SAU Radio celebrates 50 years on-air

On June 29, 1963, Spring Arbor University established a radio presence when its 10-watt radio station (WSAE) went on the air. It was launched at the urging of then-Board of Trustees member Harold Munn Jr. to serve as an educational outlet. Six college students were the founders.

Over time, WSAE grew to broadcast to numerous communities with 3,900 watts of power. In 1998, WSAE began broadcasting online.

WSAE's sister station, KTGG-AM, signed on the air in 1985, providing Christian music and programs.

In May 2005, SAU launched 89.3 The Vibe (WJKN-fm), a Christian rock/CHR mix. The format switched to Christian adult contemporary music and teaching in August 2008 when the station became The Message.

In September 2005, SAU launched HOME.fm, a hybrid radio station with a blend of mainstream and Christian adult contemporary "Music that makes you feel good." HOME.fm helps SAU Radio reach a new audience with its positive message.

This year SAU Radio celebrates 50 years on-air. "It's an honor to be a part of SAU Radio as it hits this momentous anniversary," says Kaitlyn (Haddad '10) Tracy, SAU Radio general manager.

True to its founding, both stations serve as a training ground for Spring Arbor University students, who consistently place well in state and national broadcast competitions. "It's a great experience to train students both on and off air, teaching them the ins and outs of radio," says Tracy.

Both HOME.fm and 89.3 The Message serve the community through music and ministry.