

**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.

# MediaTies

## Requests

Box 2215-W  
Westmont, IL 60559  
(312) 442-4444

## Business

8014 W. 27th Street  
North Riverside, IL  
60546

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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.

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**WVX-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**

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

## **Easy Listening**

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



## Ethnic

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

## Jazz

<b>WARG</b> FM 88.9	<b>The Radio Alternative</b> Jazz/New Age/Alternative	Summit (312) 458-9274
<b>WBEE</b> AM 1570	<b>Chicago's Jazz Station</b> Classic American Jazz	Harvey (312) 933-1570
<b>WDCB</b> FM 90.9	<b>Your Sound Alternative</b> 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

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

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## Good News Worth Sharing



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## Religious/Inspirational

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

# Rock/Contemporary

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



**Chicagoland's  
only  
Top 10 station!**



TODAY'S CHRISTIAN MUSIC  
**WCRM**  
**103.9 FM**

Phone: (312) 551-3450

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



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

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

## Rock & Pop Oldies

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

## Spanish

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

## Talk

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

## Urban Contemporary

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

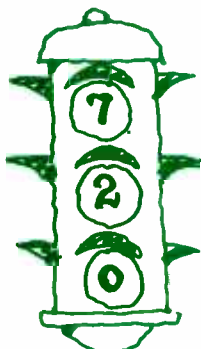
One of these stations is at the "Circle" intersection of the Dan Ryan, Kennedy and I-290 Expressways in Chicago. One also is at the Kennedy-Edens intersection. A third is on the Edens in the Lake Avenue-Willow

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

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



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

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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

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### **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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# **KANKAKEE**

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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.

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**WFXW RADIO  
1480 AM**

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# 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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