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University radio awaits permit

By Chester Allen
Emerald Reporter

After a three-year wait, KWVA, the University's student-run radio station, is playing music for listeners — but only on the EMU's stereo system.

KWVA is poised to begin broadcasting to all of the University and Eugene, but the Federal Communication Commission's lengthy licensing process is muzzling the station, KWVA officials said.

Mike Lovelady, KWVA programming director, said the station has met all of the FCC's requirements and must wait for final approval of the station's permit to install its transmission system.

KWVA expected to get the permit early this month, but the FCC now estimates the station will receive final approval in mid-March. Once the permit is approved, the station is allowed to begin broadcasting.

The FCC has a backlog of new radio station applications, and each application takes several days to process, which has caused the latest delay in KWVA's final approval, Lovelady said.

"It was a really crushing blow to us when the FCC moved our application back last month," Lovelady said. "We planned to be on the air in February, but all things considered, we'll be broadcasting sometime during spring term."

KWVA has been trying to get on the air since the 1989-90 school year, when students voted to establish a student-run radio station. During the past three years, KWVA has spent \$106,809 of student money to get the station on the air.

KWVA has had its problems getting a broadcast license, but the station's application isn't taking any longer than most other stations, said KWVA board member Michael O'Leary.

"Even with all the FCC delays, other stations tell us we're ahead of the game," O'Leary said. "They said getting a license in under five years is miraculous."

However, Larry Stuker of the FCC's Portland Operations Bureau said most new radio stations get their broadcast license in about two years.

KSHL, a new station in Gleneden Beach, got its license two years after it began the application process, Stuker said.

Comparing the licensing process between commercial and college radio stations is often unfair because most college radio stations have a high turnover of staff, which hinders the licensing process, Stuker said.

"The new people have to become acquainted with all of the requirements, which are stringent

and complicated," Stuker said.

Officials at Eugene radio stations said weaving through the FCC's maze of regulations and requirements is a rigorous, time-consuming process.

Paul Bjornstad, general manager of KWAX, the University's classical music station, said KWVA's decision to move its antenna from a commercial broadcast tower to the roof of Prince Lucien Campbell Hall on campus slowed the licensing process.

KWVA moved the antenna because they could not afford to pay \$750 a month for a spot on the commercial tower, Bjornstad said.

'Even for the experienced, dealing with the FCC can be a bureaucratic nightmare.'

— Ken Martin,
KZEL programming director

Filing the new application added about 18 months to KWVA's processing time, Bjornstad said.

"They've done a good job and got it through pretty quick, but starting over with the FCC takes a lot of time," Bjornstad said.

Ken Martin, program director for KZEL, said

the FCC is responsible for all the radio and television broadcast stations in the country, which adds up to a lot of paperwork.

"You have to deal with a lot of red tape," Martin said. "Even for the experienced, dealing with the FCC can be a bureaucratic nightmare."

Although getting KWVA's license has been a long, hard struggle, Lovelady and O'Leary said they've enjoyed teaching themselves how to start up a radio station.

"Rather than letting someone else do this for us, we've done it ourselves," O'Leary said. "We've stumbled, taken the next step forward, and stumbled again, but we've created a radio station."

Lovelady said the closed circuit broadcasts in the EMU has helped the KWVA staff get used to programming a radio show and dealing with record companies.

During the past three months, record companies have sent KWVA about 500 compact discs, increasing the station's music library to about 1,100 compact discs and records, Lovelady said.

Now he just wants to begin broadcasting.

"When our permit arrives, everybody will hear about it," Lovelady said. "Not just in the EMU, but loud and clear over the air."

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