

# ALUMNI PROFILE

Plymouth 1973  
& Plymouth 2012

**Favorite Radio Format:**

**Bob: Classic Rock**

**Katherine: Classic and Alternative Rock**

**Favorite Artist:**

**Bob: The Beatles / Katherine: Bon Jovi**

**Favorite Song:**

**Bob: Uncle Albert/Admiral Halsey**

**Katherine: Coldplay "Viva La Vida"**

**Favorite Movie:**

**Bob: Lawrence of Arabia**

**Katherine: Ghost Town**

**Favorite TV Show:**

**Bob: Taxi / Katherine: House, M.D.**

**Favorite Book:**

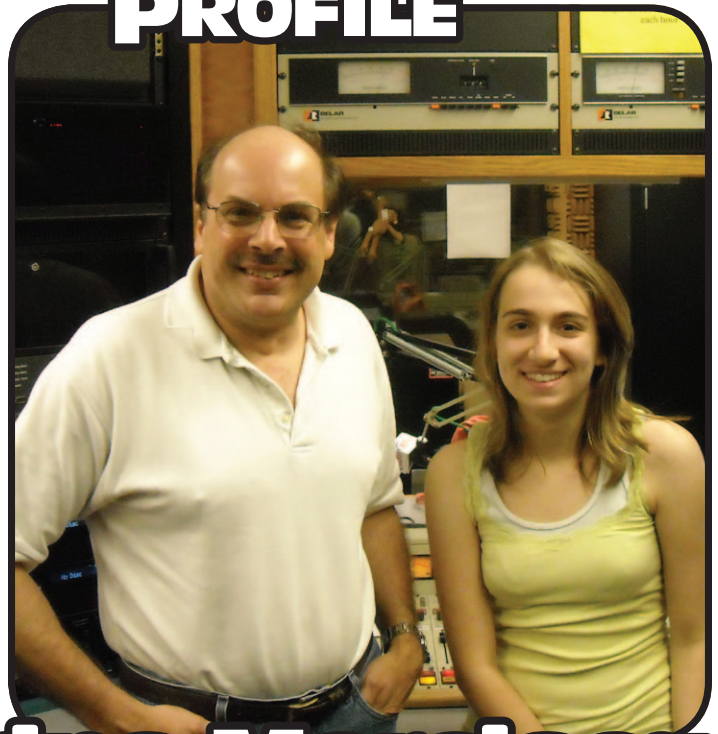
**Bob: Before the Beginning by Martin Rees**

**Katherine: Harry Potter**

**Hobbies:**

**Bob: Astronomy, Photography/  
Videography, Writing**

**Katherine: Guitar, Reading, Running**



## Bob & Katherine Mercieca

**(Bob) Where has life taken you since you left WSDP and PCEP?**

After leaving WSDP, I went on to Michigan State University and enrolled in the Telecommunications program. During my junior year, I studied journalism at Eastern Michigan University for two semesters and was a staff writer for the Eastern Echo.

After returning to MSU and getting my degree, I lived in East Lansing for a couple of years. I had two jobs. I was a stage engineer (sound and lighting equipment) for a club called Dooley's. I also helped stage concerts there. I also worked as a weekend DJ at WILS-FM 101 in Lansing. I did the early morning and late night shifts (usually both before and after working at Dooley's).

I left East Lansing and came back to Detroit in 1980. I got a job with the telephone company until I was able to locate film and video production companies. In May of 1981, I began as a production assistant at Regan Productions in Detroit. The client was Cadillac. Regan gave me the opportunity to learn the ropes and make contacts in the car film business. We were shooting film and transferring it to videotape and finishing on interactive laser disc. I got to direct some still photography and produce

a couple of interactive training filmstrips. Yes, that's right, filmstrips.

