

WFML



91.1 FM

Stereo 1440 Watts
100% Listener Sponsored Radio

UPSALA COLLEGE

EAST ORANGE, N.J. 07019

NOVEMBER PLAYLIST

Records Received 10/24 - 11/25
David Newgarden-Music Director
(201)-266-7901 Tues., Fri. 9-5

HEAVY

Negativland
Half Japanese
R. Stevie Moore
West Coast Pop Art Experimental
Various
B.A.L.L.
Various
John Zorn
Art Neville
Blurt
Kahil El'Zabar's The Ritual
Red Foley
Various
Motorhead
The Headless Horsemen
World Saxophone Quartet
Rare Air
Bob Wills & His Texas Playboys
Various
Daniel Ponce
The Chills
Napoleon XIV
Bulgarian State Radio Choir
Various
Schooly D
Steve Reich
Various
Chuck
The Zombies
Saqqara Dogs
Various
Ruby & The Romantics
Ky Cooder
Yo La Tengo
Ronnie Dawson
Brian Woodbury
Various
Sinead O'Connor
Muddy Waters
The Robins
Robert Wyatt
Guitarra Armada
Sukay
Horvitz/Morris/Previte
Various
Various
Clifton Chenier

Escape From Noise
Music To Strip By
Teenage Spectacular
Transparent Day
Sue Instrumentals: '59-'67
Period. Another American Lie
Sixties Japanese Garage...
Spillane
That Old Time Rock-N-Roll
Smoke Time
Another Kind Of Groove
Tennessee Saturday Night
This Is Womad
Rock-N-Roll
Can't Help But Shake
Dances And Ballads
Hard To Beat
Tiffany Transcriptions Vol. 6
15 Original Big Hits Vol. 4
Arawe
Brave Words
They're Coming To Take Me Away
Le Mystere Des Voix Bulgares
Seeds II: Art
Saturday Night! The Album
Early Works
The Bristol Sessions 1927
USA
Live On The BBC 1965-67
Thirst
Music Of The Bahamas
Our Day Will Come
Get Rhythm
New Wave Hot Dogs
Rocking Bones
All White People Look Alike
Cajun And Creole Music 1934
The Lion And The Cobra
Folk Singer
The Complete Savoy Recordings
The Peel Sessions
Music Of Sandanista Guerrillas
Mama Luna
Nine Below Zero
Wail On The Beach
The Unscene
Sings The Blues

SST
Fifty Someodd Watts
New Rose
Edsel
EMI
Shimmy Disc/NNDS
Columbia
Nonesuch
Specialty
Moving Target
Sound Aspects/PSI
Charly
Womad
Profile/Second Vision
Resonance
Nonesuch
Green Linnet
Kaleidoscope
Stax/Fantasy
Antilles
Flying Nun
Rhino
Nonesuch
Cherry Red
Jive/RCA
Nonesuch
Country Music Foundation
Upheaval/NNDS
Rhino
Pathfinder/Thirsty Ear
Folkways
Charly
Warner
Coyote
No Hit
Some Philharmonic
Swallow
Chrysalis
Chess/MCA
Savoy Jazz
Strange Fruit
Rounder
Flying Fish
Sound Aspects/PSI
Satan
Big Green Laugh
Arhoolie

Continued...



HEAVY (cont'd)

David Fulton
Scream
John Fahey
Neville Bros.
Various
Elvis Costello
Camper Van Beethoven
Howard Finster
Chris And Cosey
Salt N Pepa
Power Tools
Soundtrack
Various
Libby Larsen/Stephen Paulus
The Leather Nun
Various
Annie Anxiety Bandez
Alien Sex Fiend
The Sugarcubes
HR
Various
Garrett List A-1 Band
Clarence Carter
Various
Embrace
Robbie Robertson
Anson Funderburgh & The Rockets
Cindy Lee Berryhill
Buster Poindexter
The Chicken Chokers
Stick Dog
Duke Ellington
Party Boys
The Pastels
Eugene Chadbourne
Bobby Previte
Various
Crocodile Shop
Sloth
Robin Williamson
Hans Reichel
District Six
Pailhead

