



WZND Alumni NEWS

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Illinois State University

WZND Kicking off the New Year with a transmitter, prestigious awards, and the same great friends!

Special points of interest:

- WZND has finally received a transmitter!
- IBA-U Conference moved to the Windy City this year
- Homecoming weekend, just in case you missed it
- WZND nominated for more awards!
- The 25th Anniversary of The Turkey Bowl... were you there when it all began?

WZND hits the air

After 30 years of hard work and dedication, WZND has finally received its well-deserved transmitter. WZND has taken over the air waves and is now a low power FM station on 103.3. All of this was possible due to the persistent efforts of Deb Lesser and Mark Hill. They collaborated with ISU and Dr. Larry Long from the School of Communication to achieve our long term goal. WZND has gone from current carrier waves, to cable fm, to streaming online and in the dorms, to now officially on the air.



Deb in the studio after the switch

Once we received the FM station spot we stunted for three days playing ISU's Fight Song, Joan Jett's "I Love Rock N' Roll", Queen's "We Will Rock You" (honoring when we switched to our Fuzed format). We began regular programming on September 27th at 1pm with senior deejays, General Manager Nick LeRose and Program Director Lindsay Colvin. The first song to play was Foo Fighter's "Learning to Fly". Both Lindsay and Nick have been involved with WZND since their freshman year and have watched it grow to what it is now.

IBA-U Conference in Chicago

Last fall IBA-U was held in Chicago on the Loyola University campus in the Corboy Law Center. The conference was a great chance for us to learn from and mingle with Chicago broadcast professionals. Silver Dome award winners were announced during the luncheon portion of the conference. WZND won a total of 9 Silver Dome Awards this past year. Our Public Relations Department won first place for Best Community Service Project. The project was the "WZND Turkey Bowl" which raised over \$1,000 for ISU Childcare Center. The Multi-media department won the award for Best Station Website. Lindsay Colvin won Best PSA as well as 3rd place for Best Radio Aircheck. Other awards won were 2nd and 3rd place for Best Radio Sports Story, 3rd place for Best Station Promotion, 2nd place for Best Radio Spot and 2nd place for Best Radio Promotional Campaign.



WZND Directors that attended the conference.



Alums Share Their Wisdom

Friday October 14th was the start of a WZND filled Homecoming and was dedicated to our wonderful alums. Friday afternoon we invited alums to speak on two different panels. One panel was about On-Air Careers, and the other was for Business Careers with a communication degree.

The On-Air panel included radio personalities Remy, Co-Host of Mason and Remy Morning Show on KSD-FM, and Chandler who is the midday host at I-Rock 96.7. Tom Barnas of WGN gave us his story on his surprising jump from radio to television. Founder of WZND, Rafe Sampson, talked about his company Sampson Media, and Julie Root Busse told us how she arrived at her prestigious position as network anchor and broadcast editor for the Illinois Farm Bureau.

Following the On-Air panel we heard from alumni who have made a name for themselves in the business side of the communication field. Kim Crouse talked about her path from the External Relations department at WZND to her current position as meeting coordinator for Maxvantage Meetings. Cuca Avila told us about how she has helped build up the Latin clientele as a Marketing Analyst at State Farm. Assistant State's Attorney in Dupage County Jen Lindt explained how she found her true passion in law, while David Becker, owner of Fast Signs in Arlington Heights gave us some great tips on networking in the real world. Zack Heydorn, of WXRT, told us about his time management skills and the challenges of being in charge of a large staff. Comedic relief was brought to the panel by Monte Rifkin (fresh off the set of Superman in Chicago) who talked about how his experiences at WZND affected his professional life.



Deb with Alums Zack, Brian, and Remy

The Panels were moderated by WZND alums and ISU Professors Laura Trendle Polus and Karla Huffman. Students were so grateful to have such fantastic alums take time out of their lives to give us a little taste of life after college. Thanks!

WZND Celebration at Firehouse

Homecoming was packed with events for our Alumni, and was special for the WZND family. It was a time for reminiscing and celebration because it was WZND's 30th Birthday.

