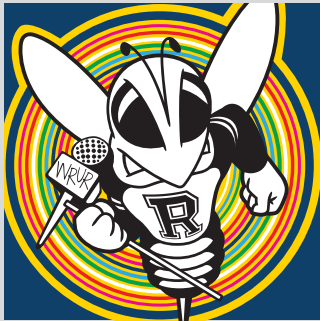




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Inside This Issue

Getting Creative

Phi's Creative Updates

Engineering

Engineering Updates

Productions

Michael's Productions Updates

Album Review: Local Valley

John's Music Department Updates and Album Review

This Semester with FM

Sara's FM Updates

This Semester with Sting

Lauren's Sting Updates

Radio Beyond College

An Interview with an Alumnus

WRURTV

Victor's TV Updates

Fundraising Note

Help Us Keep Independent Radio Alive!

A Letter from the General Managers

Lauren Sigda '22 & Ben Shissler '22

Hello, alumni!

We're Lauren and Ben, the 2021-2022 General Managers of WRUR. We are both seniors this year. Lauren is a double major in brain and cognitive sciences and art history. She served as creative director in '19-20 and as FM director last year. Ben is a math major minoring in music. He worked as chief engineer last year in '20-21 and as music director the year before. Both of us have been DJs on The Sting and FM and have been members of WRUR since our first semester of college. Lauren currently co-hosts "Say When" Thursdays at 8:00 p.m. and Ben hosts "Closer to the Door" Wednesdays at 8:00 p.m., both on 88.5 FM.

We're incredibly excited to be the General Managers this year and to get the chance to lead WRUR. It has been our dream since we were sophomores to be in this position, and we're excited to be able to give back to a club which we have both gained so much from. Throughout the pandemic, WRUR was fortunate to have maintained a strong level of involvement, which is a testament to the club's emotional significance and our extensive community. Our dedicated executive board is looking forward to hitting the ground running in the new year and continuing the forward momentum; in addition to getting a new FM board this year, we have more DJs (40+ shows on the Sting schedule!), more events, and more participation than either of us have seen during our tenure at WRUR, and we could not be more excited!

We hope you enjoy this newsletter! We have updates from all of our department heads discussing their newest projects. Feel free to reach out to either of us to learn more about the station happenings this semester.

We look forward to a great year of radio!

Lauren & Ben



Getting Creative

Phi Kasem-Beg '23

Hey! I'm Phi Kasem-Beg, this academic year's Creative Director. The Creative Department has gotten off to a great start this semester! We started this year off with a station-wide cleaning day to prepare for the return of in-person station meetings and radio shows. There have been many opportunities to get creative this semester, as our members helped create our general interest meeting invitations on old CDs and collaged some neat works of art for alumni to take home during our Meliora Weekend alumni open house event.

We held our first ever WRUR Movie Night and watched the 2020 film *Minari*. With a white sheet and a projector, a bunch of our members were able to sit back and enjoy a movie in the company of others. There have also been a few opportunities for station members to explore the city of Rochester and beyond, as there have been a few organized trips to beloved book store Small World Books, as well as a few concerts our members have attended together.

We have some big plans for the rest of the semester, with station stickers, merch, and a new mural on the way. We hope to continue to have in-person events and strengthen the WRUR sense of community as the year progresses!



Engineering

With many COVID-19 restrictions lifted, the Engineering Department has had an influx of members, all of which are working on various projects. We have made some progress so far, but come next semester, we will be hitting the ground running and things will take off.

A lot of new projects require the new FM board and desk to be installed, which will be happening over this upcoming winter break. We are excited for the new board to arrive, and we have a few things planned for when that happens. Most importantly, we have constructed a wooden frame for the Microphone Pre-amp and XLR rack to sit on. This allows DJs to both have more room to work with while they are doing their show and will provide a space for our mixing board once the recording studio project gets rolling. Thankfully there have been little to no equipment malfunctions this semester, meaning that repairs have been kept to a minimum.

As you will have read in Ben and Lauren's section, we had a huge influx of new members and a proportionally large influx in engineering members. This has allowed us to have some wonderful teaching moments. A team member from last year, Zach Schuberg, led a little impromptu workshop on how to solder XLR cables at our first meeting this year. We were also able to learn the basics of taking apart computers and seeing how they work. This is one of the most important things that this department can ever do: teach people skills they might not be able to get elsewhere.

