Editorial opinion

Slim chance

Appropriations hearings needed to help prevent tuition increase

Tuition discussions are a waste of time and money. At least the state Senate Appropriations Committee seems to think they are.

By deciding not to hold budget hearings for the University, the state Senate Appropriations Committee effectively cut the communications channel between the two entities.

Earlier this month the Committee decided that holding hearings would waste money. However, with this cost saving measure, the University now has an even smaller chance of receiving the total appropriation it requested. And students will have a greater chance of higher tuition.

On Feb. 5, Gov. Dick Thornburgh proposed a 5.8 percent increase in appropriations for the University. That proposed increase falls about $13 million short of the $140 million that University officials sought. The $140 million request had already taken into account the planned 5 percent tuition increase.

If the University receives only a 5.8 percent appropriations increase, tuition will have to increase much more than the 5 percent.That is why the University must have a chance to go before the Appropriation Committees of the House and Senate.

The local legislators who represent the University in the General Assembly both feel the decision to cancel the hearings is wrong.

Sen. J. Doyle Corman Jr., R-central Pa., said he thinks the appropriations hearings should be held for two reasons. The first is because the hearings provide an opportunity for the General Assembly to scrutinize the University's operations, and the second is to allow the University to tell the Senate what it is doing.

Rep. Gregg Cunningham, R-Centre Region, said, "It is ill-advised for the Senate not to hold the hearings.

"It is important that there be a dialogue between the funding entity and the entity seeking funding," he said. "I would hope that a precedent is not going to be established here that would weaken an already insufficient appropriations process."

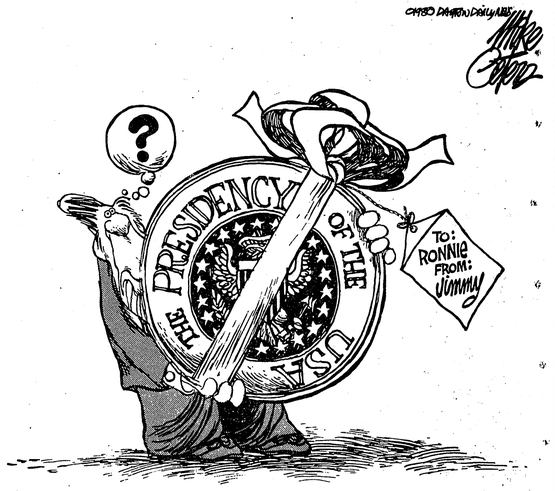
Cunningham has also introduced legislation which would require the holding of joint Appropriations Committee hearings.

University administration did not seem very upset by the decision, and Frank Forni, director of Commonwealth relations for the University said, "I believe the Appropriations Committee has a very good understanding of Penn State and it's operation."

They may have a good understanding of the University, but how good an understanding do they have about the students who attend Penn State and who can't afford enormous tuition increases every year.

University President John W. Oswald, at the House Appropriations Committee hearings, said inflated tuition costs are an important concern of the University and he tried to argue the case for more state appropriations.

But the Senate has decided not to even listen.



Imagination needed to help University radio station

By WILBUR ZELINSKY
Professor of geography

The published reactions to the Lewis-Zelinsky letter concerning WDFM have been disappointing. Instead of reasoned, factual discussions of basic issues, with one bright exception, we have been treated to the bellowings of the Wounded Apparachik and the snarls of some hapless wretches who plainly have never experienced the joys of first-rate radio broadcasting.

The basic questions are really quite simple. Are there any serious shortcomings in the operations of WDFM? If so, what can be done about them? But before offering a diagnosis and prescription, I owe it to the readers to expose my qualifications as an amateur radio critic.

For the past 51 years and 2 months, I have been listening to everything available, an addict hopelessly hooked. I have compulsively twirled dials in every corner of this nation and in several foreign countries as well, and I have never stopped sampling the wares of all our local stations at every hour of the day and night.

