

# WBAA

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AM 920 WBAA.ORG 101.3 FM

Public Radio from Purdue  
part of the **npr** digital network

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## **WBAA Former Student Spotlight: Robert (Bob) Sieber, WBAA Purdue Alumnus**



Bob Sieber's journey into a successful media career began in 1964 at WBAA following an ad he answered in *The Exponent*. After a quick audition, Sieber landed a job as a WBAA student producer/announcer, where he worked alongside three other Purdue students preparing and delivering newscasts, hosting pop and classical music programs and working on public affairs shows.

During his four years at WBAA, Bob had the opportunity to experience the good, the bad, the funny and the tragic. Reminiscing on his time, Sieber smiles when he recalls the challenges of reading public service announcements on the importance of breastfeeding, a potentially awkward topic for anyone, but especially for a young college student. Learning to correctly pronounce the names of classical composers was also fun. A more somber memory came in June of 1968. Bob woke up that morning for his 6AM shift at WBAA and went to check the wire services. He arrived to find that Senator and presidential candidate, Robert Kennedy, had been assassinated in Los Angeles the night before. As Sieber sorted through the hundreds of updates occurring during the overnight hours, it was obvious that journalists on the scene had difficulty in understanding what had transpired. That tragic event taught a valuable lesson to a young student on the importance of getting the story right—a challenging and stressful task in the midst of a crisis.

When asked who was most influential during his time at WBAA, Sieber quickly replied, “Ed Bangs, Bill Shigley, Johnny DeCamp and David Bunte were all very talented and extremely helpful in shaping my future career.” Through these influential mentors, Bob learned the important values of discipline and time management that were necessary to balance his work at the station with the demands of course work at Purdue. Being naturally shy, Sieber appreciated that his mentors gave him the confidence he needed to improve his skills as an announcer. According to Sieber, the opportunity to work at WBAA significantly impacted his life, providing the experience necessary to solidify his thinking about pursuing a career in broadcasting. And years later he would make hundreds of presentations and speeches where the public speaking experience gained at WBAA proved invaluable.

After graduating from Purdue University and completing a master’s degree in business, Sieber ended up with a summer internship in the research department at WGN in Chicago. Though it was not the job Bob was dreaming of, it was the start that paved the way for a long media career. Sieber credits his time at WBAA for giving him the confidence needed to take the risk of accepting that internship—knowing that the experience would be valuable and might one day lead to greater things. The risk was worth it. Bob secured a job at Cox Broadcasting in Atlanta, where he eventually became director of research for the twenty-one TV and radio properties owned by the company. Ted Turner took notice and hired Sieber to head up research for the then fledgling Turner Broadcasting System. Bob enjoyed a twenty-four year career with Turner, managing media research and audience development for the growing number of cable networks under the Turner banner. Sieber had the opportunity to pioneer the television ratings for the cable industry, develop new programming and ad sales research techniques and participate in the start-up of many cable TV networks. Bob concluded his career at Turner Broadcasting as a Senior V.P. of CNN, coming full circle from doing the fifteen-minute sign-off news on WBAA.

Retired today and residing in Birmingham, Alabama, Sieber continues to hold fond memories of his days in the media business. He says to anyone considering a career in media that if you have “intellectual curiosity, the media is perfect. It’s a fascinating business.” Having experience in public as well as commercial broadcasting, Bob also has well-defined opinions on the differences between the two. With public media, Sieber says, you have the ability to regularly go in-depth on a subject, which is not so easily accomplished on the commercial side. Another major advantage he sees is the ability for public broadcasters to be independent from the demands of advertisers, providing more latitude to satisfy the end consumer. “Commercial outlets have to develop programming that will deliver desirable demographics on a scale that will satisfy advertisers, and programming decisions ultimately reflect that business model. Public Broadcasting has the freedom to produce compelling programming that may not always reach a large audience, but is nonetheless important, informative and interesting. Public and commercial media each have their distinct advantages and disadvantages, but the

two approaches complement one another and the result is more diverse programming for the consumer.”

WBAA is grateful to Bob for his wisdom, memories and service to WBAA for many years!

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### **WBAA Hires Stan Jastrzebski as News Director**

Following a national search, WBAA selected Stan Jastrzebski as News Director of the station, replacing former News Director, Mike Loizzo, who left WBAA in January to become the Communications Director for Purdue’s School of Engineering Education.

