

Breakfast Q DJ's serve up humor for students

by Mark A. Borrelli
Sports Editor

Radio station Q105's Archer and David Endres from the Breakfast Q spoke at Linda Vogt's Mass Media class Jan. 25.

Although Archer and Endres are partners in crime for Q105's Breakfast Q, they are quite different. Both have their own personalities while still working well together.

Archer, the comedian of the Breakfast Q, seems to have a laid back, "let's have fun" attitude. Endres seems to be the most professional of the two. But together they are the ones who keep us laughing from 5:30 to 9:30 a.m. Monday through Friday.

The two were at CCC to speak to the class about the world of radio in all aspects. Archer, the anchorman and comedian of the Breakfast Q, kept the students entertained and informed throughout the class with his humor and unusual chalkboard drawings.

"You wouldn't believe the people I had to sleep with to get to the top," Archer joked.

Archer, a 22 year veteran of the airwaves, had an interesting start to his radio career.

"I was about 15 when I got started. My mom worked at a station and I was always hanging around, just trying to help out. But I didn't actually get on the air until their night man had heart attack

and I filled in," Archer recalled.

If that wasn't a strange enough way to get started, Archer's career progressed at the expense of his mother.

"The station that my mom worked at fired her, and hired me. She's just now talking to me again."

Archer has spent many of his radio days in small town stations, doing everything from news to producing and selling ad's, all the while being a DJ. His ties to Portland include teaching at KBPS, a Benson High School station. He also served some time at KMJK before landing at Q105 in August, 1987.

"The zoo here (on KMJK) is a rip off of the original one," said Archer, indicating that he had helped develop the original "zoo" concept in New York.

After 22 year of radio, Archer doesn't seem to have lost any of his enthusiasm for radio.

"I love it. I go back and forth from the air to production. I've just got radio blood," he added.

David Endres, in contrast to Archer, has spent much of his career in Oregon. Endres was born in Idaho and attended OSU, where he received a Bachelor of Science degree in liberal arts. He then worked his way up Interstate 5, starting at a station in Corvallis, moving up to Salem, and finally landing at Q105.



photo by Jillian Porter

Archer (l) and David Endres (r) told Linda Vogt's mass media class about the world of radio Jan. 25. One of the things they emphasized was getting a good education.

"It's just fun. Most people dread going to their job and only live for the weekend. I love my job, and look forward to going to work every day," Endres declared.

Both Endres and Archer spent about an hour and a half discuss-

ing the different aspects of radio, including advertising, the operation of a radio station, and the job of a DJ.

While Archer did the majority of the talking, Endres got his point across as well.

"A good education is paramount. Being a DJ is the most insecure job on the planet, so you must have something to fall back on," he advised.

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