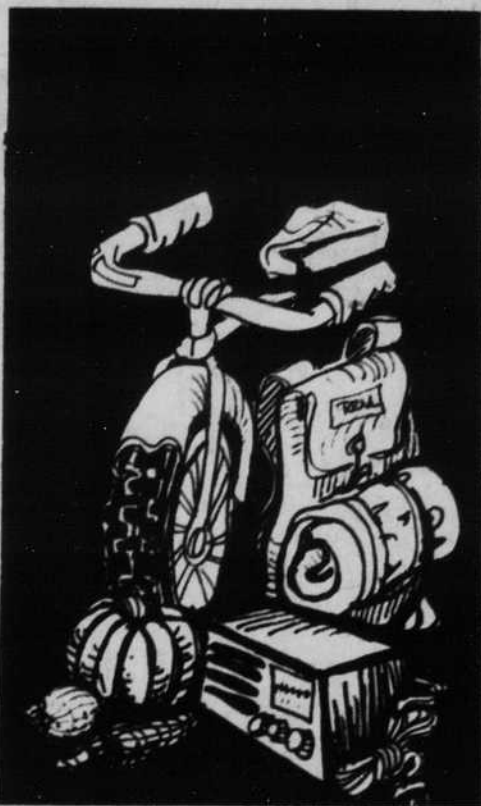


Alternative tag hinders media



Media coverage of community groups and issues, sometimes labeled "alternative," presents a problem to broadcasters and publishers.

No newspaper or radio station wants to be known as an "alternative community paper" or station because many readers, listeners and advertisers would automatically doubt the legitimacy of the production. How can a media production fairly cover the sometimes unconventional needs and wants of local neighborhoods and community groups and still maintain the reputation and broad scope needed to compete against "conventional" media?

Radio station KLCC and the *Willamette Valley Observer* newspaper are tackling the problem. Both are relatively new and unique productions, and both are constantly looking for ways to gain more community support.

"The community has begun in the last year to realize that KLCC is not just the Lane Community College station," says Roger Wood, of KLCC Public Affairs.

Two years ago KLCC was just that — the Lane Community College station, serving as a training facility for the students. Then Tom Lichty, the current

program director, took over.

Lichty felt that the station should serve the whole community not just the college, and he focused his efforts toward that goal.

"We interviewed a series of community opinion-leaders, from the mayor to the dog-catcher," says Lichty. "We also observed the newer elements coming up in town — Saturday Market, People's Law School, and the alter-

By RICK GRIEBEL
Of the Emerald

native happenings."

Expanding their broadcast time to 18 hours a day, seven days a week, the station slowly began to shake off the "community college station" label. The college still partially supports KLCC by lending them facilities and equipment, but the station is slowly drifting towards becoming totally listener-supported.

"We didn't want to be funded by big industry and corporations," says Lichty, "so we figured the best place to look for support would be our

listeners."

Currently broadcasting on a 440-watt transmitter, the station decided that they must have a stronger signal to reach enough people for support. To get the \$10,000 for a 10,000-watt transmitter, the idea of a radio marathon was conceived.

The marathon succeeded — over \$11,000 was pledged, \$8,000 has been received, and, according to Lichty, KLCC's audience doubled through the marathon. "Regular listeners told their friends about the marathon," explains Lichty, "and their friends are still listening. It was totally unexpected."

Thus KLCC is one step closer towards their goal of becoming a listener-supported, community service station. With a reputation for jazz programming, KLCC offers such diversity as Chicano music and events, "Black Is," a communications magazine called "Sunrise," and as much public affairs broadcasting as time and energy permit.

"I think that everybody in the community, at one time or another desires to hear something on radio that only KLCC offers," explains Wood, "and it

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EWEB changes billing practices, eliminates fee

The Eugene Water and Electric Board (EWEB) has changed its billing practices to what EWEB attorney Windsor Calkins calls "A more equitable system," by eliminating the monthly fee charged for undergrounding.

EWEB had been under attack by Hal Crooks, president of the citizens of Oregon vs. ? (COO?) for charging a monthly fee of \$3.40 for the cost of running power lines under ground to residences.

EWEB contends it had intended to change the policy, started in 1968 with the decision to promote undergrounding, as soon as the elected EWEB board could review all alternatives.

