



50 Years of
**Organized
Chaos**

A WIXQ Memoir...

by

Ralph "Doc Roc" Anttonen

Introduction

It doesn't seem possible that I advised WIXQ for 37 years of the 50 years that Millersville's radio station was in existence. Yet that is what the following history says. What started out as a carrier current station heard only in the dormitories evolved to streaming audio radio heard round the world. This all came about because of the students who ran the station and I was just the adviser saying, "go for it"! I saw my role as guiding young people into becoming responsible adults and often said my job was to "protect the students from themselves." My main goal was to have students feel that "they were the family that owned the station and like any family we had our good times and times when we needed to solve our self-made problems"

Upon my retirement in 2013, I felt the need to write the history of WIXQ and set out to research the history of WIXQ by going to *The Snapper* collection housed in Ganser Library Archives. This need filled my first year and a half of retirement as I consumed many yellow tablets with my hand written notes of *Snapper* articles and advertisements that mentioned WIXQ. Often, these articles jogged my memory and I was able to supplement my writings with my recollection of the events and some of the campus politics that made things really happen. Yet, it was my love of WIXQ and the students who came not only to the station but also to Doc and Mama's house for our meetings, parties, and recognition of award winners. So to all WIXQ leaders and djs, you will always be part of the WIXQ family and remember, "Who Loves You? Doc and Mama do!"

Ralph "Doc Roc" Anttonen, PhD

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To Dorisa Bolinski, who did the really hard work of editing this document without any monetary reward, I can only say a great big thank you and without your effort this would not have happened.

Also, I take total responsibility for the content, and any errors are on me and my memory.

Finally to all the students who were with me during my tenure as adviser to WMSR and WIXQ, thank for making it a memorable experience!

WIXQ Beginings

The 1960s...

The first public discussion of Millersville University (the Millersville State College) obtaining a radio station occurred in the November 16, 1966 issue of *The Snapper* (page 1). Dr. V. Anthony Champa, Millersville's Director of Audiovisual Instructional Services, announced that after three years of planning, authorization and budgeting was approved for a fully licensed professional radio station. He envisioned the station as having a range of approximately 50 miles and employing students for its operation. The station was to be primarily used for instructional and communication purposes, with limited entertainment programming.

The next step toward the inception of a radio station was discussed in March of 1967, (*Snapper*, March 6, 1967, page 4) when Mr. George Francis of the Industrial Arts Department and Mr. William Wright of the English Department spoke to the Student Council which suggested the formation of a radio club. In October of 1967 (*Snapper*, October 18th, 1967, page 4), Student Council approved the recommendation for the allocation of \$6,000 to buy and install the equipment necessary for an in-house radio station. The location of the station would be in the basement of Witmer Infirmary, and plans were that broadcasts would be piped into eight of the new dormitories. This endeavor resulted in establishing an audition process for potential station staff in October 1967, as reported in *The Snapper* on October 25 (page 7). tryouts for air time were announced in the February 7 *Snapper* (page 1). All students, except freshman, were welcome to become members of the radio club and assume staff positions.

In the February 28, 1968 issue, *The Snapper* (page 2) announced that the radio station would be on the air after Easter Break. However the May 8th, 1968, issue (page 6)

showed a picture of Dr. George Francis, Susan Kratkze, and station manager, Fred Ralston preparing for an October 15, 1968 date for the first actual broadcast. During the summer of 1967 Susan Kratkze had taught herself about radio procedures at Franklin and Marshall College and passed the test for a third class FCC license which was required of any individual who intended to go on air.

The Snapper issue of October 2, 1968 had front page headlines announcing that the radio station would carry the wire services of United Press International, and the call letters WMSR were introduced. This service was made possible through the work of adviser, Mr. William Wright, and a contract with the 7-Up Company for Frostee to provide the \$1,000 rental cost for a year's coverage of news. In addition, personnel from the station and *The Snapper* editorial team met to discuss news policies for the two organizations.

In preparation for the October debut of WMSR Program Director, Susan Kratkze, stated on the front page of the October 9, 1968 *Snapper* that the station was formed to serve as a means of intra-campus communication; would strive to cover up-to-the-minute campus news and events; and provide programming of musical, cultural, and entertainment nature. The schedule would also be flexible and provide for preempting shows if a special program was desired. The live broadcast would begin at 5:00 pm with appropriate dinner music piped into the two dining halls for an hour. From 6:00 to 11:00 pm, the schedule would include a rock show with Top Forty formats, folk music, and mild rock and jazz. Five minute news casts would occur on the hour with both local and national news. A special MSC billboard would tell of events and activities not only at Millersville but

also at neighboring campuses. At 7:00 pm there would be a ten minute sports show, and news of this type would also be included in the regular programming. Finally, Sunday's schedule would be a little different as it would begin at 4:00 pm with an oldies show and then show tunes, classical, and popular music completing the schedule. News programs would vary between four and five minutes and two 15 minute specials.

However, the much-anticipated October 15 inaugural broadcast did not occur (*Snapper* October 16th, 1968, page 1), as small technical problems arose and more preparation was needed by the staff to convert the basement of Witmer Infirmary into an operational studio. At this time the Executive Board of WMSR consisted of 13 positions with Fred Ralston as station manager and program director, Susan Kratzke. The other positions were assistant station manager, music director, traffic and continuity, sports and news coordinator, sports director, publicity director, business manager, secretary, chief announcer, chief engineer, and chief night supervisor.

Finally, on Monday, October 21st at 5:00 pm (*Snapper*, October 23, 1968, page 1) WMSR went on air with Susan Kratzke serving as the station's first announcer. Following her "Supper Series," an hour of quiet instrumentals which was piped into the two dining halls, the college audience was brought up to date on the latest world, national, state, and local news. The first broadcast was followed with a campus wide open house on November 17th, 1968 from 12:00 noon to 5:00 pm highlighting the UPI teletype wire, (*Snapper*, November, 13th, 1968, page 2) and a picture of the "Talented Co-eds" (*Snapper*, December 18th, 1968, page 4) who "head the Big Sound." The article featured Susan Kratzke who in retrospect was one of the driving forces of the initial success in getting WMSR on the air.

In the November 3, 1968 issue of *The Snapper* (page 4), there was a photo of Earl Hite, adviser to *The Snapper*; Mr. William Wright, adviser to WMSR; Dave Schindler, co-editor to *The Snapper*; and Fred Ralston, station manager of WMSR, developing a *Snapper*-WMSR policy about news. According to the article the two organizations would work in a "competitive spirit" and respect each other's rights to gather their own source material for their own needs. Both organizations would also upon request cooperate "in the interest of the campus" to withhold information so that it could be brought out simultaneously by both media sources.

The first mention of WMSR covering sports events occurred in February of 1969 (*Snapper*, February 12, 1969, page 5) when it was announced that the station would broadcast

all Marauder men's home basketball games. Coverage for the games would include pre-game and postgame wrap up shows. Director of Athletics, Dr. Ray Runkle, was building a special facility for WMSR in Brooks Gymnasium to make these broadcasts possible.

The March 5 *Snapper*, announced that WMSR had affiliated with a new network of college and university radio stations, The Keystone Collegiate Radio Network. This organization was headquartered in Lancaster and composed of approximately ten colleges and universities throughout Pennsylvania. The network was financed solely through the sale of advertising on the network, both in programs and commercial spots which were run on the various stations. WMSR was to contribute feature stories and news via this network and provide other campuses with Millersville news and updates.

In March of 1969, WMSR also introduced a new campus program, THE FORUM, (*Snapper* March 12, 1969, Page 1 and 3). The first FORUM was set to discuss the topic, "Tenure and Reappointment: The Student Voice In Administrative and Academic Affairs." This program was brought about due to the recent dismissal of two foreign language professors. The student moderator of the panel was Micheal Decker and included Dr. William Duncan, president of the College, Dr. Richard Keller, history professor; Dr. William Butos, Economics Professor; Dr. Daniel Engle, Physics professor; and Dr. Dominick Fanani, Art Professor.

The second FORUM (*Snapper*, March 26th, 1969, page 6) aired on March 27 was titled "*The Snapper* and the Underground." The purpose was to objectively present facts and insights about the need to have underground newspapers on campus and whether *The Snapper* fulfilled the college's need for a newspaper and, if not, how it could be improved. The panel was set to include Marie Skvoretz and David Schindler, editors of *The Snapper*; Woody Hill, a representative from the underground paper, The Crapper; Mr. William Butos, a representative from the Mordor Underground; Dr. William Bliss, editor of the Lancaster Independent Press; Mr. Earl Hite, director of publications and journalism professor at Millersville; and representatives from both the 2 cent Plain Dealer and Omnibus. The show was aired live at 9:00 pm and recorded and placed on the Millersville dial access system to be available by dialing the campus extension 1035. This type of dial access of live programs broadcast on WMSR was available by dialing 1036 from 4:30 pm till midnight during the week and from 11:00 am to midnight on Sundays.

In April of 1969 (*Snapper*, April 16, page 4 and April 23th, page 1), WMSR engineers completed the wiring of Penn Dorms and University Apartments so that more listeners

could tune in. This was made possible by a special allocation from the College's student activity fee. In addition, WMSR began 24 hour broadcasting on April 24th with non-stop music 24 hours a day. A free moonlight dance on the porch of Old Main at 8:00 pm introduced the 24-hour format with WMSR DJs hosting the event live on the air. The Statistics, a local area band, also performed. Free drinks and food were provided by 7-Up and the House of Pizza. When live programming was not originating from the WMSR studios, the station rebroadcast the music of another FM station, a station that played exclusively oldies. According to Mike Decker, station manager, this rebroadcasting was made possible by the installation of an antenna on the top of Ganser Library.

In October of 1969 WMSR celebrated its first year anniversary with plans for special programming, contests, and a dance party on the patio of Old Main....

In the summer of 1969, the August 20 *Snapper* (page 1) featured station manager Mike Decker announcing that WMSR was expanding its facilities to bring increased campus coverage and more program variety in the fall of that year. Up to 10 hours of recorded music were to be taped and played back when the station was not broadcasting live. This would limit to four hours of listening to WFIL, the current FM affiliate, which was a Philadelphia-based music station. Decker stated that very few commercials would be broadcast during the increased music shows and that these commercials would only be heard at news times. In addition, all home and away basketball games and two away football games would be broadcast by the remote sportscasting team.

In October of 1969 WMSR celebrated its first year anniversary with plans for special programming, contests, and a dance party on the patio of Old Main, as reported in *The Snapper* in the October 15 issue. In addition, the WISMER Hot 30 survey was sent to students to gather information that would be compiled about the listening desires of students on campus. This was followed up (*Snapper* October 15, 1969, page 6)

with a new music format announced by program director Dave Hartman. This new format would allow maximum music and minimum talk. From 6:00 to 9:00 pm every night, the music suggestions from the WISMER Hot 30 survey would be featured, and from 9:00 to 11:00 pm a mix of oldies with hits of the top 30 survey would be aired. From 11:00 to 1:00 pm oldies would be featured. Hartman stated that one of the goals of WMSR was to discover music hits and get them on the charts before any other station. Thus began the culture of WMSR, and of college radio in general, of introducing the listeners to songs and artists before they became hits.

In the November 5, 1969 issue of *The Snapper* (page 3), WMSR announced its first fall Sunday FORUM. At 9:00 pm a panel of students and faculty had been invited to participate in a discussion centered on social change and methods of instruction at Millersville. This topic reflected the cultural times when there began a blossoming of student unrest on college campuses. The FORUM was also a follow-up to earlier forums that dealt with faculty tenure, the quality of instruction in the college classroom, and the need for student input through formal classroom evaluation of Millersville's professors.

The December 17 (page 6) *Snapper* reported that station manager Michael Decker announced that WMSR would begin replaying WMMR (a Metromedia stereo FM station in Philadelphia) whenever WMSR was not broadcasting live. This switch from WFIL, according to Decker, resulted since students had expressed a desire for more contemporary music. WMMR broadcast more progressive rock and offered a late night program called "Time Tunnel" from 1:00-2:00 am which featured underground psychedelic music.

In February of 1970 (*Snapper*, February 11, 1970, page 3), the first attempt to obtain an FM license for WMSR was proposed by station manager Mike Decker who was able to obtain funding in the amount of \$18,136 from the Student Senate. This allocation would provide for a 1,000 watt FM transmitter and equipment which would extend the station's range to about 40 miles. Decker explained that WMSR was one of three parties vying for the last FM license available in the area. He said if the station did not receive the license, the training funds (less lawyer's fees) would be returned to the senate. Increased advertising revenue would make the station self-supporting with no allocations needed from the senate in the future. Decker also agreed to forward 50 percent of all future advertising profits to the senate.

The Break Start of the 1970s...

During the Fall semester of 1969, there appeared to be a falling out between station manager Mike Decker and the two station advisors, Messrs. Wright and Frances. This divide was made public in the spring semester of 1970.

The February 25, 1970 issue of *The Snapper* (page 1), discussed for the first time the break of WMSR from its two advisers when station manager Mike Decker's resignation was not accepted by the WMSR executive council. Decker cited adviser staff conflict, anti-progressive adviser attitude, tardiness in resolving the existing dissension, and the appointment of a station manager coordinator without consulting him as reasons for his resignation. When questioned about these issues, Mr. Wright stated, "I feel I was doing my part as adviser in the situation, and as far as I'm concerned, I've always done my part as an adviser."

At this meeting WMSR staff members learned that the constitution under which they were operating did not have its newer amendments approved by the constitution committee of the Student Senate; therefore, they were bound by the old constitution. Many of the current positions were non-existent under the old constitution. Thus Decker's resignation could not be considered until the council found a quorum of people with job equivalents appropriate to the old constitutions. This was accomplished, and Decker reported that he felt his resignation no longer was necessary since his letter of resignation had "brought the entire matter to a head in determining the role of adviser and had united the radio staff further," the results he desired. For WMSR to keep their current operating procedures, the new constitution would have to be sent to Senate for approval. Decker

also stated that the \$18,000 to be used to go FM had been returned to Student Senate.

The front page of the March 11, 1970 *Snapper* announced that Mr. William Wright of the Speech Department and Dr. George Francis, acting chair of the Industrial Arts Department, had both resigned as advisers to WMSR. The station had been moved to the realm of the Office of Student Affairs and placed under Dr. Gary Reighard, Vice President for Student Affairs. Dr. Reighard was made acting adviser to WMSR at that point. Mike Decker, station manager, told *The Snapper* that he was not surprised at the resignation of the two advisers since they both had expressed that they could not continue since they were not in agreement with certain ideas developing at WMSR, such as the role of the advisers, student control of the station, and the formatting of the programs. Decker went on to say that "the station owes them a real debt of gratitude" and "they did a great job."

Decker felt that the change in advisers might be reflected mostly as the result of changing times. He also said that the WMSR staff had been most impressed with Dr. Reighard as acting adviser and that staff generally agreed that they would like to see him remain permanently in that position. He also foresaw no major changes in the operation of the station and that work was proceeding on the constitutional structure that would more clearly define the role of the adviser. In the meantime Decker "saw more experimental programs, such as radio dramas, and more continuing features such as the quasi-experimental music history now in progress."

After the resignation and replacement of WMSR's advisors, it seems that the station went into a quiet mode as the staff adjusted to the new changes. Only two articles appeared in *The Snapper* in the fall and spring semesters of 1970 and 1971. The November 18, 1970 (page 1) issue announced that WMSR was now affiliated with the Mutual Broadcasting System in New York and arrangements had been made with Bell Telephone Company and Mutual News to receive this wire service at the station. On March 17, 1971, *The Snapper* (page 1) addressed controversy over the appearance of Abby Hoffman on campus. This led to WMSR broadcasting Hoffman's speech to all the residence halls since many students were unable to obtain tickets to this sold out event.

In the fall of 1971, the September 29 *Snapper* (page 1) announced the new officers for WMSR with Joe Wells as station manager, Elaine Karel as business manager, Don Hudak as chief engineer, and Bruce Kerr as chief announcer and program director. Several positions were vacant, but special elections were held during the month of September to fill them. The article went on to state that anyone interested in joining WIXQ should contact either Wells or Karel or come to the basement of Witmer Infirmary.

In November of 1971 (*Snapper*, November 12th, 1971, page 3), WMSR presented its first fall FORUM, which had as its theme again the topic of social change and methods of instruction at Millersville. This was also Dr. Ralph Anttonen's first fall at Millersville. Anttonen remembers that this was a period of great student unrest and much criticism directed at Millersville's quality of instruction. In addition, students were asking for their input through a formal questionnaire that was to evaluate each professor. The evaluation was to be used in making decisions about continued faculty employment.

