

**2008**  
**August 29-31**

**75<sup>th</sup>**  
since



**Anniversary**  
1933

**Pittsburgh**



**250**



[www.nrcdxas.org](http://www.nrcdxas.org)

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# Hello from



## PITTSBURGH!

August 29, 2008

Dear National Radio Club and DX Audio Service members and guests,

"You can be sure if it's Westinghouse" and you can be sure it is Pittsburgh. For the name of George Westinghouse, synonymous with many patents of mechanical equipment, the airbrake, and radio for which the corporation that still bears his name and once revered in the broadcasting industry as "Group W", we the people of Pittsburgh welcome you to our city and our home for the National Radio Club's 75th and the city of Pittsburgh's 250th anniversary, PITTSBURGH 2008! Enclosed in this program is the schedule, directions to any sites and events, summaries of Pittsburgh's and the NRC's histories including the last 25 conventions, a local bandscan of the AM and FM dial, articles on our speakers, stories, and other items of interest. For the most livable and city of champions, Pittsburgh was named by the British on a westward journey in honor of Lord William Pitt on November 25, 1758. Naturally, Pittsburgh is also the home of "the world's first commercially licensed broadcast station" KDKA signing on November 2, 1920. For the NRC, we've returned to our state where the club was founded by Robert Weaver in York, Pennsylvania or "Penn's Woods" on Labor Day weekend, 1933. Also, this is our third convention here in 2008 with the other two held in 1990 and 2001. Finally, this National Radio Club convention in 2008 is dedicated to all members who are still with us or in memory while recognizing our oldest and continuous 75 year member Kermit Geary of Walnutport, PA.

As we thank you for attending, here are your hosts. Joining the club in 1981 after the New Jersey, John R. Malicky is a 28 year member, now a 26 time convention guest, except in 1984, a third time host, and recipient of over 1,000 QSLs on the AM band. Curt White is a member since 1994, now attending his 7th convention, hosting for the second time, and enjoys DXing.!

Here are acknowledgements for all those contributing to Pittsburgh 2008, anyone omitted, and to all members and friends who've helped over the years with their time and wisdom. NRC: Ernest Wesolowski, Paul Swearingen, Fred Vobbe and Wally Wawro for WNRC, John Bowker and the NRC Board of Directors, "The Wizard of Wireless" Scott Fybush, Jason Togyer, & Clarke Ingram Media: KDKA-Marshall Adams, Charles and Audrey Reichblum, Vic Pasquarelli, Jon Burnett, and Dave Crawley; WPXI-Maureen O'Connor and Frank Bobro; WEAE 1250- Bryan Engel; WKFB 770- Michael J. Daniels and Porky Chedwick; Candy & Mike Long, Ellis Cannon-FM 104.7, Mel Check, Bill Hillgrove, and The Saturday Light Brigade-Larry Berger and Jeff Baron; Businesses: Paul Kemp-Visit Pittsburgh; Leonard Lies-Dreamcatchers; Greg Gallaway-Shannon Safety Products; Pietro's Pizza-Pete Shanley, Pierogies Plus, Sports Rock Cafe, Pittsburgh Pirates, Antique Radio Supply, Universal Radio, and Jones Associates-Tootsie Jones; Tours: Heinz History Center-Ann Maderaz and Ed Reis; the Holiday Inn Greentree-Chaz Letzkus and Jessica Allshouse; City of Pittsburgh-Mayor Luke Ravenstahl; and finally Jim Orkwis, David Crawford, and Buzz Nutley.

Sincerely,

Also, Print information gathered from these sources: Pittsburgh Post-Gazette  
Pittsburgh Tribune, Pittsburgh City Paper, and Pittsburgh Magazine.



PITTSBURGH 2008 CONVENTION SCHEDULE  
(AUGUST 29 - AUGUST 31)  
PITTSBURGH HOLIDAY INN - GREENTREE  
THE NATIONAL RADIO CLUB'S 75TH ANNIVERSARY  
THE CITY OF PITTSBURGH'S 250TH ANNIVERSARY

FRIDAY, AUGUST 29TH(all times EDT)

- 9:00 AM THE NRC HOSPITALITY ROOM IN THE PINE ROOM OPENS FOR REGISTRATION.  
ALSO, WNRC-FM IS ON THE AIR, BUT WHERE?!
- 12:00 PM LUNCH, PLUS STAYED TUNED FOR A POSSIBLE STATION TOUR.
- 2:30 PM TOUR OF WPXI-TV 11 TOUR AT 4145 EVERGREEN ROAD  
DIRECTIONS: LEAVE ON HOLIDAY DRIVE EAST, LEFT ON MANSFIELD AVENUE, RIGHT ON POPLAR STREET, MERGE ONTO I-279 NORTH TO PITTSBURGH, MERGE ONTO SECOND LANE FROM LEFT ON FT. PITT BRIDGE AND CONTINUE FOLLOWING I-279 NORTH SIGNS, EXIT THE MCKNIGHT ROAD/EVERGREEN ROAD(EXIT 11) TO U.S. 19 NORTH, TAKE THE EVERGREEN ROAD RAMP, THEN RIGHT ONTO EVERGREEN AVE./ROAD TO 4145 EVERGREEN ROAD. RETURNING TO THE HOLIDAY INN, FOLLOW DIRECTIONS IN REVERSE EXITING I-279 SOUTH AT THE PA 121 NORTH EXIT 4A, AND LEFT ON MANSFIELD AVE TO THE INN. (NOTE: IF OUTBOUND TRAFFIC IS HEAVY, EXIT THE FT. BRIDGE, FAR RIGHT LANE, ONTO WEST CARSON STREET AND RIGHT UP RAMP TO WEST END CIRCLE, THEN FOLLOW I-279 SOUTH SIGNS.
- 5:00 PM "PITTSBURGH PIZZA & PIEROGIE DINNER"
- 7:00 PM OPENING GREETINGS FOR THE NRC 75TH & CITY OF PITTSBURGH'S 250TH ANNIVERSARY FOLLOWED BY A SPECIAL GUEST!

SATURDAY, AUGUST 30TH

- 9:00 AM PINE ROOM OPENS TO MEET FOR DEPARTURE TO THE SENATOR JOHN HEINZ REGIONAL HISTORY CENTER AT 1212 SMALLMAN STREET  
DIRECTIONS: LEAVE HOLIDAY INN SAME AS FRIDAY ONTO I-279 NORTH INTO FT. PITT TUNNELS ONTO FT. PITT BRIDGE, TAKE THE FT. DUQUESNE BLVD EXIT 6C ONTO THE 10TH STREET BYPASS TOWARDS THE STRIP DISTRICT/CONVENTION CENTER, FOLLOW BYPASS WHICH BECOMES 11TH STREET, TURN LEFT AT SECOND TRAFFIC LIGHT ONTO SMALLMAN STREET, AND PARK IN LOT (\$4) ACROSS FROM THE HISTORY CENTER.
- 12:30 PM LUNCH AT THE SPORTS ROCK CAFE AT 1400 SMALLMAN STREET WHICH IS A 2 BLOCK WALK EAST (PLEASE PAY ON YOUR OWN)-OR-HAVE A PRIMANTI'S SANDWICH 4 BLOCKS EAST CELEBRATING 75 YEARS!
- 1:30 PM TENTATIVE: IF KDKA AGREES, WE WILL VISIT THEIR TRANSMITTER SITE IN ALLISON PARK.  
DIRECTIONS: LEAVE SMALLMAN STREET, TURN RIGHT AT LIGHT ONTO 10TH STREET BYPASS, FOLLOW LANE TO FT. DUQUESNE BRIDGE EXIT 6C, STAY IN LANE NEAREST TO PNC PARK BELOW EXIT AT 8A(ROUTE 28 NORTH), FOLLOW ROUTE 28 TO EXIT 5B ETNA AND ROUTE 8 NORTH, CONTINUE ON ROUTE 8 WHICH WILL BECOME THE GREEN BELT(4000 BLOCK ADDRESSES), THEN TURN RIGHT AT CLEARVIEW ROAD UP HILL, THEN RIGHT ON KDKA DRIVE.(IF YOU SEE HARTS RUN ROAD, YOU'VE GONE TOO FAR). FOR RETURN DIRECTIONS, FOLLOW ROUTE 8 TO ROUTE 28 THEN EXIT AT 8A ONTO EAST OHIO STREET FOR 2 BLOCKS FOLLOWING SIGNS TO I-279 SOUTH (NOTE: PITT vs. BOWLING GREEN @ HEINZ FIELD, KICKOFF IS AT NOON.)
- 5:00 PM MEET IN PINE ROOM FOR NRC GROUP PHOTO
- 5:30 PM NRC BANQUET/BUFFET STYLE IN THE BOARD ROOM FOLLOWED BY THE NRC BUSINESS MEETING
- 7:00 PM PITTSBURGH 2008 GUEST SPEAKERS:  
"IT'S DR. KNOWLEDGE(AND MISS INFORMATION) ON THE VOICE OF PITTSBURGH, NEWSRADIO 1020-KDKA." CHARLES & AUDREY REICHLUM OF KNOWLEDGE IN A NUTSHELL, INC.(www.knowledgeinanutshell.com) FOLLOWED BY FORMER KDKA ENGINEER & CURATOR OF CHECK'S MUSEUM-MEL CHECK.
- 8:45 PM (OR WHEN TIME PERMITS) THE NRC AUCTION!
- 12:00 AM TUNE TO NEWSRADIO 1020 KDKA FOR "THE DR. KNOWLEDGE SHOW!" (BEGINNING DR. K'S 5TH YEAR)
- 3:00 AM ("SAY GOODNIGHT GRACIE!")



1212 Smallman Street, Pittsburgh, PA 15222  
412-454-6000 • www.pghhistory.org



PITTSBURGH 2008 CONVENTION SCHEDULE  
(continued)

SUNDAY, AUGUST 31ST

10:00 AM RISE 'N SHINE FOR THE ANNUAL NRC QUIZ!(WINNER RECEIVES ONE YEAR FREE MEMBERSHIP FOR DXN, E-DXN, OR DXAS. TO BE HELD IN THE PINE ROOM.

11:00 AM DEPART FROM THE PINE ROOM FOR THE PITTSBURGH PIRATES "BEAT 'EM BUC'S" VS. THE MILWAUKEE BREWERS "TRUE BLUE BREW CREW" BASEBALL GAME AT PNC PARK VIA THE GATEWAY CLIPPER FLEET.  
DIRECTIONS TO FLEET: LEAVE HOLIDAY INN LEFT ONTO MANSFIELD AVENUE, PAST WDVE BUILDING, THEN LEFT ONTO GREENTREE ROAD WHICH WILL BECOME WABASH STREET. TURN RIGHT ONTO SOUTH MAIN STREET(PA 60 SOUTH), THEN TURN RIGHT ONTO WEST CARSON STREET(PA 837), PROCEED ABOUT ONE MILE TO STATION SQUARE WITH LEFT ON COMMERCE DRIVE INTO PARKING GARAGE(FEE VARIES ACCORDING TO TIME). GATEWAY CLIPPER DOCKS AT DESCENDING RAMP(FEE IS \$10 ROUND TRIP). THE CLIPPER LEAVES ON THE MONONGAHELA RIVER AROUND POINT PARK & FOUNTAIN ENTERING THE ALLEGHENY RIVER AND DOCKING BELOW PNC PARK, THEN ABOUT 1/4 MILE WALK TO THE HOME PLATE GATE WHERE THE HONUS WAGNER STATUE STANDS. WE ARE IN SECTION 315 3RD LEVEL JUST TO THE RIGHT OF HOME PLATE. GATES OPEN AT 11:30 AM.

