



Contact:  
Greg Mozingo  
Program Director  
314-983-6000

**For Immediate Release**  
May 24, 2004

## **Cornbread with Pat James to Join 92.3 WIL in Mornings**

**CMA Award-Winning duo move to St. Louis  
from mornings on KFDI, Wichita**

St. Louis – Bonneville Radio Station 92.3 WIL announced today that KFDI, Wichita, KS sensation “Cornbread” is heading to St. Louis for mornings. Cornbread’s sidekick and producer Pat James will join WIL in the same capacity. The duo starts on the air at WIL in late July.

The “Cornbread with Pat James” morning show is the most popular morning show in Wichita, dominating the Arbitron ratings in all key demos. The duo won the Country Music Association Award for Personalities of the Year in 2003 and were honored by the Academy of Country Music with a nomination in 2004. Now they move up over 70 market rank positions for mornings in St. Louis.

Cornbread is the first new morning man on WIL in over 16 years, replacing David Craig, who exited in April.

“WIL-FM is a big legendary microphone that I can’t wait to start yelling into,” announced Cornbread. “I’m honored and excited for the chance...let the party begin!”

Morning sidekick Pat James added “We’re just ecstatic to have this opportunity to bring our one-of-a-kind show to a premiere country station like WIL. Bonneville and WIL have a long history of community service and this will be an absolutely perfect fit for us. We promise one thing...no one will be more involved in the community than us.”

Remaining in mornings and joining the duo is current morning personality and News Director, Monica Adams.

WIL Vice-President and General Manager Erik Hellum commented on the duo's hiring: "I truly believe that this is one of the best country morning shows in America and am excited that Cornbread and Pat are joining WIL and Bonneville. Cornbread is a true original with a passion for great radio, the country format, and most importantly, his listeners and his community. This is a great fit!"

Greg Mozingo, Program Director of WIL added, "Cornbread and Pat are true entertainers that care deeply about their audience and the community. Mornings on WIL will never be the same!"

Glenn Goldstein, the agent for Cornbread and Pat James and owner of Manhattan Beach, CA - based Goldstein Management Group helped close the deal. Commenting on his client's move, Glenn said "We scoured the country for the perfect opportunity for Cornbread and Pat. WIL and its management team fit my clients like a glove and we look forward to many years of great radio with them."

92.3 WIL is owned and operated by Bonneville International Corporation. Founded in 1964, Bonneville is privately held company and has 30 media properties in six states including WIL, WVRV, WSSM and WRTH-AM in the St. Louis market.