

FREQ	CALL	SIGNER'S NAME / TITLE	ADDRESS	WHAT	WHEN	WHO
1610	KN16126	"SFB", COMMUNICATIONS ENG. IL DEPT. TRANSPORTATION DIV. OF HIGHWAYS, DIST. 1	1000 PLAZA DR. ( or 201 CENTER CT. )	SCHAUMBURG, IL	60196	QL/P -17 TRH
KOE732		DONALD R. MARTINUS, ET U.S. DEPT. INTERIOR	NATIONAL PARK SERVICE, GLACIER NAT'L PARK	WEST GLACIER, MT	59936	P 23 TRH
KOP710		D. TURNER, ELEC. TECH. U.S. DEPT. INTERIOR	NATIONAL PARK SERVICE, P.O. BOX 168	YELLOWSTONE NAT'L PARK, WY	82190	P 14 TRH
KOP735		RICHARD E. HONSAM ?, RT11D ADMINISTRATIVE OFFICER	US DEPT. INTERIOR, NAT'L PARK SERVICE	DEVILS TOWER NAT'L MONUMENT, WY	82714	P 7 TRH
KOP796		JIM TAYLOR, SUPERINTENDENT U.S. DEPT. INTERIOR	NATIONAL PARK SERVICE, PO BOX 790	DEER LODGE, MT	59722	P 17 TRH
TIS		MERCELLA N. BISHOP, OUTDOOR REC. PLANNER	US DEPT. INTERIOR, FISH - WILDLIFE SVC.	NAT'L BISON RANGE, MONTANA, MT	59824	P 7 TRH
TIS		GARY CAPLEY, STAFF SPECIALIST	CUSTER STATE PARK, MCR 83, BOX 70	CUSTER, SD	57730	P 14 TRH

WHAT was received: D=DSL card, L=Letter, P=Prepared card, L=rrpt used as veris, B=Busperstickers, H=Map.  
WHEN did the reply come: Number of days elapsed. f = Follow-up report ( or phone call ) was necessary.

#### Contributors:

JCJ - JOHN C. JOHNSON, 979 Neptune Blvd., Billings, MT 59105-2129  
DN - DOUG NYHOLM, 2071 Cedar St., San Carlos, CA 94070  
JD - J. D. STEPHENS, 3605-B Chasewood, Huntsville, AL 35805  
GW - JOHN WILKINS, 4385 Hoyt St. #205, Wheat Ridge, CO 80033

How I spent my summer vacation. . . The above varies are all from my vacation loggings. I DXed a bit from each of the following places: UT, ID, MT, WY, BC, AB, SD, NE, CO, IL ( Peoria / Chicago ), & ON. I made a total of 305 reception reports, 70 of them from the convention in Peoria. Hats off to John Clemmer for hosting!

Well, there you have it -- 201 VERIE-SIGNERS -- our biggest column yet. Thanks for your support, and see you next month!! -- Tim

## For Nome, Radio Is Strictly Voluntary

By DAVID LAMB, Times Staff Writer

Los Angeles Times, 8/20/87 via Gary Larson

NOME, Alaska—Father Jim Poole was in Fat Freddie's cafe, poking at his salad without enthusiasm. He's have much rather ordered his favorite lunch—a burger and fries—but a diet is a diet, he said, and he learned long ago that discipline is an important element of survival and contentment in Nome.

The conversation turned from food to the award-winning non-profit radio station Poole operates with a dozen young volunteers from the "Lower 48." The 10,000-watt AM station, KNOM, is a prime source of news and entertainment for the 30,000 people isolated in northwest Alaska, an area the size of California.

"People fly into Nome the first time, take a look around and say: 'Oh my God!'" Poole, 64, a Jesuit priest, said. "But, you know, the small-town environment grows on them. We've got 20 ex-volunteers who have stayed in Nome. Some went outside [of Alaska] when they finished their assignments at the station, and they just decided that wasn't for them."

