

The History of KTEQ

Prepared by: Thomas L. Aldrich
Prepared for: Professor John N. Kelly
Course: Humanities 497
Date: December 17, 1975

Table of Contents

List of Figures	3
Introduction.....	4
Discussion.....	5
I) Radio Communications Prior to KTEQ.....	5
II) KTEQ History Prior to Actual Start-up	6
A. The Idea Formulates.....	6
B. Research Begins	6
C. Student Congress Approval.....	7
D. The FCC and Red Tape.....	7
E. Construction of KTEQ	7
III) The History of KTEQ	8
A. The Management of Greg Carey and Gary Crown	8
B. The Management of Bill Franks.....	14
C. The Management of Jim Campbell	16
D. The Management of Tom Aldrich	19
E. The Management of Todd Speece.....	24
Conclusion	26

List of Figures

Figure 1 - KTEQ's first manager, Greg Carey, behind the board.	9
Figure 2 - A Promotion effort to publicize KTEQ.....	12
Figure 3 - The first KTEQ staff	13
Figure 4 - Fred Hilpert during a broadcast of his Lonely Two Show	18
Figure 5- Station manager Jim Campbell relaxes with a game of pool (left). Program director Paul Rapp prepares for his show (right).	19
Figure 6 - Women disc jockeys are no longer a rarity on the KTEQ staff.	22

Introduction

An eerie silence had surrounded the small campus of the South Dakota School of Mines and Technology since 1952 when the school's AM radio station was forced off the air due to violations of Federal Communication Commission rules and regulations. This period of silence lasted over 19 years until the fall of 1971 when from the deep, dark abyss of the FM band, KTEQ commenced operations. At this time, a completely new concept in radio communications was introduced to Rapid City.

The announcers' voices often are not polished, but what they lack in professionalism, they more than make up in enthusiasm. KTEQ boasts an all-volunteer staff and the station is under total control of the students. The format consists of mainly progressive rock and roll with splatterings of classical, jazz, easy listening, soul, and country music, as well as the necessary educational programs. The most notable feature, however, is the fact that there are absolutely no commercials aired.

This report is concerned with the history of this small, college 10-watt station; three main areas will be covered:

- I) Radio Communications Prior to KTEQ
- II) KTEQ History Prior to Actual Start-up.
- III) The History of KTEQ.

Into its fifth year of operations, KTEQ has established itself as a major medium in the Rapid City area. The listening audience, as well as public awareness, has increased each year. Progressive radio has come to stay in Rapid City and KTEQ has been the driving force behind it.

Discussion

The idea of starting a radio station at South Dakota Tech was not new one. It had been kicked around and discussed ever since the school's last radio station had been forced off the air. South Dakota Tech's history was saturated with a rich tradition in radio communication dating back to 1922 when WCAT first commenced operations on the campus.

I) Radio Communications Prior to KTEQ

In 1922 several energetic students in the electrical engineering department banded together to begin the school's first radio station. They manufactured a home-made transmitter and various other pieces of necessary equipment, acquired a license from the Federal government, and started broadcasting from the physical education building.

a) WCAT Begins Operations

WCAT first signed on the air just six years after the first radio station in South Dakota began broadcasting. In those days, little was known of the huge impact that radio would have on the public. In fact, there was no governmental agency to handle and regulate the radio industry. At that time, there was only one band in use, the commercial AM band. WCAT ran mainly a news and informational format and was on the air only a few hours each day.

b) WCAT Acquires Popularity

In the late 40's and early 50's, the station enjoyed a great deal of popularity. Live coverage of Tech basketball games plus other features enhanced the station's status. In 1949 several former graduates attempted to buy WCAT's license from the state and turn it into a regular commercial broadcast station. They lost their bid, however, by a slim margin of defeat when the Board of Regents voted on the matter. "Wildcat Radio, as the station was called, continued to broadcast regularly from the campus until the early 50's when the regular commercial radio stations in the area began to complain about the loss of students in their listening audience.

c) WCAT Loses It's License

The local radio stations complained to the FCC, but no legal action could be taken against the Tech station unless they broke an FCC regulation. The battle continued, however and eventually went in favor of the commercial stations when a microphone was accidentally left on and some unsavory language was broadcasted over WCAT. The local stations were listening and taping. With this undisputable evidence, WCAT was silenced forever in 1952. A rich history in radio communications was thus abruptly ended on the campus of the South Dakota School of Mines and Technology.

