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## WPSE future in question

by Brad Park  
Collegian Staff

Rumors have been running wild during the last few weeks concerning the future of Behrend's radio station, WPSE.

There have been rumors that imply that the station will be cut from the budget next year. There have also been stories that the station could be cut as early as this June.

Contrary to these rumors, WPSE will be on the air next semester. However, attempts are being made to make WPSE a self-supporting organization to guarantee its future existence. Hiring a director of sales will help the station in becoming fully self-supporting.

Fred Anzivino, the WPSE station manager, spoke about the history of WPSE. "It (WPSE) was basically a gift from the people that used to own K-Hits 104, back in December of 1988."

He continued, "We went on the air May 5 of '89 and we've been going strong ever since. We've changed networks, we've changed the format. We were able to bring on a lot of new things so we could give students an extremely broad background in radio broadcasting operations. That is hard to find at any other university."

Anzivino commented on some of the activities WPSE covers, "Here, it is highly disciplined. We're locked into several formats; Business Radio Network, Penn State Network, CBS Radio, Speaker Series, and local basketball games. We started doing away with games this year."

"So, students get a tremendous

opportunity to do a lot of things in radio," added Anzivino.

According to Anzivino, approximately 20 students are involved with the radio station in a semester. "Over the last six years, probably 300 students or more have gone through it, (the radio station experience.)"

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posibly can to keep  
it (WPSE) going.**

**-Dean Chris Reber**

The station manager expressed his feelings on how the radio station provides an opportunity for students, "Here you've got a golden opportunity. Because it (WPSE) has been around six years, its got a reputation now."

He followed, "They know how disciplined the station is, they know that its not a typical college station, and they know that we expect a lot from our students. So, if you can cut it here, you can probably do it out there."

"It gives you that incredible, vital experience that you absolutely must have in order to get your foot in the door," Anzivino concluded his point.

Dean of Students, Dr. Chris Reber, commented on the status of WPSE, "We just, in the last two years, tried to develop a sales effort. We've hired a director of sales to oversee what we hope eventually will be an effort that will involve a lot of students."

Dean Reber described the past experiences with WPSE's directors of sales, "We have not,

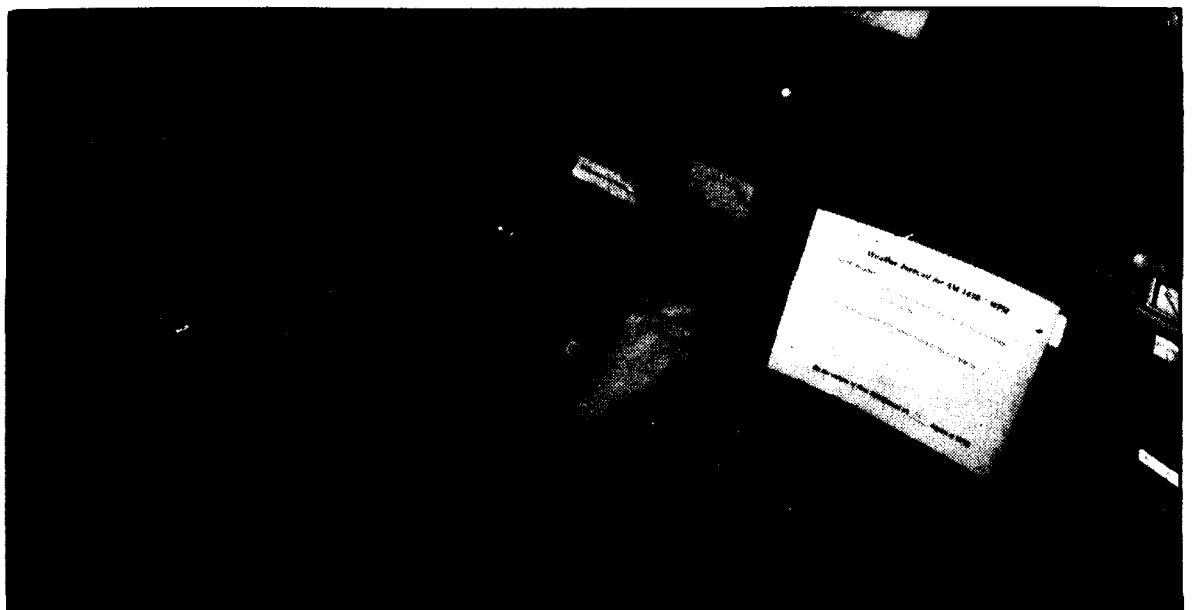


Photo by Dan Nowicki/Collegian Photography Editor

The board at WPSE, for how much longer will it be in operation at am 1450, is in question.

to date, found a director of sales who really has seen this as a good fit for him or her."

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someone before the start of the next academic year," Dr. Reber continued. "We're really going to be looking for someone who can

make a commitment to us of at least three years."

Dean Reber discussed the financial status of the station, "The University, three years ago, implemented what it called 'The University Futures Process.' And this was an effort to downsize the University and to try to save money where possible."

"At that time, since the station had a commercial format, Behrend chose to create a goal of having the station be self-supporting as a way of not cutting into other key areas," he continued.

Considering the goal of the station, Dean Reber said, "Eventually, and hopefully sooner rather than later, the station does need to be self-supporting."

Dean Reber assured that the station will be in existence in the next year, "The station is

absolutely going to be here next year."

Concerning wether the station becoming self-supporting meant the eventual elimination of the station, Dean Reber said, "We certainly don't plan to eliminate the station. We hope not to eliminate the station. In order to keep it indefinitely, we have to make sales progress, we have to generate significant funding. Hopefully, enough funding will be available to pay all direct costs. That is our goal."

Dean Reber continued, "We're not there yet. We're committed to that goal in as much as we're advertising for a new director of sales."

Dean Reber later assured, "We're doing everything we possibly can to keep it (WPSE) going and we expect that we're going to be successful."

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