Productions

Michael LeBlanc '22

The WRUR Productions Department is back in business this semester with the return of on-campus events! This semester we have been able to start DJ-ing for several events. These include opportunities like Club Rochester events held by the school, as well as our own WRUR Halloween event, Trick or Beats.

In addition to becoming active on-campus again, the Productions department has gotten a lot of new members. Just this semester, we've had more than 20 WRUR members get trained and join the Productions department! Several members are making use of our equipment-loaning process, and everyone is excited to get more active during the remainder of the year.

Looking toward the spring, we are excited to cosponsor an Eastman On Campus event once again, allowing live bands from our school to perform for fellow students. This event is a great experience for our members, and lots of fun for everyone! We're incredibly glad to be up-and-running again, and we're looking forward to an amazing Spring!

This Semester with FM

Sara Whitemore '23

FM is back to its previously allotted show setup! Last semester, as many of you may know, we had to space out shows a bit to maintain COVID-19 health and safety guidelines, with live shows only allowed to happen on even hours, and pre-recorded shows on the odds. Luckily, that is not the case this year; we currently have 7 shows, with many of them back-to-back, and 9 Sting DJs in the midst of FM training! I am excited to see how FM grows over the span of this year, and the impact the new board will have on our radio community.

Mondays:

8:00 p.m. - Broke Baroque with Rose

10:00 p.m. - Sonic Highways with Celia

Wednesdays:

8:00 p.m. - Closer to the Door with Ben

9:00 p.m. - The Mixed Tape with Stella

Thursdays:

8:00 p.m. - Say When with Lauren and Ryan

9:00 p.m. - Roseum in Nocte with Sara

10:00 p.m. - Completely Committed with Eman and Fabian

Stay tuned for next semester's lineup!

Music Update and Album Review: *Local Valley*

John Lewis '24

In a semi-return to normalcy for most things on campus, the Music Director job, as usual, remains anything but normal. In the digital age, WRUR continues its voyage as a mainly physical CD station, making negotiations for the newest Sufjan Stevens or Four Tet record as they should be: over the phone, sandwiched in between conversations about new adds and listening to random aspects of promoters' personal lives as they try to relate to you. The CD library is being reorganized slightly; its contents are also being put into a digital library via the Discog app. DJs are completing CD reviews on an expected twice per month basis. I am super happy to be working with an intimate aspect of the station, along with creating interest in new music for our members! Here is a review of the new Jose Gonzalez record, *Local Valley*:



Jose Gonzalez comes through again with a folk album that makes you want to close your eyes and sink into whatever chair you're sitting in. Always with ballady, inspiring vocals and acoustic guitars, Gonzalez is at maybe his most upbeat. While I wouldn't consider this to be my favorite record that he has ever released (that would be *Veneer*), it follows through. "El Invento" is my track highlight.

This Semester with Sting

Lauren Novosat '23

This is a very exciting semester for the Sting, as our university is welcoming all students (including a very large first-year class) back to campus. Our club membership has skyrocketed, which means the number of DJs starting their own Sting show has also increased drastically. We started the semester off with 25 returning shows, and now we have 39 shows with about 20 DJs still in training. After talking to the new DJs, it seems to me like they have a great interest in radio and are extremely excited to be a part of WRUR. Now that COVID restrictions have been alleviated, we are back to having Sting shows with co-hosts, and several DJs, old and new, are taking advantage of that.

I'm looking forward to the rest of the semester and filling up the schedule so that we have more live shows than prerecorded ones. My goal is to have every day look almost exactly like our most recent National College Radio Day, where we had every slot from 8:00am until 11:00pm filled with live talking and music. So far, we're on track to have just as much (if not more) live music playing than automated shows. I can only hope and imagine that next semester will continue this trend!



Radio After College

Interview with WRUR Alumnus Jared Lapin '05

How did you discover WRUR, and what was your role here?

I started in the IT organization, and I was the General Manager my junior year. I don't remember how I found out about WRUR, but I was interested in media going into the University of Rochester. I had planned on a career in media early on in my college career; I knew that radio was something I was interested in.

What was one of your favorite memories from being part of WRUR?

We had really interesting access across campus and across the city. We got to spend a bunch of time in interesting places: on the roof of Todd Union, which I don't think is the way it was anymore, which was cool. At the time, WRUR's transmitter was at the top of the Hyatt hotel in downtown Rochester. We got to go up there to do work, and to see the roof and the city from that vantage point was a lot of fun.

