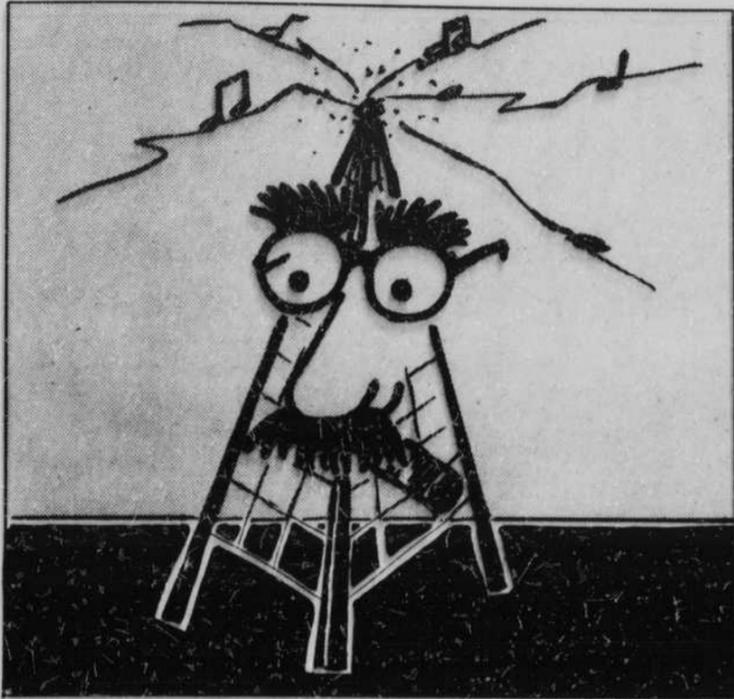


Tune played 2,220 times in publicity stunt



Tammy Taylor/Daily Nebraskan

By Andy Upright
Staff Reporter

If you weren't in Lincoln over the winter break, or you failed to tune into KKNB 104.1 FM, then you probably missed out on the best chance all year to really "rock around the clock."

Starting at 5 p.m. on Jan. 6, KKNB played the Bill Haley and the Comets classic "Rock Around The Clock" non-stop. After playing the song 2,220 times, back to back, they decided "it was time to stop," according to station program director Roger Agnew.

The new station's promotional stunt was aided by its status as an all-compact disc format.

"We have state of the art compact disc players, on them you can program a repeat mode," Agnew said. "That's what we did."

During the period of rocking around the clock, the station received a lot of feedback from its audience, according to Agnew.

"No one got irate or annoyed, but someone called 911 thinking

that our disc-jockey had a heart attack," Agnew said. "It was kind of fun. Someday we plan to have a meltdown of that disc."

Since then, the station has submitted the story to the Guinness Book of World Records, he said.

The intent of the "contemporary mass appeal station" is to attract listeners in the 18-49 age bracket. He describes the music that KKNB plays as being "popular contemporary music."

Agnew and his brother Doug, KKNB general manager, recently purchased the Crete radio station and moved it to Lincoln. In doing so, they upgraded the system from 3,000 to 50,000 watts. A third brother, David, fills the role of KKNB's chief engineer.

While KKNB is an entirely new project, other Lincoln radio stations are taking on new identities as well. KFRX 103 FM scared many on Dec. 7 when the station played its last song.

The song played directly after was given "first song" status,

since it was played by the new KFRX 102.7.

"When we started our station, most radios had a rotary tuning dial," explained general manager Roger Larson. "Now most radios are digital. To better represent ourselves we call it 102.7. We also changed the jingle and decided to call attention to it by burying 103 all together."

While KFRX's change was primarily numerical, KLIN-FM has undergone a format change.

Last November, KLIN stopped playing "beautiful music" and took up a more popular "EZ Going" format, according to station manager Mike Elliott. The station now features "music with words, recorded by the original artists."

The station now plays artists such as Dionne Warwick, Kenny Rogers, Lionel Richie among others, according to Elliott.

