In 1977 he became a

reporter/anchor, and later sports anchor at WLS TV. By 1983 he rejoined WMAQ with "Lerner at Large". After some time with Second City, he was hired by WGN AM 720 in 1985 and teamed with Ed Curren in 1987 for the "Al and/or Ed Show", which airs Monday-Friday, 4:30-9PM.

AKA: DANNY BONADUCE

It's been almost fifteen years since the Partridge Family stopped singing for good after a successful five-year run on ABC TV. Danny Bonaduce was then "Danny Partridge"; now at 29 he's the popular late night host on WEGX in Philadelphia (10PM-2AM).



The show is a mix of comedy, talk, celebrities, mystery guests and rock. Management and Bonaduce are pleased, and ratings are high. He recently spent a week in Chicago as a guest co-host with Jonathon Brandmeier on WLUP.

BRANDMEIER JOINS NBC TV, BUT WILL STAY ON WLUP

Jonathon Brandmeier has already proven his talents for television through his local specials, and first as a guest and later a guest host on the Fox *Late Show*. His large concert shows sell out



rapidly, and the morning show on WLUP FM 98 (and AM 1000) is wildly popular. Brandmeier has now been invited by NBC to host a television show of his own beginning this fall; he will continue the daily radio program from Chicago. (Photo: Jonathon Brandmeier with Danny Bonaduce at WLUP, 3/89)

BUSINESS ADDRESSES FOR RADIO IN CHICAGOLAND

Radio station telephone numbers listed here are not request lines; see listings.

WABT	651 S. Eighth Street	Dundee	60118	(312) 551-3450
WAIT	8600 Route 14	Crystal Lake	60014	(815) 459-7000
WARG	7329 W. 63rd Street	Summit	60501	(312) 458-9274
WAUR	82 W. Downer, #201	Aurora	60506	(312) 896-9300
WBBM	630 N. McClurg Court	Chicago	60611	(312) 944-6000
WBEE	15700 Campbell	Harvey	60426	(312) 726-6842
WBEZ	1819 W. Pershing Road	Chicago	60609	(312) 890-8225
WBHI	3939 W. 79th Street	Chicago	60652	(312) 838-5087
WBUS	292 Convent Drive	Bourbonnais	60914	(815) 933-9287
WCBR	120 W. University Dr.	Arlington Hgts.	60004	(312) 255-5800
WCCQ	1520 N. Rock Run Dr.	Joliet	60435	(815) 729-4400
WCEV	5356 W. Belmont Avenue	Chicago	60641	(312) 282-6700
WCFJ	1000 Lincoln Highway	E. Chicago Hgts.	60411	(312) 758-8600
WCGO	Box 607	Beecher	60401	(312) 946-2226
WCKG	150 N. Michigan Avenue	Chicago	60601	(312) 781-7300
WCRW	2756 Pine Grove Avenue	Chicago	60614	(312) 327-6860
WCRX	(Columbia Col.) 600 S. Mich	Chicago	60605	(312) 663-1693
WCYC	2801 S. Ridgeway Avenue	Chicago	60623	(312) 762-2400
WDCB	22nd and Lambert Rd.	Glen Ellyn	60137	(312) 858-2800
WDEK	711 N. First St.	DeKalb	60115	(815) 756-9250
WDGC	4436 Main Street	Downers Grove	60615	(312) 852-0404
WDND	Box 119	Wilmington	60481	(815) 458-2141
WEDC	5475 N. Milwaukee Ave.	Chicago	60630	(312) 631-0700
WEEF	210 Skokie Valley Road	Highland Park	60035	(312) 831-5440
WEPS	355 E. Chicago St.	Elgin	60120	(312) 888-5048
WETN	Wheaton College	Wheaton	60187	(312) 260-5074
WFMT	303 E. Wacker, Ste. 800	Chicago	60601	(312) 565-5000
WFXW	Seven Richards Street	Geneva	60134	(312) 232-1480
WFYR	130 E. Randolph, FL 23	Chicago	60601	(312) 861-8100
WGCI	332 S. Michigan Avenue	Chicago	60604	(312) 427-4800
WGHS	670 Crescent Blvd.	Glen Ellyn	60137	(312) 858-0827
WGN	435 N. Michigan Ave.	Chicago	60611	(312) 222-4700
WGTD	3530 30th Avenue	Kenosha WI	53142	(414) 552-9483
WHFH	999 Kedzie Avenue	Flossmoor	60422	(312) 798-9434
WHPK	5706 S. University Avenue	Chicago	60637	(312) 962-8289
WHSD	55th and Grand Street	Hinsdale	60521	(312) 887-0470
WILL	810 S Wright St/228	Urbana	61801	(217) 333-0850
WIND	625 N. Michigan Avenue	Chicago	60611	(312) 751-5560
WJCH	13 Fairlane Dr.	Joliet	60435	(815) 725-1331
WJJD	180 N. Michigan # 1200	Chicago	60611	(312) 977-1800
WJKL	18 Douglass Avenue	Elgin	60120	(312) 741-7700
WJMK	180 N. Michigan #1200	Chicago	60601	(312) 977-1800
WJOL	601 Walnut Street	Joliet	60434	(815) 726-4761
WJPC	820 S. Michigan, Floor 4	Chicago	60605	(312) 322-9400
WJTW	451 Ruby Street	Joliet	60435	(815) 729-9596
WKAN	6 Dearborn Square	Kankakee	60901	(815) 935-9555
WKDC	130 N. York	Elmhurst	60126	(312) 530-1530
WKGA	210 S. Jenessee	Waukegan	60085	(312) 244-3653
WKKC	6800 S. Wentworth	Chicago	60621	(312) 692-3200
WKKD	1884 Plain Avenue	Aurora	60507	(312) 898-6668
WKQX	Merc. Mart Plz, Ste 1700	Chicago	60654	(312) 861-7979
WKRS	3250 Belvedere Road	Waukegan	60085	(312) 336-7900
WLIT	150 N. Michigan Ave.	Chicago	60601	(312) 329-9002
WLLI	601 Walnut Street	Joliet	60434	(815) 726-4761
WLNR	2915 Bernice Road	Lansing IL	60438	(312) 895-1400
WLRA	Lewis University, Rt. 53	Romeoville	60441	(815) 838-0700