II) KTEQ History Prior to Actual Start-up

Great ideas often spill forth from dreams, but it is only great people who make these dreams come true. KTEQ happened to be blessed with such people during the 1969-70 school year. Thus, South Dakota Tech was able to start up another broadcasting station. In 1969 two notable events occurred on the campus. The first was the election of Jim McGibbney to the office of Student Body President. McGibbney was an energetic and forceful young man who was very concerned with student rights. He was always open to comments and new ideas presented by the students. The second was when a group of students was organized to represent Tech on the local radio stations and to present a program on Tech Happenings.

Perhaps this second event does not seem to be of much significance; however, one must remember that events of an obscure nature often lead to great things. In this instance, this was the case.

A. The Idea Formulates

Greg Carey happened to be one of the students who presented Tech Happenings. After participating in the project for a while, Carey began to wonder why South Dakota Tech could not have a radio station of its own. The idea appealed to him and he began to discuss it with others. All were receptive to the thought and were quite anxious to get underway with the project.

B. Research Begins

Carey approached the project with very little knowledge of radio communications. His first course of action was to present his plan to McGibbney. McGibbney was very enthused and instructed Carey to research the possibilities thoroughly before presenting the student congress with the idea. Carey wrote the various colleges in the state to obtain information about their radio stations. He also wrote the FCC to obtain information on how to apply for a license. Carey was informed that only an educational license could be issued to the school and he was sent the necessary materials on how to go about it. The wheels were now in motion and rapidly gaining speed.

C. Student Congress Approval

When Carey had adequately prepared himself, he went to the student congress and presented the information. With the strong support of McGibbney, the idea was endorsed by the congress. They instructed Carey to form a group to work on the project, to write a constitution for the group, and to subsequently report to the student congress for final approval. Carey did so immediately. He called the group the Tech Educational Radio Council (TERC). TERC then went to work on writing a constitution. When this was accomplished Carey went back to the student congress and everything was approved. Now, the real work was to begin.

D. The FCC and Red Tape

The avalanche of forms to be filled out in triplicate was almost overwhelming. But Carey stuck to it and eventually did every-thing according to Hoyle. An application for a construction permit was filled out; an application for station license was filled out; the constitution of TERC had to be amended to comply with the FCC rules and regulations; affidavits were filed with the FCC; public notices had to be published in the city newspaper. The amount of paper work was awesome. During the course of all this, Carey retained the law firm of Cohens and Marks in Washington D.C. to represent TERC. With their help, work was able to procede in a much smoother fashion.

All of this took place during the 1970-71 school year. Finally, on December 7, 1970, the Federal Communications Commission granted the application authorizing construction for a new FM, non-commercial, educational broadcast station in Rapid City to be owned and operated by the students of the South Dakota School of Mines and Technology. It was now a reality. Through a great amount of labor, a few people had accomplished a major objective. Granted, there were still a few minor problems to be worked out, but enthusiasm ran high and the students were undaunted.

E. Construction of KTEQ

Carey thus began to formulate the plans for building the new station. It was agreed and subsequently granted the FCC to call the station KTEQ. Approval was granted by the Board of Regents to float a \$4000 loan to be used in the construction of the studio. Carey let bids and soon purchased the necessary equipment.

During the summer of 1971, Carey channeled all his spare time into building KTEQ. Surbeck Center granted approval for housing the station in the building. KBHE, the local public television station, authorized the use of their tower for KTEQ's antenna. Carey wired the studio and set up the equipment. Everything was going smoothly.

Finally, on August 7, 1971, KTEQ went on the air. At 8:00 AM Gary Brown became the first student disc jockey to broadcast on the new station. A new organization had thus sprung to life on the small, engineering campus in Rapid City. It had taken nearly two years to accomplish, but Greg Carey got the job done.

It has been said that without Carey, KTEQ would not be in existence today. This is very justly true. Carey sacrificed much of his time towards achieving this goal. He had to suffer through all the governmental red tape. He built the station virtually all alone. By virtue of his dedication to the project, Carey was appointed the first station manager of KTEQ.

III) The History of KTEQ

Since that fateful day in 1971, KTEQ has grown far beyond the original estimates of its founders. The organization has developed into one of the largest and most popular groups on campus. Many changes have occurred, not only in personnel, but also in programming. The station has been accepted in the Rapid City area and enjoys a fair amount of popularity. To deal with the developments and changes the station has gone through, this paper will cover each manager's term of office. In this manner, it is thought that a clearer explanation of what the station is all about can be presented.

