



# ALUMNI NEWSLETTER



## WSUM Student Radio Alumni Newsletter Volume 1 Issue 1



Clockwise from upper left: Bernie Larsen & Sally Emory from WMHA (~1952), Fred Risser and Eric Wiig with our proclamation from the state (2012), Exec Team at WSUM's 5<sup>th</sup> Birthday Party (2007), Aaron Honoré at the old station (2004), the view from WSUM's stage at the Mifflin Street Block Party (2009), Megan Timmons and Maggie Karpinen (2004), Exec Team at the UW Homecoming Parade (2007), WLHA program director Jon Baer (1983), WSUM's lovely old location on State Street, Greg Dalziel hip hop music director (2003), Exec Team at the UW Homecoming Parade (2005), FOMSR at the WSUM Open House event (2009), WSUM's current location (center).



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## A Letter from our Managers

Dave Black and Chali Pittman



General Manager Dave Black and Station manager Chali Pittman in front of the WSUM mural.

Hello Alumni! WSUM turned 12 this year, which means we have over 60 years of wonderful alumni to reach out to. We know that each of you has a special place in your heart for one of the versions of your student radio, whether you participated in WMHA, WLHA, WSSO, WSRM, or WSUM.

We want this newsletter to give you the opportunity to stay connected with the station. Inside you'll find information on upcoming WSUM events, a current show feature, and more.

You can find us online at [www.wsum.org](http://www.wsum.org) where we post music reviews and station news, stream music and talk shows live from the website, or tune in to 91.7 FM in the Madison area. You can support us by listening, attending events, donating (see "how to give" on page 4), or sporting our merchandise.

If you haven't seen the new station at 333 East Campus Mall we would love for you to stop by for a tour. We thank you for helping make the station the wonderful place it is today!

## Upcoming Events

### WLHA Weekend

The second annual "WLHA Resurrection Reunion Weekend" is July 11<sup>th</sup>-13<sup>th</sup>! Alums of the great WLHA will be in the studio playing all the classics. Tune in for some throwback goodness, a chance to win contests, and an all-around good time. WLHA folk are encouraged to call in and reminisce! Email [WLHAradio@gmail.com](mailto:WLHAradio@gmail.com) for more info.



2013 WLHA Resurrection Reunion Weekend. Front row from left to right: Andy Arns, Tom Baer, Kevin (Casey) Peckham, Tim Brickner. Back row: Kevin (Nivek) Ruppert and Chris (Wild Bruce) Kammer.

### Snake on the Lake Fest

WSUM's annual music festival is Friday, September 5<sup>th</sup> at 6PM at the Sett in Union South. Listen to the lineup reveal show July 11th at 4PM (right before the WLHA Weekend) or check [www.wsum.org](http://www.wsum.org) for more information.



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## Featured Show

An Interview with DJ Kayla Kush of UDUB by Sophia Jones for The Badger Herald (with edits by Lorenza Zebell)

Madison, being far away from the glistening warmth of Jamaica, may seem like an unlikely place for a young reggae savant to call home. But surprisingly, Madison is home to a burgeoning reggae scene. At the local epicenter of roots reggae and dub music stands Kayla Liederbach, aka DJ Kayla Kush, who over the course of four years has transformed her show “U DUB” into an entity in the local reggae community and a platform for the transmission of multiple reggae genres. The 2013 Madison Area Music Associations or MAMA’s titleholder of “DJ of the Year” sat down to discuss her show, her awards and her second “U DUB” compilation album slated for release this year.

### Describe the format of your show.

You’ll hear tons of great roots reggae and dub music. I frequently do interviews with my favorite bands and new bands. Every once in a while, you’ll catch a band playing a live set in the WSUM studio. What you don’t see is me dancing all crazy in the main studio (until the day WSUM gets a webcam).

### What reggae bands frequent your show?

Wisconsin bands like TUGG, Natty Nation and Roots Collective. This year, The Simpkin Project, from California, and Kiwi from Jersey City, joined the list of “U DUB” guests. Some of my all-time



Kayla Liederbach and WSUM Assistant Technical Director Rob Chantigian with members of Perspective Heights.

favorite interviews have been with Giant Panda Guerilla Dub Squad and John Brown’s Body. You can check them out on my Soundcloud.

### Since you started as a DJ, how has your show changed?

My music collection has grown exponentially. I started collecting and spinning vinyl records over a year ago. DJ Trichrome is a huge mentor of mine and I was lucky to be able to see first-hand how fun and meaningful it is to spin vintage roots on wax.

