

Promotions and Programming: Major Keys in WSNC Success

BY KIMBERLY TERRY
Staff Writer

Promotions, Programming, Public Service Announcements (PSA's), Production, News and Music are important aspects at any radio station. At Winston-Salem State University's WSNC-FM 90.5, promotions have played a major role in the station's success.

According to the station's Program Director Steven "Stu" Robinson, promotions are "great exposure not only for the station but for the university."

Promotions are when a station gives away free cds, vinyls (records), cassette tapes, video cassettes and posters to the listeners. When a station holds a promotion it is a way to give something back to the community and the listening audience.

"I think promotions are great and very good experience for the students," commented Jo Daniels II, the Department of Mass Communications engineer.

"It's another outlet to train students in radio broadcasting. Promotions account for 50 percent of a station's image," said Joe Watson, WSNC-FM's operations manager.

The station's first campus promotion this semester involved the Def Jam promotion. Def Jam's Source Van cam to WSSU's campus to promote the Source Magazine. As students exited Kennedy Dining Hall, members of the station's staff gave away magazines, posters, cassette tapes and compact discs (CDs).

WSNC-FM's staff is also trying to promote the station's name and new programming format. One way the station gives back to the community is by participating in live audio shots that are broadcasted over the air. This semester the station participated in **Fiesta 93** sponsored by the Hispanic League of the Piedmont Triad and made a special appearance at a program for children who had written winning essays in a contest sponsored by the William C. Sims

Recreation Center located in Happy Hills Garden. Angela Anderson, Miss WSNC-FM 1993; and Kia Johnson, WSNC-FM's assistant program director, interviewed some of the winners. The interviews were aired the following day on WSNC.

Later during the same month, the station gave away candy treat Halloween Bags on October 31, to children from surrounding neighborhoods. Planters-Lifesavers provided sweet treats for the bags. Each bag also contained a surprise gift such as a cassette tape, video cassettes or a CD.

"Up and Coming" music personalities have also helped the station in its music and programming areas. Last month, **Mint Condition** visited the station. They cut promotion tapes, signed autographs, held a two-hour seminar and performed a free concert for WSSU students and Winston-Salem residents. During Homecoming 1993, the music group, **Intro** was one of the featured groups at the Homecoming Show.

Martin Luther King Jr.
Banner Contest
to be held
January 13
in the
Student Union Ballroom

CASH PRIZES
will be awarded
to First and
Second place
winners
for more
information see
Mrs. Elaine Brown
in the
Office of
Student Activities.

Darrin's Poetry Corner

"I shall not want"

"Inside Out!"

When you look in the mirror you
see an image that portrays the
flesh. An image that you've come to
accept as the real you.

But look deeper beyond the clothes.
Beyond what other people expect of you.
Seek out your true identity
and take hold of your true
image and then turn your self,
Inside Out!

I shall not want for my God provides!
I shall not want for a friend
for my God is my Friend!
I shall not want to be loved
For I know my God loves me!
I shall not want to be afraid
Because my God is my protector!
I shall not fear death
For my God gives eternal Life!
And whosoever accepts my God
Shall Not Want!

"All of me"

Circles of nothing come from
near and far. Though the origin
is unknown. Circles of nothing can
destroy homes.

We fuss and we fight to be moral and right.
But the thing we hear, make us that more
uptight we try to be moral until the end.
Just then a friend says lend me your ear.
To someone's misfortune I take in
this myth only helps circles of nothing
move further along.

All of me is the Heart of me
No one person can control me
unless I choose to be controlled
but if I love some one all of me
I shall give.

I shall give that which
I hold dear which is the heart
soul and mind of me. Which is
all of me. Don't take this gift
for granted for it's the core
that holds me to thee!
So to you I say take all of me.

by Darrin Glenn

Have A Merry Christmas and a Safe Holiday

