Finding Their Voice

College students make their way on the airwaves

On the morning commute, many people turn their ears to radio for the dominating voices of shock rock. It’s a growing trend in entertainment media, drawing audiences with comedic and skits that are the bane of the Federal Communications Commission.

Meanwhile, disc jockeys at Rowan University’s WGLS 89.7 FM are learning a different lesson in radio. Faculty adviser Frank Hogan helps his students navigate a world of broadcasting where shock jocks are in demand, but not always desired.

With a staff of nearly 100 students, the station is growing its listener base though its efforts to appeal to the local community. A college radio station by name, the majority of the WGLS audience is not the student base at Rowan but rather the local residents who listen to the station with a 30-mile radius. They also can’t discount the more than 100,000 hits the station’s Web site gets, from listeners around the county who seek out the broadcasting for any and all things South Jersey.

Regional stations mix political debates for “We definitely focus on New Jersey because you’re going to hear this anywhere else,” said Kristin Davis, news director.

In the spectrum of soteriories, Hogan says the extremes are too far from each other to be cohesive, with no connections. The other side is where the format is predetermined, of student DJs who play music exclusively, Hogan explained.

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With a staff of nearly 100 students, the station is growing its listener base through its efforts to appeal to the local community. A college radio station by name, the majority of the WGLS audience is not the student base at Rowan but rather the local residents who listen to the station with its 35-mile radius. They also can't discount the more than 100,000 hits the station's Web site gets, from listeners around the county who seek out the broadcasting for any and all things South Jersey.

For that reason, the students working at WGLS work with Hogan to tailor programming toward the demographic, with the station broadcasting not only music geared more toward that cadre, but also events in the community like fund-raisers and even local high school athletics. And regional stations miss, like local political debates for example. "We definitely focus on South Jersey because you won't hear this anywhere else," news director Kristin Davis added.

In the spectrum of radio characteristics, Hogan said there are two extremes any college station could hover between. On the left, the station can be completely student-run, with no content restrictions. The other side of the scale is where the format is 100 percent predetermined, with a staff of student DJ's who follow a format exclusively, Hogan explained.

At WGLS, the staff strives for the middle of those two extremes. Hogan helped bring the station into its current state, after arriving at the station in the early 1990s. The trimmed format quickly formed with the longest radio personality at its helm, who helped guide the students to appeal to its listening majority, the 25-and-older crowd.

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For that reason, the students working at WGLS work with Hogan to tailor programming toward the demographic, with the station broadcasting not only music geared more toward that market but also events in the community like fundraisers and even local high school athletics. Andy Goldstein, traffic director, called WGLS the "workhorse for the community" because of it coverage of events and news other regional stations miss, like local political debates for example.

"We definitely focus on South Jersey because you won't hear this anywhere else," news director Kristin Davis added.

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In that focus, he said he structured the programming appropriately, with music from classic musicians and a wealth of public affairs shows — all student-produced, however. And the station (see VOICE, Page B2).

Amy Kieran work in the broadcast a staff of nearly 100 students. Deweckio

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College students make their way on the airwaves

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"We definitely focus on Jersey," Hogan says. "You can't find this anywhere else." Hogan added that the station has a two extremes any one could hover between the stations can be extreme-run, with no commercials. The other side is where the format was predetermined, of student DJs who meet exclusively. Hogan explained that at WGLS, the station is the exact middle of the two extremes.

Hogan helped bring its current state to the station in the 1970s. The unformed form was formed with the long-form personality at its heart, he helped guide the station to its listening demographics of the 25-and-older crowd.

In that focus, he has diversified the programming, with music free musicians and a wide variety of shows — all produced, however. And you want to put out the best product.
Making th
from CDs
should be

By Alan Hoffman
Newhouse News Service

I am giving up CDs.
Within the next several months, I expect most of my family’s CDs will be converted for playing on our iPods and personal computers. The actual CDs will either be sold or given away.

