

WRVS, ECSU are hosts

Media conference celebrates anniversary

by Lavette Washington
staff writer

WRVS-FM held a Media Conference April 3rd and 4th to celebrate its first anniversary. As part of the celebration, two panel discussions were held. The morning session was titled "The Future of Radio Broadcasting; Automation vs. Humanization." The afternoon session was entitled, "A Career in the Record Industry: What You Should Know."

Panelists for the morning session were Mr. Ken Webb, WBL5-FM/Webb Communications; Mr. Hunt Thomas, General Manager of WCNC-AM; Mr. David C. Linton, General Manager of WRVS-FM, and Ms. Early Foster, Hostess of "What's Nu," a progressive music program.

With the increase in automation, the media in radio has moved from local personal media to that of an impersonal national media, according to Linton.

Webb said he looks at the changes as challenges instead of as roadblocks. Webb said that some people will be replaced by automation, but stations will still need to be staffed.

"I see the growth of more ownership in the future of broadcasting," Webb said. "A whole new area, management and ownership, is opening up."

Webb said that new technologies are an aid to program-

ming because computers offer more means to research music and the impact of certain formats in different areas. He also added that satellites have enabled small stations to afford certain syndicated programs.

Thomas said he hates to see automation and satellite stations coming, saying he's always been a Disc Jockey. Thomas said that large AM stations will suffer because of syndicated programs. However, he believes small town AM stations will survive because of community involvement.

Foster said she believes automation is not good for the disc jockey because it takes away spontaneity. She said she believes syndicated programs are sterile. "They sound made up," she said. She also added that there is a need for the human element. "We leave mistakes in our show because it makes it more believable," she added.

Linton said he believes automation means that the types of jobs in radio will change. He also believes automation is a challenge and can offer opportunities if you don't look at it as an obstacle. Linton added that automation allows you to program a show ahead, giving you an opportunity to work on other things.

Panelists for the afternoon session were: Mr. Ernie Singleton, Vice President/MCA Records; Mr. Leroy Little, Vice President, Urban Con-

temporary Music/Polygram Records; Ms. Gwen Franklin, National Promotional Director/A&M Records; Mr. Deke DeBerry, National Promotional Director/CFM Records; and Mr. Richard Mack, President/CATAWBA Records.

Mack said that you can achieve anything you want in the record business if you have the motivation, although most people in the record business today have college degrees. Mack is now involved in importing records from and importing them to China. CATAWBA currently has the only contract with China. Mack says you need the guts to make that dollar, and you do that by being sure of yourself.

Leroy Little said that promotion and marketing are an art form. He also said you have to love what you are doing and you need to be able to sell yourself. Little added that you have to learn to get along with all types of personalities.

Little said he critiques every product they sell. His research is based on: what age groups the record will appeal to; what geographical location will like it first; what type of format a station has; whether the station is in a rating period; and what time of year it is.

Little added that record promotion looks like an easy job, but it isn't. "You're always on call on this job," he said.

Franklin said that there is a place for black people in the record business. She cited the statistic that black artists are responsible for 25-35 percent of the 4.4 billion dollars the industry made in 1985.

She said that promotion is a wonderful business but you have to get past the glitter. She recommended getting a job in a record store to try and get a start. She also recommended taking psychology courses to learn how to influence and persuade people.

DeBerry said that in the record business, "many of us emphasize the show more than the business." DeBerry also said that it takes time to make it in the business. He recommended "doing your own thing" and taking the pressure off yourself.

Singleton said that a good education is helpful in the record promotion business. He also stressed that "street education" or common sense would help. The ability to communicate with people is also important, according to Singleton. Another important quality is the ability to adapt and adjust.

These two sessions gave the conference participants a first-hand look at what they can possibly expect in the future. The panel members expressed their thanks for the conference and believed it was a fruitful experience.



(Top-from left) WRVS staff member Ed Oakley, A&M representative Gwen Franklin, WBL5-FM staff member Ken Webb, and WRVS staff member Paula Sutton. (Bottom-from left) Gwen Franklin and WRVS staff member Darius Morris.

Black awareness grows with A.S.C.U.A.

by Monique Thomas
staff writer

As Black History awareness grows, an ECSU group of students are striving for year-round Black awareness, not just in the month of February.

