



the dirt

Driftless Community Radio Newsletter
Fall 2024



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Art by Pete Hodapp



FALL DRIVE TUESDAY SEPT 17

Distinct, local programming is thriving at WDRT, and listener support makes it all possible. We'll be holding our One Day Pledge Drive on Tuesday, September 17 from 6am-6pm with the goal of raising \$15,000 to continue the great work of this station, and Organic Valley will be providing a \$5,000 match to help us get there.

We're bringing a fun Tuesday line-up, with a few surprise guests and twists - including a special mashup of Global Beat with DJ Kirsten and Booty Tunes for the Dairy Air with MC SL!M.

Anyone who pledges \$120 or more will receive our new WDRT hoodie! Pledges over \$60 can get a new WDRT t-shirt. Visit wdrt.org/donate for more info.

\$60+ LEVEL GIFT



\$120+ LEVEL GIFT



Front



Back

SUSTAINER LAPEL PIN



ANNOUNCING: STUDIO C

The Driftless Region is home to an amazing music scene, featuring talented local artists and great bands that pass through. As the area's only community radio station, WDRT is excited to expand its role in highlighting the burgeoning music scene by building a new broadcast studio with the ability to host live bands!

The Studio C Project will not only meet our growing need for additional broadcast and production space, it will

also be optimized to host musicians for in-studio performances and have periodic live events in our back space. We are even thinking of ways to make the studio available to area musicians for recording! Learn more at: wdrt.org/StudioC

Planning work has begun, with the hope of completing the project by end of 2025. If you'd like to volunteer with design or construction, or to help fund the project, please contact staff@wdrt.org or call 608-638-9378 x3.



91.9fm
wdr**t** 

Fall Pledge Drive

TUESDAY SEPTEMBER 17
6AM – 6PM

On-Air Schedule

6AM	Driftless Morning with Jim Hallberg
8AM	Second Cup of Coffee w/ Special Guests
9AM	The Quiz Show
10AM	The Train with Paul Fairchild
11PM	Driftless Weekend
12PM	Democracy Now
1PM	The Shake with Margot Hipwell
2PM	The Double Diamond with Charles Angell
3PM	Mixed Messages
4PM	Global Booty mashup with MC SL!M and DJ Kirsten
5PM	Mr. Koppa's Neighborhood

117

volunteers

14

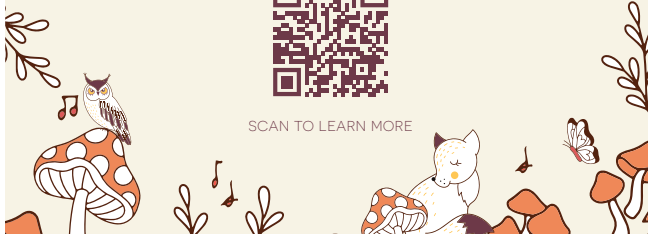
years on the air

65%of our funding
comes from members**238**Sustaining Members,
who give monthly**WDR.T.ORG/DONATE**

\$5,000 CASH MATCH FROM ORGANIC VALLEY



SCAN TO LEARN MORE



YOUR SUPPORT MAKES A DIFFERENCE

As part of a robust, growing community of WDRT supporters, our members play an important role in today's media landscape.

Where many rural areas struggle with local news, we are producing hyper-local, relevant programming about topics and issues you care about. Dave Krier regularly hosts informative interviews, including a "Meet the Candidates" special for the Viroqua Mayoral race, and most recently, meeting with Sarah Grainger, City Engineer and Trina Erickson, City Information Officer, about the upcoming Viroqua Main Street development project. This is news the community needs.

WDRT is making a positive impact. A great example is The Block Party, which you can learn more about on Page 6; *how amazing was that!* That festival would not have been possible without direct financial support from listeners, and from our sponsors.

When we think about WDRT, we think about *love*. There's love from the DJs, creatively expressing themselves through curated, robot-free playlists, and then there's the love on the receiving end, with listeners connecting deeply with the music and programming.

None of this would be possible without YOU! And for that, we thank you.



“THE GOOD EAR” WITH DJ ROOT



Sara Root aka DJ Root started her volunteer journey as one of the rotating hosts for ‘Hersong’, which airs Wednesdays at 10am. But more recently, she’s the host of her own show ‘The Good Ear’, which airs every other Monday at 10am.

When was your first show?

My first show was actually filling in for Kirsten on ‘Global Beat’, and that was my first time doing a radio show. It was great... it was so fun. And then I started on ‘Hersong’ about a year ago, I think May 2023. And then I got my own show shortly after [first air date: July 10, 2023.]

Why did you want to start a radio show?

