

WUSC-FM Quarterly Report

April – June 2012

July 10, 2012

This quarter has been excellent for reemphasizing WUSC's commitment to local interests and highlight important local topics. The student staff has worked to forge strong partnerships with local organizations and businesses to create unique programming and events for the community. The topics that were emphasized both on-air and with community events included bike safety, cancer research, and local arts.

On April 4, WUSC music's office partnered with the locally-owned El Burrito restaurant to host a regional band showcase. The Saturday event, *Folkcycle Festival Pt. 2: Burrito Bugaloo*, featured 13 bands and focused on bike safety. South Carolina is ranked the second most dangerous state in the nation for bicycling with 13.5 deaths per 10,000 bicyclists. WUSC worked with the state biking association, Palmetto Cycling Coalition, and aired PSAs highlighting bike, road and helmet safety during this quarter.

WUSC contributed disc jockeys and staff members to assist with the April 20 Relay for Life put on by local representatives from the American Cancer Society. Two WUSC deejays hosted the event, and the station provided a sound system and music throughout the all-night fundraising event for cancer research.

During the station's spring fundraiser, thumb drives featuring exclusive recordings of bands playing live in WUSC studios were provided to community supporters. The music was recorded during the Friday afternoon showcase of local music, *The Columbia Beet*. This show features interviews and live sets from up-and-coming local and regional artists that listeners would not have access to on any other station in the Columbia market.

May was busy with the elections for the incoming 2012-13 WUSC leadership. The new executive staff was charged with creating engaging projects and collaborations with local organizations. This quarter, the public affairs staff forged partnerships with the local art house cinema, the Nickelodeon, and hosted a weekly acoustic artist showcase at Drip, a locally-owned coffee shop.

In addition to bike safety, cancer research, and supporting the arts, public service announcements during this quarter focused on autism, paralysis treatment and smoking awareness.

Summer training was provided throughout June and three new deejays have joined the staff. The new staff has enhanced WUSC's summer programming schedule.