



Volume 1 Issue 1

April 1998

Welcome to the 1st WMSE newsletter!

Thank you for your very generous donations! Our fund drive was a success! We raised \$43,000!

Winner of the 1 year Rave pass is:

Rada Malinovic, \$100.00 donor and WMSE Club Card holder. Congratulations!

WMSE Staff

Tom Crawford	Station Manager
Blain Kennedy	Promotions & Funding Director
Mike Bereiter	Music Director
John Michaels	Production Director
Jules	Chief Engineer/ Chief Operator
Marc Kellom	Engineering Consultant
Joel Caven	Engineer
Travis Detert	Engineer
Jen Gassert	Office Assistant
Andrea Tallar	Office Assistant

We want to hear from you!

Questions, comments, or suggestions are welcome. You can E-mail us at WMSE@msoe.edu or check us out on the web. www.msoe.edu/wmse. Office phone: 277-7247 Fax: 277-7149

We would like to thank our sponsors:

WMSE thanks the following business for their support of WMSE in 1997 in the form of program underwriting. Their contributions make up a major portion of our budget each year. Because WMSE is a public radio station and is restricted in the kinds of things we can say on the air about these businesses (we can't have commercials on the air) it's sometimes difficult for them to perceive a return in the form of consumer response. It would help the station immensely if, when you patronize these businesses, you were to tell them that you appreciate their support of WMSE. Thank you in advance!

Atomic Records, Bangkok Orchid, Brady Street Futons, Bunker's Island Pub & Eatery, The Cactus Club, Carini's La Conca D'oro, Clark Square Pick'n Save Mega Mall, Comet Coffee Shop, Compuware, CT Insurance Agency, Dark Star Books & Music, Disc Go Round Brady Street, Dodge City South, E & J Record Shop,

Earth Essentials, Envisions, Fillipo's Restaurant, Fuel Café, Gino's Italian Imports, Inc. Hi-Fi Café, Ike's Pub, Interdome Travel, IPS International, Koppa's Farwell Foods & Fulbeli Deli, Lao Family Community, Inc. Los Defensores, Metropolis Nightclub, Milwaukee Council on Alcoholism & Drug Dependence, Nomad World Pub, Peter Sciortino's Bakery, Petroff's West, Pizza Shuttle, Precision Auto Imports, Real Productions, Reina International Auto, Rochambo Coffee & Teahouse, Rockhouse Guitars, Rush-Mor Records, Sanctuary, Scratch Pad, Shank Hall, Spark One Productions, Spontaneous, Starship, The Blood Center of Southeastern Wisconsin, The Times Cinema, The Unicorn, Up & Under Pub, Lisa's Pizza.

Club Card Discount Updates

New Clients now offering discounts:

SPECHER BREWERY

701 W. Glendale Ave. 964-2739 One free admission to a Sprecher Brewery tour. Call in advance for times & RSVP

NORTHERN LIGHTS - 2343 N. Murray Ave.
10% off all regularly priced merchandise

ELECTRIC EYE NEON - makers of custom neon art and signs - 483-7292.

10% off custom neon work. Call for an appointment

MASTER MIND PRODUCTIONS - Mastering/Recording Studio 614-8773

10% off CD mastering services
Call for an appointment

HIGH WIND BOOKS - 2625 N. Downer Ave.
10% off any purchase over \$20.00 (may not be combined with any other offers)

HI-FI CAFÉ-

2640 S. Kinnickinnic Ave.

Free cup of the day OR \$1.00 off a specialty

coffee drink with a purchase of any sandwich

Changes to current Club Card offers:

PHASE II

The guys at Phase II bit off a little more than they could chew. What are we trying to do? Put 'em outa business? They had to lower their discount to 10% so they wouldn't lose their shirts.

RECYCLED RECORDS & BOOKS

Their discount was omitted from the brochure. You can get 10% off any purchase of books and LPs.

EARTH ESSENTIALS

There is a typo in the brochure. It's a free gift OR 10% off purchases of \$25.00 or more.

STARSHIP

Oops, we forgot to specify the discount in the brochure. 10% off any purchase. By the way, there are now 4 locations - the Southgate store is closed.

What Makes WMSE So Great?

Every time WMSE wins an award I imagine some puzzled commercial radio executive with furrowed brow asking him/herself, "What makes that puny little station so great?" Here's the secret...

Dedicated volunteer DJ's putting out the best programming on the dial.

Dedicated staff people working insane hours to make things happen on the administrative end.

Dedicated listeners who starve for variety and are willing to give their financial support to help the station grow.

Do you see the pattern? All of us believe in the station because we intuitively grasp that it is the only hope for good radio in Milwaukee. It's real radio programmed by the people whose voices you hear on the mic, not a paid Program Director. No hit rotations. No corporate investors to satisfy. Just lots of great music. And you're a part of it. You're why we're here.

