

WPSC: The 'Alternative To The Alternative'

One of the newest additions to the area's list of college stations is WPSC-88.7 FM. Based at William Paterson College in Wayne, N.J., the station was established in December of 1988, but it bears a significant difference to most other college stations: WPSC has a predominantly Top 40 format.

Admittedly, WPSC could be criticized for this. Since the institution of college radio tends to pride itself on its ability to provide what commercial stations don't,

WPSC could be questioned for its choosing what is traditionally considered a "commercial" format.

On the other hand, WPSC also stands as testimony to college radio's eclecticism and unpredictability—a college station that programs Top 40 hits definitely does not represent the norm. As station manager Joe Schlip states, "We're the alternative to the alternative."

Schlip also points out that by adopting a format similar to that of the larger, commercial stations, by

maintaining a professional environment, and by using a fairly strict rotation, WPSC also serves as an educational tool for its on-air personnel, teaching them about the "real world" of commercial radio.

In addition to the daily dose of top 40 (Debbie Gibson currently tops the station's playlist), WPSC hosts a metal show from 11 p.m. to 2 a.m. on Sunday nights which, judging from the number of phone calls that the station has received about it, has already proven to be a successful venture.