

KUNV marathon falls short of goal

BY APRIL PARTRIDGE
STAFF NEWS WRITER

KUNV 91.5, UNLV's radio station, raised approximately \$51,000 in on-air pledges during its annual marathon March 15-24, but concerns from management about its recognition on campus continue.

"You would think they would be proud enough (of KUNV) to play it in (Moyer Student Union)," KUNV General Manager Don Fuller said Wednesday. "Instead, they use other radio stations."

"There has been some progress, but KUNV has been on the air for 15 years now."

Despite the fact that KUNV was placed in the top five college radio stations nationally for the 1994-95 school year, a focus group conducted by UNLV students revealed that 83 percent of students surveyed do not know KUNV's name.

Eighty-one percent surveyed could not name the frequency on the dial.

Richard Crow, Campus Community Development operations manager, said KUNV music is not played in the MSU

because he never received a programming schedule from the station.

Crow said he needs a schedule so he can air the station when music is playing, not when talk shows are aired.

Michelle Taylor, Campus Community Development director, attributed KUNV's lack of play in the MSU to technical problems. Taylor said getting the station to come in clearly was a problem.

"The reception was not clear and the students were complaining," Taylor said.

KUNV's lack of exposure may have been a factor in the outcome of the station's marathon. The \$51,000 raised from on-air pledges fell short of the \$100,000 goal by nearly 50 percent.

On-air pledges were supplemented by \$7,000 in corporate pledges and \$5,000 in renewal pledges.

The amount raised was comparable to last year's total.

Approximately 25 non-staff-member volunteers participated in the marathon, according to Kay Morris, KUNV office manager. Workers staffed the phones 24 hours per day from March 15-24.

T-shirts with the station's logo were distributed for do-

nations above \$15.

Morris characterized the station as positive and cooperative. "We all work together. During the marathon, people stayed (past their shifts) to work with other DJs and help each other out," Morris said.

Some workers were at the station 10 or 12 hours each day of the marathon, according to Morris.

With the exception of office personnel, all KUNV employees are volunteers. The station receives nearly one-third of its budget from CSUN, with the remainder coming from corporate and private donations, Fuller said.

The station cannot accept advertising, so it relies heavily on community support, Morris said.

Despite the controversy, Fuller is optimistic.

KUNV's "Word Up" is the most popular rap program in Las Vegas, Fuller said. The program airs Sundays from 9 p.m. to 12 a.m.

KUNV has won several national awards, including College Radio Station of the Year.

Community blood drive

How would you like to save someone's life and save money at the same time? Believe it or not, you can. And it only takes seconds.

Wherehouse Entertainment, in cooperation with United Blood Services, is hosting a community blood drive Friday and Saturday from 10 a.m. to 6 p.m. at the Wherehouse record store, 4500 E. Sunset in the Green Valley Town Center.

UNLV students will receive a 20 percent discount on any non-sale item in the store when they donate blood. Student I.D. is required at the time of purchase.

Wherehouse is offering a 10 percent discount on any non-sale item in the store to everyone who donates blood.

Heather Brand, Wherehouse store manager at Sunset and Robert Towley, Wherehouse receiving manager at Sunset, orga-

nized the event to encourage an increase in blood donations.

"We're offering the discount to get people down here and to say 'thank you' to those who donate blood," Brand said.

"Everyone on our staff will donate blood (at the event). Robert (Towley) and I have called the other (Wherehouse) stores in the area and have pushed the entire staff to donate blood, too," Brand continued.

Representatives from the Clark County Health District, the American Cancer Society, Aid for AIDS of Nevada and the Accessibility Compliance Team will be in attendance to distribute literature to passersby.

"We (Wherehouse) wanted to let people know we're community-conscience," Brand said.

For more information call Wherehouse at 434-8005.

New Coach

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ning and pressing," she said. "Our defense will have to depend on what kind of players we will have coming back. What you'll see in the future is an up-tempo type of basketball game that will be fun to watch and fun to play."

The job comes with a lot of stress and pressure, but McClain says she is ready.

"If I didn't have a lot of confidence in my ability, I don't think I would be coaching," she said. "I know we have a big challenge here and I look forward to it."

One of the challenges she will face will be re-instilling confidence in a club that only


won four games all season.

"Any time you have change it has the tendency to bring people together. We will make some additions so hopefully the team will have some depth this year," she said.

With six players returning from a seven-man team and emergence into a tougher conference, rebuilding to competitive status is a main goal for next season.

"We will probably get our knocks at the beginning of the year," she said. "We have a top-20 schedule so we need to go out early and put it together."

According to Kelleher, Bolla sat in on the advisory committee and reviewed 40-plus applicants for the position. Bolla was at the Women's Final Four at the time of the announcement and was unavailable for comment.



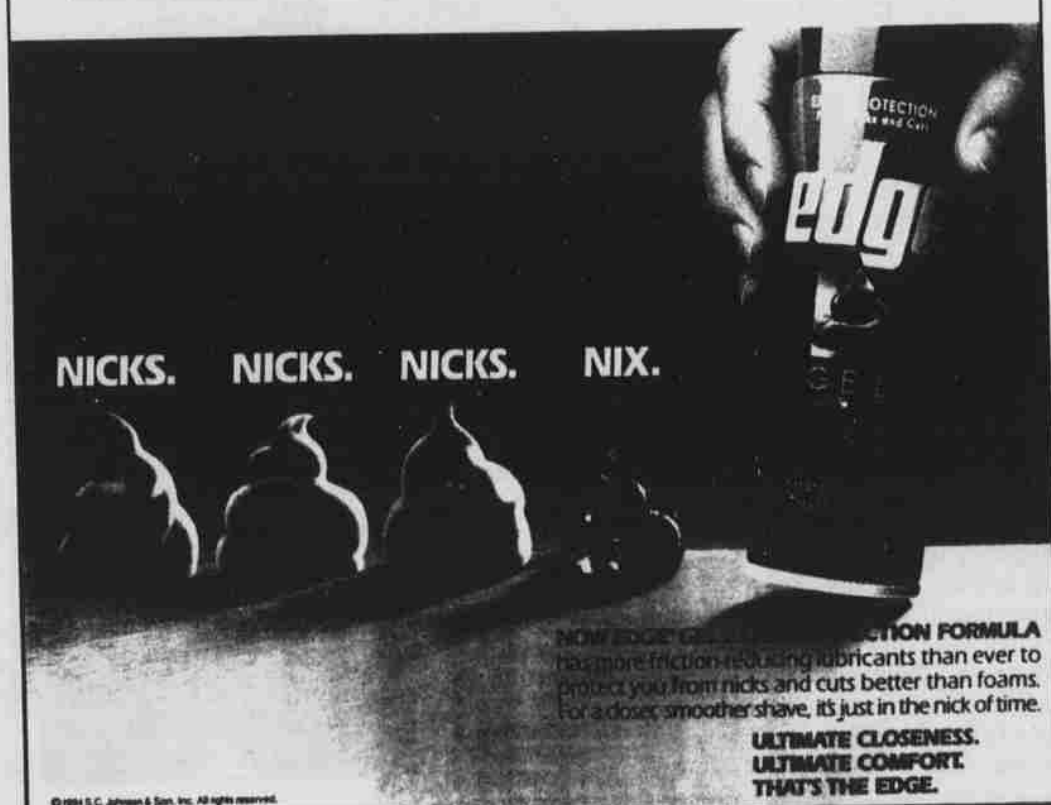
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