

CKUW takes to the FM band with a lineup of diverse programs

by Randy Matthes '88

Winnipeg residents tired of listening to radio "ga ga" can start tuning in 95.9 FM. CKUW, The University of Winnipeg's closed circuit voice for alternative expression and music for more than 30 years, recently began sharing its campus/community ethos with all of Winnipeg.

"CKUW certainly allows the University, students and faculty to reach out to the community," says Steve Bates (BA Philosophy '89), CKUW Programming Director. "But the station also gives access to a range of people and alternative viewpoints in and around Winnipeg."

"It's a great vehicle for all kinds of people who are passionate about different ideas and music."

Since receiving license approval from the Canadian Radio-Television and Telecommunications Commission (CRTC) last October,

CKUW's programming committee has fielded more than 190 applications for on-air programs—half from outside the University. Approximately 65 programs have the committee's go-ahead and will fill CKUW's new 24 hours a day/7 days a week broadcasting schedule.

Music programs make up the majority of the schedule, and lovers of music seldom heard on commercial radio will be in for a treat. Everything from classical music to bluegrass to hardcore punk and Winnipeg's own vibrant music scene has its champions among CKUW's volunteer program hosts. For example, Keith Black '60, past chair of the University's Board of Regents, hosts a jazz show dedicated to the music he loves.

Spoken word programs make up one quarter of CKUW's content, and listeners can expect the content to be every bit as diverse as the music. You might tune in a news program, a CBC-style documentary, or a roundtable discussion on a social issue. Programs on aboriginal, environmental, seniors' and women's issues are scheduled, as are shows focusing on academic research and the career paths of U of W alumni (see page 17).

"The programs chosen are well-conceived, and a labour of love for those involved," Bates says. "Each won't appeal to every listener, but might find an audience that's been craving that content. And that's what you want in campus/community radio."

Though programming is eclectic, hosting is not simply a matter of turning up at CKUW's Centennial Hall mezzanine facilities to yak into 15 / THE JOURNAL A dynamic duo:

Station Manager Rob Schmidt (left) and Programming Director Steve Bates (right) bring extensive radio experience to CKUW. Before joining CKUW, Schmidt worked in campus radio at Hamilton's McMaster University. Bates, meanwhile, "got a sense of real community radio" between 1988 and 1992 while working here in Canada on behalf of Radio Farabundo Marti, a radio station in El Salvador.

a microphone or play your favorite discs (and yes, of the vinyl sort too; the station's analog equipment includes turntables). Successful applicants have attended workshops to learn CRTC regulations, station rules, the technical aspects of being in the booth and improving their voices. And every six months, hosts will have to reapply for their programs.

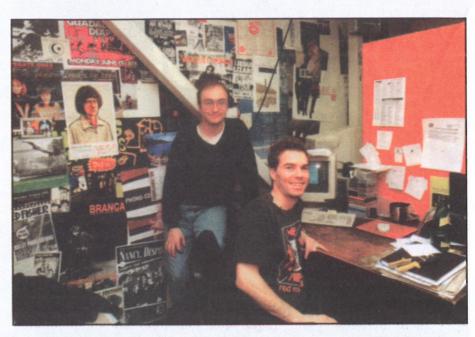
"That allows us to make changes if something isn't working out, and to give others a chance," Bates explains. "We have a waiting list for applications, and we always want to keep things fresh."

A not-for-profit organization, CKUW draws its operating revenue from a student levy and an annual fundraiser. It can also sell four minutes of advertising for every broadcasting hour, serving as an affordable option for local businesses, including those who already advertise in *The Uniter* (the U of W student newspaper) and *Stylus* (the CKUW program guide), Bates says.

But though it will take direction from both CRTC regulations and a volunteer Board of Directors (with representation from outside the University), CKUW is mainly taking its shape from the people who step forward from the community.

"This is grass-roots radio—it reflects the interests and concerns of the volunteers and the local community who own and create the programs. It doesn't follow a commercial-radio model."

With just two full-time staff—Bates and station manager Rob Schmidt—and a part-time advertising manager, Ted Turner, the station will depend on 150 or so volunteers for not only content, but also for general operations



such as maintaining the music library, and for the fundraiser and other special events.

So far both students and University administration have been getting behind the station, Bates says.

"The Students' Association has its own program, and the administration has given the station its support. The potential has a lot of people excited. Ten to 15 years ago, no one knew what CKUW could be. Now we're making some history. CKUW has never broadcast on public airwaves."

