

ALUMNI PROFILE

Plymouth-Salem
1982

Favorite Radio Format: Country

Favorite Artist: Rascal Flatts

Favorite Song: Life Is a Highway

Favorite Movie: the Matrix

Favorite TV Show: Sons of Anarchy

Favorite Book: The Bible

Hobbies: Reading, writing, photography, videography, flying, anything with my kids, and road trips on the Harley.

Jeff Schmidt



Where has life taken you since you left WSDP?

I went to Michigan State University. Because of my WSDP experience, I was able to bypass the college radio station and get a job at WITL in Lansing. (MidWest Family) After a year, I was at the right place at the right time as the News Director took a leave of absence that became permanent, so I became the News Director.

From there I moved Oshkosh WI to be the program and news director for an AM/FM combo that was owned by the same company as WITL. While in Oshkosh we had a new GM come in and thought I would be good in sales. So I was on the air from 5-9a and selling from 9-5. After 5 years in Oshkosh I went to Milwaukee to be the Mid-Day talk show host for Hearst Radio corp. After 2 years in Milwaukee I went back to MidWest Family Broadcasting as Director of Sales for the St. Joe/Benton Harbor, MI cluster of radio stations. After 2 years in St. Joe, I went back to Oshkosh to be the VP/GM of a 7 station cluster.

In 1997 Cumulus Broadcasting bought our company and I became the Regional Vice President for the Cumulus Markets in Wisconsin. After 17 years with Cumulus I joined legendary sales trainer, Chris Lytle in a partnership to train broadcasters and sellers in every industry. After 2 years with Chris the Radio Advertising Bureau hired me to become the Senior Vice President of Professional Development. I'm responsible for all the content, training and certification courses as well as in-person training in throughout the year. (RAB.com)

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

Having the ability to be goofy with people who had a passion for music, radio, and communications. Creating fun content on the air, and having the ability to "get out" of history class from time to time because the station needed me.

Why was being involved at WSDP important for you?

Having the ability to be on air, and learn all the facets of the radio business while in high school solidified my passion for the business I've spent my entire professional career in. I always "thought" I wanted to be in radio, but my experience at WSDP proved it to me. My experience at WSDP also gave me an advantage over my peers in college and gave me at least a 3 year head-start into commercial radio rather than having to spend time in the college station.

What advice would you give to our current students?

Radio is alive and well, despite what you might read in some places. Radio reaches 93% of the population. Radio is the number one source for new music discovery, and the greatest resource for information that is both location relevant and time sensitive. I'm sitting in an industry board meeting as I write this, and the last hour,

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the biggest names in this business have been discussing how we can recruit YOU into the business. There is a tremendous opportunity for people who have a passion for Radio both on-air and in the business-side of radio. Sales, etc.

Try everything at WSDP, develop your talent and your passion for the part of the business you love, then go out and do it. There have never been more opportunities for young, experienced, passionate people to take this industry to the next level. WSDP is preparing you for a fantastic career that is fun and very rewarding.



Alex Aresco and Michael Adzima get ready for Canton Football in the State Semi Finals. Canton lost to Detroit Cass Tech 48 to 41 in game that was delayed to allow extra time to plow snow from the field



Plymouth Canton Community Schools Interim Superintendent Monica Merritt interviews two students from P-CEP's award winning Culinary Arts program

Shopping at Holiday Market, Kroger and Meijer helps WSDP

Your purchases at Holiday Market, Kroger and Meijer can help 88.1 The Park raise much needed money for the station's operation.

Last year 88.1 received over \$700 in donations from these three stores. Thanks to each of them for their generosity.

If you already shop at Kroger, go to krogercommunityrewards.com to sign up and begin earning money for 88.1FM. Our organization is listed as WSDP RADIO - PLYMOUTH-CANTON COMMUNITY SCHOOL and our organization number is 84323.

If you shop at Meijer we can receive cash rewards from your purchases. Joining Meijer Community Rewards is free and can be done online at Meijer.com/rewards. We also have an application we can mail you if you prefer to use snail mail. Our six-digit code for supporters to use when joining is 706339

You can also support WSDP through your purchases at Holiday Market. Get a Holiday Market Shoppers Card. Once you have a card go to www.escrip.com or call 1-800.931.6258. Register your card and select WSDP. Our group number is 500043900 and is listed as Canton Community Foundation since they serve as our financial fiduciary. Once you've completed the registration a portion of your total purchases will go to WSDP.

Top of the Charts on 88.1 The Park

Twenty One Pilot – Stressed Out

Rachel Platten – Stand By You

Selena Gomez – Same Old Love

Justin Bieber – Sorry

Shawn Mendes – Stitches

Adele – When We Were Young

Justin Bieber – Love Yourself

Charlie Puth – One Call Away