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Radio station plans to bridge music span

By Jolayne Houtz
 Of the Emerald

A new FM radio station made its debut in Eugene Monday, and although its owners know it won't be easy to carve their own niche in the market, they believe the format will attract a wide variety of people to the station.

KMGE-FM, at 94.5 on the FM dial, will play adult music from the 1960s through the 1980s, said station president John Tilson.

While Tilson has owned two other stations, including top-rated K103 in Portland, he still feels "a little fear and trepidation" about his newest venture.

But it didn't take much to encourage Tilson to buy the station. After a call from a broadcasting broker about a month ago informing him that the station was vacant, Tilson bought the station for \$950,000 two days later.

KBMC, which formerly broadcast Christian programming from the station, moved to KORE-AM.

"I've never known anybody who lived (in Eugene) who didn't like it," Tilson said. But Tilson and his partner, Robert Oxarart, both of Portland, are going into their new business with their eyes open.

"We know it won't be easy, but at least we know what the

problems are beforehand," Tilson said. "Eugene may be down, but it's not out."

The station will be outfitted with all new equipment which will allow disc jockeys to play much of their music from compact discs.

"We're trying to deal with the person who wants some span" of music, Tilson said. Many college students have rediscovered some older music, and he believes the format will attract people from 20 to 40 years of age.

Tilson's stations in Fresno, Calif., and in Portland moved to the number one spot in the market within a year of starting operations, he said. With six major FM stations and two major AM stations in the Eugene area, Tilson believes a radio station must have a format different enough to attract attention.

"There's a critical point at which stations start to double up... in terms of format," he said. KMGE will have a format covering a variety of time periods and a variety of tempos, including ballads, light music and soft rock.

An all-new staff of about 15 people recently was hired, including Lee Gordon, a popular local disc jockey formerly with KPNW-AM, who will host the morning show.

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Care

Continued from Page 1

what the needs are," Munyen said.

As a result, single parents are the group that really suffer, he said.

"When they are juggling so much, how can they adequately represent themselves? There needs to be a lobbying group for parents; we need to be heard," Munyen said.

The ASUO will sponsor a public meeting on child care on Thursday, Jan. 22 in the EMU Forum Room.

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