It costs a lot of money to keep the station running. Broadcast equipment is very expensive and we're building a whole new facility from the ground up. You know the cliché, "money can't solve your problems?" Tie a rock to that and throw it out the window on this one. We need all the money we can get.

Your donations over the past few months have helped usher in a new era at WMSE. But it's only just begun. What can you do to keep helping?

Tell your friends that don't know about WMSE to give us a listen and as for the ones who already listen ask them if they've pledged yet. Renew your membership when you get your reminder in the mail later this year.

DJ Profile: Dewey Gill

Dewey Gill's passion for music began at an early age. His father was a DJ who worked at WJPG in Appleton and both WFOX and WCAN here in Milwaukee in the 1950s.

Dewey grew up amid his father's 1500 or so big band and polka 78's and enjoyed them on the 1936 Wurlitzer jukebox they had in their basement rec-room. These were his toys as a kid. It wasn't too long before Dewey began collecting on his own. In 1981 he heard about a group of people at MSOE who were organizing a new radio station. He

started coming to organizational meetings and in March of that year WSOE, the low-power, previous incarnation of radio at MSOE, was transformed into the 1000 Watt-strong WMSE. Dewey dove right in as a volunteer. There were no more rock and roll time slots left so he offered to do a big band show with his father's 78's. And the rest, as they say, is history.

Ever since, Dewey has been sharing his vast collection of hard to find records with the people of Milwaukee on a weekly basis. His shows sometimes have a narrow focus such as his tribute to Milwaukee big band great, Bunny Berigan, in March of 1996, or his semi-regular 60's Wisconsin rock shows. He usually mixes up genres within a chronological framework and stays always from the hits, which have been so overplayed on oldies radio. Below is a guide that will help you better enjoy his shows.

2nd Friday of the month 6-9pm: "the alternative oldies show". This is a mixture of R&B, Rock & Roll, Soul, Surf and Rockabilly covering American popular music from 1970 back to 1955.

4th Friday of the month 6-9pm: the "R&B/Jump show". This show explores the transition period between Big Band music and Rock & Roll covering 1955 back to 1945. Every Sunday 9am to noon: "Big Band". 1945 back to the 1920's.

When asked what he thinks about WMSE now compared to the way it was back in its formative years he said, "I think the station is the best it's ever been right now. When it first started Milwaukee was so starved for something different that people embraced it with a lot of enthusiasm. Nowadays WMSE's DJ's are more knowledgeable... underground music was more exciting back then, though."

WEEKDAY SHOW TIMES	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
12:01 a.m.	PAUL HOST'S DIAL LEFT SYNDICATED TALK	SCOTT Experimental	STEPHANI Gothic & Industrial	LAUREN Hard-core Indie
3:00 a.m.	OPEN	DEAN Roadhouse Blues/Rock	OPEN	CHARLIE THE L Dance
6:00 a.m.	RICH MARS Alternative	BOB MARTINEZ The Morning Drive-By	DOUG IN THE MORNING Ethereal Gothic	MARCO Alternative
9:00 a.m.	JASPER TOAST Jazz	HIPSTER DOOFUS Lounge Music	PAUL CEBAR/ RICK ISRAEL Jazz & Traditional Rhythm & Blues	JIM GILLES Jazz World Music
Noon	RADIO 4-EYES Freak of the Week/ Backwards Rock	DORKUS MALORKUS Alternative Attitudes	MILW. MIDWEEK (Noon-12:30 p.m.)	DORIS Subliminal message
			MELISSA Alternative	
3:00 p.m.	REDDY TEDDY	COSMO CRUZ	JEFF JOY	JANIS
	BLUES DRIVE BLUES DRIVE BLUES DRIVE BLUES DRIVE BLUES DRIVE			
6:00 p.m.	"RUDE BOY" Alternative	MIDNIGHT RADIO w/ BOB & DAVE Alternative	MOT Alternative/Folk	JULIE Alternative
9:00 p.m. to midnight	MIKE J. Suburban Trip Hop	MARCUS Universal Jam	JOE & PETE Hard-core Hell	REGGIE VIBRATIONS w/ ROBERT MIKEY S

