Stop, Look and Listen
Let SU communicate with you!

Shelter From The Storm

As our nation faced one of its greatest national disasters this fall, members of the Salisbury University community offer their condolences and group efforts to the residents of the Gulf Coast states ravaged by Hurricane Katrina.

The University continues its tradition of community service through several initiatives to aid those in need. From on-campus money, food and clothing drives to opening our doors to students whose schools are no longer able to offer them educational opportunities, SU is active in regional relief efforts.

Proving that SU’s alumni remain active and engaged citizens once they leave the campus, many of you are integral in providing support. Whether it is in organizing regional campaigns or actually traveling to the storm-ravaged areas with assistance, SU alumni are quick to lend a hand in this time of need.

If you would like to help with SU’s Hurricane Katrina relief efforts visit the Web site at www.salisbury.edu/news/pressrel/katrina/default.asp, for an overview of campus activities.

Students held a benefit concert, Rock 4 Relief. Pictured are (from left) Freshman Billy Brandon, Senior Josh Floyd and Senior LeeAnn Janney

We invite your comments, criticisms, compliments, corrections and contributions…

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The editor reserves the right to publish letters of interest.
Alumni in the Salisbury area now have the ability to visit SU without even leaving their living rooms. Debbie Abbott ’76 is your guide to SU on the Air—a monthly program covering all that is new and notable at the University. The show airs on Public Access Channel (PAC) 14.

Abbott herself is well acquainted with the University as a communication arts graduate, then as a member and past chair of the SU Foundation Board. Abbott, the senior vice president and regional officer for Mercantile Peninsula Bank, was approached about hosting the show by Kim Nechay M’03, director of development for the Salisbury University Foundation.

“My first reaction was to be flattered, but I asked if someone else who was more of a natural would be better,” she said.

Abbott, however, proved to be a perfect fit for the job and has hosted shows featuring such events as the Sea Gull Century cycling tour, SU Fun Day family festival, the inaugural Freshman Reader Program, Homecoming as well as the fall cultural events series, The Year of Languages, keynoted by documentary host and prominent journalist Robert MacNeil.

Abbott is quick to point out the hard work and dedication of many including fellow alumnus and SU director of media relations Richard Culver ’70. Programming help comes from the editors and technicians at PAC14, a local access channel partnership between SU and the community. “I am lucky enough to get the fun part,” she joked, “and that is meeting and talking with people whose passion in their area of interest shines through.”

Studios are located in the Power Professional Building on SU’s East Campus. SU on the Air, now in its second year, is an excellent way to get more in-depth information about the variety of exceptional programs being offered by University faculty, staff and students.

“There is always something wonderful happening on campus including many experiences you would not have the opportunity to experience elsewhere in the area,” Abbott noted.

If you are interested in tuning in to SU on the Air, consult the PAC14 Web site at www.pac14.org for program listings.
Since the early ‘90s students interested in TV production have found a home at SU. Under the driving force of Jerry Kiesewetter ’95 and other like-minded students, including Lucinda Bunting ’96, Scott Bassford ’95, Jeff Disharoon and Mike Lowery ’92, “Reel World Productions” (later SSU-TV, now SU-TV) became an entertaining and informative presence on the campus cable system.

Run in collaboration with SU’s Television Services, Communication and Theatre Arts Department, and Information Technology, SU-TV is student staffed and managed. In its early years, the station featured such varied offerings as the improv shows That Show and Upstaged, talk show Getting Sleepy with Jeremiah [Wilke ’99], game shows and even student-produced films and music videos.

The station also serves as an important learning tool for students interested in TV production. Through the years, faculty, including Tony Curtis, Frances Kendall, Haven Simmons and current advisor Andrew Sharma, guide students from classes such as Broadcast Journalism and Producing the News in the production of various news and information programs. What began as class assignments frequently inspire students to creativity and future careers.

These people lived in the studio and were wonderful at inspiring others.”

- Dr. Frances Kendall on past student television station managers
Student Radio Drive-By
by Jason E. Curtin ’98

Back in April, I was driving home from work one evening and flipped to the student radio station, WSXU, now being broadcast off campus on 96.3 FM. In the 20 minutes that I listened, I didn’t recognize one song nor did I understand any of the banter among the DJs. And it made me smile.

As a former student disc jockey and station manager, SU broadcasting across the area has been a long time in the making not just for me, but the countless number of alumni who began working for and supporting the student radio station since 1973.

According to Dr. Sylvia Bradley’s ’61 book Salisbury: From Normal School to University, WSSC (as the station was known back then) was the brainchild of two alumni: Steve Shriver ’74 and Alan Chertok ’74. Along with other early pioneers of the student radio station, Louis Schenker ’74, Gary Crouch, James Turri ’75, Robert Dunphy, David Finney ’77, Luis Luna and Rick Holloway ’76 to name a few, WSSC began broadcasting in a converted storage room in the basement of Manokin Hall. (The station would later move from Manokin Hall to Tawes Gymnasium and finally to its current location in the Guerrieri University Center.)

In those days, music, campus updates and news could be heard in the dining hall and in the residence halls. According to Dan Gladding ’78, a former WSSC DJ and later staff advisor, initial broadcasting on 730AM and 107.5 Cable FM had a strong presence with both students and Wicomico County residents through a simple hook-up between a cable splitter and receiver. Now, with the new low-powered FM transmission, a simple push of a button on your car stereo will do the trick!

Over the years, the station became a teaching tool for the communication arts faculty and would eventually broadcast athletic events, music, weather reports, public service announcements and talk shows.

While the call letters have changed over the years—WSSC, WSUR and now WXSU—one aspect hasn’t, the autonomy given to the students to program their style of music. College radio has always been a hotbed for independent artists and record labels. Student disc jockeys can stray from the “norm” and play a variety of music that the local commercial stations do not. The station plays music you’d expect to hear on a college scene—hip-hop, punk, rock, talk shows—all of which I’m sure not to recognize.

“We had some high expectations and goals for WSUR, and I am happy to say that the students who followed us kept those goals and even achieved some of them. It was quite exciting when I heard they went FM ... FINALLY!”

- Joyce Snyder ’96, past WSUR student station manager