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PEMBROKE, N. C. 28372

INDEPENDENT STUDY:

A PROPOSED FORMAT FOR WPSU

by

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Supervised by Dr. Gordon Borden

Grade: E

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The following is a proposal for the program format for the radio station of Pembroke State University. It is hoped that this proposal reflects the wants and interests of the Pembroke student primarily, but also those of the administration, faculty, and maintenance personnel of the institution. It is a result of the independent study of this student that included not only a study of texts but also a study of other radio stations that included both AM and FM stations at the University of North Carolina at Chapel Hill. A survey of the students at Pembroke University was a major guideline in the composing of the format. The results of that survey of musical preferences and the proposed format are as follows:

<u>POPULAR</u>	<u>SOUL</u>	<u>PROGRESSIVE ROCK (WQDR type format)</u>	<u>JAZZ</u>		
108	36	92	21		
<u>EASY LISTENING</u>	<u>COUNTRY</u>	<u>CLASSICAL</u>	<u>GOSPELL</u>	<u>FOLK</u>	<u>OLDIES</u>
17	14	15	2	2	1

As stated earlier the survey was a major consideration in the make-up of the format, but consideration was also given other persons of the University, hence, a less than precise parallel between the format and the survey.

PEMBROKE STATE UNIVERSITY
PEMBROKE, NORTH CAROLINA

PROPOSED WPSU (AM) WEEKLY PROGRAM SCHEDULE

SUNDAY

- 6:00 A.M. - 6:10 A.M.: SUNDAY MORNING NEWS - A comprehensive report of national, state, and local news including sports and weather information. Special emphasis to be placed on local events and matters of particular interest to students.
SOURCE - Local
- 6:10 A.M. - 7:00 A.M.: MUSIC TO WAKE UP WITH - A blend of contemporary easy listening and popular music along with timely information designed for the early Sunday morning listener.
SOURCE - Recorded
- 7:00 A.M. - 7:01 A.M.: NEWSFLASH - A concise, brief news report of world and national news. (1 min.)
- 7:01 A.M. - 8:00 A.M.: MUSIC TO WAKE UP WITH (con't)
- 8:00 A.M. - 8:01 A.M.: NEWSFLASH
- 8:01 A.M. - 9:00 A.M.: MUSIC TO WAKE UP WITH (con't)
- 9:00 A.M. - 9:01 A.M.: NEWSFLASH
- 9:01 A.M. - 10:00 A.M.: CLASSICAL MUSIC - A broadcast of classical music designed for the appreciator of major classical compositions.
SOURCE - Recorded
- 10:00 A.M. - 10:01 A.M.: NEWSFLASH
- 10:01 A.M. - 11:00 A.M.: CLASSICAL MUSIC (con't)
- 11:00 A.M. - 11:01 A.M.: NEWSFLASH

11:01 A.M. - 12:00 N.: CLASSICAL MUSIC (con't)

12:00 N. - 12:05 P.M.: NOON NEWS - A roundup of the day's news, both on a national and local level, with sports and weather and again, as with the morning news, special emphasis placed on matters of interest to students.
SOURCE - Local

12:05 P.M. - 1:00 P.M.: CONTEMPORARY POPULAR MUSIC - A program of top popular music, which is logically a blend of soul, rock, and sometimes easy listening and country&western music, and timely information designed to satisfy the university student's wants and interests.
SOURCE - Recorded

1:00 P.M. - 1:01 P.M.: NEWSFLASH

1:01 P.M. - 2:00 P.M.: CONTEMPORARY POPULAR MUSIC (con't)

2:00 P.M. - 2:01 P.M.: NEWSFLASH

2:01 P.M. - 3:00 P.M.: CONTEMPORARY POPULAR MUSIC (con't)

3:00 P.M. - 3:01 P.M.: NEWSFLASH

3:01 P.M. - 4:00 P.M.: CONTEMPORARY POPULAR MUSIC (con't)