"True enough, Nome isn't much to look at, with just one paved street and 3,700 hardy souls huddled on the treeless tundra along the Bering Sea, 165 miles from Siberia. Three roads lead out of town, and all end within 90 miles. The town's population has a 33% turnover every three years, and it's said that Nome's eight bars do considerably

better business than its 13 churches.

The last supply ship from Seattle arrives in October, and by January the Bering Sea is frozen five feet thick. No wonder Wyatt Earp, fresh from Dodge City and Tombstone, had a tough time with the winters when he moved up here in 1898 for the gold rush. He stayed for three years, running the Dexter Saloon outside of town and, except for getting arrested for drunkenness one night, generally stayed out of trouble.

#### Bishop Owes Station

"When I first flew in, I couldn't believe I could make it here for a year," said KNOM newsman Mike Jackoboice, 28, a Marquette University journalism graduate who gets a monthly \$60 stipend from the station. "But the place is addicting. Drive five miles and you're in the domain of grizzlies and some of the best sports fishing in the world. To me, that's ideal—you've got the opportunity for stimulating work in an unlikely environment. What can I say, except that I've been here three years now."

KNOM, owned by the Catholic bishop of Northern Alaska, began its broadcasts under Poole's direction in 1971, an event that brought congratulatory messages from President Richard M. Nixon, Bing Crosby and Bob Hope. Although there are numerous inspirational spots, its daily 18-hour format

more closely resembles that of a commercial station (without advertising) than that of a religious station. It covers local news aggressively, has on-the-hour newscasts from the Associated Press wire and plays the Top 40 hits, compiled by music director Marty Willard, who recently was graduated from John Carroll University in Cleveland with a psychology degree.

The station's audience is predominantly Eskimos and Athabaskan Indians, most of whom live in isolated villages that first got television eight years ago. For them, the folksy public service messages on KNOM provide a critical link to the outside world. The station announces the departure of every "bush" flight in Nome, informs fishermen at sea when their wives give birth or there is a death in the family, gives local weather reports that are a matter of life and death in this part of the world and relays messages that, for example, say a package has been mailed to a particular family, thus dictating a 50-mile trip to the nearest post office.

"We strive for the same excellence and professionalism that you'd expect anywhere," said general manager Tom Busch, who won the Alaska Broadcasters Assn.'s 1986 award as "Alaska Broadcaster of the Year." KNOM also won the association's highest honor last year, the "Goldie" for "Best Ser-

# WESTERN WISCONSIN

by John J. Rieger

Several months ago, you might have read an article I wrote called "AMazing Wisconsin". That article contained a lot of information on AM radio stations throughout the dairy state. Of course, the catch was after you read the several pages and got to the second last paragraph, you found out that the "trip" was taken at home! I just turned on the radio, and more or less hit the dials and mentioned what I could about stations I could hear in Wisconsin.

Well, this article is different! I did actually hop in the car and GO! When the forecast is for 45 degrees (fahrenheit) on March 4th, and the sun is shining in this part of the world, and I have a day off from work, I'm going somewhere! The four walls drive you up a wall all winter! Of course this winter in Southeast Wisconsin has been BEAUTIFUL! Hardly any snow, but mild temperatures, sun shining, and I'm ready now to go out and mow the lawn-hi! We have had lousy winters, but this is not one of them!

At 8:15am I hopped into my 1977 Pontiac Sunbird. The odometer read 70842. A quick stop at McDonalds for a few Sausage McMuffins with Egg and a soda. Well, naturally "pull ahead and your food will be ready in a few minutes" was what I heard. You kind of get used to this. As usual, the soda had ice in it, after I requested no ice, but I wanted to GO! The gas tank was 3/4 and as a tax payer, property owner, etc., I was going around the state of Wisconsin just to see what was going on-hi!