Don't Ask
Banging The Drum
I Remember Blind Joe Death
Live At Tipitin's Vol. 2
This Is Soca
Out Of Our Idiot
Vampire Can Mating Oven
Man Of Many Voices
Exotica
Salt N Pepa
Strange Meeting
Less Than Zero
The Godfathers & The Goddess
Meet The Composer Orch. Series
Force of Habit
Jazz 1930's - The Small Combos
As I Lie In Your Arms
Here Cum Germs
Birthday 12"
Human Rights
The Blues - Vol. 2
Fire & Ice
Hooked On Love
Tobacco A-Go-Go
Embrace
Untitled
Sins
Who's Gonna Save The World
Buster Poindexter
Shoot Your Radio
Stick Dog
Jazz Party
In Daddyland
Comin' Through
Camper Van Chadbourne
Pushing The Envelope
Awaken
Head
Sloth
Songs For Children Of All Ages
The Dawn of Dachsman
To Be Free
I Will Refuse 12"

Dossier/NMDS
Dischord
Varrick
Spindletop
Sire
Demon
Rough Trade
Folkways
Nettwerk
Next Plateau
Antilles
CBS
Produkt Corps
Nonesuch
IRS
CBS
One Little Indian/Rough Trade
PVC
One Little Indian/Rough Trade
SST
Chess/MCA
Lovely
Ichiban
Blue Mold
Dischord
Geffen
Black Top
Rhino
RCA
Rounder
Smudged
CBS
Nate Starkman/Fundamental
Rough Trade/Glass
Fundamental
Gramavision
Aztlan/NMDS
Susstones
Sloth/Soundwork
Flying Fish
FMP
Editions EG
Wax Trax

MEDIUM

Big Dipper
Perennial Divide
The Consort Of Musicke
Pixies
George Harrison
Squalls
Rabid Rabbit
Savage Republic
Keith Levine
The Nils
That Petrol Emotion
Black Uhuru
Various
Startled Insects

Heavens
Purge
John Blow's Amphion Anglicus
Come On Pilgrim
Cloud Nine
Rebel Shoes
Technicolor Yawn
Live Trek 1985-86
Looking For Something
The Nils
Genius move
Positive
Frat Rock Vol. 2
Curse of The Pheromones

Homestead
Sweatbox
Nonesuch
4AD/Thirsty Ear
Dark Horse
Dog Gone It
Rabid Rabbit
Fundamental
Taang
Rock Hotel
Virgin UK
Ras
Rhino
Antilles

Continued...

MEDIUM (cont'd)

Shut Up
 Steve Reich
 The Eureka Brass Band
 Madhouse
 Various
 Fetchin' Bones
 Soundtrack
 Slaughter Joe & Modern Folk 5
 Will & The Bushmen
 The Dead Milkmen
 The Truthettes
 Soundtrack
 Claudia Schmidt
 Meat Puppets
 Stetsasonic w/ Jesse Jackson
 Oliver Lake
 The Minnesota Artists Ensemble
 Helcio Milito
 Harry James
 Pharoah Sanders
 Anthrax
 Ghetto Blaster
 Paul O'Dette
 The Legendary Pink Dots
 Paul Bley
 Alfred Apaka
 Parker/Eneidi/Charles
 Antonio Carlos Jobim
 Oregon
 Sipho Mabuse
 Sun Ra & His Arkestra
 False Prophets
 Organum/Eddie Prevost
 Game Theory
 Kool Moe Dee
 Soundtrack
 Gurdjieff/DeHartmann
 The Contrás
 IDF
 Black Girls
 The Recedents
 Cathy Winter
 Aretha Franklin
 Copernicus
 Dinosaur Jr.
 De Dannan
 Joao Gilberto
 Acoustinauts
 Alison Drauss
 Various
 Mose Allison
 David Javelosa & Baby Buddha
 Lauri Paisley
 Flux Of Pink Indians
 Scraping Foetus Off The Wheel
 Gil Evans
 Bruce Smith Jazz Ensemble
 King Face
 Various
 Great Plains