In February 1972 (*Snapper*, February 9th, 1972, page 1), the Student Senate, which was advised by Dr. Reighard, stated that organizations, such as WMSR, which serve the total campus would receive a minimum allocation amount of \$2,500 (*Snapper*, April 12, 1972, page 3). WMSR was allocated \$13,000 of their \$15,000 request for academic year 1972–1973. It should be noted that WMSR had received \$6,500 of their \$7,637 request for the prior 1971–1972 year. These major increases in funding occurred when Dr. Reighard was advising both WMSR and the student senate.

During Spring Break in 1972, WMSR suffered a significant theft of station equipment to the amount of \$4,200. The April 12 (page 6) edition of *The Snapper* reported that the theft of the equipment was solved when an 18-year-old Columbia, PA student was charged. Edwin Horn, a freshman

at Mount Saint Mary's College in Emmitsburg, MD was to blame. Ironically, he stole the equipment for his own college radio station! The \$4,200 equipment was not covered by insurance, but fortunately Horn's arrest resulted in total recovery of all stolen items.

During the summer of 1972 (*Snapper* September 20, 1972, page 7), it appears WMSR had requested an additional amount \$22,000 from the Student Senate for the purpose of obtaining an FM station. This request was honored by the Senate in the early fall of 1972, but the action was rescinded when WMSR staff requested that they not be given the monies. Staff declined the funding since they did not feel prepared to evolve to FM while still located in the cramped quarters of Witmer Infirmary. Talk of moving to a larger area had been brewing for a while at this point.

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The year of 1972 proved to be troublesome for WMSR regarding theft and security issues. During the fall, *The Snapper* (October 4, 1972, page 1) spoke with Don Hudak, station manager, who stated that upon recommendations of college officials, only authorized station members would be allowed into WMSR. All station staff members were to have a card signed by Hudak, and the station was to be locked at all times. All members would have to contact a security officer who upon viewing the signed card would admit the person to the station. Hudak stated that he hoped the situation would only be temporary and that all operations would return to normal in the future.

In January 1973, (*Snapper* January 24th, page 1), the move of WMSR to a more suitable location was discussed. This was the first time the move from Witmer infirmary to the Student Memorial Center (SMC) was mentioned as a distinct possibility. It was also reiterated that WMSR still hoped to become an FM station. However, no definite plans had been made. Station manager, Don Hudak, stated that FM equipment would be expensive, but if the students—namely Student Senate—wanted it, there would be no problem.

At this time the station had been in operation for approximately five years and was student run with an advisory board chaired by Dr. Reighard overseeing the station. In

the fall of 1972 Dr Reighard rescinded his advisership to Mr. Marshall Anderson of the Mathematics Department but continued to chair the station's advisory board. Perhaps this change was necessitated by a conflict of interest with Dr. Reighard being the advisor to both the Student Senate and WMSR. At this time in WMSR's history, there were 60 members and each student had to work one semester as a newscaster before they could become a disc jockey. The station was bound by FCC rules and had a good taste policy. The programming policy was a "top thirty" format with time filled in by oldies, requests, and news.

It should be noted that the WMSR advisory chaired by Dr. Reighard consisted of the new station advisor, Mr. Marshall Anderson, the student executive council of WMSR and other key campus administrators and met monthly. Since the Student Senate required all campus organizations to have a constitution, this advisory committee was an important part of WMSR's constitution and was given the power to make crucial decisions over the functioning and location of the station. In essence, they approved the move of WMSR from the basement of Witmer Infirmary to the SMC.

The move of WMSR to the SMC hit a snag according to February 7, 1973 *Snapper* (page 2), as problems existed between the College and the radio station. Issues over the payment of the move arose that questioned whether Student Services or the College should provide the funds. In addition, WMSR was allocated only two rooms in the SMC, whereas the station had requested eight. In the meantime, plans for the installations of partitions, doors, ceilings, soundproofing, and air conditioning had been approved and construction bids had been sent out.

In March (*Snapper* March 28th, 1973, page 3) it was announced that by September all college communications would be housed under one roof in the SMC. Final plans for WMSR had been sent to the radio staff for their approval. The article went on to address the issue of planning snags that had delayed the move. The following month, another problem arose (*Snapper*, April 4, 1973, page 8). The Student Senate allocations committee only funded \$6,000 out of WMSR's \$15,000 request.

May of 1973 was to bring better news for WMSR. Headlines in *The Snapper* on May 2 (page 10) stated, "WMSR to Broadcast from SMC in Sept." Don Hudak, station manager, announced that meetings with Mr. Donald Stollenwerk, Director of Development, had resulted in approved plans and that equipment had been purchased. Funding problems had also been resolved as \$4,000 more had been allocated by the Student Senate as a result of an appeal by WMSR staff. It was

also reported that wiring for the station would be done that summer or early fall. In addition, WMSR was aided by a state supplement of money to cover moving expenses.

Yet in the fall of 1973 the move of WMSR had not occurred, but it was announced in the September 19 issue of *The Snapper* (page 3) that Student Senate had voted unanimously to record all senate meetings. The recordings were broadcast on the dial access system in Helen A. Ganser Library. If enough students were interested, WMSR volunteered that the station would consider airing such tapes. October (*Snapper*, 17, 1973, page 3) saw the completion of on campus wiring of Gage and Lenhardt Halls, thus making broadcast possible through carrier current to those buildings. It appears that the move from Witmer Infirmary to the SMC occurred in November as an ad in the December 5 *Snapper* (page 5) stated "WMSR Together Radio – Listen For Us at 600 (approximately). Now Broadcasting From Our New Studios in the SMC. Our Request Lines are ex 523 or 524. — The Voice of Millersville."

As an aside, it is interesting to note that various radio programs in the fall of 1973–1974 included Listen to the Big Tuna, Requests Gladly Taken, The Great Atlantic Conspiracy, Get Down for Progressive Soul, and Oldies but Goodies.

A few weeks later in on December 12, 1973, *The Snapper* (page 5) stated that "WMSR was looking for people interested in working as engineers. No experience necessary." In January (*Snapper*, January 30, 1974 page 1), the president of the Student Senate appeared on WMSR to present a progress report and revealed his plans for the upcoming semester. In March (*Snapper*, March 6, 1974), a new feature was added to WMSR titled "Speak out." This invited students to submit letters to the station, which were read over the air. Although the letters needed to be signed, the name of the writer would be withheld.

In October 1974 WMSR was criticized in a letter to *The Snapper* (October 9, 1974, page 3) for playing bubble gum music and called a joke. The three writers "were tired of hearing a starry eyed female alienate the student body by playing high school music." The writers complained that of hearing "gee isn't Donny Osmond the ginchiest." They asked for more music like the Stones instead of a "high school rendition of a graduation dance." On October 16 (*Snapper*, page 2 and 3) WMSR responded with a lengthy letter signed by nine members of the station including station manager, Jerry Beck. They stated that the disc jockey "cited in the incident did not intend to play what the misinformed accused her of i.e., "bubble gum music." They also stated that the promotion department was working on a poll to

determine the musical interests of the student body so that an appropriate affiliate could be found when WMSR was not broadcasting.

In the December 11 *Snapper* (page 5) Stephen Cobaugh, promotion manager, in a letter to the editor announced that as a result of the survey about an affiliate station, Philadelphia's WMMR was chosen by 56% of the students and would be the station broadcasting when WMSR was not live. In addition, students gave a positive rating to the station's on air performance and also indicated that they approved of the music that was being played.

The April 9, 1975 *Snapper* front page announced that WMSR received an AM allocation of \$1,300 out of its request for \$1,500 and a request for FM support received an allocation of \$8,440 of their asking of \$11,725. This request for FM allocation dollars was followed by a headline in *The Snapper* (April 30, 1975, page 1) proclaiming: "WMSR Radio Station to Request FM License." Station manager, Jerry Beck, had requested permission from the College to apply to the Federal Communications Commission (FCC) for an FM license. If approved, Beck said that the FCC would formally take 90 days to process the request and WMSR would likely have the FM equipment installed over the summer so broadcasting could begin early the next semester. Radio staff were hoping to receive a license for a 10 watt educational station that could reach the entire Millersville community and possibly the fringes of Lancaster.

According to Dr. Gary Reighard, President William Duncan said he would decide by the end of that semester whether the station could file for the FM license since Dr. Champa had also indicated that he would like to apply. Dr. Champa

was the individual who in 1968 had first suggested the idea of Millersville having a radio station, and was obviously trying to transfer control of the station back to the academic side of the College. One can only imagine the campus politics that were playing out behind closed doors at the time. Needless to say, President Duncan decided in favor of the student run WMSR. Dr. Reighard went on to state that WMSR was refused permission three years prior when they were located in Witmer because the plan was to relocate the station to the SMC. According to Reighard, it was decided that FM was too ambitious an undertaking and could be done when WMSR had its permanent place in the SMC.

One can only imagine the campus politics that were playing out behind closed doors at the time.

In fall 1975 (*Snapper*, September 24, page 1) it appeared that there was still much work to be done in the quest of an FM license for WMSR. Station manager, Terry Kile, was interviewed and said that the Board of Trustees had to vote to approve the program and an application had to be filed with the FCC. This would require a 90-day wait. Once approved by the FCC, the equipment would have to be purchased and tested. Kile went on to say, "Our station would be organized under an advisory board which would be responsible to Dr. Reighard. Obviously the FM station cannot operate this year. Our work for the station now is important even though the results of our work will not be seen this year."

Doc Roc Joins WIXQ

The Mid 1970s...

In the fall of 1975, Dr. Ralph Anttonen joined WMSR as a disc Jockey. This all came about because J. J. Williams, program director of WMSR, happened to be working in the SMC Galley when Dr. Anttonen was disc jockeying a dance sponsored by Library majors. The dance was held in the main dining area. Being impressed with Doc's humor and ease behind a microphone, Williams asked Dr. Anttonen if he would like to do a show on WMSR. Doc admits that he really didn't know what to expect from the experience, so he agreed to a half hour spot on a week day to get a feel for things. Anttonen acclimated well to DJing and was soon assigned a three hour slot on Saturday from 1:00 to 4:00 in the afternoon. Anttonen readily admits that he wasn't the most technically savvy radio personality, so he was assigned his own engineer, Richard Franc, chief engineer at WMSR and a big fan of 1950's music.

During a conversation in the studio one day, J. J. Williams announced to Anttonen that he was "the Duke of Soul" to which Dr. Anttonen replied "then I am the Doc of Rock." Thus a nick name was born that was to remain with Dr. Anttonen to the present day. WMSR staff began to affectionately refer to Anttonen as Doc Roc, and soon he was known by that moniker among the entirety of the College community including faculty, staff and students and alumni to this day.

On November 5, 1975, *The Snapper* reported that program director Williams announced that WMSR was seeking a new affiliate station since WMMR "no longer meshed with Millersville's station." Some stations being considered were WDJQ Baltimore and WIOQ Philadelphia. Williams hoped to finalize the decision by Thanksgiving. Perhaps the reason for the change was the fact that Williams was an African American

from Philadelphia who wanted to introduce the sounds of urban music to Lancaster County. But, it was later discovered that Williams was not a student at Millersville at all. Rather, he "lived" at WIXQ and showered in the men's restroom! According to then station manager, Terry Kile, he was called to Dr. Reighard's office and told to remove Mr. Williams as program director.

That same fall, the station had more problems than choosing a new affiliate. The front page of the February 18, 1976 issue of *The Snapper* read: "WMSR Loses \$1,500, Third Theft since September." Station Manager, Terry Kile, was quoted as saying, "There is going to be a hell of a crackdown around here that will cost us, but it has to be done."

Missing were two reel to reel recorders and an electric typewriter. The same type of reel to reel was stolen the prior semester. Kile went on to say, "we think the job was done from the inside as a matchbook cover was placed between the door lock and the catch allowing someone to return later." Captain David Smith, MSC security, said no one broke into the SMC and the thief must have hidden until after hours when the building was closed. Kile stated that WMSR staff would undergo a major security overhaul. And although WMSR's budget had little money for the remaining school year, the College promised to assist in the replacement of the equipment.

In this same issue (page2) a *Snapper* editorial with bold headlines read, "Radio Rip-Off Hits Student's Purses." Kile was quoted as saying, "The college security force is inadequate for our needs at the present time... Is WMSR staff in the wrong because we run the station WITHOUT AN AD-

VISER? It is a learning experience and an ego trip for us?" Kile asked. "Possibly, students alone cannot be trusted with such expensive equipment (approximately \$25,000 at the time) ... a crack down must occur if WMSR is to continue to be student run." *The Snapper* went on to say that "the credibility of campus security and student leadership/responsibility continues to be threatened and the student body will continue to suffer the losses of both."

In March (*Snapper*, March, 1976, pages 1 and 3), WMSR was featured for hosting a 48-hour dance marathon to raise money for the American Heart Association of Lancaster County. According to the article 120 workers, 29 judges, many WMSR DJs, and nine bands were all involved in playing music for nine couples who danced for two days. WMSR DJ Bill Sauders presided over the awards to three couples who raised the highest amounts of funds for the charity.

In the fall of 1976, WMSR received a telegram stating that the FCC had approved its request for an FM station.

On May 7, 1976, a *Snapper* (page 2) final spring editorial stated, "WMSR, the college radio station, broke into the news pages several times. They managed to get ripped off again putting them in the minus column, but the long awaited approval of the FM plans is a big plus. All in all, radio is going great here and deserves our support."

In the fall of 1976 (*Snapper*, October 20th, 1976, page 1), WMSR received a telegram stating that the FCC had approved its request for an FM station. In order for students to work at the station they would have to satisfy three criteria established by the FCC. First they were required to have a third class FCC license. In order to obtain this, students had to travel to the Philadelphia office of the FCC and pass a written test. Secondly, they had to prove competency in all the equipment. Thirdly, all broadcasters had to pass a speech test. The projected first FM broadcast date was February 1, 1977. According to Stephen Cobaugh, station manager, WMSR would have new FM call letters and would simulcast with carrier current WMSR AM during the hours from 4:00 pm to 1:00 am.

The Snapper on February 9, 1977 featured a front page story explaining that WIXQ began the process to switch over to

FM with the installation of a 148 foot non-directional tower on the roof of Ganser Library. This structure would transmit the first signal for WIXQ-FM when it took to the air ways in September of 1977. Costing approximately \$8,000, the FM signal covered a radius of four miles with a prospective audience of 10,000. According to WMSR Station Manager, Steven Cobaugh, all equipment had been installed and was ready for a final inspection by Philadelphia engineers. Program tests were planned for March, and WIXQ-FM was set to broadcast at the frequency of 91.7 on the radio dial. In time the call letters WMSR would be phased into WIXQ-AM. Overseeing the operation was the the FM Advisory Committee, headed by Dr. Gary Reighard, and a previous requirement of obligating all disc jockeys to complete a full semester of news reporting would be dropped. Cobaugh went on to say that "he hopes credit courses will ultimately be offered by the various departments involved with communications."

In March 1977 (*Snapper*, March, 2nd, 1977, page 4), WIXQ in the spirit of community service announced that the station would be holding a radio conference and open house on Monday that evening in SMC 20-21...The conference would allow the public and students to discuss future programming for the new FM station. Radio station officers, college administrators, and faculty would be in attendance and answer any questions. The article stated that the station was "one of the most modern in Lancaster County." *The Snapper* on April 27, 1977 (page 3) announced that WIXQ received a \$9,500 allocation from Student Senate.

It was during the Spring of 1977, that Doc Roc was approached by Rich Franc, his co-host and a member of the WIXQ advisory board, about his interest in becoming an adviser to the station. Franc pointed out that Doc had been spending more and more time at the station serving as an informal advisor and was known to and respected by the station leaders. Doc agreed and was formally approved by Dr. Gary Reighard who was willing to turn over the chairmanship of the advisory board to him. Doc did not realize at the time that he would serve as adviser to the station till December of 2012.

In the fall of 1977 (*Snapper*, October, 5th, 1977 page 1), it was announced that "WIXQ-AM would take to the FM airwaves with a 10 watt educational station." WIXQ-FM would have a radius of ten miles from its antenna and transmitter on the top of Ganser Library. Barring technical problems, mid October was projected as the date to go live. Costs for the new facilities were approximately \$5,400 and would be under the leadership of Zoa Bashline, station manager, and Connie Sierzega, program director.

Yet, it wasn't until Monday December 5, 1977 (*Snapper*, December, 7th, 1977, page 1), that the debut of WIXQ-FM occurred at 4:00 pm EST. The article went on to state it took many years to get through the red tape, paper work, and technical problems associated with starting such a major radio undertaking. Faculty, administration, and engineering personnel, both present and past, deserve thanks for making the dreams of a few become the reality of all at Millersville.