A. The Management of Greg Carey and Gary Crown

KTEQ's first year of operation was a key one in that it set precedent for future station policy and programming. History has proven that Carey possessed a great deal of foresight in setting up the station's schedule. Many of his innovations are still in use today. Carey's idea for programming revolved around a progressive rock and roll format. This was done to present Rapid City with music that they were not familiar with. This made the station popular.

At midyear an incident occurred that could have possibly caused the downfall of KTEQ. Carey was forced to resign due to problems in obtaining passing grades. Fortunately, Carey had established a line of hierarchy. Thus, Gary Brown was able to step in and assume the job of station manager. Brown had been with the station from the beginning so he was very familiar with station policy. No great difference was noticed between Carey's and Brown's ideas in running the station. Thus, the succession of Brown into the manager's job was a smooth one. Carey left school in search of a job. His job was done, and it was well done.

1. Finances

A problem that plagued KTEQ from the beginning was a lack of capital. The student association appropriated the largest amount of money, but it was therefore never quite enough. All kinds of moneymaking schemes were used. Some were successful, others were not.



Figure 1 - KTEQ's first manager, Greg Carey, behind the board.

The student association appropriated \$1500 for the operation of the radio station during the 1971 -72 school year. Additional funding was provided by the South Dakota School of Mines and Technology Endowment Fund to the tune of approximately \$600.

To obtain more money, Carey initiated an underwriting program. Montana Dakota Utilities donated \$200, Rushmore State Bank \$15, and Team Electric donated \$15. This money covered expenses during the school year, but additional funding had to be obtained for summer operations. This problem was solved by initiating the Annual KTEQ Auction. Local merchants donated either a product or a service, which was then auctioned off over the air. In this manner an additional \$200 was acquired. Thus, the budget for the first year of operations amounted to just slightly over \$2500.

2. Broadcast Hours and Personnel

Carey initially set up broadcast hours between 3:30 P.M. and 12:00 A.M. daily. These were filled by Carey and his staff of seven students. Each student was therefore responsible for about eight hours each week. KTEQ was constantly trying to enlist new people into the station. They eventually came in force, but it was slow going at the start.

Two new members of the staff took it upon themselves to increase broadcast hours by covering a 12:00 AM to 3:00 AM shift seven nights a week. Paul Rapp and Neil Shambau thus instituted the Inside Looking Out show.

3. Programming

Because of KTEQ's status as an educational radio station, Carey took special care to schedule programs of this nature. A good portion of the days broadcast hours went to meeting this FCC requirement. The educational programs carried were:

- (a) Men and Molecules - A 15 minute program devoted to the new developments in the chemical world.
- (b) Radio Moscow - A 15 minute program meant to better the understanding of the American people in relation to events occurring in Russia.
- (c) Conversations at Chicago - A half hour program concerned with the issues of the day.
- (d) Serenade in Blue -A half hour program of big band music produced by the United States Air Force.
- (e) Georgetown University Forum -A half hour program dealing with current topics of interest.
- (f) What's New - A 10 minute program issued by the Department of Public Instruction
- (g) Sounds Like the Navy -A half hour program of contemporary music produced by the United States Navy
- (h) Searching - A half hour program dealing with the problems of youth issued by the Canadian Broadcast Company
- (i) Tech News - A three to five minute program presenting the daily news about Tech

The above mentioned programs were all played during the regular broadcast week. To further supplement the educational aspects of the stations, Public Service Announcements (PSA's) were aired throughout the day's schedule. PSA's are 30 -60 second radio spots dealing with subjects of major concern such as cancer, VD, and safety to name a few. These spots have become a fixture at KTEQ.

KTEQ became known as Alternative Radio due to the fact that music of a different nature than the music aired by the commercial stations was carried. As mentioned previously, the music was mainly progressive rock and roll. Several different shows were aired to highlight this fact. The rock and roll shows are listed below:

- a) Eleventh Street Beat -This program featured music of a more mellow nature. The name originated from the fact that five of the original station members lived in a house located on Eleventh Street
- b) The John Galt Line -This program was a catchall for several different types of music but it eventually highlighted just hard rock. Gary Brown came up with the name. He got it from an obscure novel written in the 60's entitled The John Galt Line. The show ended each time with the statement, "Who is John Galt anyway?"
- c) Heavyside Expansion -This show featured heavy rock and roll and was aired seven nights a week from 9:00 to 12:00. The name came from Calculus. It just happened that one of the jocks was taking an advanced calculus course and they were studying the "Heavyside Expansion Theorem." This program has remained a fixture on KTEQ and is the most popular one aired.
- d) Inside Looking Out -As mentioned before, this program was aired nightly from 12:00 to 3:00 A.M. It featured music in the progressive vein and has remained a fixture in the program schedule. The name came from the fact that the disc jockey was on the inside of the studio looking out the window.

