WSOU-FM CLOTHING DRIVE COLLECTS RECORD NUMBER OF DONATIONS

South Orange, N.J. – WSOU 89.5 FM, the student-run radio station at Seton Hall University, set a new record for donations to its annual clothing drive for the Our Lady of the Sioux Church on the Pine Ridge Indian Reservation in South Dakota. The station collected enough clothing to fill 14 large boxes with clothes for all ages and all seasons.

The clothing will benefit members of the Oglala Lakota community, as well as others on the reservation. Sister Barbara Bogenschutz, the church’s parish life coordinator, will facilitate distribution when the clothing arrives. WSOU’s relationship with the Our Lady of the Sioux Church began in 2014, after a station staff member participated in a university-organized mission trip to the Pine Ridge Indian Reservation. Seeing a basic necessity that the station could provide, the student suggested that some WSOU T-shirts be donated to the church for distribution to those in need. Since then, the amount and variety of clothing collected by students has grown steadily.

“It was exciting and humbling to see so many students responding to this year’s clothing drive,” said WSOU Staff Representative Kaleigh Diamond, who helped spearhead the effort. “We collected more than double the amount of clothing we did last year. As people came to understand the need for clothing, they responded with true generosity.”
WSOU staff members Heaven Hill and Jessica Krentz helped pack up clothing to be donated to the Our Lady of the Sioux Church on the Pine Ridge Reservation.

WSOU General Manager Mark Maben noted that community service is an essential part of WSOU’s activities as a broadcaster. “One of the things we teach at WSOU is that radio isn’t just about entertainment,” he said. “Radio has a long tradition of giving back to the community and helping others. This annual clothing drive fits perfectly with those values and Seton Hall’s mission to develop servant leaders and as well as great broadcasters.”
Some of the clothing collected by WSOU before being folded and packed for delivery.

WSOU 89.5 FM, which began broadcasting in 1948, is the student-run radio station of Seton Hall University. Celebrated for its loud rock format and coverage of Seton Hall athletics, WSOU’s signal reaches all five boroughs of New York City and much of northern and central New Jersey and is available on iHeartRadio. WSOU was the 2016 winner of the National Broadcasters Association’s Marconi Award for Noncommercial Station of the Year. More information about the station can be found online at www.wsou.net and www.facebook.com/WSOUFM.

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