

KRVM

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"It's a great experience," Clark said. "It's the only station I know where an average joe can come off the street and be put on the air."

Students like Clark, as well as a number of adult volunteers, will no longer have the chance to take advantage of this vocational education station if 1990's Ballot Measure 5 force it off the air. The school district has been forced to cut expenditures for most of the KRVM programs.

The 47-year-old station, which operates out of Churchill High Schools and Sheldon, must now become self-supportive. About 78 percent of the station's \$163,000 general operating budget was previously supported by the school district's general fund, said Kathryn Dysart, school district spokeswoman.

Tuesday, JED Broadcasting, owner of the KAVE radio station, offered hope to the suffering station. KRVM, 91.9 FM, and JED Broadcasting entered a school-business partnership that will put the eclectic KAVE music back on the air and hopefully save the station.

As well as donating the use of their 2,500 compact disc library to KRVM, JED Broadcasting will provide the station with program consulting and volunteer training. Starting May 10, KRVM, which is currently an adult contemporary music station, will play the donated KAVE music weekdays from 6 a.m. to 7 p.m.

The change will hopefully bring more support to the station. As a public station, it cannot advertise, so school officials hope to increase financial support from listeners and underwriting.

Carl Sundberg, KRVM general manager, said students are excited about the switch and presented a similar idea to him before

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— Kyle Clark,
KRVM student DJ

they realized the deal was taking place. The partnership with JED Broadcasting, he said, will not change the amount of student input at the station and a number of student and volunteer programs will stay intact.

"We need to find new, creative ways to develop support," Sundberg said. "I'm absolutely convinced that this is a very noble thing we're trying to do."

Jim Jones, a senior at Sheldon High, said the change will increase student interest in the radio station because a large number of students do not like the music that is currently played. About 10 students quit the station last year when it switched from an alternative rock to an adult contemporary format, he said.

"The reason why they left is because they didn't want to play the music they didn't like," Jones said.

KRVM's partnership with JED Broadcasting, however, does not promise the station's survival. And like Jones, Clark would be upset if the station was forced off the air.

"It's more important than football or baseball," he said. "In radio, everyone gets a chance."



Photo by Randy Theisen

Carl Sandberg, general manager of KRVM, talks with student disc jockey Matt Burnett about Measure 5 cuts.

KAVE

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"Through our own personal meetings with Jordan, it is our contention that he is not interested in selling the station," a spokeswoman said. "Although, of course, it is Jordan's prerogative to do what he wants with his station, we're disappointed and frustrated that he has reneged on his promise to sell the station — music library included — if we found a buyer."

Seaman said the decision to enter the partnership with KRVM was made after he met individually with the prospective buyer. Because of the financial crisis created by 1990's Ballot Measure 5, KRVM was on a limited time frame and needed a commitment, he said.

The potential buyer told Seaman he was interested in purchasing the station but wasn't able to actually commit to a deal. Seaman said he informed the buyer of KRVM's predicament, but the buyer was still unable to make an offer.

"I feel like I lived up to any commitment I made to Friends of the KAVE," Seaman said. "We were

very good to everyone who worked at the KAVE, and I'm upset that this is ending this way."

Despite the Friends of the KAVE's claim that they did not have enough financial information to meet original deadlines, Seaman said he had contacted the buyer long before the absolute deadline and offered to give him information.

"I'm sorry that it wasn't able to work out for every single person, but I'm disappointed with the Friends of the KAVE's reaction," he said. "I just feel good that the music is back on the air."

The school-business partnership brought an end to Friends of the KAVE, but the group says it will be back in one form or another because of its love for music.

Once the group has cleared its administrative expenses, it will return large donations to contributors and donate the remainder of the money raised to Women Space, a non-profit organization that provides shelter and support services for battered women and children.

"We are not at issue with KRVM," a spokeswoman said. "We wish KRVM the best in their attempt to survive."

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