

WSDP spoofed Channel 7's "We Got Who You Wanted" campaign in the flyer above. Paul Sincock is seen second from the right

ALUMNI PROFILE

Where has life taken you since you left WSDP and the PCEP?

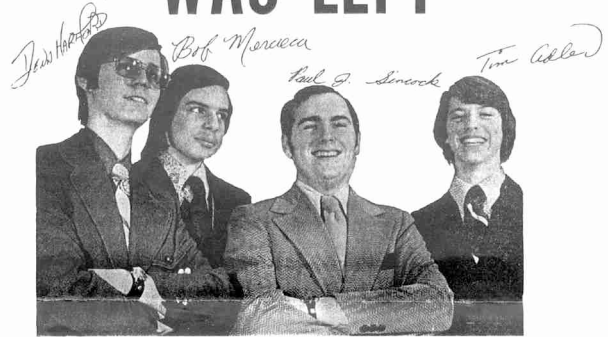
Well, it took me right back home. Life initially took me to Mt. Pleasant and Central Michigan University where I had the opportunity to be involved in the radio and television program, including the college radio station of WMHW-FM. I also had the opportunity to work some weekends, part-time for MacDonald Broadcasting in Saginaw at their Top-40 Station, WSAM. After college I returned back to Plymouth and was extremely lucky to land a job with the City of Plymouth Recreation Department as the Assistant Recreation Director. Over the years I have been extremely fortunate to be promoted through a number of Departments at the City and I now serve as Plymouth's City Manager. I take great pride in serving the public and I love the fact that I am able to serve the community that I grew up in. My wife Traci and I live in the City of Plymouth just two blocks from Kellogg Park.

What do you enjoy doing in your spare time?

I started snow skiing while I was in Junior High and I still love it today. I participated in the Plymouth-

THEY GOT WHO THEY WANTED

WE GOT WHAT WAS LEFT



BUT WE HAVE A LITTLE EXTRA, WSDP NOT ONLY BRINGS NATIONAL AND MICHIGAN BUT PLYMOUTH NEWS

EVERY WEEKDAY AT 12-20, 2-00, 4-00 AND THE ANCHOR REPORT AT 5-30

ON

WSDP 89.3 FM

YOUR COMMUNITY STATION



PAUL SINCOCK

1975 Graduate

"WSDP was key to my success of today. I developed confidence and the ability to think on my feet."

Canton School Ski Club when I was in school and eventually I was able to become a chaperone with that organization and I did that for many years. Each year I attempt to go "out west" skiing in the Rockies. My favorite place to ski is the State of Utah, home to the 2002 Winter Olympics. My favorite ski area in Utah is Alta Ski Lifts.

Other things that I really enjoy is being the Public Address announcer for Salem High School Football and Salem High School Hockey. I love watching the games and the only thing better than High

School Hockey is U of M Hockey. Thanks to then Station Manager Andy Melin who called me up and asked if I was interested in announcing the High School Football games and I've been doing it ever since.

What is your favorite memory of WSDP?

Actually I have several. First and foremost, all of the people both students and staff. John Seidelman and Jeff Cardinal had a great impact on my life.

Now for the memory part, I think that the promotion we did with the photo of the WSDP News Team that was a spoof of the Channel 7 Action News promotions of the time. As I recall, Channel 7 was raiding all of the top talent from the other television stations in the market and their campaign was "We Got Who You Wanted." Our spoof on their campaign was "We Got What Was

Left.” We printed up a whole bunch of those flyers and I even saw one a couple of years back when I went to help out with the WSDP Auction.

I still recall the night that I was with Rob Milford “Robbie Radio” and we were working on a story about a train derailment. We could not get anyone to give us any information, so we did the next best thing. We went to the scene located on Northville Road at the underpass near Five Mile Road. We ended up sneaking up the hill and working our way back through the woods to see what happened. We got the story that night, it actually was a relatively minor mishap with the train, but it was fun tracking the big story down. I recently recalled that story when I heard Rob’s radio reports on the CBS Radio Network when he was traveling through Texas tracking down falling debris from the latest space shuttle disaster.

“What you learn today will stick with you the rest of your life... You never know when you will need to use your experiences from high school at a future time.”

WSDP is also the place that I got my nickname of Quince. To this day I still have friends who call me by that name. How I got the nickname is another story.

Why was being involved with WSDP important for you?

First, it kept me involved in activities. I enjoyed being a part of the sports broadcast teams and being on the news team kept me currently with local and world wide activities. WSDP was key to my success of today. I developed confidence and the ability to think on my feet. WSDP helped me develop public speaking skills which I use on a daily basis in my current job. I have lots of great memories as a result of my time with WSDP.

What advice would you give to current WSDP Staff members?

Stay involved and learn all of the various aspects of the station’s operations. What you learn today will stick with you the rest of your life. Besides you never know when you will need to use your experiences from high school at a future time. I would have never guessed when I was in high school that I would come back as a public address announcer or be the person to record all of the automatic answering announcements for the Plymouth City Hall.



88.1FM staff of 1987-1988. From left to right: George Maolias, Libbey Saelzler, Gary Sandel, Ron Wojnar, Eric Varton, Dan Taylor, and Greg Borich



Saloni Janveja, Sarah Kuhaneck, and Sweena Aulakh broadcasting from Fall Fest 1990

88.1FM Goes Back to the Past for Retro Day

88.1FM is planning a trip down memory lane for Retro Day on Saturday, February 14, 2004. The station is looking for former staff members to host hour-long radio shows. The shows will be aired in celebration of the station’s 32nd birthday.

88.1FM will also air sound clips from throughout the station’s history. Station alums will be encouraged to air music that was popular during their time at the station. “We’re excited about WSDP’s long history of service to students and the community,” Said Bill Keith, Station Manager, “This is just a small way for us to celebrate our past.

Former staff members that are interested in hosting a show should contact Bill Keith at 734-416-7732 to reserve a time slot.