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News, music reviews. playlists and a programming guide from WMSE. Milwaukee's Alternative.

Transmitter

MS Milwaukee School of Engineering OE Milwaukee, Wisconsin

Fall 1991

NO SOLICITORS ALLOWED



PINCH POINT

RESERVED FOR **EMPLOYEE** OF THE MONTH











0 DANGER

Do Not

Drink

This

Water

CAUTION NO TAILGATING



YOUR WORDING HERE











NO

ALCOHOLIC

BEVERAGES

ALLOWED

(FELIGRO)

ACIDO

The New, Duo-Stik Transparent Hairpiece Tape, 36 strips 3"x1

\$2.49 each; 3 for \$6.50



DANGER

KEROSENE

DANGER

Biological Hazard

0

DANGER

UNDERGROUND LIVE WIRE







YOUR LICENCE NUMBER WAS RECORD





SHIH TZUS, Poodles, Bea-

REMOVE THE DOUBT. LOCK IT OUT



CHLORINE



ANY TIME NO BICYCLES SKATEBOARDS SIDEWALK



CAUTION WEAR SAFETY GLASSES WHEN USING EQUIPMENT

VOLUME 2, NUMBER 3

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Night Clubs

Esoteria, Mad Planet, Shank Hall, Unicorn, Coffee House **Other Locations** Kinko's Copies, Starship

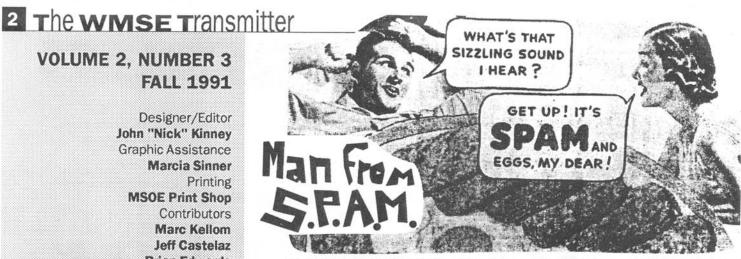
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WMSE 91.7FM is a 1000 watt noncommercial alternative music station broadcasting from the Milwaukee School of Engineering, Milwaukee,

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Yo. Of all the hip and trendy slang terms out there, that's my favorite. So I say to you, "Yo." It cuts out all the niceties like "How are you?" or "How's it goin" and gets down to the point quick -- "Yo," I say, I recognize your presence and offer my regards. Your response, of course, is "Yo, your Spamliness."

Now that we've got that out of the way, let's get to the SPAM of the matter:

In all my years of "alternativeness," I don't think I have ever actually purchased a fanzine -- until recently. With all the spontaneity of a toad being prodded with a stick, I picked up the July/ August issue of OPTION. Having actually paid \$3.48 (marked down from the \$3.50 cover price by Atomic), I felt the necessity to take the time to read the darn thing.

Amid the abundance of record label advertising was a fascinating piece of writing by and about a journalist who lived a high-profile alternative music life -- interviewing, writing, schmoozing, reviewing... But, now he is ready to get out. After bringing OPTION magazine from just an idea in 1984 to a largely successful publication today, editor Richie Unterberger has had enough.

Like many of today's veteran "underground" music people, Richie began his involvement during the early 1980's. His article, subtitled "An editor's parting shot," chronicles and summarizes Richie's experiences, attitudes, and feelings about "the business." The bulk of it confirms most of our suspicions -- the music business can be very unattractive, often quite ugly.

Richie explains that his disillusionment "is a more serious problem, both for me personally and for the independent music community as a whole. And that is, that the 'alternative' music scene -- for all its alleged rich variety and challenge to the artistic, social and economic status quo -- is, in many ways, no more 'alternative' than the mainstream to which it is supposedly supplying an alternative." Richie goes on, without much mercy, to let it all out. He conveys the frustration and boredom with everything from "music which is willfully stupid, juvenile, and heavy metal/70's influenced" (referring to Jane's Addiction, Faith No More, the Red Hot Chili Peppers and the like) to the myriads of simply bad records put out. Also under fire from Richie are the record companies, especially examples like Sub Pop and Wax Trax -- "trendy underground music doesn't have to be heavy metal influenced to be willfully stupid and juvenile. I speak primarily of the thudding, humorless, at times nihilistic industrial-disco that is the trademark of the Wax Trax label."

