

WPSC — The New Clock Format



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WPSC, in an attempt to gain "direction" in its sound, has introduced a format clock into its programming, according to Elena Brino, the station's program director.

Brino said that the 60-minute clock, which is used from 7:30 a.m.-3 p.m. daily, is sectioned into 12 intervals, and consists of musical selections that are classified by one of three label colors.

"Songs that are labeled blue are played heavily, black labels are played moderately, and yellow labels are played the least," she said. Brino said that the heavily rotated songs might be heard twice a day, and the others only once daily. "Usually, you'll hear a particular song about six times per week," she said, adding that approximately half of the labeled songs fall off the programming each week so new ones can enter.

According to Brino, a good way to describe WPSC's sound is "progressive top-40." "That's a combination of AOR (Album Oriented Rock) selections and songs that are on the current charts," she explained. Brino

said that most of the songs chosen for the clock are taken from the AOR charts of trade magazines such as *Radio and Record* and *College Media Journal*. "Less than 10 percent of the music comes from the contemporary hit charts," she said.

Brino said that the station is operating better on the new format compared to the old one, which permitted each DJ to choose his own selections. "The station has more direction in sound," she said. "Before, one might hear jazz followed by heavy metal, which isn't very listenable. Now, the music flows much better."

Another benefit of the format clock that Brino pointed out was that it acts as a training-ground for communication majors. She said that most major radio stations use clocks, and experience with them at WPSC can provide students with good background information after college. "Also, with the use of the clock, new DJ's don't have to worry about programming and can concentrate on other things," she said, adding that most of the new jocks have enjoyed working with the clock so far.