

ALUMNI PROFILE

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

After graduating from Salem in 1998, I attended Eastern Michigan University where I majored in Marketing. I worked part time for 96.3 WDVD & 93.1 DRQ in Detroit while attending college. Upon graduation I was invited to Tulsa to launch KCXR/100.3 The Kross as Morning Host & Music Director and I've been there for the last 2 years. I moved over to afternoons this summer.

What do you enjoy doing in your spare time?

I enjoy concerts, mountain biking, volleyball, movies, music & traveling. I used to enjoy watching the Detroit Redwings....but I'm looking for another sport to get behind this year.

What is your favorite memory of your time at WSDP?

I really enjoyed hosting my own specialty show called The Freak Show. We had a handful of guys from the



SCOTT HERROLD

SALEM CLASS OF 1998

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staff that would come hang out each Friday night on the show. It was always pizza, requests & crazy stunts.

Why was being involved at WSDP important for you?

When I was in high school, WSDP was a great place to connect. The skills I learned from WSDP also helped me in college and gave me the technical training for a position in radio. In high school I really despised writing news every week, but the experience really prepared me for college writing. When I started hosting the morning show, I went right back to the news writing I did at WSDP.

What advice would you give to current staff members?

You may not ever plan to pursue radio, but your experience at WSDP really is a foot in the door into entertainment & media. I never really planned to do radio as a career, but it was a great part time job that paid my way through college. When it all came down to it, radio was a lot more fun than my other job—marketing pet products.

Scott Herrold is currently Music Director/Assistant Program Director at KCXR/100.3 The Kross in Tulsa. Contact him at Scott@thekross.fm.