



There are a number of countries in the world with an established system of campus radio, but Canada has one of the oldest and largest student broadcast traditions. That doesn't mean there are no critics of student radio. It's still seen as an underground and fringe movement and, as one critic puts it, a public form of verbal gratification for those involved.

However, the music industry sees campus radio in another light. According to a spokesman for Ready Records, a Canadian label promoting bands such as The Spoons and TBA, campus radio is the only way for local bands to break on to the scene.

Speaking at the National Campus and Community Radio Conference last August in Montreal, she said that the music industry is becoming more and more reluctant to give new musicians a break. The costs and risks are just too great unless the companies are almost totally sure a new band will be commercially successful. And, as most new bands strive for a decidedly non-commercial sound, where does that leave them?

Campus radio. Across the country, there are over eighty college and community stations, some broadcasting on the FM band, a few on AM, but most as closed circuit system within particular boundaries. By accepting demo tapes, playlisting them, and promoting and sponsoring new bands in live performances, campus radio stations are the only way much new Canadian music can reach the airwaves.

A glance at the playlists of college stations reinforces this. CITR, UBC's station, consistently devotes about 1/4 of their Top 40 to local acts, and CKLN-FM at Ryerson has

had up to ninety different local bands in their music rotation.

Another valuable result of campus radio is the offering of multi-cultural programming. A number of campus stations are also community stations, drawing a large proportion of their membership from outside the university. These people often plug in to provide diverse programming for ethnic groups and minorities, who are usually not served by commercial radio. CKMS-FM at Waterloo is one example; about a quarter of their schedule is devoted to non-Canadian programming, like Chinese, Arabic, Portuguese and Turkish shows. The same station also provides talk and infor-

## On Campus Radio

mation shows by and for minorities, like their Canadian Indian show and the two-hour long Leaping Lesbians, a show which at one point generated a lot of controversy but now is one of their most listened-to programs.

All campus stations seem to experience the same problems, CHSR included. High personnel turnover and a lack of continuity are endemic to all volunteer organizations, as is a lack of funds. Most campus stations are funded by their student councils, who often don't realize the importance of their radio sta-

tion, and fund them accordingly. The CRTC allows advertising as another source of revenue, but regulations are extremely rigid. As you may have noticed, the commercials on CHSR are much different from normal radio spots, limited by regulation as time sponsorships only. Only one or two campus stations are financially self-sufficient, notably the flagship of Canadian university radio, CKCU Radio Carleton in Ottawa.

Despite these difficulties, campus radio is strong and is growing every year. It's

becoming more and more legitimate in the eyes of both the Canadian public and the music industry, which finally realizes that the new music revolution right now on commercial radio owes its origin to college radio. At large universities, their stations have attained a high profile as providers of true alternative sounds, especially when they sponsor live concert- issue monthly music magazines. The future of campus radio as a training-ground for potential broadcasters and as a powerful entertainment alternative seems secure.

## ALTERNATIVE RECORD CHART

### 1. BIG COUNTRY---THE CROSSING

The most exciting debut of the year. BigCountry is a Scottish band, fronted by Stuart Adamson, formerly of the Skids. Their blend of rock and traditional Scottish music is original, compelling, and powerful. A band to watch for!

### 2. PAYOLA\$---HAMMER ON A DRUM

One of Canada's finest rock bands. After the resounding success of their last album, a clean sweep at the Juno Awards, the Payola\$ return with a collection of songs that are their strongest material yet. Excellent!

### 3. MESSENGER---ROCK YOU HIGH

Another fine Canadian band, making their debut with Rock You High. Authentic reggae at its best!

### 4. CABARET VOLTAIRE---THE CRACKDOWN

Avant-garde electronics from this prolific British group who now have 10 albums to their credit. The Crackdown is the Canadian debut of Cabaret Voltaire. An interesting variation on electropop.

### 5. BAUHAUS---BURNING FROM THE INSIDE

Still a popular choice at CHSR, with the smooth single 'She's in Parties.' A band that will be missed.

### 6. BOYS BRIGADE---BOYS BRIGADE

Canadian music has never sounded so good as it has in 1983. Boys Brigade from Toronto create some exceptional pop material. Accessible without being commercial. Highly recommended.

### 7. PARACHUTE CLUB---PARACHUTE CLUB

The darlings of the Toronto critics. An excellent debut from yet another Canadian band. Jazz-funk-pop-rock that's exciting!

### 8. GRAHAM PARKER---THE REAL MACAW

A certified hit, slowly working its way out of the Top 10. Parker's never let us down.

### 9. YELLO---YOU'VE GOT TO SAY YES TO ANOTHER EXCESS

Some of the most bizarre electronic music we've heard in a while. An excellent sense of humor and perfect timing are what makes this album work. Yello is wonderfully weird.

### 10. JUNGLE JANE & THE BANANAS---DEMO TAPE

From Fredericton, JJ and her Bananas work their way down the charts. Based in Montreal, a new band that's on it's way.

### 11. TALKING HEADS---SPEAKING IN TONGUES

Talking Heads have finally come into their own with a superb collection of songs, ranging from accessible dance stuff to the intelligent musical experiments we've come to expect. A must for music fans!

### 12. JOE JACKSON---MIKES MURDER SOUNDTRACK

Even though the movie has been held back from release, the soundtrack is finally available. Joe Jackson recreates the cosmopolitan sound that was so successful on his Night and Day LP. Even though this is a soundtrack, it also stands on its own as a new Joe Jackson album. Very good!

ACTIVITY

A guide to **CHSR FM**

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