The trio would go I-94 from Milwaukee to Madison, then I-90/94 Madison to Tomah, I-90 to LaCrosse, Minnesota 61 to Wabasha to Minnesota 60, back into Wisconsin on Hwy 25 to Durand on Hwy. 85 to Eau Claire, and back to Milwaukee via I-94. Usually, I like to take US 10 from Osseo, off of I-94 to Appleton, and down US 41, but there were time restraints! I really don't mean to sound like the state tourism director, because I'm not! I am a bus driver and drive for Milwaukee County Transit. If you ever are in Milwaukee and see a bus going 60MPH in a 30 MPH zone, guess who is driving! There is something to having 10-14 tons under your feet-hi! But, back to an earlier thought, Wisconsin, Minnesota, and the Upper Peninsula of Michigan are nothing less than spectacular for views. Twisting roads, hills, lakes, and much more abound! I've been to 26 states in my 34 years, and there is a reason this is called "Gods Country!"

Leaving Milwaukee, I knew when I would get back later that night something would be different. 1250/WEMP Milwaukee had a mass firing and all jocks were fired except AM drive jock John Gardner. The station would dump its live and profitable oldies format in favor of the Oldie Channel from Transtar! The Beer City AM radio band is rapidly changing for the worse. Since the AMazing Wisconsin article there have been more changes. 1250/WEMP Milwaukee is Satellite oldies, 1290/WMPV Greenfield-Milwaukee is still Satellite "Heart & Soul" for the time being. 1340/WLZR Milwaukee (formerly WBCS) within the past month switched format from country to album rock. The station bills itself as "Laser 103." So, the Milwaukee AM band is much different than only a few years ago, or even weeks ago-hi! And more changes will occur as 1590/WAWA West Allis moves to 1200 kHz, and 1290/WMPV under new owners will drop the "Heart & Soul" format. They are under contract until September with this. 920/WOKY Milwaukee also, in the past two months, has dropped all of the newer AdCon songs and gone to a more NOSTalgia sound. The ratings dipped. The other Milwaukee stations are basically the same. 620/WTMJ heavy on talk and personality, 1130/WISN Milwaukee is talk mid-days, and at night, with AdCon music in other segments. 860/WNOV Milwaukee is still black, but black/gospel in the morning.

At this point a quick look at the Milwaukee AM dial is in order, if only to look back in a few years and see where the stations were in March, 1987! 540/WYLO Jackson/Milwaukee is ETHNIC/COS/REL. All time brokered. Sign off: midnight, local. 620/WTMJ talk/AdCon, sports. 860/WNOV black. Sign off: midnight, local with super low power from SSS to Midnight. 920/WOKY is

Continued on page 23

Nostalgia, 1130/WISN AdCon/talk, 1250/WEMP (satellite) oldies, 1290/WMPV (satellite) black AdCon, 1340/WLZR FM simulcast AoR, 1510 WALK Waukesha/Milwaukee is country. Still a daytimer, 1590/WAVA West Allis/Milwaukee is black with GOS mid-days. Daytimer with a CP for 1200 kHz.

A quick look above leaves one with NO LOCAL AM ORIENTED PROGRAMMING on 1250, 1290, 1340 (except 1250 in AM drive) at all! 1510 and 1590 sign off! Thus at night all you have is 540/REL, 620/TALK, 860/BLACK and signal problems, 920/NOS, and 1130/local TALK and Larry King. 620 is Talknet after 9PM I believe!

Considering only in 1970, 1340/WKIT and 920/WOKY were fighting for the number ONE position! FM was only a thing of the future!

Milwaukee FM right now is 93.3/WQFM AoR, 94.5/WKTI Top40, 95.7/WBGK Soft AoR, jazz, folk... "Eclectic rock", 96.5/WKLB Classic Hits, 97.3/WLTD Light AdCon, 98.3/WFMR Classical, 99.1/WMYX AdCon, 100.7/WKRK Top40, 102.1/WLUM Black, 102.9/WLZR-FM AoR, 103.7/WEZW, 106.1/WMLL Country, 107.7/WVCY Religion.

95.7/WBGK will switch to a high personality format by June under new owners, 102.9 just switched to AoR from country under new owners, 1250/WEMP just went satellite oldies under new owners. As I said earlier WMPV will die come September. WMPV is WBGK's AM outlet.

