

WMSE (91.7 FM) Records

MSOE AC 36

1968-2011

10.5 cubic feet ([2 cubic ft./drawer x 4 drawers]; poster box; 2 photo boxes)

Repository: MSOE Archives

Abstract: The records of WMSE include correspondence, transmitter logs, news clippings, personnel lists, meeting minutes of the Radio Broadcasters Club, information about station fundraising, equipment and construction receipts, WMSE publications, event posters, and photographs. A digital display of many items of interest from this collection may be accessed at: <http://cdm16822.contentdm.oclc.org/cdm/landingpage/collection/imagecoll>

History: The Milwaukee School of Engineering has been involved with radio broadcasting since 1903. Spark radio station, WIAO went on the air in 1922 and became WSOE in 1925. In 1928, WSOE became WISN and was taken from MSOE by the Wisconsin News. WSOE was reborn as a student-operated carrier current station in 1969, and this shut down in 1979 to permit construction of new studio space in Margaret Looch Residence Hall. A donation from MSOE alumnus Everett Cobb in 1979 allowed the radio station to grow, and by 1981 the school station was operating as a 1,000 watt FM station under the call letters WMSE. The station is currently (2014) still operating under the same call letters at 3,200 watts.

Scope and Content Note: The strength of the WMSE collection lies in its correspondence and memos. These documents illustrate the history of this “messe” radio station through the unique voices of those involved in shaping WMSE. This collection also brings together documentation from several viewpoints about conflicts at the station (ex. 18-hour broadcast day, heavy metal ban), such as internal memos, articles in school publications, and correspondence.

Series Descriptions

01. The *Buildings and Equipment* series consists of receipts for specific equipment or building projects. The series also contains information used to research potential equipment upgrades, permits for construction, and a few inventory lists for music owned by the station.

02. The *General Operations* series consists of policies, planning documents, and all of the general paperwork produced on a daily basis by radio station WMSE. This series also contains documents produced by WMSE about its own history. The items in this series are meant to give the reader a general idea of the overall climate and shape of the radio station at that time.

03. The **Publications** series consists of WMSE publications, such as *Transmitter*, *Sound Citizen*, and *Insider*. This series also contains an example of original art and layout for the Winter 1993 *Transmitter*.

04. The **Blank Forms** series is a series full of blank station operation forms. These include employment applications, studio sign-in sheets, and staff task lists.

05. The **Correspondence** series consists of internal WMSE memos, letters to/from other radio stations, and letters from WMSE listeners.

06. The **Programming, Shows, and Schedules** series includes paperwork for aired and proposed shows, and weekly programming schedules. It also includes copy from PSAs that were read on the air, printed schedules, and information about non-WMSE shows broadcast on the station (ex. Mother Earth News). This series excludes underwriting copy which may be found arranged by donor in the *Underwriting* series.

07. The **Advertising and Events** series includes documents related to events in which WMSE participated and ephemeral items used to advertise WMSE. This includes invitations and posters for the annual chili contest, reports from the marketing department, and planning documents for anniversary celebrations.

08. The **Committees, Staff, and Awards** series includes meeting minutes, personnel lists and contact lists, and awards won by the station. This series would be most useful to a researcher seeking a specific piece of information, or verifying the participation of an alleged volunteer/staff member. Most of the documents in this series are lists or minimal meeting minutes.

09. The **Budgets and Receipts** series is made up of receipts for equipment repairs, radio station income and revenue, budgets, and fund raising objectives. It holds the basic financial information for the everyday running of the station.

10. The **Underwriting** series consists of copies of direct letters to potential WMSE underwriting candidates, underwriting receipts, and sponsorship collection paperwork. The folder names from the original order of the collection were used, but the *Underwriting* series contains a lot more than simply donors (i.e. Just because a folder is named after a business, it does not necessarily mean that the business donated to WMSE).

