

# THE MICHIGAN BROADCASTER



Editorial

April 2013



## National High School Radio Day

By: Pete Bowers, WBFH-FM, Bloomfield Hills Public Schools

Four Michigan high school radio stations participated in the second annual High School Radio Day (HSRD) April 24 including: WBFH, Bloomfield Hills; WSDP, Plymouth Canton; WLHS, Lowell; and WCHW, Bay City.

HSRD was created to bring awareness to high school radio stations nationwide and encourage people to listen to the programming option high school radio stations offer. Details about the event can be found at

<http://www.highschoolradioday.com/>.

I think our second "day" was very successful with 21 more stations participating this year and seven new states being represented. Some of the stations did some fun events that day to bring awareness to the station and the service high school radio stations provide the community. One station from Knoxville, WKCS, was featured on their local TV station...very cool! The State of Indiana resolution was also very exciting. Personally, being interviewed by Billboard was a big thrill for me...a first!

In the end, the 2013 HSRD ended with 52 participating stations, 21 more than last year, from 23 states, seven more than last year. HSRD was endorsed by three national organizations: College Broadcasters, Inc. (CBI), College Radio Day (CRD), and Intercollegiate Broadcasting System (IBS) and one state organization, Michigan Association of Broadcasters Foundation (MABF). There were articles about HSRD in Radio World, All Access, Chicagoland Radio and Media and Radio Survivor.

Also new this year, HSRD Founder [Pete Bowers was interviewed in Billboard](#) (Page 4) by Mike Stern, columnist for the Top 40 newsletter and former high school radio broadcaster. Several improvements were made to the HSRD

website: The homepage was updated to include a Twitter feed, a countdown clock, a scrolling marquee, a photo montage and two new pages: "Listen to H.S. Radio" with links to online streams of high school radio stations and "Notable H.S. Radio Grads" with lists of those who have made a career in a media field, getting their start on a high school radio station.



To help participating stations with copy for the day's broadcast, three new documents were created: "Top 10 Reasons to Listen to a High School Radio Station", "High School Radio Facts" and "HSRD PSA".

In Indiana, A CONCURRENT RESOLUTION recognizing April 24, 2013, as High School Radio Day.

***Whereas,** On April 24, 2013, all high school radio stations should celebrate their existence;*

***Whereas,** Unfortunately there are relatively few high school radio stations throughout our state and nation, with only a small percentage of high school students able to work on these radio stations;*

***Whereas,** Terrestrial and Internet-only radio stations around the country will be included in this celebration on April 24;*

***Whereas,** WNAS Radio, 88.1 FM, has been broadcasting live from New Albany High School since May 1949, making it the first FM high school radio station to be licensed by the Federal Communications Commission;*

***Whereas,** High school radio stations prepare students for future jobs in communications, teach them management skills and how to deal with people, give them practice in public speaking, and help provide community services to cities and towns; and*

***Whereas,** Students and advisors are uniting as one on April 24, 2013, to celebrate the accomplishments of high school radio stations throughout the country: Therefore,*

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*Be it resolved by the House of Representatives  
of the General Assembly of the State of Indiana,  
the Senate concurring:*

***SECTION 1.** That the Indiana General Assembly recognizes April 24, 2013, as High School Radio Day to acknowledge the services performed by the students and advisors involved with high school radio stations.*

***SECTION 2.** That the Principal Clerk of the House of Representatives transmit a copy of this resolution to the Operations Manager at WDSO, Chesterton High School.*

Thank you to those that registered. I think this second HSRD was a success. It's like making a snowball. It's small in the beginning but start to roll it down a hill and it will get bigger and bigger with time. I definitely think that this should be an annual event. We have a year to make the third one even better! In the meantime, I encourage you to register for College Radio Day (<http://www.collegeradioday.com/>). I also encourage you to "Like" our Facebook and "Follow" our Twitter. That way, we can stay in touch year round.