A little commentary and then we will continue on this trip I began talking about 50 paragraphs ago-hi! 1250/99.1, 1290/95.7, and 102.9/1340 basically had the same owners for YEARS! Ceregulation has ended any sense of service, community loyalty, etc. 96.5/WMGF was owned for 9 months and sold to become WKLB. 95.7/1290 were just bought in June 1985! After 18 months, the station is already being sold! And naturally every new owner comes in with their "hot" ideas, "re search", etc and switches calls, formats, fires all personnel, and brings in the bird (satellite). The sad thing is you really can't build station loyalty if formats are being switched every other week! Its no wonder 620/WTMJ, 103.7/WEZW, 94.5/WKTI, 920/WOKY, and 93/WQFM are highly rated! Each has had it respective format for YEARS and DECADES in cases! A little FINE-TUNING can be done to a stations format to make it work, and stay profitable. Besides it seems quite apparent that the new breed of station owners just want to take the money and run anyway! So there-hi!

Please remember, before we go on this trip, that these are really only "rough" sketches of the radio stations mentioned. Also, quite obviously, when one is driving at 60 MPH, and twisting the dial for basically a 13 hour car ride, several stations can and will be missed! I'm only human gang!

Leaving Milwaukee, westbound on I-94 then, 1580-WTTN Watertown had a long newsblock at 9AM. However, one of the funny things about WTTN was the news reports. All reports were by John Reddy. And it was funny to hear "John Reddy reporting from Oconomowoc", "John Reddy in Ft. Atkinson", "John Reddy in Waupun". Quite obviously, this guy read these "reports" out of the morning paper, but to have one "reporter" in 6 different cities sounded funny anyway! WTTN plays AdCon, with polkas on Saturday morning. "The Hometown Station" and "AM 1580" are slogans used quite often. The station is 24 hours, simulcasting 94.1-WMLV from 6pm-6am. Power is 6.8 watts at night! However, from past experience, the 6.8 watts DOES cover Watertown well! 94.1 WMLV Watertown-Oconomowoc is AdCon, and calls itself "mellow 94."

1490-WTDV Madison had quite a bit of talk on the air when I noted them at 9:30am This station musically is still AdCon, but airs many news and talk segments. "Today Radio" is bland. 1550-WHJT Madison played at least 5 in a row without talking. Oldies formatted and non-personality. 1070-WTSO Madison is country while 1310-WIBA Madison is AdCon. 970-WHA Madison is talk all day long. Public Radio.

The FM side in Madison had 92.1-WMAD-FM Sun Prairie-Madison playing "classic hits." This station has had many formats over the years. It should be noted that it is competing with at least 5 50,000 watt FMs! WMAD-FM is only 3000 watts! 94.9-WILV Baraboo-Madison is BFL. This station too, has had more than a few call and format changes in recent memory. 98.1-WMGN Madison is AdCon and bills itself as "Magic 98 FM". 101.5-WIBA-FM Madison is AoR. 102.5-WNVC is religious. 104.1-WZEE Madison is Top40. "Z104" plays 10 in a row every hour, beginning at :55 and running through

20

:34 the following hour. 106.1-WQVM-Middleton-Madison "0106" is continuous country, 4 in a row, no talking, etc., vs WTSO which is heavy on personality and rated number 1. The latest entry into the Madison market is 96.7-WSEY Sauk City-Madison using the Transtar 41 format of soft Adcon geared heavily toward women. They have jazz nightly at 8PM. Why--I don't know. "Sunny" radio.

1190-WMAD AM Sun Prairie-Madison is MYL, and I must admit, had very good sounding, mature announcers. Jingles abound. 1240-WISU Poynette was once a player in the Madison market. In the middle 70's when NBC had their News & Information service, WISU had billboards all over town. They also went to a high energy Top40 around 1980, only to drop that a year later. The Top 40 audience was already on FM. The current format is a very local, small townish AdCon, with polkas played at night. WISU signs off nightly at 10PM. They were once the AM outlet to the very successful "Love Stereo" 94.9-Baraboo. I'll never know why they sold the 50000 watt FM and kept the 1000 watt local channel AM!

