

THE NEWS ARGUS

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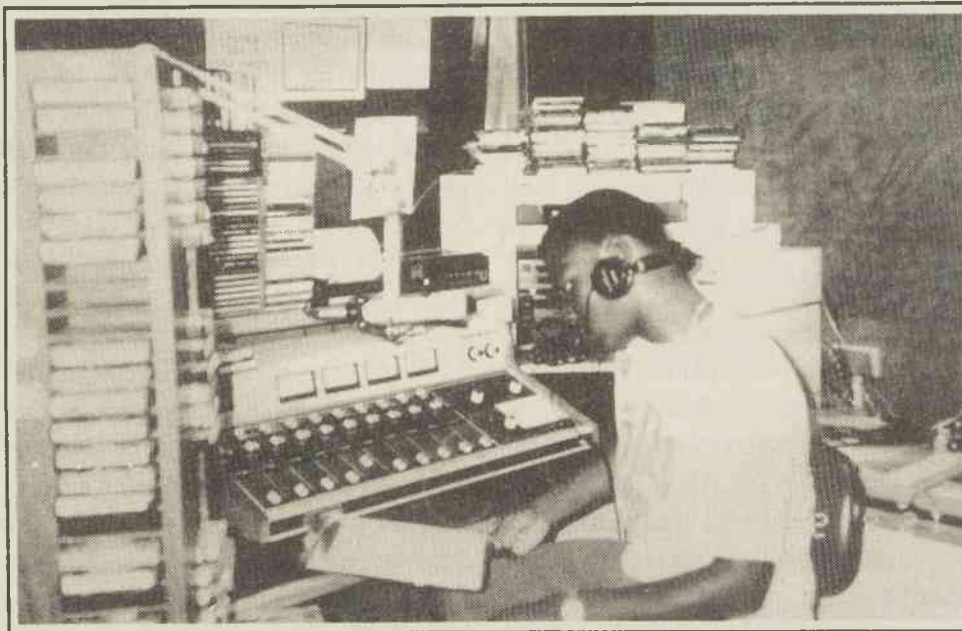
WSNC-FM 90.5 Increases Wattage To 10,000

Staff Report

WSNC-FM 90.5, Winston-Salem State University's campus radio station is now 10,000 watts strong. As of March 6, the station received a power boost that has the staff buzzing with excitement.

Previously the station's wattage was 125. The additional 9,875 watts has helped the station increase its listening audience, its format and its signal pattern. Before the increase, the station's signal pattern was omni-directional - flowed in a circular motion with no direct path. Now it has a directional pattern - targeting certain areas. According to listeners, WSNC-FM can be heard from as far as Charlotte and Martinsville, Va.

The increase also brought about changes within the station's organization. A radio staff meeting held on March 10, sought to help WSNC-FM continue to be a more uniform station. Listeners can now expect to hear a weather report at five minutes after the hour, a public service announcement (PSA) at 10 minutes after the hour and Sheridan Broadcasting Network News at 10 minutes to the hour. There will be no vast differences in the station's sound; just the addition of more information through public affair programming like "Date Line Winston-Salem" with Mayor Martha Wood, "Inside Winston-Salem,"



WSNC Staff Member sending tunes out over the airwaves.

"Urban Beat," and "World in Review" and more jazz music. The station is also striving to improve listener's quality of life.

WSNC is not trying to compete with the area's bigger stations or the stations at Wake Forest or A&T State Universities. Students not professionals run the station. These students are aspiring to become future radio station owners and managers not just on-air-personalities or dee-jays.

According to Dr. Brian Blount, interim chairman of the Department of Mass Communications, "the increased power will enable the station to provide the informational and educational programming that is expected of a college radio station."

"I am excited about the

increase," said Steven "Stu" Robinson, the station's assistant program director. "We are programming for listeners between the ages of 15 - 60 and have been receiving positive feedback from listeners."

Since WSNC is not a commercial station (it can not sell radio advertising time), the members of the station's promotion staff will continue to be very busy.

"Music Pack and Ticket Give-Aways, underwriting of programs and coporate support will be some of the promotional activities the station will undertake," explained Joe Watson, WSNC's station manager.

With all of these good things happening at the station, many listeners have some complaints. One

such listener is Monica Jenkins. Jenkins, a junior Business Administration major lives in Pegram Hall. "The station does sound much better and the deejays are talking better. My complaint is the station's interference with the television watching and telephone calls."

Mignon Smith, another junior agrees with Jenkins. "The wattage increase is messing up television watching in Dillard Hall," she explained. "Personally, I wish they would now have a wattage decrease."

Conversely, many other listeners are enjoying the station's wattage increase. "I feel that the increase gives the station an opportunity to be heard by more people that weren't able to hear it before," commented Chandra Young, a junior Business Administration major.

Brian Bowles, a junior Mass Communications major said, "since WSNC has increased its wattage to 10,000 watts, it enables listeners to hear the talent that is here at WSSU."

Raymond Harvey, who delivers Pepsi says he, "can pick up the station as I deliver from store to store. It comes through clearer now and I also enjoy the fewer number of interruptions between songs."

"I can now pick up the station

Please see page 8

INSIDE

Folk Art
Page 3

Gaines Retires
Page 7

Black Divas
Page 8