

Cable access show expands its Oregon audience

The show's producers are using technology and special effects to highlight segments

By Nicole Kristal
Higher Education Reporter

The inventor of interactive maps. A Baroque trio. A former prisoner of China. These all have appeared on "UO Today," a half-hour interview show featuring members of the campus community. Recently, the cable access show,

which has been on the air for about a year, has increased its audience. It will now air in Ashland, Bend, Medford, Pendleton, Salem and Sunriver.

Rebecca Force, associate producer of the show, said she is pleased with the expansion.

"We're just trying to share this information," Force said. "We're trying to target people who care about this subject."

Force said the show, filmed once a week and produced by the Oregon Humanities Center, helps expose people to different ideas

and research being conducted at the University.

Steven Shankman, director of the Humanities Center, hosts the show.

"At first we wanted to focus on the humanities, but eventually we started to highlight the University," Shankman said.

He said they've had the tennis coach on, as well as interesting people who are not affiliated with the University, such as former Chinese prisoner Harry Wu.

"Part of the mission of the Humanities Center is to get diverse points of view together," Force said.

Force said the show offers more than other interview shows.

"Most interviews are 15 minutes long," Force said. "Ours are 30 minutes, much longer than the mainstream media."

Shankman said he became the host by default.

"Since I'm the director, I fell into it," Shankman said. "At first I found it intimidating to do."

To prepare for interviews, he reads the books written by guests featured on the show.

Shankman said after the interview "UO Today" often broad-

casts a lecture or performance by the person or people interviewed.

In addition to in-depth interviews, "UO Today" has started using technology for dramatic effect and clarity.

During a recent segment on a Baroque trio, the segment morphs from a shot of the trio rehearsing in concert, an effect that Force said she is proud of.

In a segment on interactive computer maps, the maps were displayed clearly and sharply with a direct connection from the computer to television recording equipment.

KWVA: Radio station plans to renew FCC license in the future

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The front office is coated with band photos, stickers, posters and ramblings written on the walls. Pictures range from Johnny Cash to Fugazi.

Once inside the small, foam-coated studio, you are surrounded by walls of CDs. A pair of turntables sits close to the microphones. Chism tries to pry open the boards below the turntables to fix the side that isn't working while playing A Tribe Called Quest.

He casually changes the records and CDs in between attempts to locate the power cord while answering phone calls for listeners. It's all in a night's work for Chism and Moore. Chism already knows what to play next as he sips a Snapple.

The DJs are all volunteers and their shows range from Death Metal and Grind Core to the artist formerly known as Prince and Swing Music. What makes campus radio special is its eclectic array of music, opinions and people.

Chism got involved four years ago by helping his friends on their show. Moore started helping Chism out a year and a half ago. What started out as fun has grown into an avid passion for Chism, who started spending more time and money on music after he started the show. Together they hold a three-hour hip-hop show on Friday nights.

"It's not exactly giving up your Friday night," Moore said. "It's more like a pre-party that spreads the word from 9 to 12."

They mostly play requests and new material that comes in, but try to stick to old-school rap and hip-hop the first hour and more R&B and new music during the second half. Some of Chism's favorites are Ice Cube, the Roots and the Pharcyde. He enjoys the feedback from listeners.

"I play it whether I think it's good or not," explained Chism. "I might not think it's good, but someone else might like it."

KWVA's emphasis is the local community, said General Manager

Ellen Riordan. Most commercial stations connected with larger corporations have programming directors and general managers that come from other parts of the country.

"I don't think most commercial stations care about supporting their communities," Riordan said. "They care about making money—a very rational and real concern. Unfortunately, this concern comes at the expense of the community. KWVA is very committed to the University community and the Eugene-Springfield community, and this is reflected in the diversity of our programming."

KWVA is mostly funded through student fees, and Riordan believes it's important for students to take an interest in what the station is doing.

As the music director, Setzen has more than 100 DJs working at the station, and he gets about five to 10 applications from DJs each day.

"Sometimes DJs do not understand what a time commitment it is to come in at 2 a.m. on Tuesday

night when they have an exam the next day," he said.

But there are rewards for working at the station. Setzen helps run the Hacienda show that highlights British music on Thursday evenings from 10 p.m. to midnight. He enjoys the freedom of playing whatever he wants on air.

"One of the best parts is giving exposure to a lot of bands who would never get played on the radio if college radio never existed," Setzen said.

Riordan sees KWVA as a training station for people. But mistakes will happen on a 24-hour schedule that runs 365 days a year.

