


	Monday	Tuesday	Wednesday	Thursday	Friday
6:15 AM to 7:15 AM	<b>Preschool</b> Pop/Top 40	<b>Preschool</b> Pop/Top 40	<b>Preschool</b> Pop/Top 40	<b>Preschool</b> Pop/Top 40	<b>Preschool</b> Pop/Top 40
7:15 AM to 8 AM	<p><b>When specialty shows are not airing, stay tuned for WSDP's exciting mix of independent and alternative music.</b></p>		7:30 AM: <b>Rachel's Place</b> Children's Stories and Music	<p><b>88.1FM Programming Schedule</b></p> 	
8 AM to 10:30 AM			<b>WSDP Gone Country</b> Alternative Country		
10:30 AM to 11 AM			<b>Lemonade</b> Senior Citizens		
11 AM to Noon			<b>Somewhere in Time</b> Big Band		
Noon to 5:30 PM					
5:30 PM to 5:45 PM	<b>Newsfile</b> National, Local, and School News, Sports and Weather				
5:45 PM to 6 PM	<b>Sports Weekly</b> High School Sports with host Robert T. Miller		<b>Community Focus</b> Weekly interviews with topics ranging from the school board to compilation CDs.	<b>Backstage Pass</b> The 411 on the local and national music scene, concert reviews, and more.	
6 PM to 8 PM	<b>Hip Hop Spot</b> Hip Hop, R&B, and Rap	<b>Jazz Central Station</b> Jazz	<b>The Hair</b> 80s Metal	<b>Eden</b> Ethereal, Gothic, Ambient	<b>Studio 88</b> Top 40
8 PM to 11 PM	8 PM: <b>360 Flip</b> Skate Rock 9:30 PM: <b>The Ward</b> Metal	<b>Only In Dreams</b> Emo and Indie Rock	<b>Eve Was Framed</b> Women In Music	<b>Rainbow Connection</b> Punk and Indie Rock	



46181 Joy Rd. | Canton, MI 48187



[www.wsdpradio.com](http://www.wsdpradio.com)

WSDP is owned and operated by the Plymouth-Canton Community Schools. The station has been serving the community since February 14, 1972.

**Spreading the Airwaves** issue one | spring 2000

# 88.1 FM

*the escape - wsdp plymouth-canton*



## Spreading the Airwaves

issue one | spring 2000



### Connected to Our Past

Station Manager Bill Keith with students Jacob Bugeja and Jody Gross at a live broadcast in Plymouth

I love to run into former WSDP Staff members. It's exciting to hear where life has taken them, and they have lots of stories about their time at Plymouth-Canton's FM power house.

I hoped to start this newsletter some years ago. I guess the new millennium has given me extra urgency to get moving. The initial idea for an alumni newsletter came to me while working on our 1997 Radio Reunion. That time together was one of the highlights of my career at WSDP. There were so many smiles, hugs, and stories to be shared.

What is your favorite memory about WSDP? I hope this newsletter will keep WSDP connected to its past.

It is more and more obvious to me that many of you have very fond memories of your time at the Escape (the Edge, the Bottom Line, WiSDiP). A quarterly update on your favorite radio station might be the way to bring back some of those stories.

Please let me know any ideas you have for this newsletter (And a few stories would be nice too).

Bill Keith WSDP Station  
Manager keithb@pccs.k12.mi.us

### WSDP Alumni Database

Trying to keep a database of addresses up-to-date can be a monumental task. You can help us keep track of WSDP alumni by sending us the current addresses of any former staff members you're in contact with. We would be happy to add them to our mailing list for this newsletter. Their address will also allow us to keep contact for any upcoming alumni reunions. Addresses and phone numbers can be sent to:

