

BY: Senator BROUK

COMMEMORATING the 50th Anniversary of WDKX-FM
103.9, Rochester, New York

WHEREAS, It is the sense of this Legislative Body that the quality and character of life in this great Empire State is indelibly enriched by the faithful and untiring efforts of those individuals who have helped shape the history of broadcasting in their area; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to commemorate the 50th Anniversary of 103.9 WDKX-FM 103.9, Rochester, New York; and

WHEREAS, In the 1960s, Andrew Langston (1927-2010) moved from Brooklyn to Rochester, New York, with his wife and son, Gloria Langston and Andre Marcel Langston; he was promised a new job at WROC-TV which was denied after the family relocated to their new home; and

WHEREAS, The Monroe County Broadcasting Company also formed a corporation in 1968 to compete for the available FM frequency 103.9 in Monroe County, Rochester, New York; and

WHEREAS, That rejection from economic prosperity was the catalyst for the beginning of the story about a Black man who persevered and introduced the Rochester-based radio station, WDKX, in 1974; and

WHEREAS, WDKX commenced broadcasting on April 6, 1974 at 5:30 AM and has been broadcasting 24 hours a day, seven days a week ever since; Andrew guided the station through the early and lean years that threatened its existence by establishing the radio station as a pillar of the community; WDKX has the distinction of being under the same ownership since its inception and is one of two remaining urban stations in the state of New York; and

WHEREAS; W stands for radio stations located east of the Mississippi River; D stands for Frederick Douglass; K stands for Martin Luther King, Jr.; and X stands for Malcolm X; and

WHEREAS, Throughout the past five decades, WDKX has flourished and broadened its programming, becoming more popular with increasing support from the community; and

WHEREAS, WDKX is the only remaining Black-owned commercial radio station in New York State and one of only a few in the country; and

WHEREAS, Having previously received the first ever Pioneer Award from the Rochester Radio Broadcasters Hall of Fame, Andrew A. Langston, founder, owner, and general manager of 103.9 WDKX FM, was among the inaugural inductees into the New York State Broadcasters Associations Hall of Fame in June 2014; and

WHEREAS, Andre Marcel Langston has honored his parents by preserving and perpetuating their dream; today, under his leadership, WDKX-FM 103.9 is part of the Rochester Music Hall of Fame and the broadcasting center sits on the street near East Avenue and Main Street named after its visionary founder; and

WHEREAS, Andria Marcella Marie Langston is the granddaughter of the late Andrew and Gloria Langston; she possesses both a business degree and a master's in marketing, which have played a pivotal role in transforming the radio station into an entity that transcends traditional terrestrial radio; and

WHEREAS, The station currently places first in Arbitron ratings of under-35 listeners, both urban and suburban, and has ranked second overall in the Rochester market and first among music stations in recent ratings surveys; furthermore, the station has a wide-ranging playlist, from classic soul to current hip hop and R&B; WDKX 103.9 is known for the popular Memory Lane radio program on Saturday mornings; and

WHEREAS, It is the custom of this Legislative Body to pay tribute to those illustrious broadcasters who have diligently and consistently, year after year, recorded the history of their communities and brought local news and news of the larger world to their listeners; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to commemorate the 50th Anniversary of WDKX-FM 103.9, Rochester, New York; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to WDKX-FM 103.9, Rochester, New York.