

## "WPSC-FM Fall Report" December 1997

### **WPSC-FM HIGHLIGHTS:**

- **"Alumni Phone Drive 1997"**: Staff members participated in a two night fund drive for the Alumni Association. Made phone calls for donations.
- **"Spring Open House 1997"**: WPSC-FM greeted guests and served sub sandwiches from one of our underwriters.
- **"I.H.M. Carnival"**: broadcast live from Wayne carnival for three nights, Wednesday - Friday. Community outreach and community involvement of University.
- **"Wayne Day 1997"**: live broadcast along with Alumni Association for 6 hours on that Sunday. Exclusive interviews with Mayor David Waks of Wayne as well as other public officials and businesses, such as Chilton Memorial Hospital, Wayne General Hospital, and Wayne Fire Department. Received lots of positive community feedback on WPSC-FM and the positive image it portrays of the University.
- **"University Status"**: WPSC-FM covered the official ceremonies with news director Peg Zorovich in New Brunswick. WPSC-FM then made the first official announcement of the new status at the 12:50 newscast that day as well as actualities at the 3:50, 4:50, 5:50, and 6:50 newscasts.
- First to continuously use "William Paterson University" to the public.
- **"New U Day 1997"**: covered and broadcast live. Announced happenings on the air plus exclusive interviews with university officials and faculty.
- **"Election Coverage 1997"**: Election coverage with live studio updates twice an hour with news director Peg Zorovich and Pat Dolan. Field reporters broadcasted live from various election headquarters. They conducted exclusive interviews with Gov. Whitman, Jim McGreevy, Murray Sabrin, as well as with county officials. All coverage of the gubernatorial race, Morris County, Passaic County, and Bergen County races were handled by our staff of students.
- **"NJBA 1997 Awards"**: John Sylvester won a scholarship from the New Jersey Broadcasters Association, of which WPSC-FM is a member, for 1997 best college air

personality. There is only one winner in the entire state each year and this is the second time in four years WPSC-FM has had a winner. In 1994, Rich Kaminski, a current DJ at WPLJ-FM in New York won. Rich graduated in 1995 to work at WNNJ-FM in Newton, followed by an afternoon drive shift at WJRZ-FM in Seaside Heights, and now to his current position at WPLJ.

- **Students obtaining outside employment:** Former DJ and former program Director John Pordon graduated and is hired full time by WGHT, Pompton Lakes. He has held positions at WNNJ-FM Newton during his tenure at WPSC-FM. John Sylvester is currently employed part time at WGHT. Former Sports director and air personality Max De Filippis graduates in December into a full time position at the Sherry Group, Public relations firm in Parsippany.
- **“Political Science/SGA voters drive”:** A drive to get students involved in the election process by registering them as voters. WPSC-FM was there and broadcasting live to get the event known and widely publicized. We had interviews with Wayne election officials as well as SGA officials. Well over 100 students registered as voters that day.

#### **WPSC-FM Features:**

- 2 “Campus Flashes” (events) per hour; 2 1/2 hours a day
- All air material is produced “in-house” by our staff of students.
- Staff meteorologists from WeatherWorks provide exclusive weather forecasts in morning and afternoon drive times.
- Daily ski reports from SNOCountry 6 times daily Monday through Saturday, December 1-March 15th.
- Local news gathered, written, and read by our own news staff of 10-15 students. News is at :50 past the hour with headlines at :23 past the hour Monday through Saturday.
- Stocks reported from Dean Witter Office at Willowbrook Mall in Wayne
- Sports department coverage of local high school and William Paterson Sports with updates at :55 past the hour. The Sports department also produces a weekly program the “High School Sportlite” Tuesday nights at 10 PM. High School athletes and coaches from area schools participate as interview guests. A second weekly sports program “High School Sportlite Sunday” starts January Th at 9:30 AM.
- Weekly news magazine show, “Daybreak Magazine”. It is a look at look at the past week events that air on Sunday mornings at 10 AM. It features news, sports, entertainment,



news plus interviews with area news makers and a general question that is asked around the area for a 'man on the street' prospective.