From there, I went on to be a production assistant/assistant director, and, eventually, a producer at Sandy Corporation. They produced car marketing and training programs, and the big announcement shows. Their major client was Chevrolet. I was a producer/director of dealership training programs, but I jumped in where needed on a variety of different productions. I was full-time freelance for Sandy for 3 years and eventually began freelancing for other companies as well. I eventually became an independent producer/director with my own company, RCM Productions. I produced and directed marketing and training videos and multimedia programs for business meetings until 1989.

I then became a writer of automotive technical training programs. I wrote dealership service training publications for Ford and GM until 1998. I took a job with Delphi and worked at the GM Proving Ground in Milford, MI. I designed and wrote training books, interactive Help information systems integrated into Delphi software, and classroom Powerpoint presentations. That was a one-year contract position. I liked working at the Proving Ground

enough to go after a job as a Resident Engineer but still continued to write training programs. Since leaving Delphi, I've been doing some freelance writing. I'm also re-establishing contacts in media production in the Detroit area.

### **(Bob) What is your favorite memory of your time at WSDP?**

Writing news and doing the "anchor report" at 5:30. There were four of us and we took turns doing stories around the mike. The other memory was watching Jeff Cardinal's reaction when Cooper attached a small canister to the axle of his wheelchair that made a mooring sound when it was rotated.

### **(Katherine) Why did you decide to join the radio station staff?**

I joined WSDP for many reasons: mainly because I have an interest in a career in broadcast journalism, and I wanted to get a hands-on experience. I also thought it would be a good chance for me to exercise my writing abilities and to explore different kinds of music.

### **(Katherine) What do you enjoy most about being on the WSDP staff?**

It's hard to only mention one thing, but my favorite part of WSDP is interacting with all of the members on staff. Everyone is so friendly and up-beat; it makes coming in every week that much more enjoyable. I don't think there's anyone on staff that I don't get along with.

### **(Bob) You had a big part in the beginning of WSDP. What is it like hearing your daughter on the radio station?**

I wouldn't necessarily say that I had a big part in the beginning of WSDP. I had only been a student at the school for a month when the station went on-the-air. The heavy lifting had already been done by Bonny Dore, Barb Chlopan, John Dobel, Paul Trinka, Bob Delano, Rob Milford, Tom Cooper, Larkin Pence, and many, many others.

It has been very gratifying for me to listen to Katherine on the air. At the same time, I also realize that I must enjoy it from a distance. That's the hard part for me. Because I remember how much fun it was. I'm trying not to be one of those parents who is trying to re-live his high school experience.

### **What advice would you give to future WSDP Staff Members?**

**(Bob)** Simple. Just have fun. Don't be afraid to create new programs. Find something that you really care about and communicate it to your student audience. Even if you're not going to pursue radio as a career, WSDP is a great place to learn skills that will serve you well in any career that you may chose.

**(Katherine)** I think the key to success on WSDP, as with anything in life, is to have a good attitude. If you only come in because you have to, you're not going to enjoy yourself and it will become a very stressful burden. But if you have a good attitude, and you want to do well, you will really enjoy your time on WSDP. Radio isn't just about writing and announcing; a good part of it is personality. Someone who sounds happy to be there and ready to go is much more pleasant to listen to than someone who whines and complains. And if you keep a good attitude, your personality will shine through.



**WSDP Auction with Rodney Harris and WSDP Alums Greg Angel and John Dalton**

## **WSDP Pledge Drive**

Take a moment to think about why you listen to 88.1FM. Do you appreciate the opportunity to hear so much new music? Do you look forward to the live broadcasts of Canton, Plymouth and Salem High School Sports? It may be the commitment the station shows to the Plymouth-Canton Community through our local news and information programming that keeps you tuning in.

Listeners, alums and friends of WSDP will be able to show their support for 88.1FM during our annual pledge drive, November 4-7. Mark your calendars and make plans to give a gift of financial support. Donations can be mailed to WSDP - 46181 Joy Rd., Canton MI 48187. Checks can be made payable to Canton Community Foundation (put WSDP Pledge Drive in the memo line). Donations can also be made at our website, [www.881theescape.com](http://www.881theescape.com). Look for the donate link on the right side of the page.