WLRT	6 Dearborn Square	Kankakee	60901	(815) 935-9555
WLS	360 N. Michigan Avenue	Chicago	60601	(312) 984-0890
WLTL	100 S. Brainard Avenue	Lyons	60438	(312) 579-6408
WLUP	875 N. Michigan, Rm 3750	Chicago	60611	(312) 440-5270
WLUW	820 N. Michigan Avenue	Chicago	60611	(312) 670-3205
WMAQ	Merch Mart Plaza, 19th FL	Chicago	60654	(312) 670-6767
WMBI	820 N. LaSalle Drive	Chicago	60610	(312) 329-4300
WMCW	67 N. Ayer	Harvard	60033	(815) 943-7426
WMRO	620 Eola Road	Aurora	60504	(312) 591-4600
WMTH	Dempster & Potter Roads	Glenview	60068	(312) 696-2525
WMTA	Glenview H.S., 74 Park Dr.	Glenview	60025	(312) 998-9556
WMOX	Lake Forest College	Lake Forest	60045	(312) 234-5480
WNDZ	17213 W. Continental Dr.	Lansing IL	60438	(312) 418-0750
WNB	1140 W. Erie	Chicago	60622	(312) 633-9700
WNIU	Northern Illinois University	DeKalb	60115	(815) 753-0212
WNTH	385 Winnetka Avenue	Winnetka	60093	(312) 446-4090
WNUA	444 N. Michigan Ave #300	Chicago	60611	(312) 645-9550
WNUR	NW Univ., 1905 Sheridan Rd	Evanston	60201	(312) 492-7101
WNVR	Box 187	Vernon Hills	60061	(312) 680-5066
WOJO	625 N. Michigan Avenue	Evanston	60611	(312) 649-0105
WONC	N Cen. Col: 39 N. Brainard	Naperville	60566	(312) 420-3437
WONU	Olivet Nazarene University	Kankakee	60901	(815) 939-5330
WONX	2100 Lee Street	Evanston	60202	(312) 475-1590
WOPA	509 W. Roosevelt Road	Chicago	60607	(312) 738-1200
WOUI	3300 S. Federal, Fl. 5	Chicago	60616	(312) 567-3087
WPNA	408 S. Oak Park Avenue	Oak Park	60302	(312) 867-8383
WRHS	300 Sauk Trail	Park Forest	60466	(312) 747-0963
WRMN	18 Douglass Avenue	Elgin	60120	(312) 741-7700
WRRG	Triton- 2000 5th Ave.	River Grove	60171	(312) 456-0300
WRSE	190 Prospect Avenue	Elmhurst	60126	(312) 834-8807
WSBC	4949 W. Belmont Avenue	Chicago	60641	(312) 777-1700
WSPY	RFD #1	Plano	60545	(312) 553-8985
WSSY	4320 Dundee Road	Northbrook	60566	(312) 495-3350
WTAQ	9355 Joliet Road	La Grange	60525	(312) 352-1300
WTAS	3313 Chicago Road	Chicago Hgts.	60411	(312) 756-6100
WTMX	8833 Gross Point Road	Skokie	60077	(312) 677-5900
WUEZ	105. E. Main St.	Morris	60540	(815) 942-0022
WUSN	875 N. Michigan Avenue	Chicago	60611	(312) 649-0099
WVAZ	408 S. Oak Park Avenue	Oak Park	60302	(312) 524-3200
WVON	3350 S. Kedzie Avenue	Chicago	60623	(312) 247-6200
WVVX	210 Skokie Valley Rd.,	Highland Park	60035	(312) 831-5250
WWCA	545 Broadway	Gary IN	46402	(219) 886-9171
WMHN	125 N. Chicago St.	Joliet	60431	(815) 727-5176
WXEZ	875 N. Michigan Avenue	Chicago	60611	(312) 440-3100
WXLC	3250 Belvedere Road	Waukegan	60085	(312) 336-7900
WXRT	4949 W. Belmont Avenue	Chicago	60641	(312) 777-1700
WYLL	2400 E. Devon Avenue	Des Plaines	60018	(312) 297-8430
WYSY	620 Eola Road	Aurora	60504	(312) 851-4600
WYTZ	360 N. Michigan Avenue	Chicago	60601	(312) 984-0890
WZRD	NE U, 5500 N. St. Louis	Chicago	60625	(312) 583-4780