Besides the regular rock and roll programs, KTEQ offered Rapid City a number of specialty programs. These shows have been altered over the years, but the concept has remained the same. In addition, over the years some new specialty shows have been altered over the years, but the concept has remained the same. In addition, over the years some new specialty shows have been added.

- a) The World's Greatest Music -This program was established to offer Rapid City a classical music show. The show originally was carried once a week for three hours. It has since been expanded due to popular demand.

- b) Jazz After Dark -Lacking a student who was a jazz buff, Carey was forced to air a tape program of jazz music. Doug Marlin was the host and the program was produced at the University of Illinois. Although Jazz After Dark is no longer featured, KTEQ still offers a jazz program, only it is now locally produced.

4. Innovations

During the first year of operation, everything aired was an innovation, Carey constantly tried to improve the programming and increase the expertise of the station. The most notable achievement was the utilization of the computer. Carey wrote the original programs which printed out the program log and the operating logs. This eliminated the need for a secretary and saved the station much time and money. The computer was also used to print out a record list. As an album was received by the station, it was assigned a number depending upon the type of music it typified. The computer then was put to work alphabetizing the albums and putting the records in numerical order. Thus, the disc jockey only had to look up the name of the group and find its number

As mentioned before, the auction was initiated to help supplement funds for the station. This project has proved to be a valuable undertaking for the station. Carey also tried to obtain as much publicity for the station as possible. He was constantly writing articles for *The Rapid City Journal*. He also made use of posters to advertise the station around campus. Many of his ideas were quite clever.



Figure 2 - A Promotion effort to publicize KTEQ

Together Carey and Brown accomplished quite a lot for the station. They outlined the way they believed the station should be run and future managers have followed this outline. Although KTEQ had to struggle this first year, the station was on its feet and in relatively good shape.

5. Summer Operations

The problem of summer operation finally arrived. This was a worrisome problem in the fact that there would be not enough students around to operate the station. Kathy Olson was appointed as the summer manager and she was never quite able to conquer this problem. The station did not have any regular broadcast hours. Some days it would be on the air, and on other days it would not. In the future summer operations always caused problems, but they were gradually reduced over the years.

6. Final Notes

Gary Brown graduated that spring of 1972 and turned the station over to Bill Franks. Franks was also one of the original members of the station and he continued to follow the examples set forth by Carey and Brown.



Figure 3 - The first KTEQ staff

B. The Management of Bill Franks

Franks managed the station during the 1972 -73 school year. During this time he experienced an increase in personnel as the staff grew to about 25 members. The year was peaceful and Franks spent most of his time stabilizing the station. The most notable achievement was that slowly KTEQ was becoming a household name.

1. Finances

The student association offered a slight increase in funding for this year. KTEQ received \$1760. Northwestern Bell Telephone donated \$200 to the station and an additional \$200 was received from other sources. The KTEQ auction brought in another \$300 increasing the total amount of operating capital to \$2460. The station continued to struggle just keeping itself out of financial disaster.

2. Broadcast Hours and Personnel

Broadcast hours had finally stabilized themselves. The broadcast day began at 3:00 PM and ended the following day at 3:00 AM. The staff had increased to about 25 people with the majority doing one three-hour show per week.

3. Programming

As in the past, Franks filled his schedule with a number of educational programs interspersed throughout the day. Many of the educational programs remained the same, but a few new ones were added. The educational programming consisted of the following:

- a) Men and Molecules
- b) Radio Moscow
- c) Conversations at Chicago
- d) Serenade in Blue
- e) Georgetown University Forum
- f) What's New
- g) Sounds Like the Navy
- h) Tech News
- i) From the Midway- A one hour program featuring lectures that were presented at the University of Chicago.
- j) Radio Canada- A half hour program devoted to explaining the different aspects of Canadian life.
- k) Wolfman Jack- A 25 minute program of Top 40 music put out by the United States Air Force.
- l) Roger Carroll Show -A 25 minute program featuring contemporary music issued by the United States Air Force.

As with the educational shows, the progressive rock programs remained much the same, only one new show was added.

- a) Eleventh Street Beat- This program was cut down due to the introduction of another show during that time period.
- b) Heavyside Expansion.
- c) Inside Looking Out.
- d) The Thomas Alexander Show- This program took the place of Eleventh Street Beat during the week day afternoons. The music consisted of progressive rock and roll, golden oldies, and Top 40 hits.

