

MUSKINGUM

Commemorative Issue



WMCO Founder Harold W.
"Hal" Burlingame '62

WMCO Celebrates
50 Years of Innovation
1961-2011

On January 28, 1961, *WMCO* officially signed on the air as Muskingum's 10-watt FM radio station.



The founding staff of WMCO Radio

Fifty years and 1,300 watts later, WMCO has helped shape the academic and co-curricular lives of thousands of Muskies. Today, its signal reaches throughout Southeastern Ohio, and it continues to provide students with outstanding learning opportunities.

WMCO was the brainchild of Muskingum student Harold W. "Hal" Burlingame '62. Serving as WMCO's first station manager, Hal recruited a pioneering staff of 40 students.

A 10-watt transmitter in Cambridge Hall sent the signal throughout New Concord, bringing music, news, and sports programming to the campus and the town. The Muskingum Bookstore supplied many listeners with their very first FM radios.

In October of 1961, the Federal Communications Commission officially granted WMCO's non-commercial educational license via telegram from Washington, D.C. FM radio was just beginning its phenomenal rise in popularity, and WMCO was among the early group of FM non-commercial educational licensees.

“I remember thinking, ‘Wouldn’t it be great if we could have a Muskingum radio station operating over the air and open up broadcasting opportunities to students all across campus?’”

— HAROLD W. “HAL” BURLINGAME '62, WMCO FOUNDER;
CHAIR, MUSKINGUM UNIVERSITY BOARD OF TRUSTEES

FEBRUARY 7, 1961 THE BLACK AND MAGENTA
**Muskingum "Voice" To Echo
Everything From Carmen
To Play By Play Games**

WMCO-FM Jan. 1961

WMCO-FM The New Voice of Muskingum College, New Concord, Ohio -- 91.1 MC

Daily Broadcast Schedule

MONDAY - PM

4:00 Music for America
4:15 Music on Deck - Laurence Welk
4:30 Musical Matinee
5:00 Music from Canada
5:30 Dinner Music
6:50 News Headlines
7:00 Jazz Hour
8:00 Semi-Classical Music
9:00 Classical Music
10:30 News Headlines
10:40 Sign Off

TUESDAY - PM

4:00 Music, Music, Music
4:15 Call from London
4:30 Musical Matinee
5:00 Master Works of France
5:30 Dinner Music
6:50 News Headlines
7:00 Jeffersonian Heritage
7:30 Old Favorites
8:00 Semi-Classical Music
9:00 Classical Hour
10:30 News Headlines
10:40 Sign Off

WEDNESDAY - PM

4:00 Guest Star
4:15 The Navy Swings
4:30 Musical Matinee
5:00 The Pat Boone Show
5:15 Manhattan Melodies
5:30 Dinner Music
6:50 News Headlines
7:00 Jazz on the Potomac
7:30 Name Bands
8:00 Semi-Classical Music
9:00 Classical Hour
10:30 News Headlines
10:40 Sign Off

THURSDAY - PM

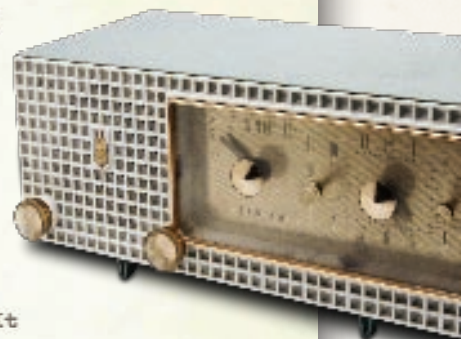
4:00 Lets Go to Town
4:15 Date Line London
4:30 Musical Matinee
5:00 Paris Star Time
5:30 Dinner Music
6:50 News Headlines
7:00 Show Time
8:00 Semi-Classical Music
9:00 Classical Music
10:30 News Headlines
10:40 Sign Off