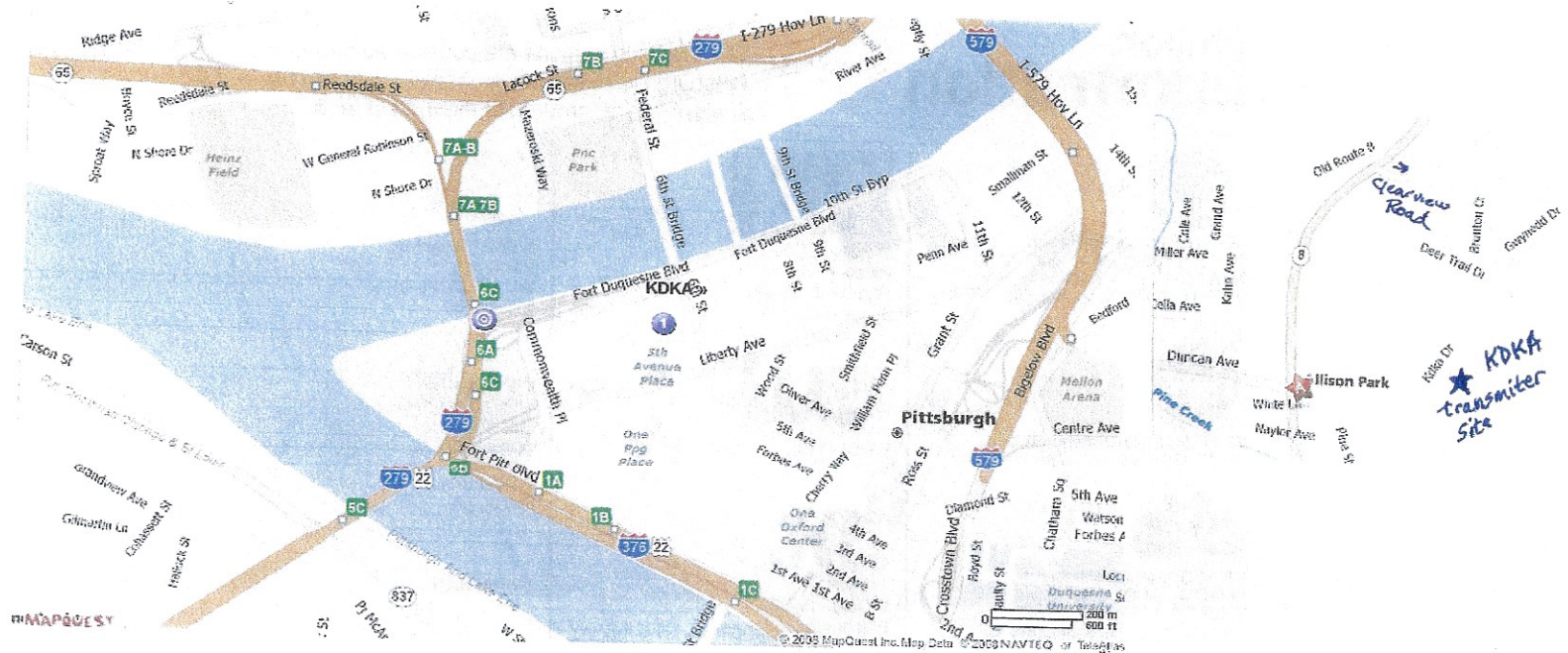
1:35 PM "PLAY BALL!" PITTSBURGH PIRATES VS. MILWAUKEE BREWERS  
FOLLOWING THE GAME WE'LL RETURN ON THE GATEWAY CLIPPER TO STATION SQUARE, THEN FOR THOSE WHO WISH, WE WILL HEAD INTO THE CITY'S OAKLAND SECTION TO SEE THE WALL AT FORBES FIELD. (FOR THOSE WHO WANT TO RETURN TO THE INN, THE PINE ROOM WILL OPEN)  
DIRECTIONS TO FORBES FIELD: TURN LEFT ON WEST CARSON ST(PA 837), THEN LEFT ONTO SMITHFIELD STREET BRIDGE, TURN RIGHT ONTO RAMP, THEN TURN SLIGHT LEFT ONTO GRANT STREET, TURN RIGHT ONTO BLVD OF THE ALLIES, TAKE THE FORBES AVENUE RAMP, TAKE A SLIGHT RIGHT ONTO FORBES AVENUE, THEN ABOUT NINE BLOCKS, TURN RIGHT ONTO BOUQUET ST, THEN LEFT ONTO CLEMENTE STREET. (NOTE: IF FORBES RAMP IS CLOSED CONTINUE ON BLVD OF THE ALLIES, BEAR LEFT WHEN ROAD SPLITS(ZUKEMA STREET), TURN LEFT ONTO BATES STREET, THEN LEFT ONTO BOUQUET STREET. IF TIME PERMITS, WE WILL HEAD DOWNTOWN TO ONE GATEWAY CENTER AND KDKA OR RETURN TO THE INN. ASK 4 DIRECTIONS

6:00 PM PINE ROOM REOPENS, THEN SEE YOU NEXT YEAR IN 2009!  
(FINAL NOTE: IF THE BREWERS WIN, DDXD-WEST EDITOR BILL DVORAK MUST "NOT" RUB IT IN.)

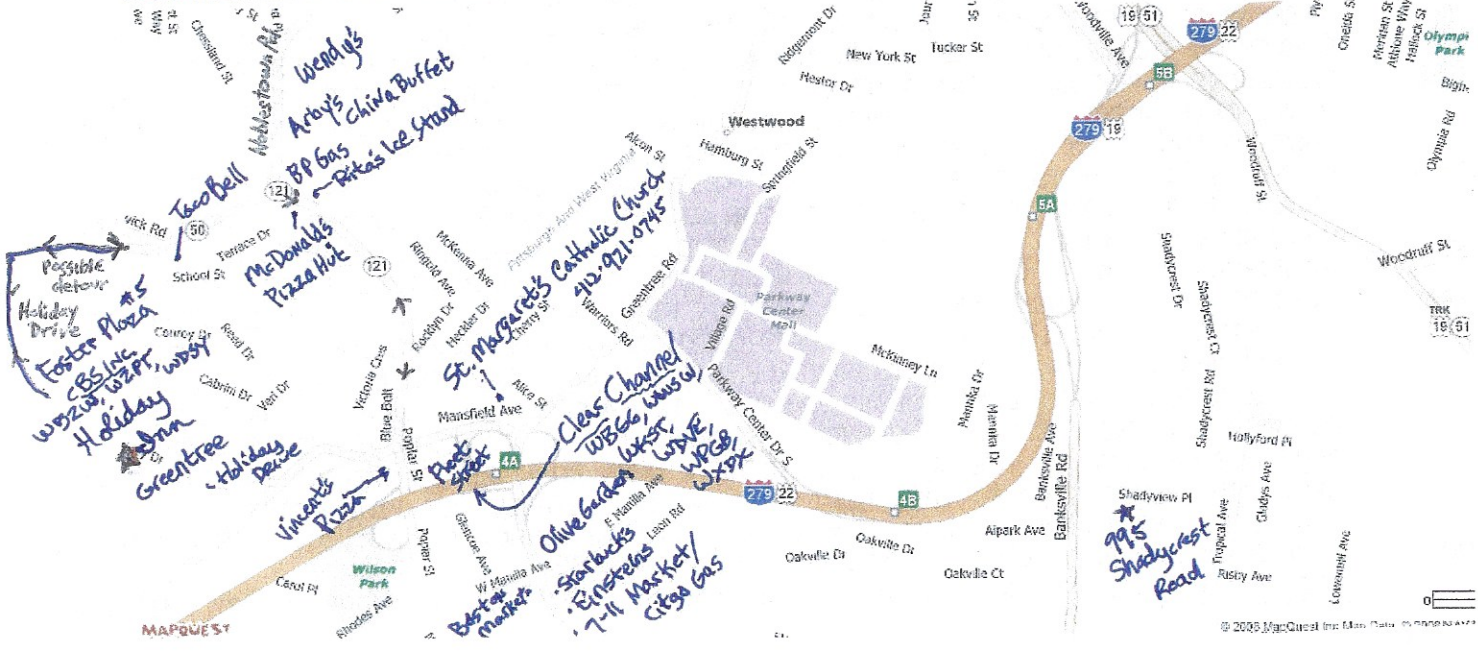
1 KDKA Radio near 1 Gateway Ctr, Pittsburgh, PA 15222

KDKA  
420 Fort Duquesne Blvd # 100,  
Pittsburgh, PA  
412-575-2200 (0.06 miles away)

2 KDKA TV & Radio  
Pittsburgh, PA  
412-333-5352 (1.5 miles away)







## station information

The following stations are considered part of the Pittsburgh market area. Not all stations can be seen or heard throughout the market area.



KDKA (2, 25-D), Pittsburgh  
WTRF (7, 32-D), Wheeling  
WTAJ (10, 32-D), Altoona  
WKBN (27, 41-D), Youngstown



WTAE (4, 51-D), Pittsburgh  
WYTV (33, 36-D), Youngstown



WPXI (11, 48-D), Pittsburgh  
WJAC (6, 34-D), Johnstown  
WTOV (9, 57-D), Steubenville  
WFMJ (21, 20-D), Youngstown



WPGH (53, 43-D), Pittsburgh  
WWCP (8, 29-D), Johnstown



WPCW (19), Pittsburgh



WQED (13, 38-D), Pittsburgh



WPMY (22, 42-D), Pittsburgh  
WUAB (43, 28-D), Cleveland

**INDEPENDENT**  
WQEX (16, 26-D), Pittsburgh  
WBGN (59), Pittsburgh  
WNEU (63), Pittsburgh

**CHRISTIAN**  
WPCB (40, 50-D), Pittsburgh



## THE NATIONAL RADIO CLUB'S 75TH ANNIVERSARY

Founded in 1933 by Robert Weaver in York, Pennsylvania, the National Radio Club began with a small amount of members that became well known for their and the DX hobby. Names like Ray "Pop" Edge, Joe Becker, Pat Reilley, Harry Gordon, Warren Routzahn, and Dick Cooper. Of interest, the early gatherings or conventions were held at someone's home including that of Dick Cooper in nearby Kittanning, PA. Some of the early photos showed members wearing suits, which is quite different from today. The first actual convention was held in Cedar Rapids, Iowa in 1955 where 41 people attended, then in 1956 in Harrisburg, PA, 63 people attended. Soon, this northeast US based began to spread with conventions in Omaha in 1959, Amarillo, Texas in 1961, then Denver, Sacramento, Eugene, Oregon, and St. Louis. By 1983 and the club's 50th anniversary, 61 people attended in Enfield, Connecticut while a commemorative book was published. Eleven members contributed to that book which included Dick Cooper who had just passed away in 1982, Robert Curtis, Russ Edmonds, William Farmerie, Kermit Geary, Christian Hansen, Carlton Lord, Paul Mount, Andy Rugg of Montreal, Jerry Starr, and club treasurer, Dick Truax.

As a 'budding' DXer beginning in 1969, my first ever QSL was the BBC-London shortwave and WWL-870 New Orleans medium wave. Soon I was hooked and by 1971 received an early DX News that was a sample copy. However, I did not join, but ten years later on an equipment test by engineer, current member, and Musings Editor Dave Schmidt for WCHE-1520 West Chester, PA, over the phone I was told to join which I did just after the 1981 New Jersey convention. A few months later, I became friends with Jerry Bond of Rochester, New York who drove here and we roomed at my first NRC convention in 1982 at Louisville. In 1983, I drove to Rochester and departed to Enfield with Jerry and Paul Morehouse. From that point, I don't know what Jerry and Dave did casting this 'spell' over me, but this club and hobby have become a passion. To this day, they are two of my best friends in the NRC along with many others over the years. Earlier when the NRC was growing, the Boston Publishing Committee around 1968 handled club affairs, then New Jersey took over, then the "LADS", the Louisville Area DXers stepped up. Though names from the past hold a special memory from the club which included 35 year Musings Editor Ernie Cooper, Carlton and Betty Lord, Andy Rugg, Richard Wood, and several others. Now each year except in 1984 at Colorado Springs, I've attended every convention almost like I'm going to miss something! With that started visits to stations to and from the conventions which now total, with stations merging, total around 2,000 visits and maybe about 600-700 stops. Being interviewed for the club and hobby is also a thrill including ones I remember at KHOW-630 Denver, WIMS-1420 Michigan City, IN, WBZI-1500 Xenia, OH, and others, plus all the different personalities I've met.

With all this, the success of the NRC today is due to the work and effort of many members that I can mention here. Thanks and appreciation is given to Ombudsman John Bowker, outgoing 20 year DX News Editor Paul Swearingen, DXAS Editor since it was formed in 1985 to Fred Vobbe, Jerry Starr, former Editor of AM Switch, and current Editor Bill Hale, Dave Schmidt, Ken Chatterton for the NRC Publishing, Wayne and Joan Heinen producing the AM Log Book year after year and other duties, Bruce Conti, our original member Kermit Geary, Ben Dangerfield, new Registration Chairman Ernie Wesolowski, Treasurer Dick Truax, Ron Musco, and anyone else that I didn't mention. By 2005-2006, the NRC went into the computer age with the on-line subscription, E-DXN. And so it continues.

Now a look back at the 25 conventions from 1984 to this year. About 26 members attended the 1984 convention in Colorado Springs hosted by Wayne Heinen, 1985 was at Portsmouth, RI with host Craig Healy, Dave Schmidt hosted 3 conventions, 2 at New Castle, DE in 1986 and 1997, and Kulpville, PA in 2005, Fred Vobbe also hosted 3 in Lima, Ohio in 1987, 2000, and 2001, Milwaukee was in 1988, Paul Swearingen hosted Topeka, KS in 1989, John Malicky hosted three in Pittsburgh, 1990, 2001, and 2008, Bill & Brenda Swiger hosted 2 in Bridgeport, WV in 1991 and 1999, the Omaha group hosted 1992, for the last time Ron Musco hosted in 1993 at Enfield, Bruce Conti in 1994 at Nashua, NH, Wayne Heinen again in 1995 at Denver, Steve Francis



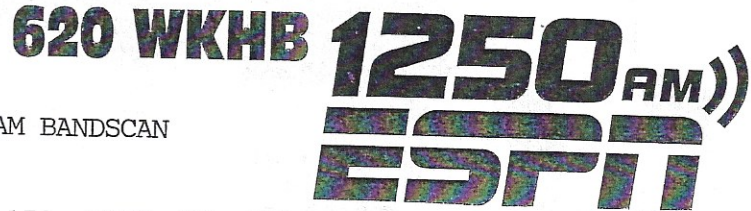
hosted in 1996 at Knoxville, TN, Dale Hamm in 1998 at San Antonio, Wally Wawro, Bill Hale, and John Callerman hosted in Dallas during the 2003 and 70th anniversary of the club, the 'magnificent seven' hosted Rochester, NY in 2004 (Jerry Bond, Saul Chernos, Scott Fybush, Greg Coniglio, Jim Renfrew, Nolan Stephany, and Neil Wolfish), John Bowker came to Akron, Ohio to host in 2006, and last year in 2007 at Boise, Idaho, Frank Aden hosted the first 'joint' NRC and Worldwide TV-FM DX Association (WTFDA) convention. Of note, the 1992 Omaha convention group included Ernie Wesolowski, Karl Mann, Neil Zank, Dan Bartek, Mike Hawk, Lonnie Merritt, Bob McCoy, Curn Chadwick, and Skip Dabelstein with informational contribution.

