BROADCASTING THEN & NOW

By the 1960s, the station sorely needed a technical overhaul. WRUC hoped to become an FM station, however, such a system required the approval of both the FCC and Union's Board of Trustees. In 1963, the Board of Trustees denied the station's proposal to become an FM station.[24] Furthermore, funding cuts, construction mishaps, and other issues made the early 1960s a tumultuous period for WRUC. Archives within the Department of Special Collections show that broadcasts included coverage of pivotal historic moments such as the Cuban Missile Crisis and the assassination of Martin Luther King, Jr.

Eventually, In 1974, WRUC was granted a license by the FCC to broadcast at ten watts. By 1980 the station was broadcasting 24 hours a day. Broadcasts included campus events, music, interviews and educational programming. In 1983 they received permission to transmit at 100 watts at 89.7 megahertz so that listeners throughout the Capital District could receive the transmission.[25]

Throughout its history, WRUC has given students the chance to experiment or gain experience in broadcasting and media, and it has provided a source of entertainment for the community. Today, the station has approximately 60 disc jockeys and has had generations of students involved over its many years of broadcasting.[26]

WRUC 89.7FM

(24) Somers, 596. (25) Ibid. (26) "About WRUC 89.7 FM," https://wruc.union.edu/about-wruc-89-7fm/.