

WUNDERLAND 5th STREET PUBLIC MARKET
5¢ VIDEO GAMES 683-8464
VIDEO ADVENTURE
 VALLEY RIVER PLAZA
 1511 Valley River Way • 344-2522

Commercial radio goes on the defensive

By Daniel West
Oregon Daily Emerald

"I'm not attacking KWVA or non-commercial radio. I feel that all radio has its place. I think that the other side needs to be heard," said Neil Olsson, general manager of KDUK 104.7.

Olsson wants to demonstrate that his radio station is very involved with the students at the University. KDUK offers an internship program that gives students interested in the broadcast medium a chance to learn more in the field.

Currently, it has three University students who volunteer, and the radio station has directly hired some of its interns in the past.

The music director for the radio station, Mark Radway, is a journalism student at the University. Olsson said he has lectured at Lane Community College and will be speaking at the journalism school soon.

In explaining KDUK's format change, Olsson said, "The market had no contemporary hit radio top 40s. No one was serving this niche. So we changed the format."

"The target is youthful. The market buzz word is Generation X. We're here to play good music. That's what we're all about," Olsson said.

Olsson said Radway and Greg Adams are

responsible for the music lineup. They compile research of other radio stations and stay in tune with the entertainment industry to keep up with trends in music.

KDUK is ranked fourth in the market for listeners age 12 and older. It had a 110 percent increase in audience during 11 months, and the station reaches 100,000 listeners per week.

Olsson said the station is heavily involved in the community. It has participated in activities to benefit Food for Lane County, United Way, Century Council and many other charitable organizations.

KDUK was active in establishing Voltage, a teen dance club that offers an alcohol- and drug-free environment. The club has tight security that patrols inside and outside the club. If someone is suspected of using any illegal substance, they're asked to leave.

"We have a social responsibility to do whatever we can to aid the community with good positive messages," Olsson said. "It's absurd, with all these things in mind, that we're not in tune with students. We're in touch."

Although KDUK is in touch with the students, it's also a commercial station that does a lot of advertising and promotion. Some students are concerned that KDUK's motives are more financial than they are concerned

with entertainment.

"We're a business, and any business is into making a profit. But we're not a money-making machine. Radio stations are expensive to run. We have much higher overhead than non-commercial stations," Olsson said.

Olsson also said advertising was an important form of communication. It was the best way to find out about the sales and promotion in the community. He said this wasn't much different than most non-commercial radio stations, which perform on sponsorship or underwriting.

"I think there's a difference between advertising and sponsoring, but I don't believe there's a finite line as they would like to believe," Olsson said.

Although Olsson said commercial and non-commercial radio are more similar than some people would realize, he wants to reassure everyone that they both serve different purposes while targeting the same audience.

"I encourage community radio. It's another way of listening. But, we're a professional radio station. We play the latest, newest and hottest in top 40s music. There isn't a contest, but we compete for the same listeners I'm not responding to KWVA directly. KWVA is a good learning vehicle," Olsson said.

Golf All Day For \$6
 Student rate only with current UO I.D.
 Bring this ad in for 1/2 price club rental through Feb. 28, 1994
OAKWAY GOLF COURSE
 NIKE PING
 2000 Cal Young Rd.
 484-1927

Friday Feb. 4th
Two separate shows!
 7:30pm
Peter Oschrasco \$5
 10:00pm
The Blabines \$5
Saturday Feb. 5th \$5
A benefit for the JSCEE featuring male and female impersonators
 8:00pm
Sunday Feb. 6th FREE
Laura Kemp
Peter Wilde
The Mad Farmers
 Must be 21 or over
 136 E. 11th
 342-3358
 Music starts at 10 pm. \$1.00 per Seat

LPG
 On Campus Desktop Publishing and Darkroom Services
 Call 346-4381
 or come by Rm. 300 EMU
 Open 8:00 to 5:00 Monday-Friday

Illusions
 1311 Lincoln
 Willamette Towers Building
 345-1810

CINEMA
 Continued from Page 5
 Enter Harvey Keitel, another settler who spirits away Hunter's precious piano to his rustic cabin abode. He then tells her that she can earn the instrument back in return for sexual favors.
 The developing relationship between Hunter and Keitel is brilliantly portrayed, and the overall result is both stunning and terrifying.
 The acting is of the highest quality, and each character seems perfectly cast.
 This is an ideal psychological exploratory film, and the meaning is multifaceted and likely to stay with the viewer long after the credits roll.
 Campion's ability as a director is clearly apparent as the cinematography and musical score add to the film's vivid imagery.
 All in all, *The Piano* is a beautiful film, and if you get out to the cinema even once this week, make this film a priority.

