

Spring-Summer
1989

C H I C A G O L A N D

RADIO WAVES

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.

Published by MEDIA TIES

P.O. Box 2215, Westmont IL 60559
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MediaTies

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Publisher
Art Director
Director of Operations

S.J. Peters
Matt Cerra
Tom Kubaszak

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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 play-
ing 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

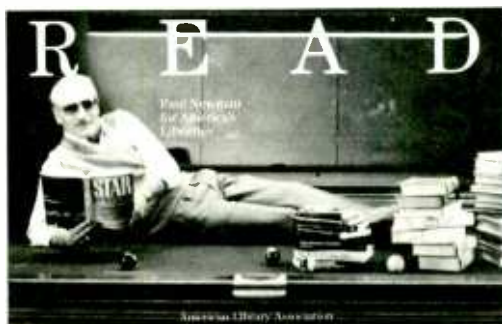
WCCQ **98.3**
FM
You're in Q Country

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



Visit your local library today.
Chicago, DuPage, North Suburban and Select Suburbs
(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



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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CHICAGOLAND

**RADIO
WAVES**

**READ ALL ABOUT RADIO
IN CHICAGOLAND ALL
YEAR! SUBSCRIBE NOW
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ANNUAL EDITIONS FOR
ONLY \$15.00 A YEAR.
RECEIVE 4 GUIDES AND
4 JOURNALS PER YEAR.**

Finally, here's your chance to read all about radio in Chicagoland all year! An annual subscription of \$15.00 will bring you four (4) issues of the radio guide, *Chicagoland Radio Waves*, and also four (4) issues of our new 12-page companion journal, *Radio Waves Dialog*, for a total of eight (8) editions a year. Subscribe for yourself, your job or as a gift to a friend.

Chicagoland Radio Waves. Your one complete quarterly 24-page consumer guide to the 120 radio stations in metro and suburban Chicago. Packed with listings, features, photos, updates, keys and more to lead you across the vast AM and FM radio dials. Published four (4) times a year, every season.

Radio Waves Dialog. The new expanded 12-page companion radio journal-magazine to our Chicagoland guide. *Dialog* covers radio station personalities, program profiles, promotions, updates, news and sports, mail, history, events, technology, stories and features, special guest columns by local radio personalities, photos, station spotlights, and more! Published four (4) times a year, between the four issues of the guide. (Available by subscription only.)

Please do not send cash; you cannot be billed; subscription includes postage; premiere issue of Dialog: Fall, 1989. Include name and address. Make check payable to Radio Waves. Information: 312-985-2120.

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**Chicagoland Radio Waves
P.O. Box 2215
Westmont, Illinois 60559**

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

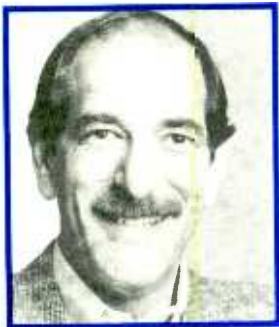
His movies, television and even Second City are thankfully not enough for John Candy. WLUP, Transtar and Mr. Candy have joined up to present "Radio Kandy", a weekly two-hour blend of comedy bits, music and satirical commercials. The show airs in Chicago Sundays from 4 to 6 PM on AM 1000.



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
WEFF	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



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

RADIO CAR TALK SHOW: FINE TUNING FOR TURN-KEYS



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.

STEP BEYOND AM AND FM RADIO

"SO YOU BOUGHT A SHORTWAVE RADIO!"

Tells you how to tune in English language broadcasts from Moscow, Paris, London, Beijing and dozens more. Just \$8.20 pp. Tiare Publications, P.O. Box 493 Lake Geneva, Wisconsin 53147

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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F.M. 100 & A.M. 820

WXEZ



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