

1 dorm station gets advertising

By JON SARACENO
Daily Collegian Staff Writer

A survey of the three dorm radio stations given permission to advertise this year shows only station WEHR, East Halls, has received revenue through advertising.

WEHR President Sherry Perlmutter said the station has sold nearly \$1,400 in advertising during September and October of this year. She estimated that the station would sell approximately \$9,000 in advertising for the year.

Stations WEHR, WHR and WSHR were granted approval last spring by the Office of Student Affairs to advertise on

a one-year trial basis, subject to review at the end of the year.

"We believe we have a potential market in advertising for merchants at WEHR. I'm thrilled with how it's going so far," Perlmutter said.

She said the income generated from advertising would directly pay for general operating costs and a \$2,500 loan obtained from the Association of Student Activities last year.

"We started out slowly hoping to build up, but now I think WEHR is doing the most advertising of any dorm station," she said.

Wiring problems have prevented

WEHR from broadcasting into the dorm rooms so far this year. The station's existing electrical system must be connected to a WEHR transmitter to correct the problem, but work has been delayed on the project since summer.

The station broadcasts seven hours a day into the Findlay, Johnston and Warnock dining halls.

When operating under full power WEHR has a listening audience capacity of 4,300 students in East Halls and 1,200 students in North Halls.

Perlmutter said the station has made it clear to its advertisers that WEHR is not broadcasting into dorm rooms.

General Manager of WHR (West Halls), Bob Grossman, said his station is employing a national advertising agency to subcontract ads to WHR.

He said the agency contacts national firms who in turn contract advertising spots for WHR.

Grossman said the station is in the process of forming a sales staff for local advertising and would begin a sales campaign during the winter term.

All stations are struggling with some sort of conflict in this area, but when we are stable we might collectively sit down and discuss station cooperation," he said.

Early registration begins next week

By HARRY GLENN
Daily Collegian Staff Writer

Students who are content with their pink slips may register next week before going home for term break.

Early registration will take place Monday through Friday 8:30 a.m. to 4:30 p.m., in 112 Shields. To register, students must have their pink slips and identification cards.

Students are also asked to bring their bursar's receipt if possible. If a student does not have a bursar's receipt, a duplicate can be made or a card can be signed to guarantee the bill will be paid.

Ann Hegarty, registration manager, said early registration is still an experimental process.

"We tried the early registration last winter only with tenth term and higher students," Hegarty said. "In the spring we opened it up for everyone."

"With the students that have taken advantage of it, it has worked very well," she said.

The early registration program

was also used this summer during four days in August. Elwood M. Wagner, records officer, said 1,612 students took advantage of the early registration.

Wagner said the program is still a pilot project.

"We are constantly trying to improve our procedures," Wagner said.

Hegarty said complaints from students who were forced to come back early to register also prompted the change.

Wagner said unlike previous early registration programs, the student will not have the opportunity to go through the normal registration procedure.

"This term you cannot go through the registration process again," Wagner said. "Letting students go through registration again defeats the whole process of early registration."

Hegarty said to void schedules made at early registration, students must notify the records office by 5:00 p.m. Nov. 30.

Court to review 4 women's organizations

The Undergraduate Student Government's Supreme Court will continue its review of women's organizations on campus Winter Term, according to Harry Leider, chief justice of the USG Supreme Court.

"There is a possible overlap of services provided by the four women's groups," Leider said.

The four groups; Association of Women Students, Women United, Returning Women Students and Women Center Planning Committee will come back next term with proposals to the court about possible reorganization or restructuring of the groups, Leider said.

The court will be working with the groups in this review, Leider said.

This is one stage of the continuing review of the 37 student organizations, Leider said.

The nine justices on the court and the six researchers have reviewed between 25 and 35 organizations this term.

Also, they put on provisional registration about 15 new student organizations, Leider said.

The court has eliminated a lot of duplication and overlapping of services, he added.


"One of the most effective ways we are eliminating organizational problems is the use of provisional registration. We will put a group on a 10-week trial registration and at the end of the 10 weeks we will review them to see if they get enough student interest," Leider said.

It has given the court a wider, more diverse view of an organization, its programs and membership, Leider said.

—by Mike Judge

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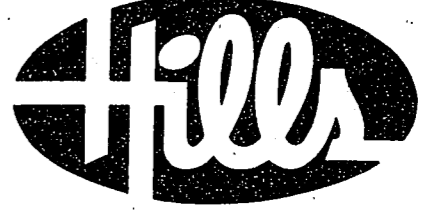


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