Throughout the article, however, Richie noticeably attempts to maintain his objectivity -usually with examples and experiences that make you understand the way he feels...and why he's getting out.

In the mold of a "feel-good" movie, where good eventually overtakes the evilness abounding and a ray of hope is shed, Richie also brings out his positive experiences and expounds on the encouraging aspects. Among them are The increasing popularity of "world" music, An ever-broadening eclecticism in listening tastes, and The increasing willingness of major labels to sign alternative acts.

For Richie Unterberger, the real benefit of his job at OPTION turned out to be his contact with a wide variety of people -- the writers, the readers, listeners and musicians. "It has brought me into contact and established friendships with people of much different backgrounds from mine friends that I would have never met if had followed many of my peers into careers which valued material concerns over artistic and social ones," wrote Richie. Strangely enough, Richie will now be seeking employment outside the music business.

In my opinion, Richie hit it right on the head about the problems with today's "alternative" music, especially his criticism of relatively unimaginative bands (ie., Jane's Addiction) reaching incredible heights of popularity. It's because of disappointments with "alternative" music like this, that I would not recommend anyone getting too emotionally or financially wrapped up in this business, unless you've got a strong stomach. I've seen and read about too many people wrung, dried and burned out on it. After reading Richie's story and Bob Mould's tale of disaster (of which he has fully recovered) in the same OPTION issue, I'm content to be a listener rather than a groupie. I guess I just haven't been the same since I met Grant Hart -- aka., rock's underbelly.

That's why I feel that college radio is so important. All you have to do is listen and absorb. WMSE is variety -- never the same. There is no pressure to play the big names, no pressure to stay ahead in the ratings race. Even so called "progressive" commercial radio stations like KROQ in L.A., WXRT in Chicago and KJJO in Minneapolis have to pay bills through advertishing. Unproven bands, off the wall music and non-rotation radio seem to scare away advertisers. As progressive and modern as the above stations claim to be, they rarely go beyond CMJ's top 50. And don't expect to hear anything but the one "hit" from the album. If you're lucky, a couple months later another "hit" may suddenly spontaneously generate from the very same album. Okay, I'm a bit cynical, but Richie got me fired up.

There's always been a big push in Milwaukee for a "modern/progressive" commercial rock (See SPAM, page 6)

WMSE RECEPTION SECRETS

By Marc Kellom

One question we often get asked at this here college radio station is this: "I can't get your station very well -- what should I do?" The most obvious and direct answer to this question is also for the dedicated listener only -- move to downtown Milwaukee, preferably around the intersection of Juneau and Milwaukee streets. This will put you within a few hundred yards of our transmitter, and your reception will improve dramatically (For verification of the previous statement, ask any resident of the MSOE residence halls, many of whom report receiving WMSE with such unlikely pieces of equipment as toasters and computers!).

Seriously, the question of better reception is a good one and this article will reveal the secrets of better WMSE reception to you, the dedicated listener. But first, some background informa-

WMSE broadcasts from a 200 foot tower on the east side of downtown Milwaukee with 1000 watts of radiated power. This height gives us a signal that theoretically reaches about 25 miles from the transmitter. Whether or not our signal actually makes it 25 miles out depends on a number of things, such as the quality of your radio, what lies between our antenna and your radio, and where your radio is located. The observant reader will note that "your radio" was included in all three of the things that were noted to affect WMSE reception. This is good. It means that there is a lot you can do to improve reception of the best radio station in Milwaukee. The die-hard 'MSE groupie will already know that we are studying ways to improve our signal quality, but this is a project that will take years to complete, so it makes sense to consider alternatives in the meantime.

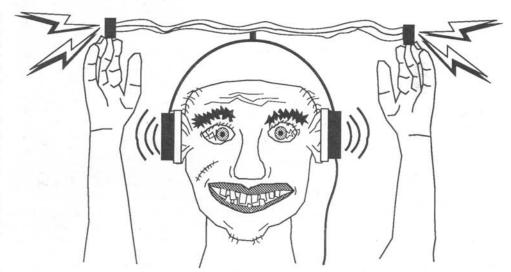
The first place to look for better reception is at your radio. Are you listening on an expensive home stereo, a boombox or a bedside clock radio? You will find vast differences in the ability of these items to pick up weaker signals such as WMSE's.