It was in the area of specialty programs that Franks did the most work. He expanded the present shows and added a number of new ones.

- a) The World's Greatest Music -This show was aired twice per week due to popular demand.
- b) Jazz Music -The jazz program was expanded also. Franks continued with Doug Marlin's After Hours program, but also added a locally produced show.
- c) The Cob Andrews Show -This program concentrated on easy listening music.
- d) Solid Gold -Solid Gold concentrated on the big hits of yesterday.
- e) Album Tracking -This program showcased a brand new release each week and played the album in its entirety.
- f) Oldtime Radio -This program featured an original radio drama produced back when radio was the king of the roost. Such programs as the *Lone Ranger* and the *Shadow* were aired twice weekly.

The programming had become pretty well established by this time. Alternative radio was certainly living up to its name.

4. Innovations

As a tiny 10-watt station, KTEQ had trouble covering the entire Rapid City area. This was caused by shadows, which were produced by the hills that are located in the city limits. The dorms just happened to be in such a shadow and as a result, the residents were unable to receive KTEQ's signal. To combat this problem, Franks began investigations into the feasibility of installing a carrier current transmitter in the dorms. The carrier current system would transform the FM signal into an AM signal and would subsequently modulate it into the electrical system in the dorms. Unfortunately, this project was not economically feasible at this time.

An alternative plan was to offer free antenna plans, which were designed specifically to pick up KTEQ's signal. Moderate success was experienced with this project. As mentioned before, Franks greatly expanded the specialty shows. They were all well received and are still being broadcast today.

5. Summer Operations

Wayne Wenzloft was appointed as summer manager. Wenzloft rewired the station that summer and tried to keep as many regular operating hours as possible. Summer broadcast hours were once again reduced because of lack of personnel. Around midsummer Wenzloft moved to Sioux Falls and Paul Rapp took over as summer manager. Things were relatively quiet throughout the summer.

6. Final Notes

When school resumed Jim took over as manager of KTEQ. Rapp then became program director. This was another key year. License renewal was upon KTEQ. Fortunately, Campbell had been with the station for a number of years and was somewhat familiar with the job he had to do. As before with Carey, Campbell was faced with a huge amount of forms to fill out if KTEQ was to be kept on the air.

C. The Management of Jim Campbell

Campbell channeled all his efforts into the station's license renewal. As a result, he did not work much with the programming aspect of the station. However, he did not really have to do much work in this area anyway. The programming was similar to the previous year's experience.

1. Finances

Once again the student association approved a budget of \$1760 for the coming year. Additional money was obtained from Northwestern Bell Telephone amounting to \$200. The auction however was quite successful and netted approximately \$500. This amounted to a total budget of \$2460.

2. Broadcast Hours and Personnel

The staff grew to around 35 people this year and few people had more than one three-hour show each week. Campbell also increased operating hours by adding a graveyard shift on the weekends. These shifts were filled by students who did only one per semester.

3. Programming

With license renewal occupying most of his time, Campbell did not do much with the programming aspects of the station. He kept the status quo. The educational programs that were carried that year are listed below.

- a) Men and Molecules
- b) Radio Moscow
- c) Conversations at Chicago
- d) Serenade in Blue
- e) Sounds Like the Navy
- f) Tech News
- g) From the Midway
- h) Wolfman Jack
- i) Roger Carroll Show
- j) Searching
- k) Vibrations – A half hour program of contemporary music produced by the United States Air Force
- l) Soul in Motion – A half hour program of soul music produced by the United States Air Force.

The music remained in the same format, progressive rock-and-roll with splatterings of various types found throughout the schedule.

- a) Heavyside Expansion
- b) Inside Looking Out
- c) Eleventh Street Beat

A few new specialty shows were added, while others were dropped.

- a) The World's Greatest Music
- b) Jazz Reflections -this program gradually took over both jazz shows. It was locally produced and contained, the character of resident jazz buff, Dave L'Esperance combined with the whole gamut of jazz
- c) Sounds for a Sunday Afternoon -This program was a continuation of the old Bob Andrews Show
- d) Solid Gold
- e) Oldtime Radio -The old time radio dramas were increased to five per week due to their popularity
- f) The Graveyard -A new program carried between 3:00 AM and 8:00 AM on Saturday and Sunday
- g) KTEQ Theater -This program featured modern radio drama produced by Earplay.