ASTROGRAPH
 Wednesdays
 In the Emerald

NEWS
 Continued from Page 5
 noon Thursday. Upshaw is happy with the ability of this term's news team to gather news and meet the deadline.
 "I am really pleased and proud of them," he said. "They don't need to be led."
 In addition to Upshaw's expertise, there is the knowledge of the three graduate teaching fellows - Thor Wasbotten, Bill Kunz and Henry Tan. Wasbotten was employed with the CBS affiliate in Portland, and Kunz was an ABC sports producer before coming to the University.
 Both Wasbotten and Kunz help with the production of *UO News*. Tan works in the field with reporters. Wasbotten, a graduate of the University of Southern California, decided to return to school after his stint with CBS because he wanted to teach.
 "I love this," Wasbotten said. "I'd rather do this for a living."
 Wasbotten is rewarded by the progress the students make. "I love the way the students go from not knowing anything about live television news to producing a live news cast."
 Last week's broadcast, which included stories about the new family housing complex on 18th Avenue and Agate Street, and the Tonya Harding case, was anchored by Jose Romero and Robert Stevens.
 The two volunteered to anchor the broadcast in class. Each week the members of the class switch jobs on the news cast. The week before last Stevens directed the broadcast and Romero worked in the field.



Paul Villagran, UO News Director, nervously barks commands to the rest of the crew in the control room.

UO NEWS
 WHEN: Fridays at Noon
 WHERE: Cable channel 12
 On Monday the two started planning the broadcast and assigning stories. After assignments are made, crews have a week to put a package together. This is quite an adjustment from the two weeks they were allowed in the prerequisite course.
 Romero is most impressed by the working relationship he has with his colleagues. "We all need each other," he said.
 "You are always wondering how things will get done," Romero said, expressing his biggest concern about the broadcast.
 "They do always seem to get done, though," he said. "That's the team atmosphere we've got going."
 Stevens, who was a little reluctant to go in front of the camera, agrees.
 "If you get your work done,

and someone else only has half their work done you go and help them finish their work," Stevens said. "Kelly Sisson was a big help with our show. I think she did 3 packages this week."
 Stevens prefers to work behind the scenes in the control room, and he will get his chance more often as the class progresses because of the format.
 "My place is in the control room, and that's what I want to focus on," he said.
 The television news business is not always conducive to what one wants to focus on.
 "You have to be ready for surprises, and you have to be ready to readjust," Stevens said.
 At the conclusion of each show the news team along with Upshaw, the GTFs and Jim Lacock (the equipment manager and engineer), get together for an evaluation of the show. Upshaw praises and criticizes the student's work.

Haircuts... \$8
 reg. \$15
 with shampoo & conditioner
Perms... \$29⁹⁵
 Loop rods & spirals **\$39⁹⁵**
 reg. \$50-65 w/ conditioners, cut & style. Longer, color treated hair slightly more.
 Coupon good with Janeen and Kerri.
 Staff: Gloria Baker, Sheila Ball, Barbara Bowman, Janeen Steel, Kerri Writers & Marla Woods.
 Good Through March 4, 1994.

WOW HALL All Ages Welcome
 8th & Lincoln • 687-2746
 Saturday **Caliente Hot Latin Salsa**
 Sunday **Bob Marley Birthday Party**
 Reggae with **Boom Shaka, Unshakable Race**
 Ad Support by Dwyer Simpson Attorneys

HOUSE RECORDS
 1316 AVENUE LUMINA
 BUY • SELL • NEW & USED COLLECTIBLES
 240-2400