Well, I’m constantly searching around for new music and it’s a really huge part of my life, and something I didn’t fully appreciate, like how extremely important that was to me. And just sound in

general is a very big part of my brain.

That was one of my life lines during the pandemic. I had always been interested in listening to new things and exploring music. So once I did the ‘Global Beat’ show, it was

suddenly this connection of being able to connect it to people, having it actually be out there and realizing what a creative expression it is. Like it really made me feel something to do that.

That is my favorite part, being able to creatively express myself through music. And my first ‘Good Ear’ show, that was where it really, really hit me, because it was a really personal show for me. And when that aired, it kind of freaked me out. But I mean, it was cool. I love the process of putting it out there and you’re just letting it go.

It’s like this out-breath or something, you know... you just have to embrace the moment.

How would you describe your show? What kind of music are you into?

Well, that’s hard... Spotify said last year I listened to like 200 different genres or artists.

I guess it’s a little challenging

because a lot of times, I like really weird music that challenges my ear and that’s complex in some way, those are the things that attract me a lot. I play a lot of punk, which seems like this really huge genre now, it’s almost meaningless because so many things are punk or post-punk or pop-punk, now there’s all these crazy genres, you know?

I like things that are electronic sounds. I think a lot of it could be covered under the sort of neo-psychedelic or psychedelic genre.

I’ve recently gotten into this trending thing about the ‘90s does the 60s’ sort of bubblegum psychedelic stuff. And now there’s this ‘2020s does the 90s’ thing and it’s in this punkish sort of genre and it’s super fascinating to me.

What is a fun fact about you, or a weird fact?

It will probably surprise most people who know me now but: I used to talk to great apes for a living. I had this amazing opportunity to work with bonobos on this language project. I worked really briefly with Chantek the orangutan who knows sign language, and then I moved to California and worked with Koko...

Continued at wdrt.org/the-good-ear

Scan for the podcast,
to listen to the show
archives and more

The Good Ear

Rotating Mondays
at 10am



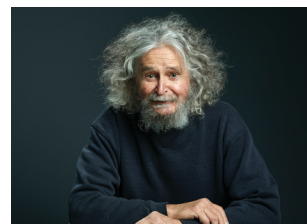
WDRT VOLUNTEER DJ ANNIVERSARY GALLERY

The backbone of WDRT is our wonderful volunteers, and **Hanna Agar Photography** graciously offered to photograph our DJs. This gallery includes on-air anniversaries to celebrate, plus a few where a photo was not available:

Patricia Knower, 'PMS Patti' - 12/13/2010

Lou Kovitz, 'Out There': 9/14/2020

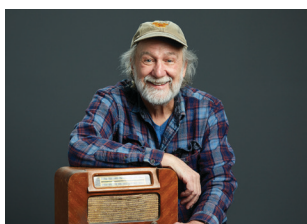
From helping with outreach events, to answering phones during pledge drives, there's always room for another volunteer at WDRT. Contact us at volunteer@wdrt.org for more information.



Jim Hallberg
9/17/2010
Driftless Morning
Monday-Wednesday at 6am



Margot Hipwell
9/17/2010
The Shake
Tuesdays at 1pm



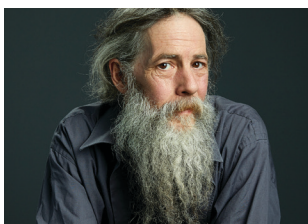
Greg Leighton "The Blueshound"
9/17/2010
Blue Monday
Rotating Mondays at 7pm



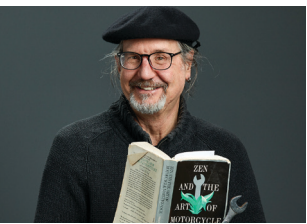
Arthur Bernstein "DJ A"
9/24/2010
Dusty Grooves
Rotating Saturdays at 8pm



Robert Lambert
9/24/2010
The RLE Experience
Fridays at 1pm



Eddy Nix
11/20/2010
Complexly Folk
Sundays at 5pm



David Oldenburg
10/16/2011
Mixed Messages
Tuesdays at 3pm



Shana Meshbesh "MC SLIM"
12/20/2013
Booty Tunes for the Dairy Air
Rotating Fridays at 10pm



M'Lou Wilkie
10/15/2014
M'Lous Shoes
Rotating Thursdays at 1pm



Sarah Caldwell
9/10/2015
Que Sera Sera
Thursdays at 10am



Dale Zimmerman
11/6/2017
Come On in My Kitchen
Rotating Mondays at 7pm



Dave Krier
10/18/2019
Driftless Weekend
Rotating Saturdays at 10am



Tina Nelson "Reverend Dolly Mama"
11/28/2023
Hersong
Rotating Wednesdays at 10am



WDRT BLOCK PARTY RECAP

On Saturday July 27 WDRT held its first-ever BLOCK PARTY! An estimated ~1,000 attendees got to experience what community radio is all about, with live DJs and bands, free food, and lots of love, which you could really feel! Folks got to tour the studio, record an on-air promo, and learn more about our Studio C expansion project. We also had games and activities like face-painting, giant bubbles, and a community art project.