FRIDAY - PM

4:00 To be Announced
4:15 All Kinds of Music
4:30 Musical Matinee
5:00 The Army Hour
5:30 Dinner Music
6:50 News Headlines
7:00 Show Time
8:00 Dance Party
11:30 News Headlines
11:40 Sign Off

SUNDAY - PM

2:00 London Forum
2:30 Here's to Vets
2:45 Music As You Like It
3:00 Opera Highlights
4:30 Semi-Classical Music
5:30 Sign Off



WMCO's first program schedule

Western Union delivered WMCO's official federal license in the fall of 1961

WESTERN UNION TELEGRAM

CTA34 P0120

SE014 COLLECT-52 WASHINGTON DC TO 915696E EDT-
MUSKINGUM COLLEGE-
RADIO STATION W M C O-NEW CONCORD OHIO-

COMMISSION GRANTED APPLICATION BLEID-342 LICENSE
TO COVER CPIDPER-449 WHICH AUTH NEW NON-COMM
ED STATION)-

BEN F WAPLE ACTING SECY FEDERAL COMMUNICATIONS COMY

BLEID-314 CP(91569-449 NON-COMM ED-
FEB 10 1961

Founding Memories: Building WMCO



Stephen Price '64 Reminisces...

Stephen Price '64 first met Hal Burlingame when both were working for WHIZ in Zanesville. "When Hal told me about the WMCO opportunity, I was attending Bowling Green State University and working for a station in Cleveland, Ohio," Stephen remembers. "I transferred to Muskingum so I could be part of the formation of WMCO.

"There are so many good memories from those days. Hal and I used to broadcast the news together every evening — we were the 'Huntley and Brinkley' of Muskingum. I had worked with some nationally known voiceover announcers in Cleveland, and they graciously recorded introduction and promo spots for us.

"Even though the bookstore was selling a lot of FM radios, not everyone on campus had one yet. So we also ran wire throughout the campus — in the steam tunnels, across the bridge, over the lake — and installed a convertor that would translate our signal from FM to AM and send it over the wires to the dorm rooms."

Excellence in communication has long been a part of the Muskie heritage. Alumni from the early 1950s can recall speech classes that included radio broadcasting using low-power transmission signals. Carol Scott Carlson Alley '54 remembers, "Although there was no licensed radio station when I attended Muskingum, there was a station of sorts in Cambridge Hall, which was beamed into the dormitories for a few hours a day. In the radio class, we were taught to run the board, spin the very large disks, and write news and advertising copy. On campus we called it WMUS."

When Hal Burlingame arrived on campus in the late 1950s, he was intrigued by the tiny Cambridge Hall studio room and control board.

A high school orator, Hal gained early experience in radio and television broadcasting through his summer job at WHIZ in Zanesville.

Hal visited then-President Robert Montgomery, proposing a station that would use the brand new medium of FM radio. He received permission to move forward, and then, he remembers, "the real work began."



WMCO Radio control booth, c. 1960s



1967-68 Staff: (First row) Bob Hoover, Ann Marshall Saunier (Muskingum Trustee), Bill Matthews, Donna Brevak, Pete Roulan, Holly Blowers, Bob Abernathy (Second row) Ted Griffin, Jim Haddock, Dr. William Schultz, Denny Tozser, Jan Wright, John Van Fleet, Bob Gump

“I convinced some friends to join me, including Stephen Price ’64, who became the first program director, and Dave Kennett, who became the first station engineer. We tracked down a hand-me-down transmitter from Kent State University, built and wired an antenna, recruited a staff, and gathered records.”

In 1961, FM radio was just beginning to be discovered. “Because so very few people owned an FM radio at the time,” Hal recalls, “the bookstore agreed to stock and sell them. I remember buying one for about \$19 so that my mother, who lived north of New Concord, could tune in.

“The Muskingum administration’s rules for WMCO allowed us to broadcast news, sports, and classical and ‘popular’ music — but no rock and roll. My job as station manager — and music policeman — provided me with my first real experience in business management! We didn’t have access to any wire services at that time, so our programming relied on what we could produce

ourselves, supplemented occasionally with taped educational broadcasts from other sources.

