

Scholarships

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lating because something like this has never happened with hotel college scholarships."

According to Eileen McGarry, director of the Caesar's Planning

"I take things like that seriously," Engstrom said. "But that doesn't say your 3.94 is thrown out the window because you didn't proofread your biographical statement. We can't say if you get one thing wrong, don't apply."

A source in the school of com-

poorly, then you're going to have a poor GPA. Our limit is 3.0 for giving scholarships. That is the main thing. If you don't have a 3.0, sorry. That's the whole point of scholarship, it's scholar. If you are a scholar, that's what scholarship is named after. If you're looking for scholarships in...

Engstrom said scholarships aren't solely given on grades.

"We also look at class standing and consistency in grades. GPA doesn't always reflect everything you (the student) have done, so we like to look at transcripts as well. And we also look at any

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feature

Community radio with a twist

by David Cherry

Since its inception 12 years ago, KUNV 91.5 FM has maintained its position as Southern Nevada's only true community radio station.

Broadcasting full time from the third floor of the Moyer Student Union, KUNV strives to remain an accessible media outlet for students and the public alike.

"KUNV's main purpose," said General Manager Rob Rosenthal, "is to give a voice to everyone. From the saxophone player on a record to members of the gay and lesbian community."

In order to accomplish this goal, KUNV combines the efforts of its paid staff, along with those from students of the university and members of the community. This diversity of input seems to equal diversity in programming.

Traditional and modern

jazz, the blues, reggae, and alternative rock are all a part of the eclectic music mix that can be heard each week on KUNV's musical agenda. Add to this a multitude of public affairs programs on a wide array of topics and it becomes clear KUNV is significantly different than profit-oriented commercial radio stations.

"KUNV emphasizes programming not profits," Rosenthal said. This is possible because of the station's non-profit and non-commercial status, he said. KUNV can target groups of people routinely overlooked by the content of commercial programs because of a preconceived lack of broad audience appeal.

Rosenthal said at KUNV, "The content of a program is more important than the number of listeners."

Maintaining a strong commitment to content also enables KUNV to provide stu-

dents and community members with hands-on radio experience.

According to Music Director Ian Scott, "KUNV offers real radio experience. Volunteers operate the equipment and if they work as a DJ they also have a major input in what does well in the [music] industry."

Input from non-DJs is also equally important at KUNV. Many of the non-music programs heard on the station each week are created entirely by volunteers. One such program is "Awareness," heard each Thursday at 7 p.m.

Produced by UNLV student Linus Litowski and hosted by professional sex therapist Patricia Pearlman, "Awareness" exemplifies KUNV's mutually beneficial relationship with the community.

Billed as a "candid forum

on human sexuality," "Awareness" provides KUNV listeners with frank discussions on topics such as homosexuality, masturbation and condom use.

In exchange for this addition to its programming, KUNV provides the producers of "Awareness" with broadcast facilities and free air time. Something most commercial radio stations do not do.

"We give folks time on the air because we're firmly com-

mitted to public access," Rosenthal said.

In addition to providing these essential services, KUNV is important for shows like Pearlman's because there is no censorship of program subject matter.

"Any censorship of subject, not words, but subject would mean the show would not be educational," Pearlman said. "Because it is through the university it [KUNV] is less restrictive."

Give and ye shall receive

by Lori Notaro

Ah! March has finally arrived and the sounds of spring are near: the drone of bees, the chirping of birds and the voice of KUNV DJs beginning their annual fund-raising campaign, Marathon '93.

Running from 6 a.m. March 5 to 8 p.m. March 14, the campaign is designed to supplement KUNV's yearly budget.

"KUNV's total budget is \$200,000," said Rob Rosenthal, general manager of KUNV. "The largest chunk (\$92,500) comes from student fees. The remaining \$110,000 comes from listener donations, federal and state government, station promotions and granting organizations."

Specifically, Rosenthal said a very small portion of every credit hour paid by students is given to KUNV through Student Government allotments.

According to Rosenthal, KUNV's audience members range in age from 12 to 65 with most in the 18 to 34 range.

The money KUNV receives goes primarily into its operation. Rosenthal said budget money is spent on program acquisitions, maintaining the transmitter, equipment upgrade and repair and salaries for its four professional staff members.

This year, KUNV's fund-raising goal is

\$35,000—slightly higher than its previous goal of \$33,000. Because the campaign has had increasing success in recent years, Rosenthal said he feels confident the goal can be reached.

"Last year, we had a 50 percent increase in pledges, partly because we went from seven to 10 days of fund raising," said Rosenthal. He said an increase in the number of the city's residents also contributed to the campaign's success.

Because it is publicly funded, KUNV is regulated differently from other radio stations. "Our license specifically requires us to be non-profit and non-commercial," said Rosenthal. "The money [we get] doesn't go into someone's pocket. Also, we can't sell our air time."

This policy makes the station similar to PBS in that many of KUNV's programs are underwritten by a sponsor.

Being publicly funded has its benefits. Rosenthal said KUNV's non-profit status allows it more freedom in programming than other local stations.

"We're more tied into listener interests than other stations," said Rosenthal. "Other stations are more likely to have a format for advertisers. We're here for the music rather than the ratings."

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