The most important feature that any of these radios can have is a connection for an external antenna. because the real secret to better WMSE reception is a better antenna.

If you boombox has an external antenna connection, are you using it? You should be. An investment of around \$3 in a simple FM antenna

would do wonders for your reception. I'm talking about one of those flat, T-shaped antennas that your home-stereo owners will be familiar with. And for you stereo owners, what have you done with that T-shaped antenna? Connected it and then just stuffed it behind your rack? Take out that antenna and spread its wings! Hold one end of the "T" in each hand, stretch out your arms at your sides, and move around until you get the best possible reception. Then mount your antenna so that it points in that direction.

If that still wasn't enough, there are other



options. Did you know that many cable companies developing the antenna was WMSE! The antenoffer FM radio service? For a small fee, you can nas cost from around \$25 - \$75, but the cost is have your stereo hooked up to the same cable that brings the Home Shopping Network and the JCPenny channel right into your living room. Most cable companies in the area will charge a small installation fee and a monthly fee, but it shouldn't be too bad. What's the benefit? Cable companies that offer this service receive the signal from the radio station and re-transmit it over the cable system. The advantage here is that you have effectively moved your antenna to the location of the cable company antenna. In the case of Warner Cable, the receiving antenna is about 1/2 mile from the WMSE transmitter, so your reception will be perfect. This plan has an added bonus -most cable companies, in addition to rebroadcasting local radio stations, will add other stations from places like New York or Chicago. You also may be able to receive the stereo audio signal from premium movie channels like HBO and Cinemax.

> This is great if you are like me and haven't gotten around to getting a stereo TV yet.

Don't connecting your tuner to the TV antenna atop your house. Many TV antennas work well as

Finally, we have the active antenna option. This option means that you go out and buy what is called an "active antenna," an antenna that has electronic circuits built into it that enhances reception greatly. The most well-known models are made by a company called Terk and can be found in Milwaukee at Flanner and Hafsoos in the Mayfair mall. Most of the Terk antennas are designed by a MSOE alumnus working in Cedarburg by the name of Larry Schotz. His designs are reported to work very well, and I am willing to bet that one of his "test" signals in listening.□

worth it.

One other thing you might want to check is your radio. Trying to get WMSE on a small clock radio is a losing battle, since the radio isn't going to perform right without a better antenna. In this case, you may want to try moving the power cord around, since most radios of this type use the power cord as the antenna. This also applies to walkman-style radios, except that the headphone cord is used as the antenna.

Another option is to upgrade your radio. If you have a home stereo, tuners made by companies like NAD and Carver will probably do a lot for your reception. Do you live on the east side? Are you near Capital Drive? If this is you, your reception is probably less than ideal. The reason? East Capital drive is home to the transmitters of most of Milwaukee's FM stations. WUWM, WKTI, WZTR, WQFM, WLUM and many others all have transmitters in this location. This means that your radio is deluged with a lot of strong signals, which will tend to make it tough to get WMSE. A good bet here is to get one of the above mentioned active antennas. They can be very "directional," which means that you'll be able to point the antenna right at WMSE and it will reject all of the have cable? Try other stations around. That doesn't happen with a "T" shaped antenna.

Another geographic tough spot is located south and west of Milwaukee. The problem here is caused by tall buildings between the transmitter and your radio. The buildings block the signal, which means that, at best, you will receive a an FM antenna, reflected version of our signal. A directional antenna helps here, too, since it will allow you to focus the antenna on the strongest reflection and ignore the others.

If you have tried all of these things and still cannot get WMSE, then you could be out of luck. But, do not despair -- the chances of that happening are slim. If you are desperate, you can always erect a 200 foot antenna tower in your backyard! We would love to hear your solutions to the WMSE reception problem -- send them to us at WMSE in care of the Engineering Department and maybe we will print some of them. Good luck and happy



4 The WMSE Transmitter

music reviews

MEKONS The Curse of the Mekons (Blast First)

By John "Nick" Kinney

The only curse on this new release from the Mekons -- featuring Lu Cipher, Tom in the Green, Samantha Herebemonsters and a host of others, is the fact that it's an import only. Which, of course, means a few extra bucks out of your pocket and a little more difficulty finding the record. However, the package is worth the price, as the Mekons provide the listener with a terrific musical voyage featuring guitars, a harmonica, trumpets, bag pipes, a violin, a banjo and the Mekons own brand of tag team vocals.

