

Getting the message from the medium

By MIKE ALESKO
Of the Emerald

No matter what type of medium you like to get your message from, the tremendous variety of print and electronic media available in the Eugene area should be able to satisfy you.

When the urge to study leaves you (after the first week of classes), you can turn to no less than 12 radio stations, three television stations and more newspapers than an Evelyn Wood graduate could wade through in a week.

The largest of these papers is the Eugene Register-Guard. Published daily, the Guard is noted for its very extensive coverage of practically everything that happens in Lane County. In addition to its news content, students may find it very helpful for grocery shopping and entertainment listings. And the Guard keeps one reporter employed full time covering news of the University, Lane Community College and higher education in general.

Students living in the Springfield area may also want to look at the Springfield News. This tri-weekly provides coverage of Springfield and points east, including the communities on the McKenzie River.

A number of weekly newspapers are published in the smaller communities around Eugene. If you happen to commute to school from Creswell, Lowell, Oakridge, Pleasant Hill, Junction City, Harrisburg or Cottage Grove, you can read a local paper on the way.

Beyond these traditional types of papers are a great number published locally which cater to particular interests and needs.

The Valley News, printed weekly, carries classified ads, TV and movie information, and many interesting feature stories on local personalities and activities.

The Augur provides underground news, counter culture information and a little bit of everything else. Published bi-monthly, you can buy it for twenty cents from street hawkers around the campus and on the Downtown Mall.

Another underground type paper is available for the local feminist. The Women's Press contains feminist news, poetry and features. Look for it around the campus street corners.

When you want to buy or sell something, consider consulting the Money Saver Ad Paper. This tabloid is

full of classified and display advertising and is available every Friday for free in front of many local grocery stores.

For the outdoors oriented student, there is the Oregon Sportsman, a new bi-monthly publication which provides information on hunting, fishing, hiking, camping, conservation and the environment.

Finally, don't forget the Oregon Daily Emerald, coming to you five days per week throughout the regular academic year except during finals week.

After reading all of the above, you'll probably want to rest your tired eyes and sit back with some good music. Country, pop, folk, classical, jazz and easy listening music all abound locally.

The top rock stations in town are KASH and KEED. Broadcasting 24 hours a day at 1450 Kh, KEED follows a basic top-40 format during the daytime and generally goes into long album cuts at night. KASH, an ABC affiliate, broadcasts the top-40 until one a.m. daily at 1600 Kh.

For country music, dial either KATR or KORE. KATR, an ABC network station, plays the popular country music, while KORE leans toward middle-of-the-road sounds. Both stations sign off at sunset, although KORE-FM is on the air 24 hours per day.

For a very good variety of middle-of-the-road type music, mixed with occasional rock, tune in KPNW at 1120 Kh. of KUGN at 590 Kh. Both stations operate 24 hours per day and KPNW has an FM station at 89.0 Mh. as well.

If you want some mild music when your neighbors are blaring their stereos all around you, lend an ear to KERG at 1280 Kh. KERG plays instrumental versions of many popular tunes as well as "re-orchestrated" music.

On the FM side, the biggest variety of music, entertainment and information is found on KZEL, 96.1 Mh. The music

on KZEL is a combination of every conceivable type, with the emphasis on folk and low-key rock.

Three times daily, the station presents a "Bulletin Board of the Air," with announcements about rides to other cities, lost and found pets, and whatever else people in the community want other people to know about.

In October, the station will revive its 90 minute "Magazine of the Air," every Sunday. Anyone in the community is invited to present humor, music, creative ideas or information of general interest on the program. A similar program, "The Odyssey," will provide a chance for local musicians to play on the air.

A weekly talk show is slated for the near future on KZEL and every day from 7:30 to 9 a.m. and extensive news program is aired.

KWAX, broadcasting from the University from noon until two a.m. daily, presents classical, jazz and folk music, with the emphasis on classical and folk. Some information shows are also aired on the station, found at 91.1 Mh.

KLCC, Lane Community College's station, broadcasts until two a.m. on weekdays and til midnight on weekends. The station presents certain types of music at particular hours in the day and can be tuned in at 90.3 Mh.

The same "block music" format is used to present some good jazz on KFMJ, daily until midnight. This station is affiliated with ABC.

Gospel music can be heard on KBMC. Tune in until midnight at 94.6 Mh.

If the music starts to turn you off, try one of Eugene's three television stations. KEZI, on channel 9, and KVAL, on channel 13, offer regular network programming as well as local news coverage. PL-3 is a TV station operated by the University, which offers educational features of interest to the University community.

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