

THE WMSE **TRANSMITTER**

WMSE 91.7FM
MILWAUKEE, WI

JUNE/JULY 1992
MILWAUKEE SCHOOL OF ENGINEERING

**LOCAL MUSICIANS IN
'UNDERGROUND' REUNION**
...details inside



**WMSE ANNOUNCES
STAFF PROMOTIONS**

**BATTLE FOR
SUMMER DJ SLOTS
GETS UGLY**



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VOLUME 3 NO. 2

JUNE/JULY 1992

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WMSE STAFF

General Manager: Bob Betts
Program Director: Paul Host
Promotions Director: Tom Crawford
Music Director: Scott Ruud

Assistant Music Director: Brian Edwards

Music staff:

Kirsten Hansen, Barry Johnson, John Kinney, Rick Laciak, Pete Rohde, Jeannette Rose, Paul Schrank

Director of Engineering: Kevin Oleniczak

Chief Engineer: Dave Popovich
Assistant Chief Engineer: Gordon Durler

Alumni Engineer: Marc Kellom
Engineering Staff: Jody Hietpas, Corey Lardinois, Leah Richmond, Jerod Schultz

WMSE 91.7FM is a 1000-watt non-commercial alternative music station broadcasting from the Milwaukee School of Engineering, Milwaukee, WI.

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P.O. Box 644
Milwaukee, WI 53201-0644

THE MAN FROM



By John Kinney

THE ELEGANCE OF AMERICAN CULTURE

During a recent grocery shopping trip to Cub foods, a mature-looking woman, probably in her early twenties, was "blipping" my purchases across the counter.

The total came to \$20.06. I pulled out a crisp, freshly laid Tyme machine Jefferson and then searched my pockets for some change. All there was left was a lousy nickel.

Noticing my plight, the sympathetic clerk looked at me and said rather plainly, "Doesn't that SUCK?" I then thought to myself how beautiful language can sometimes be.

MONDO 7" SOUNDS

It's my firm belief that the best recordings can be found on vinyl, and not just any vinyl, but the 7" variety. Where else can you find the "hits" from so many unheard of bands?

As examples, I highly recommend the following recently released 7 inchers: "Nipsyland" from the **Sea Monkeys**, who provide a wonderful rockin', bootkickin' tour through Nipsy's fun park; "Shedded Skin" from **Venison**, a band from western Wisconsin who combine shreds of Dü and molten lava stew (that's right, its hot and it flows); and, my favorite, "Giant Robots" from **Berserk** -- "...Gonna save the world from all the monsters, we're Giant Robots," a visit to the land of Godzilla and the Smog Monster via throbbing guitar chords and a chorus that gets the guernsey.

COSMIC CUTS

It's not too late to get a grip on the new **Cosmic Psychos** record *Blokes You Can Trust* on the Amphetamine Reptile label. Like a well-oiled chainsaw through a bucket of SPAM spread, these guys pound out solid, unbridled music with Aussie cockiness and hooks that don't quit comin'. Well done.

HERZOG COMMUNIQUE

Former 'MSE dj and '91 MSOE graduate Paul Herzog now resides in Texas, but he remains an active alternative music groupie. His recent letter chronicled an adventure through the Dallas music clubs with current 'MSE dj Radio Dave. Paul, of course, sends his best.

KONITZER MISSING?

Speaking of 'MSE alumni, John Konitzer, an afternoon staple on the airwaves during the late '80s, was reported by MSOE to be one of the "lost alumni." I thought I'd conduct my own mini-investigation by trying the phone number he gave me last year -- they're right, he's gone! John, John, come out, come out, wherever you are.

NEWS FROM SPAMWORLD, USA

My hometown, Austin, MN -- Spamalonia, Spamton, or Spamwich Village as it's sometimes called, is all aflutter with rumors of a **Gear Daddies** breakup. The gossip is that lead singer Martin Zellar, who recently eloped, wants to go it alone after they finish their last bit of touring. Stay tuned.□

WMSE TAKES 1992 WAMI

For the second time in the last five years, WMSE has received a Wisconsin Area Music Industry "WAMI" award in the annual music awards competition's Best Radio Station category. WMSE previously was honored in 1987.

The academy, comprised of music industry professionals from Wisconsin, selected nominees and the public cast the final votes. The station also has won Milwaukee Journal readers' polls for most popular radio station in 1982 and 1983 and Milwaukee Magazine's "Best of" Award in 1985, 1986, 1987 and 1989.