"We've moved out of the elevator," said Elliott. "Without a doubt we have gained many many new listeners."

Grant to theater pays for new equipment

The Friends of the Sheldon Film Theater received a \$10,000 grant from the John D. and Catherine T. MacArthur Foundation.

The grant will pay for half of a \$20,000 project to buy new equipment for the theater's projection booth and auditorium.

About \$4,000 has already been raised to match the grant.

According to a press release, Dan Ladely, curator of film at the Sheldon Memorial Art Gallery said some of the old equipment was more than 20 years old.

New equipment will include a new screen, a power supply unit, two 35mm lamphouses and xenon bulbs, and two integrated anamorphic lenses.

In 1985, a similar project brought a Dolby stereo sound system into the theater.

The Sheldon Film Theater was established in 1973, and is a year-round film exhibition program of the Sheldon Memorial Art Gallery.

The theater has screened a wide diversity of film and video, including

innovative American independent works, classic foreign and American cinema, documentaries which examine a wide variety of issues of concerns, films about other art media and contemporary foreign films.

The Friends of the Sheldon Film Theater was created in 1975 to help raise funds for the film exhibition program. The group now has more than 350 members.

The film theater is one of 53 centers in 20 states that will receive new grants from the MacArthur Foundation.

John E. Corbally, president of the foundation, was quoted as saying that media arts centers provide independent filmmakers the distribution they need at very little cost.

As a result, he said, the centers free independent filmmakers from commercial constraints and encourage creativity.

The MacArthur Foundation has supported media arts centers since 1986. The Foundation has invested more than \$3 million dollars in various centers, making it the largest non-

government contributor to such centers.

William T. Kirby, a MacArthur Foundation director, said the invest-

ment has borne fruit. The improved media centers proposed projects that will ensure long-term stability by making money.

"These projects will help media arts centers develop from struggling experiments to permanent institutions," Kirby said.

Poet to give seminar

By Chris Carey
Staff Reporter

Hilda Raz will give a seminar titled "A Reading: The Computer Uses of Natural Language" at 3 p.m. today at St. Mark's-on-the-Campus.

Raz, editor of the Prairie Schooner literary magazine, will use her poem, "Computer Uses of Natural Language," to frame readings from other poems, combined with a discussion of how language plays with experience in her work.

"Computer Uses of Natural Language" is a poem from the recently published book, "What is Good."

Raz said she will show the ways in which the poems in her first book, "What is Good," contrast with the poems in her second book, "The Bone Dish," which will be coming out in February.

Contemporary poets such as Robert Lowell, Maxine Kumin and Ellen Bryant Voigt have influenced her writing, but her inspiration comes from a phrase that catches her attention and helps her spark a new idea, she said.

Raz began writing poetry in high school and said that her favorite poem is the one she is currently working on. The themes in her poems are about language and human experience.

Along with being editor of the Prairie Schooner, Raz works with the Nebraska Arts Council five weeks a year as a consultant to teachers in the public school system. She is also the president of the Association of Writing Programs, an organization of writers who teach.