Friday night we rented out the Firehouse Pizza and Pub. All alums were invited as well as current WZNDers and TV10ers to join in the fun. We had tons of appetizers, pizza and dessert. Of course, WZND deejayed the event and kept the party rockin' with great music. We set up a photo booth for alums to goof around with their favorite classmates and bring home a picture to remember the night. Everyone that came out was sent home with a personalized WZND picture frame (so they could hang those silly photo booth pictures on their refrigerators) and some WZND goodies to remind them of where they all started. Finally, we celebrated acquiring a transmitter and played a compilation of "Thank yous" recorded for Mark and Deb for all they have done to put us on the air.



Alumni enjoying the pizza and wings buffet

The place was packed with alumni from as far back as 1970 to as recent as 2011. It seemed the year you graduated did not matter, everyone blended together seamlessly as they discussed their old departments, memories and praised the lovely Deb for our new transmitter. The night highlighted the strong bond and opportunities that come with being a part of the WZND family. As the party came to a close, everyone left with smiles on their faces. Whether they were reuniting with old friends, or making new contacts for a hopeful future, everyone had a great time at the WZND Birthday Bash.

More Awards for WZND!

The College Broadcaster's Incorporated conference's 90th annual convention was held in sunny Orlando Florida this past October. The convention offered over 100 panels students could attend from 19 categories of communication fields. One of WZND's own was a National Student Production Contest Finalist. Chris Highland's "Track Coach Elvis Forde Spotlight" was nominated for Best Sports Reporting in the radio category. Chris is a sophomore majoring in Broadcast Journalism. He has been on WZND's News and Sports staff since Fall 2010. His accomplishment of becoming a finalist is more than impressive considering he competed against entries from all over the U.S.!

School of Com Tailgate

Turkey, sports and eye blacks give a glimpse at the atmosphere of the School of Communication tailgate that WZND sponsored during homecoming weekend. ISU Redbirds faced South Dakota University Coyotes winning 28-3. WZND broadcast our live sports show "The Red Zone" from the tailgate parking lot. Alumni who were on the WZND sports staff in the past were invited back to help sports director Joe Brand co-host the show. A total of 12 former sports staffers took time out to participate in the show. This included Chris Rongey, Steve Brandy, and David Korney among others.



The Tailgate with everyone wearing their WZND jerseys!

There was also a raffle of prizes being given away which included Mark Hill's very own homemade beer, a WZND bag set, signed ISU football and personalized WZND jerseys.

School of Communication professor emeritus Dr. Semlak began roasting turkeys at 5 a.m. for everyone to enjoy. There was also free food and drinks. Everyone was able to socialize with old teachers and other alumni. It was a great time!

So What Exactly is WZND's Format?



WZND's new lobby

It has been a great couple years for WZND and we have undergone some major transformations, the first change we made was our format. For the first time in 30 years, WZND has one format. As of January 20th, 2010, we are WZND Fuzed Radio! Our first song was chosen by Dr. Larry Long, Executive Director of the School of Communication—"We Will Rock You" by Queen.

Our fuzed format is a combination for many genres of music, including rock, pop, hip hop, country and classic rock. We play music from The Beatles to Bieber! In the radio world, our format is known as a shuffle station.

As you can imagine, changing the format at WZND was a huge undertaking. Bidding farewell to the Alternative Evolution and Z106 Jamz was an emotional moment. Our final song was "Put Another Record On" by Genesis. We knew that not only were we changing the music, but also the sound of the station, including all the station imaging and station ids. We changed the newscast times as well, moving news to the bottom of the hour six times a day.

We said goodbye to our old specialty shows and created new ones, including New Music Monday, WZND 4.0 (music to study by), The Red Zone (our sports talk show), Flashback Friday and Birds I View (an investigative news program). We also reorganized our office space, redecorated the lobby, and changed the logo, leading to a website update, new t-shirts and new letterhead. We've been really busy!

WZND Fuzed Radio has been very well-received. Requests are up and we find WZND playing on campus monitors in various locations. Our promotions and Street Teams have had tremendous response and participation. It seems our format change was long overdue.

