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WNKU's new head plans few changes

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# WNKU's new head plans few changes

## Wants to make the station into a bridge for the community

BY HOWARD MCEWEN | ENQUIRER CONTRIBUTOR

**HIGHLAND HEIGHTS** -- Chuck Miller, WNKU's new general manager, hopes his first few weeks here aren't as eventful as the first weeks on his last job.

In 2005, the 30-year broadcast veteran became general manager of WWNO, a New Orleans public radio station. Seven weeks into his job, Hurricane Katrina hit.

"I learned so much. I got a Ph.D. down there in the experience. I had to help in the rebuilding of the community," Miller said.

ADVERTISEMENT For much of his time there, WWNO broadcast to New Orleans from a radio station in Atlanta. Miller orchestrated much of this two-city exercise. But eventually he felt the need to leave.

"It's a hard city to live in, and it's slightly crazy," Miller said. "The roads were bad before Katrina, but it got worse after Katrina. Politically, I think it's stuck. There's a lot of issues there."

Miller was happy that he landed at WNKU-FM (89.7), a station that features National Public Radio content and adult alternative music.

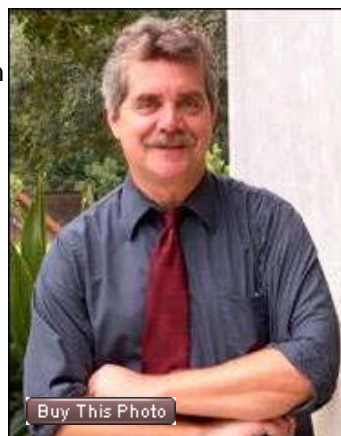
"I can't believe my good fortune in this move," Miller said. "Having followed WNKU's format for years, I feel this is a perfect fit with my career goals and personal tastes. I'm very impressed with the all-around depth of talent and passion for the craft of good radio service with a flair for personality."

Miller isn't planning many changes.

"We will probably do some analysis of our strengths and weaknesses - we may change a little of this or that - music and promotional activities," he said. "The first real issue is to rebuild that news department and get out in the community. A secondary is to just start building bridges again - act as a two-way facilitator to the community, especially the nonprofits."

Miller believes WNKU fills a gap in the local radio market.

"On a personal side, the station reminds me of being a



teenager in Chicago listening to progressive FM," Miller said. "We have a real good opportunity to earn an audience."

He said this can be done by tailoring its programming to the community.

"I think radio in general has evolved into where it's at right now: big companies owning a lot of stations and researchers from other towns telling stations what they should be playing," he said. "The joy and challenge of public radio is to figure out what's different from that model."

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