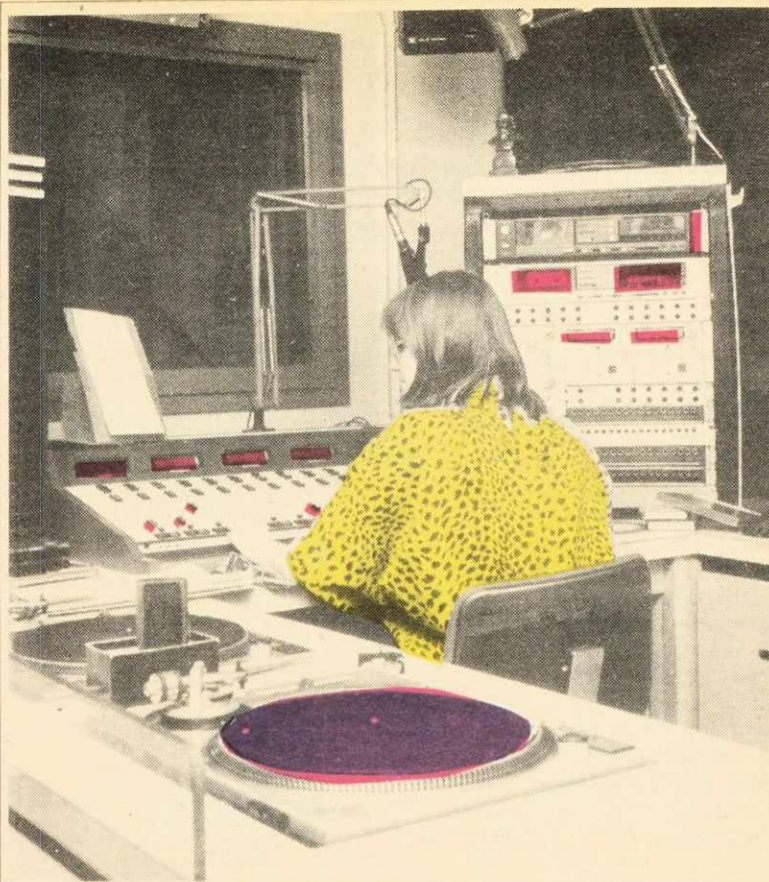


# To: 1987 GRADUATES

If you are intending to graduate from Dalhousie in the calendar year 1987 and you wish to have your graduation photo in the 1987 Dalhousie Yearbook, please have your photo taken before February 28, and submitted before March 21, 1987.

FROM: THE PHAROS STAFF



## Disc dial direct

By TOBY SANGER

It's "D and D" time for CKDU-FM and Dalhousie's radio station isn't going to let its listeners forget it during their annual fundraising drive February 27 to March 8.

D and D stands for "Dial and Donate" and station manager Mark Macleod stresses that donating money to the community non-profit station is just as easy as finding their signal on the air.

"We're telling listeners that if they are drinking a milkshake while listening to one of our shows, they should send the cost of five milkshakes: every little bit helps."

Last year's campaign raised over \$15,000, mostly from small contributions. This year they have increased their target to \$20,000 — 12.5 per cent of the station's budget. Student fees contribute 50 per cent with business sponsorships accounting for 19 per cent. The station relies on government grants and other fundraising activities for the rest of their budget.

With this year's campaign, they hope to provide financing for a regular station guide to make the radio's shows more accessible to their listeners. If more than \$20,000 is raised, the station hopes to provide funding for a proposed power increase to 3000 watts which would make their signal available as far as Truro rather than just in the Halifax area.

But Macleod emphasizes the fundraising drive means more than just more money in the pot to the more than 100 volunteers who help to run the station.

"It's the high point of CKDU's year — it dictates the mood of the station for the next 50 weeks. Last year, we had a fabulous week because people really showed us they valued what we're doing."

During the campaign, all shows will be broadcast live and each programmer will have a personal goal to reach during their show.

Fundraising director Scott Croucher adds: "it's very personally gratifying to have people donate while you're on the air."

"We're a public access and community-oriented station and I think that's why people respond to us," explains Croucher.

Croucher hopes this community support will be demonstrated by a good turn-out to the two benefit concerts organized for their fundraising drive.

The first, "Big Nite of the Blues" is planned for tonight (Thursday) and features Theo and the Classifieds, Little City Blues band, the gospel group Sonlight, and the Water Street Blues Band. Opening the concert in the McInnes Room at 8:30 pm will be internationally acclaimed guitarist Jeff Healey (see the rave review in last week's Gazette).

The second concert, scheduled for the Flamingo Club this Friday at 7 pm, presents some of Halifax's alternative sounds with Little Minister, Jellyfishbabies, N.C.O., Stratejackets, Suspect Devise, and False Security.

Macleod says they're only charging five bucks for each of the fundraising concerts because they also provide publicity for the station and its fundraising drive.

Macleod's office is filled with albums the station will be giving away to "Those lucky listeners who dial and donate at just the right time." Freebies include a Wailers album signed by all the members of the group as well as more obscure items destined for garage sales this summer.

A compact disc player, a tape deck, a Dalplex pass, and a one-year pass to the Flamingo Club are among the other "prompters generously donated by local businesses" that Macleod hopes will keep the phone lines busy.

Macleod admits they've got stiff competition with the Oral Roberts fundraiser still underway but promises listeners that for just the right contribution, they'll play a Motley Crue album backwards so the audience can hear the voice of Satan directly.



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