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At the **Bronson House Party**
Friday, Mar. 5
9-1
Howe Hall

O'Brien's Pharmacy **SPECIAL** MAR. 10-20 **NeoCitron**

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Fenwick Place is the only residence now receiving CKDU. For Fenwick, which doesn't experience severe power surges, it's a question of going up there every few months and rematching the transmitter to the wiring system, Erskine said.

Nobody has actually said it is impossible to broadcast successfully to Shirreff and Howe by carrier current, and CKDU is eternally working on it, but there are obviously serious problems.

Erskine outlined some alternatives to the carrier current system, including open-air AM transmission limited to a one-mile radius, low-power FM, and a combination of cable and FM provided in conjunction with a commercial cable company.

Student union president John Logan said that an FM-cable hookup could be accomplished "tomorrow" and that Halifax Cable is prepared to go ahead with it.

Apart from these technical difficulties, there are also operational problems and some philosophical rifts among CKDU members.

Pat McManus, CKDU's news director, has some definite ideas about how the station should be run. "We can't say to students we want a minimum \$2 extra to go FM with the promise that once we do it'll get better," he said. "I think we should present proof that there is concern, a conviction to put out a professional product, then we can go FM."

Some members of the station believe there should be more executive control, more training, more quality control on broadcasting and more control of the content of the shows.

Others think programmers should be taught to use the equipment and then given a free hand with content, in a spirit of innovative "alternative" broadcasting.

Due to a lack of training and direction, CKDU has lost a lot of volunteers who showed up at the beginning of the year, McManus said.

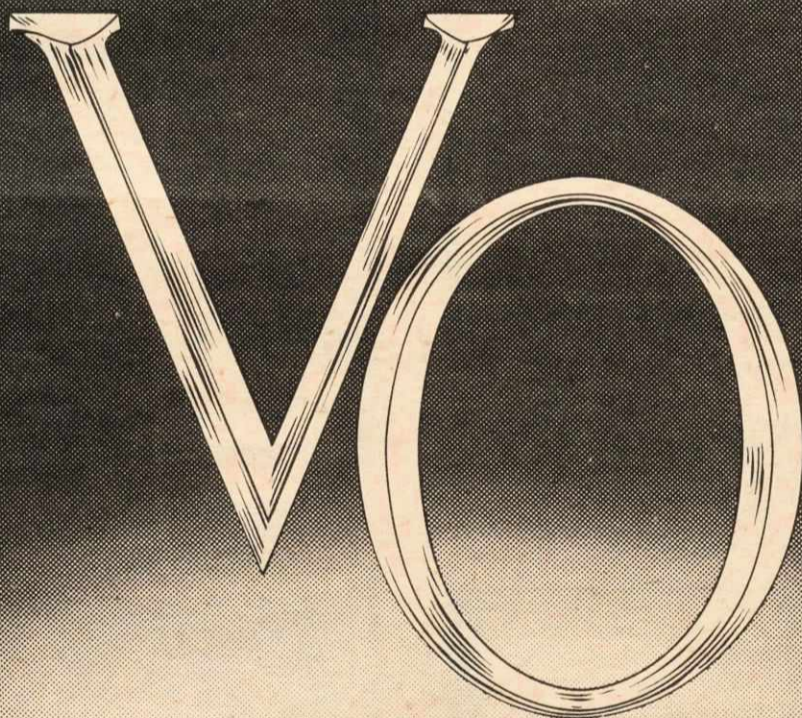
McManus - and others - are looking forward to next year. "People do listen," he said. "We get feedback. I think we can develop a radio station that students will listen to and pay more to go FM."

CKDU is now sorting out its internal differences, and putting down some guidelines for broadcasting. They have instituted a block-programming format in response to listeners wanting to know what will be on when, and have established a play-list of songs they think are popular with Dalhousie students. Three songs on the play-list must be played each hour of normal programming.

"Last year FM was one of our primary thrusts," said records librarian Gisele-Marie Baxter. "This year we're more concerned with organization. There was very tight programming under station manager Michael Wile, who left last year. Much of the old staff left with him, leaving mostly staff who are new to both radio and Dalhousie," she said.

"There is a core of people who are enthusiastic about next year's prospects," Baxter said. "CKDU will be campaigning for students' support. We want out station."

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