4:00 P.M. - 4:01 P.M.: NEWSFLASH

4:01 P.M. - 5:00 P.M.: CONTEMPORARY POPULAR MUSIC (con't)

5:00 P.M. - 5:01 P.M.: NEWSFLASH

5:01 P.M. - 6:00 P.M.: CONTEMPORARY POPULAR MUSIC (con't)

6:00 P.M. - 6:10 P.M.: SUNDAY EVENING NEWS - Another comprehensive report of national, state, and local news including sports. Again special emphasis will be placed on local events and matters of particular interest to the student.
SOURCE - Local

6:10 P.M. - 7:00 P.M.: PROGRESSIVE ROCK MUSIC - A blend of contemporary progressive rock music to include playing of entire albums and/or sides of albums as well as

single cuts from albums (a WQDR
type format). This type of program
would be unique in this area and should
be well received by the PSU student body.
SOURCE - Recorded

7:00 P.M.- 7:01 P.M.: NEWSFLASH
7:01 P.M. - 8:00 P.M.: PROGRESSIVE ROCK (con't)
8:00 P.M. - 8:01 P.M.: NEWSFLASH
8:01 P.M. - 9:00 P.M.: PROGRESSIVE ROCK (con't)
9:00 P.M. - 9:01 P.M.: NEWSFLASH
9:01 P.M. - 10:00 P.M.: PROGRESSIVE ROCK (con't)
10:00 P.M. - 10:01 P.M.: NEWSFLASH
10:01 P.M. - 11:00 P.M.: PROGRESSIVE ROCK (con't)
11:00 P.M. - 11:01 P.M.: NEWSFLASH
11:01 P.M. - 12:00 MN: PROGRESSIVE ROCK (con't)
12:00 MN - 12:05 A.M.: MIDNIGHT NEWS - A roundup of the day's
news, both on a national and local
level, with sports and weather with
special emphasis on matters of
interest to the PSU student.
SOURCE - Local
12:05 A.M. - 1:00 A.M.: PROGRESSIVE ROCK (con't)
1:00 A.M. - 1:01 A.M.: NEWSFLASH
1:01 A.M. - 2:00 A.M.: PROGRESSIVE ROCK (con't)
2:00 A.M. - 2:01 A.M.: NEWSFLASH
2:01 A.M. - 3:00 A.M.: PROGRESSIVE ROCK (con't)
3:00 A.M. - 3:01 A.M.: NEWSFLASH
3:01 A.M. - 4:00 A.M.: PROGRESSIVE ROCK (con't)
4:00 A.M. - 4:01 A.M.: NEWSFLASH
4:01 A.M. - 5:00 A.M.: PROGRESSIVE ROCK (con't)

5:00 A.M. - 5:01 A.M.: NEWSFLASH

5:01 A.M. - 6:00 A.M.: PROGRESSIVE ROCK (con't)

6:00 A.M. - 6:10 A.M.: MORNING NEWS SPECIAL - Same as Sunday

6:10 A.M. - 7:00 A.M.: COUNTRY & WESTERN MUSIC - A blend of country and western music designed for early morning listeners, particularly maintenance personnel
SOURCE - Recorded

7:00 A.M. - 7:01 A.M.: NEWSFLASH

7:01 A.M. - 8:00 A.M.: COUNTRY & WESTERN MUSIC (con't)

8:00 A.M. - 8:01 A.M.: NEWSFLASH

8:01 A.M. - 9:00 A.M.: EASY LISTENING MUSIC - A blend of contemporary easy-listening music and timely information designed for the morning listener.
SOURCE - Recorded

9:00 A.M. - 9:01 A.M.: NEWSFLASH

9:01 A.M. - 10:00 A.M.: EASY LISTENING MUSIC (con't)

10:00 A.M. - 10:01 A.M.: NEWSFLASH

10:01 A.M. - 11:00 A.M.: EASY LISTENING MUSIC (con't)