This club survives because of the many great members and contributors and will continue to survive into 100 years with all our support and help. Thank you. - JM

#### THE CITY OF PITTSBURGH'S 250TH ANNIVERSARY

Head west the British soldiers went clearing what became the Forbes Trail (now US 30) led by General John Forbes and aided by Colonel George Washington to expand the colonies with a pioneering spirit to find fertile land at the junctures of three rivers, the Monongahela, Allegheny, and forming into the Ohio which became the "Point" and soon the founding of the city of Pittsburgh in 1758. Faced with an advancing army, the French who already claimed this land, blew up Ft. Duquesne at the Point and headed north up the Allegheny while Forbes claimed this new land for the British Empire. By the next day on November 25th, Forbes named this site as "Pittsborough" for William Pitt, the British Secretary of State, who organized this expedition, and whose coat of arms still flies on the city's flag. Over the years, the city name changed as a printer overlooked the 'o', and no one ever bothered to correct the oversight, by the 1890s, the US government forced the city to drop the 'h', but in 1911, residents fought and won to return that letter, thus Pittsburgh. With that expedition, Forbes built Fort Pitt which most of the building, under reconditioning and renovation, still stands at Point State Park along with a museum nearby, the Fort Pitt Museum. Growing as a small village, the town expanded in the 1800s while the city's foundation was laid by great men in industry, banking, designing, and food products. Names like Andrew Carnegie, H.J. Heinz, Andrew Mellon, Henry Clay Frick, Willard Rockwell, and George Westinghouse started their companies, generosity, and vision from their roots from Pittsburgh. And with the 'melting pot' of immigrants, a strong and great city arose with the steel mills providing for the country and later all the wars. As the "Steel City" name Pittsburgh gained, it also gained an ugly attitude for all the grime and soot in the air that almost daily blackened the city that designer Frank Lloyd Wright once said, on how to improve the city that one should, "abandon it!" But Pittsburghers didn't and thrived through their spirit and passion. Over the years, great artists and entertainers emerged from here. Names like Andy Warhol, Stephen Foster, and Gene Kelly were major contributors in the arts and entertainment. With the decision of transportation on the hills and over the rivers, Pittsburgh at one time had 77 inclines, now at two, and even today the region has the highest concentration of bridges at 446. Every St. Patrick's Day, the city hosts one of the largest parades in the country, the Pittsburgh Arts Festival in June and Regatta in July draw large crowds. In 1961, the world's first retractable arena opened as the Civic Arena. Even now, a second Renaissance continues as historic buildings are renovated downtown as lofts, biotech, and computer software companies survive and grow, Carnegie-Mellon University and the University of Pittsburgh are recognized as world leaders in computers and engineering, science, and medicine like Dr. Jonus Salk. Arts and entertainment continue with great performances from the Pittsburgh Symphony, Pittsburgh Ballet and Opera. Soon a new arena will open along with a casino. Of course, the great sport teams like the Steelers, Penguins, and Pirates have given many great highlights. As the founding father, "Pa Pitt" is pleased and hopes his city will continue to grow and flourish! - JM





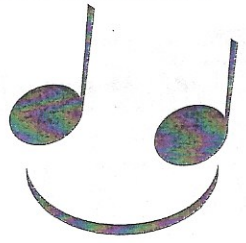
PITTSBURGH AM BANDSCAN

540	WWCS	PA	CANONSBURG	"RADIO DISNEY"	1150	WGBN	PA	NEW KENSINGTON	GOSPEL/"AM 1150"
560	WFRB	md	frostburg	religious talk	1160	WCCS	pa	homer city	"newstalk 1160"
570	WKBN	oh	youngstown	talk/"newsradio 570"	1170	WWVA	wv	wheeling talk/"newsradio 1170"	
590	WMBS	pa	uniontown	talk/adult standards	1200	WKST	pa	new castle	"fox newsradio"
600	WSOM	oh	saalem	adult standards	1220	WHKW	oh	cleveland religious talk/"the word	
620	WKHB	PA	IRWIN	TALK/OLDIES "620 KHB"	1230	WBVP	pa	beaver falls adult standards	
640	WHLO	oh	akron	"newstalk 640"	1250	WEAE	PA	PITTSBURGH	"1250 ESPN"
660	WPYT	PA	WILKINSBURG	TALK/"AM 660"	1280	WJST	pa	new castle	"oldies 1280"
680	WISR	pa	butler	talk/adult standards	1290	WOMP	oh	bellaire "1290 espn" r/1340	
700	WLW	oh	cincinnati	talk/reds bb/"thebig 1	1300	WCLG	wv	morgantown	"oldies 1300"
730	WPIT	PA	PITTSBURGH	RELIGIOUS TALK	1320	WJAS	PA	PITTSBURGH ADULT STANDARDS	
760	WJR	mi	detroit	"newstalk 760"	1340	WSTV	oh	steubenville	"1340 espn"
770	WKFB	PA	JEANNETTE	OLDIES "770KFB"	1340	WYJK	pa	connellsville oldies r/99.3	
790	WPIC	pa	sharon	talk	1360	WPTT	PA	MCKEESPORT "AM NEWSTALK 1360"	
810	WEDO	PA	MCKEESPORT	OLDIES/TALK/ETHNIC	1380	WTYM	pa	kittanning "good tyme oldies"	
860	WAMO	PA	MILLVALE	URBAN AC/TALK	1390	WNIO	oh	youngstown adult standards	
880	WRFD	oh	columbus	religious talk	1410	KQV	PA	PITTSBURGH "1410 KQV NEWS"	
910	WAVL	pa	apollo ac	christian "praise 910"	1430	WEIR	wv	weirton news/talk/sports	
940	WFGI	pa	charleroi	country r/94.9	1440	WHKZ	oh	warren religious talk r/1220	
970	WBGG	PA	PITTSBURGH	"FOX SPORTS RADIO"	1450	WJPA	pa	washington oldies r/95.3	
1020	KDKA	PA	PITTSBURGH	TALK "NEWSRADIO 1020"	1460	WMBA	pa	ambridge adult standards/talk r/	
1050	WBUT	pa	butler	country	1480	WHBC	oh	canton "newstalk 1480" 1230	
1060	WILB	oh	canton	religious talk "livingbread	1480	WCNS	pa	latrobe oldies	
1080	WWNL	PA	PITTSBURGH	RELIGIOUS TALK"NEWLIFE	1490	WOHI	oh	east liverpool oldies r/99.3	
1100	WTAM	oh	cleveland	talk "newsradio 1100"	1510	WPGR	PA	MONROEVILLE "PGH'S GOSPEL STATION"	
1110	WKZV	pa	washington	"kz country"	1550	WLFP	PA	RESERVE TOWNSHIP "LIFESTYLE RADIO	
1130	WASP	pa	brownsville	oldies r/99.3	1590	WZUM	PA	CARNEGIE RELIGIOUS"RELEVANT RADIO"	

NEWS & NOTES: Previously as WARO, WWCS-540 call originally stood for "all ClaSsical" and for some years now shares their Ardmore Blvd. location with WEAE-1250 and WTAE TV-4 as WTAE celebrates 50 years broadcasting in 2008...formerly WHJB, WKHB-620 shares studios with WKFB-770(exWBCW-1530) at routes 30 & 48 as you can hear the 'great' Jay Thurber Sunday nights from 6-9 on "620 KHB"...62 year old WEDO airs the "Big Ray" Edwards Show as one of several 'oldies' stations from the "Oldies Capital of the World"-Pittsburgh... anniversary birthday stations this year include the former WHOD, WAMO-860(Allegheny, Monongahela, Ohio, the 3 merging rivers) on August 1, 1948, WWSW, WTKN, and now WBGG-970 celebrating 80 years, sister stations WBVP-1230(Beaver Valley Pennsylvania) on May 25, 1948 and WMBA-1460(Miner's Broadcasting Association) on March 1, 1958, and WTYM-1380(exWACB in 1948...WAMO-860 was licensed to Pittsburgh, but now reflects the transmitter site... formerly as WKEG, WKZV-1110 signs off at 6 PM in the summer because that's when most people watch the evening news commented owner Mike Panjuscek...Loren Mann's WGBN-1150 stands for "Gospel Broadcasting Network"...as the former WRYT and WTAE, WEAE-1250 once separated from TV-4, then returned to the same ownership, but different call letters, though to phonetically sound and remind the public of WTAE...the "World's Jolliest Aerial Station" at 1320 helped celebrate midday host "Chilly Billy" Cardille's 80th birthday almost one year ago while New Castle, PA, on October 23, will celebrate 70 years for WJST-1280, ex WKST...also recognized, Bill Cardille is a member of the PA Broadcasters Hall of Fame...and finally, WPYT-660 and exWURP, WLFP-1550 share studios, but 1550's transmitter site is still in Braddock, PA. Now the FM scan!



WOED-FM 89.3  
ALL CLASSICAL



**MORNING EDITION**  
FM 90.5  
6 AM to 10 AM  
Weekdays on **WQED**

**91.3fm wyep**

**Q92.9**  
The Best Music Mix!

PITTSBURGH FM BANDSCAN

**WPTS**  
UNIVERSITY OF PITTSBURGH  
98.5 FM

**BOB FM 96.9**

**Channel 97 FM WRRK**  
Pittsburgh's Classic Rock Station

88.1	WVBC	wv	bethany adult alternative/bethany c	98.7	WOVK	wv	wheeling country
88.3	WRCT	PA	PITTSBURGH ADULT ALTERNATIVE & !!	98.9	WMXY	oh	youngstown hot ac/"mix 98.9"
88.5	WYSU	oh	youngstown classical/npr	99.1	WRKN	pa	ebensburg rock/"rocky 99"
88.7	WOFN	oh	beach city religious talk/oasis net	99.3	WPKL	pa	uniontown oldies/"the pickle"
89.3	WOED*	PA	PITTSBURGH CLASSICAL/"CHANGES LIVES	99.7	WSHH	PA	PITTSBURGH SOFT AC/"WISH 99.7"
89.9	WVNP	wv	wheeling 'classical/npr r/88.5 wvnp	100.7	WZPT	PA	NEW KENSINGTON HOT AC/"STAR100.7"
90.5	WDUQ	PA	PITTSBURGH JAZZ/NEWS/NPR	101.1	WHOT	oh	youngstown chr/"hot fm"
90.9	WVPM	wv	morgantown classical/npr r/88.5	101.5	WORD	PA	PITTSBURGH RELIGIOUS MUSIC/TALK
91.3	WYEP	PA	PITTSBURGH ADULT ALTERNATIVE	102.1	WOWQ	pa	dubois country/"q-102"
91.7	WYTM	oh	youngstown religious talk/"family	102.5	WDVE	PA	PITTSBURGH CLASSIC ROCK/"102.5"
92.1	WKPL	pa	ellwood city oldies r/99.3	103.1	WANB	pa	waynesburg "cool country" DVE"
92.1	WPTS	PA	PITTSBURGH ADULT ALTERNATIVE/@16watt	103.5	WOGH	pa	burgettstown country/"froggy103"
92.9	WLTJ	PA	PITTSBURGH SOFT ADULT CONTEMP/"Q 92"	103.9	WLSW	pa	scottdale oldies/"musicpower104"
93.7	WBZW	PA	PITTSBURGH CHR/"B 94"	104.1	WDCI	wv	bridgeport soft ac
94.5	WWSW	PA	PITTSBURGH OLDIES/"94.5 3WS"	104.3	WOGF	pa	moon township country/"froggy104"
94.9	WOGG	pa	oliver country/"froggy land"	104.7	WPGB	PA	PITTSBURGH "FM NEWSTALK 104.7"
95.3	WJPA	pa	washington oldies/"wild things":bb	105.1	WQXK	oh	salem country/"k-105"
95.5	WFGI	pa	johnstown country/"froggy 95"	105.9	WXDX	PA	PITTSBURGH MODERN ROCK/"105.9theX
95.7	WVKF	oh	shadyside chr/"kiss fm"	106.3	WCDK	oh	cadiz classic rock/"the river"
96.1	WKST	PA	PITTSBURGH CHR/"KISS FM"	106.7	WAMO	PA	BEAVER FALLS URBAN AC
97.3@	WKWK	wv	wheeling adult contemp/"the mix97.3"	106.9	WRQK	oh	canton rock music/"rock 107"
97.7	WLER	pa	butler adult contemporary	107.1	WGSM	pa	greensburg adult hits/"sam fm"
97.9	WKKW+	wv	fairmont country	107.5	WEGW	wv	wheeling rock/"eagle 107.5"
98.3	WOGI	PA	DUQUESNE COUNTRY/"FROGGY 98.3"	107.9	WDSY	PA	PITTSBURGH COUNTRY/"Y 108"
96.9@	WRRK	PA	BRADDOCK ADULT HITS/"BOB FM"				

"The Great 48" news 'n notes: As with the AM, these are daytime scans with the locals in 'caps'...plus, r/ = repeater stations...keys 2 symbols: "\*" = john's favorite station, "+" = an automated abnormal anomaly where 175,000 watt WNCI-Columbus, OH is heard o/WKKW in john's one car garage, "¢" indicates WLCY "Cat Country" Blairsville, PA may be heard instead in the eastern suburbs...college stations: 88.1 WVBC is the Voice of Bethany College, 88.3 WRCT is "Radio Carnegie Tech", 88.5 WYSU is "Youngstown State University", 90.5 WDUQ is "DUquesne University", and 92.1 WPTS is the Saturday Light Berger (slbradio stations.

