

Radio: Beatles, news, sports, death metal and children's shows

■ Continued from Page 1

card the station had to offer — programming that no commercial station could afford to play.

Things are better now, Pierson said. Since their first day on the air on May 27, 1993, everybody involved with the station has become comfortable with its niche in the market and, most importantly, has learned how to consistently produce quality programming.

Their schedule is now as diverse as any other station's in town. The morning and afternoon hours are "mixed" time, which offer music from a combination of caller requests, a set rotation and DJ's choice. The exact ratio of the three is often varied, even though rotation is supposed to be played half the time.

"We've got DJs on two weeks that are far more trustworthy than ones who have been on for two years," Pierson said.

The evenings and weekends give listeners a broad array of specialty shows, not all of which were present when the station was originated. A Beatles hour, news program, sports talk show, death metal, and children's show are just a few of the programs offered. Gil Hanson, programming director, said the schedule is

highly subject to change.

"That's one of the joys of college radio," Hanson said. "It's a very fluid schedule."

'A radio sandbox'

It's 8 p.m., and Scott Drew, co-music director, and Hanson are lounging in the front lobby. The surrounding walls of the station, which is made up of four rooms, are covered with posters of bands. Drew said every record label from Columbia to Sub Pop has been mailing the station CDs and other promotional gimmicks increasingly since they've been on the air. He shows off the highlights, including some 3-D glasses and a bag of rabbit feces from an outfit called Shinola Records.

"They send us some pretty crazy stuff," Drew said.

As the music plays in the studio next door, Hanson and Drew recline in the front lobby, the biggest room in the station, containing the main desk and "social" couch. A fairly recent-model Macintosh computer sits on the desk, one of the only modern devices KWVA possesses. So far, none of their equipment is even digital, but they can't complain,

Hanson said. All student groups would like more money, and the ASUO, which disperses the incidental fees and holds the station's FCC license, has been more than fair, he said.

For all of its eclectic atmosphere, KWVA's goals are clear — even if its target-audience is more than a little vague.

"We just play whatever we want," Hanson said. "In essence, it's a playground."

"A radio sandbox," Drew adds.

Because it's run entirely by students, KWVA has become a training ground for people to learn about the medium and decide if they want to pursue it in the future.

And of course, the station wants to be an outlet for artists and programming that aren't always given a first shot. "That's what we're doing, giving exposure to bands who don't get the opportunities anywhere else," Hanson said.

Hanson said KWVA isn't flashy. It won't catch a listener's ear right away, but those who do tune in become loyal listeners. "We have a real strong allegiance to what we're doing here," he said.

"People don't hear something they rec-

ognize right away, and so they don't turn us back on, which is tragic because we have a lot to offer."

One last time

The beat goes on for Rich Reece. It's 6:25 p.m., and his shift is winding down as he searches through the station's collection of 9,000 albums.

The ceiling shakes as Belly practices upstairs for its concert in the ballroom. Reece pays no notice as he finds the record he wants.

Reece has his last song timed perfectly so he won't go over his time at all. "The timing's going to be so right, it makes me feel all tingly inside," he says as he pops in a Fishbone CD. "This doesn't happen very often."

As the last song ends, Reece puts in the taped news broadcast to run for the next half hour. He is the only one left in the studio as he walks out. He has been in and out of the studio since 9 a.m.

"I'm going to go get some food and have a smoke," he says with relief.

Inside the locked studio, KWVA plays on.

GO DUCKS!

WUNDERLAND GAMES & MORE WITH NICKELS
 5th STREET PUBLIC MARKET
 5^C VIDEO GAMES
 683-8464
 VIDEO ADVENTURE
 VALLEY RIVER PLAZA
 1011 Valley River Blvd. - 3rd Floor
 683-8464



zippo

Made in U.S.A.
Lifetime Guarantee

The Zippo Lighter is a symbol of functional design and is synonymous with American excellence.

LAZAR'S

• 57 W. Broadway • 957 Willamette •
687-0139

"32 years of Quality Service"

Mercedes • BMW
Volkswagen • Audi



GERMAN AUTO SERVICE, INC.

342-2912 2025 Franklin Blvd. Eugene, Oregon, 97402

Scandal's Lounge
PROUDLY PRESENTS

LT Lynne & The Smoking Sales

Featuring: Suburban Slim

LIVE BLUES/JAZZ

Every Thursday • from 9 pm-1 am

No Cover If You Come Before 9 PM

2222 Centennial Blvd. • 343-4734

SYMANTEC CORPORATION

If you think replacing your computer would be rough, try replacing what's on it.

As costly as computers can be, the most valuable part of your computer isn't its CPU or disk drive. It's the *data* you've been generating — your notes, papers, and research. You can buy a new video card, but you can't buy six weeks to rewrite your final.

So protect your stuff with Symantec software. Symantec utilities safeguard your data, improve performance, protect against viruses, and detect and repair problems. They can even restore data that's been damaged or deleted.

As long as you're protecting your system, protect what's on it. Look for these Symantec products at the Microcomputer Support Center.

Windows / DOS
Norton AntiVirus

Windows / DOS
Norton Utilities

Macintosh
Norton Utilities for Macintosh

Macintosh
Symantec AntiVirus for Macintosh

Windows 95
Norton AntiVirus for Windows 95

Windows 95
Norton Utilities for Windows 95

Windows 95
Norton Navigator for Windows 95

Windows
Norton Desktop for Windows

SYMANTEC.

Microcomputer Support Center

202 Computing Center • Mon-Fri 9-5 • 346-4402
e-mail: mpp@oregon • http://mpp.uoregon.edu

Symantec, the Symantec logo, the Norton Utilities, the Norton AntiVirus and SAM are U.S. registered trademarks of Symantec Corporation. The Norton Utilities for Macintosh, the Norton Desktop for Windows, and the Norton Navigator are trademarks of Symantec Corporation. Other brands and products are trademarks of their respective holders. © 1995 Symantec Corporation. All rights reserved.