11. The **News Clippings** series is a collection of articles amassed by WMSE affiliates throughout the years. These articles range in topics from features about WMSE, trends in the field of radio, events supported by WMSE, and information about competing stations. These articles most often

come from the *Milwaukee Journal*, *Milwaukee Sentinel* (*Milwaukee Journal-Sentinel* after 1995), *Shepherd Express*, and *Milwaukee Outlook*. Articles were also collected from MSOE Publications, *Ingenium*, *Dimensions*, and *Campus View*.

12. The ***Logs, Licensing, and Survey Results*** series is made up of documents that contain a lot of data. Logs consist of ‘transmitter’ or ‘operating’ logs—records of the equipment status, calibration, and any additional notes. Survey forms have been kept, as well as the conclusions drawn from the responses. Licensing includes the FCC paperwork required for the station to operate legally.

13. The ***Photographs*** series has been kept mostly separate because we received the photographs separately from the bulk of the collection. The majority of the photograph collection was labeled minimally (if at all); therefore years and events for many of the photograph envelopes have been interpolated from other sources when possible. This part of the collection may be a work in progress as we discern where the photos are from; therefore it is most useful to us to keep them separate.

Arrangement: Folder titles have been kept as true to the original folders as possible, although occasionally the title has been expanded for clarity. Folders have been organized alphabetically by title within the earliest known date of contents.

The majority of the WMSE photographs came to the MSOE Archives in a separate container. These photographs have remained separate for ease of access and sheer volume, as the vast majority of them came to us without any labels.

Language: The materials are in English.

Administrative Information:

Restrictions: This record group is open to research. Occasionally documents will need to be evaluated on a case-by-case basis for accessibility. Possible examples include: Krueger Hall blueprints, lists of contest winners’ contact information (noted as restricted), names of individuals involved in conflicts.

Acquisition Information: The bulk of this collection was retrieved from WMSE’s storage space by several members of the Walter Schroeder Library staff and WMSE Station Manager Tom Crawford in March 2014. The original acquisition consisted of two metal filing cabinets. At present (6/2014), the collection is mostly housed in the larger of the two filing cabinets.

Additionally, a tote container of photographs and several wooden storage boxes for cassette tapes (with tapes) were retrieved from a storage room at Krueger Hall. Initially it was

thought that the tapes could be digitized to add interest to the digital library collection, but the majority of the tapes consisted of prerecorded song lineups for radio programs, therefore, the majority of the cassettes were not added to the collection.

The original order of the folders was not preserved. Any order which existed initially in the filing cabinets was further upset during the trip between the storage space and the Walter Schroeder Library. The organization scheme imposed upon the folders was chosen for ease of retrieval for researchers, and the folder names clarified for ease of use.

Processing Note: This collection was processed by Lindsay Bastian in 2014 as part of a digitization project, made possible by the Marjorie Siebert Aylen Foundation, Inc.

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- 3 56 Odd Rock Fund, 1988-1990
- 3 57 Café Di Salvo, 1988-1989, 1992-1993