What is your current career, and do you think that the radio had any impact on your career choice?

I work in radio; I work for the largest radio operator in the United States, so I think it had a lot to do with my career. I run revenue operations for the iHeartMedia digital business: the iHeartRadio app, podcasting, social media, video, and OTT.

How did your experience working with the radio help you get where you are today?

I learned a lot about radio as a medium and what the business of radio looks like by way of being involved in WRUR and working with WXXI when I put that deal together. I was the student who sort of led that collaboration. The biggest thing that I think it's taught me was the importance of how you work with others, what that collaboration looks like, and how good partnerships and good planning can lead to really good outcomes even if along the way things are a little bumpy. This is certainly an approach that I take in my career now in how I partner with others within the company and how I encourage our sales organizations and partner organizations to work with others outside of the company.

How do you think audio media compares to other forms of media?

Audio has undergone a renaissance of late, largely driven by podcasting but not exclusively. It's heavily on the backs of smart speakers, too. Audio is an amazing way to communicate feelings, to connect with others, and to build on things with other people. It's arguably one of the best communication methods that has ever been. It's universal. You don't need a special skill to interpret it. You don't need a special device or subscription to access it. You don't need to know how to read. It's literally ubiquitous.

Do you have anything that you would want to say to people who are currently involved with the radio or alumni who are seeing the newsletter?

The interesting thing about WRUR is that it is, at its core, a business, and it is a way for the University to communicate with the larger community. Taking it as that type of messaging platform and not strictly as two hours or an hour of time on the radio really helps you see its totality as a communications platform and as a way for the University to communicate with others through all of the different ways that audio is now a communication path. To not get lost in the thought of

what song to play next and to think more about how the totality of the songs that are played and the messages that are played and the way that the organization interacts with others affects the perception of the University and the perceptions of the station.

Do you have any other parting thoughts regarding radio?

The radio business is a business that keeps evolving. It's really not the radio business anymore, it's the audio business. It's come full circle back to what the content is, not the way that it gets distributed. I think it's going to be a space that continues to innovate for years and years. There's an incredible opportunity to create content. The cost of content is very low, and the ease of distribution is very high. The internet has made it universal, anybody can create content. Its effectiveness as an advertising platform certainly seems to be as strong as ever, and it continues to be undervalued as an advertising medium, which means that there is incredible growth opportunity. I don't see any of that changing anytime soon; I'm certainly excited to be in the business.



WRUR TV

Victor Chang '23

The TV Department has been in full swing since the beginning of the semester. We've been excited to have new faces and new ideas reinvigorating our department. Among the projects in the works, we're most excited about our dining documentary, titled *It's UR Food*, regarding the stories of the dining staff and student workers. Keep an eye out for that in the near future!

Looking ahead, we're also looking forward to livestreaming again with an active sports semester. Hockey, our longtime partner in livestreaming, begins its first home games Halloween weekend and we are excited to be able to broadcast their games after such a long break. We're also coordinating with other sports teams like Quidditch and Ultimate Frisbee in broadcasting their home games as well! All in all, our livestreaming schedule is looking very full in the future.

We've had a very exciting start to our semester and, though the weather is changing for the worse, we will keep going strong into the spring and look forward to producing even more enjoyable content.



Fundraising Note

The University of Rochester's radio station, WRUR, serves the campus with programming aimed at students, faculty, and staff, and provides quality public radio broadcasting that enriches the greater Rochester area. In addition to providing a public media service, WRUR also gives students leadership and radio experience and opportunities. Tune in for music selected by our very own students, news about campus events and activities, live broadcasts of club sporting events (hockey is a fan favorite!), and so much more.

All this would not be possible without your support! Please help us by contributing to our organization and becoming a friend of WRUR. You can donate using the following link: <https://www.rochester.edu/alumni/giving-back>. Scroll down to where it says "Make a Difference," and click "Make a Gift."

The University's online giving form allows you to make an online gift quickly, conveniently, and securely.

FOLLOW THESE EASY STEPS:

- 1) Choose an amount to give under Gift Information
- 2) From the drop down list titled Please designate my gift, select Other (please specify)
- 3) In the Other gift designation box, write WRUR
- 4) You will receive an official receipt from the University and your gift is tax deductible to the extent allowed by law

We thank you from the bottoms of our FM hearts!

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