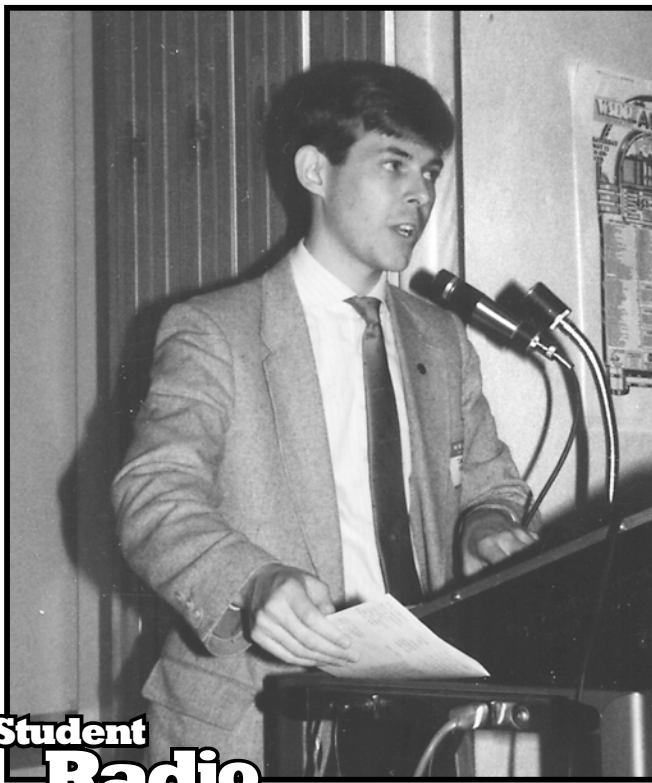
WSDP 46181 Joy Rd. Canton, MI 48187  
(734) 416 7732  
keithb@pccs.k12.mi.us

### WSDP Radio Auction

WSDP will hold its 12th radio auction on Saturday May 13, from 9am to 10pm. The auction will be broadcast on 88.1FM. Listeners will be able to bid on items by calling the WSDP Hotline.

A dream board of special items will be available for bidding all day. The funds raised allow WSDP to update equipment. A portion of the proceeds will fund three scholarships the station offers.

In past years the money has been used for a digital audio work station, new Emergency Alert Equipment, and a computer for the main studio. Money from this years auction will go towards equipment that will allow the station to broadcast 24 hours per day.



**Student  
Radio  
Station  
Celebrates  
Anniversary**

**Former Station Manager  
Dave Snyder at the 1989  
WSDP Banquet**

**(PLYMOUTH, MI.) — Rob Milford called to wish the WSDP staff a Happy 28th Birthday. He was on the station's staff when it signed on-air February 14, 1972.**

Under the leadership of Bonny Dore, former General Manager of WSDP, the student staff began planning for station almost two years before its arrival. According to Milford the time leading up to the sign-on date was very big, "the rooms were there and then the equipment was delivered in the Fall of 1971. The engineers were plugging it in and then they put the tower on the roof... the little red light started flashing and the excitement was just tremendous."

The station signed on-air at 12 noon with a mission of training students in broadcasting and serving the Plymouth-Canton community. Milford said people like Dore, Bill Brown, former Salem Principal, and John Hoben, former Superintendent deserve great credit for their vision. "They bought into it and said 'this could be exciting, this could be educational as well,' and I think that their guess back in the early 1970s has paid off." WSDP also owes debt of thanks to past station managers Mary Phyl Sieger, Jeff Cardinal, Andy Melin and Dave Snyder, along with longtime advisor John Seidelman.

Milford knows the benefits of a program like WSDP. He now works for CBS Radio News in Dallas Texas. "At the time it gave students a leg up on the competition. We were really on the air... We had to do everything by the book, the way it would be done in a commercial station." Milford will be visiting the Plymouth-Canton area in April when the PCEP Theater Department bids farewell to Gloria Logan, long-time drama teacher and director.

Milford has made a habit of calling the station each Valentines Day. "It is always a pleasant surprise to hear from Rob," said Station Manager Bill Keith, "It's easy to get very busy with day-to-day things, but every time he calls I'm reminded about how important WSDP has been in so many people's lives."

A history of WSDP was published in 1998. This 32 page booklet was co-written by the station's six General Managers. If you would like a copy call WSDP at 734-416-7732. WSDP is owned and operated by the Plymouth-Canton Community Schools. The station is staffed by over 30 volunteer students at Plymouth Canton and Salem High Schools.

**WSDP Announces  
New Scholarship**

**(PLYMOUTH, MI.) — WSDP, 88.1FM, announces the establishment of the Jeffrey L. Cardinal Scholarship.**

The scholarship is named after the station's third General Manager. Cardinal served as General Manager from 1974-1982. This was a time of great change for the station as it switched frequencies from 89.3FM to 88.1 FM, and increased power to 200 watts. It was also a time of financial turbulence for the station. "Jeff's leadership was critical in keeping the station on the air," said Bill Keith, General Manager, "All students since then owe him a debt of gratitude for making sure the station survived and prospered."

