

STAR RADIO L.I. wbau

TITLE	ARTIST	12" / LP	Label
1 KING OF ROCK	RUN-DMC	12	PROFILE
2 BIG MOUTH	WHODINI	LP	JIVE
3 CHILLIN AT...	RUSSELL RUSH	12	DEF JAM
4 THE REAL ROXANNE	ROXANNE, UTFO	12	SELECT
5 TONIGHT	READY FOR THE WORLD	12	MCA
6 ROXANNES REVENGE	ROXANNE SHANTE	12	POP ART
7 YOURE BLIND	RUN-DMC	LP	PROFILE
8 ORIGINAL	DOUG FRESH	12	VINYLGRAM
9 LARRY'S THEME	GRANDMASTER FLASH	LP	ELECTRA
10 I NEED A BEAT	LL COOL J	12	DEF JAM
11 MISSIN YOU	DIANA ROSS	12	RCA
12 ITCHIN FOR A SCRATCH	FORCE MDS	LP	TOOMUCH
13 SPARKIS TURN	SPARKI D	12	NIA
14 LOVERIDE	NUANCE	12	4" BROADWAY
15 STICK EM	FATBOY'S	LP	SUTRA
16 STEP OFF	MEL AND THE FIVE	12	SABARHILL
17 HANGIN OUT	UTFO	12	SELECT
18 BEASTIE GROOVE	BEASTIE BOYS	12	DEF JAM
19 REQUEST LINE	ROCKMASTER SCOTT	12	REALITY
20 DO OR DIE BED STY	DIVINE SOUNDS	12	SPECIFIC

Saturday, February 9, 1985

"wbau IS THE BREAK STATION!"

Chuckie Dee Butch Cassidy

Super SPECTRUM mixx show:
Wizard K-Jee-D'Mellow Dee

BREAK 1: KICKIN IT FRESH SATURDAY NITES 11:30-1AM

MONDAY NITES 10-1AM Rusty Jays Groove Show:
The Jedi Jock of the galaxy!

MONDAY NITES 10-1AM is BREAK 3: THE OPERATING ROOM 90.3FM WITH DOCTOR DRE OF THE Concept Crew

Concept II WITH T-MONEY Every 1st Saturday of month
Funk Invaders don't hesitate to call the Groove Line 66 747-4751

Stay tuned for guest stars from the Island - NY area Nassau, Suffolk, and Queens keep SHOCKIN THE HOUSE! Notice to all crews, rappers, and DJs send tapes to WBAU PO BOX 265 Garden City

MONDAY NITE 8-10
THE NIGHT NURSE
BEST IN REGGAE

Def Jam Label
Will Specialize in
'Real Street Music'

NEW YORK Def Jam Records, a new independent label specializing in rap music, is being started by Run-D.M.C. manager/producer Russell Simmons and producer Rick Rubin.

"The purpose of this company is to educate people to real street music by putting out records nobody in the business would distribute but us," says Simmons.

The first single on the Malverne-distributed label is L.L. Cool J's "I Need A Beat." Also on the roster are Run-D.M.C. spinner Jazzy Jay, who will have a single titled "Def Jam"; TLA Rock, whose Rubin-produced 12-inch, "It's Yours," was an underground rap favorite last summer; Jimmy Spicer, who has previously recorded for Spring; and the Beastie Boys, a group of white rockers who rap over heavy metal rhythms.

T **Twilites**
The Nite Club
NY STATE, LI, MD-NJ



SATURDAY 10-1130 PM
MC FLAVOR SHOW
WHATS SUH...HUH UP!

PLACES TO HANG OUT:

LEVITTOWN ROLLER RINK WED SUN
LACES ROLLER SKATING THURS/WKND 3345 HILLSIDE AVE NEW HYDE PARK

wbau POWER FM 90.3
LISTEN TO POWER FM ON YOUR FRESH·N·DIAL

BOMB THE SUBURBS

ADELPHI UNIVERSITY RADIO STATION
WBAU PUT STRONG ISLAND ON THE MAP

by Jesse Serwer

When Bill Stephney arrived at Adelphi University in 1982, he couldn't have imagined he'd help birth a cultural phenomenon on the order of Public Enemy, turn Long Island into "Strong Island," and play a pivotal role in hip-hop's maturation. But these were just a few of the results of Stephney's involvement at WBAU-FM (90.3), the campus radio station at Adelphi, where he had won a four-year Urban League scholarship. Under the future Def Jam president's guidance, WBAU would become a one-of-a-kind talent incubator from which a relative diaspora of suburban Black kids—many of them only several years removed from Bronx and Harlem addresses—would bum-rush the burgeoning show that was urban, five-borough hip-hop.

To be fair, Stephney would tap into a talent pool that brothers Hank and Keith Boxley (or Shocklee, as they had begun calling themselves) had already begun corralling into Spectrum City, the mobile DJ set they formed in their hometown of Roosevelt during the mid-'70s. By the time of his arrival, BAU already had a handful of R&B DJs catering to the local Black community in Bob Thomas, Rusty J, and J. D. Walker. But, inspired by a summer job he'd landed in the promotions department at a local rock station WLIR, Stephney would set into motion a chain of events that would make WBAU one of the country's most unique college radio stations until its demise in 1995.

"WLIR was one of the country's top progressive rock stations—the jocks joked around and played everything from Charlie Daniels to Herbie Hancock," Stephney explains. "Then they changed to 'new music,' playing songs like 'Buffalo Gals' with new wave. It was very contrary to Black radio, which was rigid in only playing love-oriented R&B. When I got to BAU, I wanted to take that attitude and apply it to a format reminiscent of the hip-hop gigs where we heard everything from Kraftwerk to Bob James. College radio at the time was basically new music shows playing the Dead Kennedys, Flock of Seagulls, but it was incredibly White to me. So I'd play something like 'Too Many Creeps' by the Bush Tetras, then T-Ski Valley and Spoonie Gee."

Landing a show from ten to one on Monday nights—a

time-slot that would become synonymous with Long Island hip-hop—Stephney launched *The Mr. Bill Show*, finding the last piece to his show's puzzle when he spotted a member of Long Island's top dj crew in Adelphi's cafeteria.

"I was eating this horrible quarter-pounder called the Adelphi Burger, and I saw this guy wearing a Spectrum City jacket," Stephney recalls of his first encounter with the future Chuck D, graphic design major Carlton Ridenhour. "Everyone who went to parties in the Black parts of Long Island knew Spectrum, [but] Adelphi was a predominantly White suburban commuter college—most of the population was into Dan Fogelberg or Rush. So I was like, 'Hey, what are you doing here?'" While Chuck recalls this meeting occurring at a bus stop, both agree the conversation ended with Stephney inviting Chuck and the rest of Spectrum to join him at BAU.

Although previous incarnations of Spectrum City had included several djs, the 1982 version consisted of promoter/idea man Hank Shocklee, MC Chuckie D, hype man Butch Cassidy, and Keith "Wizard K-Jee" Boxley as the sole dj (Terminator X, then Norman "Melo-D" Rogers, would join shortly thereafter).

"They all had a lot of charisma—Butch Cassidy later worked as an Eddie Murphy lookalike, which is funny because all the Spectrum cats grew up with Eddie," Stephney says. "Having them cemented the idea of combining the cool

Flyer courtesy of Adler Archives.