

Emerald now independent of University

When the academic year came to a close last June, the Oregon Daily Emerald was the school paper of the University — it was, in essence, owned and published by the school and the State Board of Higher Education.

But during the summer, that relationship was altered.

As of July 1, the Emerald became independent of the School and the state board.

The Emerald Board of Directors—which includes three faculty members, three ASUO appointees and three Emerald staff members—voted for independence June 29.

In the culmination of some three years of preparation and study, the board voted to establish the newspaper as an "independent publishing corporation as of July 1, 1971, financially and legally separate from the University."

The Board's decision also included stipulations that the new publishing corporation be "called the Oregon Daily Emerald Publishing Corp. and that this publishing corporation proceed towards incorporation under the laws of the State of Oregon."

Since that time, the Emerald's legal firm, Johnson, Johnson and Harrang of Eugene, has been in the process of preparing the articles of incorporation, as well as reviewing the proposed by-laws for the paper's Board of Directors.

At the time of independence, Emerald editor Art Bushnell explained the reasons for the move were "primarily economic."

"In the past, the Emerald was unable to accumulate whatever profits might exist at the end of the fiscal year. Instead, those monies reverted back to the University. Now, we will be able to accumulate money. We will have a growth potential that did not exist before," he said.

The primary result of the growth-potential would be found in the paper's ability to purchase new equipment and modernize its production methods periodically, he said.

"There are also secondary considerations concerning the potential for outside control of the paper by any one person or group. As an independent newspaper, there will be no potential for control by any one group—from the State Board of Higher Education, to the University administration, to student government," he said.

The Emerald editor explained that the paper was not experiencing these kinds of problems at the present time, but pointed out that some other college papers across the nation had run into troubles which will no longer have the possibility of arising at the University.

The editor explained that the new status of the Emerald will not result in a shift in staff make-up from

the mainly student-produced paper that has operated at the University for 73 years.

"Our staff will continue to be comprised primarily of University students. They will now have the opportunity to accept greater responsibility in the production of the newspaper—thus learning more and gaining more from their work experience with the Emerald."

In keeping with this aim, the Emerald will hold an open house for all new students interested in working on the paper Thursday, Sept. 23 between 7 and 11 p.m.

Independence will not result in a misuse of the paper's news pages on the part of that staff, Bushnell said.

Today's paper biggest ever

Today's 156-page, seven section orientation edition is the largest Emerald in the 73-year history of the newspaper.

Today's issue more than doubles the previous high number of pages ever run in one issue of the Emerald—a 60-page Orientation Issue, Sept. 23, 1969, and a 60-page Progress Edition, Dec. 12, 1958, tied for the previous record.

Today's paper, also includes more column inches of news copy and advertising copy than any other Emerald before it, with 4,934 inches of news and 7,101 inches of paid advertising. The 1969 Orientation Issue contained 1,965 and 2,655 inches of news and advertising, respectively, while the 1958 Progress Edition included 2,740 inches of news and editorial material and 2700 column inches of advertising.

The news content of today's paper is divided into six major sections, each devoted to a major theme. The Eugene community, the University administration, student activities, student services, education and sports.

"We will not set out to see how many people we can shock, just because we are independent. On the contrary, we will have to be even more cautious than we might have been in the past. Now if we make a mistake, we are ultimately responsible for it. No longer will the State Board or the University Administration be responsible for what we print. Instead, it would be us

that face any potential legal action."

The new responsibilities also have meant new costs for the newspaper.

To protect against the possibility of any litigation, the Emerald has purchased both libel and liability insurance. Other added costs include the legal counsel and the hiring of an accountant.

Besides this, the Emerald will no longer be able to take any services from the University, since it is no longer a part of the institution.

Instead, the Emerald will have to pay what the editor calls a "fair price" for any services received from the University.

One of the major items falling in this area, Bushnell pointed out, is rent for the office space the paper occupies in 301 Allen Hall. The Emerald will continue operating from Allen Hall for a few more years, but the paper is to move to the EMU when the proposed completion to that building is finished.

Economically, the move to independence will not affect the student's pocketbook.

While in the past, the Emerald was a line-item on the ASUO's incidental fees budget, now it negotiates bulk-rate subscriptions with the ASUO, on behalf of students, and the University administrations, on behalf of faculty.

Whereas a regular off-campus subscription to the paper sells for \$10 per year, the bulk-rate subscription enables the Emerald to provide newspapers at a cost of only \$1.70 per student.

This money comes out of incidental fees, which are paid by each student during registration, along with tuition.

Bushnell points out that the cost per student for the Emerald is relatively low—with each student paying \$1.70 for the year's Emeralds out of a total \$51 incidental fees per year.

