



News/Talk/Sports

10 Questions With . . .



NAME: [John Hancock](#)

TITLE: 6-10PM

STATION: [WBT AM-FM](#)

MARKET: Charlotte

COMPANY: [Jefferson Pilot](#)

BORN: YES! 9/6/52

RAISED: Denver & Estes Park, Colorado

BRIEF CAREER SYNOPSIS:

[KADE/KBCO](#) - Boulder, CO. (AT) (AOR/ALT)

[WARM](#)- Wilkes Barre/Scranton, PA (PD) (Full Service)

[WIVY](#) (Y-103)- Jacksonville, Florida (AM DRIVE) (AC)

[WBT](#) AM/FM-Charlotte, NC (9-Noon) (then 4-6PM) (NewsTalk)

[WEND](#) "The END" Charlotte, NC (AM DRIVE) (ALT)

[WBT](#) AM/FM-Charlotte, NC (6-10 pm) (NewsTalk)

1. How did you get your start in radio?

Work Study-High School. Thank God for small towns (Estes Park, Colorado) and 500 watt daytimers. After spending my junior year of High School at [St. John's Military School](#) in Salina, Kansas (I was a bad boy) I returned to [Estes Park Jr.-Sr. High](#). In order to get me out of the building, they sent me to the local station (then KKEP) for work study. The owner taught me to slip que in about 5 minutes, told me to say "KKEP Estes Park" at the top of the hour, and then left for the local bar. That was at 9am in the morning. He returned 5 hours later, put on a tape of recorded music, and passed out. I went back to school and repeated the process daily for the next 6 months. ("Format? We don't need no stinkin' format")

2. What are you passionate about?

Honesty & Show Prep. Honesty in the form of giving and getting direct communication. Don't tell me it was a great show if it wasn't...don't tell me a client really wants me to do their spots if they don't...don't tell me what you think I want to hear, tell me the truth. PS...expect the same! [Mike Butts](#) taught me show prep, by example. I watched him work. He is the king of being prepared and he , more than anyone , demonstrated that whenever you open a mic, you had to have a reason. He showed me more in six months than anyone else has in 30 years. Now, prep is part of my make-up. It's searching, observing, researching, and developing. I love it when something comes up on the air, and you just happen to have something that relates to or reinforces what you are talking about. Magic!!! (The shorter answer would have been Radio...I love Radio, even post consolidation)

3. You were established as a music radio personality and PD before you went into talk at WBT, and briefly returned to music radio at The End- how and why did you switch from music radio to talk? How does that rock radio background affect or inform your work in talk radio?

I got fired in Jacksonville at Y-103 while doing mornings with Dave Scott (A great talent) . Naturally I put together an air-check, but also remembered a day at WARM in WilkesBarre/Scranton when circumstances allowed us to trash the format and basically hit the phones. I have always been an AM junkie, especially the 50,000 watt stations. (KOA-KMOX-WLS-ETC.) I also loved the full service and talkers, and had begun to catch on to RUSH on WOKV in Jacksonville. I cut up the tape from WARM, just in case I saw something at a Talker that interested me, and when I did, I sent the Talk tape. Don Anthony at Talentmasters sent it to [Mary June Rose](#) (now WGN) at WBT, and there was ONE line that she appreciated. That got me an interview, and I basically told them that if they hired me I'd get results. They did...and I did.

Everything I've done in my life pays off in Talk. There were years when I was in and out of radio, and I thought I was wasting my life and time, but having been around, and having had a ton of experiences helps make me real and compelling. From a radio standpoint, music radio taught me good solid formatics and philosophy. I couldn't have had a

better learning experience than I had working with David Hartley, Dennis Constantine and John Bradley at KBCO. They gave me a solid foundation of what to do, and most importantly, Why.

4. If you hadn't gone into radio, what would you be doing today?

I'd be involved in music some way or another. Promoter... Label Rep...Drummer... Retail... Illegal Download Web Site... hard to say, but music would have to be involved. On the other hand, I've always had a thing about print shops and office stores...Go figure!

5. You're not originally from Charlotte but you've been a fixture there for over a decade ("Charlotte's Most Beloved")- what are the most interesting and/or surprising things about Charlotte that outsiders don't know?

That it's a banking giant (2nd to New York), a great place to raise kids, and one snow storm a year is plenty. The golf is great (I don't play) and you can be in the mountains or on the beach in 2-4 hours. Charlotte reminds me of Denver fifteen years ago. We are one of those cities that is growing by leaps and bounds, that wants people to see us and like us, and is working hard to gain respect. We have that giant inferiority complex that cities get while aiming for their place among the nations great cities. Give us another 5 years for development and then we'll be ready for visitors. The people here are great, and if you just show them that you care, they will bend over backwards to help you achieve whatever you are trying to accomplish. For me it's been the 'Land of Opportunity'. I always wanted to work a three letter call, 50,000 watt AM Radio Station in the same building with an FM and TV station. (Like the old [KLZ AM/FM/TV](#) in Denver) That's what I got in Charlotte, plus it's a Jefferson Pilot Station!!! I like that too.

6. Of what are you most proud?

Personally? Surviving 32 years of radio. More importantly, my wife (really!!!). I didn't get married til I was 42. I can't even tell you how much she means to me. Also, my 29 year old son in Colorado (Yeah, go ahead and do the math) who has become a great father, husband, and man in spite of the fact that he didn't get the support, love, and attention that he deserved. He has flourished in spite of my shortcomings, and made me a proud grandfather but an even prouder father.

7. Who's the best guest you ever had? Who's the one guest you most want to have on as a guest who hasn't yet done the show?

[Wolfman Jack](#)... no contest. I had done a KIMN reunion at a nightclub I worked in Colorado years earlier, and before we went on the air I mentioned it to him. When we got on the air, he made it sound like we were old friends. He really made me look good. A real pro! I'll never forget that. Phyllis Diller and I had a really interesting conversation about finding our perfect romantic match once. We concluded that mine was probably working a rice paddy in Japan... You had to be there.

I had Newt Gingrich walk out on me...that's a highlight... and I had Lou Reed spit in my face... that's a lowlite. I'd really love to have an honest, casual, long conversation with Willie Nelson and/or Eric Clapton.

8. What do you do for fun?

Well, I mentioned my love for music...I'm a big sports fan (BRONCOS)...and I love to travel. Mostly, I just like hangin' with my wife. At this point of my life, going to BJ's Warehouse or Sam's Club is a good time. Walking the beach early in the morning with Pat Metheny's "Secret Story" CD on the Walkman works for me!!! (The emotion of the ocean).

9. Fill in the blank: I can't make it through the day without _____.
...Coffee.

10. What's the best advice you ever got? The worst?

Best: Don't Touch that...it's hot !!!

Worst: Don't Worry...we don't anticipate any changes. (good time to start looking for boxes).