On a very personal note, Doc still remembers his first FM Oldies show on December 10 and his first off campus phone call. The call was from "Bubbles" Runkle, daughter of athletic director Ray Runckle who had previously provided help in WMSR broadcasting of Millersville athletic events. "Bubbles" answered a trivia question and was the first listener to have a prize mailed through United States mail instead of campus mail. So, Bubbles was Doc's first off-campus winner.

In the winter of 1978 (*Snapper*, February 9th, 1978, page 1), WIXQ presented an evening program about black athletes on Millersville's campus. This was part of Black Awareness Week and included a special show on Friday evening about the history of black students on the campus. On Saturday evening at 7:30, WIXQ featured a live broadcast with the United Campus Ministries for Blacks who were sponsoring a breakfast and visitation to a minority church on Sunday. It is interesting to note that the final two issues of the *Spring Snapper* did not provide any information on funding for WIXQ for the upcoming semester. WIXQ must have received adequate funding, as Doc does not recall any monetary problems in academic year 1978-1979.

The biggest news of fall 1978 (*Snapper*, October 4th, 1978, page 1) was the unfortunate plight of WIXQ's student engineer and Doc Roc's show engineer, Rich Franc. On September 22, Franc was involved in a motorcycle accident and three days later his apartment burned down. Doc asked for donations of money, food, clothing, furniture, etc. to be sent to him at the WIXQ office. WIXQ also sponsored a dance on Friday evening October 13 from 6:00 pm to Saturday morning at 6:00 am. The dance was aired live on WIXQ and the 50 cent admission fee, proceeds from a donation box, and all phone pledges went to Franc. The dance was held in the all purpose room of the SMC and was called a "morp" dance, the opposite of a "prom." All dancers were encouraged to come looking as wild and weird as possible. WIXQ DJs, including Doc Roc, hosted the entire event.

In a November 8, 1978 *Snapper* an article from the *Lancaster Intelligencer* was reprinted on the front page about Rich Franc being "back on his feet." Various fund raising events had attained more than \$200. Franc was quoted as saying, "I

couldn't believe it" and that he had found many new friends. The college had let him stay at the infirmary, the Red Cross had given him food and clothing, and his fellow workers at AVIS had fixed his bike. In addition, since he was student teaching at Pequea Valley High School, a teacher had offered to rent Franc a room at a Kinzer home which was right across the street from the school. "Things have worked out well," Franc concluded, "now I'm pretty well on my feet, as far as I'm concerned."

In the winter of 1979 (*Snapper*, February, 7, page 1), WIXQ was broadcasting from 1:00 pm to 1:00 am and according to program director, Bill Mashia, there were several unique programs. These included an International music show and a phone call in show called "Let's Argue." Also, hourly UPI news supplied world and national information as well as Q-news which comprised state and local news compiled by the students working on the WIXQ news staff.

"...broadcasts during the nice weather could reach Philadelphia..."

On page 2 of *The Snapper* there was the first mention of WIXQ going from 10 watts to 100 watts in the future. The editorial ended with "If WIXQ passes the scrutiny of the campus FCC advisory committee and is recommended to the FCC for 100 watt power broadcasting, broadcasts during the nice weather could reach Philadelphia... Support your local radio station." The editorial also expressed support for the wide variety of music and unformatted style of WIXQ and stated this reflected the "plurality of student interests."

The February 28, 1979 *Snapper* (page 3) featured Mrs. Evelyn Flynn for her show Classical Concert which aired every Sunday from 5:00-6:30 pm. Mrs. Flynn, grandmother to 11 grandchildren and one great grandchild, advertised her show as classical music to study by. The article went on to state that this demonstrated the "willingness of WIXQ to accept everybody." It should be noted that Mrs. Flynn was a non-traditional student who had decided to pursue higher education later in life. She was openly welcomed by the WIXQ staff.

In the spring of 1979 (*Snapper*, April 18, 1979, page 3, and *Snapper* May, 2, 1979, page 3 and 6), WIXQ first began broadcasting 24 hours a day with half and full hour music blocks. This was done from Friday night to Sunday and represented WIXQ's role in Spring Fling. In the May 2 issue WIXQ thanked

the entire staff for staying on air for this lengthy period and *The Snapper* for their "great coverage."

On page 6 of the May 2, 1979 issue, Doc Roc was featured and talked about giving away autographed ping pong balls and the fact that his wife, Judy, was a licensed engineer. In fact, she was to become Doc's permanent engineer in September 1979, and this led to the present day Doc and Mama Roc oldies show.

In the final 1979 spring issue of *The Snapper* (May 9, page 1 and 2), Zoa Bashline, station manager of WIXQ, was pictured on the front page receiving an award from Millersville's president William Duncan. Also on the front page was the announcement that on May 19, WIXQ would air the commencement from Biemsderfer stadium and it would be piped into the student center for any individuals who could not obtain seating at the stadium. On page 2, were two letters to the editor from WIXQ listeners asking who Doc Roc was. One writer went on to state that he had called the show and Doc would not "spill the stash."

On October 17 (page 8), *The Snapper* noted that as part of Millersville's homecoming celebration, the station would broadcast for 48 hours from noon Friday till noon Sunday. Schedules of the music would be available Wednesday in the Student Memorial Building, Harmony Hut, and Camelot Music in the Park City Mall. WIXQ posted its fall schedule (*Snapper*, October 31, 1979, page 5) with shows like The Heavy Metal Kid, Disco and Old Soul, New Wave and Country Music, Christian Album Countdown, Classical Concert, and Sentimental Journey Swing, Bop, and Jazz.

An article in the November 7 *Snapper* (page 5) discussed WIXQ's newest show, What Are You Doing the Rest of Your Life. Sponsored by the Placement Center, Cooperative Education and the Alumni Association, the show delved into the world of careers and career options through personal interviews and a look at the job market. The first show featured an interview with Dr. Richard Kettering discussing careers in Chiropractics. Future shows were planned around the Peace Corps and Vista.

College Radio Takes Off

The 1980s...

In the winter of 1979-1980 (*Snapper*, December 5, 1979, page 6 and January 30th, 1980, page 1), WIXQ celebrated its second birthday and filed for a power increase with the FCC to go from 10 watts to 100 watts. As part of this process WIXQ wanted more community involvement and had taken steps in that direction with a new show titled Rap on Religion. Money for the increase had been allocated by the Student Senate with \$4,500 in an escrow fund awaiting FCC approval. The station would now be required to be on air 12 months a year instead of nine. Doc Roc was featured on page 6 of the January 30 issue with Mama Roc as his engineer. He was then giving away Doc Roc pet rocks. The April 9 *Snapper* (page 6) featured WIXQ staff members, program director, Carolle Bailey, and station manager, Sharon Hall, discussing their attendance at the Intercollegiate Broadcasting Systems Convention in New York City. This was the first time WIXQ had sent any of its members to the convention. They talked about jobs in radio and how one must start out at the bottom and the importance of marketing. They also mentioned that college radio can be more creative than formatted commercial stations.

In the Spring 1980 (*Snapper*, April 16, page 8), WIXQ once again, as part of Spring Fling, aired 48 hours of broadcasting with one or two blocks of artists or themes such as Oldies, Motown Sound, or contemporary Christian. WIXQ (*Snapper*, April 30, 1980) sponsored a new local band, Oracle, with a concert in the All Purpose Room of the SMC. The opening act for this band was to be another new group called Miles from Nowhere, a band that wrote their own music.

The May 8, 1980 issue of *The Snapper* (page 6) featured Kevin Dixon who not only did an on air show at WIXQ but was a

co-host on two WDAS Philadelphia talk shows. The first dealt with people who were imprisoned and the second had a family-oriented theme. Dixon also was involved with Grove Line Disco Productions a company he started that provided emcees for weddings, parties, and fund raisers. At this time Dixon was the AM program director training future WIXQ DJs. He later would become the first African American Station Manager for WIXQ and acquire the nickname "Disco." On page 7 Mike Bauer, program director, announced that WIXQ needed summer staff and that WIXQ would cease regular broadcasting after the coverage of commencement on May 17.

In the fall of 1980 (*Snapper*, September 10th, page 4) a small ad appeared announcing that WIXQ would host a concert by a local band called the Sharks on September 12 at 9:00 in Gordinier Dining Hall. For a donation of \$2.50 one could attend the performance. This proved to be a great success in breaking new music to Lancaster County and Doc remembers program director, Mike Bauer, running around with wads of money, which Doc demanded be placed in the WIXQ account.

The October 22 *Snapper* (page 10) published the WIXQ program grid which contained only 15 shows, with 11 being devoted to Album Oriented Rock (AOR) or new wave. The unique shows were folk, disco, gospel, and oldies. The gospel show had a big following in Lancaster and was hosted by Rachel Williams. In fact, upon her graduation and the show's elimination WIXQ received several inquiries as to why they no longer had a gospel show.

In the November 5 *Snapper* (page 8), Kevin “Disco” Dixon was again featured. While still doing his two shows on Philadelphia’s black-owned radio station, WDSA, Dixon was quoted as saying, “Radio is one of the most powerful means of communication because it reaches infinite mounds of people... This is especially true of black radio stations” which he described as being “a pivot in the community.” WDSA, he believed, “gets kids off the streets and into worthwhile activities.” Since WIXQ was to be involved in a survey that is required to be submitted to the FCC, Dixon wanted WIXQ to become more involved in community problems and “broaden its appeal by trying to reach out to everyone, the young and old alike, Blacks, Hispanics, and anyone listening.” He also mentioned that WIXQ had raised a lot of money through the Sharks’ concert and program director, Mike Bauer, was his “right arm guy.”

In the January 21, 1981 issue of *The Snapper* (page 10), the Sharks were once again featured in an article with the headline: “Sharks Fly with Eagles on Philadelphia Air Waves.” Buried at the end of the article was a quote from Mike Bauer that The Sharks would be performing at a dance concert at Millersville on Valentine’s Day.

Yet, the biggest news at WIXQ occurred in January. The January 28, 1981 *Snapper* announced that WIXQ had received FCC permission in December for the construction of a 100 watt station, a power boost from its present 10 watt broadcast. According to Doc, WIXQ had ordered the necessary equipment but one piece essential to the upgrade had not yet been delivered. He was hoping for a March date to be on the air at 100 watts with a new radius of 10 to 15 miles and perhaps even 20 miles. Doc stated the new WIXQ “must be more professional and that community ascertainment must be done every year. He also stressed that the FCC can suspend the station’s license at any time.” Program director, Mike Bauer said, “airtimes have expanded and WIXQ would be on air from 10:00 am to 1:00 am.” When WIXQ finally went on air as a 100 watt station it would have been one and a half years after station manager Glenda Clippinger began what Doc called “eons of work” which included a 150 -page document required by the FCC.

In February of 1981 (*Snapper*, February 18th, page 6), Mike Bauer made good on his promise of a Valentine concert by The Sharks. According to the article, the show “was an artistic success for rock and roll....” The article stated it was obvious that many WIXQ DJs were involved in helping put on the event as they did not have time to dance “with their dates,” but also did not let “anybody else dance with their young ladies.”

In keeping with its Spring Fling Tradition (*Snapper*, April 1st, 1981 page 9), WIXQ was on air from Friday afternoon at 1:00 pm until Monday morning at 1:00am. Again blocks of best artists were scheduled and included the Beatles, Stones, Dead, Zeppelin, Queen, and Who to mention a few. Also on Saturday afternoon from 12:00 to 4:00, WIXQ broadcast live from Biemderfer stadium where the Spring Fling event was taking place.

In the final issue of the spring *Snapper* on April 29 (page 4), WIXQ was mentioned as having received \$10,000 in 1980–1981 from the Student Senate and asking for \$14,000 for 1981–1982. Through the efforts of Kevin Dixon and Joanne McCaskey the Senate’s original grant of \$12,000 was brought up to \$13,000.

“We are now receiving requests from the Coatesville, Harrisburg, and York areas.”

Finally, in the fall of 1981 (*Snapper*, September 2nd, page 2 and 3) WIXQ had increased its wattage from 10 to 150 watts. A big ad appeared in this issue and announced the “engagement of WIXQ 91.7 everyday, morning till night at 150 watts – r.s.v.p.” There also was an ad for a celebration with WIXQ and *The Snapper* jointly hosting a live concert from 6:00 to 10:00 pm on September 12th in Gordinier Field. The free concert featured the Susquehanna River Band, The Skamatics, and a surprise guest.

On September 16, the front page of *The Snapper* announced: “WIXQ Boosts Power to 150 Watts.” The article described the time and process that it took to accomplish this major transformation. Begun in September of 1979, according to Doc Roc, the bulk of the writing for obtaining the license had been done by Glenda Klippenger who had done “a lot of writing concerning community ascertainment and how our programming would aid the community.” According to station manager, Mike Bauer, “We are now receiving requests from the Coatesville, Harrisburg, and York areas.

The article stated that Millersville’s president, Dr. Joseph Caputo, had already granted an interview with WIXQ and Dr. Keith Lovin, Vice President for Academic Affairs, would be interviewed in the future. Also on the agenda on Thursday nights would be a pre-game football interview with a representative from the football team with Saturday broadcasting of most football games being done live. Doc Roc announced

that this was part of the plan of “reaching out to the campus and community and getting more people involved. “It is our hope that the college will use us more. We can’t advertise but we can talk about what is going on,” he stated.

In the same *Snapper* (page 4) there was a story about the WIXQ-Snapper concert at Gordinier Field. This article stated that “pink, orange, green and blue” covered the field from 6:00 pm till 10:00 pm as the Susquehanna River Band and The Skamatics performed. The surprised guest turned out to be a mime, Mr. Pantomine. According to *The Snapper*, WIXQ had made “an outstanding jump from 10 watts to 150 watts.”

In November 1981, *The Snapper* reported that WIXQ was given an emergency allocation of \$2,923 by the Student Senate. This was to be used to pay for a new FM board and engineering costs. It is interesting to note that two members of WIXQ, Mike Bauer and Michelle Rust, were part of the Senate and abstained from voting on this request because of a possibility of conflict of interest.

In February of 1982 (*Snapper*, February 10, 1982, page 8), the WIXQ grid showed that the station was on from 11:00 am to 3:00 am daily with 38 DJs hosting three hour blocks. Also in April (*Snapper*, April 7, 1982, page 6), WIXQ was involved in Spring Fling again, and it broadcast 91 hours and seven minutes from Thursday morning 8:00 am till Monday morning at 3:07 am. A picture from that issue shows Mike Kyle and Tony Pugliese playing live Saturday from Noon to 5:00 pm at Biemsderfer Stadium where the Spring Fling Carnival was taking place.

The May 5, 1982 *Snapper* (page 6) stated that Student Senate allocated WIXQ \$16,000, \$2,000 less than their requested amount of \$18,000 for the 1982-1983 budget. For the year 1981-1982 WIXQ had received \$13,000. It is interesting to note that WIXQ was originally allocated \$13,500 by the Allocations Committee for the 1982-1983 academic year but their appeal was successful in bringing this amount up to \$16,000. Once again senators Mike Bauer and Michelle Rust, both members of WIXQ, abstained from the vote.

September of 1982 (*Snapper*, September 1st, 1982 page 8) saw WIXQ and *The Snapper* in a joint ad seeking new members. The September 9 *Snapper* (page 11) had a similar ad only now the University yearbook, *The Touchstone*, was added. In both ads individuals were encouraged to contact the new station manager of WIXQ, Kevin Ross.

Further collaboration of WIXQ and *The Snapper* appeared in the September 29, 1982 issue (page 1) as a front page pic-

ture of Kevin Ross, station manager, and Mike Kyle, program director, introduced an eight-part series entitled “Jox Who Turn Tables.” The piece was to be written by Terri Morton, Editor-in Chief of the newspaper. This article described the Kevin Ross Show as a mixture of music, comedy, and interviews with college and local people. Kyle was described as one who wants to make radio his career and had a morning show, co-hosted with Ian Micheals that “got people to laugh.” Kyle was also putting together 91.7 hours of programming for that year’s homecoming.

The October 1982 issues of *The Snapper* featured Mark Hefelfinger (October 6th, page 8), Andy Scheid, (October 13th, page 10), and Kathy Marshall (October 27th, page 12). Hefelfinger was described as a “wild child” and was quoted as saying, “Rock and roll has nothing to do with the devil and if it did who cares what it says backwards. Who plays records backwards?” Andy Scheid said he liked to create a party atmosphere on the air

Andy, Mike, Kyle, and DJ Mike Moir would be the first members of WIXQ to attend the CMJ conference and begin the process of getting free records from companies who wanted to showcase new music. Kathy Marshall was a music merchandising major and music director for WIXQ. She was quoted as saying that she “wanted to get involved with an organization that would complement her major.” She was also working with record companies to promote new music.