This tag team consists of Tom, Sally and Jon Dee Fanglord trading roles on vocals, each providing a creative turn throughout the record. Along with the rich and enticing sounds of their previous release, Fun '90, the Mekons also return



to the ragged flavor of 1989's Rock 'n Roll album with songs like "Blue Arse," "100% Song," and the blues-rocking title track.

The best example of what the Mekons can do at their very best is a song called "Sorcerer." Drumbeats and a knife-like guitar back drop accent the wildly soft voice put on by Tom. The song seeps with a strange power that ebbs and flows -matching the dark lyrical story of the "Sorcerer."

Other highlights of *Curse* include the trumpet barrage on "Funeral," the driving low-key intensity of "Authority" and the folk cover tune "Wild and Blue" with Sally on vocals.

THE THINKING FELLERS UNION LOCAL 282

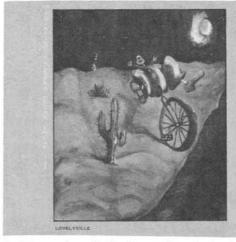
Lovelyville

(Matador)

By John "Nick" Kinney

If you think their name is a little different, wait 'till you hear their music. But don't forget, in a non-MTV forum like this, different is good. Right? Well, on *Lovelyville* The Thinking Fellers hit and they also miss. While some songs annoy the heck out you, others are creative and funky enough that their overall weirdness doesn't get in the way. Make sense? Neither do The Thinking Fellers, but that's intentional.

While "Mother Uncle Delicious Tasty"



(making a cake with frosting and cough drops), "Nail In the Head" (reminiscent of a bizarre James Bond theme) and "Sinking Boats" (a well-blended combo of jerky grunge, drums and lyrics about walking though manure) are definite "hits," others, like "Big Hands" and "Nothing Solid," will simply aggravate your senses.

Lovelyville is broken up with numerous bits and pieces -- samples and short, enjoyable little ditties. That's also how I suggest you listen to this album -- in small doses, sort of like taking Nyquil when you're sick. Slightly bitter and it makes your head spin a little.

THE WONDER STUFF Never Loved Elvis (Polydor)

By Jeff Castelaz

The guitar-driven English power-Pop "eightlegged groove machine" called The Wonder Stuff have proven their melodic post-punk sound to be at once cynical and humorous.

The target of cynicist-singer Miles Hunt on



ger Miles Hunt on this album isn't the "Cartoon Boyfriend," as it was on their last album, Hup. This time -- as the title rather bluntly boasts -- it's the legend of Elvis. On the opening track, "Mission Drive," Hunt gleefully exclaims: "I've never loved Elvis,/ and I've never sung the blues."

Never Loved Elvis explodes from this point on: new Stuffie fiddler Martin Bell's sharpened violin cuts through Malc Treece's potent guitar riffs and flirtatious rhythms of bassist Paul Clifford and percussionist Martin Gilks while Hunt's dangerously funny lyric tittles over the whole mess. The classic energy of Pop and the relative safety of traditional Irish folk -- guided by Van Morrison producer Martin Glossop -- come together on this album to create some of the most refreshing Poprock since the Bay City Rollers.

From the tension of "Donation's" attack on organized religion onward to the witful catchiness of "Welcome to the Cheap Seats," *Never Loved Elvis* is guaranteed to send you on an uncontrollable spastic jig.

By-the-by, The Wonder Stuff are reportedly planning a tour of the Colonies in support of Never Loved Elvis, to begin in late September.

JAMES James (Fontana)

(FUIILAIIA)

By Jeff Castelaz

James have been around for nearly a decade, and they've been almost completely ignored by the American public, the same public, mind you, that has, for better or for worse, lapped up several younger, quite undeserving British bands like EMF and Jesus Jones.

In their native England (Manchester, to be exact) James play packed concerts to crowds of up to 10,000 -- in fact, James' home video James Come Home was filmed at a sold out show at the at the G-Mex in Manchester. James will also be headlining a day at the famous annual Reading Festival this August where anticipated attendance is over 50,000.

