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'COLLEGE RADIO DAY' MAKES WAVES ON THE AIRWAYS

First-of-its-Kind Event Kicks Off Across North America, Billed As 'The Day We All Come Together'

June 6, 2011, Wayne, NJ -- The first-of-its-kind *College Radio Day* kicks off on October 11, 2011, across the United States and Canada. Hundreds of college and high school radio stations are expected to participate in the event to raise awareness of the importance of college radio stations to society. Hundreds of thousands of listeners are expected to tune in to hear creative and independent radio programming produced by stations across the United States and Canada.

The event was conceived by William Paterson University professor Rob Quicke (General Manager, WPSC FM, NYC market) and co-founded with Saint Xavier University's Peter Kreten (General Manager, WXAV FM, Chicago market) to celebrate the relevance and importance of college radio. "It's the day we all come together," said Quicke, "and make a collective statement that says college radio is an important medium that cannot be ignored."

The primary goal of *College Radio Day* is to get people to tune into their local area college radio station to hear unique programming that they cannot hear anywhere else. "College radio is one of the last remaining bastions of creative radio programming, free from the constrictions of having to be commercially viable," explained Quicke. "*College Radio Day* unites stations that offer the only free live medium brave enough to play unsigned, local, and independent artists on a regular basis. Many successful bands today owe their initial break to being played on college radio," he continued. "Also, in a time when some colleges are choosing to sell off their student stations, now more than ever this event will remind people just how important college radio is," explained Quicke.

Open to all college and high school radio stations at no cost, participating stations of *College Radio Day* will be encouraged to offer a showcase of their best programming on the day. All stations will also air a keynote radio feature, *College Radio in 2011: Its Past, Present & Future*, a 15-minute feature exploring how college radio stations will survive in the future. "College radio is such a significant part of the North American media landscape, we are confident new and existing listeners will continue to listen to what they hear once they've tuned in on *College Radio Day*," said Quicke.

College Radio Day is not owned by any other organization or corporation and is entirely run by volunteer staff members from the many college radio stations throughout North America. The day is organized by many people whose passion for college radio fuels this event. Established student media organizations such as Intercollegiate Broadcasting System, College Broadcasters, Inc., and USA News Network have also endorsed the event by becoming official supporters of the day.

To learn more or to register to become part of *College Radio Day* visit www.collegeradioday.com.

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