In another collaboration of WIXQ and *The Snapper*, (October 20 1982, page 1) Doc Roc was pictured working with Dr. Paul Belgrade, adviser to *The Snapper*. Their goal was to establish a journalism program at Millersville. As a result of this article the November 3, 1982 issue (page 1) had Dean William Pearman appointing a committee of Paul Belgrade, Harold Drake, and Ralph Anttonen who were charged with developing a concentration in journalism by piecing together present courses and determining what needed to be developed in the future.

The final two fall 1982 semester DJs to be featured were the Italian Stallion, Nick Ferraro (*Snapper*, November 17th, page 11) and Doc and Mama Roc (December 9th, page 12). Nick was quoted as saying he “looks like Rocky...To be a good DJ you have to be nutty, right now the fad is crazy, if you’re crazy you’re cool.” He went on to describe himself as a class clown and someone who wants to be an Elvis impersonator in the future. Doc and Mama stated they were a “family show” and Mama said, “We are a good team.” Doc was quoted, “WIXQ students are the kinds of people that I enjoy. Most of them do not come from a lot of money. I want people to be harder workers and I like dedication.”

The spring semester of 1983 (*Snapper* February 3, page 5) saw a combine ad for both *The Snapper* and WIXQ. Paul Belgrade, Adviser to *The Snapper*, and Doc were trying to effectuate a closer working relationship between the two organizations, as there were students who wrote for the paper and were also DJs at WIXQ. Spring Fling week-end (*Snapper*, On April 14, 1983, *The Snapper* (page 8) included a grid showing that WIXQ would be on the air for 91.7 hours from Thursday 8:00 am to Monday 3:00 am. Blocks of artists and bands would be played, and a live broadcast would occur from 6:00 pm to midnight on Thursday. Mr. Rob, (Robert McKenzie), was featured on page 10 discussing his ideas to start a sports show. McKenzie would later go on to advise the radio station at East Stroudsburg and model their constitution after WIXQ's.

In May of 1983 (*Snapper*, May 5, 1983, page 4), WIXQ requested \$27,202.55 which was up from the previous year's request of \$16,000. The station was to receive \$16,000 in working capital and \$7,000 in a capital budget. It should be noted that at the time Dr. Gary Reighard was the adviser to the Student Senate and a strong supporter of WIXQ.

The fall of 1983 (*Snapper*, September 8, 1983, page 5) demonstrated the close working relationships of WIXQ, *The Snapper*, and *The Touchstone* as a half-page ad teased, "Interested in Communicating – Get Involved – Join Your School Media New Members Meeting." In October (*Snapper*, October 6th, page 9), Bill Adams had an ad for his weekly Wednesday Chalk Talk show which featured Millersville's then football coach, Gene Carpenter, and the offensive and defensive stars of the game.

Once again (*Snapper*, October 13th, 1983 page 3) WIXQ broadcast its annual homecoming music blocks continuously from Thursday midnight to Sunday midnight, spotlighting particular artists and bands. In the same issue station manager Andy Scheid, discussed the many facets of WIXQ which included a five minute news broadcast every half hour. This broadcast was tied into a one credit course taught by Dr. Harold Drake of the Communications Department. There was also a Round Table talk show that featured Rob McKenzie, WIXQ's educational program director; Terri Morton, Editor of *The Snapper*; and Ed Buch, Student Senate President. Mr. Rob continued his Sunday weekly talk show featuring interesting guests from both the campus and the community. Also Scheid wanted to bring "more concerts to the campus through a local band hour and increase broadcasting to 24 hours... and to develop better contacts with the community as a whole through better and more varied programming."

In November (*Snapper*, November 3, 1983, page 3), Student Senate announced that WIXQ station managers would receive \$200 per semester. WIXQ decided to split the money in half with \$100 each going to the station manager and program director. On November 17, *The Snapper* (page 3) announced that WIXQ was having a big three-day weekend featuring The Rolling Stones, The Beatles, and The Who and vowed that there would be no dead air.

In February (*Snapper*, February 9, 1984, page 1), WIXQ spent \$4,800 to replace a modulation monitor and exciter needed to meet FCC regulations, two cartridge tape recorders, plus sound proofing of the main broadcast studio. A portable tape recorder was purchased to do "man on the street" interviews allowing students to air their opinions about campus and local issues. WIXQ had received this money in September from the Student Senate in the form of a capital improvement budget. Steve Hammer, station manager, stated that "The staff recognized that the renovations were needed and kept a positive attitude throughout...It's been a real team effort."

The front page of the March 29 *Snapper* reported that WIXQ was to present a Millersville Round Table to discuss campus issues. The Round Table would be composed of President Joseph Caputo; Provost Keith Lovin; Vice-President for Student Affairs; Gary Reighard; Rob McKenzie, WIXQ educational Program Director; and Noel Wolfe, *Snapper* Editor. The Moderator of the panel would be Doc Roc. The show was slated to air on Sunday April 1 from 7:30 pm to 8:00 pm and Thursday, April 5, from 9:00 to 9:30 pm.

Another Round Table (*Snapper*, April 5, 1984, page 1) was aired on WIXQ with President Caputo, Provost Lovin, Gary Reighard, student trustee, Mike Warfel, Mr. Rob, Noel Wolfe, and student senate president, Ed Buch participating. Discussion revolved around overcrowded classrooms, curriculum revision, and efforts to coordinate academic programs between two or more universities in the state system. On page 8 of this *Snapper* a history of WIXQ, starting with William Wright and George Frances, gave credit to Gary Reighard for turning the station over to the students. Adviser Ralph Anttonen went on to explain, "Connie Sierzga, program director, was the main thrust behind the change in 1977." Two years after that, the FCC required all stations to upgrade to 150 watts or lose their license. It was an attempt to discontinue all 10 watt stations and required WIXQ to apply for a 150 watt license. Nelson Keperling, chief engineer, was given credit for obtaining and installing all the necessary equipment.

April 1984 saw WIXQ (*Snapper*, April 12, 1984, pages 4 and 6) broadcast another 91.7 hours for Spring Fling on April 13, 14, and 15. In addition, Andy Scheid, program director, said that WIXQ would be collecting aluminum cans with trash barrels placed at Gordinier Field, Brookwood, selected dorms and the station. Anytime someone would hear a remake of a song, (recycle music), they should call the station and get a free Frisbee, bumper sticker, or a variety of records. Doc still remembers the trash bags of cans filling WIXQ's main room in this first attempt to clean up society's trash!

The station had recently undergone renovations that would lead to eventually broadcasting a stereo signal.

On April 19, 1984 (page 9), *The Snapper* reported that WIXQ received a \$16,000 working budget and a capital improvement budget of \$7,000. Again, Dr. Gary Reighard, adviser to the Student Senate was working behind the scenes to continue his consistent support of WIXQ.

Page 9 of the May 2, 1984 *Snapper* had a thank you ad for graduating seniors Mike Moir, Steve Hammer, Mr. Rob, Steve Gessey, Phil Stehman, Kathy Marshall, Eric May, Andy Scheid, and Da Rastaman (Who was really Andy Scheid). The ad announced, "Good luck and may peace be yours." This was the basis for Doc being known as the man of "peace and love."

In the Fall of 1984 (*Snapper*, September 12, 1984, page 4), an article with the headline, "WIXQ Strives for Stereo" stated that "the station had recently undergone renovations that would lead to eventually broadcasting a stereo signal. Since WIXQ could not afford a new stereo board, the station had purchased a used one for \$3,000. In addition, it was required by FCC rules to install a stereo monitor and another technical piece of equipment. Both would cost \$2,300" and Doc explained that he would review the budget in December to see what monies were available. Unexpected costs were incurred when the station antenna was struck by lightning over the summer of that year. This necessitated an unexpected expense of \$634 plus labor costs. Already the station was getting a clearer signal. The new stereo board would allow the old board to be used in a new production studio, which replaced the old AM studio that was no longer in use. Doc Roc was quoted as saying, "It's a station for the students and operated by the students." In this same issue, page 6, an ad appeared announcing that the MU student radio run

station was now back. Any person interested in news, education, or music should come to a meeting in SMC 20-21 on Wednesday, September 12 from 6:00-9:00 p.m. or Thursday, September 13th from 2:00-4:00 p.m.

The other big news in the fall of 1984 (*Snapper*, September, 19, 1984, page 1) was the renewal of WIXQ's license for a seven-year period from March 1984 to March 1991. The actual process for renewal began in 1983 and involved the survey of 15 community leaders and 65 individuals from the general public. The results showed seven common concerns: highway and traffic congestion; litter, pollution and crime; housing; apathy; alcohol and drug abuse; employment; and cultural awareness. In order to be renewed again in 1991, WIXQ would have to address these concerns through documentation of their educational programming since at this time college radio was viewed by the FCC as educational and not musical. In order to meet the cultural awareness concern the WIXQ grid on page 4 showed that Dr. Rita Smith of Millersville's psychology department would host a two hour talk show every Sunday from 5:00-7:00pm. The show was entitled, "People to People" and was intended to bring various cultures together.

In October of 1984 (*Snapper*, October 3rd, page 1) WIXQ had a Roundtable, and the topic was "Student Leaders Discuss Issues." On the panel were Tom Casetta, station manager for WIXQ; Melissa Litner, editor-in-chief of *The Snapper*; and Jim Kluska, president of Student Senate. Chris Watkins, WIXQ educational programming director, served as the panel moderator. The issues discussed included the seven items identified in the license renewal process and Watkins was quoted as saying, "I'd like to increase cultural awareness in the college community...and get people involved and know what is going on." The airing of this taped show would occur twice, once from 6:00 pm on Wednesday and again from 9:30 pm on Thursday.

The first time WIXQ participated in Millersville's homecoming parade was in 1984 (*Snapper*, October 17th, 1984, page 5 and 6) when the homecoming theme was "The 50s." WIXQ placed third overall for parade concept and had two photos in that issue. Dr. Charles Scharnberger of the Earth Science Department was shown driving his 1950 Ford convertible with a WIXQ banner in front. Dr. Scharberger at that time had a Saturday show entitled "The Swing King" which was on from 2:00-4:00 pm, just before Doc and Mama Roc's 4:00-7:00 pm oldies show. Doc was pictured in his Celtic's jacket, Chuck Taylor sneakers, and rolled up blue jeans. Mr. Rob was riding his motorcycle wearing a black leather jacket and dark sun glasses.

In November 1984 (*Snapper*, November 14th, 1984 page 1) WIXQ presented a Round Table centering on cultural awareness. This was generated in part by a trip taken by Millersville's president Dr. Joseph Caputo's to China and the cultural awareness issue identified in WIXQ's license renewal process. Besides Caputo, the panel included Dr. Glenn Stephenson, professor of Geography and chair of Millersville's task force on cultural diversity; Ms. Marlene Arnold, Instructor of Sociology and Anthropology; Keith Lovin, Millersville's Provost; Mellissa Lintner, editor-in chief of *The Snapper*; Jim Kluska, Student Senate president; and Chris Watkins, educational program director of WIXQ. Doc Roc served as the moderator. Lovin was quoted as saying, "this, international education, is not a luxury we can do without...there is a need for students to be not only citizens of this country but informed citizens of the world."

The January 30, 1985 *Snapper* had headlines that read: "WIXQ Goes Stereo." Pictured were Tom Cassetta, station manger of WIXQ, Wendel Woodbury of WGAL-TV, and Doc Roc. In a separate picture Kevin Day, WIXQ DJ, was seen pointing to a cassette deck. WIXQ's first stereo broadcast occurred on Wednesday, January 23, at 10:00 am and was hosted by Ian Fureman, program director of WIXQ. Nelson Keperling, consulting engineer, had installed all the equipment over the break between fall and spring. Doc Roc said that the equipment, which cost about \$3,000, was needed to finalize the stereo process. According to Doc, "The process took over a year from talking to the final completion...We all figured it would take longer. When we got it done this fast, no one was more surprised than I. Funds for the renovation came from the Capital Improvement budget and funds reallocated from the station's working budget." Doc said that the next possible step would be to up the station's signal. "I personally would love to consider it, but I don't think the university is financially ready for it."

In March (*Snapper*, March 6th, 1985, page 1) WIXQ aired a Round Table which was taped on February 3 in line with the seven identified "common concerns." This roundtable was to be a discussion of housing, traffic, noise, and "town and gown" issues confronting the borough and the college. On the panel were James Jolly, president of Millersville Borough; Robert Batillo, code enforcement officer for the borough; Chip Seiple, borough councilman; Stephen Sechrist, borough manager; Jim Kluska, Student Senate president; and Tom Cassetta, WIXQ station manager. Chris Watkins, WIXQ educational program director, served as the panel moderator. The "age old" problem to have a traffic light at George and Frederick Streets was discussed. There was also a discussion of the primary reason for codes which had never existed.

The construction of Brookwood Apartments was the reason given for the need of a code enforcement officer. Finally, the community was concerned about "loud parties" and this led to noise ordinances. James Jolly said there was a "very good dialogue between the university and the community."

That spring, (*Snapper*, April 17th, 1985, page 7), WIXQ presented a grid for the Spring Carnival which had its usual blocks of artists or groups. The Student Senate allocations (*Snapper*, April 24th, 1985, page 4) showed WIXQ receiving \$21,700 of its requested \$22,371.65 for the upcoming academic year of 1985-1986. In addition the article showed that WIXQ had received \$16,000 for its working budget and \$7,000 for its capital budget in the 1983-1984 year. WIXQ had also received \$16,000 for its working budget and \$4,500 for its capital budget in the 1984-1985 year. Obviously this was a time of a good working relationship between the Student Senate allocations committee and the station.

The final Round Table for the spring semester (*Snapper*, May 1, 1985, page 1) centered on the Middle States Accreditation process at Millersville. On the panel were Dr. Joseph Caputo, president of Millersville; Dr. Keith Lovin, Provost of Millersville; Dr. Gary Reighard, Vice President of Student Affairs Linda Suskie, Assistant to the President for Planning; Tom Cassetta, station manger of WIXQ; Jim Kluska, student senate president; and Joseph Lintner, editor-in-chief of *The Snapper*. Doc served as the moderator for the panel. Dr. Caputo stated that "accreditation is essential to the University. If a school fails it, (Middle States), it not only loses esteem but students can not receive financial aid. Suskie mentioned that schools are accredited every ten years. Dr. Reighard stressed that Millersville has two athletics directors, one for women and one for men. Dr. Caputo brought up the fact that when he commenced as president of Millersville, the School of Education had failed to be accredited by the National Council for Accreditation of Teacher Education (NACTE), and one of his first jobs was "to get it in gear" and regain this accreditation. He stated that this was accomplished and now Millersville's School of Education "is exemplary by NACTE standards."

On September 11, 1985, Tom Cassetta was pictured in *The Snapper* (page 1) discussing the new set of microphones and interview room at WIXQ. This advancement was made possible by spending \$2,500 of the \$4,500 capital budget which was allocated by Student Senate. Doc Roc was quoted, "I am really hoping to give experience in areas we've never covered before...We'd like to get all organizations involved... Student Senate elections, sports and news, and announcements of interviews." In addition, "I'd like to be a service to the community." The article went on to say that WIXQ in

association with WLPN would broadcast the first Millersville football game at 7:00 pm that Saturday with announcers from WLPN serving as broadcasters.

The September 18, 1985 issue of *The Snapper* (page 5) reported that WIXQ had installed a new AP news system, and a picture of the satellite dish on top of the SMC was shown. Doc Roc stated that the old AP wire kept breaking down and he called them. He told them that unless the current AP wire was replaced there would be no news service. Tom Casetta said, "We didn't expect to get a satellite dish and a brand new printer...We were surprised." The money for this update had already been allocated under the old news budget.

In October (*Snapper*, October 23, 1985, page 1) WIXQ broadcasted a Round Table that focused on faculty negotiations and the vote on the new and future faculty contracts. It also discussed the role of the students' involvement in the negotiations. On the panel were Dr. Joseph Caputo; Peter Anders and Paul Campbell from the Student Senate; Harry Schenk from *The Snapper*; and Tom Casetta from WIXQ. Bill Myers, education program director of WIXQ, served as the moderator. Caputo explained the process of negotiations and the upcoming vote which would lead to a strike if the contract was not ratified. Peter Anders brought up the process of "student walkout" and making a "trichotomy" of administration, faculty, and students. Caputo felt that students should not be overly involved in the negotiations process as it distracts them from their class work. Rather he stressed the importance of letter writing to legislators. In addition, he felt that there would be a tuition increase the following year.