### What did it mean to be the MAMAS “DJ of the Year” in 2013?

Winning “DJ of the Year” means people are having positive reactions to what I’m doing, which is the whole point. Also, I’m the first woman to win “DJ of the Year.” The music industry and DJ world are very male-dominated in a numbers sense, so it feels good to know I can do it well and get myself and WSUM recognition.

“U DUB” airs every Wednesday at 7 p.m. on WSUM. Stream through [wsum.org](http://wsum.org) or tune your radio to 91.7 FM. Like “U DUB” on Facebook or follow on Twitter.



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## Awards

In the past, WSUM has dominated the college radio awards – and this semester was no different. At the WBA Student Awards for Excellence, we won in the following categories:

### 1st Place

- Public Affairs/Talk Show – AgChat Radio 11.27.13
- News Story – News Story on Antibiotic Resistant Bacteria
- Sports Play by Play – Wisconsin Badgers Football at OSU Long Pass Play

### 2nd Place

- Sports Story – Wisconsin Badgers Men’s Basketball Plays Iowa Tonight

### 3rd Place

- Newscast – WSUM 6PM Newscast 10.14.13
- Sports Play by Play – Wisconsin Badgers Women’s Hockey vs. Minnesota State

In addition to all of our student awards Dave Black won the L&S Mid-Career Award! The award was given to him by the L&S Academic Staff



Dave Black with former Station Manager Michael Voloshin and his Friends of Madison Student Radio award.

Professional Development Committee to recognize his outstanding performance as the General Manager of WSUM!

## Swag!



WSUM Merch!

Support WSUM by sporting our latest swag, email [promo@wsum.wisc.edu](mailto:promo@wsum.wisc.edu) to make a purchase.

- T-Shirts – \$10.00
- Baseball Hats – \$ 7.00
- Knit Beanies – \$ 7.00
- Bucket Hats – \$15.00
- Bandanas – \$5.00
- Beach Balls – \$3.00

Pens and stickers are free when you come to station!

## How to Give

WSUM Student Radio has an account at the UW Foundation! If you would like to donate, just click [here](#) or on the “Donate” link on [www.wsum.org](http://www.wsum.org). Your gift will go into the endowment fund to be invested with other gifts to maximize its value. We appreciate all donations – big and small!



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## Revitalizing the Music Library *by*

*Lorenza Zebell*

Traffic Director Erik Kramer has taken on the colossal task of making our music library more user-friendly, and I sat down with him to discuss the process.

### What inspired this project?

We want to implement a searchable database so DJs can access the music they need and explore the music they don't know. However, the sheer number of current albums makes this task impossible without cleaning out some music. It's part of a grander scheme for having an effective user-friendly library.

### What's your criteria for what music stays and music what goes?

I like to think that I know quite a bit about music, but I can't know everything. If I'm unfamiliar with a particular release, I'll look to see if it's from a respected label. I also try to make sure that our library is fairly balanced when it comes to genres. For things I don't know, I look at band members, labels, etc. I also read every review in every CD. If it's an unsolicited self-released album with a pretty poor review and nothing but their Myspace link on it we probably don't need it, but we have a redemption system.

### What is the redemption system?

Basically all the CDs that I decide to take out of the library sit in a pile and DJs can redeem the CDs that they think should stay. I ask that they leave a sticky note that explains why they want

us to keep it so I know what to look out for in the future.

### How will the DJs benefit?

Well, once we have the searchable database DJs won't have to scour the library because it will point them to the section and shelf that the CD is on. Eliminating the clutter should make it easier for DJs to explore the library and find things.

### What's the weirdest CD you've come across during the process?

There's plenty of weird stuff in there, but I'm actually surprised by how deep our collection goes. WLHA gave us a lot of music when WSUM started and it's cool to see that.



WSUM Music Library

Have pictures or stories from your experience at WSUM that you would like to share with us? Know of any other alumni that may want to receive this? Please email [traffic@wsum.wisc.edu](mailto:traffic@wsum.wisc.edu) with any suggestions or feedback. If you'd like to get involved in alumni outreach, let us know. Thank you!



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## Featured Alumni

### Memories from station manager

Jenny Underwood *by Michelle Koffel*



Former station manager Jenny Underwood may have left the WSUM airwaves but she certainly hasn't left radio!