Earlier I was speaking about billboards, and I only saw two when in Madison. WNUV promoting their morning show, and 107.3-WSYJ Fort Atkinson-Janesville-Madison with their "Joy 107" billboards promoting their beautiful music. That station has been beautiful music even in 1967 when I began DX'ing. It was known then as WFAV-FM. The station has a big Band show Sunday mornings.

One more tiny bit of trivia. WISU signed on the air in 1925, and used a windmill until 1948 or so for generating power! The calls WISU stand for Wind Is Being Used!

940-WFAV Fort Atkinson has a lot of very local programming. ABC information news. Format is AdCon with many oldies. 990-WNNO Wisconsin Dells is country, with not much personality. In listening to this for over 15 minutes I never heard any ids, slogans or talking at all! What a way to get ratings. Don't tell anyone who you are!

If I can add something here, I'd like to. The drive from Milwaukee to Madison is a straight shot. However, leaving Madison and through the rest of Wisconsin, the hills, rivers, and rock formations abound. Radio is nice, but also the beautiful scenery is mind boggling! The fresh air, clean skies, and the ability to take this all in!

740-WRPQ Baraboo is satellite AdCon, having gone so just earlier this year. Quite disappointing, but possibly the farming money and small town businesses don't generate enough money for a staff. Somehow, I don't believe that. WRPQ in recent months sounded quite good. Small town radio doesn't mean it has to sound small townish!

107.1-WNNO-FM Wisconsin Dells is very, very bland in approach with "FM 107" ids, and Top40 format. Although this one could cross the AoR line. Along the road, I also locked into 107.9-WYCO Wausau. This station has only been on the air since 1985. Transtar AdCon is used. However, there was a promo for "Super Gold" nightly 7-12M. I think this could be a sign that while satellite programming save you some money, local programming is desirable. Hopefully, WYCO will add more local programming, and dump the bird!

Some other stations noted in brief description. 106.7-WLJY Marshfield is BFL. 104.9-WNFM Reedsburg was taped country, with ABC information news. 103.3-WVRV Wisconsin Rapids is still taped AdCon. 102.3-WVRO-FM Viroqua was taped country. 1400-WROB Reedsburg was AdCon, while 1320-WFHR Wisconsin Rapids seemed older AdCon. 1370-WCCN Neilsville is really small town country at its best! The station is simulcast with 107.5, and that is still in MONO. 104.7-WAXX Eau Claire is country radio at its best! I hate country but I like "wax"! There is something about this station. Whether the high news commitments, actual personalities, or playing the record that #39, and not sticking to the Top10 songs over and over, there is "hometown" and not "hokey" radiol! Some of the best, and I do mean the best country stations I have ever heard are 107.5-WCCN FM/AM Neilsville WI, 104.7-WAXX Eau Claire, WI and 92.3-WJPD FM/AM Ishpeming-Marquette MI! These stations don't really dabble in over-research and so many other thing that make major market radio rather bland. They also in all honesty, have the powerful signals to back up what

they do! Where do you let an elephant walk? Anywhere he wants to! So it is with a 50 or 100 kw FM signal, as opposed to a 1kw AM or 3kw FM signal. True?

97.9-WSPT Stevens Point sounded terrible! This Top40 outlet had way, way, way too much personality. This station in the past was one of the slickest, tightest Top40 outlets anywhere! The call letters being said first, shotgun jingles, and cue-cards have given way to something that, quite simply, sounds like some type of format thrown together by someone who knows nothing about how GOOD radio can sound! WSPT was easily, far and away the WORST sounding FM outlet in Wisconsin!

97.1-1290-WCOW FM/FM Sparta are simulcast country. "Cow country" ranks as another good small town radio station. Remember, Wisconsin is the dairy state, thus the cow references. 95.5-WIFC Wausau sounded somewhat subdued, but still ok. Call letters were said first out of the records, and jingles were played out of each stop-set (commercials.) This top40 outlet has been top40 since 1970! And the station still sounds good. It really was, to my knowledge, Wisconsin's original FM top40 station! There were others on FM, but they simulcasted the AM station. WIFC stood out back then. This station has a heritage!