- Top 25 Countdown is an in-house produced show of the Top 25 Top 40 songs in the nation with entertainment news and features.
- "What It Is" is a co-produced show with the music department. Ted Clancy hosts local bands and interviews on Sunday Mornings at 9 AM.
- "Anything Goes" is on Sunday mornings at 6 AM with cabaret happenings, show news, interviews, and mainstream jazz music.
- DJ Dove show is on Tuesday nights at 11 PM. He features international club music, news, and artist interviews.
- Public Service Announcements, 2-4 per hour, focusing on community events and happenings.
- Boy/Girl scout and school tours of WPSC-FM to promote the station and University.
- Station jingles are produced, written, and sung by advanced students in the Electronic Music Program with Dr. John Link.

#### **WPSC-FM Underwriters:**

Underwriters are area businesses who believe in WPSC-FM and its programming. They either pay money or pay through goods and services (trade) for their name to be announced on the air. The goods and services traded can be anything from food to movie tickets to dinners to oil changes. Others choose to donate money for their announcements so that we purchase small things to keep us operating and promoting the station along with the University. An average months income is around \$1500. Some of this years underwriters are:

Aqua Cool  
Zizzo's Auto Service  
North Jersey Newspaper Co.  
AMC Headquarters 10 Theaters  
Radio Shack

Print Max X-Press  
Car and Custom Inc.  
Disney On Ice  
Passaic/Bergen Autobody  
Pizza 46

- **Staff Changes:** Over the past months several changes have occurred as students move up or move on in the careers. Program Director: John Pordon was replaced by John Palumbo who is leaving that position to become Operations manager. Current operations manager, Mike Gavin is stepping down after a year and a half in order to do other in-station duties. The new program director is Tom Stephens. News Director Peg Zorovich is handing over her position to Daniel DiSanzo. Peg will be leaving us in January through graduation and moves on to a position at Shadow Traffic where she started two years ago and WCBS-AM where she becomes a news writer.
- **Grants:** WPSC-FM has applied and received grants from the WPUNJ Alumni Association every year and have received grants from the association to be used to add equipment that could not be funded any other way. This year, we applied for and received around \$3400 to be used to obtain our EAS equipment as mandated by the Federal Communications Commission for emergency broadcast receive equipment. We also applied for an Incentive grant from the Provost's office to upgrade our out of date tape recording/reproducing equipment. We applied for around \$50,000. We have heard that \$8,000 was approved but have not seen the final results as yet. While the monies from this grant are appreciated, they are not enough to be able to replace any of the existing audio chain equipment. We have decided to put that money to use by replacing the outdated '286' computers that are currently in use in the station. We plan to apply again for money to upgrade the audio chain as it gets harder and more expensive each year to continue with the outdated technology that is currently in use.

WPSC-FM is William Paterson's FM facility that operates unlike many other college stations in the nation. We have a set format designed to reach an 18-49 year old audience. The station operates seven days a week and 21 ½ hours a day including summers, breaks, and holidays. We are staffed by around 40-60 students. Most of these students are Communication majors. The station is set up to operate the same as a commercial station. Every time a new Arbitron is published for the New York metro, Passaic county, WPSC-FM leads the list of other non-commercial and even many commercial stations for listeners. We usually average listeners that spend at least 12 hours per week with our station turned on, in the male/female 18 - 49 year old demographics. Our average quarter hour share of listeners is around 2500 people. Our music is now programmed by a computer music program, MusicMaster. We have a traffic (Program Log) program waiting to be used for when we get adequate computers. Our success rate for students graduating into jobs is around 90%. WPSC-FM, regardless of what some people think is a positive role model for our University and an excellent program that always puts the students and the University in a positive light for a potential listenership of over 1.2 million people that own a radio in North Jersey.