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Get Responsibility Fast

Summertime fun for rent

The halcyon days of summer finally have arrived in Eugene. And for students who refuse to be just students this term, the area has facilities for almost every kind of summer fun.

There are rivers for rafting, hills for hiking, sidewalks for skating, and bike paths for biking.

And if lack of equipment is a problem, look no further. The Emerald has discovered plenty of places around town willing to rent equipment for an hour, a day or for several weeks.

No one knows better than the Eugenean that the most practical and perhaps most fun way to get from one place to another is by bicycle. There are two bicycle shops in town that loan wheels.

Cycle Works at 663 E. 13th Ave. has a few "beater" bicycles that they rent out as commuter bikes for \$3.50 a day. Hourly rates can be negotiated.

Pedal Power at the corner of 6th Avenue and High Street has a larger variety of bicycles, and rates for most bicycles are \$2 per hour, \$7 a day and \$3 overnight. Pedal Power also rents touring gear including helmets, handlebar bags and panniers for 10 cents per hour. Call 687-1775 for more information.

For those who would rather get there on skates, United Skates at 1283 Lincoln St. can set anyone up for an afternoon or overnight. The cost is \$1.50 an hour or \$4 for 24 hours. They'll also rent equipment such as knee and arm pads for 25 cents an hour.

For those rare scorching-hot days when only an afternoon on or in the water will bring relief, several places rent equipment for various water

sports.

Waterworks Canoe Co., located on the Millrace next to B.J. Kelly's, rents out both canoes and kayaks. The \$2.50 per hour rate, which includes paddles and life jackets, applies only to use on the Millrace. The cost of taking canoes out for river use is \$14 a day, including paddles and jackets. Extra gear can be rented for 75 cents a day. Call 686-4386 or 686-3711 for information or reservations.

River Runner Supply, located on Alton Baker Canal, also rents canoes for \$3.25 an hour.

Rivers West at 111 W. 29th Ave. offers the largest variety of river gear. The store rents rafts from 10 feet to 15 feet long that range in price from \$25 per day to \$50 per day. Both paddle and oar rafts are available.

Rivers West also rents three types of kayaks, including inflatable ones that rent for \$18 and \$22 per day, touring kayaks that rent for \$15 per day, and amateur kayaks for \$15 per day. Canoes rent for \$20 per day. For information and reservations call 686-0798.

At least two shops in Eugene will accommodate the avid or novice water skier. Anderson's Sporting Goods, in the downtown mall, rents water skis for \$10 per day.

Ullr Ski Shop at 1011 Valley River Way also rents water skis for \$10 per day or \$15 for a weekend, and they rent hydrosleds for \$15 per day.

By Diana Elliott

KWAX: a listener's alternative

Broadcasting daily from the top floor of Villard Hall since 1951, KWAX, the University's radio station, offers students and residents alike a listening alternative.

"Our goal is to serve our au-

dience by providing high quality, fine-arts programming," says Cathy Gilbert, general manager of KWAX. "A secondary purpose is to serve as a training experience for students."

Originating as a student-operated station broadcasting only to the campus area, KWAX has proven itself to be a permanent and expanding presence in the southern Willamette Valley.

"We've grown in our 33 years on the air," Gilbert says. "We now broadcast at 20,000 watts and cover a 60-mile radius."

Licensed by the Oregon State Board of Higher Education, KWAX received 22 percent of its \$205,000 1984 budget from federal funds, while state funds account for an additional 30 percent.

Relying heavily on financial support from listeners, KWAX has a specific audience.

Arbitron, an independent industry rating service, has found that KWAX captures 9.3 percent of the radio listeners in its broadcast area, whereas public radio in general appeals to only 1 to 3 percent. This figure means 20,000 people tune into KWAX each week.

Gilbert attributes KWAX's high listenership percentage to the composition of Eugene's population.

"As with public radio in general, our listeners tend to be educated, upscale professionals aged between 25 to 49 years," Gilbert says.

KLCC, the second of the three public radio stations in town, draws a different, yet related, crowd.

"KLCC tends to attract slightly younger listeners because of their jazz programming," Gilbert adds. "Thus they tend to be the university-student population whereas we, playing classical, tend to attract the university-academic population."

Thomas DuVal, program director for KWAX, feels that listeners generally tune into a station for its format.

"Our listeners tune in for the classical music programming, National Public Radio's 'The Morning Edition' and 'All Things Considered' and because there are no commercials," DuVal says.

By Mike Duncan

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