With the new studio and multi microphones, WIXQ continued its exposure of local bands and new music through a show entitled "Exposure" which was broadcast on Thursday from 8:00 to 9:00 pm. An ad in *The Snapper* on October 23, 1985 (page 7) highlighted the band Grey Parade, and an ad in the October 30 issue (page 7) highlighted the band Reason. Page 6 of that edition showed that the station was more than a rock station as two DJs, Craig Bertolet and Paul Carrado, were featured. Bertolet had a classical music show, "Tea with the Masters," on Sunday afternoons from 3:00 to 6:00 pm, and Carrado had a Monday night show entitled, "Jazz in the Basement." The article was written by WIXQ DJ Ed Whitelock who was also a writer for *The Snapper*. There was much cross over between members of the two organizations with many working for both student run media. Because of this symbiotic working relationship, Doc was involved in both organizations and became adviser to *The Snapper* in the Spring of 1986. He would hold this dual advisership until May of 1990 when he ceded advisement of the newspaper.

The spring semester of 1986 saw WIXQ quietly going about its daily work, as only two articles appeared in *The Snapper*. The first was a major one as the Chancellor of the State System of Pennsylvania, Dr. James McCormick, made an appearance at a WIXQ Round Table (*The Snapper*, February 12, 1986, page 1). With the faculty contract settled and the threat of a strike abated, the discussion centered on the budget and funding of the 14 state owned schools in Pennsylvania. In attendance at the Round Table, besides Dr. McCormick, were President Caputo; Tom Knapp, Snapper news editor; and Randy Leaman, associate editor of *The Snapper*; Peter Anders, Vice President of the student senate; and Tom Casetta of WIXQ. Once again Bill Myers, Education Program Director of WIXQ, served as the Moderator. Student concerns about adequate funding and tuition increases were discussed. Dr. McCormick said that letters to state legislatures were the best way to communicate students' issues in these matters.

Doc called Nelson Keperling, consulting engineer, and they both saw that the station's antenna on the roof of Ganser was missing.

The April 23, 1986 Snapper (page 1) showed that once again WIXQ did well in the Student Senate budget request process as they received an allocation of \$20,500, a cut of only \$748.32 from their \$21,248.32 request. It should be pointed out that Dr. Gary Reighard was still the adviser to the Student Senate, and that the politics of involving senate members in the Round Table talks could have contributed to the station's healthy budget. Such political processes would uphold WIXQ's budget request in good stead throughout much of Doc's career as adviser to the station.

In the fall of 1986 (*Snapper*, September 24th, 1986, page 5), WIXQ station manager, Bill Myers was pictured. He said, "Over the summer WIXQ installed two new direct drive turntables...a new compressor limiter...two new monitor speakers for the FM studio." He also mentioned the plan to purchase WIXQ's first compact disc player. He went on to say that he hoped there would be enough money to purchase a new control board to replace the aging one and a new transmitter on top of Ganser Library.

On April 8th, 1987, *The Snapper* (page 1) proclaimed "Work on Library Roof Closes Ganser, WIXQ." The article went on explain, "Workman removed the old six ton air conditioning unit...and in the process removed the WIXQ antenna....No one had been warned that this was about to happen." Thus, station members were surprised to find WIXQ was off the air. Doc called Nelson Keperling, consulting engineer, and they both saw that the station's antenna on the roof of Ganser was missing. A call to maintenance discerned that the antenna was being "fixed." Since the antenna element needed to be precisely tuned into the frequency of 91.7, it wasn't until Friday afternoon that broadcasting was resumed. In all, WIXQ was off the air for only one day.

The April 29, 1987 *Snapper* (page 1) stated that WIXQ had appealed their budget allocation, and it increased from \$20,000 to \$20,500, the same amount the station received in 1986-1987. The original request had been for \$22,930.77. The Student Senate had questioned why \$1,500 was spent on telephones. Senate was persuaded by the argument that "what paper was to *The Snapper*, the telephone was to WIXQ."

In the fall of 1987 (*Snapper*, October 7th, 1987, page 4), WIXQ continued to grow with the purchase of \$7,150 worth of new equipment. Dorissa Bolinski, WIXQ DJ and *Snapper* writer, was pictured with the new \$4,950 stereo board. In addition, WIXQ purchased two new reel-to-reel tape casters each of which cost \$1,100. Laying the seed for more space in the future expansion of the SMC, Doc was quoted as saying, "We hope to someday separate the AM training studio from the production studio."

Because of a change in FCC rules in 1987, there was a major story on WIXQ and how the station adhered to those rules (*Snapper*, October 28th, 1987, page 5). Mark Wolf, program director, stated that "despite the insecurity of many college radio stations because of the hazy FCC regulations, staff members at WIXQ maintain the freedom to broadcast a wide range of musical style....Strict rules have been successful in keeping the station out of trouble....Whenever anyone goes on the air, they have to sign a form which states a section of our constitution...laying full responsibility for their on-air behavior on them....They don't get on air without it." Doc went on to say that "regulations have not limited the station very much in what they play....I still think you can do creative stuff....I'm a firm believer that the people who are responsible are the ones who are on the air....We have 15 rules of behavior. If they violate the rules they are gone."

On this same page WIXQ had an ad for a show titled Viewpoint. The ad stated: "What's your Beef? Got a Gripe, an

Opinion...Air Your Editorial and Opinion on WIXQ...Submit letters to WIXQ."

In November (*Snapper*, November 18th, 1987, page 10), former WIXQ program director, Mike Kyle was featured as making radio his career as an on air personality on the 3,500 watt 93.5 FM station WTPA. According to Arbitron ratings, this station was ranked number 73 in the nation. Adopting the radio name, Mike Tyler, Kyle could be heard saying, "You're listening to 93.5, WTPA, the home of rock and roll." He described how he had worked part time during his senior year at WIOV, Ephrata, playing country music. After graduation, Kyle went on to work for WLPA, Lancaster for its Hit Parade show before moving on to WIOV.

Praise for WIXQ's alternative, non-formatted style of broadcasting came in two 1987-1988 editorials in *The Snapper*, (November 18th, 1987 and February 10th, 1988). In 1987, Tom Knapp wrote an editorial titled, "Thank God for WIXQ." He mentioned that although the station manager had a penchant for Megadeath and the program director for Jimmy Buffet...at Millersville the disc jockeys enjoy playing what they like, but also listeners can call up and request what they want to hear...Thank God for WIXQ and freedom of the air waves." In February, an editorial by Steve Gegg was stated, "WIXQ has It All." The station has "no format and played rock, heavy metal, psychedelic, reggae, or progressive college music....This alternative station doesn't play those trite commercials or the 'pop' music...overplays of commercial stations."

The crossover of students between WIXQ and *The Snapper* was again illustrated in an feature article, (*Snapper*, February 24th, 1988, page 7) by WIXQ DJ, Dorissa Bolinski, "A WIXQ Interview – The Ocean Blue Band." The article stressed the point that WIXQ was breaking new music and bands. The importance of alternative and creative music was stressed. An interesting side note: The Ocean Blue went on to enjoy much success in their musical career, and has recently released a new album and tours the world. The band credits WIXQ for being among the first stations to play their music.

On April 27, 1988 (pages 1 and 5), *The Snapper* showed that WIXQ received a budget allocation from the student senate of \$20,000 out of the \$22,220.21 it requested for the academic year 1988-1999. This was \$500 less than the allocation for the 1987-1988 academic year. WIXQ leaders appeared to be satisfied with this amount as they made no appeal.

The fall of 1988 appeared to be a quiet time at WIXQ as there were no articles in the fall issues of *The Snapper*, and Doc does not remember having to deal with any issues at the sta-

tion. Crossover of students who wrote for *The Snapper* and were DJs at the station continued, and harmony abounded. In retrospect, this was nothing but the lull before a storm.

On April 19, 1989, *The Snapper* had the headlines, "DJ Resigns on Air and Disrupts WIXQ." According to the story, "At 8pm on April 16th, the blues slot concluded by 'singing the blues' of Joe Polaneczky." While on air, he announced his resignation from Millersville's FM radio station." Polaneczky read a news article of four University of Pennsylvania disc jockeys quitting their station because of violation of their freedom to broadcast what they liked. According to the article his resignation was brought about because he had a problem with station manager Russ McRee turning down his request for a talk show. Polaneczky said management dictates programming, does not ask for student input at meetings, and hence WIXQ is not alternative radio. In response to this McRee said he had rejected this request because talk shows had failed in the past and "to properly execute a talk show at any level requires years of experience in the radio field." Polaneczky left his show by "urging all MU students not to listen to WIXQ."

The article explained that "WIXQ recovered from the dead air when DJ Joe Burkhardt took over the time slot at 8:47 pm and aired its first disclaimer at 9:53 apologizing for Polaneczky's behavior and explained management's goals." Polaneczky said that WIXQ management "wants to make WIXQ competitive and commercial." He also objected to a two-week suspension of DJ Tom Bueche and claimed that as the impetus for his announcement. FM program director Kristen Small said, "Bueche was suspended for two weeks for missing meetings this semester without valid excuses." Polaneczky went on to say he did not confront Dr. Ralph Anttonen, adviser to WIXQ. He confronted Russ McRee only about the talk show."

The article concluded with comments from DJs Ed Whitelock and Tom Bueche. Whitelock stated, "I know of a group of DJs that because of conflicts aren't at WIXQ anymore. It's unfortunate that people who are leaving had very good shows. It's very bad for the station to be losing them." Bueche said he thought other DJs felt like Polaneczky. The final word was Whitelock's who went on, "Either people are quitting or being fired is not doing anything for WIXQ. It's useless to leave or fire for personal reasons."

The next issue of *The Snapper* on April 26, 1989 (pages 1 and 4) had the headline: "WIXQ Meeting Has Good Results." According to the article, "WIXQ station management called

an Impromptu meeting...to dispel rumors surrounding the April 16 on air resignation of Joe Polaneczky. Station manager Russ McRee said the meeting turned into an open forum where people spoke their minds and made suggestions....The meeting brought about a sense of unity to the station." According to McRee "Polaneczky's idea for a talk show was turned down because he did not go through the proper channels....We discourage talk radio because we're a music alternative. However with the proper guidance it could work." Dr. Anttonen was quoted as saying, "some excellent suggestions came out of it (the meeting)." McRee went on to state, "Mr. Bueche and Mr. Whitlock both made valuable suggestions and showed that they could be an integral part of the station."

It is interesting to note that WIXQ's executive council position of Educational Program Director had been vacant all that year and would eventually be dropped from executive council to station council. Eventually, the position was removed entirely. The students in that position had served as moderators of the round tables discussed earlier which in essence served as "talk shows" on WIXQ.

The May 3, 1989 *Snapper* (pages 1 & 6) showed that WIXQ received an approved budget from the student senate of \$21,000 for the academic year 1989-90. This was an increase of \$1,000 from the previous year but about \$3,500 below its requested amount of \$24,464.46. Page 4 also featured a picture of the new station manager, Kristen Small, in an ad that stated, "WIXQ will broadcast alternative music this summer over the first summer session....Evening programs will dominate enticing summer schedule."

The fall of 1989 showed a positive attitude at WIXQ as the station held a three-day radiothon. The November, 1, 1989 *Snapper* (page 5) declared, "The radio station raised \$413in an effort to help the earthquake victims of San Francisco." Keith Ranck, program director said, "WIXQ will add an additional \$87 to bring the total to \$500. Ranck went on to say that there was a "fresh new look at WIXQ where new councils have made way for many changing attitudes and ideas." Matt Conn, station manager, stated, "The reason for the success this semester is that there is a general concern to do well and the staff sees others getting professional jobs." Wesley Linn, music director, observed, "We are fortunate to have staff working for professional radio stations around the area." Doc ended the article saying, "Organization is maintained through a weekly meeting between the advisor, station manager, and program director."

Q92

The 1990s...

Page 6 of the November 15, 1989, *Snapper* had an almost full page ad that read: "WIXQ will go off the air forever on Monday November 20th...College Radio History will be made and Millersville will never be the same...Stay Tuned for What's New...Thanks for Listening." The ad was signed by Matt Conn, station manager, and Keith Ranck, program director. Doc remembers this as a time when he had to field many questions from the student senate and university administration as to what was going on at WIXQ. Since *The Snapper* did not publish until early December, he had to reassure that WIXQ was not going off the air, and all would have to be patient to see what was going to happen.

Finally, the December 6th, 1989 issue of *The Snapper* had the bold headline: "Q92 Debuts at Millersville." The article stated that "on November 19, 1989 WIXQ-FM vanished from the air forever. In its place, Q92 FM, a station daring to be different" emerged. Keith Ranck said, "We didn't just want to change and be exactly as we were. We wanted to be a step above...there was a large amount of new production materials...there is no change in format of the shows. That would go against the ethics of college radio...there is a fine line between college radio stations and professional radio stations...It's a line that cannot be crossed."

Music director Wes Linn added, "People are moving in the same direction and trying new things." Doc concluded with, "Under the leadership of Matt Conn and Ranck and the cooperation of the entire staff, the station has continued to grow...Q92 now covers a 20 mile radius and provides 85 weekly hours of operation." An ad on page 4 of this *Snapper* had bold letters stating that a "BRAND NEW Q-92 FM – DARING TO BE DIFFERENT" was at Millersville. "We're Still 91.7

WIXQ on your dial... just better – classic rock, alternative music, dance music, reggae, blues, jazz, heavy metal, folk music, oldies, and interviews."

In February 28, 1990 *Snapper* front page reported: "Q-92 Transmitter Fails." Matt Conn, station manager, said, "On February 14th the FM transmitter broke down for no apparent reason and broadcasting was suspended for 24 hours... Fortunately an anonymous radio station donated temporary equipment to keep Q-92 on the air." Conn went on, "Q-92's antenna is nine years old..." He explained that the station was set to install new equipment with the SMC expansion and that a new transmitter would be budgeted into the next year's budget for a cost of \$10,000.

At this time Doc, was participating on a SMAC expansion committee chaired by Bob Slabinski, CEO of Student Services. Like Dr. Gary Reighard, Mr. Slabinski was a supporter of WIXQ and would provide the leadership for WIXQ to gain the added space in the SMAC it still has today. In addition, he would make certain that the station would obtain a sizeable budget for new equipment.

The following month, DJ Jen Wenrich was pictured in the March 7, 1990 *Snapper* (page 5) with a caption, "The wonderful and lovely Jen Wenrich spins another tune in the FM studio of Q-92, the campus radio station. This month's schedule is packed with a whole new lineup of DJs."

The April 25, 1990, *Snapper* (page 5) announced: "New Officers for Q-92." The new station manager was Keith Ranck and Paul Kelly was the Program Director. Doc was quoted as saying, "About 10 people on the current radio staff work part

time for other radio stations...Ranck is currently working for WGSA, whose production manager is an MU alumnus and previous station manager of WIXQ. Starview 92DJ, Mike Tyler, was WIXQ's program director in the early 80s." Of the recent elections, Doc said, "We have a strong staff"...and he emphasized that the station is student run. "I am looking at an executive staff that is outstanding."

In this same issue Doc announced his resignation as adviser to *The Snapper* since the student senate had accused him of "controlling the media" by advising both organizations.

The May 2, 1990 *Snapper* front page stated: "Allocations Down for Campus Clubs," page 5 revealed that WIXQ had requested \$29,629.93 and received \$29,400 from the student senate. Even with the 4.8 % adjustment imposed on all student organizations, WIXQ would be receiving \$27,971. It should be remembered that WIXQ had received \$21,000 for the academic year 1989-1990 and had clearly declared its need for a \$10,000 new transmitter.

The September 19, 1990 *Snapper* (page 9) had a picture of WIXQ station manager Keith Ranck with the headline: "WIXQ Station Manager Maintains High Quality." Ranck stated that college radio was "experimental, fresh, young, and of high quality. It is also vocal, bendable, and relaxing yet informative. But most of all it is 'Daring to Be Different'...The main goal of WIXQ this year is to make the station increasingly recognized on campus....College radio are grounds for experimentation, not to sound professional, just to keep improving." Ranck went on to state, "What I like most about my job at WIXQ is that I have three hours a week in the spot light."

