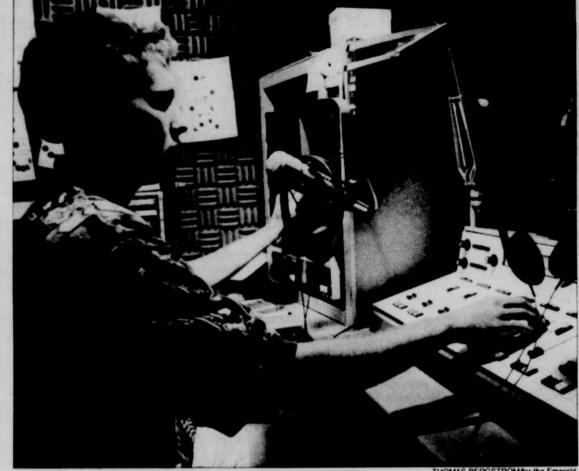




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The young campus radio station, KWVA (88.1 FM), has big plans for the future.

KWVA trying new things on radio

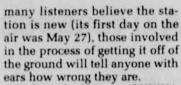
By Jeff Knaysi

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



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





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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

Turn to KWVA, Page 25C