"We are very honored by the award, particularly given the caliber of the other nominees (WLUM, WLZR, WKLH and WQFM)," remarked Rod Gnerlich, MSOE executive director of public relations/WMSE. "We are grateful to the supporters of the station who took the time to send in their ballots. I am continually amazed by the level of support WMSE generates despite its limited signal.

"At the same time, this award reminds us of our ties and responsibility to the local music community. When WMSE was first created over a decade ago, alternative music and local music were the cornerstones of the operation. We feel that's a good tradition and hope to keep building on it."□

WMSE ANNOUNCES STATION AWARDS AND PROMOTIONS

WMSE General Manager Bob Betts announced that **Brian Edwards, Rick Laciak** and **Scott Ruud** were named the 1992 recipients of the *Everett B. Cobb Outstanding Staff Award*.

It was a donation from Cobb, an MSOE alumnus and radio pioneer, that enabled WMSE to begin its operations on March 14, 1981. It is presented to the WMSE staff member, or members, "who help the station meet its goals and objectives through not only broadcast and engineering efforts, but through leadership and service on special projects."

Edwards was honored for his direction of local music, creating WMSE's computerized inventory program for its music library and his work in coordinating successful WMSE benefit concerts.

Laciak, a junior majoring in electrical engineering technology at MSOE, was cited for his leadership in the organization and maintenance of the station's music library. He has provided many volunteer hours on a variety of projects, including station maintenance and benefit concerts.

Ruud was honored for his work with local and national record labels, the disc jockey training program and increasing the station's national visibility in the music industry through his work with the College Music Journal.

Editor's Note: All three of the award winners are presently staff djs with the following time slots:

Brian Edwards • Thursdays, 7:30pm - 10pm

Rick Laciak • Saturdays, Midnight - 3am

The Rude Boy • Wednesdays, 5pm - 7:30pm

See page 7 for the complete dj schedule.

Meet WMSE Promotions Director

Tom Crawford



From striking a friendly pose for a station publicity photo to cheerfully greeting the public at a WMSE sponsored function, Crawford was the obvious choice for the newly created Promotions Director post.

Milwaukee School of Engineering announced the following promotions at WMSE:

- **Paul Host** to program director;
- **Tom Crawford** to promotions director;
- **Scott Ruud** to music director; and
- **Brian Edwards** to assistant music director.

The appointments were originally recommended by the WMSE Operations committee.

"This completes the management team we've been assembling over the last year," said Rod Gnerlich, executive director of public relations/WMSE. "We have a veteran general manager in Bob Betts who is the pivotal leader at the station, but also the station's only full-time employee."

"This group, along with engineering director Kevin Oleniczak, chief engineer Dave Popovich, and training director Pete Rohde, (who have been in place for a year) give Bob some additional leadership from key volunteers which we need to run a 24-hour operation with more than 100 student and community volunteers."

Host has been a volunteer disc jockey at WMSE since 1980. He has served as the station's music director since 1982 and currently hosts an alternative music program Tuesdays at 7:30pm. He received the station's Everett B. Cobb Distinguished Staff Award in 1991. Considered a leading authority on alternative music in the Milwaukee music community, Host has spoken on that subject to groups at area colleges. He previously was general manager and disc jockey at Waukesha station WUCW (now WYRE) and disc jockey at Carroll College's WCCX. He also spent three years at WXJY-FM in Menomonee Falls.

"WMSE owes much of its popularity and success to the volunteer work of Paul Host," Gnerlich said. "We want to recognize that, and at the same time, underscore our continuing commitment to the station's alternative music format and the promotion of local music. Paul always worked to insure that those two areas formed the cornerstone of our successful programming."

Crawford has been a volunteer at the station since 1984 and has been coordinating the station's successful benefit concerts with Edwards since December 1991. He hosts and industrial music program Monday evenings at 5pm.

Ruud and Edwards will be charged with managing the station's national and local music operations, working with national and local record companies and recording artists to continue expansion of the station's music library.

Ruud has been with WMSE as a disc jockey since 1984 and assistant music director since last year. During 1981-82 he was a disc jockey at Madison stations WLHA and WORT, and from 1982-84 at WCCX in Waukesha. He currently hosts an alternative music program Wednesdays at 5pm.

Edwards has been with the station since 1987, and has directed the station's local music operations since 1990. He hosts an alternative music program devoted entirely to local musicians, Thursdays at 7:30pm.

LOCAL MUSICIANS IN 'UNDERGROUND' REUNION

MOE TUCKER

I Spent A Week There Last Night

(New Rose)



By Paul Host

The music hype punch press runs 24 hours a day at a deafening level.