The feedback has been INCREDIBLE: "The most fun I have had since moving here 1.5 years ago... "this feels like old Viroqua..." "small town fun at its best"... aw shucks, guys. Thanks to everyone who worked so hard to pull this off, and for the community support. It was fantastic!

Listen to the audio and see pictures of the event, and also give feedback in our survey by scanning the QR code or visit wdrt.org/blockparty



A group of volunteers dedicated hours of their time to create 185 commemorative tie-dye pieces, which were given away for free.



Shana Meshbeshor showing off one of her many hand-painted signs, giving the festival a homey, grassroots feel.



Being the new home of the Harvest Parade, attendees were able to tour the studio. The costumes organically joined the dance floor, which became the pinnacle of the fest!



The eclectic line-up featured alternating DJs and bands, and each set included WDRT volunteers, such as Jane Keeley of "Down Yonder" with the West Fork Gals.



DJ Smiley Sam opened the day's festivities with "Reggae Pon Yard", and is one of the few DJs who used all-vinyl for their set. Sam was also the best dressed.

MEMBER SPOTLIGHT: MEET RACHEL, WDRT SUSTAINER



Name: Rachel Maffitt

How long have you been listening to WDRT?

I've been a WDRT listener since moving to Viroqua about a year

and a half ago.

Favorite WDRT shows?

Hersong & Who's in the Kitchen

Favorite WDRT moments?

Earlier this year I spent some time volunteering at WDRT, mostly helping with the music library. I was organizing records at the station while the Valentine's Day edition of the Quiz Show was airing live. It was super fun to be kind of just lurking there while the team was working out kinks and finding their groove. It was also fun to hear laughter through the walls a second or two before hearing it on the radio. That's showbiz, baby!

Bonus favorite WDRT moment:

The Block Party!

Why do you support WDRT?

When I was growing up, public radio was constantly on in our kitchen and in the car. Phrases like "If you enjoy WPR's programming, please consider donating" are tattooed on my brain. WDRT is, of course, not public radio, but many of the things I love about public radio are also things I love about WDRT.

I enjoy the great quality of programming, and the independent, local, information they provide.

Being a sustainer is important to me because I know that sustaining donations help WDRT project how much money they have coming in.

BECOME A SUSTAINER TODAY!

Sustaining Members have automatic monthly donations coming directly from their bank account. As a Sustainer, you get peace of mind knowing you're making a difference at your community radio station. You'll also receive one free gift each year PLUS now, Sustainers get one of these sweet, new WDRT lapel pins. Join the club at wdrt.org/donate and choose "Sustaining Membership".



A Huge Thank You to Our Business Sponsors

The following businesses lend regular financial support to WDRT through Annual Underwriting. Stop in and let them know that you appreciate their support of our local community radio station!

1-2 years

- Diploia Fine Eyewear
- Pump House Regional Arts Center
- Viroqua Chamber
- Soulful Saunas
- The Woolly Bear Taphouse
- Thorson-Popp Funeral & Cremation Service

3-5 years

- Edible Madison
- Ethos Green Power Cooperative
- Vosseteig Funeral Home

6-10 years

- Adams Eye Clinic
- Ewetopia Fiber Shop & Mill
- Lind's Home Center
- Westby Cooperative Creamery

11+ years

- Bank of Cashton
- Organic Valley
- Quality of Life Chiropractic
- Viroqua Food Co-op
- Wonderstate Coffee
- Vernon Communications Cooperative
- Socially Responsible Retirement Strategies

For information about WDRT sponsorship, email underwriting@wdrt.org or call Ann at 608-638-9378, ext. 4



Driftless Community Radio

311 SOUTH MAIN STREET
VIROQUA, WI 54665

608-638-9378

www.wdrt.org

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Fall Pledge Drive

TUESDAY SEPTEMBER 17

**SUPPORT
COMMUNITY
RADIO**

**311 S MAIN ST
VIROQUA, WI
608-638-9378**

**NEW SWAG!
FRESH T-SHIRTS
AND HOODIES**

WDRT.ORG/DONATE
\$5,000 CASH MATCH FROM ORGANIC VALLEY

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