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Chicago Radio Bombshell: Mancow Returns...SUPERSIZED

Elmhurst, Illinois - Chicago radio superstar Mancow Muller returns to Chicago radio as the new morning host at 1530 WJJG. General Manager Matt Dubiel has signed Mancow to host Morning *and* Afternoon Drive. Beginning Monday, October 3, 2011, Muller's Chicago-based show will air on 1530 AM WJJG weekday mornings from 7-10 a.m. and afternoons from 1-4 p.m.

"I plan to kick all form of butt - including Labrador. Even dogs will want to listen. I've been the Phantom of Chicago radio the last year, exiled from the pc landscape of today's corporate-controlled radio, programmed from lands far away from ChiCOWgo. So when a Radio Maverick like Matt asked me to air 2X a day I said 'yes.' Six hours of Mancow a day isn't enough, but it's a start," said Mancow Muller.

Dubiel says WJJG is going to do business a little differently than other area radio operators. The station will offer only 10 category-exclusive sponsorships of Mancow's Morning and Afternoon show. According to Dubiel, three of those spots are already spoken for.

"I'm delighted to help create an exciting situation where the radio *audience* actually wins! Too many times the listening audience gets completely hosed with little or no explanation. Now Chicago is getting a radio star back...twice a day. This is groundbreaking. Mancow is an innovator, and I applaud his willingness to take this leap with us. It's going to be very exciting for listeners, and even more exciting for advertisers."

Dubiel says 1530 WJJG is committed to serving the Chicago listening audience, which is why "bringing back one of the biggest radio stars in Chicago radio history is a no brainer," according to Dubiel.

About Mancow Muller

Born Matthew Erich Muller in Kansas City, Mancow worked as a child model and appeared in numerous theater productions (one of his college majors). His radio career began at age 18 when he was hired at a small AM station in Warrensburg, MO. After working his way up to his own afternoon show, he moved on to larger FM stations in Kansas City (where he hosted his first morning show in 1989), Monterey, CA., and the San Francisco Bay Area. It was there that Mancow pulled off the stunt that made him a hot commodity: in response to the news story that President Clinton had shut down an airport runway in Los Angeles to receive a haircut aboard Air Force One, Mancow got a haircut on the Bay Bridge, causing a huge traffic jam and resulting in his arrest. The stunt made headlines nationwide and Mancow soon received an offer to move to Chicago and take over the morning show on WRCX. "Mancow's Morning Madhouse" debuted in July 1994 and within a year was the top-rated morning show in Chicago. Beginning in 1995, he won the Billboard magazine Radio Personality of the Year award three years in a row; his show grew more and more popular in national syndication (beginning in 1997), and he began making frequent appearances on daytime and nighttime talk shows. In the summer of 1998, Mancow jumped to rival station WKQX.

About WJJG AM and Joe Gentile

AM 1530 signed on the air October 10, 1974. The station's call letters were WKDC representing the signal coverage in Will, Kane, DuPage and Cook counties. The studios were built for stereo (Cetec Sparta stereo audio equipment) although it was not until 1976 when the FCC authorized the station to test AM stereo. Daytime and night-time findings on AM stereo were presented at the 1977 NAB Convention in Washington, DC.

In 1994, AM 1530 changed its call sign to WJJG. The call letters stand for owner Joseph J. Gentile. Joe's nickname, rumored to have been given to him by Chicago sports-talk icon Chet Coppock is "The Baron Of Barrington," in honor of the city where he owned a Chrysler-Plymouth dealership for many years. Gentile is well known for his acts of philanthropy to a number of organizations, such as his alma mater Loyola, which named its basketball arena the "Gentile Center" in 1996.

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