

A variety show

State Street Radio Rodeo, a music-variety show featuring folk musicians, storytellers and other performers, will be held at 3 p.m. today at State Street Church in Portland. Performers include the Crooked Stove Pipe Band, Salem Street, storytellers Martin Steingesser and Nancy Tyndall, and others. The Radio Rodeo will be taped live and broadcast next Sunday (Nov. 4) on WMPG-FM (90.9). Admission \$1. Food and beverage will be served.

Maine Sunday Telegram, October 28, 1984

8E 7, 1985

Maine Sunday Telegram, January 27, 1985

Variety show

The State Street Radio Rodeo, Portland's "almost live" variety and musical radio show, is being held at 3 p.m. today at State Street Church. Performers include Jim Scott of the Paul Winter Consort; the Munjoy Hillbillies; Jennifer Caven, and storyteller John McDonald. Adults \$2; seniors \$1; kids free.

Broadcast on WMPG-FM

"LAS COMADRES"

LISTEN TO LATIN MUSIC, NEWS &
CULTURE SATURDAYS 4 TO 6 PM
WMPG 90.9FM

American Journal Feb. 25, 1987

World Radio, From USM

WMPG radio, broadcasting at 90.9 FM, the "Radio Voice of the University of Southern Maine," plays a range of world and ethnic music. Scheduled shows: Tuesdays, 4-5 p.m., Persian and Eastern music, hosted by Reza Jalali; 7:30-10 p.m., contemporary German music, Joel Spencer; Wednesdays, noon-2 p.m., world music, hosted by Kathrine Rhoda; 2-4 p.m., Latin American music, "La Nueva Cancion y de Mas" William Hernandez; Fridays, noon-2 p.m., reggae, with Sister Sharon-Rose; 5-7 p.m., world music, hosted by Fran Langford; Saturdays, 8 a.m.-noon, reggae, Richard Cooke; noon-1 p.m., Cambodian music, hosted by Sambo Sak; 1-2:30 p.m., Latin American music, Louis Rocha; 2:30-3 p.m., African music, Louis Rocha.

New program director

By MARK GRIFFIN
Free Press Staff

LAURA Smith of Falmouth, a senior majoring in communication, was appointed WMPG's new program director this past week, replacing Bill Heyer, who resigned for personal reasons. Smith was formerly assistant program director at WMPG.

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December 8, 1986

WMPG, from page 1.

She arrived at the Gorham-based USM student radio station one and a half years ago knowing very little about radio but willing to learn and wanting to work with people.

Chief among Smith's new duties at WMPG is to increase the awareness raising drives and offering a free program guide at the station.

"The biggest problem WMPG has," she said, "is the lack of awareness on the part of students that an alternative local radio station exists. In terms of community listener-ship, we have a strong listening audience. The listeners we hope to reach are students living in the dormitories."

She continued, emphasizing WMPG's alternative programming. "We are not a station that plays only one type of music," she said. "WMPG does cater to almost every musical taste, offering the best of rock, reggae, folk, blues, dance and jazz, as well as a continuous news program with student announcers reading the day's news."

Although Smith is a senior communication major focusing on the media, she is not sure whether radio will be a career for her. "I enjoy management and working with people," she said. "I may move into television production."

Whatever Smith decides to do later on, she is now very busy with WMPG, where she not only functions as program director, but also hosts her own radio program, "Circle Round," on Tuesdays from 2 to 4 p.m. She is also busy implementing the awareness drive (with her assistant, Tom Reynolds) and beginning application preparations for WMPG's biggest move forward yet, the proposed power increase from 50 to 1,000 watts.

Smith said she has adjusted favorably to her position as program director and "works very well with the executive board" and hopes to "make us all a more cohesive, contained unit working together."

LOCAL RADIO TALK SHOWS

PORTLAND MONTHLY

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BY MICHAEL HUGHES

THE STATIONS & SHOWS

WMPG 90.9 FM

WMPG, as a University of Southern Maine-sponsored public-interest radio station, is able to function with one foot in the marketplace and one foot in the realm of the ideal. Perhaps more than any other station, this station has adopted a format which reflects a

creative, grassroots approach to local programming.

Licensed by the trustees of the University of Southern Maine as a non-commercial, educational radio station, WMPG serves as a training ground for students interested in broadcasting careers. The station also serves as an interface between community and University activities—Music Department recitals, Stonecoast Writers Conference readings, and guest visitors' lectures. It is also perhaps the richest source of alternative music programming in the area with jazz, classical, folk, reggae, pop, rock n' roll, women's music, and variety music shows, almost all locally produced. If WMPG is successful in its current fundraising drive, it will soon up its power and be able to reach Portland clearly.

"With commercial radio so tied to mass audience appeal," explains manager Peter Twichell, "it just can't afford to have the kinds of shows that we are really free to have. I think that the only way to make a talk show really interesting is to have someone with a really clear message. That often means someone who is fairly controversial. It's OK with us if our talk shows are only listened to by a small segment of the audience. But a commercial radio station is not free to do that.

For us, the most important element of talk shows is their ability to address social, especially local issues. Our talk shows help satisfy what we see as a requirement. They give us a chance to bring local people in and issues out.

WMPG's talk shows include "Saturday Morning Rag," hosted by Michael Bacon on Saturdays from 8 a.m. to noon; "Talkin' Baseball," a year-round baseball chat show with host Steve Hirshon (Friday afternoon from 5:30 to 6); "Las Comadres," a two-hour Latin news, music, and culture show on Saturdays from 4 p.m. to 6 p.m.; and a variety of short programs weekday mornings from 11 to 11:30.

WGAN 103 FM

WGAN markets to two different audiences: Its FM station is targeted to adults 18-34 years old, and its AM station is targeted to the 25+ adult. The differences are reflected, as general manager Susan Robinson notes, in terms of "news content, public service involvement, types of promotion, and the types of people we have on the air. It's like running a haberdashery and a fruitstand."

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