

Coos Bay may get KWAX, classical music in demand

By Sarah Kitchen
Of the Emerald

The University's 35-year-old public radio station, KWAX, may open a new station in Coos Bay to meet listener demand.

The plan to open a new station in Coos County was based in part on a desire to improve service to KWAX listeners in that area and respond to an unmet need, said Paul Bjornstad, general manager of KWAX.

"Currently there is no public radio station serving the Coos County communities other than a 10-watt relay, rebroadcast from Ashland's KSOR," Bjornstad said.

Residents in the Coos Bay area are unable to receive the stereo broadcast of KWAX, and could barely receive the broadcast in mono.

If approved by the Federal Communications Commission, the new Coos Bay station would broadcast a 24-hour, all-classical music simulcast from KWAX-FM in Eugene at 10,000 watts on 90.5 FM.

Initially, all programming would be rebroadcast from the University's station.

Many residents of Coos County have written to KWAX asking them to either install a translator or build a station in the area, and some sent donations, Bjornstad said.

If the application filed by the University Foundation with the FCC goes smoothly, construction for the station should begin in June, and operation should



Photo by Shu-Shing Chen

Richard Sainte-Middleton, the program operations manager at the University based KWAX classical music station, displays some of the music that may soon be heard in Coos County.

begin in September or October, Bjornstad said.

Approval of the application depends on the absence of technical errors and an FCC determination that the new station will not interfere with other stations in the area. After the application is filed there will be a 30-day waiting period, during which the public is given an opportunity to file any opposition to the proposed station. Applications usually take 45-60

days after the waiting period to be granted.

The start-up cost for the new station is estimated at \$45,000 and the annual operating cost is estimated to be \$20,000, Bjornstad said. The station will be paid for by a combination of KWAX operating funds, private donations, and a federal grant, he said.

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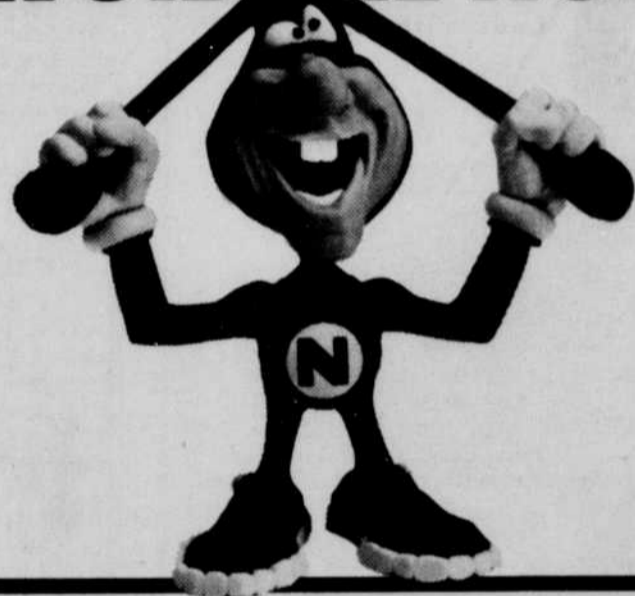


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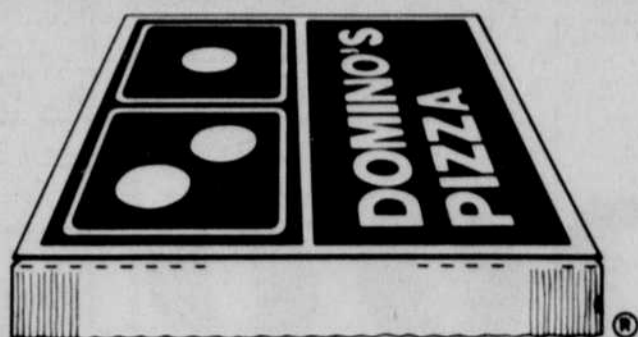
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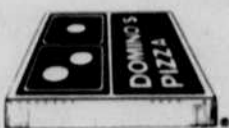
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