

ALUMNI PROFILE

Salem
Class of 2005



Favorite Radio Format: I'm pretty all over the map but these days probably a little more towards top 40. I also tend to listen to a lot of 90s whenever I'm in the car with someone who has XM.

Favorite Artist: Hard to pick one...The Beatles, but then again who doesn't like them...these days it's a lot of Fun, Imagine Dragons and Lady Gaga.

Favorite Song: Oh even harder! Lately, I just can't stop listening to "It's Time" by Imagine Dragons, even though it's well over a year old. "Eleanor Rigby" by the Beatles comes to mind (I love the orchestration- it's mesmerizing), as well as "Viva La Vida" from Coldplay and "You and I" by Lady Gaga. Oh and pretty much the entire Jagged Little Pill album from Alanis Morissette.

Favorite Movie: V for Vendetta, Little Miss Sunshine, I Am Sam, The Dark Knight and Mean Girls are classics to me. Recently I really enjoyed Perks of Being a Wallflower and The Conjuring.

Ryan Alloway

Favorite TV Show: I watch a ton of TV these days, admittedly, maybe a little too much. Recent TV shows would be Homeland, American Horror Story, Game of Thrones, Revenge and Downton Abbey. Favorite shows of all time would probably be X-Files and Doug. Oh and of course the Daily Show and SNL!

Favorite Book: The Color Purple, One Flew Over the Cuckoo's Nest (I'll admit, I don't read enough these days...watching too much TV!)

Hobbies: Outside of work I enjoy exploring areas of Washington, DC with my friends along with seeing movies and local concerts. I also am involved with my friend Stephanie's local music blog, DCMusicDownload.com. Occasionally we record a podcast together discussing local music in the DC area. When I was at Michigan State I was a part of a sketch comedy TV show that aired on campus, so I've been dying to get back into something like that. Hopefully soon!

Where has life taken you since you left WSDP?

After graduating from Salem in 2005 I attended Michigan State University, majoring in communication

with a public relations specialization. Outside of class, I was heavily involved in both TV (MSU Telecasters) and radio (WDBM-FM East Lansing, The Impact) at MSU. That path eventually led to a great internship opportunity. In May 2009, following graduation, I interned at Discovery Communications and then started full time there later that summer. I've been working in market research for Investigation Discovery for a little over four years now.

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

Several things come to mind. A good portion of my time at the station was in promotions. I loved manning the tent and representing the station at all of the fun community events like Music in the Park, Art in the Park, Fall Fest, etc. I also loved DJing on air, especially my junior year when I got to co-host a show with my friend Brian. In addition, as program director I loved auditioning the various specialty shows and working with the DJs on developing them. It really gave me a lot of great experience in how to think like an industry professional and how that creative process works.

Alumni Profile (cont'd)

Why was being involved at WSDP important for you?

Looking back on my experience at WSDP, I can honestly say it shaped the path I took for my career. My involvement in WSDP solidified for me that I wanted to work in media. It really provided a solid foundation for me in many different areas: news media writing and interviews, FCC training, on-air training, team leadership, marketing skills, working under deadlines, problem solving, and the list goes on... I can't imagine my high school experience without it. In fact, I don't even dare to try and imagine it without the station. Aside from all this career talk, it simply was a ton of fun! I met some incredibly inspiring, kind, dedicated, interesting and unique individuals during my four years at the station that made it even more rewarding. PCEP is a large, overwhelming place, especially for a freshman. I always knew I had a "home-base" at WSDP, even on days when I didn't have station responsibilities but wanted to spend some time with my friends there.

What advice would you give to our current students?

I once heard an industry professional give some advice to students that I think I'd like to recycle: "Be really nice, be organized... and don't be creepy." I think I understand what he was getting at. Nobody likes a tool and most of them, minus a select few, don't make it past their 15 minutes of fame. If you have this combination of things you've at least probably got a decent advantage over half of the people who are trying to make it in the media industry. How you make yourself stand out against the other half is the true challenge. Be flexible and don't be afraid of the changing industry. The ability to adapt to all the new emerging media will help. Aside from the industry changes, be flexible when it comes to career opportunities that may unexpectedly arise for you. Ten years ago when I was in high school I barely even knew my current job existed, but now I see how my path starting at WSDP led me here. It's these sorts of surprises that have made my career thus far incredibly fun and rewarding.

88.1 The Park Sponsors

WSDP received a \$2,500 grant from The Wilcox Foundation in Plymouth in June. We will be using the money, along with money we received from IBM, to upgrade our remote broadcast equipment with a Comrex System. We look forward to using the equipment to broadcast some of the summer concerts in Kellogg Park. Thanks to our friends at the Wilcox Foundation and IBM for their support.

Other 88.1 The Park Sponsors

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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 in Canton. 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.