The October 17, 1990 *Snapper* (page 9), featured Wes Linn, music director, in an article titled, "Q-92 DJ Mixes With Musical Celebrities." Playing country and folk music on his show, Pickin' and Grinnin', Linn also hosted a show called Have a Cigar where he interviewed various local, national and international bands and artists. Linn, who at the time also worked at WSBA for the prior eight years, stated, "There are two types of music, good and bad. Much of the bad music is popular....Local bands are producing great music that will never be heard except on a college radio station." Linn said, "Q-92 adviser, Dr. Ralph Anttonen, sets the standard and people follow it. The leadership of station manager, Keith Ranck, involves working out the problems, not dictating orders...Q-92 is looked at by the music industry as a big thing."

In the new year, *The Snapper's* January, 30, 1991 front page highlighted a problem that continues today when it pro-

claimed, "Q-92 Transmission Squelched by Temple Station." Many Q-92 listeners in Elizabethtown, Marietta, and Mount Joy were no longer be able to tune into their favorite heavy metal, classic rock, or alternative formats on frequency 91.7. Instead they were hearing jazz. Station Manager, Keth Ranck, said, "Because we are still heard within our protected area, (3.8 to 4.2 miles), there is nothing we can do." Doc ended the article with, "it is important for concerned listeners to voice their opinion to the FCC."

These excellent budgets were very important as SMC renovations were to occur over the summer and WIXQ was to more than double its space.

The academic year 1990-1991 year ended with good news for WIXQ. The May 1 *Snapper*, (pages 1-6) reported the station continuing its positive relationship with Student Senate. It received an allocation of \$29,700 out of its request for \$29,748.11 for the academic year 1991-1992. It should be noted that WIXQ received \$27,700 for the academic year 1990-91. These excellent budgets were very important as SMC renovations were to occur over the summer and WIXQ was to more than double its space.

The fall of 1991 began with WIXQ off the air, as reported in *The Snapper*, September, 11, 1991 (page 1). Construction had not been completed at the station. According to program director, Bob Bennett, "The station will be operating by November 1." He added, "When the station does begin broadcasting again, a lot of changes will be in effect, starting with a new production room, new broadcasting library, more offices, and a whole new FM studio, close to twice the size of the old one."

On October 30, 1991, the front page of *The Snapper* showed a photo of Dave Kenworthy manning the controls at the new WIXQ FM studio. "At 9:00 am, October 24, The Milwigs, Q-92's off beat and irreverent morning show, began the rebroadcast of WIXQ from the brand new studio." Dave Ayers, station manager, said, "Overall we're very happy, but we've had some minor problems....Staff has been cooperative." Doc remembers this period as one of the highlights of his career as station adviser. The station had state of the art equipment and an FM broadcasting studio that was better

and larger than many commercial stations in the area. Also at this time WIXQ announced its new slogan, "the Cutting Edge of College Radio." which replaced "Daring to be Different."

In the final spring issue of *The Snapper*, on May 6, 1992 (page 1 and 6) it was reported that the Student Senate passed the budget for the academic year 1992-1993. Unlike past issues, the article did not break down the amount received by the various campus organizations. It should be noted that the strong support of Dr. Gary Reighard, Vice President for Student Affairs and adviser to the Student Senate and Bob Slabinski, CEO of Student Services, had played a major role in bringing about the financial growth of WIXQ.

Bob Bennett, program director, stated in the September 16, 1992 *Snapper* (page 5), "WIXQ is becoming actively involved in a variety of special events...by participating in the Wellness Fair and planning a special show during homecoming where former WIXQ DJs will return to the airwaves...(WIXQ) had expanded from two to four news breaks. Also Saturday evenings would be a mixture of reggae, rap and R&B styles." During this time period Jamal Williams (AKA Jay Force) introduced hip hop to WIXQ and became the first music director of that genre. Bennett concluded, "If you have something different to offer, come down. No doubt there is an audience waiting for you."

This was also the time when the Q 92 label for 91.7 was not emphasized and WIXQ, 91.7 was reclaimed. One must remember that WIXQ was never at 92.0 but was always at 91.7. The use of the Q 92 label was strictly a promotional ploy designed to catch the listener's attention in 1989. With the graduation of most of the DJ from the 1989 to 1992 era and the SMC expansion Q 92 was no longer used by most djs.

On October 21, 1992 a *Snapper* letter to the editor (page 2) from Donald Stanton, WIXQ promotions director, proclaimed: "Two WIXQ Concerts Nixed by UAB." He went on to state that "Marvin Donner, advisor to UAB, has already nixed two proposed WIXQ concerts; one concert slated for the spring would have had ten bands, showcasing various formats of the music scene....Another would have brought singer, Jeffrey Gaines." This led to a quick solution as the December 9, 1992 issue of *The Snapper* (page 12) had the ad "Battle of Bands Rocks MU – Five of Millersville's Own Fight for Top Place – Sponsored by UAB and WIXQ." Paul Dingle, WIXQ music director, in an accompanying article was quoted as saying, "I'm glad the UAB has finally decided to put on a worthwhile concert type event....I hope WIXQ can sponsor a bigger event next semester."

In the spring of 1993, a *Snapper* editorial in the February 17 issue (page 2) asked: "Since WIXQ covers football and men's basketballwhy don't they broadcast women's basketball?" In the next issue on February 24 (page 3), program director, Bob Bennett, published a letter that stated that the station could not do away games since WIXQ did not have the rights, funds, or staff. He explained that the sports information department wanted to make money since WLPA was covering the men's games and had the rights to all men's games. He suggested that it was more correct to ask "why they, (WLPA), did not do the women's games."

WIXQ made headlines in the March 17, 1993 *Snapper* (page 7) when it was revealed that the station was kicking off a talk show called Bully Pulpit. The headline read: "WIXQ Show Opens Its Mouth and Stirs Up Opinion" and had a photo of "Felix" Dewan hosting the show. Bully Pulpit was also hosted by Dave Skinner, a DJ who would later become a station manager of WIXQ, and Pat Feeley, president of Student Senate. The show was on weekly from 6:30 to 7:00 pm on Thursdays. According to the article the show was not well received in the beginning as several people called to ask what happened to the music. Dewan responded, "I think it's really unusual for a college campus to have such a medium where students can just talk about local, state, national and international topics."

Once again WIXQ did well with their student allocations as the May 5 *Snapper* (Pages 1 & 6) mentioned many groups that appealed, but WIXQ was not in the mix. Also, no list of organizations nor their allocated money was listed in the article. Doc remembers that there was no reason to appeal the allocation since it would meet the needs of WIXQ for the academic year 1993-1994. Doc also knows that it didn't hurt that the outgoing Student Senate present at the time was Pat Feely, one of the three hosts of the Bully Pulpit talk show.

In the fall of 1993 WIXQ was given space to list their top 10 Rock Releases and their top 10 urban releases in the October 13 (page 13); November 3 (page 13); and November 10, (page 13) *Snapper* issues. The rock releases were compiled by program director Rich Thomas, and the urban releases by urban music director Jamah Williams. This was the first time that a single music director was not enough to handle all genres of music. This situation led to the appointment of assistant music directors to deal with specific music such as metal, urban, etc. As noted earlier, Jamah Williams (AKA Jay Force) was the first DJ to introduce urban music not only WIXQ but to the airwaves of Lancaster County since no local commercial station was playing that form of music at the time.

A good working relationship continued between WIXQ and *The Snapper*. The November 17, 1993 *Snapper* (page 2) was highlighted by an editorial, "With WIXQ and *The Snapper*; Participation is Essential." The editorial explained, "College is a fitting place for students to try out new ideas, airing them tentatively to see whether or not they will stand...The college environment is more forgiving and mistakes are used as learning experiences instead of excuses for firing people."

Upcoming events were to prove that this was not completely true.

In this same issue on page 9, a headline appeared, "Older and Wiser – WIXQ Celebrates Twenty Five Years on the Air." A photo of "Furious" Waitus Reeves at the control board accompanied the article. Doc Roc was quoted, "In '75 we had a staff of 10-15 people and were lucky to be on air 9-12 hours and less on weekends. Now we have 75-80 DJs and are on the air nearly 24 hours." Michelle Arizmenti, promotion manager and later known as "Hurricane" Michelle Cruz on local radio, stated, "This year in celebration of their 25th anniversary, WIXQ will be giving two free ski trips to Mountain Laurel Resort in the Pocono Mountains....This is the biggest give-away in WIXQ history."

Doc Roc added, "The beauty and strength of college radio is that they play a very diverse variety of music. College radio is on the cutting edge, because they play the hits before they become hits. Many record companies use us as a testing grounds, so we get many records free." Vince D'Ambrosio, station manager, went on to say, "Here you have much more freedom to play what you like....At a regular station they basically tell you what to play and when to play it." This article led to an entire piece in the Spring 1994 edition of the Millersville Review which had a picture of 10 DJs and Doc on the cover and was entitled, "WIXQ-FM: 25 Years of Serious Fun."

The front page of the September 21, 1994 *Snapper* blurted: "DJ Loses His Job at WIXQ for a Prank Call." The article stated that a DJ (whose name is withheld here) was found guilty by the University Judicial Committee at a September 16th hearing and was placed on personal conduct probation for a semester. The station manager, Jamah Williams, had sent a written referral to the Associate Dean of Resident Life requesting such a hearing. This was brought about by a May 5th, 1994 phone call made by the DJ to Foto Fast and aired live over WIXQ without Foto Fast's knowledge that this was being done. According to the article, the DJ said he had mistakenly picked up photos of bestiality from Foto Fast and his son had gotten hold of them. A listener to the show called Foto Fast and told them what the DJ had done. Foto Fast filed a complaint with the College and had three requests: 1. Pay

all their attorney fees, 2. Make on air apologies, and 3. Air public service announcement supporting their business.

Since WIXQ was not on air over the summer these apologies did not occur until the fall semester. According to Jamah Williams, station manager, "Apologies are still being aired every two hours and a chief announcer has been appointed to monitor the shows closely... and all DJs must sign a good taste policy." Doc was quoted: "what (the implicated DJ) did on the air is his responsibility...WIXQ will not stand for this behavior. This thing will not happen again."

A November 16th, 1994 issue of *The Snapper* (page 12) had an article that featured a show hosted by DJ Mark Harper and MU alum Lou Gill. The show was entitled MU Live and was a spontaneous comedy talk show that made fun of various aspects of Millersville University. Guests Included the Millersville University's Police Chief, Director of Food Services, and other key people at the institution. According to Harper at the time, "MU Live has been part of 91.7 for two years and some whacky occurrences have escalated from the studio over the air. My inspiration is my yearning for excitement, humor, and perfection. I love this. I am obsessed with this. I take this more serious than anything." Harper hoped after graduation to do this type of show as a morning personality. His dreams were fulfilled as he became and still is "Nipsey" on a local commercial radio station.

In the spring of 1995, WIXQ appeared in *The Snapper* on February 8 (page 10). The station had an article about a planned WIXQ ski trip in February to Blue Mountain. Organized by DJ Chad Harvey, the trip would cost \$26 plus an \$8 bus fee with an option to rent ski equipment for \$13. According to Harvey, "Many members of WIXQ will be attending and there will be entertainment consisting of ski races and prizes to keep the excitement going."

The February 22, 1995, issue of *The Snapper* featured a front page photo of Carlos Carmono, president of Latino Affairs and WIXQ DJ Natasha Borcanin as they were on the air with a show entitled World Beat. Hosted by Borcanin and Silvia Vasquez, the show aired every Saturday from 1:00 to 4:00 pm and featured sounds to educate the listeners about world music. Again WIXQ was playing music not heard on local radio stations.

Such diversity in music at WIXQ was again highlighted in the April 6, 1995 *Snapper* (page 10) with the headline: "WIXQ Director Develops Diversity Through Music." The article was about station manager Jamah Williams and his introduction of Hip Hop to the area. Williams stated, "I think my greatest accomplishment at WIXQ was in creating more diversity in

programming...(such as) urban, country, Christian rock, and world music." On his show, Strictly Hip Hop, Williams was filling a large void in Lancaster as he was widely listened to by school age students in the city and surrounding communities.

In the final Spring 1995 issue of *The Snapper* on May 3, 1995 (pages 1 and 7), WIXQ was highlighted as it appealed for one of the few times its Student Senate financial allocation for the 1995-1996 year. The station had requested \$35,670 and received only \$29,400. According to outgoing station manager, Jamah Williams WIXQ had received \$30,000 for 1993-94 and \$31,000 for 1994-95. "We are not asking for a lot of money...we are only asking to maintain our original \$31,000 to continue to stay No. 1," Williams said. He also mentioned that the modulation monitor could blow at any time at a cost of \$1,600. Senate's response was that WIXQ could always request emergency allocations and needed to do more fund raising. According to program director, Steve Weaver, WIXQ would now have to charge every organization for radio advertisements. Weaver went on to say, "We feel like the Student Senate has shot themselves in the foot by saying that they were being fair. What we offered as a free service now has to be charged."

"...these are some of the changes at Millersville University's radio station in the year and a half since a student prank backfired."

The November 1, 1995 *Snapper* featured a front page headline: "GOOD TASTE and VARIETY – The Norm at WIXQ Station." The article stated, "Air checks, a good taste policy, a five-week training, and mandatory meetings – these are some of the changes at Millersville University's radio station in the year and a half since a student prank backfired." Station Manager, Maria Davis, said, "phone calls can only be aired now with management approval. All DJs must sign a good taste policy...and have their guest sign them or they are responsible for any problems they create....DJs must do four air checks, in which they record four of their shows and submit the tapes to Chief Announcer, Ron Bleacher." It should be noted that Bleacher went on to become an announcer on the local commercial air waves as Ronnie Ramone and is still on today.

According to Davis, WIXQ now had 59 DJs and 55 trainees. Joe Wowk, program director, attributed the current Number 1 rating on arbitron for local college radio station to the station's diversity of a free format. He stated, "College is a time to let loose (and have) free expression." Urban music director, Ross Kinsey added that, "Hip Hop has really grown in the last year."

The March 6, 1996 *Snapper* (page 6) announced, "WIXQ beats MU Campus Organizations to the Web." According to Joe Wowk, program director, "WIXQ 91.7 FM is the first radio station to go on line on the world wide web....I wanted to beat the big boys...it is a great tool because the internet is so new." Wowk continued, "There are nine features available on WIXQ's home page: program grid, program guide, technical information, WIXQ offices, promotions and events, information about becoming a DJ, upcoming guests for MU Live, underwriters, and the ability to send email to the station." Wowk did caution that, "Some features may not work and others are still being designed."

Information about WIXQ was given to the Millersville Academic Computing Department, where student web developer, Tim Funk, maintained the page. Khalid Chaudhary, director of Academic Computing said, "Every student organization is welcome to have its own web page...(there is) absolutely no limit where I'm concerned." For now WIXQ is, "MU's first organization to have a web page." According to Wowk, "Everyone who does have the ability should get online and take a good look at it."

In the final spring 1996 issue of *The Snapper* on May 1 (page 1) the student senate made its allocations known, and WIXQ did not suffer a severe cut as it received \$28,500 for the academic year 1996-1997. The main cut was made in Millersville's athletics and this was to lead to future fixed percentage amounts of the total budget being allocated yearly to athletics. This procedure obviously had an effect on future funding of all student organizations and WIXQ would experience cuts for the next few years.

The academic year 1996-1997 saw no stories about WIXQ in *The Snapper* and all Doc can remember was that it was a peaceful and fun filled time at the station. The students involved in leadership roles kept the station on an even keel and were very creative in their development of both shows and production. It is interesting to note that two active members of WIXQ, Eddie Kovacs and Jim Messina, wrote sports columns for *The Snapper*.

The final spring issue of *The Snapper* on April 30, 1997 (page 1) revealed that the Student Senate heard 18 out of 70 clubs

appeal their allocations, but WIXQ did not and managed to maintain adequate funding. However, a battle between *The Snapper* and the Senate appeared to be quite brutal as a full page ad on page 11 in *The Snapper* pleaded with President Caputo to not approve Student Senate's allocation's for the 1997-1998 year. Doc remembers that from his four years of experience as *Snapper* adviser and his close ties with *The Snapper's* advisers over the years that there was a consistent funding battle between the Student Senate and the newspaper.

Once again *The Snapper* carried no major stories about WIXQ in the academic year 1997-1998. Again Doc remembers this time as the station having an excellent executive and station counsel who kept the station running smoothly and enjoyed having fun both at the station and outside. Interestingly enough Eddie Kovacs continued to be involved in both writing for *The Snapper* and helping organize intra-mural sports. The May 1, 1998 front page of *The Snapper* revealed that the Student Senate allocations committee had cut WIXQ's budget to \$26,558 and Shelby Linton, treasurer, stated, "WIXQ was guilty of wanting to buy equipment that was readily available at discount prices somewhere else." It appears that WIXQ either did not appeal or was not allowed to appeal this amount.

