

Campus News

Reactions mixed to WSNC-FM's diversity

Nicole Spruill
Reporter

Some Winston-Salem State University students disagree about the campus radio station, WSNC-90.5, not playing their style of music.

In the past, WSNC, a 10,000-watt station, attracted students, but now students say it's all about the money. The main attraction of WSNC is jazz and gospel music. Listeners from the Piedmont tune in to hear Bill Franklin and Nigel Alston, but students say that WSNC is doing a poor job catering to them.

"The only time they cater to students is when they broadcast a game that is away from home, and the only reason they do that is for the community and alumni. They don't advertise on campus and they don't try to get students involved. If I did not know that they were broadcasting from campus, I would not know anything about WSNC," said Melody Moore, a senior from Goldsboro.

Many students wonder if money is a true issue here.

"Half of it is true and half is not," said Joe Watson, the general manager of WSNC. "You have to be creative and provide opportunities," Watson said.

WSNC is a nonprofit radio station that receives funds from the community. Many of the pledgees who donate funds to help keep WSNC on the air, come from the community, not the students.

"We do cater to students because we provide all types of music. Gospel, reggae, jazz, Latino, r&b, etc. We even provide news programs and we are the official station for Ram Sports. How do these things not cater to students, it does," says Watson.

Although WSNC is the official station for Ram Sports, some students think that is not enough.

"What is the point of being on the campus of WSSU if you are not going to cater to WSSU students," said Kellita Poindexter, a senior from Fayetteville.

Students haven't always felt this way about WSNC. In fact, many of WSNC's DJs used to be students. Now it is hard for WSNC to get students to volunteer.

"We don't do a lot of rap because of the language. We come from an institution of higher education. You can't degrade or offend people. From that standpoint, we do not teach how to degrade women or ethnic groups. You must be universal students," Watson said.

Several years back, students who were DJs for WSNC were constantly reported by the listeners for using derogatory language on air. Action had to be taken or WSNC would have been fined by the Federal Communications Commission (FCC).

"Being an educational radio station, WSNC has a mandate from the FCC and a responsibility to its audience to provide diversity in its programming. In terms of heightening the cultural awareness and collegiate experience of the students, we consider them as a major focal point when planning for that diversity," said Dr. Brian Blount, the chairperson of the Mass Communications Department.

"I don't think WSNC should cater completely to students because if it did it would be like 102 JAMZ, and it would not be as original," said Bridgett Terry, a sophomore from Salisbury.

Different cultures together during International Week

Bridgett Terry
Reporter

International week, an annual event at Winston-Salem State University, began April 25. The festival offered students a taste of international cultures.

"The goal was to have all nationalities come together to display what makes Winston-Salem State University a small world," said Dr. Sope Oyelaran, a professor and adviser to the international studies programs. Winston-Salem State represents a small society of 175 faculty and staff, of which 35 to 40 are of other nationalities. The goal was to also stress to students to take advantage of the programs the school offers them. The university's strategic plan is designed to help define its future. Part of this strategic plan includes excellent academic programs to give students a strong liberal arts background and to create an efficient, service-oriented culture that is responsive to the needs of students, faculty, staff, alumni and the community. Hopefully, International week encouraged students to take advantage of the international-studies courses offered at WSSU.

A \$500,000 grant was given to encourage the study of foreign cultures by the founder's daughter, Eliza Atkins Gleason, and her daughter, Joy Gleason Carew. They worked to establish the Atkins Gleason Carew Fund for International Education, which provides resources for students and faculty to study abroad and engage in international research.

Students and faculty members who meet requirements may apply to be a Gleason Scholar (students) or a Gleason Fellow (faculty). You can pick up a brochure from Dr. Sope Oyelaran in Hall-Patterson, Room 316.

Powerful Prose

Acclaimed poet Sonia Sanchez urges students to find themselves through words and expressions

Cortney L. Hill
Editor in Chief

Sonia Sanchez, a poet, spoke at Winston-Salem State University on April 4.

Sanchez's poetry has been used in the movie *Love Jones*, published in *VIBE*, and heard on rapper D Knowledge's releases *All That* and a *Bag of Words*. She is known as a leader of the Black Arts Movement, is a winner of national and literary awards, and has lectured over 500 colleges and universities. Sanchez is the chairwoman of the women's studies department at Temple University in Philadelphia and is the author of 16 books of poetry.

Sanchez opened her lecture by saying, "I hope some of you are listening to me because when I started teaching, no one was teaching black history." The students paid close attention to her.

Sanchez explained the Black Arts Movement (it started in 1965 and lasted until 1967) and related it to today's hip-hop culture.

"Some of the best lyricists of today that carries the message of BAM are artists like Talib, Tupac, Lauryn, The Roots, Chuck D., Rakim, and Mos Def," Sanchez said. She said that these artists are not afraid to talk about the things that concerned "the people" just like Malcolm X and Martin Luther King Jr. "These people [hip-hop artists] are the heroes; the black stars that carry on the BAM."

She said that the artists Mos Def, Talib, Lauryn Hill and Chuck D. carry on BAM's message because they are able to connect with the young people. She also said that she likes what they are saying and

that it is very relevant to current issues.

Many people involved in the BAM went to San Francisco State University to study in the Black Studies program, which began in 1967. LeRoy Jones, now known as Amidi Baraka, founded the BAM and opened the Black Repertory



SANCHEZ

Theater/School in 1964. Baraka heard of Sanchez's interest in black literature and invited her to teach at the school.

Sanchez said that the ideas of Malcolm X influenced her and many in the BAM. "I met Malcolm and it changed my life," Sanchez said. "It put me

on a lifelong quest to learn all I could."

Sanchez added a poetry-writing lesson to her lecture. She described the structure of a haiku. She read a poem that she wrote for Tupac Shakur and other love poems from her book titled *Like The Singing Coming Off The Drums*.

In an interview, Sanchez explained why she began writing poetry and what she wanted people to get from her poetry. "When I was a little girl, my grandmother died. That affected me so deeply that when I would speak I became tongue tied and a stutterer. As I wrote more, I read more, thought more, and felt more." Sanchez said.

"When people read my poetry, I don't want them to look at the world as an oppressed person, but as an equal. I want to show people that they can love themselves as well as their families, and others. I want to show people how to be human."