It has been my blessed good fortune to revel in the Golden Age of American Radio during the 1930s and 1940s, when, along with a bountiful load of drivel, the networks and local stations offered us much that was exciting, imaginative, entertaining and, on occasion, even unforgettable. (My spouse, cronies, and I have spent countless hours reliving the more memorable programs of yore before going on to old movies.) But can you picture some huckster in 2020 AD trying to peddle LPs of the Best of WMAJ or WDFM? It has also been my misfortune to witness the disintegration of commercial radio in the United States since 1950.

My appetite is catholic. I can tolerate or enjoy every type of good music, including all the popular varieties, and news, sports, commentary, drama, comedy, satire, verse, chatter, conversation, education, sermons, even commercials (who can forget the inspired insanities of Stan Freeberg or Stiller and Meara?), so long as the material is presented intelligently and professionally.

My colleague and I apologize for not having acknowledged the good works of a couple of individuals toiling at WDFM. But you can hear some grownup material even on one of our commercial stations if you are willing to tune in at the crack of dawn on Sundays. However, stop and think: How long would the loyal football fans of Happy Valley tolerate a team with a 2-10 record? Right.

I feel like the cad who bad-mouths his neighbor's home movies for having to say so; but on balance, in my opinion, WDFM is a sorry affair. It is no excuse to say that it isn't quite as awful as the other stations in Happy Valley with their wall-to-wall bubblegum muzak.

The quality of radio in virtually every small city in the country, and most of what passes for radio in the larger places, is a noisome national scandal; and you cannot realize how gross a scandal unless you have been a listener in Canada or Europe, where you are gorged with such a gargantuan banquet of adult government and commercial programs of every description that the ear boggles. (The fact that things are even worse in Latin America is chilly comfort.) But I am getting into another argument that can await its turn on another day.

What are the reasons for the substandard performance on WDFM? For one thing, the assumption by its personnel that it is a plaything operated solely by (some) students for (some) students. In cold legal fact, WDFM operates by virtue of a license issued to the University Trustees by the FCC on the express condition that the station serve the best interests of the entire community — students, faculty, staff, townspeople.

Second, there is a dreadful lack, or audible shortage, of professional supervision or training. Can you imagine what the Nittany Lions would be like if the team had only student coaches? Students in our athletic, drama, music, and various other pre-professional programs learn by means of expert tutelage and through serving apprenticeships alongside seasoned professionals. The same is true of WPSX-TV, which would be laughed off the air in a couple of days if it were run along the same lines as WDFM. Lastly, there is an incomprehensible poverty of imagination in programming.

What can be done? To begin with, a shakeup of management and the bringing in of persons who know something about radio. Affiliation with National Public Radio is a possible option, but certainly not the only one. If smaller, less affluent institutions can subsidize decent, lively radio stations, why not Penn State? Then, so much can be done with no cash whatsoever.

I find it absolutely astounding that in a community simply wallowing in radio opportunities the University station must resort to canned music something like 23 hours a day. Just within the realm of music, there are hundreds of competent students, faculty and townspeople who would be flattered to share their live performances of classical, pop, jazz, rock, folk, country and ethnic music, if only someone condescended to ask them.

Furthermore, there are scores of knowledgeable people on campus and in town and among our many visitors who can speak and argue entertainingly about every topic under the sun.

The possibilities of low-cost or no-cost drama, live-event coverage, verse, news commentary, round-table discussions, wild controversy and even comedy just stagger the imagination. But you have to start with that magic ingredient, imagination. And the livelier and more varied the offerings of a born-again WDFM, the more listeners it would have and the more volunteer workers.

Try it, you might like it.

Success story?

At one time or another during their collegiate careers, almost all college students consider joining a campus organization. Many groups at Penn State have been successful for years, but some don't even last a single term.

Have you ever considered joining an organization at Penn State? What do you look for from an organization? How influential are organizations on this campus? Do you think that students join groups just for an ego massage or do they really provide a service to the community?

On Tuesday, May 13, The Daily Collegian will focus its final oped page of the term on student organizations: the successes and the failures. If you have a comment on student groups, please submit them to the Editorial Editor, 126 Carnegie. All letters must be typed, double-spaced and no longer than 30 lines. Deadline is 5 p.m. Friday.

