

THE YEAR WAS 1948. A GROUP OF RUTGERS COLLEGE STUDENTS JUST BACK FROM THE WAR DECIDED THAT THE CAMPUS COULD USE ANOTHER SOURCE OF COMMUNIOICATION BESIDES THE NEWSPAPER, THE TARGUM. SO THEY WORKED FOR MONTHS AND MONTHS . . .TOURING OTHER COLLEGE RADIO STATIONS, GETTING IDEAS FROM PEOPLE IN COMMUNICATIONS, AND LEARNING HOW TO BUILD TRANSMITTERS AND OTHER TECHNICAL EQUIPMENT. THE GROUP WORKED FOR ALMOST TWO FULL YEARS BEFORE THEIR DREAM WAS REALIZED .

BUT EVENTUALLY THE GROUP REALIZED THEIR EFFORTS WERE NOT IN VAIN. ON MONDAY, APRIL 26, 1948 at 7;00 IN THE EVENING, RADIO STATION WRSU HIT THE AIRWAVES AT 630 ON THE AM BAND. THE INAUGURAL BROADCAST CAME FROM TEMPORARY STUDIOS IN A DORMITORY BASEMENT, AND THE STATION LATER MOVED TO 12 COLLEGE AVENUE, WHERE IT REMAINED UNTIL 1969 WHEN IT MOVED TO ITS CURRENT :LOCATION AT THE RUTGERS STUDENT CENTER.

WRSU GREW THROUGH THE YEARS . . . AND IN 1974 A BIG DREAM CAME TO A REALITY. WRSU BECAME A FULL FLEDGED RADIO STATION, WITH A FREQUENCY OF 88.7 MEGAHERTZ ON THE FM BAND. PAPRES AND PROPOSALS WERE DRAWN UP, SUBMITTED TO THE FEDERAL COMMUNIOICATIONS COMMISSION, FUDNING WAS OBTAINED THROUGH A GRANT FROM THE CLASS OF 1918 AND CONSTRUCTION BEGAN. STUDENT ENGINNERS WORKED AROUND THE CLOCK, PUTTING TOGETHER THE STUDIOS AND CONSOLES FOR THE FM STATION, AND ON THE PROGRAMMING END, DECISIONS WERE MADE AS TO HOW WRSU-FM, A NON-COMMERCIAL EDUCATIONAL STATION COULD BEST SERVE THE COMMUNITY IT WAS BEING THROWN IN TO.

THEN ON JANUARY 27, 1974, AT 8;00 IN THE EVENING, WRSU-FM SIGNED ON THE AIR FOR THE VERY FIRST TIME.

Broadcast Administration
Don Sawyer Alum
Steve Bay
Duke Markos

RADIO IN THE 1930'S WOED LISTENERS WITH DRAMATIC PROGRAMS, VARIETY AND COMEDY SHOWS. RADIO WAS BASICALLY ENTERTAINMENT UNTIL AFTER WORLD WAR II WHEN WE SAW THE RISE OF LOCAL RADIO. THIS IS WHEN WRSU COMES INTO THE PICTURE.

WRSU WAS BORN IN THE MINDS OF A GROUP ~~OF~~ WORLD WAR II VETERNAS DURING THE ACADEMIC YEAR OF 1947-1948. THE GROUP WAS HEADED BY CHARLES BROOKWELL AND MOST MEMBERS OF THE GROUP HAD HAD SOME WAR-TIME EXPERIENCE WITH EITHER RADIO OR COMMUNICATIONS AS A WHOLE, SO THAT THE ORIGINAL NUCLEUS HAD A COMMON INYESTEST AND KNOWLEDGE.

ON APRIL 26, 1948 AT 7o'CLOCK, WRSU'S AM CLOSED CARRIER SYSTEM WENT ON THE AIR AS THE RUTGERS MEMBER OF THE THEN FLOURISHING INTERCOLLEGIATE BROADCASTING SYSTEM. COVERAGE WAS AFFORTED BY TRANSMITTERS LOCATED IN ALL OF THE STUDENT LIVING AREAS. THIS LIMITED THE SIGNAL TO THESE LOCATIONS AND ALLOWED WRSU TO CONCENTRATE IT'S SERVICES TO THE CAMPUS ALONE. THROUGHOUT THE LATE 40's, 50's and 60's, WRSU WAS KNOWN AS THE STUDENT VOICE OF RUTGERS.

THEN ON JANUARY 27, 1974, A DECESIVR CHANGE OCCURED, AFTER 27 YEARS OF CLOSED CARRIER AM SERVICE, WRSU-FM WAS LICENSED BY THE FEDERAL COMMUNICATIONS COMMISSION IN WASHINGTON, D.C. TO OPERATE AS A NON-COMMERCIAL, EDUCATIONAL RADIO STATION. THE STATION CURRENTLY OPERATSES AT 88.7 MEGAHERTZ WITH 1350 WATTS IN STEREO.