The media machine spews puffery prose -- nothing is everything and everything is nothing. Assembled as a finished product, Spin, MTV and so on, the often self-proclaimed chest beating potentates of music taste tell us who, what, when and how

much to like in one back to school issue after another. Hardly any of them has taken notice of an event bigger than New Coke. It's time for corporate alternative media to purchase Miracle Ears.

To be heard above the din I'm wide-eyed and screaming, "Why no mention, or in some cases only a few lines, about this Velvet Underground reunion? If the remaining Beatles got together for some ~~cau\$e~~ like a sneaker commercial the mainstream rock media would stop the presses. Sure, I know article size is decided by label ad dollars or the coveted cover spot goes to the artist with the most record sales, but even Rolling Stone was astute enough to note that the Velvets were arguably the source of most punk/new wave music.

Ok, I'm biased. I could hire someone to kick me for not going to see Ms. Tucker when I had numerous chances to do so. I used to go to a McDonald's for breakfast just a block away from the Wal-Mart in Douglas, Georgia where she worked. I could have purchased a set of mini-blinds or something and had her run 'em over the scanner and then made my living room window into a shrine of sorts. I'm a V.U. groupie, I'll admit it.

Am I so alone with these sentiments? I recollect someone saying the Velvets didn't sell many records, but everyone who bought one started a band. I just call it "Velvet underground breaking."

I'll admit I don't have MTV. For me it's like 7 UP and caffeine -- never had it, never will. I think it's safe to say they didn't mention this reunion.

I guess I'm mad because Spin, Alternative Press, etc. bash college radio for selling out by playing bands they feature on their covers after they become #1 on college radio. Oh, well, why ask why?

At least the unsolicited Spin college radio bashing issue with the NINcompoop cover that made its way to my mailbox mentioned T.G. in a side bar article on industrial music next to the Reznier story. Then the million, give or take a few, fans

with their hats on backwards carrying gas cans and waiting for the city to sleep won't be confused about the early inspiration for the music they and I enjoy so much now.

Another mag, to give them credit, Alternative press did mention the Velvet's reunion in a short but laudatory press review in the issue following their college radio slagging one (Gosh, I love flavor of the month journalism). I just feel that records by such influential folks as the Velvets deserve more attention even if there isn't a full page ad involved.

Anyway, time for me to get off the soapbox and tell you what I heard when the needle hit the groove. I'll start with "I'm Not," as the unheralded V.U. reunion transpires on this one. Moe's on rhythm, not the drums as in the past with the Velvets. Now we have the Violent Femmes Victor Delorenzo doing the Moe Tuckeresque religious ritual style drumming, Brian Ritchie on bass, Velvets circa White Light/White Heat line-up, and Sonny Vincent. If you loved the V.U. buy the record for this 6:38 alone. It builds in crescendo like a train gaining momentum, occasionally slows and speeds again -- foreboding, yet wonderful musical nirvana (In my perusal of recent alternative mags, I noticed they mention Nirvana in about 1/2 of their record reviews).

The rest of 10 songs on the LP have Moe collaborating with the above mentioned, but not all at once like on "I'm Not." The Velvet sound is obvious, with only such differences as Moe doing vocal. Even Phil Spector's "Then He Kissed Me" sounds like a Velvets tune musically and in mood, with John Cale on viola. "Lazy" stands out for its Bo Diddley beat as non-Velvets; however, the Bo Diddley beat was there in Moe's earlier *Playin' Possum* LP.

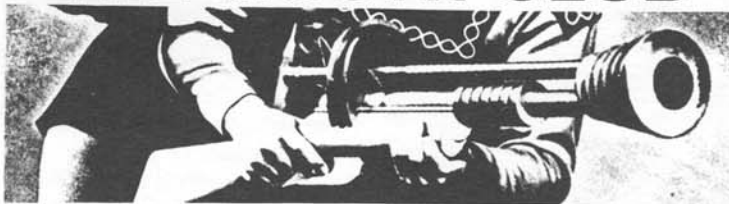
"That's Bad" may lament the self-destruction of the USA where as the Velvets chronicled it on a personal basis, but, hey, I agree with it -- that's why I was at McDonalds and it's an election year. So let Moe wax political, I trust her more than Bono anyway.

Overall, the majority of the songs sound like they could have been on a Velvets album or be a continuation for the 90s, even "Too Shy" with its saxophone. I feel obligated to the Velvet comparison, since I'm sure that's the big ? considering the personnel involved.

At first, some of the lyrics seem vulnerable or in the house wife blues vein, but with more listening seem comforting since we all get the blues. I noticed Lou Reed's latest seemed to be in this direction also.