Op-ed Letters/Radio programming

Coach for WDFM

Time it was said out loud, and professors Lewis and Zelinsky did so with the volume turned up: as now run, station WDFM does not truly and adequately represent Penn State, seen as a University dedicated to goals of quality and excellence. Its programming is indistinguished, undiversified, imbalanced and far too much of its air time is given over to pumping bilge — extolling the current hit album of The Slobs.

Switch it on in the middle of the night and the thump goes on, ad nauseum. What would happen were WDFM to try one of those music "orgies," so termed, broadcast at Harvard during exam periods — one example, a round-the-clock playing of all 84 of the Haydn string quartets!

Could it have been the active participation of faculty in the early years of the station that accounted for a more rounded and better grade of programming — witness for this any of those blue folders that used to announce a week's schedule. A University does, you know, consist of a faculty and a student body.

When you face it, there is something inherently phony in the claim that students are getting the best professional training when fee (though subsidized) to do their own thing with the school's radio station. Whatever may be the benefits of the experience, this in itself is not training for excellence, and our broadcast image suffers for it.

That image is better served by the real excellence of our performing arts and athletic teams, wherein students also do their stuff, but with the guidance and reasonable controls of capable professionals. Can it be that WDFM needs a more responsible coaching staff?

Moral: You don't train able seamen by turning the ship over to them, lock, stock and barrels of rum.

Harold E. Dickson, Professor Emeritus of Art History
May 2

If you care, help

"Some professors unhappy with quality of WDFM" was the headline for the first part of an article dealing with radio stations in State College written by Iris Naar. How about an appropriate headline — "Two professors unhappy with quality of WDFM" for professors Lewis and Zelinsky are the only ones mentioned as being unhappy with WDFM.

I am personally unhappy with The Daily Collegian for allowing two individuals to speak on how a radio station should be run when they don't know how one does work. All you really have is two people crying because they can't have their own private radio station!

On the day their forum was printed, I took the time to call Professor Lewis and speak to him about the article and WDFM. Though I did get to talk to his co-author, professor Zeleinsky for a couple of minutes, the majority of the conversation was with Lewis. From this conversation emerged items I feel are important for the readers of this newspaper to take into account.

First, to bring it out into the open for those who do not know, WDFM is a station that is not permitted to advertise on the airwaves, thus eliminating a source of revenue that keeps private radio stations on the air. The budget allocated to WDFM from the University is barely enough to keep the station on the air, let alone hire outside help.

The only way we can get professionals to help us is if they volunteer their time. I want it known that during my phone convesation, I personally invited Dr. Lewis to join our fine arts staff, since he apparently believed he was an expert in the field. I cannot say for sure that he is, for he has never demonstrated that ability to me or the station.

I told him that even if it was only one hour a week, it was better than none. Well, his response was no, because he didn't want to get involved with an organization like WDFM.

Dr. Lewis, all I can say is that you have one of the poorest attitudes of any professor I have met during my four years here at Penn State. Never have I met a professor who, when asked to help out in any way possible with an organization, flatly turned it down, especially when that item is a learning organization. You are the first and I hope you are the only exception.

What is needed is individuals who give a damn and are willing to help in any way they can, not people like you who I believe has talent in the fine arts area but refuses to help out. (By the way, the offer to join WDFM is still open to you and anyone else who would like to get involved.)

WDFM plays 42 hours of classical music a week, not six hours. We do offer alternative programs. If you would ever get out of your classical cloud, you might acknowledge that. I don't care what your total interest is in that area. "Richness and tradition" also come in the areas of jazz and folk. We also offer programs from NPR like Earplay, Dr. Lewis expressed to me his dislike of that program. Well, that is NPR and that is what you are asking for.

WDFM is a great learning experience and I want to thank the University for the opportunity to get involved in radio. Even though I never got paid for the time I put in, it was well worth it. More money is needed, but instead of putting it towards NPR, how about using it to hire professionals to work with the students up at WDFM in its present form?

Don't condemn a radio station just because it doesn't offer you what you want!

Lloyd Vernon, 12th-management
May 2

Charitable station

I think the real alternative radio station in Centre County is WTLR at 89.9 on your FM band. It is not just another rock, new wave, country, news, classical or top 40 station. It has very enjoyable programming.