INSERT AUDIO

WRSU*FM PROVIDES STUDENTS WITH AN EXTRACURRICULAR ACTIVITY IN ALL ASPECTS OF MEDIA AND SERVES THE CENTRAL NEW JERSEY AREA WITH A LOCAL NEWS STAFF, WEATHER FORECASTS, COMMUNITY AFFAIRS PROGRAMMING AS WELL AS MANY CULTURAL PROGRAMS.

HAPPY FIRST BIRTHDAY * * * WRSU-FM IN NEW BRUNSWICK.

ON ELECTION NIGHT, NOVEMBER 2, 1976, TELEVISION WASN'T THE ONLY PLACE TO TURN FOR VOTING RESULTS AND ANALYSIS. ALL LOCAL AND STATE, AS WELL AS MAJOR NATIONAL RACES WERE COVERED BY WRSU-FM. NICKNAMED "SELECTION '76", WRSU'S COVERAGE INCLUDED EXPERT ANALYSIS BY DR. ROSS BAKER, WHO AT THE TIME WAS PROFESSOR OF POLITICAL SCIENCE AT RUTGERS COLLEGE.

LIVE COVERAGE BEGAN AT 7PM THAT EVENING AND CONTINUED THROUGHOUT THE NIGHT UNTIL PRESIDENT JIMMY CARTER WAS ELECTED. APPROXIMATELY 75 PEOPLE WERE INVOLVED IN THE ELECTION NEWS OPERATION, MOST OF THEM ON LOCATION. ALTHOUGH THE EMPHASIS WILL BE ON INFORMING NEW JERSEY RESIDENTS OF LOCAL AND STATE CONTESTS, THE NATIONAL SCENE WAS ALSO COVERED. REPORTERS WERE IN WASHINGTON, D.C. AND ATLANTA, GEORGIA AT FORD AND CARTER HEADQUARTERS.

WRSU STAFFERS WERE ALSO OUT IN THE FIELD AT THE HEADQUARTERS OF SENATOR HARRISON WILLIAMS, AND THAT OF HIS OPPONENT, DAVID NORCROSS. LIVE COVERAGE ALSO EMANATED FROM MIDDLESEX AND SOMERSET COUNTY COURTHOUSES AND THE MIDDLESEX DEMOCRATIC & REPUBLICAN HEADQUARTERS. NEWS PEOPLE WERE ALSO STATIONED IN ATLANTIC CITY AND TRENTON WATCHING THE OUTCOME OF THE CASINO GAMBLING REFERENDUM, AND OTHER REPORTERS WILL BE COVERING ALL LOCAL COMMUNITY RACES IN CENTRAL JERSEY AS WELL AS IN TOWNS IN OTHER AREAS OF THE STATE.

THROUGHOUT THE NIGHT, COVERAGE WAS DIVIDED INTO A NATIONAL/STATE SEGMENT ON THE HOUR AND HALF HOUR, AND A LOCAL RETURN REPORT AT 20 MINUTES AFTER AND 10 MINUTES TO THE HOUR, WITH TWO ANCHOR PEOPLE TO TIE THINGS TOGETHER.

EACH ANCHORMAN HAD HIS OWN STAFF OF WRITERS, RESEARCHERS AND TABULATORS. AND TO INSURE COMPLETE COVERAGE OF ALL ASPECTS OF SELECTION '76, A SYSTEM OF EXCHANGE FEEDS WAS ~~THEN~~ ARRANGED BY WHICH WRSU SHARED REPORTS WITH STATIONS ALL OVER THE COUNTRY.

IN DECEMBER OF 1976, WRSU-FM PROUDLY PRESENTED CHARLES DICKEN'S "A CHRISTMAS CAROL"
THE STORY, TRADITIONALLY TOLD EVERY CHRISTMAS, OF EBENEZER SCROOGE, A VINDICTIVE OLD MAN
WHOS BITTERNESS WAS TURNED TO LOVE BY THE VISIT OF THREE SPIRITS . . . EACH REPRESENTING
CHRISTMAS PAST PRESENT AND FUTURE.

OUR PRINCIPLE PLAYERS WERE. . .

STUART NAAR AS EBENEZER SCROOGE

NEAL ROBERTS AS THE GHOST OF CHRISTMAS PAST

PAUL SPYCHALA AS THE GHOST OF CHRISTMAS PRESENT

TOM DWYER AS THE GHOST OF CHRISTMAS FUTURE

PAUL MARINACCIO AS BOB CRATCHIT

DAVE YUCKMAN AS JACOB MARLEY

AND . . . BRIAN JORDAN AS TINY TIM

PRODUCED AND DIRECTED BY MIKE BLISHAK

TECHNICAL SUPERVISION BY JAY DUHL AND MITCH HYMOWITZ

OUR STORY WAS NARATED BY STEVE GREENE

THE LIFERS GROUP - PRISONERS AGAINST CRIME WAS THE SUBJECT OF A WRSU-FM NEWS SPECIAL THAT AIRED IN MAY OF 1977 AND WAS REBROADCAST IN JUNE OF THAT SAME YEAR.