Chicago Museum of Broadcast Communication 800 South Wells, Chicago IL 60607 / 987-1500
Chicagoland Radio Waves guide (and Dialog) P.O. Box 2215, Westmont IL 60559 / 985-2120
CRIS Radio Chicago Radio Information Service, 400 N. Franklin, Chicago IL 60610 / 645-9800
Loyola Radio Conference (Nov. 9-11, 1989) 820 N. Michigan Ave, Chicago IL 60611 / 670-3207
Metro Golden Memories (TV-radio nostalgia) 5425 W. Addison, Chicago IL 60641 / 736-4133
Radio Advertising Bureau (Chicago-Midwest) 333 N. Michigan, Chicago IL 60601 / 372-4620
Ulrich Advertising (radio) 800 E. Northwest Highway, Ste. 318, Palatine IL 60067 / 991-9500
Voice of America (Midwest) Federal Building, 230 S. Dearborn, Chicago IL 60604 / 353-4552



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Tom and Ray Magliozzi (aka "Click and Clack") host an honest, informative and often very funny weekly radio show exclusively about auto repair. Based in Boston, the brothers are mechanics (owners and operators of the "Good News garage") with sensible advice and answers for callers (800-

332-9287) and listeners. The NPR show (WBUR-Boston) airs Mondays from 7-8PM in Chicago on WBEZ FM 91.5.

RADIO'S PAST IN CHICAGOLAND: A LONG LOOK BACK

"A Capsule History of Past & Present Radio Stations in the Chicagoland Area" is a 20-page overview of the origins of area stations, call letters and founders. Contact Roy Bellavia/WSBC: 4949 W Belmont, Chicago, IL 60641.

CHICAGOLAND RADIO MEMORABILIA COLLECTOR

Today's interest in nostalgia is nothing new to Mike Baker of WCCQ FM 98.3 Radio. The weekend programmer and coordinator of surveys and newsletters for the station has collected fifty years of Chicago radio historical items. This includes over 500 old-time radio shows, airchecks of local radio legends, music surveys, radio albums, t-shirts, premiums, stickers, clothing, and an estimated 5,000 radio jingles. For information about radio memorabilia, write to Mike Baker: WCCQ, 1520 N. Rock Run Dr, Joliet IL 60435.