Hell In A Handbasket
 Drumming
 The Music Of New Orleans
 16
 At Diane's Place
 Galaxy 500
 The Big Easy
 All Around My Hobbyhorse's Head
 Gawk
 Vince Lombardi Service Center
 God Will Make Things Alright
 The Big Town
 Big Earful
 Huevos
 A.F.R.I.C.A.
 Impala
 Ives, Larsen, Proto, Tartaglia
 Kilombo
 First Team Player On The..
 Oh Lord, Let Me Do No Wrong
 I'm The Man
 People
 Elizabethan Lute Music
 Stone Circles
 Turns
 Greatest Hits
 Vermont Spring
 Passarim
 Ecotopia
 Sipho Mabuse
 A Night In East Berlin
 Implosion
 Crux/Flayed
 Lolita Nation
 How Ya Like Me Now
 Slam Dance
 Seekers Of Truth
 Ciphers In The Snow
 Carcass Party
 Speechless
 Barbeque Strut
 Travelling Home
 One Lord, One Faith, One Baptism
 Deeper
 Dinosaur Jr.
 Ballroom
 Live In Montreaux
 Inhale Einstein
 Too Late To Cry
 CBGB's Off The Board #2
 Ever Since The World Ended
 Everyone Is My Age
 The Fire Of Dreams
 Neu Smell
 Ramrod
 Live At Sweet Basil Vol. 2
 Bright Ideas
 King Face
 Discpan Hands
 Sum Things Up

Brasch
 Nonesuch
 Folkways
 Paisley Park/Warner
 Penultimate
 Capitol
 Antilles
 Kaleidoscope
 Mustang
 Enigma
 Malaco
 Atlantic
 Red House
 SST
 Tommy Boy
 Gramavision
 Innova/NMDS
 Antilles
 Savoy Jazz
 Doctor Jazz
 Megaforce
 Moving Target
 Nonesuch
 Play It Again Sam
 Savoy Jazz
 Capitol
 Boticelli/NMDS
 Verve
 ECM
 Virgin
 LEO
 Alternative Tentacles
 Silent
 Enigma
 Jive/RCA
 Island
 Celestial Harmonies
 Whittier
 Atavistic
 Blackpark
 NATO/NMDS
 Flying Fish
 Arista
 Nevermore
 SST
 Green Linnet
 Elektra Musician
 Popllama
 Rounder
 CBGB's
 Blue Note
 Hyperspace Communications
 Methylunna
 One Little Indian/Rough Trade
 Relativity
 Gramavision
 Sancia/NMDS
 King Face
 Rave
 Homestead

Continued...

MEDIUM (cont'd)

The Clancy Brothers/Tommy Makem	The Boys Won't Leave The Girls	Shanachie
Marc Johnson's Bass Desires	Second Sight	ECM
Jimmy Silva & The Empty Set	Fly Like A Dog	Popllama
C. Hawkins, L. Young, B. Webster	The Big Three	Doctor Jazz
White Flag	Wild Kingdom	Positive Force
Steve Lacy	Only Monk	Soul Note/PSI
Johnny Clegg & Savuka	Third World Child	Capitol
Fairport Convention	In Real Time	Island
Celtic Frost	The Collector's Celtic Frost	Noise/Second Vision
The Sun Rhythm Section	Old Time Rock-N-Roll	Flying Fish
These Immortal Souls	Get Lost - Don't Lie	SSI
Pop Will Eat Itself	Rough Trade	Rough Trade
They Might Be Giants	Don't Let's Start	Bar None
Miles Davis	Milestones	CBS
The Prometheus Trio	Samuel Zyman's "Bashe"	Antilles
Gravity Pirates	New Age Dreams	Survival
Waldo The Dog Faced Boy	Wood	Flux
Michelle hendricks	Carryin' On	Muse
Johnny Taylor	Taylor'd In Silk	Stax/Fantasy
The Grapes Of Wrath	Treehouse	Capitol
Roy Buchanan	Hot Wires	Alligator
Frazier Chorus	Sloppy Heart	4AD/Thirsty Ear
Dave Holland Quintet	The Razor's Edge	ECM
Roger Kellaway/Red Mitchell	Fifty Fifty	Stash
The Reivers	Saturday	DB/Capitol
Chet Baker	At Capolinea	RED/PSI
Cher	The Ugly Duckling	Rabbit Ears
Force M.D.'s	Touch And Go	Tommy Boy
Shirley Horn	Live At Vine ST.	Verve
Sphere	Live At Umbria Jazz	RED/PSI
Dana Cupp And Friends	Pick Along	Old Homestead/Rutabaga
Doyle Lawson & Quicksilver	Heaven's Joy Awaits	Sugar Hill
Halo Of Flies	Garbage Rock	Twin Tone
The International Jazz Group	New York 1956 & 1957	DRG/Disques Swing
Metamora	The Great Road	Sugar Hill
The Soup Dragons	Hang-Ten!	Sire
The Original Sins	Big Soul	Bar None
Paul Steven Ray	Wild Air	Scarlet Weave
Roy Rogers	Slidewinder	Blind Pig
Cassandra Complex	Hello America	Rouska/Fundamental
The Verandas	American Tradition	Stress
Frank Rosolino	Free For All	Specialty
Silos	Tennessee Fire	Record Collect/ILA
Jimmy Ponder	Mean Streets, No Bridges	Muse
Stone Soup	October Nights	Windchime
Gerry Hemingway	Outerbridge Crossing	Sound Aspects/PSI
Bedlam Hour	Rock The Cradle	Positive Force

