

**For Immediate Release**  
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### **Ferris campus radio station expands operations**

BIG RAPIDS – Ferris State University’s student produced radio station, Bulldog Radio, has begun broadcasting on Charter Communications cable television and the Internet with the help of new equipment as allocated by Student Government.

Zack East, president/general manager of the five-star rated Registered Student Organization (RSO), spearheaded the expansion project as a way of connecting the community with Ferris. In addition, the project ensures that students in the organization receive an education using industry standard professional broadcast equipment.

Bulldog Radio, in the 47<sup>th</sup> year of providing radio services started by forerunner AM stations WHFR, WFRS, and WRKX, operates non-traditionally on cable TV on campus, and has done so as WFSU since around 1989. The name became Bulldog Radio in 2003 as the group began a descent toward FM broadcasting. However, the Federal Communications Commission (FCC) decided not to accept Low Power FM licenses. After discussing other broadcasting facets, expanding the station’s operations via cable television off campus, as well as webcasting online, was deemed a worthwhile venture.

Before broadcasting to areas other than campus, much equipment needed to be replaced in the studio in Masselink Hall’s Telecommunications Department. East, a junior in the communication program, last month proposed to Student Government more than \$6,400 in new equipment for the station and received all but \$200 worth. Three new Dell server computers, an audio console and varied sound boosting and processing equipment was installed over the holidays and the station has operated at top efficiency since Dec. 21.

“Since the FCC would not accept licensing for Low Power FM stations, we had no choice but to move on and seek other options,” said East. “Expanding our operations to Charter Cable and the Internet is very low cost and practically maintenance free. While we may not be like every other college radio station broadcasting on the FM band, we are still a college radio station. And in some cases, our coverage area is stronger than most college stations could ever have thanks to cable TV and the Internet.”

The station receives some assistance from the Telecommunications Department, but is completely student-run. Approximately 25 members produce and host their own on-air shows, which are scheduled weekly. Students may play any type of music, or produce sports or talk shows, provided they meet the legal guidelines of the FCC’s decency in broadcasting standards. The station operates 24 hours a day, seven days a week, and also broadcasts during the summer. The group plans on having an open house to showcase the “new” station and will announce that event on its website.

In addition to providing broadcasting, the organization also offers a mobile disc jockey service at a low price for on-campus groups and departments, and a reasonable rate for off-campus customers. Interested parties may call 231-591-2912 or email [info@bulldogradio.org](mailto:info@bulldogradio.org) for more information.



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On-campus residents can hear Bulldog Radio on their cable system by tuning to Channel 22. Charter Communications cable customers may listen on Channel 21. The station can also be heard using the webcasting function on Bulldog Radio's website at <http://www.bulldogradio.org>.

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