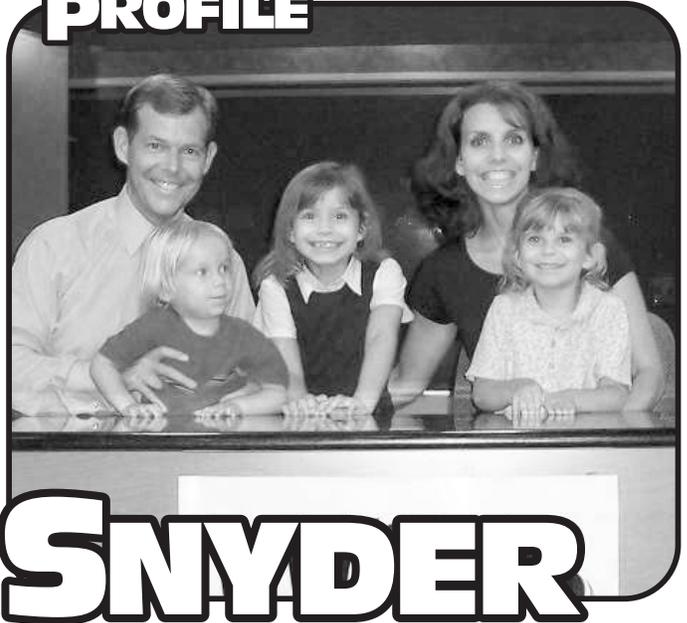


ALUMNI PROFILE

Dave Snyder and family at WCJB in Gainesville, FL

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

Wow, what a long story. After leaving as Station Manager of WSDP in October, 1991, I earned a Master's Degree in Government before moving back into broadcasting. Short version: marriage, family, Raisin Bran, and television news jobs that eventually led us to WCJB in Gainesville, FL. I anchor the 5:30, 6, and 11pm newscasts. Previously, as a reporter, I travelled extensively across the U.S. and to points around the world. Best of all, though, was the year-and-a-half that I spent covering Congress.



DAVE SNYDER

“Volunteer if you have to. Learn something about the world, our culture. You will find those experiences will provide you with a template of immeasurable depth to assist your work as a communicator.”

What do you enjoy doing in your spare time?

Spare time? Yikes. I'm a husband and father of three! They are my joy. On the side, however, I torment my tropical ferns on our patio, play the bass, and break small bones while practicing karate-do. When there are a few extra minutes, I enjoy reading (Sir Arthur Conan Doyle and Roger Angell are faves) and fine-tuning my N-scale model railroad. I get to see the Tigers once in awhile in Spring Training.

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

There is no single favorite memory. My experiences as a student staffer and later as Station Manager are a composite of happy recollections and SBL moments. As News Director in 1981-82 (taking over for Todd Chatman, who had committed to a school play), I felt a real sense of purpose striding down that skinny hallway (tiptoeing past Mr Cardinal's office) into the staff room. I loved going into the News Office to check the old clattering UPI machine. We used plexiglass squares to shear off individual news stories, impaling each article on appropriate pegs on the wall (categories included "International," "Sports," "Goats," etc.). Once, Glenn Bar and I typed up a false sports

story that announced Cal Ripken had been traded from the Orioles. Sure enough, a very eager new sports announcer ran the story that night. We howled with laughter, but also learned it was too easy to fool people; they want to believe you. That was probably an important journalistic lesson, but who knows. Another afternoon, in March, 1981, we were sitting around the staff room when we heard something incredible: ten bells on the UPI machine. Five bells meant "urgent" stories. Ten bells? President Reagan had been shot. The next day a friend told me I was the first person he heard announce the news. Despite the somber nature of the story, it fired me up to think I had informed someone of such an important development. That kindled a flame that still burns bright. As a DJ, I took over the Thursday night show that had belonged to Bret Julyk (now "Saunders," the #1 morning show host in Denver). These were my finest moments. Despite being quantifiably The Worst DJ In The History Of WSDP, the content of my program was at the forefront of what would become the alternative music movement. No, really. While all of commercial Detroit radio settled for monotonous mediocrity (Billy Squier? JGeils? ugh), I helped introduced listeners to The Ramones, X, Psychedelic Furs, The Cramps, Pretenders, and of course, The Clash. Things weren't quite as fun once I was in charge as Station Manager from 1987-1991. Some things were cool, such as working with Twila Graller, Jake Seidelman, and the students. Annual demands to cut our budget were difficult to fend off, but we did it. We had special programming moments, such

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Alumni profile continued from last page:

as broadcasting the school's Battle of the Bands, two basketball games at once (switching back and forth between two announce crews), the school board/millage elections, and a class project called The Humanities Radio Showcase. And we brought back the Auction, which Bill Keith has raised to an art form.

