

# WUSC explores musical genres through evening specialty shows

**KELLY McPHERSON** Features Editor

There may be few, if any, student organizations that are as under-appreciated by students as WUSC-FM 90.5.

The reasons for lack of concern some students have for the station range from its sometimes disorganized state to scandals and bad press and even to the fact that the station lacks a visual image.

After all, no one can see radio waves.

However, under the guidance of veteran directors like Station Manager Steve Gionfriddo and Program Director Bryan Alexander, WUSC is now in a position to more fully realize its

potential.

The current executive staff members say they have a strong commitment to the station's purpose and a desire to broaden its role in the USC-Columbia community.

WUSC's position is difficult because there are conflicting demands placed on the station.

As one of the last free-form stations in the nation, WUSC is locally famous for its diverse musical programming.

From 8 a.m. to 6 p.m., the station plays a combination of featured new music and selections by the on-air disc jockey.

Unlike commercial stations that feature singles, WUSC rotates entire albums, not just a few songs.

"You really have to work to hear

the same track twice," said Alexander, who is a junior.

From 6 p.m. to midnight, the station's programming consists of genre-specific specialty shows that range from jazz to metal and dance and country.

Promotion Director Shawn Fry jokingly refers to the two hour shows as "radio for a short attention span."

These primetime programs cater to fans of specific genres of music and to the station's loyal group of listeners.

Many of these shows focus on styles of music that are not commonly heard on other stations.

Genres like the blues, Celtic music, world beat, and Latin music are all showcased. In addition, other shows explore the underground of genres like punk, hip hop, dance and oldies.

Beginning next Friday, The Gamecock will have a weekly showcase of these unique shows.

In addition to musical specialty

shows, the station will be airing talk shows this semester focusing on everything from sports to community affairs.

Fry said he is most excited by plans for a weekly community talk show covering activities of student organizations both on the USC campus and other school organizations in the Columbia area.

Fry said he hopes that these new shows will allow the station to capitalize its unique ability to reach people off campus.

The WUSC staff and schedule for this semester are still looking for new members, and there are plenty of opportunities for students who want to get involved.

Weekly meetings are Thursdays at 7:30 p.m.

For more information, call the WUSC station office at 777-7172 or the DJ on air at 777-4165.

At right, a flier that was posted during the spring semester of 1996 when WUSC-FM 90.5 was in the midst of controversy. Among the students who helped lead the station out of these problems is the current station manager, Steve Gionfriddo, who is shown below. Gionfriddo is pictured below cueing up a record for his dance show. He said the specialty shows at WUSC provide the students at the university with a unique opportunity to gain exposure to different styles of music. He said these shows are an important part of the station's education goals.



Tyson Pettigrew The Gamecock

Traffic Director Scott Winter announces during his radio show at WUSC-FM. The station focuses on specific genres of music during the evenings and free formatted programming the rest of the day.



ROBERT WALTON The Gamecock

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