**WAWM FM 106.7**  
HOT 106.7

**FM-NEWSTALK 104.7**

**WPKT-FM**  
FAMILY STATION

**3.W.S**  
ALL OLDIES · FM 94.5

**FROGGY 98.3**  
WQED

**Wish 99.7 FM**  
Soft Rock  
I Wish @ Work  
With Today's Soft Rock and Yesterday's Favorites on Today's Wish 99.7



WOED-FM 89.3  
ALL CLASSICAL



**MORNING**  
  
**EDITION**  
FM 90.5  
6 AM to 10 AM  
Weekdays on  
**FM**

**91.3fm**  
**wyep**  
**Q92.9**  
The Best Music Mix!

PITTSBURGH FM BANDSCAN

**WPIT**  
UNIVERSITY OF PITTSBURGH  
98.5 FM

**BOB**  
**FM**  
96.9

**Channel**  
**97** FM  
**WRRK**  
Pittsburgh's Classic Rock Station

"The Great 48" news'n notes continued: Formerly "Lite FM"(see articles also), 92.9 thirty years ago was once KDKA-FM...omitted from "The Great 48", now plus one is ("@" ) 96.9 WRRK PA BRADDOCK ADULTHITS"BOB FM as Bob changed channels, or format, about three years ago...meanwhile, over two years ago 93.7 WEZW was once WEZZ, for 24 years, then switched to "93.7 K-Rock" WRKZ, then over one year ago became "The Man Station" WTZN for all of four months, then the 'man' skipped town in the fall of 2007 while running a promo, "listen to your new Pitts\_urgh station," leaving out the 'b' indicating that the new "B-94" format was returning, but could not persuade 105.7 WBZZ Malta, NY to give up their call letters, hence "WBZW"...anniversaries and birthdays this year include 35 years for 89.3 WOED, 60 years for WEZW on July 15 previously as WKJF and WPEZ, 60 years for 99.7 WSHH on March 8 previously as WJAS-FM, and 45 years for ex WYDD, WNUF, and others, WZPT-100.7 on February 4...a major milestone for 94.5 "3WS", WWSW, as they are the nation's oldest continually operated FM station since 1940...at least '5' Froggy's are jumping all over the place as one in Johnstown at 95.5 is owned by Forever Broadcasting while the other 4 at 94.9, 98.3, 103.5, and 104.3 are owned by Keymarket Communications LLC of which 98.3 was licensed to Charleroi, PA, 103.5 belonged to Steubenville, OH, and East Liverpool, OH had 104.3 ...if you are driving around Bower Hill Road in Pittsburgh-Mt. Lebanon, you might tune in at 88.7 transmitting from the rest home of Asbury Heights...as 1410 KQV continues to survive as a stand-alone AM, maybe they should not have released their "w DoVE" around 1969 after 'hatching' it on May 10, 1962 because in 2008, WQVE has been the number one rated Pittsburgh station with a nine plus(Arbitron) share at least over two years and ahead of second place, KDKA...also, WQVE's parent company Clear Channel now dominates the Pittsburgh sports market with flagships at 102.5/970 for the Steelers, 104.7 for the Pirates, 105.9/970 for the Penguins, and 94.5 for the University of Pittsburgh "Pitt" Panthers for football and basketball while Duquesne Duke basketball and the 40 year voice of the Dukes, Ray Goss, is heard on KQV, while their football team signed an agreement to be heard this fall on 1360, and 730-WPIT carries Robert Morris athletics...milestones and congrats to Pirate voice Lanny Frattare for 33 continuous years just passing 5,000 baseball games and beginning his 39th year as the voice of Pitt football(also the Steelers and Pitt basketball voice), the great Bill Hillgrove..."look out Loretta and Elvis has just left the building," but not Penguin's radio voice, the colorful Mike Lange, who was 'demoted' the beginning of the 2006 season to radio, bad for TV viewers, but good for those who work in the evening and/or listen in as the Pens once again skate to win the "Cup" and to once again hear, "Lord Stanley, Lord Stanley, just give me the brandy!"...teaming with the 30 year Pens voice is exPen Phil Bourque while Paul Steigerwald comments on FSN-TV as there's even a website "www.BringBackMike.com" demanding Lange be returned to TV viewers... and finally there's been an 'in and out' activity occurring in 'Burgh TV with KDKA's newsman Don Cannon and weather gal Valerie Abati leaving in May and July respectively while in July W.PXI-TV 11 hired weatherperson Julie Bologna and 50 year old WIAE-TV 4 returns their first personalities, Eleanor Schano with her show "Live Well/Live Long" in September!

**WAWW**  
HOT 106.7 FM  
NEWSTALK

101.5 **FAMILY STATION**  
**WPIT-FM**

**104.7**  
Wish **99.7FM**  
Soft Rock

I Wish @ Work

**3WS** WOGI  
ALL OLDIES · FM 94.5

**WQED**

With Today's Soft Rock and Yesterday's Favorites on Today's Wish 99.7



# storytelling / Voices from old-time Pittsburgh radio

*Ladies and gentlemen, we're coming to the close of stories about Pittsburgh radio days. Just a few more:*

## **KDKA was out there, but it took 'coils and coils' for us to get it**

**Y**ears ago, KDKA was a radio, but few people had radios to listen to it.

In Regent Square, a young man, Wilson Flint, amazed his younger sister by assembling "coils and coils" to build his own wireless. Aunt Marion remembered the night they first heard through earphones music coming from the Conrads' house! This proved to be the history-making start of KDKA.

I would hurry home from school to get my glass of milk and graham crackers loaded with butter so I could curl up next to the radio and listen to Stella Dallas, Lorenzo Jones and Our Gal Sunday. ("Could a girl from a small mining town ever find happiness with the rich and famous Lord Brinkley?")

Now they watch "The Young and the Restless." Most aren't very young, but they are very restless.

— CAROLYN WILSON, *O'Hara*

## **Getting all warmed up with Joe Tucker**

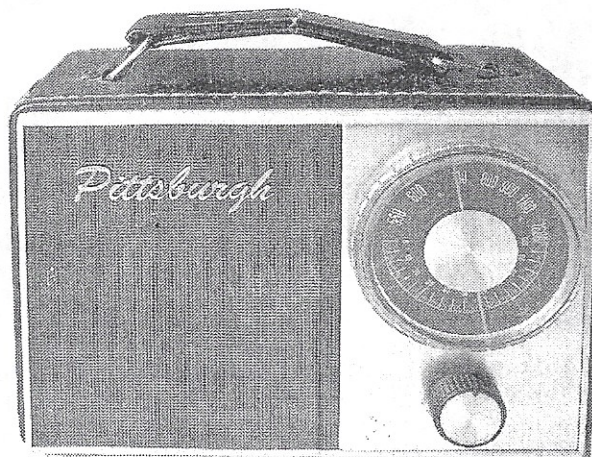
**A**s a young boy, I used to love listening to Pirates games and Rosie Rosewell.

Before each game, Joe Tucker had a pregame show which I listened to intensely. A crack of a bat, the sound of a roaring crowd, and the exclamation "Warm-up Time with Tucker." He'd comment on the previous days' games, have a baseball-related question and the "As I See Them Department" predictions of upcoming games.

This was during the Kiner days and their outcome was almost certain.

Anyone I mention this to does not recall the show. I wonder if any other readers do.

— RONALD F. USELTON,  
*Stanton Heights*



*Easy credit, easy credit  
Wilkins is the place where you can  
get it  
Where credit won't cost you an  
extra cent  
You get quality and value for what  
you spent  
So here's a little for every lady  
and gent*

Back in those days, you could buy some jewelry with a monthly payment of 50 cents.

— JO McMANUS,  
*Stanton Heights*

## **Kids, gather round: The comics by Puck will commence**

**I**n the early 1950s, I remember lying on my stomach on the floor in front of the radio and having the Sunday funnies read to me by "Puck, the Comic Weekly Man." My favorite was "Prince Valiant."

I have never been able to find anyone who remembers this radio program. I need someone to tell me that I did not imagine the whole thing. Help!

— MICHAL M. STAMPS, *Homewood*

## **Jingles that put a spring in your step**

**T**hinking back on the old days of radio, I remember that the advertisements were mostly musical:

*Walnettos simply can't be beat  
Twenty caramels good to eat  
A nickel for a whole day's treat  
Yum yum Walnettos*

Of course the "Wilkins Amateur Hour" was a must on Sundays. It was "Pittsburgh's own opportunity hour for talent of the Tri-State," brought to us by the Wilkins jewelry stores, "Pittsburgh's most famous name in diamonds."

Singing the tune were the "Wilkins EZ Credit Girls":

## **Before we really had a TV, there were 'movies on the radio,' courtesy of Cecil B. DeMille**

**I**n the early 1940s, I was 10 years old and my parents bought a large standup radio. It was a Philco and it had push buttons on it. No need to dial. Just select a button and the station it was on came up.

The large face plate, which lit up, had a number of large bands on it. Such as AM, FM, shortwave. But I was fascinated by one labeled "television."

Almost every day I would push the TV button and look at the screen. No TV today, maybe tomorrow.

In the early evening, I would listen to "Jack Armstrong, the All-American Boy," "Terry and the Pirates" and "The Lone Ranger." (How did the Lone Ranger manage to find a cave every night?) Late on I would listen to Fibber McGee and Molly, Fred Allen and Baby Snooks.

I also listened to movies on radio. Cecil B. DeMille would come on at the start to tell what the movie was about. I would listen to the audio and during the silent parts, Mr. DeMille would narrate what was happening. I tell people about movies on radio and no one believes me.

— GEORGE BEDNARIK, *Richland*

*July 2, 2008*

Contact Portfolio at 412-263-1915 or  
page2@post-gazette.com.

## **ALL FOR THE LOVE OF PITTSBURGH**

At least ten radio and television stations in Pittsburgh reflect some meaning or abbreviation of the city's name in their call letters. With one impending change in September, there are four AM stations beginning with WPIT-730 "PITtsburgh, WBG-970 "The BurGG" when 970 changed to these calls eight years ago during Lima 2000 as they had simulcasted with 94.5 and held WWSW for years, WPTT-1360 for "PiTTsburgh Talking" having signed as WMCK, then "wixie 1360" WIXZ, and an impending change to WMMY, and finally WPGR-1510 "Pittsburgh's Gospel Radio". There are two FM stations, WPTS-92.1 "PiTTsburgh" and the University of Pittsburgh and WPG-104.7 "Pittsburgh". With the 1360 call soon altered, there are five TV stations: WPXI-11 Pittsburgh XI or eleven, WPCW-19 Pittsburgh the CW, WPMY-22 MY Pittsburgh, WPCB-40 Pittsburgh Christian Broadcasting, and WPGH-53 PittsburghH.



# Is KDKA radio for sale?

By Adrian McCoy  
Pittsburgh Post-Gazette

Could the nation's oldest radio station — and a Pittsburgh institution — be on the selling block?

That's the speculation after CBS Radio, which owns KDKA-AM and three FM stations here, announced plans to sell 50 stations in midsize markets.

The plans to sell off 50 of the 140 stations it currently owns coincided with Thursday's announcement of CBS's lackluster second-quarter earnings. During a conference call with analysts, CBS said it would divest itself of stations in around 12 midsize markets in order to concentrate on its larger markets.

"By selling selected stations in these markets, we can focus on the larger market stations, many of which are showing growth," said Les Moonves. CBS Radio president and chief executive officer.

Like most media companies, CBS is dealing with a downturn in advertising revenues. In the three months ended June 30, net income rose a scant 1 percent, boosted by the sale of its shares in The Sundance cable channel. Revenue in the radio division fell 10 percent, while operating income was off an even larger 16 percent.

Karen Mateo, CBS Radio's communications vice president, yesterday said the company "is not commenting at this time" on what stations

or what cities are candidates for sale. But the company's emphasis on concentrating on larger markets — the top 15 — would put Pittsburgh's CBS stations on the potential for-sale list. Pittsburgh ranks 24th in Arbitron's national ratings.

In addition to news/talk KDKA, CBS Radio locally owns contemporary hits WBZW-FM (93.7), country WDSY-FM (107.9) and hot adult contemporary WZPT-FM (100.7) here.

Michael Young, senior vice president and Pittsburgh market manager for CBS Radio, told gathered KDKA staffers Thursday after the earnings announcement that because Pittsburgh isn't part of top 15 markets, "we could potentially be in play as a cluster or station for sale."

"But we don't know that. We don't have a specific list."

Radio industry observer Tom Taylor, news editor of the broadcasting trade journal Radio-Info,

### While radio stations have changed hands frequently since the ownership consolidation wave began, KDKA's ownership has been steady.

believes Pittsburgh's stations could be sales candidates, but he said whether that holds will depend in part on whether buyers would be interested in this market. Until specific stations and potential buyers are named, the speculation and uncertainty will continue for CBS employees here and in similar-sized markets, such as Baltimore, Cleveland and Charlotte, N.C.

CBS already has sold some 40 stations in smaller markets. But the economic environment has changed, Mr. Taylor points out.