BROADCAST SCHEDULE

THURSDAY	FRIDAY	SATURDAY	SUNDAY	WEEKEND SHOW TIMES
STELLA Independents	ROUTE 66 Alt/Free Form Industrial	MATT Alternative & Freeform	RHINO Alternative & Free Form	12:01 a.m.
EARLY J LOOP dance	JOHN G. Alternative	OPEN	JEANETTE ROSE Ethereal Gothic	3:00 a.m.
MARK Alternative	ASTRAL PADDINGTON Dark wave, experimental	ANDRE THE GIANT Alternative		HMONG RADIO (8-9 am)
GLYNN Jazz & d Music	JOHNNYZ'S CHICKEN SHACK Hillbilly, Rockabilly	KEVIN & SONIA Saturday Morning Blues Jam	BIG BAND SHOW DEWEY GILL	9:00 a.m.
ORI liminal age Rock	BUZZ Buzz's Garage Lo-Fi Slop Rock	BARRY'S SATURDAY AFTERNOON BOOGIE BANG Soul, Rap, Funk	ORGULLO LATINO HARRY O. TITO & WALLY Latin Music	Noon
ANET	SONIA	MICKEY'S MOUSE CLUB Alternative	VOICE OF ITALY GEORGIO Italian Music	3:00 p.m.
BLUES DRIVE BLUES DRIVE				
ULES Alternative	DEWEY GILL & JERRY Rock Historian/Blues	INSTRUMENTAL SATURDAYS W/ MARY New Age	ALTERNATING CURRENTS HAL & JAMES Avant Garde	6:00 p.m.
GGAE ATIONS ERT G. & Y SCREW	MESSY RADIO Alternative & Free Form	LATE NIGHT BEAT GENERATION W/ STEVEN K.	PLANET PROG WITH MARK KRUEGER	9:00- 10:30 p.m.
			WOMEN'S RADIO Women's Music Radio	10:30 p.m. to midnight

History Of Radio At MSOE

The Milwaukee School of Engineering was founded in 1903, six years after Marconi took out patents on his system of wireless telegraphy, for the purpose of educating men in the skills of designing and maintaining wireless broadcast systems and receivers. MSOE put Milwaukee's radio station, WIAO, on the air for it's initial broadcast on September 22, 1922. Transmission was made on a wave length of 360 meters (833.3Khz) with only 100 watts of power.

On July 7, 1925 WIAO became WSOE. Many national figures took part in programming, gaining WSOE and MSOE national recognition. In June of 1927 power was increased to 500 watts and the frequency was changed to 1100 kHz. January of the following year brought a change of call letters as WSOE became WISN. Six-sevenths of the operation was run by: The Milwaukee School of Engineering and the Wisconsin News (a Milwaukee daily newspaper that began part-time programming on July 30, 1924 and went full-time a year later). The remaining 1/6 shared time with Marquette University's transmitter WHAD.

In November 1928 the Federal Communications Commission assigned WISN a frequency of 1120 kHz at 250 watts of power. Shortly thereafter, a federal law was passed forbidding schools from commercializing on radio. In compliance with this directive MSOE divested it's interest in WISN.

Aside from operating amateur radio, which began in 1924, MSOE took no hand in broadcasting until August of 1960 when the school and WISN again combined efforts presenting a program called "Sounds

of Science" that was broadcast every week. This program featured school staff and faculty members.

On March 15th, 1969, the students signed another station on the air with the call letters WSOE. This was a carrier current (run through the campus electricity system) AM station that broadcast to the dormitories on campus. WSOE was a broadcasters club run by the students of MSOE. WSOE was open to any student, faculty or staff member. The original objective of WSOE was to operate a carrier current broadcast station for the dorms, to obtain a broadcast license from the FCC, and to entertain, educate, and enhance relations between MSOE students and the public. WSOE ran on an annual operating budget of \$2000.

In May of 1979, WSOE shut down in order to construct new studios in the Margaret Look Residence Hall. In October of that same year, Everett "Jerry" Cobb donated \$30,000 to the radio station. Cobb, an alumnus of MSOE, had worked on the original WSOE, then WISN, WTMJ, and later owned a radio station in Reno, Nevada.

Twelve years after becoming WSOE on the AM band, the radio station changed it's call letters to WMSE and began operation as an FM station. This change took place primarily because of the Cobb donation. March 17th 1981 WMSE started operating at 91.7 MHz at a rated power of 1000 Watts. The #1 record on the charts was Moving Pictures, by Rush, WMSE boasted to play "whatever the DeeJays wanted to play" including "everything from mellow rock, country rock, heavy metal, and new wave." WMSE was on the air about 20 hours a day, and it was a landmark in Milwaukee radio. The very first WMSE benefit / party was held on Thursday March 19th 1981 at the club

Starship, downtown. Admission was \$.50 and "The Tense Experts" (Ex-Member of Die Kreutzen's first band) were the entertainment. In the time span of only a year WMSE rose out of 37 radio stations in the Milwaukee market to become the #1 radio station in the city. WMSE was deemed Milwaukee's MOST SUCCESSFUL RADIO STATION by the Milwaukee Journal in 1982 and that was just the beginning.