THE LIFERS, A GROUP OF INMATES AT RAHWAY STATE PRISON SERVING LIFE OR BETTER THAN 25 YEAR SENTENCES, THROUGH THEIR JUVENILE AWARENESS - PROJECT HELP PROGRAM, HAVE CONFRONTED GROUPS OF YOUTHS, IDENTIFIED BY LOCAL POLICE OR SCHOOL SYSTEMS AS POTENTIAL TROUBLE MAKERS, WITH A TASTE OF PRISON LIFE.

AS PART OF THE HOUR LONG PROGRAM, WRSU-FM BROADCAST PORTIONS OF A VISIT BY A GROUP OF YOUNGSTERS AS THE LIFERS ESCORTED THEM ON A TOUR OF THE PRISON AND DISCUSSED PRISON LIFE WITH THEM. MORE THEN HALF OF THE LIFERS GROUP MEMBERS AT THAT TIME WERE ORIGINALLY INVOLVED IN JUVENILE CRIME.

THE BROADCAST ALSO INCLUDED INTERVIEWS WITH MIDDLESEX COUNTY JUVENILE AND DOMESTIC RELATIONS COURT JUDGE GEORGE NICOLA, RAHWAY PRISON SUPERINTENDENT ROBERT HATRACK, AND WOODBRIDGE POLICE CHIEF ANTHONY O'BRIEN

THE LIFERS GROUP - PRISONERS AGAINST CRIME WAS AWARDED THIRD PLACE FOR JOURNALISTIC EXCELLENCE IN THE 1978 NEW JERSEY CHAPTER OF PROFESSIONAL JOURNALISTS SOCIETY ANNUAL AWARDS PRESENTATION.

LIFE INSIDE RAHWAY STATE PRISON AND THE LIFESTYLE THAT :LEADS SOMEONE THERE IN THE FIRST PLACE WAS THE FOCUS OF A RADIO SERIES THAT "SPUN-OFF" FROM THE LIFERS GROUP SPECIAL.

THE LIFERS GROUP BEGAN TO ATTRACT STATEWIDE AND NATIONAL ATTENTION TO ITS EFFORTS TO STOP YOUNG POTENTIAL LAWBREAKERS SO TO EXTEND THEIR REACH INTO THE COMMUNITY WRSU-FM PRODUCED "PRISONERS AGAINST CRIME" WHICH BEGAN AIRING IN THE FALL OF 1978. THE PROGRAM WAS RECORDED EACH WEEK AT THE PRISON AND T. ROBERT CLEMENTS AND FRANK BINDHAMMER, BOTH OFFICERS OF THE LIFERS GROUP, SERVED AS MODERATORS.

THE WRSU-FM SERIES WAS THE PRODUCT OF SEVERAL MONTHS OF DISCUSSION BETWEEN THE RADIO STATION, THE :LIFERS GROUP, RAHWAY STATE PRISON SUPERINTENDENT ROBERT HATRACK AND THE STATE DEPARTMENT OF CORRECTIONS.

THE PROGRAMS DEALT WITH A VARIETY OF SUBJECTS INCLUDING THE DEATH PENALTY, RAPE, PAROLE, DRUG ABUSE AND PRISON LIFE.

ON MONDAY, MARCH 13, 1978, MEMBERS OF THE LIFERS GROUP PARTICIPATED IN WHAT IS BELIEVED TO BE A RADIO FIRST . . . A LIVE "CALL-IN" PROGRAM FROM WITHIN THE WALLS OF RAHWAY STATE PRISON. LISTENERS WERE ABLE TO CALL WRSU-FM AND ASK THE INMATES QUESTIONS DIRECTLY ON THE AIR.

THE BROADCAST, WHICH ORIGINATED AT WRSU-FM AND RAHWAY STATE PRISON, WAS ALSO BROADCAST ON THE NEW JERSEY COLLEGE RADIO NETWORK. PARTICIPATING STATIONS INCLUDED WMCX-FM MONMOUTH COLLEGE, WSOU-FM, SETON HALL UNIVERSITY, WGLS-FM, GLASSBORO STATE COLLEGE, WBJB-FM, BROOKDALE COMMUNITY COLLEGE, AND WMSC-FM, TRENTON STATE COLLEGE.

OVER THE 40 YEARS WRSU HAS BEEN ON THE BANKS WE HAVE SEEN TREMENDOUS CHANGES AND GROWTH AT THIS LITTLE RADIO STATION . . . BUT ONE THING HAS REMAINED THE SAME . . . WRSU-FM IS STILL COMPOSED OF A GROUP OF RUTGERS UNIVERSITY STUDENTS . . . TRYING THEIR HARDEST TO PRODUCE THE BEST AND WIDEST VARIETY OF PROGRAMMING THEY CAN FOR THEIR :LISTENERS AND TO LEARN THE ART OF BROADCASTING AS THEY GO ALONG.

AND THATS WHAT ITS ALL ABOUT. THATS WHY THAT GROUP OF RUTGERS COLLEGE STUDENT BANDED TOGETHER IN 1948 IN A DORMITORY BASEMENT TO MAKE WRSU AM THEN AND FM NOW A REALITY. SPEAKING FOR THE WRSU ALUMNI, CURRENT STAFFERS AND FUTURE MEMBERS, I'M GLAD THEY SUCCEEDED.