"Credit is hard for everybody. And there are a lot of radio stations out there for sale."

While radio stations have changed hands frequently since the ownership consolidation wave began, KDKA's ownership has been steady — now with CBS and formerly of Westinghouse Electric, which acquired CBS in 1996 and ultimately shed its industrial divisions and took on the CBS name.

KDKA had been a Westinghouse broadcasting property since its first broadcast on Nov. 2, 1920, providing listeners with a rundown of the Harding-Cox presidential election returns.

For many, the potential sale of KDKA radio is as unthinkable as the someone other than the Rooney family owning the Pittsburgh Steelers.

"It's hard to imagine CBS not owning KDKA," Mr. Taylor said.

Adrian McCoy can be reached at amccoy@post-gazette.com or at 412-263-1865.

## KDKA RADIO 1020

GROUP W Pittsburgh Post-Gazette June 25, 2008

MARCH 29, 2008

Starting Monday, John Steigerwald will be working solo on the KDKA-AM (1020) evening talk show he hosted with Scott Paulsen since mid-February.

Steigerwald continues with his news-and-politics-driven talk show as the 7 to 10 p.m. host.

Paulsen's last show was yesterday. He said he didn't want to work the nighttime hours but had agreed to it on a trial basis, and that he was keeping his options open for other possibilities at KDKA or elsewhere.

"We thank him for his contributions to CBS Radio, including WTZN, and have left the door open for other opportunities down the road," said Marshall Adams, KDKA director of news/talk programming. (Adrian McCoy, Pittsburgh Post-Gazette)



AMERICAN CANCER SOCIETY HONORARY CHAIR LARRY RICHERT OF KDKA RADIO AND FORMER STEELER LOUIS LIPPS

## KDKA-AM anchor Kopler signs off

KDKA-AM (1020) news anchor Bob Kopler signed off following yesterday's morning show after 19 years with the station.

The last hour of the morning show was a tribute to its veteran anchor, with hosts Larry Richert and John Shumway keeping the mood light and surprise guests from the political and broadcasting scenes check-

ing in to wish him well.

Kopler, who served in the Marines, heard from his former commanding officer — Rep. John Murtha, D-Johnstown.

KDKA afternoon host Fred Honsberger and former KDKA morning-show host John Cigna reminisced about working with Kopler, as did former colleagues from a competing sta-

tion: Larry O'Brien and John Garry, who worked with Kopler at the former WTAE-AM.

Kopler joined KDKA as a reporter in 1988 and was promoted to morning news anchor in 1990. Before joining KDKA, he worked at KQV-AM and KDKA-TV, and the former WWSW-AM and WTAE.

— Adrian McCoy, Pittsburgh Post-Gazette

**3. 34TH ANNUAL AMERICAN CANCER SOCIETY LARRY RICHERT CELEBRITY GOLF CLASSIC** The course at Longue Vue Country Club in Verona was the setting for the June 20 golf benefit and the dinner that followed.





# In a nutshell, he's in the know

BY MICHAEL MACHOSKY  
TRIBUNE-REVIEW

No matter how smart you are, you probably know where the limits of your knowledge end. Even if you think you know all there is to know about the Civil War and baseball, there's no shame in pleading the Fifth when it comes to quantum physics, hockey history or Ukrainian politics.

Unless your name is Dr. Knowledge. Then people just expect you to know everything — like the loudest noise in human history, or how Popsicles got their name, or the U.S. state that no longer exists.

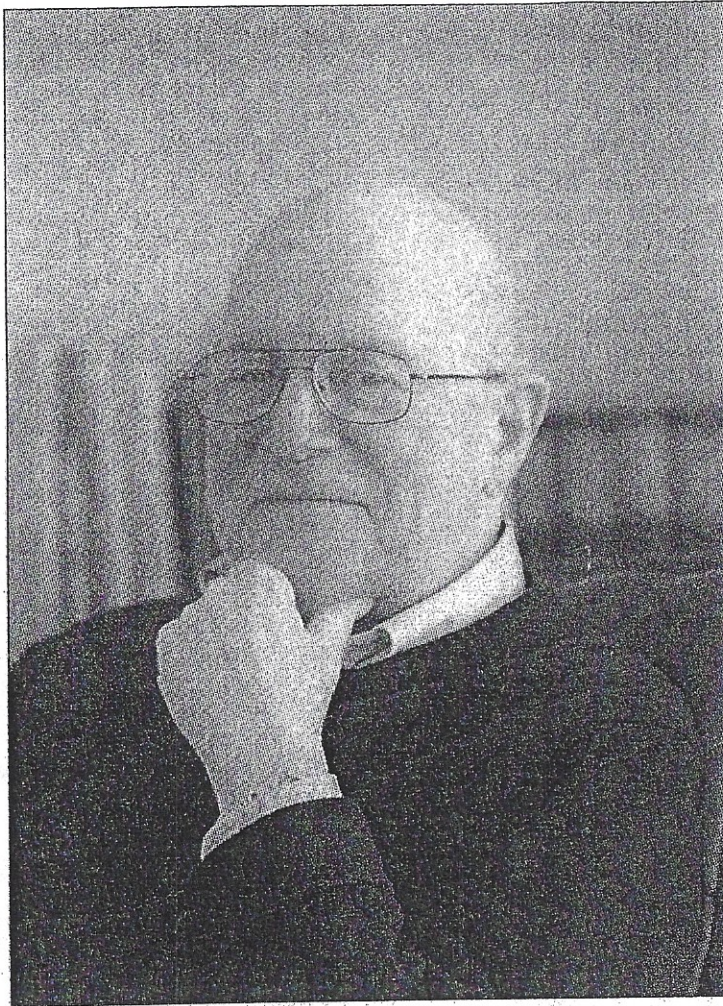
Charles Reichblum, radio host and author of the "Knowledge in a Nutshell" series of books, can't possibly know *everything*. But if you listen to his radio show on KDKA-Radio 1020 AM, it sometimes seems like he does. People call in or e-mail offbeat and baffling questions all the time. Surprisingly often, he can answer right off the top of his head.

"That's *if* I know the answer," says Reichblum. "If I don't — which does happen, of course — if it sounds interesting, I'll look it up. People ask me, 'How do you know all this stuff?' I don't have a photographic memory. When you're doing this for a long time, a lot of this stuff just sticks with you. I do take notes, and I take a few reference books with me."

Together with his wife and co-host, Audrey — known on the show as "Miss Information" — Reichblum tries to keep things lively for the night owls and graveyard-shift workers who tune in after midnight.

"We get a lot of calls from people in cars," says Reichblum. "Best call I ever got: He said, 'I just wanted to tell you, you saved my life.' He had been driving for like nine or 10 hours and was really fighting going to sleep. He had just stumbled on our station fiddling around with the dial. The content kept him awake."

Reichblum doesn't have the typical soothing, late-night music DJ voice, nor does he go



JAMES KNOX/TRIBUNE-REVIEW

Dr. Knowledge, Charles Reichblum, is an expert in obscure information who has a show on KDKA Radio and writes the "Knowledge in a Nutshell" book series.

in for the red-faced ranting of the political talk-show hosts. He's more like a jovial, big-voiced professor, whose enthusiasm for the material carries your interest through even the most unexpected digressions.

"Good radio is good storytelling, and Chuck tells stories through trivia questions," says Marshall Adams, the director of news-talk programming for KDKA, of Dr. Knowledge.

"It's a unique show whose audience spans so many demographics," he says. "You hear kids, you hear housewives, you hear both blue-collar and white-collar callers. You hear Pittsburghers, and you hear people in Alabama. His show is routinely No. 1 in many demographics."

Reichblum grew up in Pitts-

burgh, started out in radio after graduating from Syracuse University, eventually following Bob Prince at WJAS. But he left the airwaves to write a syndicated column called "Interesting Facts" for newspapers all over the United States and Canada, mostly in small towns.

People kept asking him to write a book, so he wrote "Knowledge in a Nutshell," which, in turn, spawned more factbooks about sports, success, America, famous brand-name products, and others. It was Audrey, a public relations professional, who suggested he go on radio talk shows across the country to promote himself.

That's where he got the name — from a radio host in

## 'Dr. Knowledge'

Midnight Saturdays to 3 a.m.  
Sundays, midnight Sundays  
to 3 a.m. Mondays  
KDKA-Radio 1020 AM

### Fascinating facts from Dr. Knowledge

- Exactly one-half of all U.S. states — 25 of the 50 — got their names from American Indian words.
- The movie called by many critics the greatest movie of all time, "Citizen Kane," did not win the Oscar as best picture the year it was eligible, 1941. The winning film was "How Green Was My Valley."
- Why are hamburgers called hamburgers even though they have no ham in them? They got their name from their city of origin, Hamburg, Germany.
- Of all 50 U.S. states, the most crowded is New Jersey, which has the most people per square mile.
- Radio had a different name when it started. It was called "wireless" because its signals could be sent through the air without wires.

Kansas City and another in Houston. No, he's not really a doctor.

By chance, Audrey booked him on KDKA right before Presidents' Day. Reichblum can give you facts about the presidents for days on end. A timeslot came open, and the Dr. Knowledge show was born. With his on-air experience and radio-ready voice, it's no surprise his show caught on.

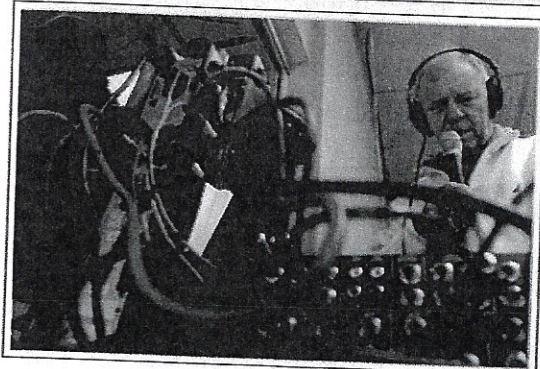
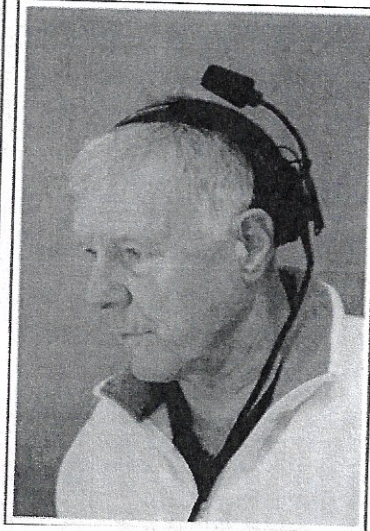
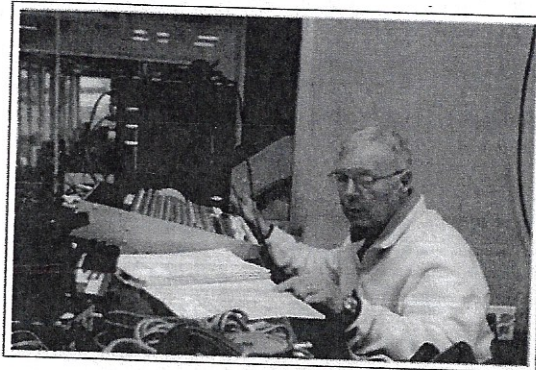
Just don't call it a show about "trivia."

"Trivia implies 'trivial,'" Dr. Knowledge says. "I like to think that this is not trivial. ... This is the kind of information that makes you a knowledgeable, well-rounded, educated person."

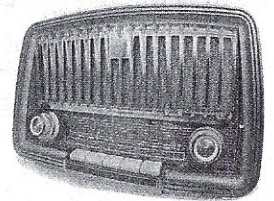
For those who don't stay up late, Dr. Knowledge also does a "Knowledge Minute" at 7:55 a.m. every morning on KDKA.

Michael Machosky can be reached at 412-320-7901 or [mmachosky@tribweb.com](mailto:mmachosky@tribweb.com).





Armstrong County is an outdoor enthusiast's dream with trout streams, lakes and trails. The Armstrong Trail, a 52-mile rails-to-trails path along the Allegheny River is great for everything from hiking and biking to horseback riding and cross-country skiing. Check out **Check's Radio Museum**, which features over 800 radios dating back to the beginning of radio, and journalist **Nellie Bly's** childhood home.



(photos by Justin Merriman)

Mel Check of Hillville, PA has always loved radios, having spent thirty-four years working at KDKA, in Pittsburgh, as a transmitter man and audio engineer. His personal collection of radios has grown so large he decided to open a museum out of an addition above his garage.

Now retired from KDKA, Check works as an independent contractor, still sitting in the radio booth with the announcers, making sure they get on the air and stay there, guaranteeing local fans get to hear their games. He has worked at Forbes Field, at Three Rivers Stadium, Heinz Field, and just about every major ball park and football field in the country. Having worked well over 5,000 games,



# Last dance by the platter-playing' papa

(Photo of Porky @ WKFB-770 on July 5, 2008 and two of his original microphones.)

## Daddio of the Raddio hangs up his microphone after 60 distinguished years



## 'The Porku-later' is gone man, gone to Florida

Porky Chedwick is leaving the city where he has been a broadcasting legend since the late 1940s.

Chedwick and his wife, Jeanie, are moving to Florida in August, and he'll do what may be his last Pittsburgh-based radio broadcast, as a guest on WKFB-AM's (770) "Morning Memories Show," which is hosted by Caveman Ralph and Frankie Day. The three-hour tribute to Chedwick's long tenure on the Pittsburgh airwaves and his contributions to pop music airs Friday from 7 to 10 a.m.

