

The BULLETIN

WPC

VOL. 3, NO. 9

WILLIAM PATERSON COLLEGE

FEBRUARY 3, 1989



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WPC GOES ON THE AIR: Communication faculty, students and administrators celebrated the birth of WPC-FM with a ribbon-cutting ceremony. Participating in the festivities were (l. to r.) Prof. Jerry Chamberlain; Joe Schilp, WPC student general manager; Dr. Anthony Maltese; President Speert; Matt Locker, WPC student program director; John Kiernan, WPC general manager; Deana Malsman, WPC disc jockey; Peter Spiridon, vice president of administration and finance, and Jay Ludwig, dean of the School of the Arts and Communication.

WPC Goes FM With New Radio Station

The sounds of professional radio have arrived on campus with the birth of WPC, the College's new FM radio station.

After years of planning, WPC's application for an FM license was approved by the Federal Communications Commission (FCC) in June 1987. With construction of new studio facilities and a broadcast transmitter completed, the station made its official debut on December 12, 1988.

The station, which promotes itself as Laser Hits 89 PSC, presents a Top 40 and album-oriented rock (AOR) music format. Now running at full speed, it broadcasts from 8 am to 1 am on weekdays and from 12 noon to 1 am on weekends. In addition to music, WPC provides news and sports updates, weather, and special features,

such as live broadcasts of college sports events. Sunday programming includes jazz and reggae music, "Tracking the '60s," and "Sportstrail," a one-hour live phone-in sports talk show at 7 pm.

Although operating on an educational, noncommercial license, WPC simulates a professional radio station. All students applying for disc jockey positions must submit a voice tape, cover letter and resume, as well as undergo extensive on-air training.

"We provide our students with the professional training they need to find employment in the radio business," says John Kiernan, general manager of WPC and chief engineer of broadcast communications at WPC.

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Radio Station

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Kiernan is the only professional member of the station, which is primarily student operated. Overseeing the daily operations are Joe Schilp of Saddle Brook, general manager, Matt Locker of Wanaque, program director and Dave Cotter of Hasbrouck Heights, operations manager.

Broadcasting at 200 watts, WPC can be heard within a 20-mile radius of the campus. "During our first month on the air, we've received hundreds of calls from as far as Putnam Valley, New York," says Schilp. "People from offices, homes and fire departments have called telling us they love our station and are keeping their radios tuned in."

The history of radio at WPC dates back to 1968, when it began as a club activity for students. Over the years, it expanded into a cable, closed-circuit network, heard only on the campus and on UA-Columbia cable station 90.5. With the birth of WPC-FM, that closed-circuit station has been renamed WCRN (Cable Radio Network) and continues to operate as a student organization and training ground for future broadcasters.