EWEB decided to refund any overpayment of the newly-set flat fee of \$280 made by customers, and to assess the fee to the homebuilder. The new policy goes into effect after Dec. 1, 1975.

SUAB wants info center

The Student University Affairs Board recommended Wednesday that they try to secure the operation of the Information and Grievance Center so they can get direct feedback on student complaints and then take action on those complaints in the Senate.

The Board also recommended that it publish a monthly newsletter to inform faculty and students on their past activities and planned events.

Further business included a suggestion that all members attend the State Board of Higher Education meeting Nov. 25 to support a proposal that student evaluations of faculty members be open to the public.



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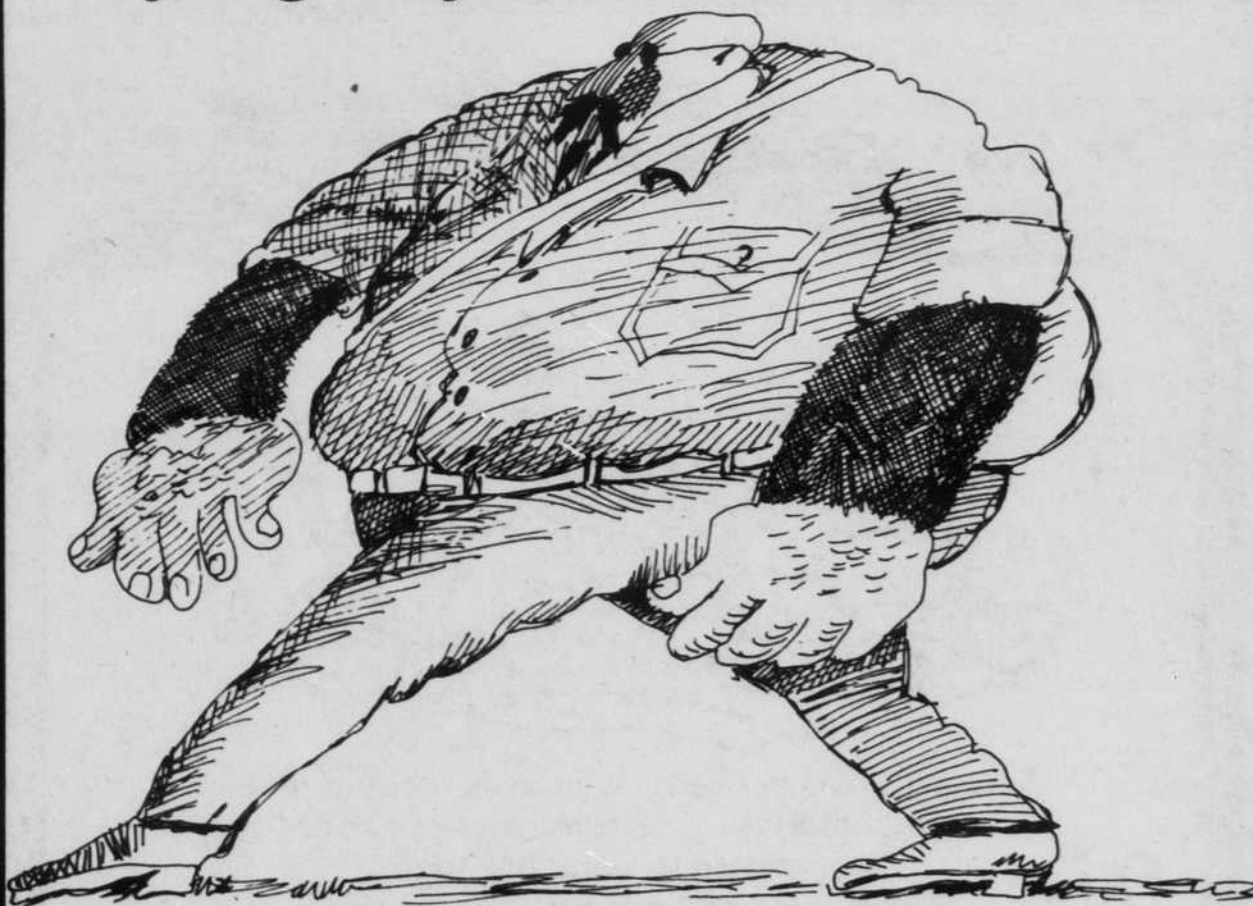
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