

(Continued from Page 3)

sort of amounts to an alternative offering that we present."

According to Wood, KLCC is open to serve as the vehicle for all segments of the community. "If someone is into public affairs and they are active in some group locally, the way they will see their activities reflected on KLCC is if they come to the station and tell us."

In the future, says Lichty, listeners will have a greater opportunity to express their views on station programming. Listeners will elect a seven-member committee to "represent the listeners as a whole and feed us as a kind of advisory unit."

For KLCC, support from all segments of the community is needed for the station to survive. The same can be said for the *Willamette Valley Observer*.

The *Observer* began publication about a year ago. Originating primarily from community group grants, the paper has slowly expanded into a bi-weekly which concentrates on community issues — or, as Mary Keltz, co-editor, says, "human things, about what you can do in the community, how something will affect you and your household."

The paper started out as "everything the *Register-Guard* was not," says Cal Turlock, an *Observer* reporter. According to Turlock, different people had different ideas about what the paper should be.

"Some wanted the *Observer* to be an extension of the *Auger*," says Turlock. The *Auger* was a radical underground paper which folded last spring. "Others" he continues, "wanted the paper to cover neighborhood and community issues, and still others wanted us to be a total community access paper."

What the *Observer* has become, says Turlock, is a paper which tries to get away from the conventional style of journalistic reporting. The *Observer* tries to get into the "how" and "why" of things, which he says the *Register-Guard* fails to do.

Turlock feels that there is a form of competition between the *Observer* and the *Guard*. "One good thing the *Observer* has done is to force the *Guard* to print more how-to articles."

The competition extends to advertiser support as well. "If corporations and industry in the area gave

90 per cent of their business to the *Guard* and ten per cent to the *Observer*, that's all we would need," says Turlock. "Unfortunately, many corporations like to do business with only one paper, the daily. They don't want to see us flourish."

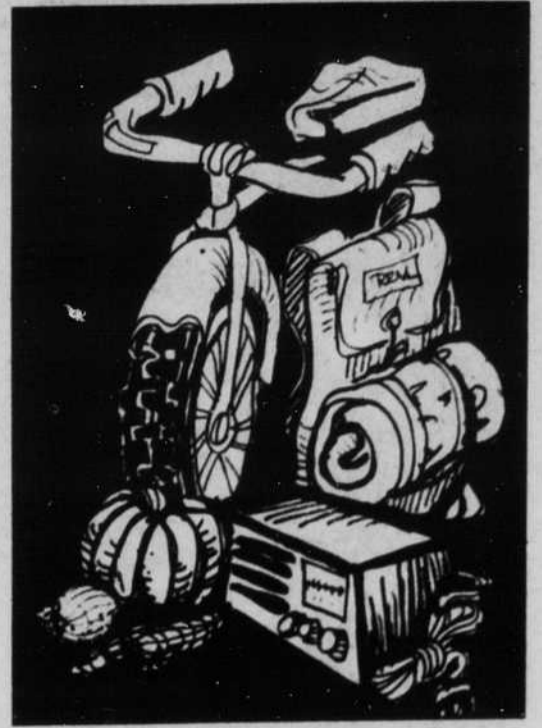
Because the support for the *Observer* from advertisers and the community has grown so slowly, most of the *Observer* staff have remained volunteers to keep the paper financially in the black. Turlock works full-time as a newsman for KZEL as well as doing full-time, voluntary reporting for the *Observer*.

"It's exhaustion," he says. "Because most of us have other full-time jobs, we can't consistently cover any one thing from issue to issue."

Turlock believes that if the *Observer* does not get more support in the next few months, the paper will collapse because the staff is overworked, underpaid and exhausted.

"I can't say conclusively to what extent it's our fault in the sense we are not doing something that we should be to attract more readers," says Turlock, adding, "Nevertheless, I think I've got a right to be frustrated."

Alternative tag hinders media



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Commission's revamping serves more

The women's interest groups and lobbying efforts which initiated the interest in reorganizing the Eugene Human Rights Commission have apparently succeeded in their cause. The women now have a commission that is for the most part separate from the other interest groups and serves the advocacy role desired by the women's coalition.

The commission has been divided into four different

commissions, one each for women, minorities, the aged and the handicapped. A Human Rights Council consisting of two members of each commission has also been established to coordinate the efforts of the commissions.

The new commissions serve as advocacy groups, which is a great improvement over the old system, according to Mayor Les Anderson. "You can get people who are actively concerned involved," said Anderson.

The commission has been reorganized primarily because many persons felt that the old system was ineffective and left room for many improvements Anderson, who believes that

further commissions should not be created, feels that the new set-up will be more effective not only for the women, but also for the other groups involved.

There has been some question as to whether the advocacy position of some of the groups, particularly minorities and handicapped persons, is diluted by the wider variety of interests involved in these groups than the women's and elderly person's groups. Some persons feel that religious and ethnic minorities should not be included in the same commission, and that some difference should be made between persons with limited mobility problems and persons who are mentally handicapped.

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Page 4 Section A

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