Over the years WMSE has received many other awards. The Wisconsin Area Music Industry or WAMI Awards are given out annually to celebrate the music industry in the state of Wisconsin. WMSE has received the WAMI award for the best radio station in the state of Wisconsin 1987, 1992, 1993, 1994, and 1997. WMSE has also won several Milwaukee Magazine "Best Of" Awards and the Shepherd Express reader's poll has voted WMSE the best radio station in 1993, 1994, 1995, 1996, and 1997.

Through all of these praises, hardships, and awards WMSE remained a cornerstone of Milwaukee radio broadcasting with only 1,000 watts of power, until March 15th 1995 when WMSE increased it's wattage to 3,200 watts where it currently stands today. With the retirement of former station manager Bob Betts and the inception of WMSE's current general manager and former DJ of 12+ years Tom Crawford, WMSE moves into a new era of radio, still popular despite the commercialization of Alternative rock, still leading Milwaukee in programming with the creation of it's Blues Drive, and still being watched by the public, as well as it's founder and owner MSOE.

When you patronize businesses that underwrite on WMSE tell them that you appreciate their support of your favorite radio station.

WMSE Top 10 List

1. Hum, Downward is Heavenward, RCA
2. DJ Shadow, Preemptive Strike, Mowax
3. Cranes, EP Collection Vol. 1 & 2, Dedicated
4. Couch Flambeau, S/T, Couch Flambeau
5. Unwound, Challenge for a Civilized Society, KRS
6. Thee Headcoats, The Messerschmitt Pilot's Severed Hand, Damaged Goods
7. Get Up Kids, Four Minute Mile, Doghouse
8. Zen Guerilla, Positronic Raygun, Alternative Tentacles
9. Front Line Assembly, Flavour of the Weak, Metropolis Cap'n Jazz, Alphabetopolothology, Jade Tree

WORLD TOP 10

1. Skatalites, Ball of Fire, Island
2. Various Artists, Unblocked, Ellipsis Arts
3. Najma, Pukar, Mondo Melodia
4. Stella Chiweske, The Healing Tree, Shanachie
5. Mad Professor, Under the Spell of Dub, RAS
6. Various Artists, The Music of Indonesia 15, Smithsonian
7. Haris Alexiou, Di Efchon, Mondo Melodia
8. Various Artists, Fire in the Mountains Vol.1, Yazoo
9. Karnak, S/T, Tinder Ernest Ranglin, Memories of Barber Mack, Island

JAZZ TOP 10

1. The Ganelin Trio, Ancora Da Capo, Leo
2. Ivo Perelman Duo, Geometry, Leo
3. Kazutoki Umezu/Shakushain, Desert in a Hand, Knitting Factory

4. Fred Hersch, Thelonius, Nonesuch
5. Charlie Haden, The Montreal Tapes:
G. Rubalcaba/P. Motian, Verve
6. Malachi Thompson, 47th Street,
Delmark
7. Joe Pass, In Hamburg, Blue Jackel
8. Myra Melford & Han Bennik, 11
Ghosts, Hat Hut
9. Mose Allison, Gimcracks and
Gewgaws, Blue Note Various Artists,
Thank You John, Arkadia

RPM TOP 10

1. Various Artists, Hardcorps, Moonshine
2. Various Artists, Big Rock'N Beats, TVT
3. DJ Vadim, USSR Reconstruction, Ninja
Tune
4. Air, Moon Safari, Caroline
5. Receiver, Chicken Milk, Iron America
6. Index, Faith in Motion, Cop
International
7. Frontline Assembly, Columbian Necktie
EP, Metropolis
8. Medicine Drum, Supernature, 911
9. Terranova, DJ Kicks, K7
10. Various Artists, Sampling the Future,
Thrive

BLUES TOP 10

1. Various Artists, Hound Dog Taylor: A
Tribute, Alligator
2. Jimmy Witherspoon, Love is a Five
Letter Word, Avenue
3. Marcia Ball/Irma Thomas/Tracy Nelson,
Sing It, Rounder
4. Various Artists, Blues Across America:
The Dallas Scene, Cannonball
5. Dave Myers, You Can't Do That, Black
Top
6. Jimmy D. Lane, Long Gone, Analogue
Productions
7. Byther Smith, All Night Long, Delmark
8. Sonny Rhodes, Born to Be Blue, King
Snake
9. Davell Crawford, The B3 and Me,
Bullseye
10. Butanes Soul Revue, One Night,
Atomic Theory

WMSE thanks Kohnke Hanneken, Inc. An advertising agency for
their invaluable assistance in developing the Club Card program.



WMSE is a non profit college radio station owned and operated by the

Milwaukee School of Engineering
1025 N Broadway St.
Milwaukee, Wisconsin 53202