

# chsr ; radio e

By MARIA WAWER

7:30 Monday morning. It's been a rough residence weekend... Through a hazy fog, you decide to forget your morning classes and sink back into oblivion.

Suddenly a brisk commentary breaks through the gentle snoring.

"Good morning! This is CHSR, greeting you on another beautifully foggy Fredericton day. Now for some music to get you out of bed for your 8:30!!"

Dragging yourself up weakly, you gasp, "Who's the damn idiot who forget to turn the squawkbox off?!"

Such small inconveniences notwithstanding, most inhabitants of UNB's residences and Co-op housing systems would probably have to stifle a sob if CHSR were ever to discontinue services. (After all, how much Radio Atlantic can a body take?)

However, the chances of CHSR disappearing are rather slim. The station is growing and new innovations are constantly being tested. Two of the changes being inaugurated this year are a gradual switch-over to AM carrier current broadcastings and limited commercialism.

Doug Bearsto, chief engineer of the station, talked about the AM carrier current system.

"This is an economic, efficient setup. The actual wiring of a building acts as an antenna. It is possible that 3 or 4 buildings can be serviced with one transmitter which costs about \$1,000—however the figures are not as yet definite."

With AM carrier current, the need for speakers in the rooms is eliminated, since ordinary portable or AC radios pick up the programming.

"Hopefully," continued Doug, "We'll have the whole campus on this system within a few years." The Co-ops are starting on AM carrier current in October. However, they are providing their own transmitter.

Each year, about 20% of the 1,500 speakers in use on campus must be repaired. With carrier current, this would become unnecessary. No technical changes within the radio station itself will be needed for the changeover.

Probably the greatest inconvenience brought about by the switch to AM will be the lack of speakers to rip out, punch or throw darts at if programming gets on one's nerves. After all, who wants to stomp on his own radio, even if it is only a four dollar job?

For the first time this year, CHSR will carry commercial advertising. It has been estimated the SRC has spent up to one-fifth of a million dollars on campus radio since its inauguration over ten years ago. Partly due to this reason, the UNB-STU Radio Commission, headed by Bill Akerley, (CHSR Director) had recommended that CHSR become a commercial station.

This proposal was accepted at the second CHSR general meeting in September, and awaits SRC ratification.

Recommendations of this commission include:

- advertising takes up only two minutes of every broadcast hour.
- no commercial content be allowed on Sundays.
- national advertising be sought prior to local.
- SRC business manager to look after finding national advertisers, with 15% of contract fees going to the ad agency involved.

e) A CHSR committee on advertising be set up to handle local ads, with a 10% commission being paid to ad salesmen.

"The commission further recommended CHSR retain complete authority over advertising policy," said Akerley. "Advertisers would have to gear their ads to our programming, or else we couldn't accept them". The decision as to what would be advertised or not would also be taken within the station itself. According to Bill, about half of Canadian campus radio stations are commercial.

Projected yearly revenues from ads is about \$5,000. This money would be accumulated during a year, then allotted to the SRC's of UNB and STU, proportionally to their expenditures on the station.

Wouldn't commercialism hinder CHSR in its choice of programming? Hugh Calder, Business Manager for CHSR noted that the BRUNSWICKAN has run ads for some time, yet does not seem to be constrained by any restrictions imposed by

its commercialism.

Advertising might hold some benefit for students by supplying consumer information about goods available, local sales, etc... It would give station personnel a chance to explore another facet of radio work.

Finally, Bill Akerley pointed out that although not all students benefit from CHSR services, all pay some part of its upkeep. Now, the station can help alleviate some of the financial burden imposed on the UNB and STU Student Councils.

AM broadcasting and commercialism are all very nice, but quite useless if there is no healthy radio station behind it. Akerley was asked what useful functions he feels CHSR is serving.

"According to our constitution, our purpose is to serve and represent the students of the university community in a responsible manner with informative, educational and entertaining radio programs."

"Radio is an immediate media. We provide entertainment which is very important, but also news. Although I feel it is not our aim to raise controversy, if it does arise, being a student operation we must reflect the students' views, we also think there is a need for interviews with noteworthy or controversial people especially if they are conducted by students. All sides should be able to present their views."

Bill went on to say a second very important function of the station is to provide interested people training in radio work. "As many as 40 or 50 per cent of our staff have gone on to some radio work after leaving us."

"Ann Murray got started in radio work on this station. She also made her recording in our studios—something you might be trying to forget!"

Campus radio got started at UNB in 1959. At the time, student radio stations were still a novelty, with only 3 or 4 in existence in Canada. Barry Yoell was an SRC representative to a conference on campus radio at the University of Toronto. He came back with many ideas and the UNB Radio Society was formed.

The first broadcast, on January 1, 1961, was out of Memorial Hall to the House.

Since then, Radio UNB (emerging from the basement of Mem Hall to the third floor of the SUB) became the Canadian campus station to serve the universities—UNB and STU. Conceived