Perhaps my proudest achievement was off the air: strictly enforcing a 2.0 GPA minimum for staff members. One young man was on the verge of failing even this simple goal when I told him I believed in him, that he could do it. He seemed surprised, but responded and eventually graduated with a strong GPA. Actually, I hear he's still working at Bode's, so maybe I was wrong about him.

Why was being involved at WSDP important for you?

Are you serious? I still dream about being there. My wife, however, calls them "nightmares." In the literal realm: As a senior at Plymouth-Salem I accumulated 31 "absences" in an English class one marking period. I borrowed Gus Grannan's class notes to get by, sort of. Instead of choking me when the report card came home, my Dad excused this malfeasance by observing that I spent all those lost hours at WSDP and "seemed to have a future in broadcasting." 23 years later, providing for a family of five, I hope he was right. And, considering a future Playboy model was another student in that class (true story), I hope you all appreciate the sacrifice I made by skipping so many class periods because of my budding love of broadcasting. **DISCLAIMER:** Remember kids, class-skipping should be done by a professional on a closed course. Don't try this at home. Its the hardest way to achieve success.

What advice would you give to current students?

Get a good credit rating. Travel. Learn a musical instrument. Smile. Know which fork to use. Volunteer. Listen, don't just wait your turn to talk. Grow a pumpkin. Don't take advice from people named "Preddy." Read. Find God. Be inquisitive. At the same time, work in broadcasting. Volunteer if you have to. Learn something about the world, our culture. You will find those experiences will provide you with a template of immeasurable depth to assist your work as a communicator. But if you're any good at this, don't come to Gainesville. I don't want to lose my job to some sniveling kid 20 years my junior.



Dave Snyder with the seniors from 1990

THE TOP 30

September 1st, 2005

- 1 **GORILLAZ** Demon Days
- 2 **DROPKICK MURPHYS** The Warrior's Code
- 3 **CLOUD CULT**
Advice From The Happy Hippopotamus
- 4 **ROYKSOPP** The Understanding
- 5 **IDLEWILD** Warnings/Promises
- 6 **BEDOUIN SOUNDCLASH**
Sounding A Mosaic
- 7 **DANDY WARHOLS**
Odditorium Or Warlords Of Mars
- 8 **MUTANT RADIO** Cash N' Burn
- 9 **WHITE STRIPES** Get Behind Me Satan
- 10 **VARIOUS ARTISTS** PDX Pop Now! 2005
- 11 **HORRORPOPS** Bring It On!
- 12 **ROGUE WAVE** 10:1 (EP)
- 13 **HEAVENLY STATES** Black Comet
- 14 **DEATH CAB FOR CUTIE** Soul Meets Body (Single)
- 15 **GRAND BUFFET** 5 Years Of Fireworks
- 16 **JUAN MACLEAN** Less Than Human
- 17 **KINSKI** Alpine Static
- 18 **BECK** Remix EP #1
- 19 **A WILHELM SCREAM** Ruiner
- 20 **BLACK REBEL MOTORCYCLE CLUB** Howl
- 21 **GOGOL BORDELLO**
Gypsy Punks: Underdog World Strike
- 22 **ABANDONED POOLS** The Reverb EP
- 23 **AMERICAN MINOR** American Minor
- 24 **CATA-TAC** Cat-A-Tac
- 25 **SLEATER-KINNEY** The Woods
- 26 **OHN** In The End, All Things Begin
- 27 **DIVORCEE**
Music For Cleanup Men, Breadown And Inbetweeners
- 28 **BLISS** Quiet Letters
- 29 **LOVE AS LAUGHTER** Laughter's Fifth
- 30 **STELLASTARR**
Selections From Harmonies For The Haunted