11:00 A.M. - 11:01 A.M.: NEWSFLASH

11:01 A.M. - 12:00 N.: CLASSICAL MUSIC - A broadcast of classical music designed for the appreciator of classical compositions.
SOURCE - Recorded

12:00 N. - 12:05 P.M.: NOON NEWS - Same as Sunday

12:05 P.M. - 1:00 P.M.: CLASSICAL MUSIC (con't)

1:00 P.M. - 1:01 P.M.: NEWSFLASH

1:01 P.M. - 2:00 P.M.: CONTEMPORARY POPULAR MUSIC - Same as Sunday

2:00 P.M. - 2:01 P.M.: NEWSFLASH

2:01 P.M. - 3:00 P.M.: CONTEMPORARY POPULAR MUSIC (con't)

3:00 P.M. - 3:01 P.M.: NEWSFLASH
 3:01 P.M. - 4:00 P.M.: CONTEMPORARY POPULAR MUSIC (con't)
 4:00 P.M. - 4:01 P.M.: NEWSFLASH
 4:01 P.M. - 5:00 P.M.: SOUL SOUNDS - A broadcast of contemporary
 soul music and timely information
 aimed at the listener of soul music.
 SOURCE - Recorded

 5:00 P.M. - 5:01 P.M.: NEWSFLASH
 5:01 P.M. - 6:00 P.M.: SOUL SOUNDS (con't)
 6:00 P.M. - 6:10 P.M.: EVENING NEWS - Same as Sunday
 6:10 P.M. - 7:00 P.M.: PROGRESSIVE ROCK MUSIC - Same as
 Sunday

 7:00 P.M. - 7:01 P.M.: NEWSFLASH
 7:01 P.M. - 8:00 P.M.: PROGRESSIVE ROCK (con't)
 8:00 P.M. - 8:01 P.M.: NEWSFLASH
 8:01 P.M. - 9:00 P.M.: PROGRESSIVE ROCK (con't)
 9:00 P.M. - 9:01 P.M.: NEWSFLASH
 9:01 P.M. - 10:00 P.M.: PROGRESSIVE ROCK (con't)
 10:00 P.M. - 10:01 P.M.: NEWSFLASH
 10:01 P.M. - 11:00 P.M.: PROGRESSIVE ROCK (con't)
 11:00 P.M. - 11:01 P.M.: NEWSFLASH
 11:01 P.M. - 12:00 MN : PROGRESSIVE ROCK (con't)

Programming from Sunday night 12:00 Midnight through Saturday
 12:00 Midnight would be recurrent.

Many other programs were considered by this student in preparing the format. The availability of source materials, production talent, and interest on the Pembroke campus will determine the feasibility of including these features in the station's programming. A few of these programs are listed below:

FOCUS: A detailed report of special activities at the university such as exhibits, seminars, and projects.

(weekly at 12:05 P.M. on Wed., 15 min.)

SOURCE - Local

BICENTENNIAL MUSIC: A program of music from our revolutionary period to celebrate the nations

bicentennial (twice daily at 10:01 A.M. and 5:01 P.M.) *5 min.*

SOURCE: Recorded

INDIAN VOICES: A program featuring various aspects of American Indian culture pertinent to the indian students of PSU. (3 times weekly at 6:10 P.M. on Mon., Wed., and Fri.) *15 min.*

SOURCE: Local

GREEK NEWS: A program of news and activities of the fraternities and sororities of PSU. (twice weekly at 6:10 P.M. on Tues. and Thur.) *15 min.*

SOURCE: Local

YOU OUGHT TO KNOW: A program of social, political, and consumer interests aired for educating the student regarding their rights as students, citizens, and consumers. (weekly at 6:30 P.M. Sunday, 30 min.)

SOURCE: Local

JAZZ HOUR: A program directed to the lover of jazz.

(weekly at 5:00 P.M. on Saturday, 1 hour.)

SOURCE: Recorded

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By B. A. L.