- h) Rap with the SAP -this program was designed to give the students a chance to air their problems. Unfortunately, it did not go over too well.
- i) Soul Music -This program was initiated to present the black population with an alternative listening choice. The show has since become very successful.
- j) The Lonely Two Show -This was KTEQ's first attempt at incorporating humor with music. Initially, the program enjoyed a fair amount of success, but slowly went by the wayside.

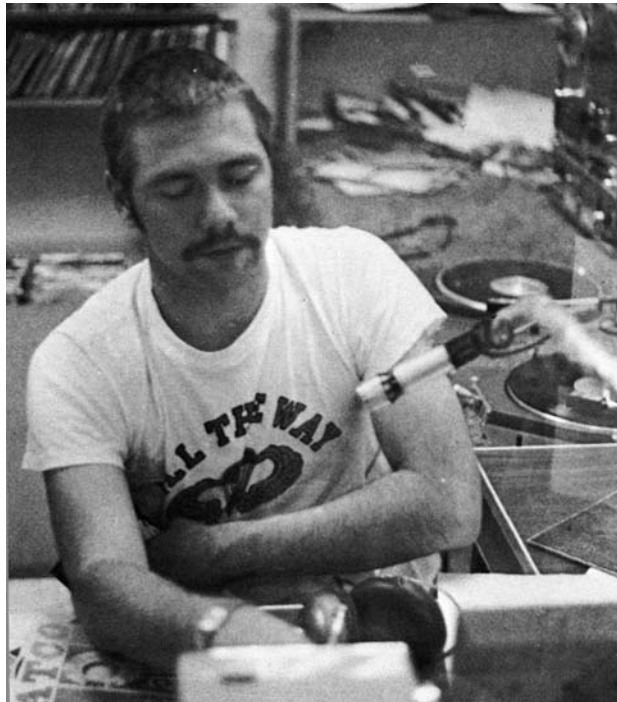


Figure 4 - Fred Hilpert during a broadcast of his Lonely Two Show

4. Innovations

Campbell devoted much time to get the license renewal. As a result, everything went smoothly and the FCC granted it. This whole procedure took the better part of the school year.

During his term as manager, Campbell continued the investigation into the carrier current system. He was able to find a relatively inexpensive set up and purchased the equipment. It would later be installed during the term of the next manager. With the station secure for another three years, everyone breathed a little easier. The station was growing in stature each year of operation.

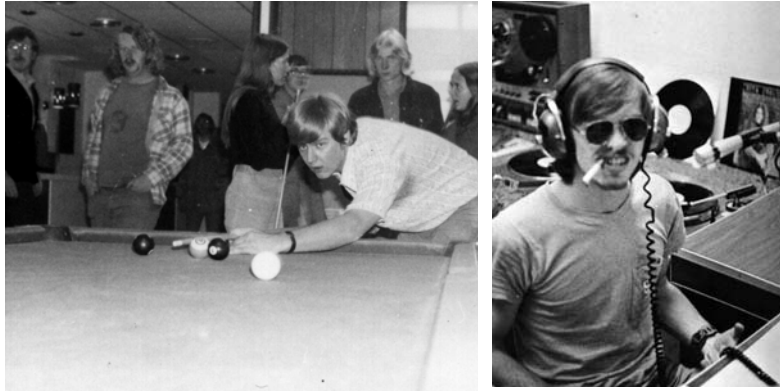


Figure 5- Station manager Jim Campbell relaxes with a game of pool (left). Program director Paul Rapp prepares for his show (right).

5. Summer Operations

Bruce Kraft was appointed as summer manager and was the first to stabilize the personnel problem. Kraft was able to run a full schedule and this was a great help in publicizing KTEQ. Many listeners were acquired that summer and the popularity of the station increased even more. Kraft was also interviewed by the *Rapid City Guide* and he was able to give the reporter a wealth of information about the station. The story appeared on the cover and was distributed to every home in Rapid City.

D. The Management of Tom Aldrich

Aldrich's term was focused mainly on the programming aspects of the station. Through a huge increase in personnel, broadcast hours were greatly increased. It was at this time that KTEQ finally obtained respectability on campus. The organization became one of the largest and most popular on campus.

1. Finances

The student association granted another increase in the budget for KTEQ \$2,200 was approved. This was supplemented by a \$200 donation from Northwestern Bell Telephone and incredible success for the KTEQ auction. Todd Speece headed the auction committee and revenues totaled nearly \$1,000. This gave KTEQ the most money to work with in the history of the station; the budget totaled \$3400.

