Scholar Brad leaving WKZL

By Jamie Kritzer
Staff Writer

WKZL (107.5 FM) is losing its smartest disc jockey.

Scholar Brad is leaving WKZL on Wednesday to take a job as a morning-show DJ at a station in Columbia, Mo., which happens to be home to the main campus of the University of Missouri.

Brad worked the 7 p.m.-to-midnight shift on weekdays at WKZL for four years and lived up to his billing as radio's most educated disc jockey.

Each night, he asks listeners to ask him a trivia question. In four years, he was never stumped, he says.

"I just put my mind to it," he says. "I decided, 'I think I'll be smart.' "

And he even has earned degrees from two colleges.

Brad says he just wanted to educate listeners, but you didn't have to be a member of Mensa to take part in some of his on-air antics.

During one game, Brad challenged listeners to throw their cordless phones into their clothes dryers and then turn them on. Prizes were awarded to the listeners whose phones didn't disconnect after a 30-second spin in the dryer.

Brad's show did well. During the summer, his program was ranked No. 2 in the Triad behind WJMH (102.1 FM), according to the Arbitron ratings service.

Alas, Brad says he wants to educate folks earlier in the day. That brings him to WWWY, the Top 40 station in the small Missouri town where he will start work Oct. 21.

CITY SCENE

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Jamie Kritzer

heavy platter of Bruce Springsteen to listeners at UNCG.

"It was known that when Butch was on the air, he was going to play Bruce Springsteen," says Greg Pendergrass, another of Fuller's buddies at the UNCG radio station. "In fact, this upperclassman once took the 'Born to Run' album and wrote in Magic Marker right above Bruce Springsteen's head, 'Butch plays me so much I'm dizzy.' "

After graduating from UNCG in 1982, Fuller started his career in radio. He worked in markets throughout the South, from Tampa, Fla., to Greensboro, and played everything from Springsteen to Waylon Jennings to elevator music.

Listeners knew him as Big Paul Franklin, the same nickname he used until May on the Triad's top-rated "The Good Morning, Good Morning Show, Good Morning Show" on WTQR.

You may recall that Fuller, whose real name was Paul Franklin Fuller Jr., was killed May 16 in a motorcycle accident. Now, UNCG's department of broadcasting and cinema has decided to honor Fuller with its first alumni award.

Named the Paul Franklin Fuller Jr. Alumnus/Alumna of the Year Award, UNCG officials say they wanted to acknowledge Fuller's radio achievements, especially after he died.

"I think we wanted to give

Scholar Brad is taking a DJ job in Columbia, Mo.

because he didn't stop with just being on the radio," says Terry Williams, who worked with Fuller at WUAG and is now a weekend DJ on WKRR (92.3 FM). "He really lived it, breathed it, trying every day to be better than he was the day before."

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MerleFest 2003 is more than six months away, but organizers already have announced the Wilkes County festival's musical lineup.

Listen to this year's legendary lineup and you'll realize why MerleFest is so popular: Ralph Stanley & the Clinch Mountain Boys, Emmylou Harris, the Sam Bush Band, Bruce Hornsby, Bela Fleck & the Flecktones, Nitty Gritty Dirt Band, Rhonda Vincent & the Rage, Vassar Clements, Rockingham County's Tony Rice and the Del McCoury Band.

Oh, and of course, Doc Watson. MerleFest started in 1987, two years after Merle Watson died when his farm tractor

Want to go? MerleFest will be held April 24-27, 2003, on the campus of Wilkes Community College. But you can get tickets starting at 2 p.m. Nov. 12. Tickets cost $30 to $45 for single-day admission, $100 for a three-day pass, $135-$175 for a four-day pass with assigned seating and $110 for a general admission, four-day pass.

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You can see contemporary country musician Rodney Redman in the Triad today.

Redman, whose song "These Days" is getting airplay on a number of country music stations, is on a nationwide tour of Wal-Mart stores.

The Bentonville, Ark., native started the tour in late August in his hometown, which is also Wal-Mart's headquarters.

Today, he will perform on a stage in the parking lot outside Wal-Mart in Randleman, 1021 High Plains Road. Redman plays a combination of traditional and new country tunes, including honky-tonk and ballads. Admission is free.

Redman plans to play for about one hour and sign autographs after the show. He is touring in support of his self-titled debut CD, which was released in late August.

"Wal-Mart tours are a great way to meet the country music-buying public," says Karen Byrd, Redman's publicist.

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Tickets are on sale for a concert by pianist Jim Brickman, who will perform at 7:30 p.m. Dec. 11 at Greensboro's War Memorial Auditorium.

Tickets are $32.50 and $37.50. Tickets may be purchased through the Greens-