

# "Successfest 2000" One To Remember

By Danielle Virgil  
Staff Reporter

For the first time in its history, WRVS was in a listener showdown competition with another radio station, WJSU in Jackson, Mississippi to see which station could raise \$25,000 first and claim the title of the region's best jazz radio station.

"Well you could imagine my surprise when their General Manager, Larry McAdoo, in recent conversation mentioned that their station was indeed the Southern Region's Best Jazz Radio Station and challenged the listeners of WRVS, Jazzy 89.9 to prove him wrong in a listener showdown," said Mrs. Thorpe, General Manager of WRVS-FM 89.9.

The challenge was set forth by Larry McAdoo, the General Manager of WJSU in Jackson, Mississippi, as a new unique idea to help the two public radio stations raise money. The idea originated with four other radio stations in New Jersey, Houston, California and Atlanta. Mr. McAdoo took this idea to Mrs. Thorpe back in February and asked her to accept his challenge.

The challenge accepted, WRVS and Mrs. Thorpe went to work. They sent letters to their members and distributed public service announcements

explaining the challenge. WRVS started its initiative the week prior to SuccessFest 2000 by sending letters to all of its member subscribers asking for renewal of their membership pledges. They followed up with phone calls.

"Now more than ever, WRVS is depending on members like you to come through for the station by listening to Successfest Listener Showdown 2000 April 9 through April 16 and making a pledge during our on-air fund-raiser to insure WRVS' victory." the letter read.

Pizza Hut, Lil Caesar's, Domino's, Hardees, Winn Dixie, Food Lion, Shannon's Catering, Coca Cola and Pepsi all teamed up to show support for Successfest and WRVS by donating food and drinks to telephone operators who put in long hours of work. The fundraiser also included a number of guests in the WRVS station who helped pitch to the community the importance of meeting the challenge. Larry

McAdoo called every day at 30 minutes after the hour to check with Mrs. Thorpe. On April 10, WRVS was behind by almost \$3,000 but on Tuesday caught up and was only a few hundred dollars away. The heat was on and both stations felt the pressure. On Wednesday, WRVS raised a total of \$22,312 which

brought WRVS \$238 away from WJSU.

The trash talking, but not the type athletes do, between WRVS and WJSU helped the listeners get involved in the battle between the two radio stations.

"As a loyal member, WRVS recognized that you share in our pride, commitment and professionalism and therefore, we are confident that you will not allow us to play second fiddle to WJSU," Mrs. Thorpe said.

A live remote at the River City Community Development Corporation Youth building by Ms. Kimberly Pierce changed the scene of Successfest on Tuesday, April 11 by taking SuccessFest out doors and into the community. The station received pledges from many community members and the remote gave WRVS a chance to show some of the listeners in the community the importance of its use.

Wednesday, the PowerPoint program aired as the program to have pitching for SuccessFest incorporated in its show. Reggie Hicks, the Executive Producer of PowerPoint, says a National Public Radio Program discussing issues that are important to the African-American Community help stations get involved with the

community and its needs." During his interview with Ms. Kim Pierce, Public Affairs Director for WRVS, Hicks helped pitch by supporting SuccessFest. "You are letting everyone know that this program is important to not only Elizabeth City but Nation wide," he said.

There were a host of guest pitchers present for the fundraiser. Lenora Mackey, President and CEO of the RCCDC, Mr. PR White, Public Relations Officer for Elizabeth City Pasquotank County Schools, Barbina Houston Black, Head of Alumni Relations for ECSU and ECSU's Chancellor, Dr. Mickey L. Burnim, all served as guest pitchers.

On Day 5, Thursday April 13, WRVS reached \$25,000 in pledges but only 15 minutes after WJSU had phoned in and announced the news that they had hit the mark first.

The title, the "Southern Region's Best Jazz Radio Station" went to WJSU. WRVS, however, set a precedent amount of financial support by receiving \$30,000 with this Listener Showdown in the course of 6 days, the largest amount of money raised by the radio station in all of the years that it has been on the air.

## Greg Sampson, Still on the "Vibe"

By Jemayne King  
Sports Editor

According to John Dunne, "No man is an island," meaning that it is almost impossible for one to make it through life alone. If this adage holds true, then Greg Sampson Lange is the proprietor of Fantasy Island, making the dreams of students young and old come true on a daily basis. Mr. Sampson is the quintessential essence of a radio personality because he has seen and experienced so much in the field of radio and broadcasting. Since arriving here at Elizabeth City State University in 1993, Mr. Sampson has been the indispensable pen that has held the many aspects of the WRVS operation together.

Mr. Sampson hosted the Morning show for seven years before moving to the afternoon drive shift within the new jazz format at WRVS 89.9 ECSU. Among his many duties, Mr. Sampson's main title is production manager at WRVS.

Mr. Sampson grew up in Watts, California, during both of the riots that occurred in the late sixties and early seventies. Growing up, Mr. Sampson's favorite activities included attending the James Bond movies that featured Sean Connery and watching the original series The Wild Wild West. "I used to run to the corner store five minutes before the show came on to buy chips for the show," said Sampson. "I would always be

back before the show would begin."

Greg Sampson's first radio experience came when he was just seven years old. "I had the opportunity to visit a radio station when I was a little boy. I jumped straight in to the announcers lap and fell in love with the microphone and with radio." When asked about the changing face of radio Mr. Sampson said that the new technology is making radio more advanced, but less complicated. "The worst day in radio is better than the best day on any other job" said Sampson. "There is absolutely nothing negative about my job, it's all good."

Today in radio there are aspirants from both historical-

ly black colleges and traditionally white institutions. Greg Sampson thinks that it doesn't matter what type of institution a prospective on-air personality attends. "Both types of schools are fine" said Sampson. "What really matters most is hands on experience."

Greg Sampson credits his success in radio to careful planning and not being afraid to take a chance. Sampson modeled himself after many different and diverse personalities. "I have a lot of respect for Rick Dees, but I patterned myself after the Nationally syndicated on-air personality Frankie Crocker." This year Sampson celebrates 25 years in radio.