LIGHT

McRad	Absence Of Sanity	Deluxe/Beware
Combo Limbo	Combo Limbo	Drip Dry
Soudtrack	Of Thee I Sing/Let 'Em Eat Cake	CBS
Ahmad Jamal	Crystal	Atlantic
Bill Evans	Jazzhouse	Fantasy
Johnny Bothwell	What Ever Happened To	Doctor Jazz
Greg Marvin	I'll Get By	Hi Hat
TMA	Beach Party 2000	Jimbo/ILA
The 27 Various	Hi	Prospective
Cashmere Jungle Lords	Oodjie-Boodjie Night Night	Lil Abner

Continued...

LIGHT (cont'd)

Cedar Walton
Age Of Chance
The Dream Academy
Peter Catham
Mike Rienzi Quartet
Defenstration
Skinny Boys
Field Of The Nephelim
Soundtrack
Whippersnapper
Pre Metal Syndrome
Rude Buddha
Mambo-X
Various
Eliza Gilkyson
Casey Jones
Jacques loussier
Government Cheese
Pretty Green
Joe Satriani
Celtic Frost
Exodus
Hip-Rock
Bryan Ferry
Various
Willie Williams
The Nashville Bluegrass Band
Drac
John Stewart
Double Destiny
Various
Justice League
David Sylvian
Jim Post
Bad Checks
Glenn Alexander
Insanity
DAF
Steve Grossman Trio
Dwight Ross & Vastlend
Rich Beirach/John Abercrombie
Top Jimmy & The Rhythm Pigs
The Doctors Children
Gusto
A. R. Kane
Alarming Trends
Mark Murphy
Mason Williams
Badbob & The New World Crusade
Whiplash
Click Click
The Big Picture
Waylon Jennings
Nenad Bach
Greenridge/Utley
Joy Askew
Intensive Care
Art Frontier
Doctors Mob

Blues For Myself
One Thousand Years Of Trouble
Remembrance Days
A Man's Mouth
A Beautiful Friendship
Dali Does Windows
Skinny & Proud
Dawnrazor
Hail Hail Rock-N-Roll
Tsubo
#12-014
Though I Walk 12"
Machines Of Eden
Who's Not Who In Athens, GA.
Pilgrims
Solid Blue
Reflections On Bach
C'Mon Back To Bowling Green
Pretty Green
Surfing With The Alien
I Won't Dance
Pleasures Of The Flesh
Skateboardin' 12"
Bete Noir
Piano Two
House Calls
To Be His Child
Drac Attack
Punch The Big Guy
Prove It 12"
Scream
Reach Out
Secrets Of The Beehive
And Friends
Innocence
Glenn Alexander
Insanity
The Gun 12"
Way Out East vol. 2
Ross 1
Emerald City
Pigus Drinkus Maximus
Kingbualo
Materialistic Girl 12"
12"
You Make Me Live In A Trailer
Beauty And The Beast
Classical Gas
Today's News
Ticket To Mayhem
Wet Skin And Curious Eye
The Homeless House
A Man Called Hoss
Greatest Hits
Jubilee
Kyoto To Hollywood
They Thought They Were Free
Circus Earth
Sophomore Slump

RED/PSI
Virgin
Reprise
Perimeter
Stash
Relativity
Jive/RCA
Beggar's Banquet
MCA
Varrick
Buy our
Green Triangle
Trust
Instant Tea
Gold Castle
Rooster Blues
Chrysalis
Reptile
Nettwerk
Relativity
Noise
Combat
Paradise
Reprise
Private Music
New Note/NMDS
Rounder
Ichiban
Cypress
4th And Broadway
Geffen
Dutch East
Virgin
Flying Fish
Black Park
SOS
Instant Tea
JCI
RED/PSI
Ichiban
Pathfinder
Down There
Down There
4th & Broadway
One Little Indian/Rough Trade
Scorched Earth
Muse
American Gramophone
Incas
Roadracer
Play It Again Sam
Terminal
MCA
Public
MCA
Foggy Music
Fresh Sounds
Stronghold
Relativity
Continued...