I'm now nearing in on LaCrosse, so some Minnesota stations will creep in here. "K-G 95" is 95.3-KAGE-FM Winona. The station is live AdCon. Instead of "cage", the stations, both AM and FM are known as "ka-goo". I can still remember when KAGE-FM was called "KG-FM" and one thought "what a nice set of calls!". Only to hear the top of the hour id as "KAGE-FM." 93.3-WIZH-FM LaCrosse had a 6 in a row "power play" beginning at :55 past the hour. "The New Z-93" has one real lousy set of jingles! The station used to use the old Pams shotgun jingle til a few years ago. Now the jingles are sung with voice so high and with a these choruses that you really can't understand! I have a "radio ear" and I could barely make out the "z93!". 100.1-WQJY West Salem was BFL. Formerly AdCon, this station is one of the few dumping any format to go beautiful music! 1490-WLXR LaCrosse was "15 Country WLXR" and was competing against 580-WKTY for the country audience. They sounded good! 1570-WKBH Holmen is NOS/STOS, and calls itself "Stardust 15 WKBH AM!" 106.3-WKBH/FM Trempealeau-LaCrosse-Winona(MN) is also country and bills itself as "K-106". The FM country outlet has personality and jingles too. If you are into country and like radio battles, LaCrosse might be a good place to listen! A 5000 watt AM (WKTY), a 1000 watt graveyard (WLXR-AM), and a 3000 watt FM (WKBH-FM) and they all sound good! This is indeed a treat!

1410-WIZM LaCrosse was running ABC Talkradio. I'm sure they are still AdCon in other dayparts, but are running alot of talk.

1230-KVNO Winona MN had one of the worst announcers I have ever heard in my life. It's funny, some people with good voices sit idle and hope to get into radio, and this guy is on radio and sounds nothing short of horrendous. Want-ads were aired, and I never heard any other programming.

71088 on the odometer at 2pm as I left LaCrosse. 1050-WJSM Eau Claire (not Altoona) bills itself as "Magic 105" or "AM 105" and is either a very hard AdCon or a very soft top40. At 6pm they play jazz, and drop the audience they took all day to build! 630-KDVB St.Paul was oldies channel. Now, I was passing through Mineska MN, population 132. Wow!

"790-WFAQ Eau Claire is STOS and soft AdCon. I heard 4 in a row without any talking. A far cry from the Top40 "790" that was #1 in the 1970's! 920-KDHL Fairbault MN was country and had the worst audio I've heard on the trip. Everything sounded "in the mud!" Really terrible. 1130-WOGY Minneapolis is country. The station on several occasions into commercials never said call letters at all! Who programs these stations??? Call letters should be said so you have a CHANCE at ratings! This was a case where major market radio sounded like small market schlock!

1190-KWMB Wabasha MN was "1:90 Country KWMB" and this little daytime sounded good for its market size! The station was sold recently, and one always thinks automation, satellite, or a call change will occur. Happily, this isn't always the case!

1150-WAYY Chippewa Falls is oldies! They sound quite good with a wide variety, 50's-70's, and a toned down presentation. 1220-WTCN Stillwater seemed to be STOS. "WTCN AM 1220". 1250-KLNE Rag Wing MN was country.

At 3pm, I heard "51 degrees at (1270)-KWES Rochester(MN.)" I thought, wow I wish I went there...that is WARM. Remember, this was March 4th! I flipped the radio toward to the next local AM signal and heard "its 50 degrees at WJJK Eau Claire" going into Mutual news. The news on 1400-WJJK Eau Claire was on a tape delay. It ran at 3:01. Eau Claire was the next city on my journey, and I was now glad I had short sleeves and a light jacket. WJJK is AdCon.