RADIO READING: NATIONAL AND INTERNATIONAL

"A Guide to Tuning in on America's Highways" costs \$7.45. It's published annually by ArcTreck: 2131 Airport Rd, Ste. 117, Allentown, PA 18103. / A copy of "So You Bought a Shortwave Radio" is available for \$8.20 from Tiera Publications: P.O. Box 493, Lake Geneva WI 53147.

RADIO IN MOTION: Ryan reconstruction traffic reports:

AM 530 (I-55) and AM 1610, or phone 312-DOT-INFO ...

Illinois amateur radio operators special car license plates:

write to: Secretary of State, Centennial Bldg., Springfield, IL, 62756 ...

Boating safety and boat radio use: U.S. Coast Guard, Washington D.C., 20593, or call 1-800-336-BOAT.

BEHIND BUYING RADIO by Andy Ulrich

The argument over ratings among local radio stations is often controversial. Stations can always utilize different portions of a particular ratings book to either strengthen their own point of view or diminish their competition's. From a marketing and advertising point of view, this column's basis, it depends on your perspective---better known as your "target audience".

Arbitron rating books are published quarterly. The audience used to compose the sample that represent the so-called "Top Ranked Stations" is persons age twelve and older. In Chicago, that list for the last rating book (Arbitron, Winter 1989) was comprised of these stations: 1) WGN-AM, 2) WGCI-FM, 3) WVAZ-FM, 4-tie) WBBM-AM, 4-tie) WLUP-FM, 6) WXEZ-FM, 7) WCKG-FM, 8) WBBM-FM, 9-tie) WLIT-FM, 9-tie) WYTZ-FM. Most marketing people, advertisers and stations whose target audiences are older will suggest that the rankings extended to these stations merely become bragging rights, which is sensible considering that most individuals with more discretionary dollars to spend are likely to be much older than the age of twelve.

The prime older audience, or those with the most disposable income, seems to lie in the group aged twenty-five to fifty-four years of age. For comparison, the top ten list in the latest Chicago rating book were: 1) WVAZ-FM, 2) WGCI-FM, 3) WGN-AM, 4) WLUP-FM, 5-tie) WJMK-FM, 5-tie) WLIT-FM, 7-tie) WCKG-FM, 7-tie) WUSN-FM, 7-tie) WTMX, 7-tie) WXRT-FM, 7-tie) WXEZ-FM. Stations that appeared in the 12 and up rankings that did not appear in the 25-54 rankings: WBBM-AM, WBBM-FM, and WYTZ-FM. Conversely, stations that appeared in the 25-54 rankings that did not appear in the 12 and up rankings: WJMK-FM, WUSN-FM, WTMX-FM and WXRT-FM. You can see that there is a substantial change, depending upon which perspective or demographic you choose to view these ratings. The lesson here is to be sure to view the correct demographic data for your product or service---not an easy

If your company is contemplating using radio, chances are you've visited with some station representatives. The product is *time* on the station (nothing else) and the rep's main duty is to make that station look good. As the buyer, it is in your best interest to determine the station's overall ranking strength rather than isolated dayparts----which may be misleading. Tell the station rep you'd like to view the station's rankings based on 1) target sex and age; and 2) either from Monday through Sunday from 6AM to 12AM, or Monday through Friday from 6AM to 7PM. The first criteria listed in number 2 above is the widest possible view of the broadcast week and the second criteria is what is considered prime time. You must make sure that the prospective station's rankings are strong throughout.

There are alternatives to buying radio yourself. You can use a full-service advertising agency or a media buying service, which should be able to identify the important criteria mentioned. Some agencies can actually save you money based on the quantity of radio time they purchase in the market. Be aware that other research can also be considered when selecting the correct stations related to the qualitative composition of a station's listenership, i.e., occupation, income, education, spending habits, etc. We'll deal with these services in future columns.

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RADIO WORKS : AND NOW A MESSAGE FROM THE RAB

--- written for *Radio Waves* by the **Radio Advertising Bureau**

Radio must be working. Last year, radio revenues climbed to 7.9 billion dollars, up 8.2% over the previous year. Why is radio so successful? Why does radio work ?