“We put together a remote system so we could broadcast live play-by-play from the football games. Our sports coverage made us very popular very quickly — everyone in the area was excited about the 1961 Muskie championship football season.

“It was in 1962 that WMCO really established itself,” Hal says. “The world’s media attention was on New Concord when John Glenn first orbited the earth. Famous national broadcasters of the time — from CBS, NBC, and ABC — came to campus and used WMCO’s studios. We spent a lot of time with them. They were there for nearly a month, as the rocket launch kept being delayed, and some stayed on afterward to cover John’s New Concord homecoming parade. John’s father called to tell me that his plane was landing, and our WMCO staff broke the news of his arrival.”



WMCO Broadcast Marathon, 1969



WMCO founder Harold W. Burlingame '62 and first program director Stephen Price '64 broadcast an Alumni Air Shift during the 40th Anniversary Celebration (2001)

WMCO *Timeline*



1961

WMCO signs on the air for the first time — with 10 watts of power at 91.1 megacycles — led by Founder and Station Manager Hal Burlingame '62 and Program Director Stephen Price '64.



1970

WMCO changes its operating frequency to 90.7, becoming known as "The Hot Spot" — radio terminology for the location on the dial with the clearest signal.

Mid-1970s

Muskingum College TV begins broadcasting.



"WMCO provides excellent skills for the future!"

— ANDREA CASE '11

“The opportunities are endless. Once you complete training and shadowing, you get to immerse yourself in your own radio show and prepare yourself right away for a future career in the broadcast industry.”

— J.J. MICKEY '11



1981

WMCO receives FCC permission to raise power: a new 1,300-watt transmitter is installed.



1990

The Associated Press Broadcasters honor WMCO for “Outstanding Sports Operation.”

1987

WMCO begins stereo transmission.

1994

WMCO's first Digital Audio Delivery (DAD) system is installed.



WMCO *Timeline*



Summer Blast-Off '01 was WMCO's first full summer of programming



Sandra Wolfe Thompson '61 shared reflections during WMCO's 40th Anniversary Celebration



1996

WMCO increases its offerings of syndicated public radio programming through its new Public Radio Satellite System equipment.

2001

WMCO celebrates its 40th Anniversary and launches its first summer-long program schedule — highlighted by its live broadcast of the Division III Softball World Series, which concluded with the Lady Muskies winning the national championship.

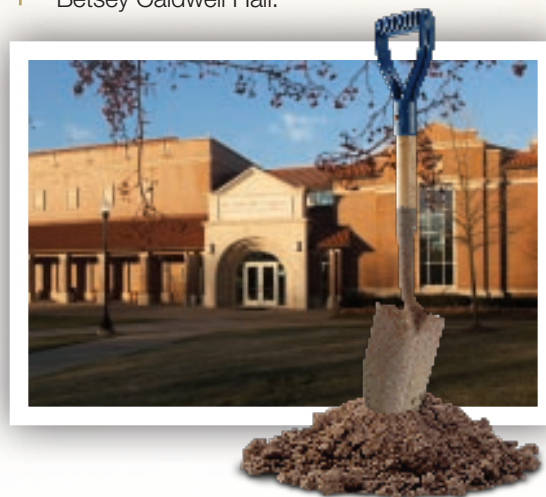
1998

WMCO becomes known as “**The Orbit.**” Extensive on-location coverage of John Glenn’s return to space flight aboard the space shuttle Discovery yields two Associated Press Broadcasters Awards for “Best Continuing Coverage” and “Best Use of Sound.”



2002

WMCO begins 24/7/365 operations. Muskingum breaks ground for Philip & Betsey Caldwell Hall.



“I will cherish forever my experiences and friendships at WMCO!”

— KAYLA KUZNICKI '12

“Joining WMCO has been one of the best things that I have ever done.”

— KATIE SIMMS '13



2003

WMCO signs off in Cambridge Hall for the last time at the close of the fall semester.