The scholarship will be give to a student that:

- ~ has shown dedication and commitment to WSDP
- ~ has been an active and involved member for all four years of their high school career
- ~ has gained substantial knowledge in multiple areas of the station's operation including news, sports, production, promotions, on-air announcing, and public service, improving the quality of the station
- ~ has the tenacity to go beyond what is expected, inspiring others to exemplify the same characteristic
- ~ Demonstrated the prerequisites in understanding the community's needs

"It is our honor to recognize Jeff for his years of service to WSDP, the Plymouth-Canton Schools and the community," said Bill Keith, Station Manager. Cardinal is now a freelance writer living in East Lansing.

Each year WSDP also presents the John Seidelman Scholarship and the Bonny Dore Scholarship. All three awards will be presented at the station's annual banquet in May.



**Founding Station Manager Bonny Dore recognizes Staff Members that signed the Station on-air at the 25th Anniversary Reunion**

## WSDP Goes Worldwide

Check out WSDP on the internet. The new address is [www.wsdpradio.com](http://www.wsdpradio.com). The site features program schedules, music playlists, live sports schedules and so much more. In the weeks ahead we'll be adding streaming audio so that people can hear their favorite radio station across the world.

The site is designed and coordinated by Sophomore Jacob Bugeja. He is currently the station's Promotion Director. He has been working on the site since the Summer of 1999. The station has received incredible help and support from Mark Even, a Internet Consultant for the Plymouth-Canton Community Schools. Both Mark and Jacob deserve a pat on the back. Without their input and guidance none of this would have been possible.

## WSDP: Station is great for students

On February 14, 1972, a proud tradition was born - and I don't mean Valentine's Day.

WSDP 88.1, Plymouth-Canton's student-run radio station, broadcast for the first time.

Since then the station has provided a unique opportunity to high school students. The station has had its share of ups and downs but has far and away been a positive program, and made a positive impact on students.

The experience left a long-lasting impression with many a student that had the opportunity to project his or her voice over the airwaves. I can remember my ex-wife once finding an old tape (during a semi-regular cleaning fit) of one of her WSDP radio shows. (She was a DJ while a student at Salem).

We put it in the tape deck and listened, and I chuckled hearing her voice, and the music she had picked (we never quite agreed on musical styles). Scant seconds had gone by before she started recounting stories of the station, and the people she had met.

I remember being envious. If I wanted to be on the radio at my high school (Plymouth Christian Academy) I would have to smuggle in a Mr. Microphone and a transistor radio.

I recently had an opportunity, though, to be a guest DJ on WSDP during its 15 Minutes in the Sun program. I took a quick look at my collection of dusty CDs and wondered if I could even come up with an hour's worth of music that anyone would want to listen to—with the exception of my brother, who lives in Oregon. I doubted that WSDP broadcasts would go quite that far.

I resolved to simply pick out a bunch of long, "art rock" songs, and hope for the best.

It took about 15 seconds for me to make a fool out of myself on the air, but that's an average time-span whenever I try something new. In the end I did relax a bit, talk more, and succeeded in making a more relaxed fool out of myself.

But it was all in good fun.

WSDP was recently voted Station of the Year by the Michigan Association of Educational Broadcasters (MAEB). It's an impressive award, and one the station has received six times in the past 11 years.

Many of the students received individual awards, too. From production to sportscasting, to sports play-by-play and, of course disc jockeys. All students deserve congratulations.

Next month, everyone has the opportunity to show their support in other ways, too. The station is preparing now for it's annual auction.

Held on the air May 13, from 9am to 10pm, the auction is the station's biggest fundraiser. There are many ways to help—businesses can donate auction items, guest auctioneers are needed, and, naturally, the auction cannot be a success if no one listens to the program or bids on the items.

So when then time comes, it will be easy to show your support. Just tune in, listen for a few bargains, and pick up the phone.

-Scott Spielman

**Scott Spielman was the editor of the Community Crier. This article ran in his "Off the cuff" column in the April 12, 2000 edition of the paper and is reprinted by permission.**

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## Support Plymouth Canton's Escape

As you consider your charitable gifts for 2000 please remember WSDP. Your support is a valuable reminder of the importance place WSDP has in the hearts of so many people.

Here is my donation of \$ \_\_\_\_\_ to support WSDP!

Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Phone Number \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Do you work for a matching grant company? YES NO

Thank you for supporting student radio in the Plymouth-Canton Community Schools.

