

SEGUE

Past, present and future of WSIE

By Amanda Cooper
For the Intelligencer

On this week's episode of Segue, Southern Illinois University Edwardsville's weekly radio program exploring the lives and work of the people on campus and beyond, College of Arts and Sciences Dean Greg Budzban, PhD, interviews Bob Madoux, SIUE alum and former WSIE employee, and Jason Church, WSIE general manager.

Although he studied mathematics during his undergraduate days, Madoux developed a passion for broadcasting after he was hired as a WSIE student worker. During his career, he spent 42 years at KMOV-TV in St. Louis as an audio and communications maintenance engineer. This week's episode will focus on Madoux's career, along with the history and

HOW TO LISTEN:

When: This episode of Segue airs at 9 a.m. on Sunday, Nov. 3.

Where: Tune-in to WSIE 88.7 FM The Sound or siue.edu/wsie.

future of WSIE as the station approaches its 50th anniversary.

"Bob, you were here when the lights turned on at WSIE," notes Budzban. "How did that happen?"

"During my sophomore year, I was in a biology class," responds Madoux. "There was a sign asking for help at broadcast services, and they said anyone would be welcome. I remember thinking, 'Gee, I'm anyone,' so I went and found myself welcome. That was the beginning of my interest in broadcasting."

"What did that job

entail?" inquires Budzban.

"Basically, I ran the board and taught the operators how to patch various tape recorders into the system," explains Maddox. "I helped with productions while performing many odds and ends. It was a lot of fun."

WSIE went the air on Sept. 4, 1970. Around 6 a.m. in the morning, Madoux turned on the transmitter and assisted Walt Bowen with the station's first-morning show.

"This has to be some great history for Jason to learn as general manager," says Budzban.

"Without a doubt," agrees Church. "I've listened to this station since I was eight years old. Currently, we're working on our 50th-anniversary project."

"This is now your second year as general manager," says Budzban. "WSIE is all over the St.

Louis metro area and is clearly a big piece of culture here."

"Our signal now goes well beyond St. Louis and into St. Charles and even Jefferson County," says Church. "We've got a lot of listeners who are grateful that we're around, because we're the only source in St. Louis on the FM dial for jazz and blues."

"My predecessor, Steve Jankowski, switched the format of the station from traditional jazz to a mixture of traditional and contemporary jazz with blues and light R&B. Along with this, our audience has grown beyond comparison to where it was before, which is fantastic."

"It's wonderful to have the classics along with some contemporary music, and we also feature local artists," notes Budzban. "Bob, after graduation, you had a

long career. Can you tell us about that transition?"

"I had a number of jobs," responds Madoux. "One of them was being an inspector tester at Basler Electric in Highland. In my spare time, I would go to some of the St. Louis radio and TV stations to observe. One evening, I was in the KMOV-TV studio when the technical director walked over to me, said that they were shorthanded and I was hired."

"I started working there part-time, and they hired me full-time the following year. I saw the end of film for news and the rise of the electronic newsgathering."

"Jason, please tell us about some of the events planned for the radio station," says Budzban.

"Over the last few years, we've been getting involved with local jazz festivals," says Church.

"More information about those annual events will be upcoming on-air and on our website. Last year, we also started programming with the Edwardsville Tigers high school football team. You can hear their games on air on Fridays of the football season, and we look forward to Cougar basketball this winter and baseball games on the air next spring."

In addition to these events, the station is planning a 50th-anniversary gala to take place in 2020. The gala will give WSIE an opportunity to meet with listeners, discuss current station programming, and raise money to keep programming on air. WSIE wholly relies on sponsorships and listener donations to operate. To donate or learn more about WSIE, visit siue.edu/wsie/donations.shtml.