When James emerged in 1983 they were basically a straight-edged pop band flavored with un-poppish melodies (reminiscent of 15th century English folk) and introverted lyric wrapped in oblique arrangements -- in short, they didn't subscribe to the call of the techno-disco god that ruled





the early eighties.

To add to their awkwardness, they have been pigeonholed as sensitive Zen vegans -- perhaps due in part to their insistence on the ban of alcohol sales at their live shows.

They have supported many bands familiar to America -- The Smiths, The Fall and New Order. Other American faves Happy Mondays, Inspiral Carpets and New Fast Automatic Daffodils have opened for them -- but mention the name James to most American "Manchester Clones" and the response will likely be "Who's he?"

Their latest eponymous release is actually a



re-release of 1990's Gold Mother, with the addition of their two biggest English singles to date: "Lose Control" an English top 40 single, and the anthemic "Sit Down," which, for five weeks, found a comfortable home at the #1 spot on English charts -- an uncommon occurance in England's American flooded market. "Sit Down" eloguently encompasses all that James has become, and all that has it has been. With its honest but catchy melody, and singer Tim Booth's earnest plea: "Those who find themselves ridiculous/ Sit down next to me."

At the present time, James are completing the mixing duties on a yet nameless new album. set for stateside release in early '92 in between concert dates. There are tentative plans for James to make their live debut in America in two showcase shows (New York and Los Angeles) this fall, and will come back to America for a tour sometime after the release of their next album.

So beware, hipsters -- this is your wakeup call! And make no mistake about one thing -- they ain't keeping up with the (Jesus) Jones'.

new local music

EGG EGG (Ruth)

By Brian Edwards

Ok. Here's the description as close as I can is a young band which call it. Imagine this: Jane's Addiction vocals to a only began touring local

light new-wave instrumental backup that sounds clubs in March of this year. Prior to that they sorta like jazzy, country funk-twang. Ah...Er... Well? I guess they're right; words really cannot describe music. However you describe them, they're EGG. The band has released material since 1985 with such cuts as "Men Building Boats" and "Double Crossed." This year, however, they released a 10song compact disc on Ruth Records. I was actually suprised to see that because I thought they had long since broken up or evolved into other groups as most local bands do and I've never seen their name listed for an in-concert performance. What it may be is that EGG is a studio band comprised of Jeff O'Rourke and Andrew Flessas along with other guest musicians. Whatever the situation, I'm glad they got together to put out this entertaining CD. A few faves include: "Hands From The Clock," "Blow Away" and "The Storm."

They keep it simple, lyrically as well as instrumentally. Paying more attention to lyrical structure than content, they tend to describe with some clever twists love gone awry and emotional abuse. Instrumentally, EGG holds a very nice balance between guitar, bass and drums adding synth for extra dimension -- bass being the prominent sound, thus giving it a funky flavor. Nothing is overbearing. The reason I have so much difficulty describing their overall sound is this: add a pounding drum machine and they could sound Techno-dance; add a few horns, jazz fusion; add a little more twang, jangly guitar and nasally vocals and you've got country. EGG displays that sort of versatility and uniqueness that I look for. All of which earns them the title Alternative Progressive

FACES OF REVOLUTION **Faces of Revolution** (local cassette)

By Brian Edwards

Here is a band that proved my theory on E.S.P. With my finger poised over the tape player "start" button and while lifting the telephone receiver with the other hand, I get a request for "You Never Know Tomorrow" by Faces of Revolution. Not just once, but four different times on four different shows! (Yes, I really was about to play a Faces of Revolution song) Spooky. The band, however, is very serious.

Established in 1988 as a "Contemporary Christian Rock" band, they covered alternative groups such as The Cure, Midnight Oil and The

Alarm. Faces of Revolution began writing their own music after finding a sound that suited them. That sound being straight ahead rock 'n roll with spirited lyrics and emotional vocals. The core of the group are the brothers -- Andrew Richter on drums and backup vocals and chief songwriter Jordan Richter on lead vocals and guitar. They are joined by bass guitarist Kevin Isleb and Alex Unold on rhythm guitar.