In the academic year 1998-1999, WIXQ was back in *Snapper* news. The September 18, 1998 issue (page 8) ran an article titled: "WIXQ Combines Work and Play." Sean Milligan, station manager, was quoted as saying, "While everybody is having fun so far....(they are) having fun with business." Andrea Bold, program director, instructed all DJs "to not just show up to their time slots but to get involved with the operation of the station." Eric Gudmundson, chief announcer, said that "air checks would be done at random and all should be aware that their show could be listened too at any time." Milligan ended the story with, "While there is a great deal of business to attend to, the overall goal of the station is to continue to have fun."

The Snapper on February 4, 1999 (page 7), proclaimed, "WIXQ Showcases Mix Flavor at Chameleon Club – Choti Hook Headlines." The article described how on February

21, a mixture of local punk bands would appear at the Chameleon Club. These local bands were Dilton, Mac the Coffee Man, Pro Wrestling, and Tooth and Nail recording star, Choti Hook. "Tom Bastian, WIXQ music director, was largely responsible for organizing the concert....Through his connections at the radio station, he was able to contact all bands involved.....At least each group had a performer who was a Millersville student." In fact, Matt Arborgast from the band Dilton would later become a music director at WIXQ.

In the winter of 1999, WIXQ faced some criticism for its failure to broadcast sports (*Snapper*, March 4, 1999, page 2). This led to a response letter in the March 25, 1999 issue (page 2), from Michelle Perry, public relations director at WIXQ. She stated, "First of all WIXQ is a student run station.... The station prides itself on the diversity of its format.... It (is) design(ed) to open listeners to music that cannot be heard on top 40 stations....Second, WIXQ has one sports radio show called Sports Poll and the sports director has not added any additional shows because of DJ disinterest." Perry went on, "Also Marauder games are currently heard on 1490 AM....WIXQ has faced budget cuts. Currently we have funds to repair broken equipment in our studio. Although WIXQ does own equipment that would allow for play-by-play coverage, it is still broken, and there are no funds available to repair it. There is also a lack of interest by DJs who are willing to perform this service, so it is no longer a priority." It should be noted that Michelle Perry would later become a two-term program director at WIXQ.

In the final spring 1999 issue of *The Snapper* on May 6, 1999 (pages 1 & 5), the Student Senate allocations appeared with the headlines: "Not Enough to Go Around." According to the article there was a shortage of funds to fulfill the more than 1.3 million dollars requested by 76 out of the 96 student organizations at the university as the senate only had \$971,000. While no figure was given for WIXQ, Doc remembers bringing the Student Senate allocations committee to the station and showing them the inside of the broadcasting board and its complexity. Whether this had an effect is hard to say but Doc remembers that the station received a much improved allocation than those appropriated for the prior few years.

WIXQ Takes on the Internet

The 2000s...

In September of 1999 under the leadership of station manager Erik Gudmundson, WIXQ began full time internet broadcasting. Just to show how oblivious Doc was to this process, his last show of the spring semester 1999 was a test run of the internet broadcast, and Gudmundson was listening to Doc and Mama's show online. Gudmundson's attempts to reach the studio by email went unnoticed as Doc admits he didn't know that this was even possible. He jokingly remembers that if he had he would have informed Mama and she would certainly have known what to do. In fact, *The Snapper* did not inform the Millersville community about this MAJOR ACCOMPLISHMENT until its spring issue of April 13, 2000 when the front page featured a picture of DJs Chad Gilchrist and Greg Lang broadcasting to the "universe."

Gudmundson was quoted in the story, "As of September 1999 WIXQ could be heard on the world wide web at <http://www.wixq.com> and streaming Real Audio simulcast allows anyone in the universe to listen to WIXQ broadcasts." According to Gudmundson, "The radio station brings in approximately 110 listeners a day and about 60 new visitors to its web page." Giving credit to the origin of the web page in 1996, Gudmundson went on to say, "We gradually expanded and improved that, (original web page), into a later incarnation today."

In the fall 1999, the only story about WIXQ appeared in the September 16 *Snapper* (page 9) when the headlines read: "A closer look at Dave Skinner." Skinner was a 1993 graduate of Millersville University and station manager of WIXQ in 1992. A story about the band, Nothing but Oregano, had him as a founding member of the group and playing percussion. After graduation Skinner become program director and

DJ at FM97, WLAN but found himself out of that job after a cooperative reorganization. He bounced around at a variety of jobs for the next year and a half until he was back at FM 97 as a DJ and "performing limited administration duties." He went on to state, "I'm into this radio thing for life, unless of course the band takes off."

In the April 20, 2000 (page 4) issue of *The Snapper*, an editorial stated, "It is time for the Student Memorial Center, the University Store, and the University dining halls to promote our student produced media to a greater extent." The editorial went on to point out that five organizations, *The Snapper*, WIXQ-FM, WCMU-TV, The Touchstone, and The George Street Carnival received 12% of Student Senate allocations. This appeared to be in response to the Student Senate wanting to produce its own campus newsletter. Also, although no program grid of WIXQ had appeared in the fall, winter, or early spring *Snappers* of 1999-2000, the April 20 and 27, 2000 issue (page 3) featured the web site program guide for the station.

The final spring *Snapper* on May 4, 2000 did not have any stories about the Student Senate allocations for the academic year 2000-2001. Doc only remembers that WIXQ politics and contacts in Student Senate produced a more than adequate budget to make major purchases in the next academic year. In addition station manager, Erik Gudmundson had a good working relationship with *Snapper* co-editor in chief, Adam Zurn, so WIXQ was to get "good press" in 2000-2001.

The benefits of the robust budget and the symbiotic relationship with *The Snapper* was made immediately known

in the fall of 2000 when the front page of the September 7 *Snapper* article had the headline: "WIXQ Acquires New Equipment, Better Sound." According to station manager Gudmundson, "A major change to WIXQ is the new antenna on the roof of Ganser Library....The new antenna has enhanced the quality of the signal to provide a crisp, clearer sound."

"WIXQ Acquires New Equipment, Better Sound."

Doc remembers that this was the first time WIXQ was able to replace the original antenna which went back to the switch over to the station's FM format. Gudmundson continued that "we had now leapt into the "digital age" and, the station analog carts used for station identification and sponsor information are being replaced with digital sound files....WIXQ can use AOL instant messenger to make email requests.... WIXQ will continue Real Radio stream of their programs via the Ville's website." Gudmundson concluded with WIXQ's continuing mission of "looking for DJs who do not fit the typical top 40 format of commercial radio."

The September 21, 2000 issue of *The Snapper* (page 8) had a professional looking grid of WIXQ programs. This grid was to appear consistently in the fall and spring semesters of 2000 and 2001. The grid was directly taken from the WIXQ web page and thus was accurate and up to date. Again the good working relationship between WIXQ station manager, Erik Gudmundson, and *Snapper* Editor in Chief, Adam Zurn, demonstrated what could be accomplished when the two organizations had an amiable and professional working process.

In October of 2000, the September 28 *Snapper* (page 3) reported that WIXQ, in conjunction with New Park Entertainment, was giving away tickets to a concert by Bare Naked Ladies to be held at Philadelphia's First Union Spectrum. In order to win the tickets listeners had to go to the WIXQ web page and "show their loyalty by doing something crazy. There are only three stipulations: "1) Express your love for WIXQ/Bare Naked Ladies, 2) Be creative but not indecent, and 3) let us post a picture of your feat on our web page.... The craziest entry will win....Finalists will be notified via phone and email by October 24 and summoned to perform at WIXQ's Fall Bash, October 26 at the Club De Ville."

A follow-up story to the WIXQ Fall Bash, (*Snapper*, October 19th, 2000, page 2), asked the questions, "Do you want to

meet WIXQ staff and DJs, want free food and music paraphernalia, want to see what people are willing to do for Barenaked Ladies tickets....Attend WIXQ's Fall Bash from 7-11pm on October 26. Come and see the final round of the 'Who Wants these Barenaked Ladies Tickets' contest....Food and drink are on the station and there are plenty of CDs, posters, and other items by your favorite bands to be given away." Since there was no follow up story Doc only remembers that the event was well received and WIXQ did not have any issues with "Barenaked Ladies."

In this same issue, *The Snapper* (page 9) introduced a new feature called WIXQ DJ Spotlight. Sophomore Andrew Jones was the first DJ in the spotlight and his show, Funk, Punk, and Other Junk, was highlighted. The show was co-hosted by Karlos Berzins. The next WIXQ Spotlight occurred in the February 1, 2001 issue (page 9) when Jim Hollenbaugh's Blow Your Brains Out show was highlighted. His music genre was heavy metal and featured such artists as AC/DC, Skid Row, Warrant, and Judas Priest. The final WIXQ spotlight, (*Snapper*, February 8th, 2001, page 8), featured Chada Abuhakmeh and her show called BootyCall. Her music genre was HipHop/R & B/techno/Dance. These three highlighted shows showed once again the diversity and free format of music played on WIXQ.

The March 8, 2001 *Snapper* (page 9), had the bold headline: "Hear New Music, WIXQ, MU Cable to Host Concert." The article was written by WIXQ Music Director, Matt Arbogast, and went on to report, "At 9 am at the Club De Ville, WIXQ and MU cable will present a free concert featuring Denali, In Return, All American Radio and Gunshy. Gunshy was in reality Matt Arbogast becoming solo after the break-up of his former band Dilton. Once again this showed that WIXQ was still bringing in new bands and new music.

The 2001, the final spring issue of *The Snapper* on May 3 had no mention of allocations from the Student Senate for the academic year 2001-2002. All Doc remembers is that Erik Gudmundson, outgoing station manager, was viewed positively by the female chair of the allocations committee and Doc thanking him for being a good politician in gaining more than adequate future funding for the station.

The good relations will *The Snapper* continued throughout the academic year 2001-2002 as WIXQ's web page grid appeared in almost every issue printed during this period. The only mention of WIXQ in the fall issues of the paper occurred on September 6 (page 9) as part of a story, "Black Student Union Rocks the Block Away." The article stated that "at the McComsey basketball courts beginning precisely at 6 o'clock, the annual BSU Block Party began....DJ Biscuit

and radio personality Jamal Abdul-Malik from Millersville's own 91.7 WIXQ kept the turntables blazing with the hottest R&B hits." What is interesting to Doc was that DJ Biscuit was WIXQ DJ Will Littles.

Yet the biggest event to occur during the 2001-2002 year was the "33 and 1/3 Reunion" of WIXQ alumni. This event took place on April 6, 2002 in Gordinier Dining Hall and had an article in the April 11, 2002 (page 8) *Snapper*. Written by WIXQ DJ, Bryan Behrenshausen, the headline read: "Old School DJs Rock The Ville." The story began with class of 1971 former news director, Jim Kressley, observing he "could not believe how much things have changed in 30 years.... We did not have much of anything...two turntables, a few cart machines." The article continued, "Kressley was inclined to reminisce, as were many more than the 100 former WIXQ'ers at the Reunion Banquet" and quoted first station manager Fred Ralston, "We didn't know much about radio or how it worked....Back in the '60s, we weren't on the air all day....As an alumnus, I'm awfully proud of this station." Karlis Berzins, then-current secretary and three year DJ of WIXQ, said, "It's amazing to see how the station has progressed over the years." The article concluded with Andrew Jones, then operations manager and the next year's station manager, observing that, "Everyone at WIXQ is like a big family....I'm happy to be part of such a great legacy."

The May 2, 2002 *Snapper* did not include any allocations information. Doc remembers that WIXQ received a decent working budget and the political machinery of station members worked again. Page 9 had a story about Hip/Hop which started with, "Where do you go for Hip/Hop's up and coming? You go to Open Mike night at the Club De Ville...sponsored by WIXQ's own Urban Legands, Jamil Abdul Malik, Syreeta McCay, Will Littles, aka DJ biscuit, and Ryan Wiggins, breaking new groups." The story concluded that, "Hopefully it will have more open Mics next year as Malik and Biscuit, both seniors, will be leaving."

In the fall of 2002, the September 5 *Snapper* featured a front page photo of Andrew Jones, station manager, and Judith Lepara, program director, cutting a ribbon to the WIXQ studio, "Marking the Modernization through a New Slider Board," at the station. According to Jones, "WIXQ never sounded so sweet...(and) has just completed and implemented an equipment upgrade (two new digital audio control boards) costing the station more than \$15,000." Jones went on, "All the equipment was very antiquated (analog) and the upgrade gives us a chance to be on par with all other stations....It says a lot about the station."

Page 1 of that issue included Doc Roc in the MU Who's Who feature. Doc was quoted, "He never left college since 1959 and is thankful for such institutions because he doesn't know if he could exist in the real world." According to Andrew Jones, "He let's us run the station, but when we have a problem, he'll be there to fix it. He makes it like a big family, anything at all we need he'll help us out." Doc ended the article, "I love MU! I love working with young people."

"It's amazing to see how the station has progressed over the years."

The good working relationship with *The Snapper* continued with both the consistent publication of the WIXQ grid and the WIXQ DJ Spotlight. On September 12, 2002 (page 9), Dan McGinley, music director, was featured. His show, Catherine Turner Overdrive, was a mix of indie rock, emo, and punk rock. McGinley said, "I will be the iconoclast of WIXQ and be quite content to be music director for my educational career here at MU, all seven years."

On September 19th page 10 featured Jeff Taylor and his show, Hey it's Matt Mitarnowski. Taylor said, "Out of all the organizations I've belong to, WIXQ is one of the most organized and dedicated. It's a lot of fun but work too...(He) enjoys working with a diverse group of people who are all great and love many different types of music....College radio is a lot more interesting than commercial radio because we play the music you won't hear on other stations."

After this great beginning to fall 2002, the September 26 *Snapper* front page read: "WIXQ Temporarily Silenced." "A power outage last month, (August 26th), may have contributed to the technical difficulties at WIXQ." The station was down for 48 hours. According to Nelson Keperling, the station's consulting engineer, the transmitter and exciter on top of Ganser Library were blown and the station did not have a back-up transmitter. Keperling said, "Until the equipment is repaired WIXQ will be on the air with it's old back up exciter and no transmitter." Keperling added, "It can legally operate and people in the local area won't notice much difference... but when you get to 10-15 miles out that's when it will be noticeable....Total repairs will cost about \$2,000 but a new transmitter would cost about \$6,000." Keperling went on to say, "We may have enough money to buy a new transmitter, (keep the old one as a back-up). If we can't do it now, we'll put it in the budget for next year."

On October 17, 2002 (page 9), *The Snapper* put the spotlight on WIXQ DJ Judith Lepara's show, "Tune In, Turn On, Drop Out." Judith had been program director for two years and the writer of the article said, "Talking to Judith one-on-one is almost as good as listening to her show. She was funny, friendly and managed to put up with me for more than five minutes....her show is music to the ears." The final two *Snapper* WIXQ DJ Spotlights were "MU Finest" with DJ Ryan Wiggins, (November 14th, 2002, page 9) and "Booty Call" with DJ Chada Abuhakmeh, (November 21st, 2002, page 9). These two shows featured rap, hip-hop, R&B, and reggae. Abuhakmeh was quoted as saying, "Just let loose, let the music take over, and get that booty shakin'."

In the spring of 2003, the WIXQ grid was replaced with a consistent ad in *The Snapper* which read, "Tune into WIXQ, 91.7 FM for new programming including rap, gospel, metal, R&B, rock, alternative, indie and much more." Other than this there were no stories about WIXQ. In addition there was no mention of allocations to campus organizations in either of the final two April issues of *The Snapper*. Doc remembers that everyone was pleased with the amount WIXQ received for the academic year 2003-2004.

In the fall of 2003, there were no stories on WIXQ, but a healthy relationship with *The Snapper* continued as the WIXQ grid appeared in every issue. In the January 22, 2004 issue of *The Snapper* (page 9), WIXQ had a quarter-page ad: "Interested in Radio, Come to WIXQ Meeting, January 25, at 6 pm, for Everyone. Tune In to 91.7." In addition, until March of 2004, the WIXQ grid appeared in every issue. On March 4, page 9, had a half-page cartoon featuring WIXQ, and a list of Indie Rock shows at the station made its appearance in *The Snapper*. This creative ad was to continue all spring, and Doc suspects the artist was also a DJ at the station. Again there was no mention in *The Snapper* about Student Senate allocations but Doc remembers that WIXQ did not experience any financial problems with the allocated amount for the academic year 2004-2005. Also at that time, Andrew Weiler, who was to hold the position of station manager of WIXQ for a record three and half years, was listed on *The Snapper* masthead as webmaster.