Chedwick 90, said he and his wife had been thinking about making the move south for a while. They're headed for a lakeside community in Tarpon Springs. But it's not exactly a retirement. Plans are in the works for a Porky cruise near his new home next summer, and he's also looking at opportunities in Florida radio programs in Florida or creating shows to be broadcast here, he said.

And that's not all. He has a multimedia writer's

July 16, 2008

Rock and Roll shows here.

Jeanie Chedwick says they plan to give out an address for fans to write to Porky during Friday's broadcast.

The broadcaster, who has lived here his entire life, says he's looking forward to this new chapter. His farewell message to listeners is vintage Porky: "Tell them it's later for the Porku-later. Right now, my man, I'm gone."

Chedwick signed on at the former WHOD-AM (which later became WAMO) in 1948, where he started a trailblazing career as a DJ who helped to desegregate popular music by introducing records by African-American artists to a larger audience. He remained on the local airwaves for years, at WAMO and other cities stations, and most recently was heard on WKFB, the station that's airing Friday's tribute.

Adrian McCoy, Post-Gazette multimedia writer

By Adrian McCoy  
Pittsburgh Post-Gazette

Idles fans had one last chance to get "Porkified," as longtime DJ Porky Chedwick would say. The "Daddio of the Raddio" held court on the airwaves in a career spanning six decades, but this was the last time he would do so as a Pittsburgher.

Mr. Chedwick joined WKFB-

**ON THE WEB**  
For audio highlights of yesterday's WKFB broadcast with Porky Chedwick, go to [www.post-gazette.com](http://www.post-gazette.com).

AM (770) morning host Ralph Speaks, aka Caveman Ralph, and a studio full of guests, friends and TV crews during a three-hour salute yesterday that celebrated his trailblazing radio career. The tribute at

AUGUST 2, 2008

## Pork the Torque hangs up microphone

PORKY, FROM PAGE B-1

markets. He's leaving Aug. 1, the 60th anniversary of his formal radio career. He signed on that date in 1948, on the former WHOD, although he had done some broadcasting work before.

The WKFB tribute traced the highlights of that long career. Answering questions yesterday, Mr. Chedwick said he chose to stay here because he wanted to play by his own rules, which were what made him a pioneer in the music and radio business.

He had a reputation for playing what was known in the late '40s and early '50s as "race music," and wasn't getting airplay, and launching hit records into the heyday of R&B and doo-wop.

He recalled going to record stores and picking through dusty records no one was buying — because they never had a chance to hear them. "I did not even know this music. One or two seconds into it, I knew. These beautiful

sounds [and] harmonies. This is my music."

Mr. Chedwick also had a knack for making hits out of B-sides of singles. He recalled that record companies would tell their reps, "Don't give that record to Porky, because Porky will play the wrong side." That was the greatest tribute. I proved them wrong. The B-side was the right side. I was the flip-pini' daddio of the raddio. I flipped them over."

One segment celebrated his unique turns of phrases, the Chedwickisms of rhymin' improvised patter that were a trademark of his broadcasts: "This is Pork the Torque," "Your Platter-Pusher Papa" and others.

Other highlights of yesterday's broadcast included audio clips from a 1960 remote broadcast — an all-nighter at a local drive-in theater — that he did at WAMO.

In the coming weeks, a new Porky Chedwick Web site ([www.porkychedwick.com](http://www.porkychedwick.com)) will launch, featuring interviews — a

in the music business, helping to introduce such artists as Bo Diddley, the Flamingos, the Drifters and Frankie Lymon and the Teenagers.

Now, at 90, he has been on WKFB for the past year with a weekly show.

His move to Tarpon Springs Fla., ends a career spent entirely in Pittsburgh, despite offers to go to bigger radio

few are up already, including one with the late Bo Diddley — along with broadcasts, photos, video and yesterday's tribute.

As Mr. Speaks put it yesterday, Mr. Chedwick isn't retiring "because he can't find any words that rhyme with 'retirement.'" He is exploring opportunities to continue doing radio programs in Florida, and will host an oldies cruise sailing from Tampa next July.

While the broadcast was fast-paced and upbeat, there was an underlying sense of sadness and loss for the city. "It's part of Pittsburgh leaving," said Candy Long, host of "The Candy and Mike Show" on WKFB.

Mr. Chedwick will attend an oldies dance and musical tribute in his honor tonight at the White Oak American Legion 701 Pennsylvania and Capitol streets. Hours are 8 p.m. to midnight, and admission is \$5.

Adrian McCoy can be reached at [amccoy@post-gazette.com](mailto:amccoy@post-gazette.com) or 412-263-1865.

SEE PORKY, PAGE B-1



LEGENDARY PITTSBURGH BROADCASTER AND NUMBER ONE STEELERS FAN SIGNS OFF THE AIR FOR THE FINAL TIME

Longtime Steelers color analyst and former WTAE-1250 talk show host Myron Cope passed away on February 27, 2008. A lifetime resident of Pittsburgh, except for a few months in Erie, PA at the beginning of his career, Myron Kopelman was born on January 23, 1929. After graduating from Pitt, his first position was at the Erie Times for 7 months where the editor changed his byline to Myron Cope. After returning to Pittsburgh, Cope worked at the Post-Gazette, but soon realized he could better himself as a freelance writer. Winning some awards, his elegant, robust, and humored style landed him on the first fulltime staff of Sports Illustrated and the Saturday Evening Post. In the 1970s, Mr. Cope found another niche when he started at WTAE-1250. Soon the Pittsburgh audience adopted Myron even with his shrill and slightly raspy voice when at times his dialogue contained phrases and terms that made some people scratch their heads over what they heard. "Yoi!" and "Double Yoi" meant to be agreeable or be highly excited. His talk show dominated the local evening ratings because Mr. Cope was intelligent to comment on many sports, especially the Steelers, and he always respected his audience. And the humor, when a caller presented an interesting topic, they were bestowed with a "Copanut" which with the sound effects of a small bomb dropping from a shaken tree, fell on their head, but only to

recognize and increase their wisdom! Meanwhile, with the move from KDKA to WTAE in 1970, the Pittsburgh Steelers wanted to add Mr. Cope to be partner with the play-by-play voice, Jack Fleming. With Mr. Fleming's passing years later, Cope teamed up with Bill Hillgrove to extend a greater broadcast team. Winning other awards, Cope's greatest broadcast honor was being elected as the first pro football announcer to the National Radio Hall of Fame. That November, 2005, Steelers Hall of Famer Franco Harris presented him. That the Super Steelers of the 1970s won 4 Super Bowls, Cope introduced phrases for certain Steelers, "Franco's(Harris)Italian Army" where out in California they bestowed Frank Sinatra as a general! Jack Ham as "Dobra Shrun-ka" or 'good ham', "Jack Splat" Lambert, Chuck Noll was the "Emperor Chaz", and Terry Bradshaw, "The Blonde Bomber". Though Cope's greatest creation was

"The Terrible Towel" with mystical powers to overcome opponents. For one final time, we say thank you Mr. Cope and "bye now."

## Pioneer shaped local radio, TV

By Adrian McCoy  
Pittsburgh Post-Gazette

Bill Brant was a fixture on the local radio and television airwaves for many years and a part of local broadcasting history — both the 1940s heyday of radio and the early part of the TV era.

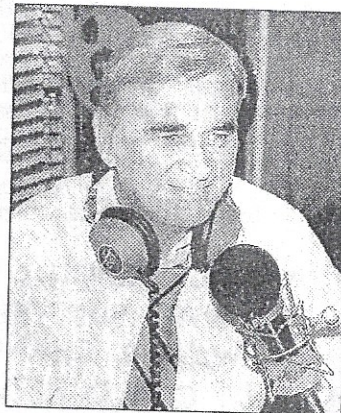
Brant, whose broadcasting career spanned four decades, died Feb. 5 following a long battle with multiple system atrophy. He was 84. Brant, who resided in O'Hara, chose to donate his body to medical research, and there was no public funeral service, his wife, Yvonne, said.

"He was one of the pioneers of broadcasting in Pittsburgh. And he was one of the nice guys," says WJAS-AM midday host Bill Cardille, of "Chiller Theater" fame. "He treated people the way a professional should.

"He loved to perform, whether it was on the air or for a live audience. He was Mr. Variety of his era."

Brant was born in Charleroi and grew up in Washington, Pa. As a teen musician, he already was playing professionally. He led a dance band while attending Washington High School, and after graduation went on the road with his own band.

His radio career started when he was still a teenager on WJPA-AM in Washington. At 19, he



Bill Brant, whose broadcasting career spanned four decades, had shows on WWSW-AM, KDKA-AM, and KDKA-TV.

### appreciation

February 26, 2008

moved on to WWSW-AM, and in 1945 to KDKA-AM, where he hosted an overnight music program called "The Midnighters' Club," which drew a wide following thanks to the station's strong nighttime signal.

In 1951, Brant moved to the fledgling television industry on former DuMont station WDTV (which later became KDKA-TV), where he emceed a live variety show called "The Gimbels Shoppers' Review." He later hosted



several TV talk shows, including "Studio Control" and "The Bill Brant Show."

Brant's relaxed and easygoing on-air personality appealed to audiences, and his quick ad-libs made him a pioneer in the TV talk field. He was in the running to replace Jack Paar on network TV, although Johnny Carson got the job.

Brant also returned to radio in the '50s, this time as morning show host on WJAS-AM. At one point, his hectic daily schedule included a morning radio show, afternoon TV show, personal appearances and evening performances with his band.

In the '60s, he slowed the pace a bit and left the daily grind of broadcasting, doing voice work in commercials for local and national companies.

In 1980, he returned to WJAS as morning host, program director and general manager. He retired from broadcasting in 1988, but not from music. Until 1995, he hosted a series of "Bill Brant Big Band Cruises" on several cruise ship lines.

He was a member of the American Federation of Radio and Television Artists, Screen Actors Guild and American Federation of Musicians.

Adrian McCoy can be reached at [amccoy@post-gazette.com](mailto:amccoy@post-gazette.com) or 412-263-1865



# Madden-WXDX not a match yet

## ESPN contract likely creates a snag

By Bob Smizik  
Pittsburgh Post-Gazette

The widespread speculation that talk-show host Mark Madden, who was removed from the air in May at 1250 ESPN, soon will join the Clear Channel station, WXDX, has run into a possible snag.

Madden, according to numerous sources, was expected to start next month at WXDX, which is the flagship station for the Penguins' radio network.

Not so fast was the word from Mike Thompson, the general manager at 1250 ESPN who was in charge when Madden was pulled from the air.

When asked about the prospect of his new 3-to-7 p.m. team of Scott Paulsen and Eddy Crow facing a possible challenge from Madden, Thompson said, "I would expect that we would be the first to know if Mark had interest in going back on the air someplace other than ESPN."

Thompson would not explain, but the suggestion was that he believes Madden is still under contract with ESPN.

When Madden was pulled from the air May 27 after he had

made inflammatory remarks about U.S. Sen. Edward M. Kennedy, ESPN's carefully worded statement made certain not to say he had been fired.

"We've taken Mark off the air pursuant to our contractual rights," said Josh Krulewitz, the network's vice president for public relations.

It is not known if Madden received a buyout from ESPN or is receiving a monthly salary. He was pulled from the air some six months after signing a five-year contract, of which the first two years were guaranteed.

Two people familiar with the contract said it was possible ESPN could keep Madden off the air.

The speculation that Madden would be joining WXDX ramped up last week when the station fired disc jockey Steve Grimm. Grimm had been working the 3-to-7 p.m. shift, which is the slot Madden is expected to fill.

John Moschitta, the program director at WXDX, did not return a phone call seeking comment.

August 20, '03

Bob Smizik can be reached at [bsmizik@post-gazette.com](mailto:bsmizik@post-gazette.com).

From the Post-Gazette, July 28, 2008, by BOB SMIZIK:  
PAULSEN, SAVRAN ADDITIONS HIGHLIGHT CHANGES AT 1250ESPN

(sumnerized) Two of the biggest names in Pittsburgh radio will be added full time to the talent base at WEAE 1250 ESPN. General Manager Mike Thompson promised surprises and delivered hiring Scott Paulsen, who once as one of the hosts of the top rated WDEW "Morning Show", moves into a three-man team slot from 3-7 PM joining Eddy Crow and ex-Steeler Mike Logan. With the departure of Crow from the 10-1 PM "(Guy) Junker and Crow Show, longtime Pittsburgh radio voice Stan Savran will reunite with Guy Junker in that 10-1 slot. Previously, Savran and Junker were long time co-hosts of "Sportsbeat" on FSN where an opening greeting of "Stan 'n Guy, love the show" will once again be heard. Both Paulsen and Savran have been successful radio personalities here for many years working at various stations. Before his release about two years ago at WEGG "Fox Sports Radio 970", Savran had a long-running talk show on then WTAE-1250 beginning in the early 1980s. Of greater concern to 1250 is the once Madden dominated rating 3-7 PM slot.

## PITTSBURGH'S ESPN RADIO 1250 AM

ROB ROGERS

air? Yes: 48% No: 52%  
Total votes: 3,727

A Post-Gazette question in late May said Did ESPN make the right decision by removing Mark Madden from the

### Heavy talkers

Four Pittsburgh hosts have made the 2008 Talkers Heavy Hundred list, the talk radio trade journal's annual ranking of syndicated and local talk hosts based on ratings, revenue, longevity, courage and uniqueness.