- 3 58 Club Marilyn (Phantasia), 1988, 1993
- 3 59 Tom Fritz Studios, 1988-1994
- 3 60 Hooligans Fund, 1989-1990
- 3 61 La Frontera, 1989-1990
- 3 62 Mobile Music Fund, 1989-1990
- 3 63 Palermo Bakery, 1989-1990
- 3 64 Roma Bakery, 1989-1991
- 3 65 Photographic Images [Business], 1989-1994
- 3 66 Miriam's Arecibo Gardens, 1989-1992, 1994
- 3 67 Attic Fund, 1990
- 3 68 Club 21, 1990
- 3 69 Dance Concerts International, 1990
- 3 70 Dee Nagel Hairstylists, 1990
- 3 71 Dentist (Dr. Badalamenti), 1990
- 3 72 Lance Lichter Law Offices, 1990
- 3 73 Natural Resources, 1990
- 3 74 Roger Stevens [Men's Store], 1990
- 3 75 Taino Restaurant, 1990
- 3 76 Video Traders, 1990
- 3 77 West 37th Food and Spirits, 1990
- 3 78 Best Ford/Mazda, 1990-1991
- 3 79 Great Lakes Dragaway, 1990-1991
- 3 80 Hot Spot, 1990-1991
- 3 81 Get Framed, 1990-1992
- 3 82 Lo Cicero's Caradero Club, 1990-1992
- 3 83 West Indies Restaurant, 1990-1992
- 3 84 Amann's Nightclub, 1991
- 3 85 Baldoni Music, 1991
- 3 86 Bayshore Chevrolet/Geo, 1991
- 3 87 Blue Canary, 1991
- 3 88 Blue Sky Educational Foundation, 1991
- 3 89 Campus Marketing Concepts (CMC), 1991
- 3 90 Karl Klein (CPA) Fund, 1991
- 3 91 Malibu Beach Pub, 1991
- 3 92 Marva Fund, 1991
- 3 93 Milwaukee Business Training Institute, 1991
- 3 94 Record Head, 1991
- 3 95 Reflex Records, 1991
- 3 96 Rockhaus, 1991
- 3 97 St. Casimir/CW Media, 1991
- 3 98 Unicorn Fund, 1991
- 3 99 Alpine Valley, 1991-1992
- 3 100 Dominguez, 1991-1992
- 3 101 Haven Fund, 1991-1992
- 3 102 Metro Café, 1991-1992

- 3 103 Radio Dr's Rose Records Fund, 1991-1992
- 3 104 Society Records Inc. (SRI), 1991-1992
- 3 105 Trattoria Veneta Ristorante, 1991-1993
- 3 106 Something More Fund, 1991-1995
- 3 107 Big Mo's Harp City, 1992
- 3 108 Lenardic Fund, 1992
- 3 109 Mad Planet Fund, 1992
- 3 110 Metalfest, 1992
- 3 111 Milwaukee River Club, 1992
- 3 112 Production 360 Mobile Recording, 1992
- 3 113 S.E.R. Productions, 1992
- 3 114 Body Count, 1992-1993
- 3 115 Fit to Be Tyed, 1992-1993
- 3 116 New Design, 1992-1993
- 3 117 Subway, 1992-1993
- 3 118 Estevez Clothing, 1992-1994
- 3 119 Fashion Impressions, 1992-1994
- 3 120 Jam Productions, 1992-1994
- 3 121 Funding Scripts, circa 1993
- 3 122 Le Club, 1993
- 3 123 Miriam's Arcibo Gift Shop, 1993
- 3 124 Sponsorship Brainstorming Notes, 1993
- 3 125 Underwriting Schedules, February-July, 1993
- 3 126 Wheda New Loan Campaign Proposal, 1993
- 3 127 Phantasia Ad Inc. [Club 788; Marilyn's], 1993-1994
- 3 128 Rose Records, 1993-1994
- 3 129 Broadway Entertainment, Inc., 1994
- 3 130 Hollywood Records, 1994
- 3 131 Mecca (Milwaukee Exposition and Convention Center and Arena), 1994
- 3 132 Shank Hall, 1994
- 3 133 Galleria Del Conte, 1994-1995
- 3 134 Creative Marketing Resources, 1995
- 3 135 Crown Music, 1995
- 3 136 UWM Fine Arts Fund, 1995
- 3 137 El Caribe Restaurant, Undated
- 3 138 Lady Di's Cut-N-Curl, Undated
- 3 139 Marquette Savings Bank, Undated

Series 11: News Clippings

Box/ Folder #/ Folder Name

- 4 1 News Clippings, 1974, Undated
- 4 2 News Clippings, 1981-1982
- 5 L20 WMSE Cover Story, Milwaukee Journal Insight, 1982
- 4 3 News Clippings, 1983