It's fairly safe to say you won't see spin-off toys, cartoons, a new way to do sideburns or even a video, but if you get this record you may end up with a new perspective on the velvets and as hoped with all reunions, a happy, sought after moment regained from the past. □

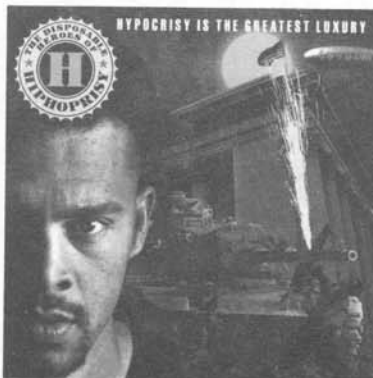
THE MOUTH CLUB



"Alternative Potpourri"
Saturdays 3pm-6pm

[illegible]

DISPOSABLE HEROES OF HIPHOPRISY Hypocrisy Is The Greatest Luxury (4th & Bdwy)



By Paul Host

Last year I was raving about BDP's album as one of the year's best. For '92 I'll suggest DHOH's debut. At a time when Paula Abdul is cheerleading in her recent hit "Diet Coke," DHOH are wailing about a Cost Of Living Allowance. That's my favorite cola, but, hey, you take the taste test. Speaking of flavor, DHOH eloquently

blast the flavor of the month, herd mentality of so many other rappers. Now, that's a thirst quencher musically. As DHOH say, it takes more than bass and treble to make a rebel.

The obvious comparison when you hear these guys is to Gil Scott Heron in vocal style and message. As a whole, the LP is like listening to NPR's "Morning Edition" and a rap station at the same time. I thought some of the samples were more in depth than what we get from our local "news buddies" at 10pm. Incidentally, their samples are as entertaining as those scof-laws Negativland. For those of you with scruples or who don't want to see them in court alongside Biz Markie, DHOH credit their music samples and acknowledge product trademarks.

(see DHOH, page 6)

LOCAL MUSIC RECORDINGS

Deep Thoughts
with Brian Edwards

My first topic for discussion is another release from Milwaukee's **The Timothys**. In actuality, it didn't take this young band long to put out another cassette since "For

This Day." This only proves that they are always working on their music.

Hard work pays off. The Timothys have really improved since the first time I heard them. They're more cohesive, tight and have a stronger sense of direction -- if they keep it up (which I hope they do), they will soon become one of my favorite bands.

The four-song EP flows smoothly, which makes it easy to listen to. Lyrically, they're insightful, intelligent, but still fun. Overall, it is somewhat poppy 70s/90s with just a tad of reggae to give it an island flavor. My only problem is that its only four cuts -- gimme more!

In our next story, Manchester invades Milwaukee. Details at ten.

Imagine this: Material Issue with guts and soul, Stone Roses on a mission and the Charlatans UK stuck in traffic at 5pm on the Marquette interchange. When I first listened to the new self-titled tape from **Happy Town**, I stood in awe (which was a feat in itself since I was driving at the time).

Though only consisting of three songs, it's worth its



The Mad Planet was the setting for a recent WMSE benefit concert. Shown above are Milwaukee's The Timothys.

weight in gold. The first cut "Quiet Man" is very Manchesterish, while "Fade" and "The Stand" are more straight ahead rock. I urge you to grab a copy of the tape, you'll be glad you did.

We haven't heard much from **Woolton Parrish** since their *Jericho* cassette in 1989. Well, here it is, a whopping 22 song cassette called *Moments of Joy*. Some of the tracks were produced and mastered on DAT at AD studios, while most were produced and mixed by Stacy Maloney in his own studio. With all of the cassettes being dubbed from DAT, the sound quality is next to that of CD.

Parrish is evolving, utilizing more keyboard/synth and different effects, while the lead guitar is as awesome as ever. Maloney's lyrics are spiritual and insightful. *Moments of Joy* is a very powerful cassette, which makes me wish I had an auto reverse cassette deck because once is never enough.

Suggested tracks include "Moments of Joy," "Time to Believe," "Drifting," and "Begin Again." Although it's a steal at \$5 (just like MSE t-shirts), it is only available at Woolton Parrish concerts. Trust me -- you'll be in for a treat going to their gig and walking out with a cassette.

Finally, **Women's Librace** has been working on an album project for the past two years. In spite of the closing of two recording studios, they've released *Adam & Naive*, a full length cassette -- not the CD they had hoped for, but I'll take it gladly.

