

# Stern: a madman with a mike



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Staff photo by Amy Davis

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Ask WNBC-AM radio personality Howard Stern how he works and he's more than happy to fill your request.

"Someone is here today from *The Record*, or is it *The Bergen Record*?" Stern asks his listeners. "What's the official name of that newspaper anyway? Let's get the guy in here and ask him."

"You'd better be nice to him," says his partner, Robin Quivers.

"I'm being nice; can't you see the rug burns on my knees?" Applause.

"I bet this will be a hatchet job," Stern continues. "The guy was yawning through the entire interview."

"I bet he'd be a lot of fun on a date," says Quivers.

"I know he likes me though," he says, "because we were talking about the Vietnam war and how we used to go to protest rallies to try to score with hippie girls." More applause.

"You sure you like girls?" he asks.

**By Bill Glovin**  
Special to *The Record*

It's a few minutes before 3 p.m. on the second floor at Rockefeller Center. Howard Stern has just finished meditating and

is strolling up the hall to a shout of "Here he comes."

Making his way through engineering and into the broadcast studio, he puts on headphones and glances at Robin Quivers. In the background is today's opening theme song, Carmen Miranda singing "Chattanooga Choo-Choo." Stern looks to the engineer and listens for his cue. "Welcome to the How-weird Stern show — the most disgusting show on Earth!" he says, his voice quivering like a madman's.

At 30, Stern, as he has done in Hartford, Conn., Detroit, and Washington, D.C., has come into a radio market and turned it on its ear. Together with Quivers, producer

Fred "Earth Dog" Norris, and assorted guests, they have caused more of a stir and attracted more listeners to the AM dial than anyone has in years.

Some have seen Stern on a TV commercial showing him and morning disc jockey Don Imus sitting quietly while the WNBC station general manager makes a mock apology to a wide range of people and groups, including the manager's own wife, for insults suffered at the hands of both.

Others have heard — but didn't see — Stern on "60 Minutes" when the show did a segment on the controversial new wave of disc jockeys. Stern was given strict orders by NBC not to appear on the show. He

ranted about it on the air for days afterward, blasting NBC, soliciting job offers, and phoning a "60 Minutes" producer to explain.

"Morley Safer wanted to come to my house, but I said no, I'll get fired," says Stern. "I like NBC, but NBC didn't make my career. They don't know what's good for me. The second I get fearful and start worrying about what they think upstairs, I know the show will become bland and I might as well quit."

These remarks may seem bold to some,

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