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It's not always easy being Warren Bell, you know.
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WNCU SUPPORTERS REACT TO NEGATIVE PUBLICITY

Chancellor asks: Who's running the show?

by DANNY HOOLEY
 The Campus Echo

Almost 50 listeners, volunteers and radio staff assembled in North Carolina Central University's Miller-Morgan Health Sciences Building to praise the school's jazz station, WNCU, in the wake of an consultant's unfavorable report submitted to the chancellor and the *News and Observer* article that followed.

The report, completed by Ernest Fears and Associates of Maryland after observing the station for three days last December, criticized WNCU for playing "a disjointed hodgepodge of music," and recommended that its general manager, Donald Baker, and its program and operations director, Jerry Carter, be replaced.

The report said that Baker was not a "radio person," and that he "does not have the requisite people skills for the position."

The report further claimed that Carter does not understand the ratings book, and programs the station arbitrarily. Furthermore, the report said, he lacks the "motivational personality" needed to run the day-to-day operations of WNCU.

Summing up station management in general, the report said: "The station is in shambles; it is in a chaotic state and appears to be a memo fac-

tory."

As the floor was opened to the audience at the Miller-Morgan forum after a speech by Baker, in which he outlined ways in which he thought the station had stuck to and surpassed its original mission, past N.C. Jazz Network President Peter Ingram may have summed up the reaction of many supporters when he said: "WNCU does not put on a disjointed hodgepodge of music. This kind of publicity is reprehensible." His comments drew a round of applause.

According to Chancellor Julius Chambers, the Fears report was prompted by three things.

First, Student Government Association President Derrick Jordan attended a board of trustees in which students voiced their frustrations over lack of student participation in programming the radio station. Jordan took up their cause and presented a letter to trustees the following day.

Second, there was the issue of the station's responsibility to teach, an issue specifically addressed in its original mission statement.

"We were going to work with the English department and develop some courses on how to operate a radio station," Chambers said of the time in 1995 when the station was still in its planning stages. "I haven't seen that commitment implemented"

Third, the station is classified as a public radio station, which means that its goal is to be self-supporting; the original plan was to accomplish that in five years.

However, Chambers said that he does not see the station moving quickly enough in that direction.

"We are nowhere near self-sustaining," Chambers said.

The station currently gets approximately half its support from Title III federal grant money. The fear among some observers is that those grants could dry up at any time.

Baker said that because the station started off as understaffed and underfunded, the university may have put the cart before the horse in terms of its financial expectations.

"For the first two-and-a-half years, we weren't able to implement [the original five-year plan for the station], because we didn't have the resources," Baker said.

"For the first two years, we didn't have a development director," said Baker. "[Maria Ewing Keller] came on board about 12 months ago."

As Development Director, Ewing-Keeler is in charge of fundraising; the Fears report was highly complimentary of her efforts.

The report also cited friction between Baker and Carter, which they both downplay.

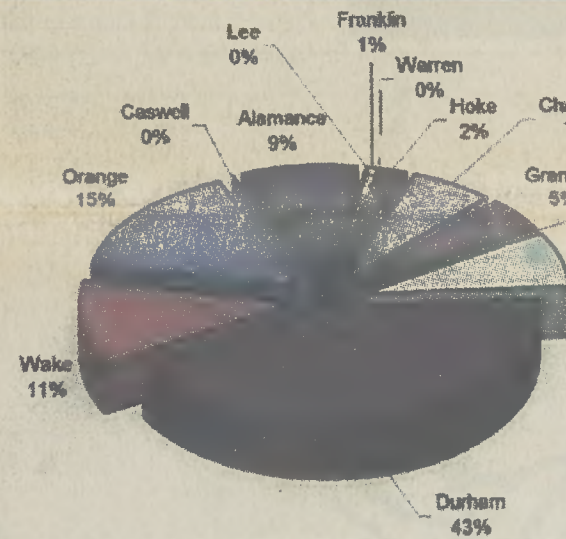
"In any organization, from time to



Bouna Ndiaye on the air during his Sunday afternoon "Bonjour Africa" show on WNCU. Below, a graph representing research into the extent of WNCU's listenership as of spring 1998.

STAFF PHOTO BY PAUL PHIPPS

WNCU BROADCAST AREA, SPRING 1998



time, people bump heads," Baker said. "We work out our differences and keep going."