LIGHT (cont'd)

Chris Rea
Class Action
Louise Freeman & Terry Blount
Ann De Jarnett
Jerry Douglas
Bill Connors
The Sound
Tom May
Blessed Death
House Of Freaks
Mulgrew Miller
The Cripples
Scott Goudeau
Terence Trent D'Arby
Dr. Black's Combo
Roomnine
It Figures
The Deans Of Discipline
Jeffrey Hatcher And Big Beat
B.V.S.M.P.
Bernie Stopek
Tolga
Chris Gaffney
Cheryl Wheeler
The Children
John Weider
Doug Cameron
Great City
Beauty Constant
Bill Watrous
Tom Grant
Jasmine
Fresh Girls

Dancing With Strangers
Things You Left Behind
Signed Sealed Delivered 12"
Ann De Jarnett
Changing Channels
Assembler
Iron Years
Open Spaces
Destined For Extinction
Bottom Of The Ocean 12"
Wingspan
Unfaithful Legends
In The Nick Of Time
Introducing The Hardline
Close To The River
Voices...Of A Summer's Day
12
Horror Glitter Transvesto Billy
Cross Our Hearts
I Need You 12"
Remember Me
Leave It All Behind 12"
Road To Indio
Half A Book
The Children
Intervals In Sunlight
Passion Suite
Great City
Like The Enemy
Reflections
Night Charade
Softly Strong
I Found Love 12"

Motown
Vanishing Point
Suntown
Dr. Dream
MCA
Pathfinder
Nettwerk
Vignette
Roadracer
Rhino
Landmark
Dr. Dream
Broken
CBS
Limborations
C'est La Mort
Prospective
CBGB's
Upside
Suntown
Stash
Cutting
Cactus Club
Cypress
Recordomatt
Gold Castle
Spindletop
Impressive
Forehead
Soundwings
Gaia
Broken
Showtime

CASSETTES

Various
Various
The MacIntosh County Shouters
Bwana Dog
Gibbs & Knopoff
Chris Cochrane
Chris Mezzolesta
Clay Vause
Various
Evan Gallagher
Charlie Mendoza
John Duffy
Various
Various
Linda Smith
Parasites
C. Cole, I. Mori, D. Garland
Anna Homler/Steve Moshier
Michael Lytle
Original Blindboys Of Alabama
Roger Manning
Concept
The Avant Garden
Skagney Balagney

The Tass Top 10
Outward/Inward #3
Shout Songs From Georgia
Joint Venture
No Age Music
Being Taken Advantage Of...
The Hate Album
Film Nocturnal
Home Recordings
Coronation Dirge
Fly The Valiant Pines
Heritage
Bang Zoom #7
Listen
The Space Between The Buildings
Punk Rock For The Eighties
The World Of Love
Breadwoman
Whale Message
Grassroots Gospel Festival
Roger Manning
Long Awaited Reveal
The Avant Garden
Live 7/23 On Pat Duncan Show

Radio Moscow
SSS
World Music Institute
Harsh Reality
Nexus/SSS
Roulette
GGE
GGE
FOT
Roulette
Paralux
CBS
Bang Zoom
Clevo
Linda Smith
Parasites
Roulette
Pharmacia Poetica
Roulette
World Music Institute
Roger Manning
Pier Heiken
Fashionable Terrorist
Skagney Balagney

continued...

