

## USI student radio station, *The Edge*, expands to 95.7 FM

6/27/2016 | Benjamin Luttrull

WSWI, the University of Southern Indiana student-run radio station, can now be heard on 95.7 FM in the Evansville area, the station announced at a press conference and launch event on Monday. The newly monikered *95.7 The Edge: Evansville's Alternative* was formerly only on the dial at AM 820.

“Statistically, 85% of all radio listening is done on FM,” said John Morris, USI instructor of radio/TV and general manager of the station. “We are excited about this opportunity to share our students’ award-winning work on a clearer signal to a much larger potential audience.” WSWI was founded in 1981 after a donation of the 820 AM frequency from the Englebrecht family and South Central Communications. The station started as a classical and jazz music station but transitioned to rock and alternative music in 1983, before officially being named *The Edge* in 2006. In that time, hundreds of students have worked either as on-air talent or in supporting roles, and have gone on to careers in radio and broadcasting, both locally and nationally.

“WSWI gives you the ability to take the things you learn in your classes and apply them in a real-world setting.” said Ryan O’Bryan ’00, brand manager for 106.1 KISS-FM in Evansville and former *The Edge* program director. “That is invaluable, in some cases. It’s like a minor league, to some degree.”

The station was originally based in a house located near the current Children’s Learning Center, before moving into the lower level of the Liberal Arts Center when it opened in 1999. *The Edge* has been streaming online since 2000, and began broadcasting on a high-definition frequency in 2010.

Since 2008, *The Edge* has been awarded 106 individual and station awards, with nearly half of them national awards. In 2009, USI was named Radio School of the Year by the Indiana Association of School Broadcasters, and the station has won 15 Broadcast Education Association (BEA) Festival of Media Arts awards since 2010.

“While working at *The Edge*, I can’t begin to tell you how much I grew as a professional,” said Kayla Kaps ’13, general manager for WRFT at Franklin Central High School and winner of the 2014 BEA Festival of Arts award for Air Talent. “I learned how to communicate clearly not just behind a microphone, but also in person. I learned how to be a coach, a supporter and a patient but firm and challenging teacher.”

In addition to alternative and local music, *The Edge* is the new home for USI men’s and women’s basketball, baseball and additional sports broadcasts. Athletic events had previously been broadcast on 90.7 WPSR, the Evansville Vanderburgh School Corporation station. USI students will continue to announce high school sporting events on WPSR, as well as work with EVSC students on high school broadcasts. Jevin Redman, *The Edge* sports director, was recognized by the Sportscasters Talent Agency of America as the 17th-best collegiate sports

broadcaster in the country in 2016, and was the only student recognized from a NCAA Division II school.

“It’s an amazing opportunity for not only the station to get some well-deserved recognition, but each individual student that will be part of it, too.” said O’Bryan.

The 95.7 FM signal is broadcast through a translator installed on the WIKY tower on Mt. Auburn Hill in Evansville, which is owned by Midwest Communications. *The Edge* will continue to broadcast on 820 AM, as well as online at [TheEdgeRadio.org](http://TheEdgeRadio.org).