"In nearly every department,

everybody disagrees, so I don't see why my department was singled out."

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Election inspires decent turnout

by KIM ROSS
 The Campus Echo

An unusually high number of North Carolina Central University voters turned out to provide landslide victories for all winners on March 3.

Despite unfavorable weather conditions, which caused polls to close early, there was a record 900 voters participating in the 1999-2000 student election that named Clifton Gray as Student Government Association president, Cedric Bowers as vice president, and Camesha McAllister as Miss NCCU.

Election week kicked off on Feb. 28 with the Miss NCCU Pageant, which introduced students to Miss NCCU candidates Adonna Bannister, Melissa Best, Coren Burton, Camesha McAllister, and Melissa Shelton.

Each candidate answered questions and displayed such talents as singing, poetry reading, and theatrical performance. The event attracted a packed house at the B.N. Duke Auditorium.

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Gray



Bowers



McAllister

Renowned scholar to speak at convocation

by SHEON LITTLE
 The Campus Echo

Dr. Houston Baker, Scholar in Residence at Duke University, will be featured speaker on April 7 at 10 a.m. as North Carolina Central University holds its 50th Annual Honors Convocation in the McLenon-McDougal Gymnasium. This year's theme is "In Celebration of Excellence."

Baker, a widely published scholar, graduated magna cum laude and Phi Beta Kappa from Howard University in 1965 with a bachelor of arts degree in English. He went on to receive his Ph. D. in English from UCLA in 1968. Baker holds 11 honorary doctorates.

In 1992, Baker was the first African American to serve as president of the Modern Language

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Diversity more than just a black and white issue

by SHEON LITTLE
 The Campus Echo

Controversy over increasing diversity at North Carolina Central University has once again been sparked, this time by a statement the chancellor made in the Jan. 7, 1999, issue of *Black Issues in Higher Education*.

In the article, "What's an HBCU to Do?" Chancellor Julius Chambers said: "Any black public college that wants to keep its doors open will have to be both good enough and welcoming enough to attract all types of students. We can keep our great tradition and position of being a haven for students who need nurturing, but we had better realize that more and more of those students won't be black, and that we will have to reach out to everybody."

The chancellor's statement came at about the same time as a notice to alumni requesting the names of prospective caucasian students for the admissions office. Historically black colleges often print notices encouraging the enrollment of non-black students, similar to notices provided by predominantly white universities to encouraging the enrollment of African Americans and other non-white students.

Chambers contends that having students attend a university with a more diverse setting will be "in their [the students'] long-term best interest." But the possibility of increasing the non-black population has long been a



Diversity in NCCU's classrooms continues to be a hot-button issue as students and administrators discuss the school's future.

STAFF PHOTO BY PAUL PHIPPS

concern of NCCU students. In 1971, when NCCU was on the verge of merging with the UNC System, students marched in Raleigh in protest.

Twenty-eight years later, some NCCU students are uncomfortable not just with increasing populations of white students but also of foreign students. Phyllis Shumate, director of Diversity and Multicultural Services

and Foreign Student advisor, says that many of the international students whom she advises feel that they are not accepted at the University.

Currently, there are approximately 170 foreign students on campus, representing more than 15 different countries. The largest numbers are from Trinidad and Tobago, Nigeria and China.

"Any black public college that wants to keep its doors open will have to be both good enough and welcoming enough to attract all types of students."

-NCCU Chancellor Julius Chambers

Tuitions raised by UNC

From staff reports

North Carolina Central University students will be paying more in tuition and fees in 1999-2000, but this time they can blame the University of North Carolina system, not the General Assembly, for the increase.

On March 19 the UNC Board of Governors approved a 4.9 percent increase for in-state undergraduates. Graduate students at non-research universities such as NCCU will pay 6.9 percent more; and graduate students at UNC-Chapel Hill and N.C. State will pay 8.4 percent more.

Out-of-state students will pay the same dollar amount in increase as — but a lower percentage than — N.C. residents.

The increase means higher bills for North Carolinians starting in the fall, ranging from \$38 to \$122 more a year. Next year's undergraduate tuition at NCCU will be \$1,887 for in-state residents and \$9,157 for nonresidents.

UNC President Molly Broad said the undergraduate increase is reasonable because North Carolina's per-capita personal income rose at the same rate last year. Broad said graduate students should pay more because their education is more costly and complex.

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