In the fall of 2004 the same indie cartoon appeared in many issues of *The Snapper*, (September 30, October 7, November 4, 11, and 18). Doc thinks that because Natalie Shaak was the business manager for *The Snapper* and a WIXQ DJ she might have been responsible for the ad. In the spring of 2005 a new 1/3 page ad for WIXQ first appeared in the March 4 *Snapper* (page 11). This Ad had a pirate type treasure map

and chest with X marking WIXQ as the place to find indie rock. The ad was to continue in the March 31, April 7, 14, and 21 issues of *The Snapper* 2005.

In 2005, Doc was nominated to be among the adviser of the year candidates and neither station manager Greg Park or Steve Entrican said they had nominated him. Again Doc thinks that Natalie Shaak was the nominator.

In the spring of 2005 Doc was no longer in charge of figuring out the WIXQ budget as the process had been computerized and he turned over the submission procedure to station manager, Greg Park. Once again WIXQ received a sturdy budget. At this time, Andrew Weiler was to begin his reign of three and half years as station manager for WIXQ and Karen Belz (who would later marry Greg Park) was to become the 2005-2006 program director.

In addition, Karen was to be the first winner of The Keith Ranck/Doc and Mama Roc scholarship. This scholarship was made possible by the \$5,000 national award given to station manager Erik Gudmundson in the year 2000. In addition to the \$5,000 award Gudmundson received, the station was also given \$5,000. This became the seed money for a yearly Ranck/Roc scholarship.

Doc wanted to name the scholarship after Erik Gudmundson, but Gudmundson felt it should be named for Doc as he (Doc) had written the nomination that led to the \$10,000 award. Doc agreed, but said it must include Mama Roc and a student who had been an exemplary leader at WIXQ. Doc chose WIXQ alum, Keith Ranck, who had tragically taken his life in the late '90s. Ranck had a great impact on the station with his promotion of Q92. Thus, the Ranck/Roc scholarship was born.

The September 8, 2005 issue of *The Snapper* (page 3) contained an article on organizational out break and highlighted the "performing opportunities or gaining experience through the various musical organizations courtesy of MUTV, Touchstone, or WIXQ." Page 7 of this issue had the headline: "UAB sponsored Spring Concert in April - Pucillo Gym." This concert was to be headed by Ben Folds, "the piano rocking North Carolina native." According to the article, "He, (Folds), is often played on our own WIXQ station, 91.7."

September also saw the establishment of the WIXQ "play room" which was to become the lunch room for Doc and a variety of WIXQ students. Many discussions on a variety of

topics would take place here over the years as well as other unmentionable, but harmless, activities. The play room including the luncheon discussions continues to this day. (The unmentionable activities may or may not be still occurring.)

In the November 17, 2005 *Snapper* (pages 6-7), station manager, Andrew Weiler, and program director, Karen Belz, wrote a letter defending editor-in-chief Paul Franz's editorial asking why athletes are allowed to register early for classes. They stated, "We fully agree with Paul Franz and believe that Mr. Fister, (an athlete and the letter writer), fails to see the hard work and dedication that goes behind every well-run campus organization.... We spend almost all of our free time making sure that everything is constantly running (at WIXQ). This includes technological problems as well as configuring over 75 students into a schedule for radio airwaves. We constantly have to make sure every program follows the strict rules of the FCC.... Everyone on our council faces time management conflicts.... Just because we don't make money or physically train every day doesn't mean that we aren't worthy enough to an early registration.... Being in the SMC during the late hours for WIXQ work, we often see *The Snapper* editors pulling all nighters for the same reason. Even if registration rules remain the same, at least have some respect for the students who have demands and pressures in other types of organizations."

The above was to be the only mention of WIXQ in *The Snapper* for the rest of the fall semester. In fact, there was no mention of WIXQ or a WIXQ grid in the Spring 2006 issues of the newspaper. Allocations from the Student Senate, as Doc remembers, were once again not an issue and the budget for 2006-2007 was adequate to meet the needs of the station. Doc also remembers that this was the period when there was great competition to have someone beat Doc in a game of 301 at the dart board in the play room. That year, the winner of the second Rank/Roc scholarship was Cassie Gibson.

An examination of *The Snapper* issues for 2006-2007 reveal not a single story on WIXQ and not a single program grid. Andrew Weiler was in his second year as station manager and Big Joe Czerniakowski was the program director. This was the period of the great "guns and butter" discussions.

The "guns and butter" discussions centered in on how to spend money wisely if there was a limited amount of funds. Doc introduced an old economics example of deciding to buy guns for war or butter for food. He used this as a way of teaching students that WIXQ's budget was not without a limit and spending had to occur for the essentials before one could use the budget for trips, give-aways, food, etc.

Doc remembers appointing Andrew to the second SMC expansion committee and told him we didn't need to move but just wanted to have new carpet in the studio. As usual Bob Slabinski, chair of the committee, was receptive to allow WIXQ to remain as the only student organization in the SMC when the entire lower level of the building was to be gutted in the future. Doc also remembers that the budget for the academic year 2007-2008 was favorable and WIXQ would have enough to do what it had to do. Shawn Miller was the third Rank/Roc scholarship winner for that academic year.

The October 4, 2007 issue of *The Snapper* (page 12) had a major story on WIXQ with the headline: "Millersville's Radio Station Reaches Out to the Musical Community." The article stated that "music had always been a matter of taste, good or otherwise. WIXQ is aware of the fact, and their featured music slots cater to the wide variety of campus musical tastes... indie to hip hop to metal." Senior station manager, Andrew Weiler was quoted, "There are some pretty strange combinations, but, basically, whatever the DJs want to play, they can play, provided it doesn't go against FCC guidelines." Music director, Jeff Baum said, "We don't play the majority of stuff you'd hear on mainstream radio."

Cassandra Gibson, computer technical officer, continued, "A lot of Millersville's students access the programs from the website (as) it is easiest for them." Bernie O'Dwyer, operations manager, said, "Everyone who wants to train shadows a DJ so that they can get experience working the board, changing music, and most basic skills.... Then they need to submit a demo tape." Station adviser, Dr. Anttonen concluded, "We have earth science majors, business majors, and el ed majors.... Our staff comes from all over, so all majors can participate and get something out of it. All our students have a real passion for music, so we try to create a sense of community and belonging."

No other stories appeared about WIXQ in *The Snapper* 2007-2008 issues and Doc remembers that the politics of WIXQ and the Student Senate led to an adequate budget for the academic year 2008-2009.

Since the fall of 2008 the University archives stopped storing hard copies of *The Snapper*, so Doc was forced to go to its digital collection. He was only able to locate seven issues for the fall of 2008 and not one of them made any reference to WIXQ. Thus, the history of WIXQ for fall of 2008 must come from Doc's memory of this period.

After three and half years as station manager, Andrew Weiler graduated, and John Mim was selected to replace him for the spring 2009 semester. Lauren Brown was to continue in

her role of program director. The luncheon discussions were more negative about the future and the job market for college graduates. Also, there was open criticism of *The Snapper* and its reporting style and mistakes. As much as Doc tried to explain that just as WIXQ was not perfect *The Snapper* was a student organization where mistakes could be made. However, he could not prevent such discussions and saw this negative view become more intense in the future.

The January 29, 2009 *Snapper* (page 2) had a photo of WIXQ receiving an award from the student run radio station WESS in East Stroudsburg. This station was advised by former MU DJ and talk show host Dr. Robert McKenzie, Mr. Rob, who had modeled WESS' constitution after WIXQ. He was pictured with Doc and Mama and DJs from both WIXQ and WESS. Doc remembers going to the Sugar Bowl with all the students and giving a short talk about Mr. Rob as a student at WIXQ and the importance of keeping college radio as a student run organization. The famous Sugar Bowl Stromboli's were the main course for most in attendance.

During the spring of 2009 the WIXQ web site program grid appeared on pages 7, 8 or 9 in many of *The Snapper* issues, (February, 12; February 19; February 26; March 19; and April 9). There were no stories on WIXQ during this time and Doc remembers that at the spring selection of the station manager and program director for the 2009-1010 year he had to vote for the first and only time in his tenure as adviser for WIXQ. This was because the vote for program director was tied at two to two as both students and the outside members of the committee split their ballots. Doc voted for Eric Golden who became program director for the next year and also winner of the fourth Ranck/Roc Scholarship.

In the fall of 2009, *The Snapper* moved to online publishing and printed only six paper issues. The most significant article about WIXQ occurred on September 24 (page 2) which was an editorial about the student allocations for the academic year 2009-2010. This article showed that WIXQ had received \$28,878.62 and that it ranked tenth overall in student organizational funding. The article appeared to be motivated by the low allocation of \$17,056.78 given to *The Snapper*. The WIXQ web page grid appeared in three of the fall issues, (October 8, page 10; November 5, page 12; and December 10, page 8) with the December publication being the largest as it covered a quarter of a page.

Spring of 2010 saw the quarter page WIXQ grid in three *Snapper* issues, (January 28 page 8; February 3 page 8; and February 11 page 9). The major event for spring of 2010 was an invitation by Millersville University's Board of Trustees to have WIXQ present at one of their regular spring meetings.

Under the leadership of station manager, Andrew Coons, a Power Point presentation was developed and shown at the meeting. Doc remembers the excellent job done by Coons; program director, Eric Golden; and AM operations manager, Keith Growhoski. The trustees appeared to be very impressed and chuckled at Keith showing his arm which was tattooed with big bold WIXQ. At this time the SMC renovations were going on in the SMC dining room area. WIXQ would not be affected until the academic year 2010-2011. Also, since WIXQ had mastered the electronic process of allocations and constitutional submissions to the student senate, the station continued to fair well in its budget for 2010-2011. The winner of the fifth Ranck/Roc Scholarship was Chris Byrne.

The fall of 2010 saw WIXQ as being the only organization left in the basement of the SMC as construction was now right outside the door.

The fall of 2010 saw WIXQ as being the only organization left in the basement of the SMC as construction was now right outside the door. Many wondered why we had not moved. Most people did not know that the FCC had to approve all such moves since the antenna would obviously be affected. This would have caused WIXQ to be off the air and perhaps lose its license since there were other stations waiting to be given a number in the FM band below 92. We had also learned that when Ganser Library was to be renovated we would have to move the antenna from Ganser to Jefferson Hall. Since the expense was in the thousands of dollars, it would have depleted the budget. Thus, although it was a big inconvenience to get into the station and one had to go out of the building to access the rest rooms, WIXQ survived. There was even a show titled "Hunkered in the Bunker" that described the situation.

The student leaders, Andrew Coons, station manager, and Keith Growhoski, program director, made it work and even had fun with the situation. Also, the lunch time discussion sessions were well attended and now consisted of video game playing and talk.

Since *The Snapper* had moved to a house on campus and gone mainly online, Doc found only three fall 2010 hard copies of the newspaper. Each of them, (October 7 page 9; November 11 page 7; and November 18 page 8), had the WIXQ web page grid in a third page ad.

The fall semester of 2010 was not, however, problem free. The day before Thanksgiving saw a trainee go on the air unattended when the regular hosts decided to leave their show early. The trainee obviously did something unprofessional on air, and a formal complaint was lodged with the FCC. Although the FCC did not contact WIXQ about the manner of the complaint, station leaders learned about it when they went for the license renewal years later in 2014. While it did not stop the 2014 license renewal, it did delay the official renewal until 2015. During the year 2014-2015, the FCC allowed WIXQ on the air as the agency dealt with other complaints that were more severe than the breach at WIXQ. In the end, WIXQ was not fined or punished in any way by the FCC.

In the spring of 2011 WIXQ continued to function by itself in the basement of the SMC, members held meetings in

other buildings on campus, and continued to go outside the building to enter another part of the SMC for rest room needs. The spring selection of WIXQ's station manager and program director led to the selection of Daniella Singleton as station manager and Vivian Lewis as program director. Once again WIXQ was able to obtain sufficient funding from the student senate for 2011-2012. In the spring semester of 2011 WIXQ DJ, Rachel Johnston, was voted Miss Millersville, and Patrick Ellison was the winner of the sixth Ranck/Roc award.

The academic year 2011-2012 saw WIXQ participate in College Radio Day, a day set aside nationwide to promote college radio. Since this day occurred during fall break, station manager, Daniella Singleton, took the lead and stayed on air for a great deal of the day. She also was interviewed in a "Meet the Marauders" column in a fall article of *The Snapper* (date unknown). She called WIXQ "my baby" and stated that WIXQ was "not just for broadcasting majors....If you are passionate about music in any way this organization is for you." She went on, "Our DJs work hard and love request and getting feedback".

End of an Era Doc Retires...

In the spring of 2012, WIXQ hosted the first ever Marauder Ball a semiformal dance. According to *The Snapper*, (exact date unknow) 265 tickets at \$2.00 apiece were sold. Thus \$530 was raised by these sales and another \$35 by donations at the door making a grand total of \$568. Music for Everyone received \$303 with the rest of the money, \$265, went to the station. Music for Everyone is a non-profit national organization that is dedicated to raising awareness and resources to strengthen the role that music plays in our schools and communities.

In this article, station manager Daniella Singleton stated, "We wanted something fun for everyone and involve other members of campus and the community, not just WIXQ members. What's more fun than a dance?" The article had pictures of WIXQ's Chief Announcer, Matt Witzel, in a tux DJing the dance and providing "a dance club feel of music." Doc and Mama were pictured doing a line dance, the stroll, and those in attendance agreed "it was quite a sight to witness."

At the end of the spring semester, Doc decided that it was time for him to retire as he was now 72 and had devoted more than 40 years to Millersville and WIXQ. His retirement would not take place until the end of the fall semester of 2012. He wanted to continue at the station doing his show and talking with students at lunch. He also wanted to continue picking up, with the help of the students, the WIXQ Adopt-A-Highway. Although he knew it was contractually impossible (Doc had negotiated a ¼ time released load back in the 80's), he volunteered to continue in his role of adviser. Obviously the college administration would not allow this and wanted a faculty member who was on campus. In the

end, the students created a position of "community liaison" which allowed Doc to coordinate the highway pick-up, do his show, and continue with the lunch time discussions.

It should also be noted in the spring of 2012, DJ Christian Kriebel was voted Mr. Millersville and Shannon Sisson was the winner of not only the seventh Ranck/Roc award but also was selected as the station manager for the 2012-2013 academic year.

Because of the efforts of outgoing station manager, Danielle Singleton, and program director, Vivian Lewis, WIXQ was appropriated an excellent budget for the upcoming 2012-2013 academic year. Doc's retirement from the university took place in December 2012 and Dr. Lowery Woodall was selected to be the new adviser. Doc worked closely with business manager, Cody Lee Wade, to ensure that the budget for 2013-2014 would be adequate. Thus, Doc became a common DJ and he and Mama continue hosting their show today. Also, December 2012 ended Doc's involvement in writing the history of the station. *

*It should be noted that for academic year 2013-2014, Nick Geisinger won the eighth Ranck/Roc award and was selected station manger. Aaron Rodden won the ninth Ranck/Roc award and was selected station manager for the 2014-2015 academic year. Peter Dingley won the tenth Ranck/Roc award and was selected program director for the 2015-2016 academic year. Priscilla Mulrooney won the eleventh Ranck/Roc award and was selected station manager for 2016-2017 academic year. Carl Schulz won the twelfth Ranck/Roc and was selected station manager for the 2017. Kristina Diefend-

erfer won the 13th Ranck/Roc award and was also selected Station Manager for 2018.

One of the good outcomes of the appointment of Dr. Lowery Woodall as adviser was that he and Doc have remained close to this day. In fact, Dr. Woodall is a member of Doc's trivia team which has current WIXQ leaders on its roster. Dr. Woodall has fully embraced the "family" concept of WIXQ and, when available, has joined the noon discussions. He also participates in the WIXQ adopt a highway pick-up established nearly 15 years ago by Doc and Mama Roc.

I hope you all enjoyed reading this as much as I did writing it. I also hope that you viewed your days at WIXQ as not only fun times but as learning about people and politics. Many

people have asked me what I taught at Millersville University. I always respond: "life." They look at me in a puzzled way and ask me for a more detailed explanation. I try to explain that I formally taught methods of research, statistics, educational psychology, and mathematics but what I taught at WIXQ was far more important in my life as a college professor. Also, as "the original man of peace and love", ideally I wanted the world to be one of no wars, but of tolerance of all people who could co-exist peacefully even if they differed.

So....as goes the ending of every "oldies but goodies" show

"Who Loves You? Doc and Mama do!"