As more people connect their digital music players to their home stereos and car stereos, they realize they have no use for the racks of CDs taking up space in their homes. If you no longer play CDs, why keep them?

That is the conclusion I’ve reached and, this is why I am completing this arduous process of moving the music to more compact computer storage from CDs. The process is forcing me to think through the implications of a personal musical universe without CDs, LPs or cassettes.

The impetus for this transition was the purchase of the Kensington Stereo Dock, a $60 device for connecting the iPod to our stereo, charging it, and controlling the volume remotely.

We find the iPod Dock combo much more convenient — and fun — than skipping CDs out of cases and popping them into the CD player. The iPod experience, when with its playlists, podcasts and easy access to an entire music collection, is far superior to the standard stereo experience.

A connector for our car let us bring our music collection — 2,577 songs, from ABBA to X, with more being added each day — on the road with us.

But, as I’ve discovered, trying to convert to an all-digital music collection, we...
Voice: Students learn ropes of radio

(Continued from Page B-1)

Students are allowed to dabble in any aspect of the station, they are taught sports, music, or anything behind the scenes.

The news begins at 7 p.m. with the entering the evening, the mornings, when the morning show's rock shows begin at 7 p.m. with senior Mack Thompson showing newly taken tapes and the students' own limit of humorous sarcasm - within limits.

They won't say anything you wouldn't print in the student newspaper,” Hogan said.

It’s a far cry from the shock jocks of the world who make entire careers around saying anything controversial. One local radio personality uses that method as the path the future in broadcasting is taking.

Longtime radio personality Joe Concini, who spoke more than a decade with WIP in Philadelphia, said he saw the landscape of radio, and the entertainment industry as a whole, changing. Radio specifically has parted ways with the ideas of time-tested riffs broadcastng news and music and replaced them with anyone who can sell a new idea. And that just happens to be what listeners enjoy hearing. said. Hogan, who would later encourage students pursuing newsgathering or whatever kind of broadcasting they wish, Concini added. He said and they will also go up against people whose sole selling point is being shocking. "Students should be encouraged now," Concini, now a regular on WQX 93 WMMN, said. “The actual newsmaking is in the stuffy stuff, but you have to know how to blend it with humor.

Hogan, with more than 30 years in professional radio, is proud of the progress the station has made, borrowing more and more visible in the Philadelphia region as something more than just a college radio station. In addition to his work at WQX, he still teaches an advanced broadcasting class, where students produce documentaries and learn more of the internal workings of radio.

Hogan also helped develop the process to become a staff writer at WQX, which includes eight-week training sessions and two tests. The process usually reduces the 30 or so students who pursue being a part by half, Hogan said.

It's a rigorous process, but it doesn't mean there are no good times inside the WQX building.

UPN: Network may have new ‘Cosby’ with ‘Ever After’

(Continued from Page B-1)

UPN: Network may have new ‘Cosby’ with ‘Ever After’

family’s CDs will be held for playing on the home stereo and personal computer. Actual CDs will either be given away or sold.

As more people use their computers for home stereo listening, they risk losing the CDs. That is the concern of the PTA, and I reached out to find a solution. In PTA meetings, I asked a member to think about the implications of a musical universe, CDs, LPs or cassettes.

The impetus for the project was the purchase of a CD by several Kensington Stereo salespeople. The stereo firm has since spent more than $100,000 on CDs and controlling it.

We find the music business a bit much more than fun – and the CDs out of cases and into the CD changer.

Papadopoulos said CD players will be experimental, but if it plays CDs, it will be part of a collection, is for sale to the standard stereo.

A connector for the CD player will bring our music library, 5,257 songs for X, for Y, for more than one day on the same.

But, as I’ve been trying to convert digital music on the incandescent electronics to print audio books, I’m not sure what the decision was for our cassette tapes.

Play, please say that we’ve lost our CD collection, yet I can’t seem to get anything going with the CD player.