- 4 4 News Clippings, 1984
- 4 5 News Clippings, 1985
- 4 6 News Clippings, 1986
- 4 7 News Clippings, 1987
- 4 8 News Clippings, 1988
- 4 9 Heavy Metal Ban, 1988-1989
- 4 10 News Clippings, 1989
- 4 11 News Clippings, 1990
- 4 12 News Clippings, 1991
- 4 13 News Clippings, 1992
- 4 14 News Clippings, 1993
- 4 15 News Clippings, 1994
- 4 16 News Clippings, 1995
- 4 17 News Clippings, 1996-1999
- 4 18 News Clippings 2002-2003, 2010
- 5 L21 WMSE Cover Story, Shepherd Express, 2006

Series 12: Logs, Licensing, and Survey Results

Box/ Folder #/ Folder Name

- 4 19 WSOE Audience Survey, 1975
- 4 20 WSOE Radio Music Survey Analysis, 1979
- 4 21 Transmitter Logs, June 1980-July 1980
- 4 22 FCC Radio Telephone Operator Permit, 1980, 1985
- 4 23 FCC Applications, 1980, 1984-1986
- 4 24 Transmitter Logs, January 1981-March 1981
- 4 25 Transmitter Logs, April 1981
- 4 26 Logs and Technical Discrepancies, 1981-1983, Undated
- 4 27 Birch Report, 1982-1983
- 4 28 FCC Licensing, 1982, 1984-1986
- 4 29 Birch Radio Audience Estimates, 1984
- 4 30 Copyright and Licensing: BMI and MSOE, 1985-1995
- 4 31 Ticket Giveaway Logs, 1986
- 4 32 MSOE Listener Poll, 1989
- 4 33 MSOE Student Music Poll, 1989
- 4 34 Logs and Technical Discrepancies, February-June 1992
- 4 35 Logs and Technical Discrepancies, July-December 1992
- 4 36 Emergency Broadcast System (EBS) Logs, 1992-1996
- 4 37 T-System Trial Version (Radio Research Consortium), 1993
- 4 38 Logs and Technical Discrepancies, January-June 1994
- 4 39 Logs and Technical Discrepancies, July-December 1994
- 4 40 Technical Discrepancy Logs, 1994
- 4 41 Log Discrepancy Master, circa 1994
- 4 42 FCC Licensing, 1994-1995
- 4 43 Recorded MSOE and Station Promos, Music Cart Logs, 1994-1998

- 4 44 Logs and Technical Discrepancies, January-June 1995
- 4 45 Logs and Technical Discrepancies, July-December 1995
- 4 46 Roy W. Johnson (RJW) Hall Interference Complaints, 1995
- 4 47 WMSE Listener Survey, Winter 1995-1996
- 4 48 Logs and Technical Discrepancies, January-June 1996
- 4 49 Logs and Technical Discrepancies, July-December 1996
- 4 50 Logs and Technical Discrepancies, January-June 1997
- 4 51 Logs and Technical Discrepancies, July-December 1997
- 4 52 Logs and Technical Discrepancies, January-June 1998
- 4 53 Logs and Technical Discrepancies, July-December 1998
- 4 54 Logs and Technical Discrepancies, 1999

Series: Photographs

Box/ Folder #/ Folder Name

- 6a 1 P. 11 Christopher Allen Twinning [Photograph by Julie Baldwin], 1993
- 6a 2 P. 16 WOMAD Festival, 1993
- 6a 3 WMSE at Miller Maritime Days, 1993
- 6a 4 Live Broadcast at Club 778, circa 1994
- 6a 5 Installing the New Transmitter in MLH (1 of 2), 1995
- 6a 6 Installing the New Transmitter in MLH (2 of 2), 1995
- 6a 7 Loose Photographs from Photo Tote, 1995, Undated
- 6a 8 Blues Festival - WI State Fair Park (1 of 3), 1997
- 6a 9 Blues Festival - WI State Fair Park (2 of 3), 1997
- 6a 10 Blues Festival - WI State Fair Park (3 of 3), 1997
- 6a 11 Attending a Green Bay Packers Game, 1998
- 6a 12 WMSE Benefit at Shank Hall, 1998
- 6a 13 WMSE Studio in MLH, circa 1998
- 6a 14 Studio Construction (1 of 22), 1998-1999
- 6a 15 Studio Construction (2 of 22), 1998-1999
- 6a 16 Studio Construction (3 of 22), 1998-1999
- 6a 17 Studio Construction (4 of 22), 1998-1999
- 6a 18 Studio Construction (5 of 22), 1998-1999
- 6a 19 Studio Construction (6 of 22), 1998-1999
- 6a 20 Studio Construction (7 of 22), 1998-1999
- 6a 21 Studio Construction (8 of 22), 1998-1999
- 6a 22 Studio Construction (9 of 22), 1998-1999
- 6a 23 Studio Construction (10 of 22), 1998-1999
- 6a 24 Studio Construction (11 of 22), 1998-1999
- 6a 25 Studio Construction (12 of 22), 1998-1999
- 6a 26 Studio Construction (13 of 22), 1998-1999
- 6a 27 Studio Construction (14 of 22), 1998-1999
- 6a 28 Studio Construction (15 of 22), 1998-1999
- 6a 29 Studio Construction (16 of 22), 1998-1999
- 6a 30 Studio Construction (17 of 22), 1998-1999

