

New formats surprise radio listeners

By Don Strausburger

After the first day of classes, you go home and turn on FM-104 and rock with Harrisburg's album-oriented-rock station, WTPA.

However, after 7p.m., WTPA FM-104 was no longer playing "Central Pennsylvania's Best Rock." They weren't even WTPA any more; the call letters were changed to WNNK and, after 7p.m., the station became Wink-104.

That's right, Wink 104! The station once dominated by ZZ Top and other classic

playing the favorite music of teenagers to rock reminiscent of both WTPA and Starview 92 (the original album-oriented-rock station in this area) and became "Starview 92 Rock."

The AM radio stations of the area were much less confusing and more dependable. With the exception of one music format change, all is the same as when finals ended in December.

The exception is WCMB 1460-AM, the sister-station of WSFM (Sunny-99). The poorly rated country station became "1460 Hits" and began playing the number one songs from

WNNK changed formats, 92-Rock began "looking to maximize the situation." WHTF (92-Rock) slowly began to evolve from a teen-oriented station to a slightly older audience.

In reaching this older audience, Sarzynski, along with a New York-based consulting firm, found it "pretty evident to pay our respects" to the Starview 92 format which made the station central PA's first album-oriented-rock station, he added.

The most unusual part of the "great radio switch" was the move of WTPA down the dial.

Although the call letters and the basic music format moved to the new home, one very important element of successful radio did not move: the disc jockeys.

Of the DJ's working at the original WTPA, only Torrie moved to the new WTPA. Bruce Bond, John Pelligrini, Kevin McGowan, and Elton Cannon stayed at FM-104, where they were joined by Harrisburg's favorite morning man, Tim Burns, and Jay Smith who came over from FM-93.5.

The obvious benefactors of the switch were Bond and Mary Jo Morrison. Bond is now the program director at WNNK and Morrison is reportedly working for a video music channel (ala MTV) in Boston.

WNNK's overnight disc jockey, Kevin McGowan, is eager to express his happiness concerning the music change. With the new up-tempo sound, the personalities make more of a difference according to McGowan. He is quick to note however that the work is "more challenging" but the "shift goes faster."

Far away from the craziness of format changes and personnel changes, is long-time

central-PA powerhouse Q-106 (WQXA).

The 50,000 watt station (the highest output allowed by the FCC) considers themselves to be a "regional station" covering Lancaster, Harrisburg and York, according to Bobby C. Quinn, evening disc jockey on the York-based station.

The station has established a reputation for consistency over the last several years giving listeners a chance to "know who Q-106 is," Quinn added.

On a more local perspective, the format changes open several doors for Capitol Cam-

pus' radio station, WNDR.

Since many campus residents are spinning the dial looking for a new "favorite station," they should seriously consider the station that is capable of customizing the sound to the needs of the students it serves.

WNDR consists of student disc jockeys who volunteer their time to gain experience in media or just have a good time. The station broadcasts six days a week offering everything from album rock to Top 40 to jazz to contemporary Christian music.

Valentine's is for your heart

By Jen Dell'Alba

Do you have a broken heart? The American Heart Association (AHA) declares the month of February as National Heart Month. AHA wishes to make American citizens aware of heart disease, plus what causes and prevents heart disease.

Capitol Campus Health Services wants students to think about the prevention of the nation's largest killing disease.

Nurse Jean Kresge says that most students here are not of the age where the chance of heart attack is a threat. However, now is the time, she says, "to start taking care of the body to prevent (heart attacks) in the future." Capitol Campus students are at the prime age to begin a program for prevention of heart disease.

Kresge considers cigarette smoking a big problem for Capitol students. "Smoking definitely does cause heart attacks," she said.

An AHA pamphlet, "What everyone should know about

smoking and heart disease," states that "the heart attack rate in heavy smokers was twice as in non-smokers." The pamphlet, which is available in the Health Services office, also explains how stopping smoking does indeed help the heavy smoker; the "death rate...decreases among those who give up smoking, and after a period of years, approaches that of people who have never smoked."

As another part of National Heart Month, Health Services is open to all students and faculty to have their blood pressure checked.

She added that students should have their blood pressure checked if high blood pressure or heart disease runs in the family. She said it is good for everyone to occasionally check their blood pressure.

Capitol Campus also offers CPR (cardiopulmonary resuscitation) classes. Classes are scheduled to run periodically throughout the year. The next session is scheduled for late February. A sign up sheet is posted with dates and times on the Health Services door. All students are encouraged to partake in these classes.

The American Heart Association gives seven ways on "how to guard your heart: don't smoke cigarettes; a balanced, low-fat diet; regular physical activity; avoid unnecessary tension; enjoy leisure activities; regular medical check-ups; follow your doctor's advice."

RADIO PERSPECTIVE

rock bands was playing Michael Jackson, Lionel Richie and even Barry Manilow.

On the other end of the dial, the "All Hit, Magic 93, WKCD," began answering to "FM-93.5, WTPA with Central Pennsylvania's best rock." The new WTPA went from playing Richie and Jackson to ZZ Top and Led Zeppelin.

Also on that end of the dial, WHTF (92-Rock) went from

record charts of the last 30 years. The concept features hearing Michael Jackson and Elvis Presley back-to-back.

All of a sudden, three of Harrisburg's favorite stations among college students had new approaches to their audiences.

Michael Sarzynski, part owner and morning man at "Starview 92," said that when



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Phonathon

(continued from pg. 1)

Gasiorek and John Grodis, who were awarded \$50 and \$25, respectively.

Although most alumni, who donated, gave their money for the General Campus Fund, some earmarked their pledges for specific purposes. For example, one person asked that his donation be used specifically for filters on water fountains.