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Kopp's directing news at WNKU  
**Last Updated: 10:41 am** | Monday, January  
28, 2008

# Kopp's directing news at WNKU

## Adult-music station feels like good fit

BY HOWARD MCEWEN | ENQUIRER CONTRIBUTOR

WNKU has hired longtime local radio fixture Craig Kopp as its news director.

Kopp has anchored the morning news at WNKU since October. His hire quickly follows that of a new station general manager. Chuck Miller came from a public station in New Orleans to head the Highland Heights-based public radio station.

Kopp said WNKU reminds him of the time he was starting out in radio in 1974 at Toledo's WIOT.

**ADVERTISEMENT** "People here are focused on what's going on the air rather than selling commercials," said Kopp. "That's very familiar to me because that's what progressive radio was in the late '60s and early '70s. It became so successful it became a big business and that attitude went away. Here it's all about the music and being real and that's what the news department is going to be like." Kopp



Kopp worked at WEBN-FM from 1976-96 and had a talk-show stint with Jerry Thomas on WKRC-AM. He also has been a film critic for WCPO-TV, the Cincinnati Post and Community Press newspapers.

The station's music - adult alternative - is one another thing that enticed Kopp to the station.

"I've got this station cranked up all the time," he said.

Kopp will continue to anchor the morning news. His new position will allow him to set the tone and direction of the news department. His staff includes veteran newsman Steve Hirschberg, recent NKU graduate Matthew Kelly and producer Forrest Griffen.

"We're going to try to do more feature stories - get more in-depth," said Kopp. "We're going to try to make our presentation more personal. One of my drives is that we don't want to just talk to the usual people. If someone's proposing legislation, sure we want to talk to them, but we also want to talk to the people that will be affected by the legislation.

Kopp said he will also look to use NKU more.

WNKU can be heard at 89.7 FM from the Highland Heights campus and for the West Chester Township/Fairfield area at 94.5 FM from Port Union, Ohio.

"That's one thing that will be hugely emphasized," said Kopp. "(Miller) and I both agree that there's an incredible resource by getting interns in here and students participating in here. I love teaching. I love talking about this business."

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