Radio reaches everyone. Almost all homes have one or more radios; 95% of cars are equipped; almost 85% of all "Walkman" sets have a receiver; and almost two-thirds of all Americans have radios at work. Each week, radio reaches 96% of Americans for an average of three hours.

Radio is a "class" medium. One of its greatest strengths is radio's no-waste quality, afforded by formats. Unlike newspapers and television, radio ad schedules can be targeted to reach specific segments of the population. There are literally dozens of radio formats that attract different groups that can be easily defined by age or sex, income or lifestyle habits. The variety of formats makes matching consumer profiles to listener profiles rather easy.

Radio is close to purchase time. It reaches consumers during the shopping day (6 AM 6 PM) when they're ready and able to buy. The time spent by adults 18+ is 49%: radio, 33%: TV, 12%: newspapers, and 6%: magazines.

Radio sells intangibles. One reason often given for not buying radio is that it's not a visual medium. Most advertisers today are selling intangibles like quality, durability, safety and service. Radio's "theater of the mind" creates mental pictures to suit the potential customer's likes and dislikes; they "see" the message in their own personal way.

Radio is immediate, flexible and efficient. In a rapidly changing marketplace, selling strategies and policies can change overnight. Since radio is immediate, there is no lengthy production (or high cost) for a commercial---it can change overnight too; the spot can be re-recorded in hours. Radio's cost-efficiency develops greater reach and frequency and provides more messages for the same dollars spent on other media. Radio is not seasonal, is portable and popular, and serves and delivers a select audience targeted to the advertiser's needs. Radio works!

For information on lung disease, its prevention and treatment, call 243-2000



Chicago Lung Association

affiliated with the

American Lung Association

RADIO SILENCE - MAY DAY IN 1989

On May 26, 1989 at 7:42 AM, commercial radio stations in every U.S. community fell silent for 30 seconds to draw attention to the role of radio in American life. It marked the beginning of a \$100 million advertising campaign based on the theme, "Radio. What would life be like without it?"

Conceived by the Radio Futures Committee (NAB and RAB), the goals are: to increase awareness and appreciation of radio's role among opinion leaders and the public, raise professional commitment within the radio industry, and increase radio's share of overall ad dollars.

"TUNE IN" - NEWSLETTER FOR GERMAN LISTENERS

Published quarterly since 1988, "Tune In" has answered the call for information about European and German entertainment. Subscribers learn about their favorite moderators, the backgrounds of programs (some have been on the air for over twenty-five years), the "ups and downs" of the business, and even behind the scenes gossip. From classical to pop, European stars and events are the focus of "Tune In", which holds drawings for prizes ranging from trips to Europe (sponsored by American Airlines), to records, art, or even a chance to be "DJ of the Day."

The editor-founder of "Tune In" is Marlis Schmidt, co-producer of "The Sound of Europe", the largest German program in Chicago and the only daily German program in the U.S. (WVX FM 103.1; Mon-Fri, 6-7 PM; Sat 12-1 PM; Sun 3-4 PM), created in 1977 by Gunella Gehrken-Schultz.

For a free sample issue of "Tune In" (written mostly in English and available by subscription only, at an annual cost of \$20.00) contact Marlis Schmidt at (312) 941-3993.

SHADOW TRAFFIC'S WAR ON SUMMER CONSTRUCTION

Shadow Traffic is the largest local independent traffic information service. Shadow serves 44 area radio stations and one TV station, covering over 17,500 square miles. Shadow's focus now is



summer construction. Its 45 member staff monitors traffic using computers, air and ground vehicles and road sensors.

RADIO NOTES: Two ethnic stations offer program listings. WCEV: send a stamped self-addressed envelope to 5356 W. Belmont, Chicago, IL 60641. WVX: call 312-831-5250 ... Los Angeles now has a radio guide too! Information: L.A. Radio Guide, 3307-A Pico Blvd., Santa Monica, CA 90405.

RADIO RELATED SISTERS: KARYN AND CHERYL ESKEN

These sisters from Chicagoland are radio executives for two separate metropolitan stations: WMAQ and WLUP.



Karyn Esken: is the marketing/promotion manager for WMAQ All-News 67. In the past she's worked with WXRT FM 93 and WLS AM 89, in theater PR and promotion, and even reported the weather on TV in Guam. She's a graduate of the University of Michigan. Of the Esken sisters, Karyn was the first to work in broadcasting.