1430-WQDN Durand simulcasts FM country. Small town flavor. 105.5-WCFW Chippewa Falls had AdCon, c&w, and songs I've never heard in my life. CNN features were aired when I tuned in. The stock news of the day was that US Air wanted to buy Piedmont Airlines, which they did within two weeks! The regional air carriers are being swallowed by the national airlines left and right. Good old deregulation! 100.7-W51Z Eau Claire is still Top40, though they sounded rather bland. In other words, I have heard them kick asphalt! But, they were not doing it 3/4/87! 94.1 WJAL Eau Claire is AdCon and still! "1-94." 1-94 is the interstate that runs through Eau Claire. Clever tie-in.

Now I was leaving the London Square Mall, with 71227 on the odometer, and low and behold, a brand new mall right on the road: Oakwood mall! Usually, if you have two malls in town, they are at opposite ends of the town. These were right next door! Naturally, being a mall freak, I had to go in! Very very nice. A word about malls, ok? Milwaukee has Northridge, Southridge and Brookfield Square. Madison has East + Westtown Malls, LaCrosse has Valley View. Rochester MN has Apache Mall. Eau Claire has the malls named above. Wausau, WI has its magnificent downtown called Wausau Centre. Appleton WI has one on Hwy 10 and 141, though the name escapes me. Fond du Lac WI has Forest View mall right off of 141. All of these malls offer many, many stores, and a good chance at leisure or buying a cookie for \$1.50-hi! Smaller malls in Marquette MI (the Marquette Mall), and Houghton-Hancock MI (the Copper Country Mall) with about 30 stores each also turn me on, as does the Beaver Dam Mall in Beaver Dam WI.

I am a super mall freak! This also lets me branch off into other hobbies. Train stuff (HO scale) and a collection of credit cards from various cities. Also, in these cities I will also go to the transit offices and get a few route maps, as I am a bus driver, and somehow can't get that out of me!

Back to radio, 1260-WWIS Black River Falls had local news with ads for Toms ICA, and the Jackson County Bank. Sounds better than some of the big names you hear over and over. huh? Format appeared to be c&w and AdCon. "AM 1260" slogans abounded. The last station for as on Carson "the last envelope"-hi, is 100.1-WDOC Portage with automated Top40, a cute jingle set, and ABC news at :30, on a tape delay. This sma!! town station had sounded consistently good throughout the years!

If you followed the trip with me, I hope you liked it. I really enjoy the trip, as it gives me a chance to get away, and also I like writing about it, because I like writing, even though what you are reading is all "pick and peck!" I still can't know how to type. .t only took 42 days to do this-hi! Naturally, some stations were not listed because of my being human. I might have actually been close to a town and forgotten about a station or two, and hopefully the diehard radio critic will forgive me-hi! Odometer reading at 9:30pm was 71527. Whew!

Continued from page 18

vice to the Community." Busch, a Boston College graduate who worked for a radio station in Atlantic City, has been with KNOM since its inception and is the only salaried member of the staff.

The rest of the staff is recruited through the Jesuit Volunteer Corps in Portland, Ore.

The station's operating budget—about \$300,000 a year—comes almost entirely from private contributions. The volunteers agree to stay for one year, living in a dormitory environment, and most

eventually go on to careers outside the church. Almost all are drawn here by the adventure of Alaska and the appeal of volunteer work. Father Poole, who has made KNOM his second greatest love, has been in Nome 21 years and rather dreads the day when it will be time to leave.

"I knew I could be ruining my career by doing this—that I could be making the worst decision of my life," said reporter Claire Richardson, 28, who quit her job at WDBJ-TV, a CBS affiliate in Roan-

oke, Va., to join KNOM as a volunteer. "But I looked around me there and I saw a lot of burned-out journalists, and I said to myself: 'Is that what I want to happen?'"

"I was also scared that KNOM would reflect a Catholic bias, but we've got freedom to pursue everything—politics, suicides, social problems. People here deserve professional news quality just as much as they do in Roanoke or Los Angeles. An experience like this: you can't walk away from and not be a changed person."