2. Broadcast Hours and Personnel

It was during this year that the station really took a great step forward. The staff increased to 55 members and operating hours were increased by 45 hours a week. The schedule was set up in the following manner: every weekday morning sign-on was at 6:00 AM. Sign off occurred at 3:00 AM the following morning. However, on Friday the station would sign-on at 6:00 AM and would not sign off again until Monday morning at 3:00 AM.

3. Programming

At this stage, the station appeared to be mellowing out with respect to the music that was being aired. This was not caused by station policy, but rather seemed to be a natural tendency. Country-Rock dominated the airwaves with almost 50% of the music.

The educational programming was so changed. A move was made to carry programs that were shorter in length. Statewide news was being carried twice daily and an attempt at upgrading the local news was also made.

- a) Men and Molecules.
- b) Radio Moscow.
- c) Wolfman Jack.
- d) Searching.
- e) Roger Carroll Show.
- f) Waste Not – This five-minute feature dealt with ecology and how to improve it.
- g) Camera Talk – A five minute program designed to teach the amateur photographer new ideas.
- h) All About Alcohol – A five-minute program concerned with informing the public about the dangers of alcohol.
- i) Energy Tomorrow – This five-minute feature concentrated on the energy crisis.
- j) Genius on the Black Side -A fifteen-minute program designed to promote black artists.
- k) Genius of Duke -This fifteen minute program was devoted to Duke Ellington and his music.
- l) View From the 33rd Floor -A five-minute commentary on current issues.
- m) Flightbird and Company -A half hour program with Top 40 music issued by the United States Air Force.
- n) Agape -A one-hour feature devoted to the love of God and the appreciation of music.
- o) The Morning Report - A 25-minute new program produced by KUSD for the South Dakota Public Radio Network.

- p) The Fifth Edition News - A 25-minute news program produced by KESD for the South Dakota Public Radio Network.
- q) Longhorn Radio - Five 25-minute programs dealing with relevant issues of the day.

Musically, a new station policy was initiated, the mornings were reserved for the more mellow music. During the afternoons the music became more upbeat. Early evenings were reserved for the specialty shows. Heavyside Expansion followed and was typical of its name. The Inside Looking Out show was to gradually mellow the people out until signoff.

Due to the new broadcast hours, a number of new rock-and-roll shows were aired on KTEQ. With the shows from before, a well-balanced format took effect.

- a) Heavyside Expansion.
- b) Inside Looking Out.
- c) Eleventh Street Beat.
- d) The John Galt Line -This program was brought back after two years of being off the air.
- e) The Tralfamadorian Review -This was one of the new programs and was scheduled on the weekdays between 12:00 and 3:00 PM. The program highlighted music that was slightly upbeat. The name originated from the name of a planet in a Kurt Vonnegut book.
- f) Coffee Lab 301 - This program featured mellow music and was scheduled during the morning weekdays. The name originated from the fact that the students who had coffee hour at 9:00 AM called this period of time "coffee lab."
- g) Beginnings -This program started KTEQ's broadcast day. The show featured mellow music and was designed to ease the listener up out of bed and on to work.
- h) Looney Tunes - This show was scheduled for Saturday mornings at 8:00 AM. The music was mellow.

The specialty shows increased once again. New ones were added, and old ones were expanded.

- a) World's Greatest Music.
- b) Jazz Reflections.
- c) Potpourri -This program took the place of *Sounds for a Sunday Afternoon*. It was a conglomeration of easy listening music and light rock.
- d) Oldtime Radio.
- e) KTEQ Theater.
- f) Sounds of Soul - This program was so well received that it was expanded into two three-hour programs.
- g) Album Tracking - This program was reinstated after a lapse of a year. It was aired twice weekly.
- h) Country Music - With the great amount of country-rock being played, it was natural to come up with a country show. In fact, two programs were initiated. *Skeeter's Country Fair* featured traditional country, while *Danny Diesel's Country* experimented with progressive country and country-rock

4. Innovations

KTEQ grew considerably larger during this year of operation. The staff increased and the broadcast hours increased. As a direct result of this, the number of women on the staff grew. It was no longer a rarity to hear a woman's voice over the air.



Figure 6 - Women disc jockeys are no longer a rarity on the KTEQ staff.

During the year, many objectives were accomplished. The studio was rewired. This greatly increased the sound quality. A carrier current system was installed in the dormitories enabling many more students to receive the station. KTEQ joined the Association of South Dakota Public Radio Stations. This organization banded together to give college radio stations a platform on which they could voice their opinions. In addition, as a collective, the public radio stations wielded more strength and influence. Through this organization, KTEQ was able to pick up two news programs

The KTEQ auction garnered nearly \$1,000, a figure no one thought seriously about before. This was due to the terrific amount of work that Todd Speece put into the auction.

