

s a day

big. Once they start, they stay. It gets in your blood."

Gross said the station group is like a close-knit family and tend to stay friends for life. The listeners tend to become part of the family, too.

The station is much more personal than others, he said. Many times, when a song is requested, it may be one or two hours before it gets played at other stations, but at KANM it may be only one or two songs. Disc jockeys have their choice of what music to play, and no programming lists are made.

Being a DJ is very hectic. After selecting the records for the program, the DJ is responsible for answering phones and keeping track of requests. Trying to find a Leon Redbone album while getting other records ready for play seems an impossible task, yet the show goes on with few if any slip-ups.

Gross said callers often comment on how much they enjoy the station, and he estimates that when both cable lines are clear, about 5,000 to 8,000 people are listening. But there have been times when one cable line was down and the other sounded bad, and Gross offered a free album to the first person to call in. No one did.

Maybe the audience loves the station because the disc jockeys give the station name and request line number only every 30 minutes, or because there are only a minute or so of commercials a day, or because numbers one through 10 on the Top 40 aren't played once an hour.

Or maybe it is a combination of all the things the station does differently from others.



New radio

by David Marchand

Battalion reporter

If you turn the dial on your radio to 104.9 FM when you return in the fall, you might hear the newest and last FM channel in the Bryan-College Station area — if all goes well.

John C. Culpepper Jr. of Culpepper Plaza and Culpepper Properties Inc. said he expects the Federal Communications Commission to grant a construction permit for the new station by summer.

Culpepper said construction will then begin immediately, and broadcasting could start in conjunction with the beginning of the fall semester.

There are currently three AM and two FM stations in the B-CS area, and a channel search, started more than eight years ago by Bob Bell of Scott and Davis Enterprises, indicated there is room on the airwaves for only one additional station here.

Bell, who owns an AM station in Paris, Texas and managed a local station — KTAM — from 1973 to 1975, said he started the channel search after "recognizing the need for additional media."

The search and permit application process has been drawn out since 1975, he said. "Only glaciers move slower than the federal government."

In December 1982, Brazos Metro Inc., seeking the rights to build the new station, offered to purchase the permit from Bell, if and when it is issued.

The terms of the deal included hiring Bell as a consultant to the new station and reimbursing Bell for about \$100,000 in legal expenses that he incurred pursuing the permit.

Although Bell had originally planned to use a "good music" approach, Culpepper said the new station's format is undetermined. He will consult three market research groups for help.

"I think (the format) will complement what is being done (locally) and will offer something different," he said.

Culpepper said he plans to attend the National Association of Broadcasters convention in Las Vegas in April where he plans to negotiate for equipment for the station.

Culpepper and associate Barry Turner have also purchased two stations, one AM and one FM, in Tyler, Texas.

Culpepper, whose main business is commercial real estate, said that besides being "one of the hottest-growing media in the country," radio offers him a chance to diversify.

He said a radio station can normally cost about \$15,000 per month to operate. He indicated that he believed a station could gross as much as \$60,000 to \$70,000 per month.

"The long range success for radio," he said, "is just tremendous."



KAMU-FM

by Susan Poole

Battalion reporter

Tired of Wailin' Willie? Does Punk make you puke? For a change of pace, how about some jazz or classical music? Try tuning into KAMU-FM.

Amidst the twanging country tunes and the steady beat of rock ballads there is a mellow spot of

paradise to be found at KAMU-FM. The announcer's smooth voice flows easily out of the radio priming the listener's ear for jazz or classical melodies by such artists as Chuck Mangione, Oscar Peterson, Beethoven and Mozart. And the best part is there are no commercials.

But working behind the smooth exterior is a diligent staff preparing the programs listeners take for granted.

First, there is station manager Steve Stits. He is responsible for all aspects of running the station as well as announcing live shows.

"I enjoy working in radio because it gives me the freedom to try new things and new programming Stits says. "I like to talk to listeners, find out what they like and try to incorporate that into the programs.

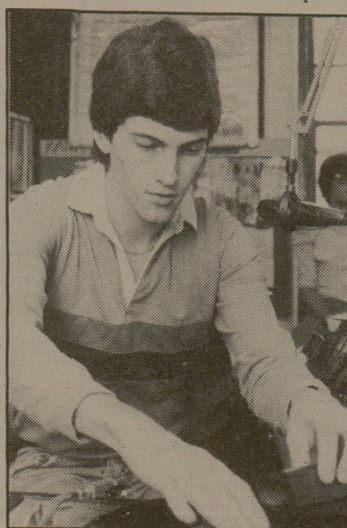
"It gives me the freedom to express myself in a creative way."

staff photo by Bill Schulz



Joe Ward

photo by Lisa Phillpott



Randy Shackelford

LETTUCE
ENTERTAIN
YOU.
KAMU-FM

staff photo by Bill Schulz

Second under Stits is Melissa Cotropia, program director. Her job is screening program tapes to decide which ones should be heard.

Teamed with Cotropia is traffic director Rick Howard. Howard makes sure the programs picked by Cotropia are available and schedules the order they are to be played. He is also responsible for writing the program logs, making sure the night announcers know what is on the schedule and announcing live shows.

Greg Rickard, production manager and announcer, is one of the full-time students working at the station. He transfers the programs borrowed from other stations onto tapes that can be used by KAMU-FM.

Rickard is a chemistry major and is interested in radio because "it is fun."

"Sometimes it can be a pain," Rickard says. "But every once and a while I wonder how I can get paid for doing something I like so much."

KAMU-FM makes it a point to hire students, Howard says. Applications are taken all year and when there is an opening the station reviews them, choosing the student with the most experience.

Although the students do get paid, they can't receive college credit for working at the station. This could be due to the fact that Texas A&M has no communications classes dealing strictly with radio, Howard says.

KAMU-FM is a non-commercial, public radio station. It is a National Public Radio Network affiliate and is also a member of the American Public Radio Network and the Texas Public Broadcasting Network.

Although KAMU-FM, located on campus in the Moore Communications Building, is funded partly by the University, it depends on public donations to keep it running. Therefore, the station holds fund raisers, lasting a week and a half, four times a year.

He says the community response to the fund raisers is great, and the station always meets their goal. The response comes from all parts of the community, including businesses, individual community members and students.

Although the station is part of Texas A&M, it is aware of its dedication to the community and tries to appeal to the people of Bryan-College Station as well as the students, Stits says.

Howard says, "We care about the station and how it's run. We offer an alternative to the regular stations and our supporters are growing."