There is one particular kind of music on the programming at Way Truth Life Radio. It is, however, dedicated to presenting entertainment that bears the Gospel of Jesus Christ. Since there are so many different entertainers who are Christian, the range of the types of Christian entertainment is wide, encompassing most styles of entertainment, while praising God.

In particular, I enjoy and appreciate the frequent AP news updates, the 90-minute, uninterrupted dinner hour music program, the five-minute Bible readings, the good taste that accompanies righteousness, the community service notices and the family orientation.

What bit of advertising there is, is usually on behalf of the support needs of charitable organizations. And WTLR is charitable. Keep up the good work.

Bob Dagit, 10th-general arts and sciences
May 2

Excellent weather

In response to your call for contributions concerning the quality of local radio programming, I wish to comment about weather forecasting. This area is fortunate to have weather forcasts from several sources.

Sky-scan, a Chicago based private forecast operation, can be heard on WMAJ. The student meteorologists of the Campus Weather Service prepare reports for WBLZ-AM (Bellefonte) and WGMR-FM (Tyrone-State College).

In addition, Accu-Weather, which serves more than 100 stations throughout the United States and Canada from its State College home, prepares daily reports for WRSC-AM and WQWK-FM.

The Centre Region does not benefit from a specific forecast by the National Weather Service, a federal agency. The government forecast must be inferred from the broad report designed for all of South-Central Pennsylvania.

The aim of all the local forecasters is to provide residents of the areas with specific weather information for this immediate locale. The combined efforts provide the region with a level of service not found in the past and not available today in many areas with similar populations. Workers at each forecasting establishment appreciate comments from listeners, for the goal of our work is better service.

Elliot Abrams, senior vice president
Accu-weather Inc.
May 1

Illustrations by Lynda Cloud

the daily Collegian
Tuesday, May 6, 1980—Page 2
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Improve broadcast option

Illustration by Lynda Cloud

Radio needs to hear public's voice

By EUGENE ROMANO
Former station manager WDFM; current WQWK employee

"Broadcasting in the U.S. is a business enterprise and economic motives are valid if they can be justified in terms of social and technical excellence."
Robert Coddington, broadcast executive and author

Radio exists in two worlds. It is publicly licensed to serve the local community with news, public affairs, information and entertainment. At the same time, it operates just as any other business — in a manner that produces increasingly greater revenue. The system fits nicely into the "American Way of Life."

Radio is a very lucrative business. Even the staunchest radio critics can not condemn the fact that radio is a free enterprise with the right to gain profits. Ideally, profits are a measure of effective, efficient operation that has satisfied its audience in all ways and should be worn as a badge of accomplishment and honor.

To no ones' surprise, there are an abundant amount of stations that profit greatly without actually "serving the public." The root of the problem is often with the owner of the broadcast operation. Many times owners are businessmen who have been successful in fields unrelated to broadcasting. They are not always committed fully to serving their audience with various nonentertaining programming.

Radio management is often out of touch with the audience and assumes what kind of programming the public likes and dislikes. There is a large collection of incompetent radio station owners and managers creating an unfortunate void in the medium of radio.

It is extremely costly for a radio station to continually research its audience. Often a station is oblivious to certain trends and public concerns.

In a strange way, the responsibility and capability of changing a stations' programming can fall into the lap of any active and boisterous radio audience. There are many radio critics, but how many actually contact radio management and in a mature manner discuss their views?

Radio's brass are for the most part more than willing to listen to constructive rational audience input. However, "constructive criticism" does not include, for example, asking a station to air only a few commercials. That is economically impossible. But criticizing the "quality," more specifically, the hard sell and irritating type of commercial, would be a legitimate complaint.

Radio's audience members may be underestimating their power of suggestion. A letter to a radio station could help. An organized letter campaign would do more than just help! If a radio station is missing your needs — let the station know.

The 1980s will be an interesting period for the radio medium. Radio must grow in order to meet the public's changing lifestyle. Most importantly, radio must know who the "public" is — their fears, desires. . . Radio must hear your voice louder than it ever has.

So speak up and maybe radio will turn you on instead of the other way around.

