



THE PENDULUM

Volume XXI, Number 15

Informing the Elon College Community

February 15, 1996

INSIDE

EDITORIALS/ LETTERS

page 2-3

NEWS

Educating people on
Black History Month

page 5

Burlington Bagel
(Finally, a northern
treat in N.C. !)

page 8

Student expenses could
increase by more
than 6%

page 8

Internet use is on
the rise at Elon

page 8

A&E

Chris' Top 10 and more!

page 6

'Broken Arrow':
it's a hit!

page 6

Brett Barry to sing at
Coffee House

page 6

Dietz presents
Testament: A life of Jesus

page 7

SPORTS

A Black History Month
salute to a legend:

Jackie Robinson

page 11

Baseball clinches
opener

page 12

WSOE denied chance to call play-by-play

Colleen Herndon
Sports Editor

WSOE has the rights to broadcast Elon basketball, according to Jon Campbell, WSOE program director. However, because of possible competition from a commercial radio station, students can't broadcast the play-by-play.

The Elon radio station is not permitted to broadcast a student-run play-by-play of the games without approval from the athletic department, Campbell said.

A year-to-year contract was arranged between the athletics department and WBBB 92 AM radio, which gave the station the opportunity to broadcast the men's basketball games, a previously exclusive right of WSOE.

This venture provided the athletics department

with the chance to solicit sales for commercial spots and earn money from these advertisements.

This new promotional strategy was implemented by Trip Durham, head of public relations

and marketing for athletics.

"We wanted to generate more revenue for the athletics depart-

This new marketing approach has not come without some controversy and criticism. Campbell said he was first told by the

research the feasibility of using WSOE as the broadcaster for the games. He spoke with Steve Holt, head of telephone communications on campus.

Campbell said Holt told him that it was technically possible to broadcast.

Campbell then took his findings back to the athletic department and asked if there was any other way to broadcast. Campbell said he was told by Clay Hassard, associate director of athletics, that it isn't a good idea to broadcast the games because WSOE would be competing with a commercial radio station.

Mike Foster, advisor of WSOE, said, "I can suspect that if you have two broadcasts and one is full of commercials and the other is a play-by-play with no commercials, it becomes a conflict of interest. The sponsors will withdraw their support, and athletics makes money on those sponsors (see "Broadcast" page 4)



Tonya Hubart/The Pendulum
Trip Durham (right), announcing play-by-play for Elon basketball on WBBB, AM radio 92.0.

ment," Durham said. "The college is striving to thrust to a strong point in the future. We want to push step for step to become a commercial sports entity - much like a Chapel Hill or Duke."

athletics department that he was not able to broadcast the games because all the telephone lines were being used by the visiting team and the commercial station.

However, Campbell decided to

SGA elections, budgets pending

Stacey Ward
Editor in Chief

Candidates for Student Government Association executive positions are scheduled to give speeches on ECTV at 7 p.m. tonight.

On Wednesday morning, candidates will be at college coffee, in front of Alamance, to answer any questions.

SGA elections are scheduled for Tues. and Wed. Feb. 27-28 from 9 a.m. to 5 p.m. on first floor Moseley Center.

Petitions for elections were due by 5 p.m. last Wednesday. A mandatory meeting was scheduled for 6:30 p.m.

Positions on the Executive staff, the At Large Council and the Academic Council are available. The Organization Council is scheduled to be chosen at a later date.

Elections have been held in March in the past. Because of upcoming budget hearings, the new budgeting system and executive job training, election dates are scheduled earlier, said Election Committee Chair Matt Belardi.

The SGA elections may have "real" election booths, Belardi said. This would make it easier to count the votes and make voting more confidential.

•••

Student Government Association budget hearings are scheduled to begin March 4.

Hearings are scheduled for March 4, 5, 8 and 11.

Budget proposals for organizations recognized by SGA are due March 1 at 5 p.m.

Organizations are under a new accounting system which needed some training to use.

SGA Treasurer Dan Thomson said he wants organizations to be prepared in advance for the hearings.



Tonya Hubart/The Pendulum

Japan comes to Burlington

You no longer have to travel to Greensboro or Durham for Japanese Cuisine. Bengoshi Japanese Steakhouse, located in the new Southwood Square Shopping Center at 3263 S. Church St., just opened last week. One of the owners, Robert Craig, is an assistant professor of political science at Elon. The restaurant features tables with built in grills, experienced chefs, and an assortment of Japanese meals and drinks.