There's not a dog on this tape -- a coyote, yes, but that was intended. Included is something for everyone, from the slower somewhat bluesy "Ace" and low key

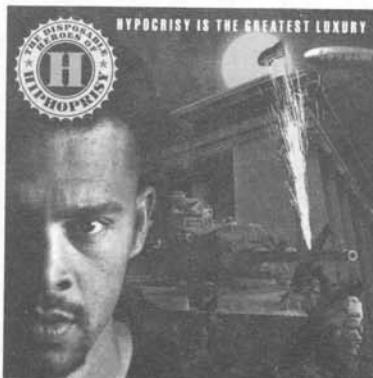


Stacy Maloney of Woolton Parrish at the WMSE benefit concert held at the Mad Planet.

"Hanging" to the samples in "Five Alarm" to the rocking "Damn Spot" and "Messiah-ya," it's covered. Even my Mom liked it -- ah, never mind. □



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PROGRAM GUIDE

Request Line: (414)799-1917 Business Line: (414)277-7247

Summer 1992

	M	T	W	Th	F	S	Su
Midnight to 3:00am	Scott Merbeth	Pat Obenauf	Doug Pampuch/ Bryan Erwin	Joe Glo	Keith Engwall	Rick Laciak Beeside Radio Michael Johnston	Marc Kellom
3:00am to 6:00am	John Michaels	Michelle	Leah	Shadow-night	The Voice	Jim Kielma	Gordon Durler
6:00am to 9:00am	Andy Miller	D.J. Shark-E	Nathan	Michael Johnston	Jasper Toast	Tim Isakson	Jeanette Rose Alternative, new age, jazz
9:00am to noon	Tom Truel Becker Street	Don Clark	Paul Cebal/ Rick Israel	Jim Glynn	Bruce Hoffman	J.K./ Kevin Cannon	Dewey Gill Big Band Show
noon to 2:30pm	Brian Kay	Jeff Castelaz	Steve Keller	Bob Midnight	Ernie Avila	Barry and Grace	Harry Santiago Orgullo Latino
2:30pm to 5:00pm	André	Mot	John Goelzer	Radio Dave	Dave-O	Mickey/ Rich / Nick Mouth Club	Georgio Argondizzo Voice of Italy
5:00pm to 7:30pm	Crawford	Dale G.	The Rude Boy	Jules	Dewey Gill	Mary Bartlein Instrumentals, new age, jazz	Jim & Pat Classics
7:30pm to 10:00pm	Stephanie	Paul Host	Pat Cummings Hardcore	Brian Edwards	Jerry Glocka Blues After Dark	Pete Rohde Messe Radio	Nitelinger Folk City
10:00pm to Midnight	Johnny Pope	Barry Johnson Reggae	Marcus	Johnny Pope	KJ the DJ	Women's Music Radio	

↑ ALTERNATIVE ROCK ↓

JAZZ

↑ ALTERNATIVE ROCK ↓

SOUL

W M S F 9 1 . 7 F M

JOIN THE WMSE BROADCASTERS CLUB!

Historically, support for WMSE has come from various individuals and businesses, all of which appreciate the uniqueness of this alternative radio station, mainly through corporate underwriting and WMSE T-shirt sales.

In order to continue to bring the best in alternative music to Milwaukee and surrounding areas, keep the station on the cutting edge of technology, and provide MSOE students with the opportunity to learn about broadcast engineering and improve their communication skills, WMSE needs your support.

When you join the **WMSE Broadcasters Club**, your contribution supports several areas including:

- Signal improvement
- Equipment procurement
- Remote broadcasts from various community events
- Physical improvements to the station
- The *WMSE Transmitter*, the station's publication



Giving Categories

Benefactor -- \$1,000 or more

Contributor -- \$500-\$999

Supporter -- \$100-\$499

Friend -- \$25-\$99

YES! I want to become a member of the **WMSE BROADCASTER'S CLUB** and help this award-winning station continue to grow and serve the community.

Name _____

Address _____

City _____ State _____ Zip _____

Amount \$ _____

Every donor to the **WMSE BROADCASTER'S CLUB** will be placed on the mailing list for the *WMSE Transmitter*. Benefactors, Contributors, and Supporters receive a WMSE T-Shirt and bumper sticker and Friends receive a bumper sticker. Please list your shirt size:

Small__ Medium__ Large__ Extra Large__

Mail your contribution to: WMSE, c/o Milwaukee School of Engineering, P.O. Box 644, Milwaukee, WI 53201-0644. **Thanks for your support. You have made us the best. Your continued support will make us even better.**



P.O. Box 644

Milwaukee, WI 53201-0644