For the first time in two years, all the equipment was operable at the same time. This was due to a dedicated group of student engineers who worked out a maintenance schedule to keep the equipment in good running order.

Initial investigation was conducted on the feasibility of going stereo. Two months into the term of the new manager, stereo was put into operation. There was one project that did not get accomplished and it was not because of lack of interest, but rather lack of funds. Due to the maximum load of operating hours, the studio could no longer be used effectively as a production studio. The cost to build one was looked into, but the amount was too much. However, it certainly will not be too far off in the future before the economics are worked out.

One of the more important developments was that an underwriting program was started. Much information was obtained from the Association on the subject and music director Tom Young was primarily responsible for obtaining the first two underwriters. Much of the revenue is expected to come from this program.

This fourth year of operations turned into a pleasant success for the radio station. Many things were accomplished and many new projects were initiated to be finished in the years to come.

5. Summer Operations

Jim Swyter was appointed station manager for the summer months. The station experienced a high turnover in personnel, but that is expected during this time. Swyter, with the help of Doug Ingraham, kept the station on the air and in good running order. The fullest summer schedule yet was realized.

E. The Management of Todd Speece

Speece took over where Aldrich left off and improved many of the existing programs and policies. He also improvised some new policies, which appear to have a promising future. The station has grown a great deal since its conception back in 1971.

1. Finances

The student association approved the largest budget for KTEQ. They appropriated \$2750 for operating purposes. At the time of this writing (December 1975), not all the moneymaking ventures have been started and therefore, the above figure is the only exact number that is obtainable. However, it appears that the underwriting program should bring in close to \$2000 in additional revenues. The auction should bring in close to \$800. It is apparent that KTEQ is finally going places and money should be available to the station in order to finance many of the necessary projects, such as the building of a production studio, in the future.

2. Broadcast Hours and Personnel

This year KTEQ has maintained the operating hours of the previous year. It would not be feasible to increase the hours at this time. For the first time in the history of the station, students had to be turned down for work as a disc jockey. There are 58 people on KTEQ each week. Not one student does more than a three-hour weekly show. Stability has finally been reached.

3. Programming

The station has continued with the progressive rock format. Mellow music seems to be the key word. The educational shows have been drastically cut back. In fact, starting second semester of the 1975 -76-school year, the only educational programs will be the news show. This fall the local news has become a permanent fixture on the station; the music format is the same as the previous year's. It seems as if KTEQ has finally found the right combination.

4. Innovations

The most important innovation is the expansion of the public relations department. Each month KTEQ has been sending out lists of their most played albums. In addition, personal comments are made about many of the albums. This gives the record companies better insight into how their records are doing in the Rapid City area. As a result, KTEQ's record service has increased ten times. It is almost to the point where the station will no longer have to buy albums for the studio. Because of the underwriting program, it now looks as if the station will be able to finance a new production studio. That is presently being looked into and the new studio is expected to become a reality by May of 1976.

The future definitely looks bright for this small station. . The management now has set goals to switch to 250 watts within the next three years. If this is accomplished, KTEQ will more than adequately cover all of Rapid City. With the stereo system finally installed, many new listeners have been added. This innovation was a major step forward for the station.

Conclusion

Over the past six years, KTEQ has grown from just a dream, into a reality of major proportions. The station has struggled through lack of personnel, tight budgets, used equipment, and a whole array of other problems and has established itself as one of the most progressive radio stations in the state. The local commercial radio stations now have to regard KTEQ as competition. It might only be competition of a small order of magnitude now, but if the station goes to 250 watts, that competition factor will increase significantly.

I think that after reading this report you will arrive at the same conclusion that I have: KTEQ has been shaped, molded, and made possible by the dedicated students who operate the station. Many times these students suffer with academic problems because of the station. That, however, is probably what makes the station so important to them. If one suffers because of some action, the cause of that action will probably remain dear to his heart.

KTEQ has now achieved a place of responsibility and respectability on this campus. Still many of the people do not understand what this station is. To sum it up, this station signifies work, a lot of hard work. The students who have put their time into the station are very proud of it and will remember the good times that they had for many years to come.

Much of the material used in writing this report came from my own observations, experiences, and conversations with people who have worked on the station. I would also like to take time to acknowledge the *Rapid City Guide* for the information obtained there. The information pertaining to personnel, broadcast hours and programming was obtained from the files of KTEQ.