CASSETTES (cont'd)

Larry Polansky
OK Savant
The Buckpets
The Choir
Paulette Ray
Circle Of Fifths
House Of Life
Burning Cigarette
The Five
Billy Mulligan
Riotous Situations

B'Ray'Sheet
OK Savant
The Buckpets
The Choir
Paulette Ray
King Of The Food Chain
House Of Life
Burning Cigarette
The Five
Billy Mulligan
Elvis Presley's Dead

Roulette
Silent Music
Bulging Eye
Green Light
Paulette Ray
Richard Kelly
House Of Life
Burning Cigarette
The Five
Billy Mulligan
Fashionable Terrorist

7" SINGLES

Mecca Normal
The Parasites
Big Black
House Of Large Sizes
The Sinners
Creatures
The Cannanes
Girl Trouble
Dangtrippers
The Beatoos
Lime Spiders
Dream Syndicate/Kendra Smith
Hell Cows
Roy Orbison/K.D. Lang
Power Age
Screaming Foetus
The DB's
Brenda Cole
Voice Of Doom
The Colonnades
El Grupo Sexo
Dwight Ross
The Taylor Twins
Joey Skidmore
The Edge
Artie White
Augie Meyers
St. Clair Pickney
Billy 7
Thomas & Taylor

Strong White Male
Redskin
He's A Whore
Man Overboard
You Ain't Different
Hemlock Row
Theme For A Dog
Tarantula
Incantation
I'm Too Ugly For MTV
Live September '87
Cinnamon Girl/Parties
G Spot Crush
Crying
The Last Dove
Protest From The Womb
I Lie
Gone Gone Gone
Faith Is Torn
Wheels
What Is Hip?
Love & Happiness
Take Me Back To Tennessee
Second Chance
The Banjo Single
Nothing Takes The Place Of You
Kep Pa So
As We Lay
When The Hammer Falls
Freedom

K
Parasites
Touch And Go
South East
Consortium/Amigo
Q
K
K
South East
U.K. Spud
Virgin
Consortium/The Bob
Pigface
Virgin
Power Noize
Power Noize
IRS
Melody Dawn
Creepy Crawl
Consortium/Joker
Dr. Dream
Ichiban
Old Homestead/Rutabaga
Mop Top
Smear
Ichiban
Atlantic America
Ichiban
Frantic
Ichiban

Happy New Year....I'm going to take a vacation and get as far as possible from typewriters and liquidpaper. I'll be gone 'til January 22nd. After then I can be reached at NEW HOURS: Tuesdays & Fridays from 9-5. If there are any emergencies while I'm gone, contact Program Director/General Manager Ken Freedman, the well-dressed gentleman in the photo in the New York Times article (December 29th) reproduced on the reverse.

David Newgarden

David Newgarden-Music Director

College Radio, New Outlet for the Newest Music

By JON PARELES

College radio stations have emerged during the 1980's as a major force in building audiences, reputations and careers.

As commercial radio programmers have become less hospitable to new or innovative music, college radio stations — most of them low-powered, staffed by volunteers and clustered in the noncommercial, "educational" band below 92 FM — have become the major outlet for new music of all kinds. From scholarly jazz programs to unusual classical repertory to crashing, howling post-punk hardcore rock, college radio (alongside a few listener-supported and community radio stations) supplies music heard nowhere else on the airwaves.

And for alternative rock in particular, college radio has become the first step for many ascendant careers. By providing initial exposure for such bands as U2, R.E.M., the Cure and others, and as one of the few outlets for unconventional rock, college radio has increasingly shaped the pop of the 1980's.

Getting 'a Chance to Hear It'

"Quality music isn't getting a fair break through other means," said the marketing director at the newsletter CMJ, Alex Ellerson. "There are always listeners with open minds that will be interested in this stuff if they hear it — but they have to get a chance to hear it."

"College radio stations have a much greater impact than their wattage would suggest," said the radio and retail director of the newsletter Rockpool, Megan McLaughlin. "If there's only one place to hear new music, people are going to turn to it."

College radio is as varied as college towns or college students. In order to train students for jobs in commercial radio, some stations imitate the formats and promotion of stations further up the dial, or come up with their own formats.

WRAS-FM, Georgia State University's 100,000-watt station (which can be picked up from Macon, Ga., to Chattanooga), allows its disk jockeys only two personal choices per hour in a new-rock variation on commercial FM formats; local record stores follow its programming as a guide to stocking new rock bands.

Other college stations, modeling themselves after National Public Radio and community stations, provide blocks of special-interest programming, such as jazz or ethnic or classical music, that would not otherwise be heard in their communities. Still others are dedicated to defying all formats and categories, broadcasting anything from a sophomore racket to innovative, genre-crossing, free-form excursions.

