

UNCW today

news from UNC by the sea

Vol. VII, No. 2

OCTOBER, 1982

New Vice Chancellor For Student Affairs

On January 1, Dr. William Bryan will become the vice chancellor for student affairs at UNCW. Bryan is currently vice president of student affairs at the University of North Dakota. His selection culminated an extensive search begun in February 1982 following the resignation of Dr. William M. Malloy.

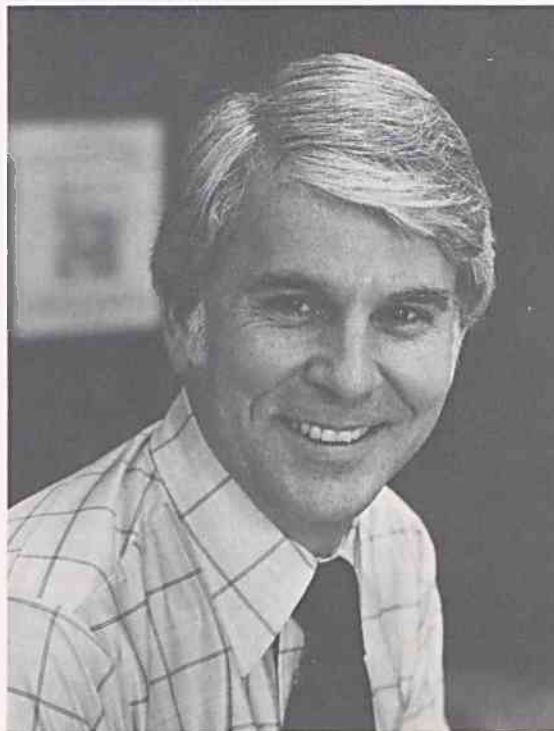
William H. Wagoner, UNCW chancellor, commented that Bryan comes to UNCW highly recommended and referred to him as a "calm, collected leader with all the credentials you could ask for. We are extremely fortunate to get him."

Bryan has a broad background in student affairs. He has been with the University of North Dakota since 1976, first as dean of student development and, since 1978, as vice president of student activities, including financial aid, discipline and crisis intervention, veterans services, black and native American student programs, enrollment services, and alcohol education. At UNCW, Bryan will be responsible for similar non-academic student activities, as well as career planning and placement, residence life, and health services.

Reached by phone at his office on the campus of the University of North Dakota, Bryan said, "I look forward to the challenges of developing certain areas for the students at UNCW. The institution being relatively a new one, it'll be an exciting place to work."

Bryan said he was "impressed with the warmth of the staff and enjoyed the student affairs people immensely."

It was a difficult decision for Bryan and his family to make. He has three children who all have mixed emotions about the move. And, he said, he truly enjoys his job at the university. But coming to UNCW means moving closer to his and his wife's families: Bryan is originally from Georgia and his wife is from South



Carolina. "I won't be a total stranger to the state of North Carolina. I lived in Jacksonville when the Marines stationed my father there," said Bryan. "We also own beach property not far from Wilmington, where we spent three weeks this summer. That also helped us make up our minds about the move."

"The people I met at UNCW were the biggest influence on my decision to come. I really can't wait to get there."

UNCW Ambassadors Gear Up for Action

Starting this fall, UNCW has a student group to represent the university. Members of the all-volunteer UNCW Ambassadors will act as hosts and hostesses in various campus events, escort groups on campus tours, and assist the Alumni and Development Office in several areas.

Senior Richelle Bragg, student assistant in the Development Office, is helping Frank Bowen, alumni affairs officer, to organize the group. She explained that the Ambassador group was formed as a public relations arm of the university. "During their service as Ambassadors, students will gain leadership skills, experience and poise in dealing with the public," said Bragg.

Several other universities in North Carolina have similar programs, and there has been a growing need for such a group on the UNCW campus. "With UNCW

Continued on page 3

UNCW Makes Good Copy For Local Media

As UNCW has grown, more and more people are interested in the activities of the students, faculty, and staff. Wilmington is not exactly a "college town," but the campus does play a major part in the city's continuing growth and development.

As interest in UNCW has increased, the media — newspaper, radio and television — have reacted with more stories about the campus and the people who live and work here.

