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Fiasco At 1280 : The Rise And Hard Fall Of A Twin Cities Radio Station

Jeff R. Lonto

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#11438274 in Books Studio Z-7 Publishing 1998-03-01 Original language: English PDF # 1 .52 x 5.50 x 8.40l, #File Name: 0966021347230 pages | File size: 48.Mb

Jeff R. Lonto : Fiasco At 1280 : The Rise And Hard Fall Of A Twin Cities Radio Station before purchasing it in order to gage whether or not it would be worth my time, and all praised Fiasco At 1280 : The Rise And Hard Fall Of A Twin Cities Radio Station:

0 of 0 people found the following review helpful. Interesting Reading, but for a Limited Audience By Gregory J. Nelson First off, understand that this book is only going to appeal to a very limited audience - those that listened to Twin Cities radio in the early 1980s. If you're not from the Mpls./St. Paul area, the names and station call letters will mean very little to you. And, if you're not plugged in enough to the radio scene be able to laugh at the train wreck that WWTC was (and, frankly, still is), well, you probably won't enjoy the book much, either. In my case, though, this book was a great read. I graduated from a suburban high school in Minneapolis in 1982, and listened to just about every radio station in town, so I was plenty familiar with the names and events described in this book. It was great to get the inside view of what was going on at probably the most interesting station in town. I don't have enough room to go into all the ridiculous things WWTC tried to be over the years. Simply put, when I found out someone had written a book about that station, I HAD to read it. Jeff Lonto has done a great job tracking down most of the key players for WWTC in the 1980s. Their comments and insight make this book a gem. I only have two minor gripes: 1) The author should have held the presses for a few more months, so he could have included the failed sale of the stations after Radio AAHS went under, and how they ended up turning the keys over to the pirate radio station Beat Radio for free to

maintain their FCC status.2) This is a self-published book, and it shows in numerous typos and minor errors. I don't know how much \$\$\$ Lonto could have made with this book, but I, for one, am glad he wrote it.

The often amusing and very human inside story of Minneapolis radio station WWTC-AM, focusing on its heyday as "The Golden Rock of Minneapolis-St. Paul" in the early 1980s. Complete with dozens of photographs and fascinating memorabilia, "Fiasco At 1280" leads readers through the history of radio in the Upper Midwest from a unique vantage point, providing a microcosm of all that was right and wrong with this station and the radio business in general.

"...the insider author brings to life colorful radio personalities and shares tales from the station's wildly erratic years..." -- Minnesota History, the Quarterly of the Minnesota Historical Society, Spring 2000 "Amusing inside look at one of America's favorite entertainment media, through the staff, owners and fans of a survivor: WWTC..." -- The Book Reader, Fall/Winter 1999 "It's fascinating reading if you're curious about Twin Cities radio and in the bigger picture, radio in general." -- Tim Russell, WCCO Radio Minneapolis, July 21, 2000 About the Author Jeff R. Lonto is a noted pop culture historian based in Minneapolis. He has written numerous articles about radio and TV and is the author of the book "Legend of the Brewery -- A Brief History of the Minneapolis Brewing Heritage," an illustrated chronicle of the landmark Grain Belt Brewery in Minneapolis.