- 6a 31 Studio Construction (18 of 22), 1998-1999
- 6a 32 Studio Construction (19 of 22), 1998-1999
- 6a 33 Studio Construction (20 of 22), 1998-1999
- 6a 34 Studio Construction (21 of 22), 1998-1999
- 6a 35 Studio Construction (22 of 22), 1998-1999
- 6a 36 B & W Close-Ups of New Studio Construction, 1999
- 6a 37 Grand Opening [WMSE Studio], 1999
- 6a 38 Grand Opening [WMSE Studio], WZMF Day the Music Died 20th Reunion, 1999
- 6a 39 Max Fest Milwaukee, ca. 1999

- 6b 1 Shoes (1 of 2), 1999
- 6b 2 Shoes (2 of 2), 1999
[Includes 1 CD-Rom]
- 6b 3 WMSE Studio Dedication Ceremony [w/ Steel Alum and Plaque] (1 of 8), 1999
- 6b 4 WMSE Studio Dedication Ceremony [w/ Steel Alum and Plaque] (2 of 8), 1999
- 6b 5 WMSE Studio Dedication Ceremony [PAT II] (3 of 8), 1999
- 6b 6 WMSE Studio Dedication Ceremony [PAT II] (4 of 8), 1999
- 6b 7 WMSE Studio Dedication Ceremony [PAT II] (5 of 8), 1999
- 6b 8 WMSE Studio Dedication Ceremony [PAT II] (6 of 8), 1999
- 6b 9 WMSE Studio Dedication Ceremony (7 of 8), 1999
- 6b 10 WMSE Studio Dedication Ceremony (8 of 8), 1999
- 6b 11 WMSE at Summerfest, 2000
- 6b 12 B.S. 2000 Live Performance and Interview on WMSE, 2001
- 6b 13 20th Anniversary Celebration - Promise Ring Live, 2001
- 6b 14 20th Anniversary Celebration - WMSE Alumni, 2001
- 6b 15 20th Anniversary Doubles and Discards, circa 2001
- 6b 16 Joe Loescher Trio [In-Studio Performance], 2002
- 6b 17 Chili Cookoff - Lakefront Palm Gardens, 2003
[Includes 2 CD-Roms]
- 6b 18 Commercial Shoot, Undated
[Includes roll of Kodak Advantix film (Labeled)]
- 6b 19 Happy Apple [In-Studio Performance], Undated
- 6b 20 New Camera Trial (?) - Found Inside "Commercial Shoot" Envelope, Undated
- 6b 21 P. 10A [DJ at Remote Broadcast], Undated
- 6b 22 P. 7 [Photos Labeled 7B, 7C, 7D; Summerfest (?)], Undated
- 6b 23 Paladins Live at WMSE and Ian Crawford, Undated
- 6b 24 Staff Appreciation Lunch in MSOE Alumni Partnership Center, Undated
- 6b 25 Tom Crawford WMSE [Original Envelope Name], Undated