Bev Smith, who was No. 41, is a nationally syndicated host, but she's based here with American Urban Radio Networks and heard weeknights on WAMO-AM (860). WPGB-FM's Jim Quinn and Rose Tennent's morning drive show — which is also syndicated — ranked 54th. KDKA-AM afternoon drive host Fred Honsberger was 75th.

Several syndicated hosts heard locally topped this year's list: Rush Limbaugh in first place, followed by Sean Hannity, Michael Savage, Dr. Laura Schlessinger and Glenn Beck. All except Schlessinger (WPIT-AM) are carried on WPGB. (Adrian McCoy, Post-Gazette radio writer)





WDVE's JIMMY KRENN AND KDKA-TV's DAVE CRAWLEY  
CELEBRATE 20 YEARS ON AIR

Comedian and WDVE radio morning personality Jimmy Krenn and KDKA-TV 2 human-interest reporter Dave Crawley have celebrated 20 years on the air in 2008 during the months of February and April respectively. First as a stand-up comedian, Jimmy Krenn received his first big break performing in clubs by friend, local native, and national personality Dennis Miller. Then in 1988, while doing a guest spot on WDVE, Krenn's voice jived so well with other 'DVE personalities, he was hired. First with Scott Paulsen, "Paulsen & Krenn", and now with Randy Baumann, Krenn's "Pants An'At" and other skits help WDVE dominate morning ratings. A Virginia native and fascinated as a boy listening to KDKA



Michael Henninger/Post-Gazette

February 22, 2008  
**Jimmy Krenn Celebrity Roast**

WDVE's morning team switched time slots to raise funds for animal Friends Friday at PNC Park. The Jimmy Krenn Celebrity Roast featured Krenn, left, and emcee Randy Baumann, along with entertainment by Bill Deasy, The Clarks and Donnie Iris.



# Format change will take Cullen off WPTT

By Mark Roth  
Pittsburgh Post-Gazette  
August 19, 2008

Lynn Cullen's last day on WPTT-AM (1360) Radio will be Aug. 29, but she doesn't think it will be her final day as a talk-show host.

Cullen's show is going off the air because the 5,000-watt station is switching in September to a financial advice format, said Alan Serena, vice president and marketing manager for the station's owner, Renda Broadcasting.

"It has nothing to do with her or her performance or her listenership or her sponsorship," Serena said. Facing strong competition from AM powerhouse KDKA (1020) and WPGF-FM (104.7), "it was slicing the talk pie pretty thin, and we just found that, quite honestly, it was like trying to push a boulder uphill."

Cullen confirmed that Serena had told her that her liberal political views had nothing to do with the station's decision and said she had already received feelers about resuming her talk show elsewhere.

She wouldn't be specific but said the interest was partly a recognition that she had a loyal audience "of a certain mind-set who are hungry to hear their own voice coming back at them on the radio."

Serena said he wasn't ready yet to announce the specific lineup of the new format but said it will involve changing the

station's call letters to WMMY-AM and will include a mixture of local and syndicated financial advice and call-in programs.

Cullen, 60, has hosted her three-hour program on WPTT for a decade, combining her political views with a chatty, personal style and a knack for storytelling. Before that, she hosted a similar program for 10 years on WTAE-AM radio. She arrived in Pittsburgh in 1980 to work for WTAE-TV and appeared on the TV station's newscasts until 1992.

She said she had been told that she had the only program on WPTT that was bringing in significant ad revenue, much of it from such bedrock sponsors as Little's Shoes and Castle Windows. "The station is on for 24 hours, but my three hours were the only revenue-producing hours," she said.

Serena acknowledged her drawing power and said that when the station dropped talk-show host Doug Hoerth in December, it was partly because it hoped to cut costs enough to allow Cullen's program to survive.

Even though Serena said politics had nothing to do with the decision, the demise of Cullen's show fits into a larger national picture in which politically liberal talk radio has struggled. As Cullen put it, "You could drive from the East Coast to the West Coast and never hear anything other than a right-wing point of view."

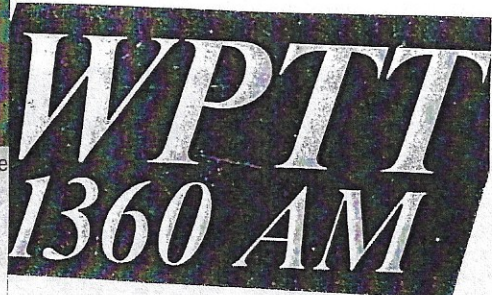
"Recognizing that Western Pennsylvania has predominantly been a Democratic area," Serena added, "Lynn has offered an alternative, and that's probably what people are going to miss the most."

The station's format switch also means that the liberal syndicated talk show hosted by Thom Hartmann will go off the air as well.

Despite her disappointment over the decision, Cullen said she remains optimistic.

"I have no animus toward [the station]. They didn't do this because they were unhappy with me or my program. My head's up high, and I expect there will be opportunities in the future."

Mark Roth can be reached at [mroth@post-gazette.com](mailto:mroth@post-gazette.com) or 412-263-1130.



**Restricted reports August 15, 2008**

The radio broadcast crew of play-by-play announcer Bill Hillgrove and color analyst Tunch Ilkin didn't have to do a whole lot to talk to sideline reporter Craig Wolfley during the game.

All they had to do was turn around.

Wolfley, who roams the sidelines and gives reports at all Steelers games, was not allowed on the field at the Rogers Centre because the transmitters and receivers used by the Steelers Radio Network are not authorized for use by the Canadian government — even though they are approved by the Federal Communications Commission.

So, Wolfley spent the game in the broadcast booth with Hillgrove and Ilkin, offering his "sideline" reports from the second row. POST-GAZETTE

and Pirate announcer Bob Prince, Crawley started as a 10 PM news anchor in Madison, WI, then came to KDKA and began writing wonderful human interest stories at the end of the 6-7 PM news.

← Restricted Reports story from the Steelers-Bills game in Toronto August 14.



# Chris DeCarlo is signing off at Y108

Chris DeCarlo is leaving country station WDSY-FM's [107.9] morning team and is slated to sign off and say her goodbye to listeners today.

"This was the hardest decision I ever had to make," DeCarlo said, adding that working with fellow Y108 Country Crew morning team Monty, Zeke and Wookiee has been a joy.

Several personal reasons were a factor, she said. She's married

to musician John Parrendo, who plays fiddle for Chris Cagle, and her son is off to school in Atlanta. Not having to get up at 3 a.m. every weekday will give her more time to travel, or spend with them when they're home.

DeCarlo and WDSY have a long history — especially in radio industry years. As she says in her station Web bio, she has "been with Y108 through two wars, three presidents, and an O.J. trial that

I still can't figure out." DeCarlo joined the station in 1987, working as midday host and music director. She left in 1996 to work with record labels A&M and RCA, and returned to WDSY in 2002.

The station will start a search for her replacement. DeCarlo, who'll remain in this area, says she may continue to contribute to the morning show occasionally.

— Adrian McCoy,  
9-12-07 Pittsburgh Post-Gazette

## Q92.9 announces morning team

Both members of WLTJ-FM's new morning team will be familiar to Pittsburgh listeners.

Steel City Media yesterday announced that John Cline and Kerri Griffith will be the new morning hosts on the station, now known as Q92.9, which relaunched with a revamped adult contemporary format last week.

Cline was a longtime member of the morning team on the former WBZZ-FM and most recently was part of the WZPT-FM (100.7) morning team. Griffith was also on WZPT and the former WJJJ-FM.

The new "Q Morning Show" debuts Monday and will run from 5:30 to 9 a.m.

The station has been running without on-air personalities since the shift to Q92.9. More personalities will be coming on board in the weeks to come.

— Adrian McCoy,  
Post-Gazette multimedia writer

# WLTJ fires staff, changes to Q92.9

June 2008

By Adrian McCoy  
Pittsburgh Post-Gazette

WLTJ-FM (92.9) got a format makeover over the weekend — and its entire air staff got pink slips.

The adult contemporary WLTJ has been relaunched as Q92.9, The Best Music Mix.

Longtime morning team Gary Love and Beth Bershok, afternoon host John Gallagher, along with the rest of the air staff, are off the air. The station will run without personalities for a few weeks.

WLTJ's format and its target audience — adults aged 25 to 54 — remain the same.

Although it's still an AC

format, the playlist is being tweaked to create a more contemporary sound. The playlist spans the '70s through today, but the emphasis will be more on the '90s and beyond, said WLTJ program director Chuck Stevens.

WLTJ's former "Lite FM" identity "had been around a long, long time. We felt it was time to bring it into the new millennium," he said.

Another change: the artist and song title will be announced at the end of every song; most stations don't identify the music they play, which is a common complaint among listeners.

The new sound and identity will be promoted through a tele-

vision ad campaign. The call letters will stay the same for now.

WLTJ ranked 13th in the latest Arbitron Fall 2007 ratings period.

The competition for adult contemporary listeners in the Pittsburgh market is stiff, and WLTJ had been trailing the rest in the ratings. It competes directly with adult contemporary WSHH-FM (99.7), which was tied for No. 3 in the latest ratings, and indirectly with Hot AC WZPT-FM (100.7) and WLTJ sister station WRRK-FM (96.9), which has a variety hits format.

Adrian McCoy can be reached at amccoy@post-gazette.com or 412-263-1865.

**Q92.9**  
The Best Music Mix

**UPCOMING APPEARANCES**

**JUNE**

**6.19.08 THURSDAY**  
JOIN Q92.9 THIS THURSDAY FROM NOON TO 1:00 PM FOR THE 7-UP MELLON SQUARE SUMMER CONCERT SERIES IN MELLON SQUARE DOWNTOWN. EVERY THURSDAY THROUGHOUT THE SUMMER, Q92.9 INVITES YOU TO THIS FREE EVENT AT LUNCH TIME. THIS WEEK'S FEATURED BAND IS LOVE TARA.

**6.20.08 FRIDAY**  
JOIN Q92.9 THIS FRIDAY FROM 8:00 PM TO MIDNIGHT AT THE BAJA BAR & GRILL IN FOX CHAPEL FOR THE FRIDAY NIGHT DANCE PARTY! PLUS: SHOP, SAMPLE AND INDULGE YOURSELF WITH LADY FRIENDLY VENDORS DURING A SPECIAL GIRLS NIGHT OUT.

**6.22.08 SUNDAY**  
LOOK FOR Q92.9 THIS SUNDAY FROM 11:00 AM TO 1:30 PM AT THE PNC PARK FOR ITALIAN NATIONALITY DAY AS THE PIRATES TAKE ON THE TORONTO BLUE JAYS.