Despite limitations, WDFM offers variety in Valley

By MICHAEL TITTERTON
General Manager, WDFM

In their provocative article "Local Radio: Two Band Wasteland," Drs. Lewis and Zelinsky address themselves to the state of health of radio in the State College area in general, and to Penn State's WDFM in particular. While their bedside manner might leave a little to be desired, the good doctors correctly surmise that the patient's condition is far from peak.

The article has prompted a number of letters from both well-wishers and prospective undertakers, many of which have appeared on these pages. This evidence of public concern is, in itself, an indication that the patient has a good chance of recovery. But . . . before we operate, let's just make sure we're cutting in the right place.

First, let's compare our patient with the "healthy" specimens cited in the article.

That the quality of WDFM's programming does not compare with that of WOSU (Ohio State), WILL (University of Illinois), or even WBUQ-FM (Duquesne University), there can be no doubt. Professional-sounding announcers, national news feeds, documentaries from National Public Radio, high-quality syndicated concert recordings. . . these are all characteristic of these public radio stations.

Nor are these the only universities with such stations; most graduate students and faculty members who have come to Penn State from other major institutions can name the call letters of the public radio station at their alma mater which provided them with programming of similar calibre.

For clarification, let's take a moment to examine this business of "public radio."

There are presently over 200 public radio stations in this country, most of them operated by universities. A "public" radio station is one which has met certain minimum operating standards set by the Corporation for Public Broadcasting. These standards concern, among other things, facilities, staff and budget. Once the standards are met and the station becomes CPB-qualified, the station is eligible for matching funds (through CPB) and — most importantly from the standpoint of the listening audience — for access to the National Public Radio network.

When figures were collected in 1978, it was found that the average public radio station: was on the air every day of the year; received 25 percent of its programming from NPR; employed a professional, full-time staff of nine, supplemented with volunteers and students working part-time for pay; and provided its audience with a wide range of programs in the performing arts, information and public affairs. The income for this average station was $277,000 per year.

Now, let's talk about WDFM.

WDFM is not a public radio station. Although licensed to the Board of Trustees, and regarded by many as the "voice" of Penn State, it is defined within the University structure as a student organization. Accordingly, it receives its major funding from ASA as a "student activity." Recently the application was prepared for the 1980-81 operating budget, and much corner-cutting occurred before the total figure could be brought below the $10,000 ceiling requested by the ASA budget appropriations committee. Ten thousand dollars would keep the average public radio station on the air for about three weeks.

WDFM retains no full-time employees. In return for supervision of the station, the general manager receives release time from teaching to the extent of six hours per year; Lorraine Goodenough, with the Speech Communications Department in exchange for most of her waking hours; and Bud Volz, a designer with the department of electrical engineering, donates his time to thinkin as the station's chief engineer with with no recompense whatever. With these exceptions, WDFM is the product of the efforts of some two hundred volunteers, almost all of them undergraduates.

Operating within the limitations imposed upon them (lack of adequate professional guidance, antiquated equipment and negligible funding for programming) these volunteers try to comply with the policy of the station — to provide the listening community radio programming unavailable from the other (commercial) outlets about one-third the number of broadcasting students that Penn State has. NPR would drastically cut the amount of people needed to operate WDFM.

Furthermore, WDUQ, being in a metropolitan area of about two million people, has a large capacity to raise funds. For instance, a recent WDUQ fundraiser brought in $17,000. WDFM could never get that much money from an already charity-stricken and considerably smaller Happy Valley.

Finally, there is a possibility that if WDFM went NPR, the station would become an operation similar to WPSX-TV, the Penn State television station which has minimal participation (at best) in its operation by students. Perhaps WDFM could institute a training program like the one at WDUQ without going NPR.

The Penn State Broadcasting Association was set up last year to represent the interests of broadcasting students at Penn State. To quote from the PSBA constitution:

"The purpose of the PSBA is threefold: one, PSBA will function as a facilitator of communications between students and those faculty and staff teaching broadcast oriented courses; two, PSBA will serve to enhance the educational experience of students interested in radio, television and cable communications; three, PSBA will voice concerns of members."

