

Media

Radio, TV, papers offer variety

By Kevin Taylor
Of the Emerald

Even if you were here three or four years ago, you may as well consider yourself a newcomer when it comes to local media. Changes have been frequent and plentiful, ranging from the addition of a new television station to the ending of publication of the Willamette Valley Observer.

So, whether you're from Maine or Hawaii or just around the corner, here is a local media listing for all you "newcomers."

RADIO

Eugene-Springfield listeners can choose from over 15 stations on their radio dial. Both AM and FM wavelengths offer everything from golden oldies to rock'n'roll to religious music.

Starting at the bottom of the FM dial, KLCC is at 89.7 and is broadcast from Lane Community College. KLCC plays a mixture of classical, jazz and rock along with in-depth analysis of the news and special broadcasts of interest to the college community. The station also includes many National Public Radio features.

Next is KWAX, which is broadcast from Villard Hall on the University campus. It rests at 91.9 on the FM dial and is mostly classical with some opera. As KWAX also plays host to many NPR programs, it is in some ways quite similar to KLCC.

Just after KWAX comes KRVM 91.9 FM. It's the Eugene School District station with contemporary, big band era jazz and student produced features. During the school year the four Eugene high schools share the station. As it is a low power station, it may be difficult to receive.

After the three school-oriented stations comes KSND, at 93.1 FM. "The Music FM" plays Top 40 mixed with contemporary music.

Keep on dialing and you'll hit KBMC at 94.5 FM. It's pure Christian radio with inspirational music from 5 a.m. to midnight, seven days a week.

Broadcasting from its station on Coburg Road is KZEL, at 96.1 FM. KZEL plays album-oriented rock and is programmed by the same people who program KGON in Portland.

Near the end of the FM dial is KUGN-FM, at 97.9. The format is uncomplicated — country music and news, 24 hours a day.

Finally, KPNW-FM takes up the end of the dial at 99.1. KPNW-FM plays "Beautiful Music" (elevator music) in stereo.

Switching to AM, KOAC-AM appears at 550. KOAC is broadcast from Covell Hall on the Oregon State Campus in Corvallis.

Next, the listener will encounter KUGN-AM at 590. KUGN-AM plays adult contemporary and, along with KUGN-FM, is located in west Eugene.

Keep dialing, and you'll find KORE at 1050. With a smooth mixture of Christian music and easy listening tunes, it broadcasts from Springfield, 6 a.m. to sunset.

Just like KUGN-AM, KPNW-AM at 1120 plays adult contemporary music 24 hours a day. KBDF

is at 1280, and features all news, 24 hours a day. A half-dozen blocks west of campus on 13th Avenue is KQDQ, which can be found at 1320 AM. Pop classics of the 1930s, '40s and '50s are played. Country KEED is at 1450.

At the end of the AM dial is KASH-1600, featuring "Solid Gold" music. On Sundays, "Jivin' Johnny Etheridge hosts "The Son Of Saturday Gold" from 8-11 p.m. His program features music from the late '50's and early '60's.

TELEVISION

The two Eugene-based television stations — KEZI and KVAL — are about to be joined by another station, KMTR, which will be located in the Gateway area.

KEZI is an ABC affiliate found on Channel 9 and KVAL is a CBS station on Channel 13. KMTR will broadcast NBC programming on UHF-16 beginning Sept. 27. All three stations will have local and national news daily. On week days, all three channels present a local news broadcast from 5:30-6:30 p.m. and national news from 6:30-7 p.m. All three also have local and national morning news programs on weekdays.

Eugene also has cable television through Group W Cable. Cable service is available for an installation fee of \$20 (or \$10 to reconnect) and a monthly charge of \$7.95 for access to 11 channels. For movie buffs, Home Box Office or Showtime is offered for an additional \$10.95 per month. HBO features live sports broadcasts and movies while Showtime offers movies, comedy and Las Vegas shows.

NEWSPAPERS

Area residents are offered access to three daily newspapers.

Both the morning Portland Oregonian, Oregon's largest daily newspaper, and the afternoon Eugene Register-Guard print seven days a week. Newsstand prices are 25 cents Monday through Saturday and 50 cents on Sunday. A monthly subscription to either paper costs \$3 for Sundays only or up to \$8.50 for daily delivery.

The University's newspaper, the Oregon Daily Emerald, is distributed Monday through Friday during the academic year and twice a week during the summer.

From just across the Willamette River comes the Springfield News, which publishes three times a week — Tuesdays, Thursdays and Saturdays. It's difficult to find in Eugene, but subscriptions are available in the campus neighborhood for \$2.25 per month. The paper arrives a day late to Eugene subscribers because it is sent through the mail.

MAGAZINES

Two Eugene magazines which focus on local events are available to area residents. Sports-cene, an in-depth sports magazine, is published monthly and is distributed throughout Eugene at a cover price of 60 cents. Lane County Living is a bimonthly publication which sells for \$2 per copy.


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