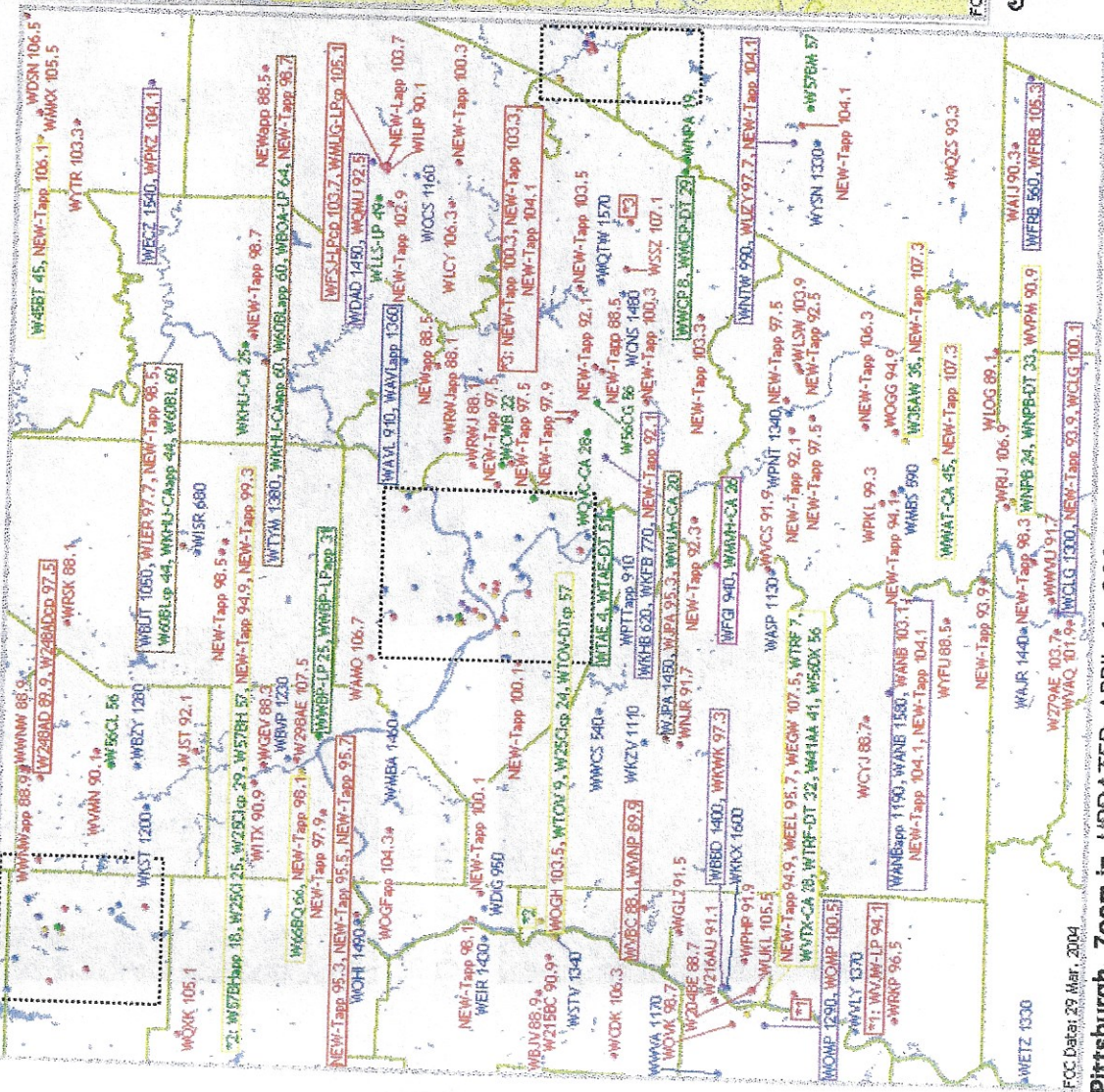


# Pittsburgh Radio & TV Transmitter Maps



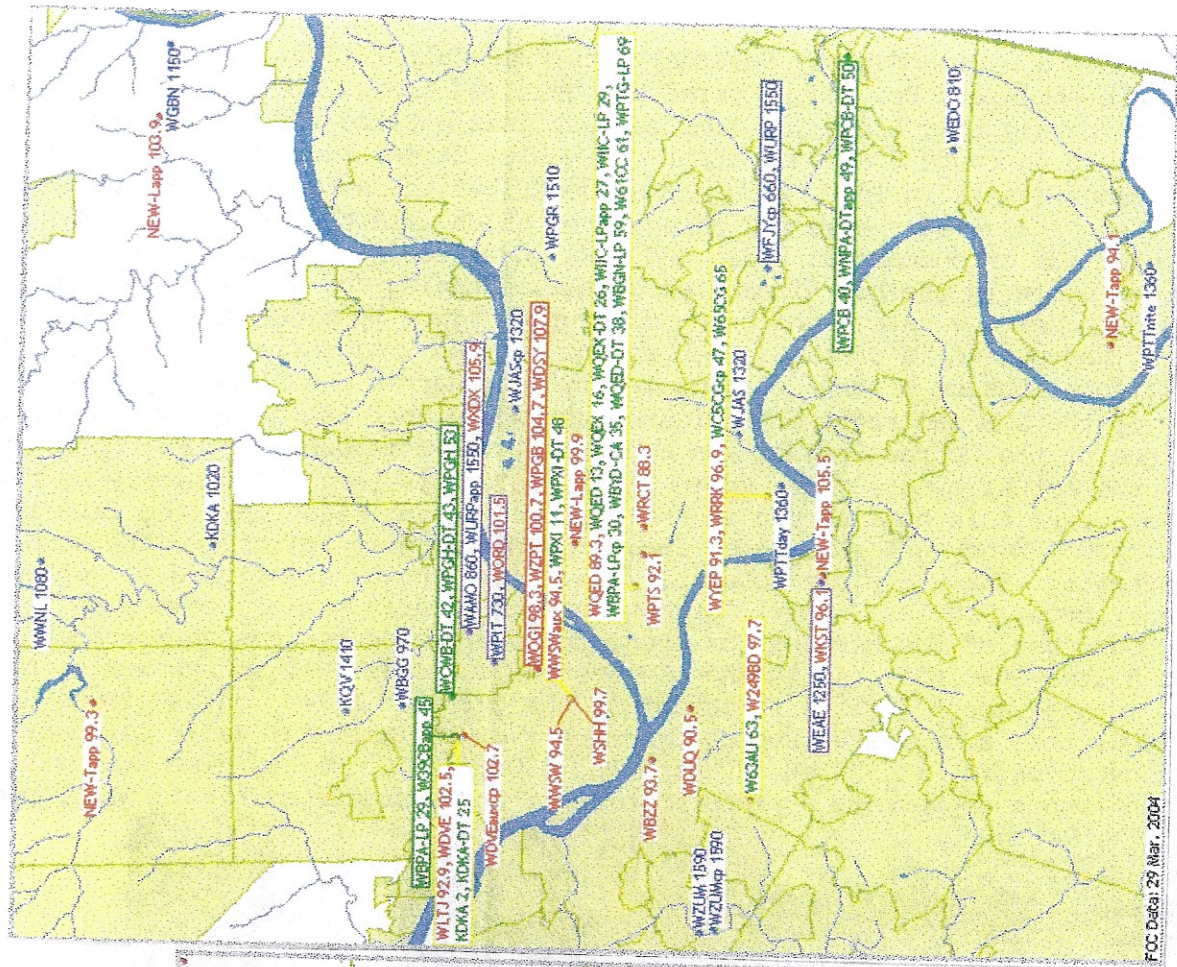
Here are maps of Pittsburgh area radio and television station transmitter locations. AM stations are in blue, FM stations are in red and TV stations are in green. Abbreviations: "app" - an application for new transmitter site has been filed; "aux" - auxiliary or backup transmitter site; "cp" - a construction permit has been issued for new transmitter site; "LP" - low power TV station. Many thanks to Dave Loudin for creating the maps.

**Pittsburgh - UPDATED APRIL 1, 2004**



FCC Data: 29 Mar. 2004

**Pittsburgh Zoom-in UPDATED APRIL 1, 2004**

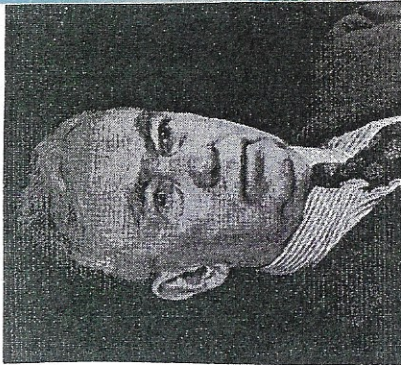


FCC Data: 29 Mar. 2004

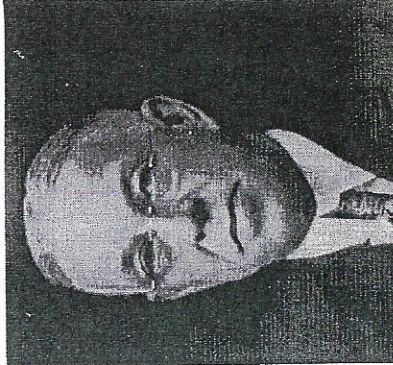
courtesy Don "The Man" Emerick



Return to a warm and sunny Saturday afternoon July 7, 2001 and visit to the home of a Westinghouse engineer, Dr. Frank Conrad and what was once a historical site. The home and former Wilksburg Elks Lodge was located east just outside the city of Pittsburgh limits in Wilksburg on route 8 at the corner of Peebles Street and Penn Avenue. Placed by the state of Pennsylvania in 1990, this marker describes the site in short historical detail and was also Dr. Conrad's home and garage from about 1915 to the early 1930s. Of course, the introduction of commercial radio and KDKA, now 1020 AM, began with 8XK, the experimental station built in the now dismantled garage. Funding and attempts to save this site failed except for the garage which was dismantled piece by piece from mid March to mid April 2001 and placed in storage. Dubbed the "Conrad Project", this was done by members of the National Museum of Broadcasting led by Rick Harris and Alice Sapienza-Donnelly. It's the hope of the NMB and radio enthusiasts everywhere that the garage will be rebuilt as the centerpiece of the Conrad Project and a national radio museum. As Dr. Conrad was just renting, the actual owner, a Mr. Edwin Slick, sold this home and property to the Elks in 1945. For years this home served as the group's meeting place into the late 1990s when on August 6, 2001, Wendy's Restaurants, Inc. aquired the site to replace the home with a larger restaurant. Thus in early October, 2001, the home was demolished to replace the smaller restaurant across Peebles Street. Of course KDKA's early history commenced with the first official broadcast of the Harding-Cox presidential election returns on November 2, 1920 from atop the 8 story "K" Building in the old Westinghouse East Pittsburgh Works, now Keystone Commons, located about 5 miles southeast of the garage. A few months ago on September 1 and 2, 2001, this site was witnessed by members of the National Radio Club during their annual convention in Pittsburgh, "2001 A Radio Odyssey." Now as time stands still, this significant photo represents a place in history and appreciated by all who remember. JRM



**Dr. Frank Conrad**  
He had the know-how



**Westinghouse Vice President  
Dr. H. P. Davis**  
He had the concept



SEASON'S GREETINGS



# The Official 2008 NRC Quiz

(be afraid, Frank Merrill...be very afraid...)

Data for these questions comes from the 2007-2008 NRC *AM Log* (because I couldn't steal an advance copy of the 2008-09 edition from Wayne Heinen), from the pages of *DX News*, and from *100000Watts.com* (I hear the editor is a nice guy.) All decisions of the judges are final. Quebec residents may be subject to skill testing. No self-service in New Jersey or Oregon. Slow traffic keep right.

## Section 1 – Welcome to Da Burgh

*Paying attention to the local radio dials, all yinz guys? Grab a sandwich from Primanti Brothers, turn up the Bucs game, and sharpen that pencil... (1 point for each correct answer unless noted)*

1. Pittsburgh was known for some legendary top-40 AM radio back in the day. Name the historic top-40 calls that belonged to each of these present-day Pittsburgh AMs: (1 point each)

WPTT 1360 = \_\_\_\_\_

WJAS 1320 = \_\_\_\_\_

WPGR 1080 = \_\_\_\_\_

KQV 1410 = \_\_\_\_\_

2. Go to a Steelers game and you'll be surrounded by fans waving "Terrible Towels," the creation of legendary Steelers announcer Myron Cope, who died this past February. What Pittsburgh AM station was Cope most closely associated with?

3. What year did the NRC last meet in Pittsburgh? \_\_\_\_\_

4. What two colors were the official souvenirs of that convention (T-shirts, magnets, etc.)? \_\_\_\_\_

5. What two AM stations is veteran NRC member Clarke Ingram working at in the Pittsburgh market? (must get both correct for 1 point)

6. Each of the "big 3" networks has owned an AM station in Pittsburgh at some point in the last 50 years. Name each network's O&O station: (1 point for each correct answer)

NBC = \_\_\_\_\_

CBS = \_\_\_\_\_

ABC = \_\_\_\_\_

7. For many years, the sticker table at NRC conventions was full of piles of stickers for a Pittsburgh station called "Double Double." What was the station?

8. Two AM stations in the Pittsburgh market hold construction permits to swap frequencies. What are the two frequencies in question?

9. This Pittsburgh-market AM station derives its call letters from the three rivers that meet at the Golden Triangle (1 point for correct calls AND frequency, an extra point for its city of license)



## Section 2 – General Knowledge

Maybe you're not a Pittsburgh expert, but you know a lot about radio in general. Here's a chance to pick up some points with questions that aren't about the Steel City...

### 10. Whose Dial Is It, Anyway?

Each of the radio dials below belongs to stations licensed to one big city. Can you name them? (1 point for each)

a. 570, 640, 710, 790, 930, 980, 1020, 1070, 1150, 1230, 1330, 1540  
\_\_\_\_\_

b. 590, 680, 850, 950, 1030, 1090, 1150, 1260, 1510  
\_\_\_\_\_

c. 560, 610, 670, 710, 940, 990, 1140, 1260, 1450  
\_\_\_\_\_

d. 730, 970, 1020, 1080, 1250, 1320, 1410  
\_\_\_\_\_

e. 550, 620, 740, 860, 910, 960, 1100, 1230, 1280, 1400, 1480, 1540  
\_\_\_\_\_

11. Only one AM frequency has three 50 kW stations with three-letter calls. Name the frequency and the stations: (1 point for getting all correct)  
\_\_\_\_\_

12. Paying attention to call changes? Name the calls that replaced these heritage stations in recent years: (1 point for each)

KOMA = \_\_\_\_\_

WIBC = \_\_\_\_\_

WWDJ = \_\_\_\_\_

CHWO = \_\_\_\_\_

WTIX = \_\_\_\_\_

13. In the 1933 AM dial published in DXN 75#28, this was the only US station on the air at 980 kc: \_\_\_\_\_

14. Will the last AM station left in Canada please turn off the lights? Name the 50 kW AM signal the CBC silenced earlier this year: \_\_\_\_\_

15. And name the 50 kW AM signal the CBC wanted to move to FM, but was ordered to stay on AM?  
\_\_\_\_\_

16. This Canadian AM station marked its move to FM with a DX test on its last day on the air, Jan. 15, 2008:  
\_\_\_\_\_

17. After decades in Topeka, *DX News* changed printing locations this year. Where is it being printed now?  
\_\_\_\_\_

18. You don't have this phantom southern California AM station near the top of the dial in your logbook, because it never got on the air in 24 years as a construction permit. The CP was cancelled this spring. What was the station?  
\_\_\_\_\_

19. How about some international DX? Neil Kazaross tentatively reported audio from this Aussie on May 10, 2008:  
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20. This East Coast DXer won the "2000+ mile" category in the NRC's 2007-08 DX contest, with 172 points:  
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Bonus point: The winning DXer heard Sudan, at 6289 miles, on this frequency:  
\_\_\_\_\_

## Section 3 – Tiebreaker

As of Dec. 31, 2007, how many AM stations were licensed in the United States? \_\_\_\_\_