A.S.C.U.A. pronounced (Ask-ewa) stands for "African Students Concerned for the Unification of Africa." But it does not only deal with Africa, but involves Black Americans, and their role in society along with worldly issues. A.S.C.U.A. is somewhat being misjudged by those who

feel that it is a means of being anti-white. It is not a factor of being anti-white but being pro-black. The group provides a way for all students to become more knowledgeable of their roots as African Americans, and the outlook for their future. In order to have a productive future according to A.S.C.U.A. members, you must be aware of your past.

A.S.C.U.A. was founded by Dr. Michael Williams, a professor in the Sociology Department at ECSU, in the month of February. The original members or co-founders are Gary (Hollis) Rann, Carl

Jones, Abdul Graham, and Antonio McDaniel.

"To awaken the brothers and sisters to show that they are more important than just one month out of the year," Abdul says is his purpose for getting involved.

In the 1970's, there was a program backed by the N.A.A.C.P. on the campus of ECSU called "Aware." This program did such things as getting Blacks to work at the local Food Lion when at the time no Blacks were hired. According to Jones, the "Aware" program eventually dissolved because people became tired, frustrated, and

apathetic, such as the way they have with the Civil Rights Movements. In order to keep A.S.C.U.A. alive and strong, Rann said, "We the students have to be strong. There is a need for perseverance and an emphasis on participation."

The A.S.C.U.A. program normally meets every Tuesday and Thursday from 6:30 until whenever the discussions end. Normal attendance consists of 10 to 30 people at every meeting but fluctuates because of the lack of communication.

The programs given by A.S.C.U.A. consist of topics

such as, "The System of Apartheid," "Insight of Terrorists or Freedom Fighters," "The Desolvement of Black Institutions," and "The New ECSU Scholarship Bill," "The Importance of Black Women, and Black Leaders such as Malcolm X, Marcus Garvey, and Kwame Nkrumah."

"The A.S.C.U.A. program will benefit the students because as Africans, we all need a full understanding of whence we came. Students should feel comfortable saying they are African, and be proud of it. A.S.C.U.A. is a

means of enlightening our culture," states McDaniel.

Marcus Garvey once said, "A man without any true history and knowledge of himself is like a tree without any roots. Meaning we can't grow as a whole without knowing the history of ourselves and our motherland."

The co-founders of A.S.C.U.A. would like all students, regardless of race, religion, or creed, to attend the meetings to raise the level of communication among the student body.

Why are teachers leaving their jobs?

by Nancy Porter
staff writer

This year new teachers will enter their classrooms with great enthusiasm and high expectations for the subjects and students they will be teaching. However, statistics show that many will experience "burnout" and leave the profession they have trained so long and hard to enter.

According to Dr. Lois Green, Chairman of the ECSU Department of Psychology, the two most important things required of a teacher are a knowledge of the

subject matter and an enjoyment of teaching it. An instructor should also be able to admit when he or she does not know the answer or is wrong. Green believes that teachers should be accessible to students and able to relate to

each student in the class. Little things, even eye contact, can affect the communication between student and teacher, says Green.

If that's all needed for suc-

cession class last semester viewed a video titled, "To Save Our Schools". The film examined the challenges in the public school system today. In the film:

overcrowded, students are resistant, pay is too low, and the public education system is declining. Administrative paperwork, according to the teacher, takes priority over

Teachers are leaving the profession for many reasons, including lack of student motivation in the classroom. Experts say this lack of motivation may stem from

much television and don't do homework. The result is that the student is not getting any academic support and supervision at home. This lack of supervision hinders the teacher's efforts in the classroom.

Classroom performance is also affected by modern distractions in the lifestyle of today's teenager.

Paying for a car, gas, and auto insurance coverage is a concern for many students. Add to this the cost of stereo equipment, music and clothes, and students may work 25 to 40 hours a week while in school before they graduate.

A major aim of American education is to have a literate society. National statistics reveal that many students graduating from high schools across our nation are functionally illiterate.

**"A teacher affects eternity;
he can never tell where his influence stops."**

Henry Adams

cess, then what about the "burnout" in the teaching profession? Why are teachers leaving the teaching profession?

The ECSU Secondary Edu-

A 25-year veteran history teacher said he would not consider going into the teaching profession today if starting his career over.

A new kindergarten teacher feels that her rooms are

teaching the kids.

In Los Angeles, there is a shortage of math and science teachers and not enough substitutes to fill the depleting ranks. Classes and grade levels are combined to keep the system working.

unsupervised home activities, student's part-time jobs, television, and even teen pregnancy.

The "latch key children syndrome," is resulting in unsupervised afternoon sessions for children who watch too