

KUNV unappreciated by UNLV students, faculty

By J.T. Mollner
Staff Features Writer

What is cutting edge? Does anybody have a proper answer?

Most would describe cutting edge music as that which is new, innovative and trend setting. This may be true, but where exactly can true cutting edge music be heard? Some would say that you can find it on KEDG, 103.5, The Edge, but according to Keith Haubrich, disc jockey for KUNV, the UNLV campus radio station, anyone who would tune into KEDG or any other mainstream station in town must be either ignorant to music or not quite open minded enough.

"At KUNV we play music that you will more than likely hear on The Edge
next

year," said Haubrich, otherwise known as DJ cheese omelette. "And the music you do end up hearing on the edge is usually the worst music we play."

Haubrich, a junior at UNLV, is a psychology major who plans to switch over to social work.

"The paths we choose from the beginning aren't always the right ones," said Haubrich. "We've just got to be smart enough to know when things have to be changed and have the courage to change them."

Haubrich got his start doing a small time gig at a night club. He enjoyed being the center of attention and having a degree of control over the content of music selections.

Haubrich immediately developed a passion for radio. Unfortunately, most stations were too mainstream for his taste. At first, he didn't know where to go with his talents.

"Radio upset me and frustrated me for a long amount of time, until I finally discovered KUNV," said Haubrich. "I decided it was the only place for me, so I went and applied to be a DJ and the rest is history. I was a listener long before I was a DJ, and I still am a listener. It is the only station I ever tune to."

Haubrich, 25, felt he had a good knowledge of a variety of music and it would have been a waste to keep it to himself. Like all of the DJ's at KUNV, he works on a volunteer basis.

"That's the greatest thing about the station. Everyone who is working is not getting paid a cent. Anyone who is willing to work for free has their heart in the right place. These are the kind of people who are working because they want to be intellectually challenged by meaningful music."

KUNV has been known for years as the station in Las Vegas that plays what the other stations are scared to play. Music selections range from off-beat

funk and acid jazz to both old and new school punk and rock choices that could be considered the refreshing alternative to mainstream "alternative" releases. Even though the station's

audience seems sparse, the following is loyal.

"KUNV listeners are intelligent listeners who dare to actually listen to real music," said Haubrich. "Our wide variety of music makes

our audience extremely diverse and interesting. Like I said before, I'm not only a DJ, I'm a listener. I like almost all kinds of music, but right now I'm really heavy into funk, noise and jungle music with drums. I appreciate classical and respect it, but I don't necessarily like to listen to it."

According to Haubrich, the employees at KUNV have a decent amount of freedom on the air but not enough.

"As far as music goes, everything is fine. About half of the music that is played every hour is a required part of the rotation, but the rest of the selec-

tions are ours as DJ's to make," said Haubrich. "As far as our attitudes on the air are concerned, I think we get censored to much. For instance, FCC (Federal Communications Commission) regulations state that indecency and lewd behavior can occur on the air from 10 p.m. till 6 a.m., but at KUNV they don't allow indecency at all. I think this just reflects the conservative mindset that the UNLV administration has, and my personal opinion is that it is bad, but that, of course, is just my opinion."

Haubrich thinks that modern music is headed in a

"I am a DJ because I have a passion and a love for it. I work at Z-Tejas for the money. People have to realize that art and money making are two different things. We can't have it all. When money becomes involved with art it gets polluted," said Haubrich. "That's why the ideology behind KUNV is so great. We separate art from money. Those other 'alternative' stations like The Edge are like fast food for the ears. We

are a delicacy." According to Haubrich, KUNV was rated the No. 2 college radio station in the country this year. He thinks that people should open their minds to music and start appreciating music as art rather than feeding what Haubrich calls "the commercial machine."

"It bothers me that an educational station like KUNV isn't even appreciated at its own school by the students or faculty. The administration doesn't get involved in KUNV programming enough."

If you want to hear DJ Cheese Omelette, tune into KUNV late night on Sunday/Monday from midnight till 3 a.m. Haubrich DJs for "The Still Hour," "Audio Apocalypse" and as an alternate for the popular "Rock Avenue."

PRIMAL SQUAT

By Jerry Thurman

