

Late Night with the Rams' aims to stimulate audience

CANDACE MARSHALL
STAFF WRITER

William "C.C." Carter hopes that his "Late Night With The Rams" Talk Show will stimulate student involvement in numerous educational activities.

Carter is featured as an Arsenio Hall type host with student and local celebrity guests. When the show premiered on Nov. 27 at Kenneth R. Williams Auditorium, Carter featured Power 97's D.J. Murphy and Jasmine James along with the Mozik Models.

Carter expects to have Denise Franklin, the Faze Band, and others as guests on future shows. Carter would also like to expose student talent on the program. "Late Night With the Rams"

will take place once a month. If the show is well received, Carter hopes to expand to two shows a month.

Carter will begin with a monologue and follow with his guests. Abdullah Rahman will direct a live band performing popular music pieces as well as original pieces.

Carter initiated the talk show with the intent of "... creating student stimulation because of the ongoing need for students to be involved with the campus and its organizations," he said.

Carter believes students need to be aroused in order to increase their input in student activities. To do this, Carter has decided to "attack education



Photo by Chuck Hanes

William "C.C." Carter

with a different angle, by making education entertaining first, then educational."

Carter, a sophomore mass communications major, is the vice-president of the Campus Activities Program Board, a wrestler, and a radio announcer. He has presently written two programs both of them are copyrighted. He intends to promote them upon his graduation.

"I expect the talk show will be beneficial for myself as well as the school," stated Carter, "It will help me build character and encourage student participation in coherence with the activities planned by the Student Activities Program Board."

Holloway, Little team up for radio sports

BY CHUCK HANES
STAFF WRITER

Calvin Holloway and John Little are the new radio voices for WSNC Sports.

Holloway, a senior mass communications major from Raleigh, describes himself as a sports fanatic. His idols are Tom Suitor (WRAL-TV) Raleigh; because he grew up watching him as a youngster; Irv Cross (CBS), because it reflects that a black man can make it in a competitive field; and Dick Vitale (ABC/ESPN), because of his creativity and humorous color commentating.

Little, a Schenectady, N.Y., junior, majors in sports management. Little's interest in sports announcing started in high school when he did play-by-play for his school's basketball team. A few of his idols are Bob Costas (NBC), because he mixes sports and humor

well; Fred Hickman (CNN), because he delivers his message well; and Chris Berman (ESPN), because he has developed his own style of commentating and is known for his on-camera presentation.

Both Holloway and Little have respect for each other and their abilities. "As different as John and I are," Holloway said, "we are alike. We are very close friends and we cover each other when the other makes a wrong call".

Little first got started for WSNC in the spring of 1989 when he and Holloway commentated WSSU's women's basketball games for practice. Last year, they started doing games on a regular basis. Little was the News and Sports Director for the station. Holloway is the station's current sports director.



Photo by Chuck Hanes

Little (left) and Holloway have gained mutual respect for each other in the broadcast booth.

Business Tech Center supports economic development

The North Carolina Small Business and Technology Development Center (SBTDC), an inter-institutional program within the University of North Carolina, is primarily concerned with supporting economic development in the state. This is accomplished by providing assistance in the start-up, expansion, and successful operation of small business and by facilitating technology development and transfer within the state's small business community.

In carrying out its mission, the

SBTDC cooperates with, and fully utilizes a broad range of existing programs and other resources within the state. But the center's major focus is leveraging management and technical assistance resources from among the students and faculty of the university's constituent institutions.

The SBTDC places greatest emphasis on providing one-on-one confidential counseling and technical assistance to small business owners and those planning to go into business.

Services provided range for pre-business and financing plans to support relatively major start-ups. More specialized technical assistance services provided include patent searches, product feasibility assessments and assistance in locating research and development funding to support new product development efforts. Another special program is PRO-BID, a matching service for the small business on federal procurement.

Since its inception in late 1985, over

2,000 clients have benefited from direct one-on-one counseling and assistance services from the SBTDC regional offices on the campuses of North Carolina A&T and Winston-Salem State.

The Northern Piedmont Regional Center of the SBTDC is located on the Winston-Salem State University campus and may be reached at 750-2020 Monday through Friday from 8 a.m. to 5 p.m. These university services to the small business community are free of charge.

Physical Education Dept. *Continued from page 5*

Hewitt, and LaShaun Huntley. As participants in the Project Strengthen Program, they are doing graduate studies at the undergraduate level.

Just recently they presented papers at the North Carolina Association of Health, Physical Education, and Rhythm Dance (N.C.AHPERD). The new curriculum isn't the only reason for the increasing success of the P.E. Dept.

The personnel in the department also play an important role.

As a graduate of Wake Forest University (B.A. degree-P.E.) and a Ph.D recipient in Exercise Physiology from Texas A.M., Berry understands the importance of Physical Education.

"We teach people to stay alive," Berry said. "I can't imagine anything more important than that". When asked about

why a change was necessary she said: "People simply were not getting hired. Because of this people were avoiding P.E. and its importance was being diminished.

"One of our biggest advantages is that not only do we teach students who don't have skills, but we teach students who have skills and make them better. When the dust clears, the Physical Education will be on the map as an outstanding program at

WSSU. Teaching students about their physiology and their bodies is just a part of the limitless advantages the department has to offer.

"It becomes personal" said Berry. "We really care about our students and its important to us that they succeed". If success is what the P.E. Dept. is striving for, they are certainly on the right track.