How did this happen?

You may be wondering how this came about. Well, WZND's Director Staff is now enrolled in two radio management classes. New directors take 214 Radio Management where they learn about the structure of the organization and how media industry organizations work.

Returning directors take 314 Topics in Radio Management. In this course, students read books on leadership and management during the first part of the semester. During the second part of the semester, they function as a management team, analyzing the radio station for areas of improvement. After determining the most crucial areas, students research the problems and work on possible solutions.

The decision to change the format was the result of a 314 project. Students conducted research, surveyed students on campus, and made their recommendations to move from two completely different formats to one unified format. They outlined the steps that needed to be taken. They presented their findings to the radio staff. In the summer of 2009, the radio staff voted to carry out the changes.

This process was challenging, exciting and energizing for the staff of WZND, but it was not without obstacles. Not everyone adapts well to change. Resistance came from different places, including staff and deejays. The 314 class read "Who Moved My Cheese?" and while initially balking at my choice of book, they eventually began applying the content to our situation. As they began to explain the changes to staff and university officials and clients, their experience and confidence in their decision grew.

Overall, the format change has been very positive and proved to be a great choice for WZND staff and listeners. It has also been a wonderful learning experience. And it happened at just the right time. Our new format is perfect for our new frequency. Listen in at 103.3 and www.wznd.com!



Celebrating WZND's Birthday

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Friend WZND on:

Facebook– **Wznd Fuzed (Freddie Z)**

LinkedIn– **WZND Alumni**

Twitter- **@WZND**

Check us out on the web!

www.wznd.com



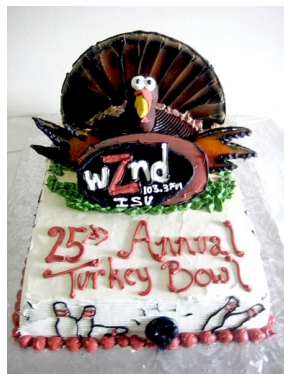
ISU's student radio has taken many names throughout the years, but one thing that has stayed the same is the feeling of family. Currently 103.3 WZND has hundreds of alumni that we want to keep in contact with. If you have not already, please e-mail us with your information so we can keep you in the loop with all things WZND.

Turkey Bowl Celebrates 25 years

Abe Voron Scholarship Recipient

On Sunday, November 6th, 2011, we hosted our 25th Annual Turkey Bowl fundraiser at Pheasant Lanes in Bloomington. All proceeds raised were given to the ISU Child Care Center. WZND has raised a total of nearly \$40,000 for the ISU Child Care Center and other charities over the past 25 years.

As always, we invited media professionals from the Bloomington/Normal area to participate in our friendly bowling competition. The nine teams that signed up to participate in this year's Turkey Bowl were comprised of media personalities and staff members from local stations. The friendly competitors included: 103.3 WZND, TV-10, The Daily Vidette, WZIM, B104, WBNQ, 107.7 The Bull, and WGLT.



The Amazing Turkey Cake!

Bowlers played three games, including the much loved "Crazy Bowl." During the crazy bowl game participants had to do weird tasks every frame. This included bowling blindfolded, and being tied to another player like a three legged race. The bowler with the lowest score out of everyone that participated received a frozen turkey and boxed stuffing.

Jessamyn Amezquita, Promotions Director at WZND was granted the Abe Voron Scholarship by the Broadcast Education Association on November 14, 2011.

The Abe Voron Scholarship is worth \$5,000 and awarded to one radio student across the United States. Recipients are required to be Communication majors with a focus in Radio. Applicants must submit a formal application, along with an essay identifying his or her individual accomplishments in radio, along with future career goals.



Jessamyn Amezquita

Amezquita was chosen for not only excelling in academics, but because of all her experience and contribution to radio. Amezquita is currently in charge of WZND's station contests, on and off air promotions, manages WZND's social media and promotional staff, and serves on the Management Council. Outside of WZND, Amezquita has interned with Clear Channel at WGCI and KISS FM in Chicago.