Cheryl Esken: is the general sales manager for WLUP FM 98/AM 1000. A 1979 graduate of the University of Illinois, she began as an account executive for the Sun-Times and then for WBBM FM 96. In 1981, Cheryl joined WLUP (she was retail sales manager in 1983 and local sales manager by 1984.) She became GSM in Jan. 1989.

NEW GREAT AMERICA RADIO HITS THE AIR IN GURNEE

A full-service radio station on AM 1030 has been launched by Chicago-based Public Interest Affiliates (PIA) at Six Flags Great America in Gurnee, Illinois. The station will operate daily from 9AM to sunset, heard throughout the park and for a radius of twenty miles, all summer until Labor Day. The station will feature information on park entertainment, weather, shopping, parking and events.

WLUW RADIO FORMAT RECOGNIZED THROUGH AWARD

Loyola University's WLUW 88.7 FM was one of five radio stations recently selected internationally for best "High Energy" format in the dance music awards by "Dance Music Report," a national publication based in New York.

RECEIVERS FOR CRIS RADIO CAN NOW BE PURCHASED

The Chicago Radio Information Service has announced that monitors equipped to receive its signal can be bought legally by or for *qualified* listeners for about \$80.00 each. The station serves print-handicapped listeners by reading newspapers, books and magazines. CRIS: 312-645-9800.



136 SHORE DRIVE,
BURR RIDGE, ILLINOIS 60521
MATT CERRA
(312) 325-7337 FAX: 312 325-7368

Advertising & Design

CHICAGOLAND RADIO WAVES: BUSINESS

Advertise: 100,000 readers of Chicagoland Radio Waves are tuned in and interested in this exclusive consumer guide to local radio in greater Chicago; they own a copy of this guide by choice! Reach our loyal readers at reasonable rates with strong regional circulation. An ideal match for ads geared toward any audience for a full three months is this highly popular guide: Radio Waves.

Distribute: This guide is available by permission at no cost for free distribution by your business, company, organization, school, club or association. Provide this area's one and only complete city-suburban radio guide: a unique, logical and appreciated free local service to customers, clients, members, guests, or visitors.

MediaTies, P.O. Box 2215, Westmont, IL 60559 / (312) 985-2120.
Let Radio Waves and Dialog work for you. Contact us today.

Free Guide Distribution Outlets: Chicagoland Radio Waves

All 13 **Sound Warehouse** locations; most Chicagoland **Public Libraries** (call first); the **Museum of Broadcast Communications** (800 S. Wells, Chicago / 987-1500); Chuck Schaden's **Metro Golden Memories** (5425 W. Addison, Chicago / 736-4133); **Radio Advertising Bureau** (333 N. Michigan Avenue, Chicago / 372-4620); **Kustom Korner**s (Brookfield); **Convent Food Store** (Darien); the **Best Western River North Hotel** (125 W. Ontario, Chicago); **Kankakee/Bourbonnais Welcome Wagon**; **Zion-Winthrop Harbor-Beach Park Chamber of Commerce**; **KT's Clark Street Hot Dogs** (408 S. Clark, Chicago); **Boni Vino Pizza** (111 W. Van Buren, Chicago); **D's Dog Hut** (11061 Roosevelt, Westchester); radio stations; events; schools; and 100 other free locations.

Guide: Single Copy Mail Requests (Chicagoland Radio Waves)

Send a *stamped*, self-addressed legal-sized envelope *plus* \$1.00 for handling to: Radio Waves, P.O. Box 2215, Westmont, IL 60559. Up to 40 copies will be mailed for \$1.00 fee if correct postage is included; follow all postal rules; adjust for postal increases. Allow 2 weeks for mail requests. Free always at all distribution points.

Now By Subscription! Chicagoland Radio Waves and Dialog

This guide and our companion publication, Dialog (to be launched this fall) are available by subscription for \$15.00 a year with a total of eight (8) annual editions (four guides; four journals). Send a check or money order only to: Radio Waves, P.O. Box 2215, Westmont, IL, 60559. (The first subscription issue is scheduled for release and mailing to paid subscribers in the fall of 1989.)

Exercise Your Mind With Live Public Radio.



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EASY TO ENJOY

FM 100 & AM 820

WXEZ

EASY LISTENING