



Deliver a **KNOCKOUT...**  
...without throwing a punch!

**GOLDWORKS**  
JEWELRY DESIGN STUDIO

Blue Sapphire in 14 K Gold  
"Moon Over Triangle Lake"

431 W. 13th, Suite 2 • 343-2298



is open seven days a week serving delicious **NEW YORK PIZZA** by the **SLICE** or by the **WHOLE PIZZA PIE**. Choice of regular crust or deep-dish Sicilian.

Eat here or take out.

Open 11:30am-Midnight Mon.-Sat.  
3:30pm-Midnight Sun.

**SY's**  
**NEW YORK PIZZA**  
1211 ALDER ON CAMPUS • 686-9598



The young campus radio station, KWVA (88.1 FM), has big plans for the future.

## KWVA trying new things on radio

By Jeff Knaysi  
For The Oregon Daily Emerald

You are listening to the radio and cannot believe what you are hearing.

Bachman Turner Overdrive is playing "Taking Care of Business" for the third time that day on KZEL. Storm Kennedy is selling cars and light rock, less talk. There are zany deejays and screeching devil music

on ZROCK.

You've had just about enough, and you reach for the radio to choke off the market-tested trash when the dial slips and suddenly you're on KWVA (88.1 FM), and you like it.

That's right. For anybody who lives in Eugene this summer, knowing about the student-run campus station is an essential element of being hip. Although

many listeners believe the station is new (its first day on the air was May 27), those involved in the process of getting it off the ground will tell anyone with ears how wrong they are.

In fact, the history of KWVA spans over four years, back to 1989 when students who wanted to start up a new radio station approached the ASUO to place a measure on the ballot. Students eventually voted to fund the station, and immediately problems started.

The first major ordeal was getting a board of directors, such as a general manager, program director, etc. It didn't help that the KWVA office kept getting moved from one dirty, claustrophobic location to another, including, some swear, a broom closet.

The office finally moved to the mezzanine level of the EMU in 1991, and it is about the size and character of a men's restroom, which is a step up.

But the biggest problem was not raw sewage seeping through the wall, but the Federal Communication Commission, which simply ignored the station. Allyssa Jensen and Chandra Foote, both University seniors and KWVA general manager and assistant general manager, respectively, said this is because theirs is a non-commercial endeavor. It is well known in the radio world that commercial radio always gets preferential treatment by the FCC, taking only an average of two years to get a license.

Foote and Jensen attribute this to commercial stations having the money to be able to hire lawyers and lobbyists to apply pressure on the licensing process. While KWVA could not afford to do this, they did find allies in Rep. Peter DeFazio, D-Oregon, and Sen. Bob Packwood, R-Oregon, who they believe helped lobby the FCC.

The grinding process of getting a license, and the accompanying \$100,000 spent to start the station up, appears to have paid off. KWVA has received much positive feedback from the community this summer, and the



1888 Franklin Blvd.  
(next to 7-11 on Villard)  
344-2691

OPEN 10am to 11pm Daily

**50,000 MOVIES**

**NOT!**

But we do have DEALS: 20 movies for 30 bucks ☆ \$1 Top 25 ☆ \$1 Silver Star of the Month ☆ 99¢ Mon. & Tues. ☆ \$1 Family Movies ☆ Pre-viewed movies \$7.95 & up ☆ Free Movie Memorabilia ☆ Lots of Great Flicks ☆ Coupons like the one over there ☆ Wolff System Tanning \$2/session with package ☆

★★★★★★★★★★★★



**2 for 1**

VIDEO RENTAL  
of equal or lesser value  
we accept all video coupons  
not valid with any other offers

1888 Franklin Blvd.  
(next to 7-Eleven on Villard)

Open 10am to 11pm  
☆ 344-2691 ☆  
CCE - Est. 1978

★★★★★★★★★★★★



**THE GRAPEVINE**

Wine Bar & Cafe

- ☛ Serving Lunch and Dinner 7 Days a Week
- ☛ Breakfast and Brunch Saturday and Sunday
- ☛ Mediterranean and West Coast Cuisine
- ☛ Fine Wines by the Glass, 1/2 Glass and Taste
- ☛ Tapas and Other Regional Appetizers
- ☛ Gourmet Desserts
- ☛ FREE Wine Tastings Each Saturday 2:30 - 5:30

15% discount for UO students, faculty, and staff with valid UO I.D. through September

30 East Broadway (on the mall) • 686-5622