"Dead air happens, and commercial radio stations hate it because it means that someone may turn the station," Riordan explained. "KWVA has such loyal listeners that they don't give up all that easily and appreciate our blunders because they're real."

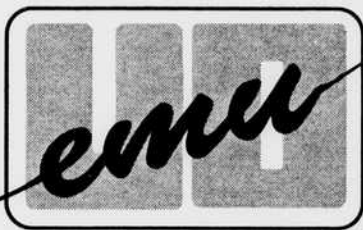
One of the most difficult parts of her job is maintaining good rela-

tions with the University and EMU administrations.

"College radio is run by an eclectic group of people who often don't fit the mold of a traditional student involved in an ASUO-funded group," Riordan said. "Needless to say, administrative folks don't necessarily understand us or our mission. What's most important to me is to deal with all people respectfully regardless of what color hair or how many piercings they have, and I ask others to do the same in return."

Her strategy is paying off and this year KWVA plans to renew their FCC license. That will ensure more years of college radio and opportunities for new DJs to take over the airwaves and play their music.

"It's more of an adventure," Chism said. "It's a start and a good way to get your feet wet. There's a lot of music out there, and we have a lot to offer with a large spectrum. On any given night you'll hear something you like."



EMU News

The EMU Administration would like to welcome back Students, Faculty and Staff. Have a great winter term!

Check out the EMU WEB PAGE <http://darkwing.uoregon.edu/~emumain/>

The EMU Ticket Office

your entertainment connection!

We are a ticket outlet for the Hult Center, Fastixx, Wow Hall, University Theater, LCC Theater, U of O men's basketball, and other area venues.

Come see us or charge by phone 346-4363.

Up Coming events on sale here

FLOATER	1/15	WOW Hall
EUGENE SYMPHONY AND OREGON		
SHAKESPEARE FESTIVAL	1/22	Hult Center
NOMEANSO	1/24	WOW Hall

Ticket Office Hours: 9:30a.m.-7:30p.m. Monday-Friday, 10:00a.m.-4:00p.m.. Saturday, 12:00p.m.-4:00p.m. Sunday

EMU Food Service

Welcome back to Winter Term. We're ready to WARM YOU UP!

Skylight Dining. EMU 3rd Fl. E. Wing	Atrium Cafe. Willamette Hall
Hot Pasta meals and Soup	Burlaps Gourmet Coffee
Holy Cow Vegetarian Foods	
Espresso and Coffee	AAA Hearth Cafe. Lawrence Hall
Concourse Coffee East & West	Burlaps Gourmet Coffee and Espresso
EMU Main Level	
Burlaps Gourmet Coffee and Tazo Teas	The Daily Grind. Knight Library
Oscar Meyer Hot Dogs	Burlaps Gourmet Coffee and Espresso

Craft Center Term Pass

\$6 students & spouses
\$12 faculty, staff & spouses
ceramics • woodworking • drawing • weaving • jewelry • photography • dark room • bike repair • painting • stained glass

EMU Craft Center
lower level EMU
346-4361
<http://darkwing.uoregon.edu/~craftctr>

GREEK LIFE Winter Recruitment is in full swing!

Recruitment is designed to fit the attitudes and lifestyles of all types of college men and women. Recruitment includes a variety of fun and casual activities to give you the opportunity to meet chapter members and become acquainted with the Greek System.

Recruitment is a great way to gain leadership experience, serve your community, and make friends. Come check it out!

Rush registration forms are available in Suite 7 of the EMU (Greek Life Office), or by calling (541)346-1153.

University of Oregon Outdoor Program

January 17th Saturday, 1:00-5:00 PM, Willamette Hall

Waldo Lake is one of the purest known bodies of water on the planet, several orders of magnitude more pristine than its main rivals. Crater Lake, Lake Tahoe, and Lake Baikal. On a sunny day you can peer over 100 feet into clear water. The Waldo Basin is also one of Oregon's most popular summer destinations with thousands of recreationalists flocking to the fragile alpine lake each season. Recently, scientists have sounded the alarm that Waldo's renowned water quality is showing signs of degradation. This conference, cosponsored with the Willamette National Forest, explores such questions as why the lake is unique, how the lake is changing, and what has been done recently to protect the lake. In the coming two years, Waldo Basin Management Plan will be created to address the long-term future management of the lake. This conference invites the public to learn about the current situation and help shape a new relationship with this rare and threatened lake.