

Homecoming activities connect Builder community



Ashley Smith, psychology freshman, Kelsey Buffum, secondary education junior, and Wendee Harris, athletic training junior, participated in the parade. (Kylie Stamper/Collegian photographer)



The women's basketball team was one of many groups that participated in the homecoming service project. (Sam Jones/Moundbuilder photographer)



Luka Cluff, economics sophomore, and Jay Hernandez, business sophomore, tie dye shirts at the tie dye event hosted by SC Diversity. (Kylie Stamper/Collegian photographer)

Frequency boost brings new listeners to Jinx Radio

By Sam Jones
Staff reporter

Southwestern College Jinx Radio is adding further addition to the major remodeling overhaul completed last year. The latest improvement is increasing the frequency power from 10 watts to 100 watts.

"We have been one of the smallest radio stations in the state of Kansas. It's really important for us to have a stronger signal so we can continue to provide quality radio for people here on campus and people in Winfield," said Tommy Castor, adjunct instructor and advisor for KSWC.

Currently the FM channel 100.3 can only be heard as far as the McDonald's in Winfield - roughly two and a half miles. The boosted signal will allow the campus radio station to reach a wider audience including Arkansas City and even as far as Wichita.

Castor emphasized his ambitions to provide a more realistic and accurate radio experience for the students in his class. Castor said, "I want to give them the most accurate representation of what a real radio station looks like. I wanted to make sure that we had more power so we can give our students who want to do radio for a career, an opportunity to work on a radio station where they're reaching more people."

Angel Vadillo, general manager of Jinx Radio, said, "It will make the station more professional because more people will be able to hear us, not just the school, but more counties and more towns."

Jinx Radio plays Top 40 music and the DJs talk about campus news, Cowley County news, and campus sports.

Vadillo joined the Jinx Radio team three and a half years ago. He said the wider broadcasting distance will enable the station a greater opportunity to connect with the community and gain more credibility as a station through a richer exposure. The music content will remain the same. Vadillo said, "The way the DJs speak will be different because we need to draw people to our school events and we need to draw people

to keep listening to our station."

"When we were only 10 watts - that limited the number of people who could listen to us. So we wanted to be responsible, we wanted to do great radio, we wanted to be entertaining and informative, but now we have to make sure we're doing that even better because more people will be listening to us," said Castor.

Garrett Chapman, assistant manager of Jinx Radio, said, "I'm excited that people outside of Winfield will be able to listen to us and that the DJs will be more widely known instead of just people around campus."

The upgrades will provide the Jinx Radio team with greater opportunities in the field. "Our station will be more widely

known, people will know about us and we'll grow as a station and whenever we go to get internships and jobs, we can say we were on a wider frequency," said Chapman.

Chapman believes that the station's pedigree will grow with the station's popularity and these upgrades will provide the perfect opportunity for growth in both of these areas. This change will result in a more prestigious program for students to become a part of and will provide valuable experience for future employment in radio broadcasting.

Tune in to 100.3 FM or jinxradio.com to listen.

Sam Jones is a freshman majoring in communication. You may email him at samuel.jones@sckans.edu

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