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UNCW graduate offers help to WLOZ

DAN GUY
NEWS EDITOR

Cory Willis, a December 2000 UNCW graduate and former WLOZ personality, has offered the Student Media Board (SMB) his time and talent to help bring the station back on the air.

Willis, who has worked in radio for five years, is currently employed by SeaComm, Inc. He has offered to help train the station's next general manager and bring radio knowledge and experience to WLOZ. The SMB will consider his written proposal at their next meeting on Thursday, February 22.

"I want to see the station resurrected for people who genuinely care and want to put out a good product," Willis said. "Hands on experience is extremely necessary."

According to Willis, he would like to help make improvements to different aspects necessary for a radio station to be successful; such as station sound, promotions, sales and production.

"There needs to be a sense of unity at the station, where there isn't right now," Willis said. "I really want to see WLOZ grow and become a source of pride for the university."

Willis expressed concern about the station being off the air, and would like to see it broadcasting near the end of this semester. He is worried about the perception it is creating on campus, with poten-



Kat McDonough/The Seahawk

Cory Willis, right, participates in last Thursday's Student Media Board meeting. Willis, a recent UNCW graduate and local radio personality, is volunteering to help reorganize campus radio station WLOZ.

tial advertisers and record companies.

"The longer WLOZ is off the air, the less chances there are for getting underwriting," Willis said.

He believes the station needs to focus its attention on the campus community audience and cater to what they listen to.

"You have to think about your demo, women 18-27 make up 70 percent of the population on campus," Willis said. "If you don't care about your audience, you've lost your listeners."

Bill DiNome, student media coordina-

tor, said that while he has a few concerns, he thinks that Willis's ideas might work.

"As long as we're not doing anything that's either unethical or cross purposes in any way, I think there's some potential there and I think we should explore it," DiNome said. "So far, I like what I'm hearing."

Willis, a native of Hickory, came to Wilmington with hopes of pursuing a career in acting. He quickly found that many

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Students reach out to potential freshmen

TODD VOLKSTORF
STAFF WRITER

The application process required by universities and colleges involves extensive preparations and a lot of patience, and most students apply to several institutions at a time.

When an applicant is accepted, the tables sometimes turn on colleges and universities. Students who applied and then are accepted to several different schools have the privilege of making a choice as to which school they will attend.

Accepted applicants receive a letter of congratulations from the school to which they have applied.

In a letter a school will encourage the prospective students to choose their institution. Sometimes the school receives a reply, sometimes they don't.

"What you're trying to do is contact future students..., and what we have found is that students talking to students are the best way to do that."

- SUSAN VANECEK

There are also students who have indicated interest in a particular school by taking a campus tour or submitting their SAT scores, but for whatever reason they have yet to apply.

This is where a new program at UNCW is set to begin. The program, without a formal name as of yet, will utilize currently enrolled students to call prospective students on the phone and discuss with them the benefits of attending UNCW. The objective of the program is to look at those students who have expressed an interest in UNCW but have not applied.

Susan Vanecek, a program coordinator for admissions, said, "What you're trying to do is contact future students and help make sure they have the information they need to make the best decision for themselves, and what we have found is

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