



Whippoorwill

...to promote telecommunications in Robeson County

Vol. 1, No. 1 May, 1982



Media Class Invades Drama Site

Professor Matt Morrison's CMA 210, Mass Communications class at Pembroke State University, recently invaded the "Strike at the Wind!" drama site for an end-of-the-semester bash. They unwound in a day of album cover picture posing, tonsil-strainin' folk-singing, and some gallus-bustin' porch romping.

Morrison said, "Two thirds of the class had never attended a performance of "Strike at the Wind!" or seen the amphitheater. I wanted them to get the feel of this place."

Carnell Locklear, general manager and stellar performer as Boss Strong, and Willie Lowery, composer and musical director of the outdoor drama, graciously hosted the occasion.

Lowery and Morrison demonstrated than an Indian and an Irishman could harmonize, as they sang "Knoxville Girl" and "Country Roads".

Members of the class who participated in the outing were: Kaarina Nuortie - photographer, Petri Rekola, Jay Sellers, Cheryl Bullard, Marcia Gouge, David Grimes - the Elvis look-alike, Linda James, Dorothy Liles - her fried chicken was so bad that it walked away, Edward McClendon, Kim Bright - she thought Rhoda Lowrie wore Izod shirts, Bob McNeil and Cindy Kinlaw - who stood guard over a bowl of potato salad locked inside her Capri.

The Call of the Whippoorwill

Once the land rang with laughter,
branches hung, full of fruit.
Fresh berries dripped with dew,
and rivers ran fresh
with fish to feed our people.
The sound of the Whippoorwill
was heard.
Nature was one with the red man.

Now who listens
to the voices of the night?
And who understands
the call of the Whippoorwill?
The footprints of our fathers
are lost in the sands forever.

The Mother mourns
the sons taken from her.
The Father no longer
browns their skin.

The red man draws within himself
and groans.
Mother, Father, your sons
have not forgotten.
But we can do no more
than strike at the wind.

Linda James



Whippoorwill is published twice a year to inform the public of the growth of telecommunications at Pembroke State University. Direct correspondence to Box 74, PSU, Pembroke, N.C. 28372.

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Telecommunications at Pembroke State University

People keep asking me, "How are you coming along on this TV station?" The first thing to remember is that we are a studio, not a station. At the present time, we would be operating under guidelines which permit us to supply broadcast entities, such as cable system, with programs for redistribution without the necessity of a license.

Present plans call for us to transmit our signal to Red Springs via a microwave transmitter, where the signal will be modulated (changed to another frequency), and rebroadcast to Jones Intercable subscribers via their microwave-cable system. There are several viable options we are considering for the University to provide programs to other cable systems.

We thank John Robinson, of the Pembroke Community Workshop, who has worked effectively with us on this project, from its first conception through the current negotiations.

Here is what has happened so far:

1. On December 11, 1981, the U.S. Dept. of Commerce awarded Pembroke State University a construction grant for public television facilities. The total project cost is \$201,308.00, which includes stipulated local match funding for \$55,479.00. The grant was awarded as part of the Public Telecommunications Facilities Program to ensure greater participation in public television by minorities and women.

2. On January 22, 1982, C.D. Martin, station-manager of WECT-TV 6 in Wilmington, NC presented PSU a television equipment gift valued at \$105,933.00. This included a completely equipped 1974 Open Road mobile van, two Norelco color studio camera systems, and much more.

3. On February 10, 1982, I submitted our schedule of procurement and proposal to our PTFP (Public Telecommunications Facilities Program) project office that the WECT-TV 6 gift meet the local matching requirement. After several follow-up telephone calls, we have yet to secure a written response from Washington. At this time, the office of U.S. Senator Jesse Helms is making inquiry on our behalf. This bureaucratic snail pacing proves to be very frustrating. We cannot move to buy lacking studio equipment until we get a reply from Washington.

4. We are pleased that Jackie Jacobs was appointed as Program and Resource Director of the PSU television project. The Lumbee Regional Development Association, in cooperation with the University, is funding the position. Jackie's office is Room 229, Old Main, 521-4214, ext. 408. I salute the vision and wisdom of Kenneth R. Maynor, executive director of LRDA, who works with and supports the PSU telecommunications project.

5. Radio may be the real sleeper. On Friday, April 16, PSU filed with the Federal Communications Commission an application for a construction permit for a new AM broadcast station. The proposed station will seek authority to operate on a frequency of 940 KHz. with the power of 10,000 kilowatts. Director of Institutional Advancement, Richard C. Pisano, coordinator of the application process, said, "If the FCC approves our application, we will be able to provide radio production experience for our mass media students, quality noncommercial programming, and optimum access and coverage in a sunrise to sunset operation. Our signal would extend to a radius of 45 miles."

Our next move is to employ a TV studio director. This person and I will work together this fall in teaching CMA 316, a course in radio and television production. The course will include basic theory and practice of studio operations in radio and television, with laboratory experience in the use of control boards, records, cameras, switching and editing equipment, microphones and related equipment.

Through private sector funding, a DUI (driving under the influence) film will be completed. Helen Robinson, of the Scotland County Mental Health Center is co-producer. Much of the filming is tentatively set for September, 1982.

Aim at the stars and you'll hit something higher than a haystack. Granted, it will take more than a good aim to finish the first phase of growth of telecommunications at PSU. It will require sound support from the University of North Carolina system, the Pembroke township and surrounding communities, and a fair dose of enthusiasm from those directly involved.

Straight ahead!

-MM