Faces of Revolution

played church and high school gigs. Don't let that sour your opinion of this band -- they are eager and determined, having already released a professional sounding 7 song cassette this past Spring. This band has a lot going for it. Their sound is appealing with a rough edge to wake you up to take notice. Jordan's vocals are a cross between Peter Murphy and Elvis Costello. His powerful and insightful lyrics portray a scene with such intensity that you feel that you are standing right there watching (not unlike that of Bob Dylan, Bruce Cockburn or Stacey Maloney). Faces of Revolution's message through music is close to that of The Choir, the 77's and The Throes without getting

I asked Jordan how he would classify Faces of Revolution. "We don't want to be labeled as a Christian band," stated Jordan, "because not only does it pigeon-hole us to one type of music and following, but some of what our songs deal with may not be necessarily approved of by the Christian community. We write songs about how we perceive things, they're only opinions and may not be right, but that is how we understand them at the time. We don't want to be classified; we're just a rock band." Their music is about things that they feel strongly about like faith, love and choices in life. Their style ranges from the easy-going ballad "You Never Know Tomorrow" to the hard-driving "Your Innocent Feelings" to the danceable "Grey

Faces, now established, are increasing their frequency of live performances. Having opened for The Stand at a free concert early this past July, their name is getting around. They also perform a goodly number of all-ages shows so that everybody gets a chance to see them. As for the radio, listen to WMSE for "You Never Know Tomorrow," "Motives," and "Grey Pt. II" as well as an occasional new cut here and there.





6 The WMSE Transmitter

charts

ROCK

- SMASHING PUMPKINS Gish (Caroline)
- 2. NED'S ATOMIC DUST BIN Fodder (CBS)
- CHAPTERHOUSE Whirlpool (RCA)
- DRIVIN' 'N CRYIN' Live (Island)
- LIVING COLOUR Biscuits (Epic)
- SPIREA X Speed Reaction (4AD)
- 7. CODEINE Frigid Stars (Sub Pop)
- 8. POWER OF DREAMS Immigrants (Polydor)
- LOOP Wolf Flow (Reactor)
- ALIEN FARM Now Fix Me (Galivant)
- 11. PERE UBU Live (Fontana)
- 12. HILT Orange Pony (Nettwerk)
- 13. PALE SAINTS Balloon (12") (4AD)
- 14. MEAT PUPPETS Forbidden (London)
- 15. JULIAN COPE Peggy (Island)
- ALICE DONUT Fantasies (Alternative Tentacles)
- 17. MOVING TARGETS Fall (Taang!)
- 18. BARKMARKET Vegas Throat (XXX)
- 19. KRAFTWERK The Mix (Elektra)
- 20. MARY'S DANISH Circa (Morgan Creek)
- 21. BOBS Sings the Songs (Kalaidescope)
- 22. DOGZILLA Always Something (Invisible)
- 23. GRUNGE MACHINE Violence (7") (Comm 3)
- 24. DECEPTION BAY My Color Flag (IPR)
- 25. PRECIOUS WAX DRIPPINGS No Go (7") (Receptionist)
- 26. PRIMAL SCREAM Higher (Sire)
- 27. VARIOUS Love and Napalm (7") (Trance)
- 28. JAMES James (Fontana)
- 29. FREEZE Misery (Taang!)
- WHEN PEOPLE WERE SHORTER AND LIVED NEAR THE WATER Porgy (Shimmy)
- 31. BIG BUTTER Big Butter (Duck Butter)
- 32. KEVIN COYNE Peel Sessions (Dutch East)
- 33. CARNIVAL ART Blue Food (Situation 2)
- PHANTOM SURFERS 18 Deadly Ones (Norton)
- 35. ORB Perpetual Dawn (12") (PCD)

WORLD MUSIC

- EEK-A-MOUSE U-Neek (Island)
- STEEL PULSE Victims (MCA)
- VARIOUS Pay It All Back Vol. III (On-U)
- SHABBA RANKS Raw As Ever (Epic)
- ZIGGY MARLEY Jahmekya (Virgin)
- VARIOUS Antone's Anniversary (Antone's)
- 7. AUSTIN LOUNGE LIZARDS Vision (Flying Fish)
- KANDA BONGO MAN Zing Zong (Ryko)
- WILLIS PRUDHOME Crawfish (Maison De Soul)
- 10. HONOR THE EARTH POW WOW Songs (Ryko)