2009

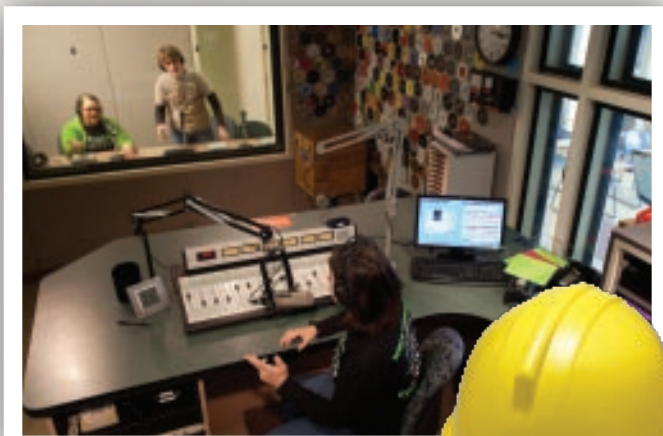
Upgrades to the DAD automation system and a new more energy-efficient transmitter allow WMCO to begin digital Radio Data Service transmission.

2004

WMCO broadcasters don hardhats and sign on in January from the new Geyer Studio in the Burlingame Communication Center, as construction workers complete final work around them in Philip & Betsey Caldwell Hall. The new facilities are dedicated in October.

2010-11

WMCO's 50th Anniversary Celebration began at Homecoming 2010 and continues on Alumni Weekend, June 17-18, 2011, with Alumni Airshifts and a Radio Drama Production. Contact Dr. Lisa Marshall, station manager: wmco50years@gmail.com or 740-826-8189.

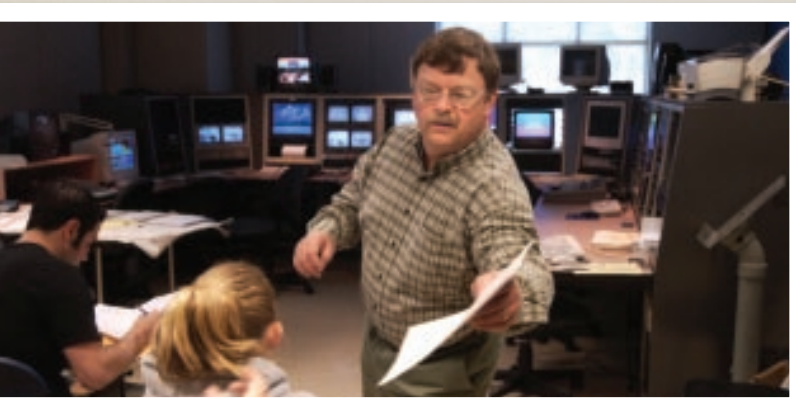


WMCO 

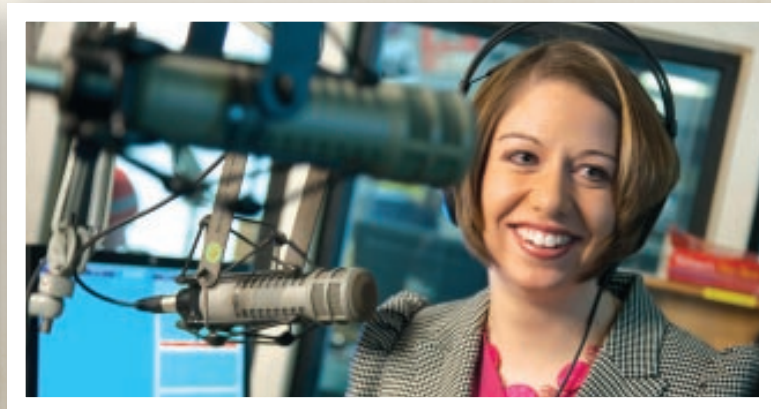
50 years of innovation

Join us as the celebration continues!