Wayne Jackson and Bob Waters are hosts of a TV program called *Carolina in the Morning*, which airs every weekday from 6 to 7 a.m. on WECT in Wilmington. According to Jackson, they try to present as wide a variety of topics, events and people as they can find, focusing on subjects with a broad appeal to their audience. "We like to show what the university is doing," said Jackson. "There is not a subject that we won't touch. But we want to appeal to as many of our viewers as we can. UNCW is a large part of Wilmington, and there are a lot of stories there." Jackson and his crew will be taking a ride on the *Research Vessel Seahawk* in November, to find out what it's like to work on the boat.

Bob Waters said, "We're constantly looking for stories with strong visual impact." Since television is a visual medium, he explained, a good story can fall flat sometimes if viewers have no image to watch. "Your marine science program is especially interesting to me personally," said Waters.

"UNCW sports is automatic," continued Jackson. "Everyone is interested in how the Seahawks are doing, no matter which sport. We like to talk to the coaches

and some of the athletes at the beginning of each season. And we'll probably talk to Mel Gibson about his trip to Asia when we get a chance."

Carolina in the Morning is geared toward feature material. What about the news aspect of UNCW? What is it about UNCW that interests the media?

According to John Randt, news director at television station WWAY in Wilmington, "It is an irrational process at times. We always look for stories with impact. But many UNCW stories get by us because we just get too busy with others. An element of the bizarre or a confrontation will get us there." But they're not always after the negative angle. Randt continued: "We covered school opening and registration, a people-oriented piece in which we talked to students and asked them what they were studying and why. We asked them what they thought about their chances of getting a job once they graduated. It turned out to be a good story."

Randt said that he would like to cover more and do a better job on what the station does cover. "But with only 14 people on the news staff, we're limited. We can't always do what we want to do."

WWAY has a feature-oriented show on Sunday nights called *Calendar*. In September, Randt had Gil Bane, former SURF director at UNCW, on the show to talk about the most recent expedition of the *Seahawk*. "That was exciting. UNCW can do a lot with that vessel. We plan to follow its expeditions closely," said Randt.

The following week, Jean Muir, visiting professor and former actress, appeared on the *Calendar* show.

Laura Mercer covers the university for the *Wilmington Star-News*. "We're interested in the role that UNCW is taking in the community. The adult programs and continuing education courses interest a large number of our readers," Mercer said. "UNCW is big business in Wilmington. Most of its actions affect at least a small part of the community. We want to cover whatever those concerns are."

"Enrollment at the university is a big question. Businesses in Wilmington are extremely interested in those figures, because the continued growth of the campus means better business for them. They want to capitalize on the increasing number of students on campus."

Mark Kruea is news director for WGNI/WAAV, a Wilmington radio station. Kruea said he always asks himself, "Will it interest our listeners?" when he is



UNCW registrar Dorothy Marshall talks with TV reporter Phil Wells about registration.

deciding what stories to cover for the news. "The news that we cover must appeal to our audience," said Kruea, "and a part of our audience is the students. So we sometimes gear the news items to students as listeners."

During last summer there were several rapes in New Hanover County, which is home for UNCW. Kruea noticed that the university was running a rape awareness program at that time, so he interviewed UNCW Chief of Police Winston Norman about the problem and what the university was doing to solve it. (Chief Norman and Abby Hastings, associate dean of students, also appeared on the Jim Burns Show on WECT-TV to talk about the ongoing rape awareness program on campus.)

Kruea also talked with Dr. Syed Ahmad, assistant professor in political science at UNCW, to get Dr. Ahmad's opinion and reaction to President Ronald Reagan's suggestions in August concerning the Israeli-Palestinian conflict. He considers Dr. Ahmad an expert in the area of mideast politics.

Karen Fox, assignment editor for WECT-TV, said that her station relies heavily on professors at UNCW to localize national and international events. "They are a tremendous resource in that respect," said Fox. "We use the school of business extensively to explain and elaborate on economic stories, because our viewers are so concerned with what's happening in the world financially and how it will affect them. UNCW faculty can answer their questions."

The stories that the people of UNCW have to tell are interesting and important to the community around the campus. The campus is a growing part of the community, and whatever it does affects Wilmington. The media have realized that, as UNCW continues to grow, its importance to the surrounding area will also increase.

Former actress Jean Muir talks with Jim Burns on The Jim Burns Show, WECT-TV in Wilmington.

