

# Marketing students take to the airwaves

## Bookstore ads to air on WPSE

Students in Syed Andaleeb's marketing class got a chance to try their hands at writing advertising copy for radio as part of a semester-long class project.

The efforts of a few of those students will be aired on Behrend's WPSE.

The class project coincided with a recent university decision to allow WPSE to air commercial advertising.

Andaleeb, who is an assistant professor of marketing, assigned students to do radio commercials for the Behrend Bookstore.

More than a dozen groups of students did their best to come up with radio spots that were both creative and informative.

Both Robert McDonald, manager of the bookstore, and Fred Anzivino, manager of the radio station, worked with students to help them understand their target audience and explained what elements should be included in their commercials.

Students were competing not only for grades but for top positions in a contest.

While three groups ultimately were chosen for top honors, Anzivino said, "All of the submissions were excellent and showed great imagination and creativity. It was difficult to choose the best one."

A group including Kellie Jordan, Lisa DeMarco, Mary Pervuznik and Robert Weaver did a two-voice dialogue with an announcer tag.

A group consisting of Beth Balizet, Roy Bussard, Melaine Dunn and Mike Ross used sound effects from an electric typewriter with copy to create the sound of a radio news bulletin.

The third group, made up of Nick Navari, Ryan Reed, Kirk Kelly and Vince Pedraza, created their own radio jingle by rewriting the words to The Twelve Days of Christmas.

The radio spots will be reproduced for studio quality and aired on AM 1450 WPSE.

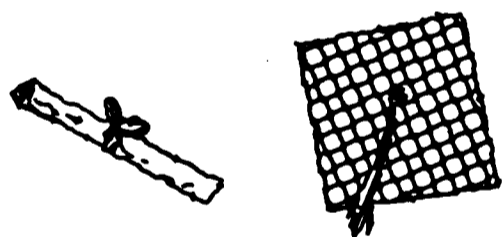
Andaleeb noted he was, "very impressed with everyone's submission."

## Class Act



Concert at Noon: Members of the Eastman Brass Ensemble closed out the final performance of this semester's Logan Wintergarden Series on Monday.

**GRADUATING IN JANUARY?**  
Before leaving for the holidays

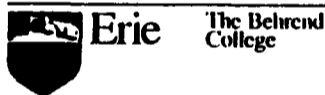


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# 42nd Annual Hanging Of The Greens



Friday, December 7, 1990  
7:00 P.M.  
Wintergreen Gorge Cemetery  
Behrend Chapel  
Blue Bus will depart at 6:30 P.M.  
from Reed Parking Lot to  
Wintergreen Gorge Cemetery