WMCO Today: The Orbit



Dr. Jeffrey Harman, director of broadcasting and professor of Communication



Dr. Lisa Marshall '03, WMCO station manager and assistant professor of Communication

WMCO today plays an important role in Muskingum's continuing tradition of academic excellence, providing professional-level communication opportunities and real-world broadcasting management experiences to students from all majors. Fifty students serve on WMCO's 2010-2011 staff.

Headquartered in the state-of-the-art Burlingame Communication Center in Philip & Betsey Caldwell Hall, **Orbit Media** encompasses:

- **WMCO 90.7** ~ Airs 24/7 from the Geyer Studio and provides Southeastern Ohio with music, news, and sports. Programming emphasizes newly released, non-mainstream music; live varsity sports broadcasts; and "Muskie Sports Blast" nightly sports talk.
- **Orbit TV-6** ~ Airs through the New Concord cable system. Showcases student-produced programs and offers regular coverage of student government and local government.
- **Orbitmediaonline.com** ~ Orbit Media's Web presence includes radio and television programming guides, community information, and the *Black and Magenta* online.
- **DMD** ~ The interdisciplinary major in **Digital Media Design** combines Muskingum's strengths in communication, broadcasting, art, and computer science. At its inception in 2007, Professor of English Alan Chaffee characterized the new major as "**much like the liberal arts itself – integrative, expansive, and infused with imaginative energy.**"



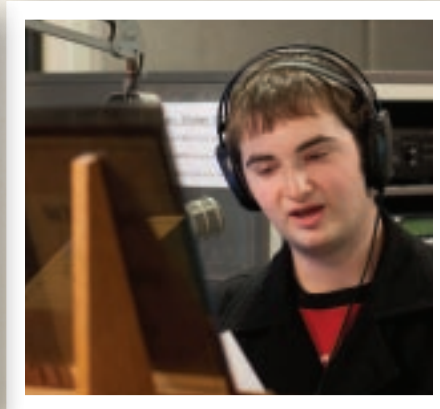
Program Director *Evan Daniel '12* is double-majoring in history and music: "WMCO has provided me with so many important experiences and opportunities, allowing me to develop skills that will serve me well no matter where my interests and career paths take me. I wouldn't trade a minute of the time I've spent at WMCO — and it's truly an honor to be part of the 50th Anniversary Celebration!"

“The passion staff members have for the station rubs off on anyone who walks into Caldwell Hall. When I started, I knew nothing about radio, but when I met the people involved with WMCO, I immediately wanted to learn and become part of it.”

— JESSICA BERARDINO '11



Sean Smith '14 and Andrea Case '11



Jordan Stewart '13



J.J. Mickey '11

As part of the Department of Communication, Media, and Theatre, **Orbit Media** is led by Muskingum faculty members:

- **Dr. Lisa Marshall '03**, WMCO station manager and assistant professor of Communication. As an undergraduate, Dr. Marshall was WMCO's 2002 program director.
- **Dr. Jeffrey Harman**, director of broadcasting and professor of Communication. Dr. Harman joined Muskingum in 1984, guiding both radio and television as WMCO station manager until 2001. Dr. Harman's mother, Jean Margaret Bryce, attended Muskingum in the 1940s.
- **Dr. Tom German '93**, assistant professor of Digital Media Design and coordinator of the DMD interdisciplinary academic major. As an undergraduate, Dr. German was WMCO's program director in 1991 and 1992 and operations manager in 1993.

The **Burlingame Communication Center** provides our students with state-of-the-art, hands-on learning opportunities: television and radio studios, digital media workstations, digital video editing suites, computer-aided design laboratory, and professional-grade sound, video, and graphics software. Burlingame Communication Center facilities include:

- The Geyer Air Studio
- The Stupar Interview Studio
- The Anderson Radio Classroom
- The Ellis Music Library
- The Fine Television Studio
- The Cooper Television Studio/Classroom
- The Bullock Newsroom/Editing Classroom



Orbit TV-6



Sara Shallcross '13

MUSKINGUM

UNIVERSITY

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The 2010-2011 staff of WMCO



WMCO
50 years of innovation