

HOW LONG HAVE YOU BEEN WITH SAGA COMMUNICATIONS?

I was with Saga on the first day it actually became a company in October, 1986. Ed Christian was President of the old Josephson Group, which he bought out at the same time he purchased WLRW in Champaign and WYMG in Springfield, IL. I had started in January of '86 with the previous owners.

HAVE YOU SPENT YOUR ENTIRE RADIO CAREER IN THE MIDWEST?

Yes. I began with high school radio in the Chicago area, and at the same time worked at a small, 250-watt daytime-only suburban station, WKDC in Elmhurst, playing Johnny Mathis records on the weekends. In '78, the summer I graduated, I worked at WAUR in Aurora, which is now Y108, then entered Southern Illinois Univ. in Carbondale that fall. I put myself through college by working at WCIL.

WAS TONY WAITEKUS THERE THEN?

Yes, and he's still there now, and will probably be there for a very long time. He loves that area, and he's done a good job at the station. I started out just working weekends, then moved to a full-time position while I was still in school. When I graduated, they made me the PD of the AM side of WCIL. I got a programming job right out of college, so I was pleased. I was PD of the AM during the day, did middays on the AM and then did nights for Tony on the FM until January of '86, when I went to Champaign.

A LOT OF MIDWEST-BORN-AND-BRED RADIO GUYS END UP STAYING THERE. THERE'S SUCH A FEELING OF COMMUNITY.

People are certainly different. I have been lucky enough to travel all over the country, and the people in the midwest are truly friendly. It's not unusual to start up a conversation with someone while standing in line as if you're their long-lost buddy. In L.A., no one pays any attention to anyone else. It is a very different atmosphere here and I particularly enjoy it. That doesn't mean I don't like other parts of the country, but this is where my radio career has taken me and, so far, I'm certainly not complaining.

HOW LONG AGO DID YOU MAKE THE MOVE FROM FROM CHAMPAIGN TO DES MOINES?

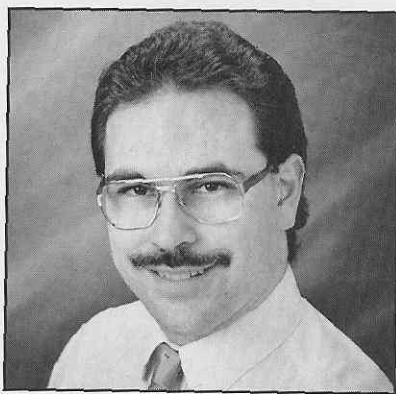
In September of '91, Chuck Knight left Des Moines to program WANS in Indy, I came here in October. It was funny; just about two weeks previous to Chuck's announcement, he bought a house in Des Moines, so I told my wife to forget about going there. Chuck was going to be there for the rest of his life.

Of course, two weeks later, Chuck

called and said, "I'm going to Indianapolis," and the lucky SOB sold his house in two days and actually made money on the deal. So I packed up my wife and son and came to Des Moines just about the same time I had given up ever coming here.

AT THE TIME, THE RUMOR MILL WAS IN OVERDRIVE. EVERYONE AND HIS BROTHER WERE IN LINE FOR THE GIG. YOU WERE THE GUY ALL ALONG.

Yes, it made common sense. I'd been with the company the whole time. I'd been in Des Moines a number of times for various focus groups and auditorium tests. They certainly wanted to see who was out there, and they gave other people a fair shot at it, but when it came down to making the final decision, they went with me and I thank them for that.



HOW IS Q102 TODAY UNDER MATT McCANN DIFFERENT THAN IT WAS SIX MONTHS AGO UNDER CHUCK KNIGHT?

Actually, it's changed in quite a few ways, and it has nothing to do with Chuck because I'm sure he would have led the station in the same direction given the opportunity to do so. We have evolved into a very mass-appeal, adult-leaning Top40. We totally eliminated Rap from the music mix. Not that Chuck played a lot of it, but he did play a few cuts.

We had determined, through our research in Des Moines, that Rap is a huge negative, and some people perceived us as being the teenybopper Rap station. That certainly wasn't the case, but perception, of course, is reality, so we had to tell people we weren't a Rap station. What better way to do that than to actually say no Rap?

WHAT ABOUT ROCK? THERE IS A COMMON BELIEF THAT THE MIDWEST IS ROCK-ORIENTED.

We play Rock product, but we don't play Hard Rock. We found that Hard Rock, however you define it, is a negative here. What is Hard Rock? I would say that Metallica is, and The Black Crowes are probably close, so we don't touch them. We look at Rock tunes on a title-by-title basis. Certainly, we play lots of