

# WPSC director on his way to doctorate

By Amanda Ferrante

Staff Writer

In Hobart Hall he's known as the general manager of the campus station, Brave New Radio. In radio classes, he's known as Professor Quicke. In England, he is a radio pioneer who was part of the group that founded the first ever college radio station.

Robert Quicke began teaching at William Paterson in 2007, and is currently working on his doctoral dissertation. The milestone is another in Quicke's radio career, which has spanned a time of Internet innovation for music.

When Quicke was still in high school, he began working in hospital radio in Cambridge, England. "I would literally be playing records and taking [patients'] requests for Dolly Parton and Buddy Holly in the early 90s. I was so excited to be playing music on the radio. It was being broadcast on closed circuit and I thought that was the big time! It gave me the bug for it."

"The bug" brought Quicke to America for a year on college scholarship, where he got involved with college radio in Kansas City. He then earned his bachelor's degree

at Oxford where he and a group of other radio enthusiasts founded the first ever college radio station in England. "They said it couldn't be done, but we did it anyway," he says, as he pulls of a plaque from his shelf.

Quicke recalls the advice of his professors at London University, where he earned his Master's degree in radio. "They said in the course, 'When you leave here don't get your hopes up high,'" he says. "You're not going to go straight to being a morning host. You're going to start at the low level researching and producing."

But Quicke bypassed the amateur ranks and shot straight up to radio royalty with his own morning show in Northhamptonshire. "The Rob Quicke Show" made him the youngest morning DJ in England, at 23.

"I was too young for it," he says. "Looking back, it was a great year, but I didn't have any life experience. Here I was entertaining people far wiser than I was, but it was a great experience."

After his one year-stint hosting morning radio, Quicke set off to India and helped set up the first graduate diploma in radio. He also teaches every year at the Asian College of Journalism in Chennai.

His production credits include work with the BBC and commercial radio, as well as NPR.

In 2007, Quicke took the lead as general manager of WPU88.7. His leadership made the campus station a little bit "braver" and has utilized new technology and revamped the logo and slogan. Quicke said the station staff has made "huge progress" in the last couple of years.

Coming full circle, Quicke anticipates next May, when he will earn his Ph. D. His dissertation is focused on the new invasion of British music, and how it is perceived and articulated by American listeners. Last year every in America, four out of every ten albums purchased were by British artists, Quicke says.

"In the 60 and the 80s when there were two previous invasions, British music was huge," Quicke says. "And it was indelibly stamped upon the conscious of everyone, that British music was massive again. This time, not really. It's kind of like the invisible invasion: How British music conquered America without America really knowing about it."

Quicke says the impact of British music is felt economically, but it's no longer stamped in the conscious of everyone. He attributes the change to the Internet.

"The Internet has broken record companies," he says. "Before music was disseminated by just a few outlets — same with the media. In the 60s and 80s, definitely, there were fewer sources of the media. The Internet has fragmented audi-

ences to the point where bands don't need record companies to distribute their music."

The dissertational journey has been "painful," Quicke says, but the end result is well worth it. "It's painful doing it, particularly when you're re-writing, and the art of writing is re-writing," he says. "I've been told that many times but it's so painful sometimes doing it and yet when you get a right it's such a reward."

Quicke began working toward his doctorate in 2005. "It's a long, slow, often painful process that has sculpted me through the rigors of always being evaluated and judged, in a way," he says. "These blows have fashioned me into a much better scholar and professor. I have a deep, profound respect for anyone who holds that degree, because it's huge. I now realize why so few people do it."

While he compares starting a Ph. D. to climbing a mountain, he is grateful to be keeping his research relevant to his home country. "Fundamentally I do it as a way to keep in touch with what's going on in my own culture, because I miss home, like everyone else," he says.

Quicke's 82-page (and growing) research covers the success of artists including Arctic Monkeys, Amy Winehouse, Lily Allen and James Blunt. At William Paterson University, Professor Robert Quicke teaches radio news, sound as a medium, radio workshop, audio/radio production and TV news.

## New master's degree program unveiled