



Photo by Derrel Hewitt

Eugene's newest TV station, brought to you by, from left, General Manager John Mielke, Music Director Barry Corkery and VJ Bob Bosche.

Stereo TV nails local music taste

By Aaron Knox
Of the Emerald

Stereo television with a strong emphasis on music videos, hosted by area radio personalities, and running initially without commercials, is now available in Eugene.

New television station KLSR, on UHF channel 25, went on the air June 12, and hopes to capture a large audience by responding directly to the demands of the local population, according to station General Manager John Mielke.

Those demands, as reflected in a thorough market survey conducted more than 18 months and including 10,000 interviews, led to the current programming on KLSR, and will continue to affect it in the future, Mielke said.

"We are wide open to community input," Mielke said. "We are trying to do this for the Eugene/Springfield audience specifically," he added.

Mielke describes the station's programming as a lifestyle format. "That lifestyle is the lifestyle of Eugene," Mielke said. "Eugene prides itself on being a little different, and the concept of a local music television station is different. There aren't many of them around now, but we expect this to be the radio of the '90s," he said.

Music Director Barry Corkery, who also serves as early afternoon video jockey (VJ), balks at comparisons to other music video-dominated stations. "We realize that there is quite a bit to choose from in music programming, with MTV, VH-1, and some of the others," Corkery admitted. "But how many of them show weekend movies, Flash Gordon serials, and news

on the hour?" he asked.

KLSR's programming may seem disorganized at first glance, but Corkery said this is because of a "day-plotted" schedule, another result of the market demographics.

"Our morning shift is pretty light, in the afternoon we move to a more Top-40 type of music, and we get heavier in the evening. We get more progressive as the day progresses," Corkery said.

Day-plotting also allows KLSR to incorporate some programming for smaller audiences in the area. The station currently includes a country and western show on the weekend, a big band program on Sundays, and an early afternoon game show in its lineup.

Mielke also takes pride in the fact KLSR is the first station in the area to broadcast in stereo. One of the station's slogans calls it "music for the eyes and ears," and Mielke emphasizes the radio comparison by using local radio station DJs from KZEL, KUGN, KSND, and KEED as VJs, and he refers to the station as "radio with pictures."

"Once we made the decision to go with a music video format the decision to broadcast in stereo was an easy one," Mielke said, noting that the start-up costs of monaural and stereo broadcast equipment are about the same. "It is when you have to change over that the costs are prohibitive," he said.

KLSR broadcasts its 113,500-watt signal in a northerly direction from its tower on Blanton Heights, and Mielke reported getting calls from as far away as Beaverton acknowledging reception of the station. But

he said the signal has a consistent range to about 5 miles north of Corvallis.

There are, however, pockets of poor reception to the south of the tower, and Mielke admits gaining access on TCI Cable is a priority. "We have approached (TCI) about it, and we would love for them to carry us, but they don't have to. We are basically going to have to prove ourselves first, but I think people are getting to know who and

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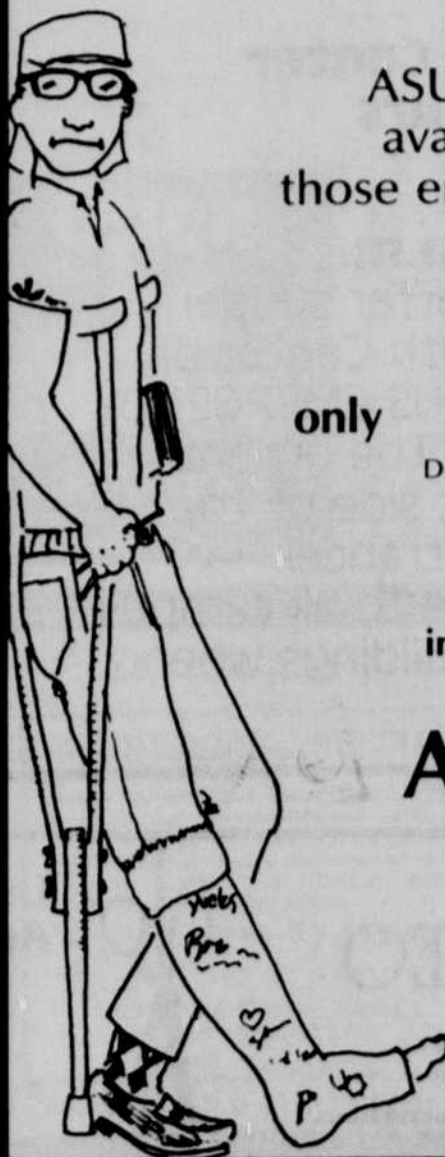
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