

ALUMNI PROFILE

Plymouth-Salem Class of 81

Where has life taken you since you left WSDP and PCEP?

I graduated from Plymouth-Salem in 1981. I went to Michigan State University. I worked as midday talent and production direction for a couple of AC radio stations in northern Michigan. Did a part-time shift at WJIM in Lansing, and then went to graduate film school at USC in Los Angeles in 1993. I worked in the film industry for a few years and became frustrated with my lack of progress. I was represented by Writers & Artists as a screenwriter, but I wasn't earning a living. What I really wanted to do is write. When a position became available at Radio & Records — the trade publication that had been reading since I worked at WSDP — I jumped at the chance. I am a staff writer/reporter for Radio & Records. I get to combine my first love — radio — with my love of writing. I talk to radio people from all over the United States every day. When I get up to go to the office every morning, I hum "hi-ho, hi-ho."

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SARAH VANCE



What do you enjoy doing in your spare time?

I work on screenplays, but now it's just for fun rather than for profit. And I volunteer with a group called Writegirl.org — a group of professional female writers who mentor at-risk inner city girls between the ages of 13-17 to find their voices and write. It's very empowering. We're in our fifth season and we're very proud of having a 100% success rate — all of our girls have gone on to college.

What is your favorite memory of your time at the station?

My favorite memories of WSDP — other than working my on-air shift and all of the many pranks and practical jokes that went on behind the scenes at WSDP, are of the field trips that John Seidelman arranged for us during my senior year. Mr. Seidelman was much more excited about the trip we took to WJR — but it was

the WRIF trip that stands out in my mind. It was when AOR stations were dominating the radio scene, WRIF owned Detroit — Arthur Penhallow and Ken Calvert were all I ever listened to in high school. I worshiped them like the gods of radio that they were. Before the field trip, I planned what I was going to wear for a week. And then we all loaded into Bill Guthrie's car — which I believe was like a '71 Olds Cutlass — worth about \$300 but with a \$1200 stereo system. (Bill always had his priorities straight.) And we drove up to Southfield with .38 Special's "Hold On Loosely" blaring loudly and with all the windows rolled down, feeling like we were the coolest most happening kids in the world. Bill was the funniest person I ever met. My fondest memory was during the first (I think) WSDP fundraising auction — we were trying to drive up the bids on things and were bidding on stuff we didn't want — and he ended up

purchasing some hand-knit baby clothes. I remember laughing so hard that I was crying.

Why was being involved at WSDP important for you?

The size of PCEP was overwhelming to me. I was a geeky and awkward teenager. I never really fit in with the "Jocks" or the "Freaks:" who dominated the social scene at the time. I wasn't really interested in the radio station when I was a freshman; it was my best friend who talked me into going to the informational meeting. But I stuck with it after she lost interest — perhaps because radio is a good place for someone who feels like wallpaper to make their mark — people can hear your voice yet you still feel a little bit anonymous. The four guys I hung out with at WSDP — Rick Johnson, Bill Guthrie, Ed Sneddon and Ross Rhinehart — were the best friends a geeky girl could have. I still think about them and wish I'd kept in touch.

What advice would you give to current students?

I think this is such an exciting time for radio. Things are changing — and yet some parts of the radio business never will. One of my favorite columns that R&R Street Talk Editor Kevin Carter did recently was to interview successful radio people across the US who are at the top of their game about the biggest mistakes they ever made in their careers when they were first starting out. It was amazing because as a rule — everyone had started out in radio in the same way. They had found a small radio station where they could be a jack-of-all-trades and they had made themselves useful. They did traffic, sports, overnight shifts, took out the garbage, changed light bulbs and drove the promotions vehicle — which could be anything from a van to a VW — depending on the size of the market. Some of them had made incredibly huge and embarrassing mistakes, things that in some cases got them fired — but they had all gone on to be very successful. I think when you're first starting out you have to take every opportunity you can find. Do things that you know you aren't good at. Make huge mistakes. Take big risks and fall flat on your face. It won't feel like it now, but years from now you'll be so glad you did. And it'll make your success, when it happens, even sweeter.

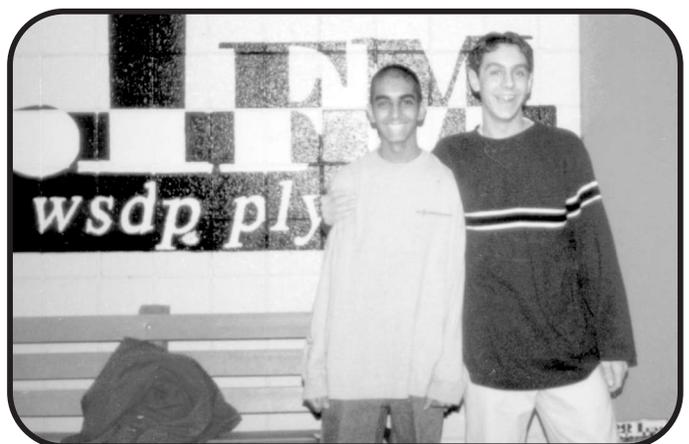
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Local Real Estate Company to Assist WSDP in Raising Funds

Michael "Scott" Shay a 1985 graduate of Plymouth Salem is a real estate agent for Financial Network Realty, Inc. He was not surprised that he was able to convince his boss to offer WSDP a \$250 financial donation in the name of any teacher, parent, or alumni of Plymouth/Canton school district that buys or sells a home in metro Detroit for at least \$150,000 using FNRI as their agent. His company is allocating \$10,000 for this program.

Scott's boss, Raymond Velasco is also the president of Financial Network Mortgage Corporation. Scott said, "Ray is a strong supporter of Education." Ray received from the Livonia Education Association the "Friend of Education Award" in May 2003. He was recognized for his efforts to educate Livonia Public School students on starting a business and the message he delivered was "The best learning comes from our mistakes." His mortgage company also donated to teachers in various communities copies of "Where There's A Will There's An 'A' learning program. This 6 CD program helps students become better test-takers, boost their study skills, increase their memory power and give effective oral presentations. The program also helps students improve their note-taking ability, avoid academic "burn-out" and reduce stress. Our company believes "Our societies wisdom comes from our senior citizens and our future comes from our children. Helping others is just a way of giving back."

If you would like to receive helpful information on buying, selling, financing, or refinancing just visit www.callfnmc.com for mortgages and www.FinancialNetworkRealty.com for real estate information.



Shripal Shah and Gershon Leventhal outside 88.1FM's studio in 1999