

Talk of ECSU:

by Stacy Brock

How did you spend your summer vacation?



Keith Richardson
Sophomore

"I worked as a VANS and then I worked my part-time jobs at Lady Footlocker and Oh! Brians."



Yvonne Ribeiro-Yemofio
Sophomore

"This summer I worked at NASA with producers to make sure that all information that is put in movies, shows or documentaries is correct."

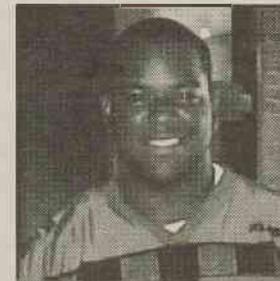


Bobby Jean Hayman
Senior

"I worked at the Country Club this summer and at Applebee's."

Abrian Carter
Senior

"I was a tutor and counselor for St. Paul's College Upward Bound Program."



Jordan Williams
Junior

"I worked and trained for football."

WRVS' Jazz Format Receives Mixed Views

by Inger L. Parker
Copy Editor

In October of 1999, WRVS (*Wonderful Radio Viking Style*) 89.9 ECSU, the campus radio station, changed its radio format. WRVS was formerly an R&B formatted station. The new format contains a schedule that allows gospel music to be heard throughout the morning on weekdays until 11am. From 11am until 10pm are the jazz shows, with a small amount of R&B added. The "hip-hop connection" begins at 10pm and ends at 1am.

This October, WRVS will celebrate one year of their new smooth jazz format that consists of an hourly National Public Radio newscast, community talk shows and early morning gospel music.

WRVS is supported by and caters to the community in making church announcements, public service announcements, locally produced public affairs programs, and live coverage. The station also strives to celebrate with their listeners, whether it is a birthday, a graduation, or a retirement.

The radio station has been successful as far as the community's response to their new format. They have been very fortunate during Successfest, their semiannual fund-raising drive. Through the support of the community, they successfully raised more than \$25,000 during the drive last spring.

Although WRVS gained support

from the community, many ECSU student listeners were dissatisfied.

When the format changed a year ago, WRVS lost most of its student listeners and supporters. Many students complain that WRVS is supposed to be a campus radio station for the students, but fail to play the music that they would like to hear. Most of the students say that they rarely or never listen to WRVS 89.9. Most of the students tune in to "103 Jams" or "love 100." When they do tune in to WRVS 89.9, it is usually only at certain times. These times include, "Early Morning Joy" and "Morning Joy" from 6am until 11am and the "hip-hop connection" from 10pm until 1am. Students almost always avoid the jazz shows like "Mellow Moods" from 11am until 2pm, "The P.M. Cruise" from 2pm until 6pm, and "Nitewinds" from 6pm until 10pm.

"It is a little too much jazz," says ECSU junior Fred Walston Jr. Walston also feels that the "hip-hop connection" was moved to a less convenient time. It was formerly on from 7pm until 10pm and then "Nitewinds" was on from 10pm until 1am.

"When people are going to sleep at night they want to listen to mellow music, not hip-hop." Walston confirms that most students listen to other radio stations. He says, "I usually listen to '103 Jams' or 'Love 100.'" Sophomore Antonio Barrow says that there was more of a variety of music with the old

format. He further stated that 89.9 should have more R&B during the day. Barrow claims that he only listens to 89.9 during the gospel segment.

Junior Katrievia Rodgers, who admits that she is just "not a jazz person," says that she only listens to 89.9 for mostly the gospel music. She is one of the students who change the dial from 89.9 after the gospel goes off to 'Love 100,' which plays gospel music all the time.

There are many other students besides Walston, Barrow and Rodgers who wonder why the campus radio station changed its format.

The general manager of WRVS, Mrs. Edith Thorpe, says that consultant Loretta Rucker of Rucker Communications, observed WRVS, seeing where WRVS was and where the station needed to be.

Thorpe further stated that the jazz format was implemented because the University wanted the sound of the campus radio station to reflect the music of an institution of higher learning, and jazz is a genre of music which reflects educated and intelligent adults.

Thorpe stated that statistics show that jazz listeners are more loyal listeners and, therefore, more loyal givers during the fund-raising drives. These statistics lend another reason for the format change. She claims R&B can be found at any other station, and at those stations people can get that type of music for "free." As a consequence, those

listeners are less supportive during fund-raising drives.

Although fund-raisers are not their sole source of funding, Thorpe admits that the support they receive from these kinds of drives played a large part in the decision to revise the format. Most of the station's financial backers are jazz listeners.

Thorpe further explained that the need for member support is largely due to the 100 percent cut in public radio stations' budgets by state administrators.

When Thorpe was questioned about WRVS's biggest priority — students or the community-at-large — Thorpe stated, "WRVS is a public broadcasting facility who serves public interest, convenience, and necessity and students are a part of the public, but they are not the only public that we broadcast to."

Do you like the jazz format on WRVS?

? Yes No ?

Check box, cut out, and drop into survey box located in the University Center, Library or Computer Lab.

—Thanks!