In the New York area, college radio ranges from WKCR at Columbia Uni-

versity (89.9 FM), which presents jazz (including extensively researched, marathon broadcasts with rare recordings and interviews), classical music and specialty shows of African, Caribbean and country music to WFMU at Upsala College (91.1), which has a few specialty shows but devotes most of its airtime to free-form programs that might include any kind of music, humor or sonic assemblage.

But many college radio stations, reflecting student interests, concentrate on new rock that is loosely categorized as "alternative." In the New York area, WNYU (89.1), of New York University; WSIA (88.9), of the College of Staten Island, and other stations are primarily new-rock outlets. The music runs a gamut from noisy, untamed speed-metal and thrash-rock to more melodic styles that do not fit on most commercial FM-rock stations.

As album-oriented rock stations play fewer new selections and more of what they call "classic rock" — hits from the 1960's and 70's — the record business has turned to college radio as a kind of early warning system, identifying bands that may reach mainstream audiences an album or two in the future. Where U2 was heard five years ago, such performers as the Screaming Blue Messiahs, Sinead O'Connor, the Meat Puppets, 10,000 Maniacs and Negativland are now generating word of mouth.

Airplay Can Mean Survival

For local bands and bands just beginning to tour nationally, college radio attention can mean survival. "That's where the groundswell starts," said radio promotion director for the independent SST label, Ray Farrell.

The music business has begun to monitor college-radio choices. Charts of alternative radio play appear in CMJ (a newsletter formerly known as College Media Journal), Rockpool and the Ward Report, three alternative-rock newsletters, as well as broader-based music-business newsletters such as the Gavin Report, the Hard Report, Friday Morning Quarterback and Album Network.

College-radio favorites are also picked up by a few adventurous commercial stations. In San Francisco, for instance, the University of San Francisco's 3,000-watt station KUSF broadcasts alternative rock during the daytime; at night, when KUSF changes to public-affairs and specialty programming, the commercial KITS adds more alternative rock.

"College radio is a sleeping giant," said the alternative-radio editor for the Gavin Report, Peter Standish. The Gavin Report's college-radio airplay chart is reprinted in Rolling Stone magazine. "And this year it has reached a peak in terms of national impact," Mr. Standish said.

More Influence, More Caution

The major labels, which have not always been willing to supply records to low-powered college stations, now all have college radio promotion departments, and the many independ-



Ken Freedman, program director of WFMU, broadcasting from the Upsala College radio station in East Orange, N.J.

Campus stations take risks in programming that are feared by bigger stations.

ent labels that have appeared since the punk-rock upheaval of the late 1970's depend on college radio, as well as clubs and record stores, to expose their music. The program director of WFMU, Ken Freedman, said that the station receives recordings from about 450 independent labels.

As the influence of college radio grows, however, so does its caution. Earlier this year, the Federal Communications Commission issued a warning to KCSB-FM, a 10-watt college radio station in Santa Barbara, Calif., that it had committed "actionable indecency" by broadcasting the punk-rock song "Makin' Bacon" after 10 P.M. The warning was part of a broadening of the commission's restrictions on broadcast indecency.

The Princeton University station, WPRB, sparked a controversy about anti-Arab discrimination when it broadcast the Cure's "Killing an Arab," which led to the band itself requesting that the song not be broadcast at all. More stations are taking

care that songs they broadcast cannot be construed as indecent or offensive.

And among radio stations whose noncommercial status has allowed them to be nonconformists, their new place in the music business has led to conflicts of taste and programming philosophy. The record business, always seeking to define markets, is beginning to count on college radio stations to sell specific brands of alternative rock: post-punk, guitar or synthesizer-driven rock bands with slightly enigmatic lyrics. "A lot of people think this is the format of the future," said the national promotion manager for modern music and college radio at Warner Bros. Records, Steve Tipp.

"For many record companies," Mr. Freedman said, "college radio is seen as a commercial and marketing tool for alternative rock. There are a lot of stations filling a role that could be filled by commercial stations — the role of a good rock-and-roll station with integrity. What college stations are playing across the country has become uniform, which is a shame."

"But at best, college radio allows each station to develop its own personality," Mr. Freedman said. "The entire radio industry is geared toward specializing, but I think there's already a movement against the generalization of college radio. As for us, we're dedicated to diversity — we're specializing in not specializing."