CKUW's on-air debut in March arrived after the University of Manitoba's return to radio (with station UMFM) after an absence of more than a decade. If radio listeners are enjoying that new choice on the FM band, then it's to CKUW's benefit, Bates says.

"The attention to UMFM definitely helps us; it gets listeners interested in campus radio."

From its transmitter atop 7 Evergreen Place in Osborne Village, CKUW will provide a strong signal across Winnipeg. Bates hopes the signal might carry the station further.

"It might sound hokey, but I hope the community takes CKUW close to its heart and feels that it is its own station."

Check out CKUW's website at www.winnipeg.freenet.mb.ca/ckuw for more information.

Randy Matthes '88 is a communications specialist in the Corporate Communications Department of Manitoba Telecom Services Inc.

DEELEY, FABBRI, SELLEN

BARRISTERS AND ATTORNEYS AT LAW

DEELEY, FABBRI, SELLEN offers a full range of legal services. Being founded in 1979, the members of Deeley, Fabbri, Sellen celebrate the firm's 20th anniversary during 1999.

RICHARD K. DEELEY, Q.C.
DAVID R. SELLEN, Q.C.
GARTH H. SMORANG, Q.C.
JANET I. JARDINE
RANDALL A. HORTON
JOHN M. REIMER-EPP
ANDREAC.DODGSON

ROBERT R. FABBRI
JENNIFER A. COOPER, Q.C.
ANU OSBORNE
TIMOTHY N. TAYLOR
NORMAN R. PIEL
MARK H. TOEWS

9th Fl. - 386 Broadway Winnipeg, MB R3C 3R6 Phone: (204) 949-1710 Fax: (204) 956-4457

E-Mail: dfslaw@dfslaw.mb.ca

Tune In to Faculty Expertise, Alumni Stories

What happens in the labs and lecture theatres of a university can seem inscrutable and irrelevant to those not directly involved.

The group behind *Critical Faculties*, CKUW's newly-minted faculty program, wants to prove that belief a misconception.

"We're going to share some of what's taking place inside the U of W, and demonstrate its relevance," says Paul Bramadat (BA Religious Studies '90), assistant professor, Department of Religious Studies and Co-chair of the Campus Radio Research Committee. "We want to let listeners know that the U of W is more than just classes."

The weekly one-hour program alternately addresses politics or contemporary issues; the arts; the social sciences (which Bramadat will host); and hard sciences. The program uses one-on-one interviews, re-broadcasts of lectures (including those from the University's popular *Skywalk* series), and panel discussions to bring a high level of discourse to a range of subjects.

"The program should provide sophisticated analysis of a given subject—say crime in Winnipeg. But at the same time, we want to make sure the knowledge and reseach is accessible, and appeals to a wide audience. We're not neglecting the entertainment aspect of radio."



"We're going to share some of what's taking place inside the U of W, and demonstrate its relevance," says Professor Paul Bramadat.

Critical Faculties benefits from the wisdom of committee member and alumnus Del Sexsmith (BA History '72), who honed his skills in radio writing, advertising, promotions and programming during a 17-year career (1974 to 1991) with toprated Winnipeg station CJOB.

"The idea has simply been to help the committee develop a framework for their ideas," says Sexsmith, senior project manager with Jake Marks Communications since 1992. "And I'll offer ongoing input as needed."

Bramadat sees the value of having ready access to a radio veteran. "Del has so much experience in different aspects of radio. And he has a tremendous radio voice."

Meanwhile, Morgan Ahoff is creator and host of a CKUW program that features U of W alumni—and near alumni—sharing their stories of education, work, and the often unpredictable relationship between the two.

"I want to highlight alumni who have taken unusual routes to where they are today," says Ahoff, an avowed radio enthusiast who attended The University of Winnipeg from 1993 to 1995. "I'd like to conduct comparison exercises. I might interview an English grad who moved into teaching—a predictable path—along with one in some unconventional job."

"I think the program might help current students—especially those in their first or second year—see the myriad paths one can follow to a meaningful career."

While Ahoff already has guests lined up for the show, he intends to seek others through the program, and by word-of-mouth publicity.

Editor's Note: At press time, CKUW is scheduled to be on-air by April 30th, 1999.

Summer Sport Camps

Elite Wesmen coaches and players teach young basketball and volleyball players grades 5 to 12 to Play the Wesmen Way!

For more information about July and August Camps, please call the Athletic Office at 786-9419.