BEAT BOX

- ICE-T Original Gangster (Sire)
- 2. QUEEN LATIFAH Fly Girl (12") (Tommy Boy)
- 3RD BASS Derelicts of Dialect (Def Jam)
- OAKTOWN 3.5.7. Turn It Up (Capitol)
- COMPTONS MOST WANTED Growin' Up (Epic)
- ABOVE THE LAW Vocally (Sony)

- 7. ED O.G. Bug-A-Boo (12") (PWL)
- 8. MONIE LOVE Down To Earth (WB)
- 9. BFM The City (Wrap)
- 10. FUN FOUNDATION Master Plan (12") (Elektra)

JAZZ

- NAIMA Real Life (Altenburgh)
- COLEMAN HAWKINS Dali (Stash)
- 3. BELA FLECK Cosmic Hippo (WB)
- MARK LADLEY Trio (Altenburgh)
- SOUTHERN STOMPERS Echoes (Stomp Off)
- 6. MARDI GROSZ Unsaturated (Stomp Off)
- DAVID SANBOURN Hand (Elektra)
- 8. TUCK AND PATTI Dream (Windham)
- WALT WEISKOPF Mind Walking (Iris)
- EARL HINES Blues Solo (Stash)

SPAM

(Continued from page 2)

station. Although the appeal is there for me also, I think I'd be disappointed. I just can't see it...Big Black, Couch Flambeau, TV Lenny, Happy Flowers, TV Lenny,... Rather, it'd be Charlatans U.K., TV Lenny, Jane's Addiction, Fred Schneider, TV Lenny, Jane's Addiction,... Boy, I can't wait. I'd rather slap down my Slim Whitman Greatest Hits album before I'd want to wade through two hours of that "alternative" poo until I heard one lousy Fugazi song. Remember what I said, don't get emotionally tied up with this stuff. Fortunately, I've got the perfect release -- a hot butter-fried SPAM sandwich and a frosty-cold can of saccharin-laced TaB. Ahhhh.

MORE SPAM

...Yo, you're still with me. I hope you were listening or even stopped by during WMSE's broadcasts from Bastille Days and Augtoberfest -- check out some of the exciting photos on the back page. Believe it or not, Bastille Days 1991 was our first "non-cultural/non-basketball" remote broadcast in our ten years on the air. Hopefully, we'll be popping up more and more around town (I'm talking downtown, since we haven't quite set up our satellite feed yet).

...Look for a WMSE benefit concert coming up in the near future, possibly sometime in September. There will be two shows, an all-ages and a 21-and-over show. With each fund-raising benefit concert, we are able to add and replace more and more equipment to improve our quality and consistency of broadcasts. The support of listeners is critical to WMSE.

...You may have noticed that something is missing from WMSE's normal schedule -- no more newscasts. Not being known as an "information station" (lacking a helicopter for traffic reports), WMSE will concentrate on what it does the best -- providing a wide variety of alternative-minded music. Yo, can you dig it.

...During our recent 10th anniversary reunion, I got a chance to meet many of the "veteran" djs from years past. Many of them, being graduates from MSOE, have gone on to successful careers in the engineering field. Robert Schober, aka. "Rob the Dot," is one of those. I unexpectedly again met up with Rob, an engineer for Barber-Coleman in Rockford, IL, at a party/jam session out in the 'kesha. It was great to see Rob, former member of Waukesha's The Dots, pick up a guitar and crank out Ramones, Clash, DKs and Sex Pistols tunes without hardly taking a breath between songs. And, yes, despite some rough edges, it sounded great.

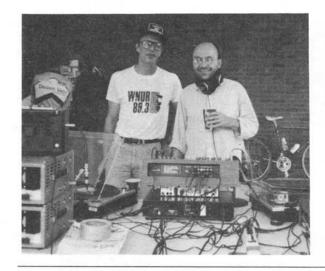
...I'm still tossing down throat lozenges after a weekend of whoopin' and squealin' with 40,000 other lawnchair equipped "people" at the annual WE Country Music Festival up in northern Minnesota. I can't say I gained anymore appreciation for the music I heard -- except for Roger Miller who is way cool, but I was amazed at the overwhelming star status of unknown (at least to me) country music artists. Fortunately, I didn't have to fake my enthusiasm for the music -- too many Millers.