Right now, PSBA feels that the "educational experience" of broadcasting students at Penn State needs more than enhancing. The Speech Communications Broadcast option is in sad condition at best and is far from any measure of adequacy. PSBA is working to improve this situation and is dedicated and determined to make Penn State a good school for broadcasting students.

Photo by Barry Smith

Fred Abler at sound board

Budget increase needed for station

By DAN MUSHALKO
WDFM program director

WDFM is a noncommercial, student-run college radio station. As such, there are a large number of differences between our station and any given commercial radio station. Chief among these is the purpose for broadcasting.

A commercial broadcaster programs to maximize profit, and that implies reaching as large an audience as possible. The larger the audience reached, the better a broadcaster looks to a prospective advertiser. For advertisers already with the commercial broadcaster, care must be taken to offend as few people as possible . . . especially the advertisers.

There is nothing wrong with this, for the commercial station must get its money through advertising. Unfortunately, it relegates the broadcaster to program for a mass audience, taking as few risks as possible and leaving the large number of people who do not appreciate mass entertainment in the static between radio frequencies.

Enter the noncommercial station. As the label implies, it doesn't have any advertisements. It, therefore, has no advertiser to offend. It can take risks. It can have a purpose besides putting the station in the black every quarter.

The general purpose of noncommercial radio was set by the Federal Communications Commission. One dark and stormy day many years ago, the FCC determined that commercial broadcasters simply were not providing the range of services to the community that they could. But what could be done? The land was one of free enterprise, so the FCC shouldn't force different forms of programming upon station owners. An idea struck one of the commissioners (as the leaers were called).

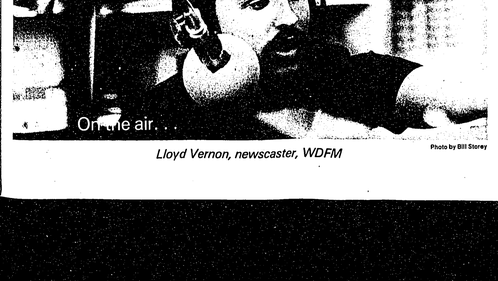
"Let us allocate a certain part of the radio spectrum," he said to his fellows. "For broadcasters who do not solicit advertising!"

"Yes," responded another. "Here we will place noncommercial educational radio stations."

"It shall be their sacred mission," added a third, a bit too nobly, "to give the public what is not programmed elsewhere!"

WDFM was born into the spectrum of which the commissioners spoke, thus inheriting noncommercial status and the mission that accompanies it.

The University trustees have taken that mission and incorporated it into the offical purpose of WDFM; translated from the Most Holy Bureaucrates, our purpose is simply to provide the people able to reach our signal with programming they do not receive from otherstations in the area. This is called "filling the gap," in radio jargon. It is the duty of the program director to see that this purpose if fulfilled.



Lloyd Vernon, newscaster, WDFM

Photo by Bill Storey

Although the purpose became a bit muddied at times, WDFM has always provided alternative services of one form or another. Naturally, changes in State College's commercial programming necessitate changes in WDFM's programming if we are to continue fulfilling our mission.

Such a change is planned for the coming Spring Term. The four rock stations in State College have, collectively, come one step too close to our own rock programming. In order to better "fill the gap," we have decided to broadcast jazz music in the afternoons and are making the evening and weekend rock segments "free forum," allowing the disc jockeys to be more creative than any commercial station would allow.

None of this, of course, works perfectly; WDFM will never completely fulfill its mission. From a programmer's standpoint, there are simply too many forms of entertainment, too many subjects under public affairs, to completely fill the gap. . .unless the physics department gets on the ball, conclusively proves the relativity of time, then convinces everybody that I can, after all, program for a 36-hour a day broadcast schedule.

On the management level, WDFM is staffed entirely by volunteers (so far from being professional, in fact, that many of us actually take money from our pockets to put in the station's coffer. . .thank heaven the IRS grants deductions for non-profit contributuions). We can only work with the people we have, and the time they have to give; most of us being full-time students, that's not as much as we need.