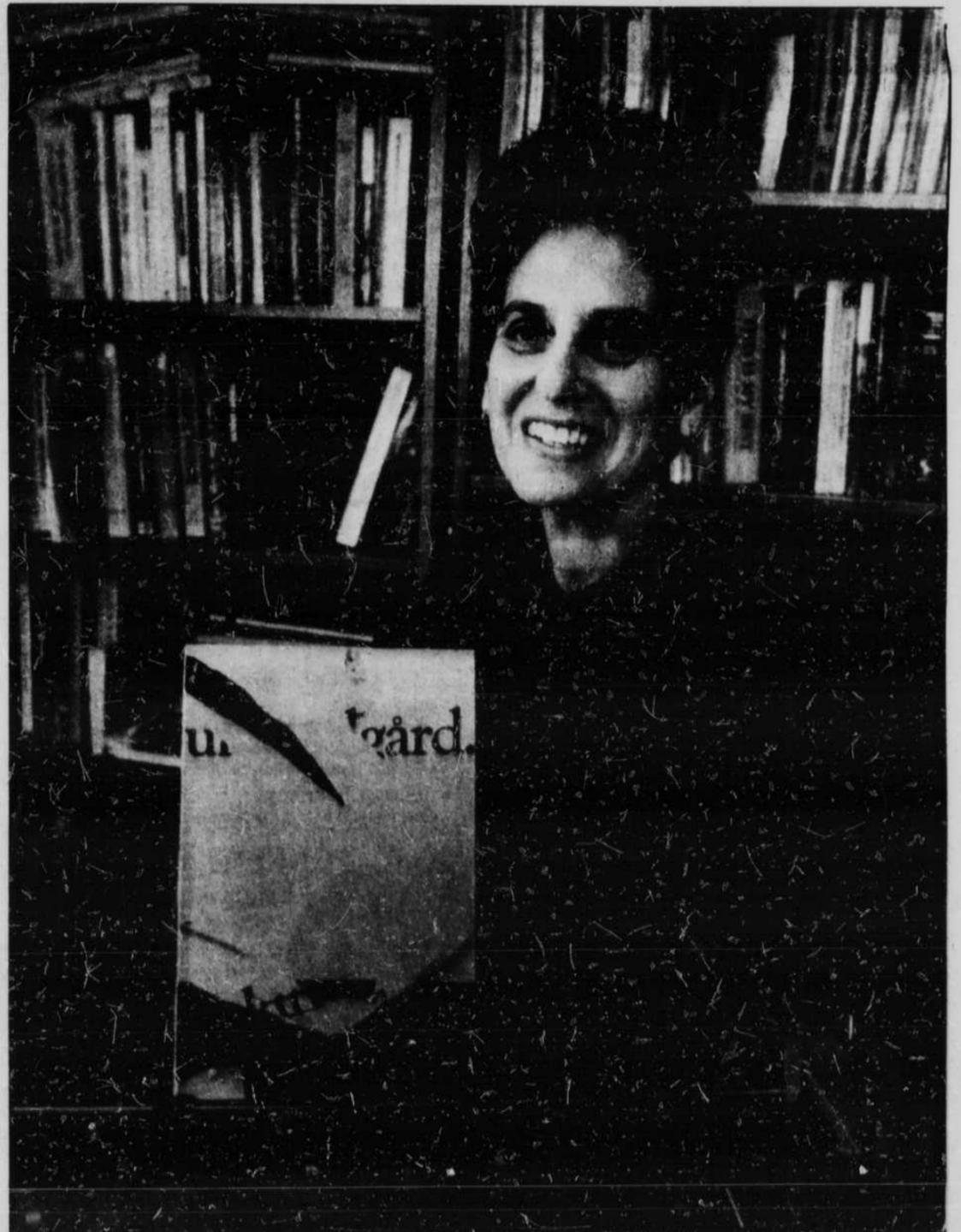
At the same time, she is a fellow at the Center for Great Plain Studies at UNL and a fellow at Middlebury College in Vermont. As a fellow for CGPS, her research area is poetry and she writes on other authors' poems, book reviews and essays, she said.

Raz also spends a lot of her time travelling to universities across the country giving readings and lectures, and her free time is spent writing, she said.

Raz said she is pleased to have her books coming out and hopes people will read and enjoy them. She also said she hopes people will subscribe to Prairie Schooner magazine.

As part of the seminar series, the CGPS will also be featuring other speakers in February and March.

In April the CGPS will be having an annual symposium concerning Hispanic presence on the Great Plains. The CGPS conducts monthly seminars so that fellows, such as Raz, can present research findings in a way that scholars can discover what other scholars are doing.



David Fahleson/Daily Nebraskan

Raz