Jastrzebski officially joined WBAA on April 28th and comes to the station with 10 years of radio news experience at stations including WGN in Chicago, Illinois and WFIU in Bloomington, Indiana. Most recently Jastrzebski served as News Director at NPR member station WFSU in Tallahassee, Florida.



WBAA General Manager Mike Savage says he is thrilled to have Jastrzebski as part of the station’s news staff. “Stan is a talented journalist who understands the mission and purpose of public radio. We are very happy to have him join the team.”

Jastrzebski is not new to Lafayette, however. In fact, it’s a homecoming of sorts — his wife of five years grew up in the city. When he’s not reporting news, you’ll find him trying to find a tennis partner on courts around the area.

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### **Monthly *WBAA Arts Spotlight* Podcasts Archived on Website**

WBAA recently announced a new monthly program, the *WBAA Arts Spotlight*, which features fine and performing arts organizations in the Greater Lafayette and surrounding areas. The program airs on the first Wednesday of every month on AM 920 at 8:49 a.m. and on AM 920 and 101.3 FM at 6:19 p.m. Podcasts of each show have also been created for convenient, on-demand listening and will be archived on the “programs” section of the station’s Website as the [WBAA Arts Spotlight](#).

The *WBAA Arts Spotlight* was created in response to the prominence of numerous artists and musicians in the Greater Lafayette and surrounding communities, who not only make our area a great place to live in, but also a great place to move to and stay. Engaging with the community’s interests in art and cultural affairs by providing current information on activities and accomplishments is also at the heart of WBAA’s community focused mission. We hope that this monthly series helps us celebrate together this integral part of our community and human culture.

If you have any events, exhibits or other information that you think might be of interest to this program, please let us know by contacting us at [arts@wbaa.org](mailto:arts@wbaa.org). You can also always submit your event to our [events calendar](#), which is visited frequently by our listeners and from which WBAA draws its public service announcements.

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## WBAA Program Changes

WBAA is improving its AM and FM broadcast schedules by adding some new programs and moving others. Find out more and view the complete schedules online at [WBAA.org](http://WBAA.org).

Recent programming changes include the following:

- *Living on Earth* has moved to Saturdays at 6 a.m. on AM 920
- *Car Talk* is now heard on both AM 920 and 101.3 FM at 10 a.m. on Saturdays
- *Wait, Wait...Don't Tell Me* is now heard on both WBAA-AM and FM at 11 a.m. on Saturdays
- *This American Life* has moved to Saturdays at 1 p.m. on AM 920
- *TechNation* has moved to Sundays at 6 a.m. on AM 920
- *Sound Medicine* has moved to Sundays at 10 a.m. on AM 920
- *Travel with Rick Steves* has moved to Sundays at 11 a.m. on AM 920
- *A Way With Words* now airs Sundays at noon on AM 920
- *The 2013 Salzburg Festival* airs Sundays from 9-11 p.m. on 101.3 FM
- *Thistle and Shamrock*, *Marketplace Money* and *Hearts of Space* have left the schedule

In addition, beginning Monday, May 12<sup>th</sup> we added *Marketplace Tech Report* with Ben Johnson weekdays at 6:35 a.m. and 9:35 a.m. during *Morning Edition*.

Your feedback is encouraged. If you have any thoughts or comments about our programming, please send an e-mail to [wbaa@wbaa.org](mailto:wbaa@wbaa.org).

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## "Hey, I Remember That!"

Didn't get a chance to read the story your friend heard on WBAA? Or just looking for a way to re-read some of your favorites? Refresh your memory with a compilation of some recent WBAA stories in this new feature, "Hey, I Remember That!"

1. [Purdue Selects New Provost](#)
2. [Two Tippecanoe County Incumbents Defeated in Tuesday's Primary](#)
3. [Results of Gallup-Purdue Index released](#)
4. [Purdue Professor Has Spent The Last Year Battling MERS](#)
5. [Conversations with Purdue's President for May](#)

6. [WL city hall problems more extensive than originally thought](#)
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### **Former WBAA News Director, Mike Loizzo, Receives Prestigious Recognition**



The Society of Professional Journalists recognizes outstanding achievements in journalism and dedicated services to the profession. The purpose is to stimulate high standards and ethical behavior in the practice of journalism. WBAA is proud to announce that this year former WBAA News Director, Mike Loizzo, won an Honorable Mention from the Indiana Society of Professional Journalists in the category of Best Radio Public Affairs for the ongoing series of talks WBAA does with Purdue President Mitch Daniels. Thank you again, Mike, for your many years of service to WBAA and congratulations on this prestigious award!