I guess the greatest programming headache for WDFM, though, is money. As it stands now, our base budget of $10,000 from ASA barely covers operating expenses and buying a few fine arts albums. That's all. It doesn't even include money for emergencies; for example, when our aging transmitter decides to go to that big radio station in the sky, a replacement could cost us over $17,000 (nearly twice our yearly budget).

As of this writing, we don't have the money to continue broadcasting the National Public Radio programs Earplay (radio drama) and Options (documentary), much less import more NPR programs. . . Why, we don't even have enough to buy the tape to make our own special programs.

The solution to this problem, at least, is obvious: increase of budget of WDFM. This could be done by the University (which does smile on us now and then. . . They just bought a new piece of electronics we badly needed), listener donations or underwriting (a type of sponsorship) by local merchants. Of course, if there's a particularly philanthropic millionaire in the area. . .

The first question is one for the historians. As for the second, there is some cause for optimism. Last summer an organization known as Citizens for Public Radio in Central Pennsylvania was organized under the direction of Leon Gorlow, professor of psychology. I would advise those interested in pursuing this matter further, and in lending their efforts and their voice to the establishment of a public radio service in Centre County, to contact Gorlow, whose group (I am given to understand) now numbers nearly a thousand.

In addition, some months ago, the Policy Guidelines of WDFM were re-written and approved by the Board of Trustees; under these new guidelines the responsibility of the Board of Trustees for WDFM is much more clearly outlined than it has been in the past. That, and the recent creation of two advisory boards (one representing the community, the other the University), should serve to make the University somewhat more responsive to its obligation as the only source of noncommercial radio in this part of the world.

But, until the happy day arrives when public concern and outrage have succeed in adding high-quality public radio to the cultural fabric of Centre County. . . the students running WDFM need all the encouragement you can give them. If you're an FM radio listener, and your tastes run to a little more than KC and the Sunshine Band, they're the best friends you have.

Listener surveys could improve radio

By GREG LACHS
President, WEHR

I had just finished talking to WEHR's Iranian correspondent in East Halls when the phone rang. The Daily Collegian was calling to have someone from the station write a piece for an upcoming forum on radio. As station president, for a while anyway, I accepted the challenge.

Most people I know tend to say that good radio doesn't exist in this area; I can see their point. I have heard the same song on two different stations at the same time. Unfortunately when such a thing happens it's usually something like the disco version of "The Star Spangled Banner" done on bagpipes.

Commercials abound at some stations to such an extent that I expect the announcer to say he'll be back with more commercials after the next song. One station went through the unique format of playing particular songs the same time every day yor over a week. I didn't need a watch; if a friend came in and asked me the time, I'd say, "Queen is on, it must be 10:30."

It's no wonder most of my friends put on records or tapes rather than listen to our local stations. It wouldn't be fair to say the local stations are bad all the time, but I just couldn't see WABC's program director coming around here for advice. Faculty members complain, students complain, local residents complain — all these people are evidently not satisfied.

When WEHR was on the air (WEHR has been off the air since the end of Winter Term due to technical problems, but will resume operation in the fall), we did our best to be innovative. We took a survey to find out what East Halls wanted from us; some said "total silence" but others gave us valuable input we will make use of in the future. I wouldn't expect the commercial stations to concern themselves with a survey, they are no doubt satisfied with their formats and don't see any need to change in the immediate future. WDFM is an exception.

WDFM's non-commercial status enables it to take chances on new programming; the station has come under a great deal of flak lately for what many see as its failings. WDFM should work on a survey of students and townspeople to find out where it can improve and work in these areas.

As a former staff member, I think the concept behind the station is a good one — it just needs some fine tuning.

I have never considered WDFM a rival of ours; I don't know what they consider us. It may not be printable, but I feel a survey is the best way to find out audience needs and suggestions.

I have always tried to run WEHR by ignoring programming philosophies of other stations and simply attempted to do what we can do best — that way we can have an image of being rugged individualists, not to mention a good excuse when someone points out the wonderful things station X is doing. We can plead ignorance or say that we tried the same thing last year and it didn't go over well.

All it would take is one station to damn the torpedoes and try to be a first class station. It might take time, but don't count WDFM out.