

WPSE does business with Erie listeners

by Mark Owens
The Collegian

There once was a time when Erie's radio waves were filled with stations that promised "less talk, more music." Then along came WPSE, which was all talk and little, if any, music. People said it wouldn't last, that Erie was a Top 40 town.

But talk radio's popularity grew -- so much that another Erie station, WLKK, jumped on the talk radio bandwagon.

Now WPSE, Behrend's student-operated radio station, has joined the Business Radio Network, changing the face of radio in Erie again.

"ARN (the American Radio Network) collapsed just a month ago," said Fred Anzivino, WPSE's station manager, in explaining the programming change. "They weren't able to provide us with programming, so we weren't able to provide our listeners with continuous quality programming either."

Anzivino and the WPSE

staff scrambled to connect with another network and discovered the Business Radio Network.

"We felt this was a good time to try something new, something that hadn't been done before in the Erie market," Anzivino said. "We were the first to bring talk radio to Erie and the first to simulcast TV news (WPSE simulcasts WJET-TV 24 newscasts five times a day). Now we have the chance to something new in the Erie area."

The Business Radio Network (BRN) has been broadcast on affiliate stations for almost a decade, said Anzivino, and has a solid reputation in the broadcasting industry.

"BRN provides listeners with continuous programs of a wider nature than their name implies," Anzivino said. "Much of their programming is very timely, especially in light of the economic challenges facing the country right now."

Often compared to CNN's Headline News, BRN features a format for busy professionals or listeners on tight schedules.

"The network is designed for listeners who tune in for five or 10 minutes to find out tidbits of precise information," Anzivino said. "It includes special features, lifestyle reports, health, business, national and global economics, news and sports."

WPSE continues to be affiliated with CBS for news and sports, the Penn State Sports Network for University sports, as well as producing local programming.

The station's new programming has received mixed reactions from area listeners -- some miss the talk radio format while others appreciate the new source of information.

"It's a different audience we're serving now," Anzivino said. "The new format is focused on a specific audience, which may have cost us some listeners, but is, in many ways, easier to sell to advertisers."

WPSE, one of the few student-operated radio stations in America licensed to sell and broadcast commercials, is located at 1450 on the AM dial.



World

AGDAM, AZERBAIJAN -- 120 bodies of Azerbaijanis killed while fleeing an Armenian assault in Nagorno-Karabakh were recovered Tuesday, and police officers said they were being blocked from retrieving more dead. Armenian officials denied claims that 1,000 were massacred in the attack last week.

Nation

The race for the Democratic presidential nomination remains wide open after Paul Tsongas and Bill Clinton won primaries on Tuesday. Meanwhile Bush captured elections in Georgia, Maryland and Colorado -- but Republican challenger Patrick Buchanan vowed to fight on. Tsongas won primaries in Maryland and Utah, while Clinton won his first victory of the campaign in Georgia. Brown, the black sheep of the Democratic candidates, held a surprising lead for a while in Colorado. Exit polls revealed a decidedly unhappy electorate Tuesday, with 40 percent of Democratic voters wishing there were more candidates to choose from. Eight out of 10 Buchanan supporters said they would support a Democratic candidate in the fall election.

WASHINGTON -- Economists, pointing to a surge in the government's main economic indicator -- along with a jump in new home sales -- say the economy is beginning to perk up. Any recovery will be slow, however, and analysts say the recovery will be a very small and gradual one.

NEW YORK -- Salvatore "Sammy Bull" Gravano, government witness and former right-hand man to mob boss John Gotti, continued his testimony Tuesday, claiming Gotti watched the assassination of former mob boss Paul Castellano. Gotti, the alleged head of the Gambino family, the nation's most powerful crime syndicate, is being tried on federal murder-racketeering charges. Gotti, 51, has been acquitted three times in six years on racketeering and assault charges, earning him the nickname "Teflon Don."

Local

ERIE -- The U.S. Army Corps of Engineers has decided to eliminate three breakwalls from the \$18.4 million project. The breakwalls, located near Beach One at Presque Isle State Park, were eliminated because of the longstanding stability of the beach and a computer simulation which showed they were unnecessary. A total of 55 breakwaters will be built on the western side of the Peninsula.

Planned Parenthood president speaks on reproductive rights

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be severely damaged, according to Wattleton.

"The reproductive options of all women, including those in this state, will be left to the whims of the state legislatures," Wattleton said.

"We are determined to do what is necessary to take the matter into the hands of the people and to change the trend that is now threatening them (the people) and forcing them into the back alleys," she added.

The PPFA release noted that "On April 5 there will be an assembly in the nation's capital to send the federal government the message: that the fundamental right to privacy and reproductive choice cannot and will not be taken away."

"The pro-choice majority is determined to try to overturn the "gag-rule" ban on abortion information placed on federally funded family planning centers last year."

According to Wattleton, gag rules would prevent poor women from proper counseling.

"The gag rule discriminates against poor women and reactions

of outrage to the policy have built a coalition of Americans who understand that if one fundamental right is destroyed others are imperiled as well. We do not want to see women die again," said Wattleton.

The issue of reproductive choice is increasingly becoming a political issue.

"Our most personal reproductive choices are being subjected to great debate," said Wattleton.

"Restrictions placed on women will force them into the back alleys again and they will die again, those women who suffered the imprisonment of unwanted pregnancies and unwanted children will suffer again."

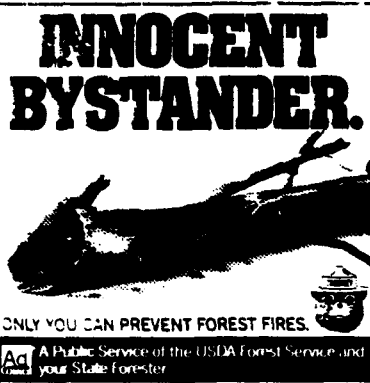
In regards to the pro-life movement Wattleton said, "Their morality should not be imposed on others. The question is: is the woman more important than the fetus or the fetus more important than the woman."

Planned Parenthood's "First Things First" program can help young people avoid unintended pregnancies by encouraging sexuality education at home and

in school.

Other features include access to family planning, particularly for poor women and teens, and lobby to make the research and development of new birth control options a national priority.

"I think that young people are waking up to the danger (of losing the right of choice), that this generation of young adults is the first generation who have never known illegal abortions or unavailable contraception," said Wattleton. "There is a tremendous amount of growing interest in what could happen -- (if the choice is lost)."



Division Head

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University, Jerusalem; The University of Maryland and the John Hopkins University School of Advanced International Studies.

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