

Radio Broadcasting Approaches "March Ahead" -Holloway

the Campus -An Overview-

By Roosevelt Wright, Jr.

Modern techniques of communications used within today's society are extremely fantastic. Among these fantastic communication media, radio is just plain out of sight. Radio has been around every since station KDKA became the excitement of the election returns of Former President Warren G. Harding during the roaring 20's. At that time in the history of radio broadcasting, the number of stations were small and the output power in the low wattage family. But today one just only has to merely turn on his radio, rotate the turning dial and out flows from the speaker, anything from Bach, Easy listening pop, news, weather, or the hard rock of rocking soul and James Brown.

Today's radio stations, both commercial and educational operates on either AM (amplitude modulation) or FM (Frequency modulation) assignments. Operating power, Frequency allocation, broadcast time, etc. are all controlled by the Federal Communication Commission. AM radio stations with the United States operates on assigned Frequencies between 540 KC and 1600 KC with output power ranging from 250 watts to 50,000 watts of power. FM radio, the "static Free" monster, finds its place in the mecaycle band ranging from 88mc to 108 mc on the FM radio dial. Due to the characteristics of FM radio waves, our output power requirements are vastly different, with various station output power ranging from 10 watts to 500,000 watts of broadcast power. The greater the power, the greater coverage and listening area for a radio station.

But among today's radio stations something old, but most exciting is happening. The F.C.C. has revamped old broadcasting rules and regula-

tions to allow for a new giant in radio broadcasting. This new giant is "Campus wide radio," that's low power non-profit education radio stations located on college campuses and school districts. Many broadcast channels are available within the FM broadcast spectrum and a few are available within the AM broadcast band. But the more successful "campus wide radio" approaches to radio broadcasting, finds itself in the FM radio band. And with FM radio reproduction "static Free," look out for the very best in broadcast quality.

Campus radio stations are not new to the big college campuses of the United States. The first educational radio station was WHA, which started broadcasting at the University of Wisconsin in 1919. The nationally known great voice of the Ohio State University, WOSU radio, along with KAL, University of Connecticut, Storrs; WPGU, University of Illinois, Champaign; WBST, Ball State Teachers College, Muncie; and WKME, Michigan State University, East Lansing are all great educational broadcast outlets. But so much for the big college campus, what about the small little powerhouse of knowledge where the majority of its well radio has arrived there also, and is being planned and expanded among the black college campuses of the United States.

Shaw University, Raleigh, N.C., recently with the help of the Ford Foundation and the Ohio State University, started its radio broadcast activities with radio station WSHA-FM. Its studios, control room, production Facilities located in their new IMC ranks right along with the best radio stations, educational or commercial on the air. The programing is most esthetical and it serves as a giant in fulfilling the many communication

problems that can develop on any college campus. The programing consist of the latest and best in all types of music, news, informative programs, etc. All developed by students interested in communications and radio broadcasting.

Nearby black campuses that have operating radio stations are the A & T State University and Hampton Institute. At the A & T State University, radio station WANT-AM operates on an AM frequency and provides Greensboro, N.C. with the voice of the "Aggies," Hampton Institute provides the tidewater area of Virginia with its "own radio voice" over WHOV-FM, and what a golden sound of communication this station provides for its listeners.

Radio broadcasting on the college campus is certainly coming our way, and what is great about the medium, is that we here at ECSC might one day be able to tune in a possible WECS-FM. This radio station WCES-FM, would be located right here on our college campus. Such a medium of communication as a possible WECS-FM could provide our campus with the excitement of locally produced radio programs. With local production procedures, the station could serve as a training ground for future radio broadcast announcers, engineers, and a magnificent tool for speech, drama, educational media, sport events, the arts, and any informative program of interest to the college community.

Technically a proposed WECS-FM would be a low wattage FM radio station. Within the F.C.C. rules and regulations the output power would be only 10 watts. But with proper installation and engineering, WECS-FM could cover the entire Elizabeth City area.

Teachers' Education Program Studied

The State Visitation Committee has just completed a two-day overview of the teacher education program at Elizabeth City State College.