John "Nick" Kinney

Request Line	: (414) 799-1913	Business Line	· (414) 977-7947

	I BIED - OLL				Request Line: (414) 799-1917 Business Line: (414) 277-7247			
12am —	M	T	W	Th	F	S	Su	
ZZam					A. TELET			12am
-	Jeff	Patrick	George	Joe Glo	Keith	Kirsten	Marc	-
	Castelaz	Obenauf	Gutierez	and	Engwall	Hansen	Kellom	
	Rock			Grungy		- Autobin	ixchom	
3am —	Rock	Rock	Rock	Rock et al	Rock	Rock	Agape Radio	3am
-								
	Dempsey	Michael	Dj Schark	Gordon	Scott	Marc	Gordon	
-		Johnston	E.	Durler	Merbeth	Daskavitz	Durler	_
6am	Rock	Rock	Alternaternative	Rock	Rock	Rock	Rock	
ou								6am
7	Andy	Brian		Ted		т:	T.	_
_	Miller	Edwards	Nate	Kulwicki	Erol	Tim Isakson	Jeannette Rose	
						ISUNSOII	Alternative,	
9am	Rock	That Local Thing	Rock	Rock	. Rock	Rock	ńew age, jazz	9am
_	87.7				Pat			
	Tom	Jasper	Paul Cebar/	Jim	Cummings/	J.K.	Dewey	
-	Truel	Toast	Rick Israel	Glynn	Bruce	J.N.	Gill	
noon —	Beeker St.	Jazz	Jazz	Jazz	Hoffman Jaxx	Jazz/Blues	Big Band	
110011							RASE VIEW	noon
-	Brian	Dj Schark	Steve	Paul	Ernie	Barry		_
	Kay	E.	Keller	Herzog	Avila	and	Harry	
	Rock	Alternaternative	Rock	Rock	Rock	Grace	Santiago	-
3pm —						Boogie Bang	Orgullo Latino	3pm
	André	Mot	John	Radio	Dave-0	Mickey/		,
			Goelzer	Dave	Dave-0	Rich/	Georgio	-
_	Rock	Rock	Rock	Rock	Rock	Nick	Argondizzo	
			The			MOUTH CLUB: Old and New Alternative	Voice of Italy	
6pm	Crawford	Dale G.	Rude	Jules	Dewey	and New Atternative	Voice of Tially	6pm
_	D .	5,500,00	Boy	2000 00	Gill	ADMINI	Jim	
	Rock	Rock	_ Rock	Rock	Rock/Blues	Mary	and	
	200 8 100	Paul		D.		Bartlein Instrumentals, new	Pat Classics	-
9pm —	Stephanie	Host	Markee	Brian Edwards	Jerry Glocka	age, jazz, etc.	Chastes	0
	Rock	Rock	Hardcore		1.05.000.000.000		Nitelinger	—— 9pm
-		ROCK	narucore	That Local Thing II	Blues After Dark	Pete	Folk City	
	Johnny	Barry	K.J. the D.J.	Johnny	K.J. the D.J.	Rohde	Barb Coyle &	
	Pope Soul Rap	Johnson		Pope			Kim Bartel	
L2am	Sourkap	Reggae	Soul/Rap	Soul/Rap	Soul/Rap	Messe Radio	Women's Music Radio	12am

BASTILLE DAYS 1991





ABOVE: WMSEers Tim Noble, Paul Host, Neil Mickey and Pete Rohde finally relax after preparing the unofficial-official WMSE van outside the MSOE Schroeder Library.

LEFT: Neil pretends not to mind as his headphones crush his neck, while Paul wishes Bastille Days would someday offer truck races on Kilbourn Avenue rather than those stupid bicycles.

WMSE Introduces New Logo

WMSE will enter its second decade of operation with a new logo featuring the station's call letters between a set of headphones.

The logo, created through a collaborative effort between MSOE and WMSE staff members, replaces the "guitar smasher" logo, which had been used by the station since the early 1980s.

The new logo was created to reflect the wide range of alternative music available through WMSE—including rock, jazz, blues, new age, classical, folk, soul, and other genres—"alter-

native sounds for intelligent ears," as one WMSE DJ stated.

"We have a few of the old guitar smasher T-shirts remaining in our inventory and they will be available at area record stores which previously sold them," remarked WMSE General Manager Bob Betts. "But those shirts are now a limited edition item and about to become part of the station's colorful history.

"T-shirts bearing the new logo will be provided to the stores beginning this fall."



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