The Emerald Editor says the figure is also low, when compared to the price per student for newspapers at other colleges.

"We have compared the price per student, and the Emerald is one of the least expensive papers—from the student's standpoint—of any we surveyed," he said.

Its bulk-rate subscriptions sell for so little because of the amount of paid advertising which appears in the paper Bushnell said.

"We depend upon our advertisers for about 70 per cent of our annual budget," he explained.

The editor said the Emerald is the first college newspaper in the state to become independent of its school—and one of only a handful in the nation.

"But," he predicted, "there will be more papers taking this step in the next few years."

University station offers classics-based program

By JOSH MARQUIS
Of The Emerald

Though many people are not aware of it, the University has a seven day a week campus-based radio station. KWAX-FM is housed on the third floor of Villard Hall and broadcasts at 91.1 on FM.

The station is on the air seven days a week from 4 p.m. to around 1 a.m. and transmits at a power of 400 watts from an antenna atop Villard Hall. This allows coverage of most of Lane County with some coverage around Corvallis. But the station, like all other FM and most AM stations, has a hard time penetrating the concrete shielding of the University's dormitories.

KWAX's programming consists of classical and experimental music as well as comprehensive broadcasts on subjects of campus and community interest. The station switched its programming from a contemporary format to a classical one in Spring of 1969. Station Manager David Joyce explains that KWAX "offers the kind of programming you can't find on any other station in the area."

While other stations broadcast occasionally classics on Sunday KWAX is perhaps the only station in Lane County that provides an almost continuous program that revolves around classical music and is programmed to enhance it.

The University radio station also schedules an unusually wide variety of experimental music, particularly of the electronic genre.

Dave Joyce says this is possible, "because we don't have the commercial pressures other stations face." KWAX operates pretty much on a shoestring budget with some \$7,500 of support from the Corporation for Public Broadcasting. Most of this money goes to pay the salaries of the two full-time paid staff persons who manage KWAX; the station manager and the program director. Joyce, who was Operation-Station Manager last year will become Program Director for 1971-72, and Peter Christenson, a newcomer to the University, will assume the post of Station Manager. Both are graduate students.

In addition to its musical programming, KWAX is striving to provide greater coverage of significant campus events. During the past year the station taped major speakers who visited the University, including George McGovern, Ralph Nader, and Muhammed Ali, and rebroadcast the speeches to expose them to a wider audience.

In Spring of 1970 a program entitled "Campus Controversy" was revived from KWAX's earlier days and was produced in conjunction with the University television facility, Private Line Three (PL-3). The round table discussions which were aired on

PL-3 and KWAX featured such guests as University President Robert Clark and representatives of campus minority student groups.

As well as expanding the existing public affairs programming, which also includes a three-times-weekly summary of campus events, KWAX plans to be on hand for more campus events this year—particularly those which would prove interesting to the general community as well.

In this vein, Joyce says he will allocate certain time slots several times weekly which will not be pre-programmed. These slots will be set aside for special programming, which might include some events happening on campus that week or a discussion with some figure in the public eye.

Besides the two paid staff members KWAX has a volunteer staff, consisting primarily of undergraduates that totaled as many as 18 last year. There is a producer for the public service announcements program and a production supervisor who coordinates and encourages locally-oriented programming.

This year KWAX is again looking to students, both new and old, to put the station on the air. While the positions do not pay, they offer experience that can prove valuable in the search for a job in radio broadcasting. Besides several slots for board operators, KWAX will be looking for students interested in production, which will include the coverage of campus events and the producing of in-studio programs.

KWAX is also a member of the nation-wide National Public



David Joyce at the KWAX control board.

Radio (NPR) Network. Since KWAX joined the network, its programming has become an important part of KWAX's. Each evening the University station broadcasts NPR's 90-minute news and public affairs program,

"All Things Considered," which provides world and national news as well as short features produced by member stations. KWAX is also planning to broadcast William Buckley's discussion program, "Firing Line," which is carried on NPR. NPR also carries special programs frequently. Last year, for example, it carried Senate hearings on the Pentagon papers live from Washington, D.C.

The fact that NPR relies upon its member stations for part of its

programming is a great asset to the member stations. At KWAX, this opens up opportunities to produce programs for a national radio network—and, if the piece is accepted, to be paid fairly well for it.

As KWAX expands its facilities, aided last year for \$1800 funding from the ASUO it will be able to expand its programming. People who are interested in radio, both from the broadcast and production angles can contact Peter Christenson at KWAX, the third floor of Villard Hall or call the station at 686-4245. The station will also provide study guides for the Federal Communications Commission third-class radiotelephone permit, which is needed to be a KWAX board operator.