Headed by Dr. F. G. Shipman, presently Chairman of the Department of Education at North Carolina College and President-elect of Livingstone College, the thirteen-member committee was sent at the request of the college to observe the progress made in its teacher education program. According to Dr. J. P. Freeman, Consultant, State Department of Public Instruction, "The college was visited in 1966 and received a three-year approval of its

program in accordance

with the guidelines of the State Board of Higher Education, and under the state's Approved Program Approach."

"We hope to do the best job possible in describing the program at Elizabeth City State College before submitting it to the State Evaluation Committee on Teacher Education," Dr. Freeman assured. In order to make this possible, the committee took a full day for individual conferences and writing reports based on the data and information gathered on the pre-

vious day.

Dr. Shipman remarked, "It is an institution-wide responsibility, and

not just that of the education department at Elizabeth City State College." Following a brief orientation period the committee discussed improvements at the college since 1966 with Dr. Marion D. Thorpe, President of ECSC, and Thomas E. Carter, Acting Dean. Then the visitation team met with the Teacher Education Council before breaking up into subcommittees. These subcommittees met with representatives from each area of the teacher education program at the college.

Using as his subject, "From Excellence to Excellence," Dr. William Holloway addressed the honorees during Elizabeth City State College's Honors Night Program. After congratulating the honor students he revealed that, "American employers are crying for competent men and women to get the world's work done."

Dr. Holloway, who is currently Chief, East Coast Branch, Division of Equal Educational Opportunities, U. S. Office of Education, reminded the students that, "As we move from school to society, we must realize that the quest for excellence is a major social responsibility."

The speaker added, "I feel that if the revolution for human rights is to have substance and meaning, minority groups must scatter themselves along the whole spectrum

of job opportunities."

The Moore Hall Auditorium audience listened attentively as the veteran educator and administrator, a native of Smithfield, Va., continued, "If our response to the human revolution is to be characterized by excellence, we must create a society with a genuine democratic community."

He challenged the students to "utilize a high vision, high enough to say no to little jobs now, and forge ahead to get positions of leadership and top financial rewards in many fields of human endeavor in the future."

Following Dr. Holloway's inspiring address, Dr. Marion D. Thorpe, President of Elizabeth City State College, recognized and congratulated approximately 170 students for their excellent performances and contribution to the college's academic and extra-curricula program. The College Choir, with Miss Evelyn A. Johnson directing, provided music for the annual occasion.

ECSC Receives Grant

Elizabeth City State College has received notification of a grant award in the amount of \$100,380 for general development and improvement. The notification, from the Office of Education, Department of Health, Education, and Welfare indicated that the new grant, with cooperative arrangements with two universities, was authorized under Title III, Higher Education Act of 1965.

According to Dr. Marion D. Thorpe, President of Elizabeth City State College, \$45,000 will be used for strengthening the public relations, fund raising, and general developmental programs at the college, \$19,880 for curricula and administrative improvements, and \$35,500 for five national teaching fellowships. To accomplish the desired results, ECSC will cooperate with Tennessee A & I State University in the first category and with East Carolina University in the second. The cooperative arrangements with Tennessee A & I is part of a consortium of 38 colleges and universities, with each institution of higher learning receiving grants for developmental purposes.

Student Gov't

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ten years are prologue to the future, we face difficult problems, revolutionary changes, dynamic changes as well as unsurpassed opportunities on our college campuses. It is against this background of hope and tension that I think we should become more aware of situations affecting us and stop allowing other people to do our thinking.

Each year the Student Government President often speaks of student participation. The student government needs student participation if it is to survive. We must get maximum usage from our student government and maximum participation from the student body.

Fellow students the school year 1969-70 can be one of the best if we work together. We need loyal support. We cannot afford to have any so called foot "draggers". We must have confidence in each other.

The candidates chosen this year are endowed with strong leadership qualities and educational character to work for you. You as students must be endowed with equally strong qualities and educational character to work for yourself.

CALENDAR OF EVENTS FOR MAY

Women's Weekend	1st & 2nd
Vesper, Women's Government	4th
National Music Week	4th - 11th
June, July Birthday Ball	9th
Awards Day	15th
UCRF Appreciation Banquet	
College Players Presentation	16th - 8:00 P.M.
	17th - 3:30 P.M.
Senior Music Students Recital	18th - 8:00 P.M.
College Players Awards Party	23rd
Band Concert	25th - 8:00 P.M.
Reading Day	26th
Final Exams	27th - 31st