During her time as 2009 station manager, she won the "Student Leader of the Year" award from the WBA and led a session at the College Broadcaster's Association in Kansas City.

Now Jenny is both a morning show and midday on-air personality on Magic 105.3 in San Antonio, Texas. She started the Adam & Jenny Morning Show last fall and before that worked as an on-air personality for Door County and Madison radio stations.

### What's your favorite memory of WSUM?

Maybe I should be keeping this one a secret, but I remember planning a party with the rest of the exec-man team to raise funds for WSUM and we planned to host it in an empty apartment in the house where a bunch of the team lived together. We were literally rolling a keg up the sidewalk when a moving truck pulled up and two girls

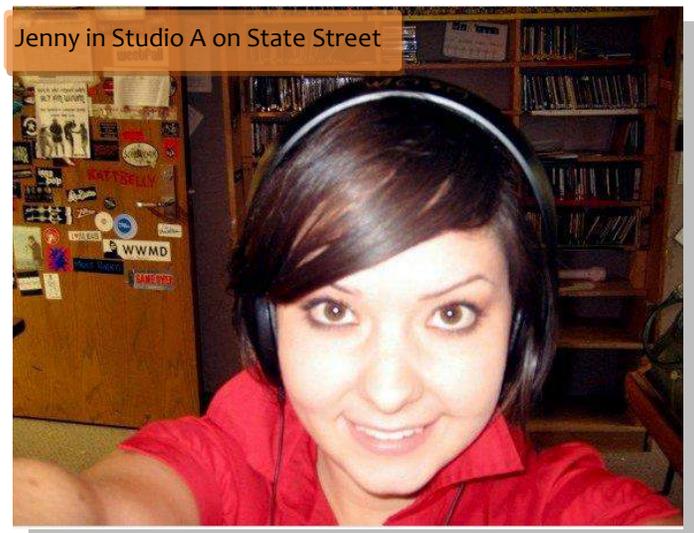
started moving their stuff into our party space! Instead, we pretended that we were stopping by to welcome them to the neighborhood and hosted a perfectly legal party elsewhere :)

### Did WSUM go through any big changes while you were here?

We changed locations from State Street to University Square and while the move was difficult, terrifying, and stressful, it turned out to be AMAZING. The studio equipment upgrades alone were worth every bit of anxiety we had about moving. Plus, the new spot offered more space, which helped the station to become more of a hangout space than was possible on State Street.

### What do you enjoy most about working in radio now?

It still seems like a dream to be working in radio. I'm lucky to actually have the career that I thought about as a kid. I actually like going into work. Mostly, I like that it's a social job. The best





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part is having a random thought about something silly, bringing it up on air, and finding out that tons of people feel the same way. I love the interaction. I get so excited when people call and say things like "oh my gosh, I've always thought the same thing! I'm so happy you brought that up because I didn't think anyone else felt that way." It's awesome to reach a ton of people at once. It feels like I get to meet new people and interact with them everyday... even if we can't see each other. That's my favorite part about my job.

## Did your experience at WSUM influence how you do your job now?

WSUM definitely influenced the way I do my job now. There's a term in radio called "4 and out the door." It refers to people who only care about their own air shift. They do their four hours on air and leave. It happens all the time. I think being a part of WSUM taught me the importance of caring for the whole station - not just my air shift. I care what the website looks like, I care what our social sites look like, I want to know what's going on in the promotions department, and I want to pitch ideas to the sales team. Sure, I LOVE my air shift, but I don't ever want to be a "4 and out the door" team member. WSUM was so team-based and that mentality has stuck with me. During my time at WSUM, Dave Black did so much to show me what happens behind the scenes in radio. He actually let me work on the budget, he let me plan events with city workers, and he let me make decisions that ACTUALLY impacted the station. It wasn't fake. WSUM was the real deal and it gave me the skills I needed to do well in my career.

## Virtual Tour of the Station

Have you seen the new station? We've been at our new digs since 2009 but not everyone has had a chance to see our home on East Campus Mall. Whether you are far or near, check out our station with our video tour on [YouTube](#). Or if you are Madison stop by for a tour!



Top photo: Peter Charles Allen in Studio A on Campus Mall.  
Bottom photo: Jenny Underwood at the 2009 WSUM Open

Thanks for joining for our first alumni newsletter! We look forward to connecting with you again in the future. Ideas for the next newsletter can be sent to [traffic@wsum.wisc.edu](mailto:traffic@wsum.wisc.edu).