

# CJSR to go FM, but not commercial

by Gunnar Blodgett

CJSR, the U of A campus radio station has made its third proposal for expansion to FM broadcasting.

In the two preceding years CJSR has made two other proposals for the station to switch to FM broadcasting. Both times the proposal was rejected by Students' Council because of the costs involved.

However, "due to repeated cutbacks in subsidies," says SU president Robert Greenhill, "The people at CJSR have been forced to rewrite their budget several times. Their final proposal is far more realistic."

Although CJSR feels that it can accumulate grants and donations to cover the major portion of the costs this is not what has made the SU more receptive.

"What interests the SU is that CJSR no longer plans to expand to commercial, high power FM," says Greenhill. The last proposal indicates the lower costing, non commercial FM as CJSR's objective. Low power FM broadcasting, according to Cummings, should "cost in the area of \$27,000." He is fairly certain that if CJSR receives revenue from RATT bookings and "Friends of CJSR" donations, that "would leave less than \$5,000 of the installation cost for the Students' Union to consider."

Yet SU v.p. finance and administration Roger Merkosky expresses little confidence in CJSR's advertising support.

"Most of their major advertisers are falling through," he said, adding that he thinks "everyone is quite skeptical...CJSR's revenue depends on definite ads," says Merkosky.

Although Merkosky and Greenhill agree that "FM campus radio is a positive item," they have to deal with the possibility of failure. When CJUM, the University of Manitoba's campus FM radio went off the air in disgrace on May 23, 1980, due to financial difficulties, it established a discouraging precedent.

The matter is thus to be handed to the students for the final decision; if the proposal is passed in council, the students will determine through referendum whether they want to take the risk of expanding campus radio.

Steve Cummings, CJSR's director since 1980 thinks that "there are many good reasons why CJSR should attempt to get on the air as soon as possible." He believes that the proposed CJSR-FM Inc will be "a powerful thing for the University to have at its disposal."

People have a jaundiced view of the U of A; one which is reflected in commercial programming. PR can identify people with the U of A...non campus people will develop a better feeling for the University through campus radio," says Cummings.

If CJSR's proposed low power FM expansion is successful, the University could be broadcasting public relations material, "intelligent programming" and "a distinct musical selection" within a five mile radius by June of 1983.

Cummings says that, "Present FM fare is hardly the last word in broadcasting...listeners of CJSR hear music of all kinds which they do not hear elsewhere." As well, "feedback says that CJSR is doing a good job of catering to student tastes, which are more sophisticated than



Photo: Ray Grigore

Can CJSR spin their records onto FM radio? Will council jam their transmissions? Stay tuned.

commercial FM can provide," says Cummings.

Another advantage CJSR-FM can provide is "access to airtime to groups with particular messages," Cummings asserts that "intelligent programming is regrettably seldom heard on any radio," a condition he hopes to change through morning forums

and student editorials.

This format should include live interviews on relevant topics, as he feels that hearing an interview can be more useful than reading one.

Finally, this kind of programming seems to be best suited to FM, for two reasons. First, says Cummings, "there is no such

thing as non-commercial AM."

The CRTC (Canadian Radio and Telecommunication Commission) has always hoped that FM would be a form of innovative radio," explains Cummings. "CJSR has fit into that programming extreme."



## Students' Union Employment Opportunities

### Returning Officer

#### Responsibilities:

- Performance of duties normally required by a Returning Officer (staff recruitment and hiring, poll organization)
- Conduct elections under the "Nominations and Elections Bylaw" (Bylaw 300, or such other elections or referenda as the Students' Council designates)

#### Qualifications:

- Organizational and administrative skills a necessity
- Familiarity with previous Students' Union elections and background of computing knowledge an asset

#### Remuneration:

- \$5.00 per hour

#### Term of Office:

- Immediately to 31 March 1983

### Housing and Transport Commissioner

#### Responsibilities:

- Assist Vice-President (External) with external programmes of the Students' Union
- Investigate Government and University programmes of housing and transportation of concern to students
- Serve as Chairperson of the Housing and Transport Commission of the Students' Union

#### Remuneration:

- \$200 per month, September 1982 to March 1983

#### Term of Office:

- Immediately to 31 March 1983

Deadline for Applications: Thursday, 30 September 1982

For information and/or Applications, please contact the Students' Union Executive Offices, 259 Students' Union Building, phone 432-4236.

## Students' Union Involvement Opportunities

### Discipline, Interpretation and Enforcement Board (D.I.E.) Board

#### Requires:

- 2 Alternate Members

#### Duties:

- Acts as administrative tribunal for S.U. Constitution and Bylaws
- has "court-like" powers
- investigates and tries alleged breaches of discipline
- enforces discipline among Students' Union members
- interprets S.U. Constitution and Bylaws

#### Term of Office:

- Immediately to 31 May 1983

### Eugene L. Brody Funding Board

#### Requires:

- 2 Members-at-Large

#### Duties:

- Determine Students' Union financial donations to various charitable, developmental, or relief projects from the Eugene Brody Fund.

#### Term of Office:

- Immediately to 31 March 1983

### Housing and Transport Commission

#### Requires:

- 1 Student-at-Large Member

#### Duties:

- Make recommendations to Students' Council respecting housing and transport concerns
- Investigate development and zoning plans for the University area

#### Term of Office:

- Immediately to 31 March 1983

### Nominating Committee

#### Requires:

- 1 Student-at-Large Member

#### Duties:

- Selection Commissioners of the S.U.; members of S.U. boards; Directors of S.U. services; Speaker for Students' Council

#### Term of Office:

- Immediately to 31 March 1983