



Bike wash anyone?

Photo by PAM WENTWORTH

Clay Buchanan, a junior building construction major from McAllen, washes his bike outside his home early Monday. Buchanan

is giving his bike final touches of tender loving care before he sells it to help pay for his fall tuition.

New radio station, KKYS, begins broadcasting

By LESLIE HEFFNER
Reporter

If you constantly flip the radio dial hoping to find a better radio station, there now is another spot on the dial you can flip to: KKYS, 105 FM.

Skip Bishop, station program director, says KKYS's music format is designed to be a non-irritating rock station. "It is not a kiddie station," Bishop said.

About a year ago a study was done to find out what Bryan-College Station listeners wanted to hear. Bishop said he needed to find out if the Bryan-College Station listeners were pleased with the music they were hearing.

Most of the local stations do not have a wide variety of listeners because their music format is not diverse, he said. For instance, a station would play only heavy metal music which appeals to the 12 to 15 age group. To combat this problem, KKYS plans to play a variety of music meant for a variety of listeners. Bishop explained "We want to appeal to the widest audience available."

Another unique trait of KKYS is the limited number of commercials it plays. Most stations usually play eighteen commercials per hour, Bishop said, but KKYS plans to play nine per hour. "Our advertisement rates are a little higher," he says, but then goes on to boast that the station can play more than 25 minutes of commercial free music.

The new radio station had been in the planning stages for many years

because of government red tape, and many steps had to be taken before it could go on the air.

First the Federal Communications Commission had to approve a construction and frequency permit. The construction permit is basically an approval to have a transistor, a control room and an office. The frequency permit is for the designated frequency to be used. Once the permits have been granted the FCC opens them up for bids.

Interested parties then travel to Washington D.C. to plead their case before the commission. The parties have to explain what they will use the station for, why they want it, and how they are going to do the broadcasts. The FCC then selects the owner.

In KKYS' case, says Barry Turner, station owner, two corporations filed for the permit, so the FCC held a comparative hearing process, which is handled like a trial. During that process, the corporations present their cases and a judge selects the one he thinks is best qualified to serve public's needs.

The corporations which filed for the KKYS permit were Brazos Media and Scott and Davis Enterprises. The judge ruled in favor of Scott and Davis, but Brazos Media appealed. During the appeals process John Culpepper and Turner, the owners of Brazos Media, agreed with Bob Bell, the majority owner of Scott and Davis, to have Brazos Media withdraw its appeal. Bell then sold his interest in Scott and Davis Enterprises to Turner and Culpepper.

per. The whole process took eight years.

Bishop said Culpepper and Turner found that Bryan-College Station is a great town for radio. Through research "the company found that a wide range of very diverse people live in the area," he said. "So much goes on in this town, and there is such a strong base of people that are so proud of this town."

The KKYS facility is unique to this area. What used to be The House of Jeans in Manor East Mall now is the plushly-carpeted, glass-enclosed office of KKYS.

Bishop said the glass allows people can see how the facility operates. "People have a mystique to radio stations," Bishop said. "They want to know what announcers look like and what the facilities look like. "We want everyone to actually see how the studio and staff works," he said.

Bishop said he's proud of his staff and wants people to observe them at work. Bishop took six months to choose what he considers the best people in the world for his staff. He chose announcers from Minnesota, Florida and Alabama to come and work at KKYS.

Bishop said spinning records is not the only job his announcers do. Each one of them has another job assignment. They either research what type of music people want to listen to, write commercials, develop advertising concepts or research life-styles. He said he gives the announcers extra responsibilities because people are more motivated when they have more to do.

Texas Transportation Institute helps L.A. avoid major traffic jams

University News Service

Traffic signal coordination developed by the Texas Transportation Institute is being used by engineers in Los Angeles to help avoid Olympic-scale traffic jams at the summer games.

Edmond Chang and Dr. Carroll J. Messer, researchers with TTI at Texas A&M University, learned this week that improvements they made to a widely used computer program for traffic signal timing, PASSER II, had been adopted by Los Angeles

traffic engineers to plan intersection signalization around the Olympics.

"They said it is working very well," said Chang who is enhancing and evaluating PASSER II for his doctoral degree. The improved program is called PASSER II-84.

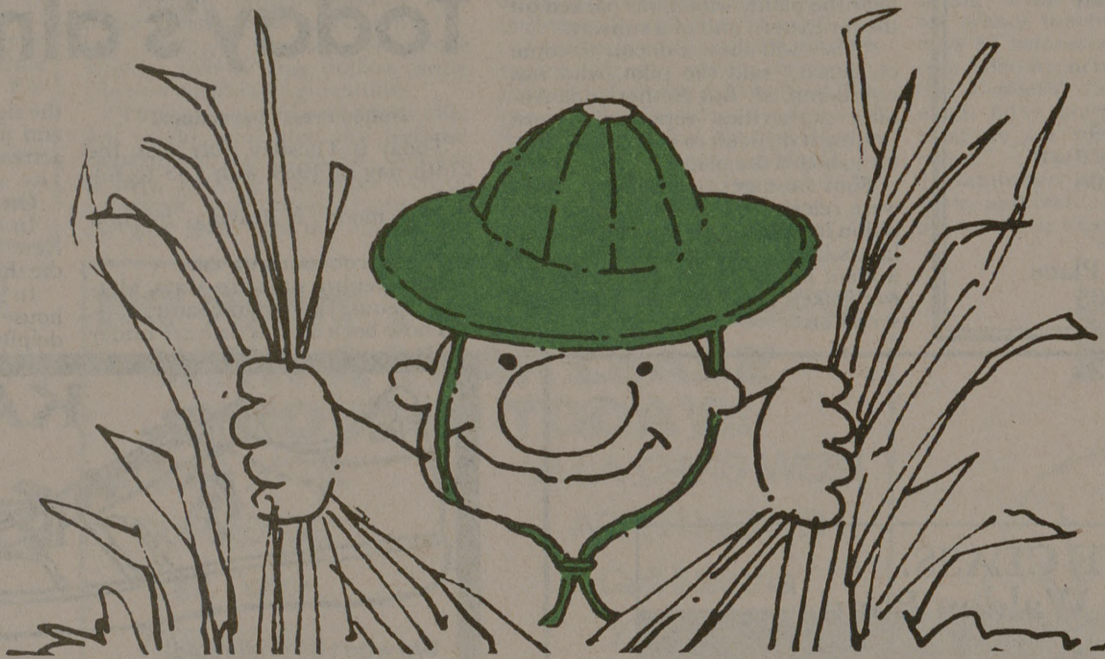
TTI researchers originally developed PASSER II many years ago for the State Department of Highways and Public Transportation. PASSER II-84 also was prepared for the department in cooperation with the Federal Highway Administration,

Chang said.

The Olympic planners use the program to generate signal patterns for lights that carry heavy traffic to and from the Olympic games. An important part of the new computer program, Chang said, is that it allows one-way directional traffic flows.

"The continued demand for urban mobility requires that the highest degree of traffic service be obtained from existing urbanarterial streets and intersections," Chang said.

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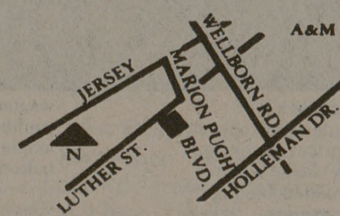
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