



krcl

90.9 fm Salt Lake
96.5 fm Park City
www.krcl.org

fall 2002

community radio listener's guide

Tell a friend about us!

Sharing the knowledge of what KRCL offers

You've probably heard us say "tell a friend about KRCL". Why would they say that?, you may wonder. But you might be surprised to learn how many people don't yet know about KRCL.

Perhaps you've been at a party with friends. You've thought that these people are as intelligent, cool, and hip as you. And then you've mentioned KRCL to one of them, and gotten that blank stare and a "huh?" in reply. You'd be amazed how many people just like you, people who would enjoy what KRCL has to offer, have never heard the station.

Or perhaps they've tuned in to KRCL — once, during a show that was playing something they didn't like. You've probably heard people say, "Oh, yeah, KRCL — that's that station that plays (insert musical type here, be it reggae or bluegrass or Chinese music) all the time." Because KRCL's programming is so diverse and so full of different kinds of music and information, it can be hard to figure out what KRCL is all about, and how to listen to it. But it's a skill well worth acquiring, as you obviously already know. Sometimes people think that because they've heard KRCL once, they've heard all that KRCL has to offer. You know better; now so can they.

So help your friends out. Tell them about one or two of your favorite shows, and encourage them to give a listen. Or call them on the phone when you're hearing a program you're especially enjoying, and tell them to go tune in KRCL, too. Tell them about that great song you heard on Drive Time, or the fascinating story you heard on Knowledge in a Nutshell. Share a copy of *Voices* with them, and point out the program guide. Or tell them that they can get a complete tour of KRCL's diverse programming on our website, www.krcl.org. The important thing is that you help them learn about KRCL.



We firmly believe that we offer some of the best and most unique programming around. We think that once people have listened to KRCL long enough to discover programs they really enjoy, they'll be hooked. Once they know that every Monday night features blues, or that they can get great jazz on Tuesday mornings, or that every Friday is Soul Day on KRCL, they'll be regular listeners, just like you. But we need your help in getting the word out about that programming. So tell a friend about KRCL — heck, tell two or three!

And if you're really looking to help, consider becoming a KRCL ambassador, a person who volunteers to help spread the word about KRCL to co-workers, friends, neighbors, associations, attendees at festivals, and the like. If you'd like more information on this opportunity, call Janice at 363-1818.

But just remember — tell a friend about KRCL. Friends don't let friends listen to bad radio!

Voices

Fall Radiothon Starts Sept 28th

KRCL Board of Trustees

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Troy Mumm - *Operations Manager*
Gena Edvalson - *Public Affairs Director*
Hami St. John - *Development Director*
Andrew Hagen - *Office Manager, The Membership Guy*
Jaime Burton - *Business Manager*

Part-time Staff

Janice Garcia - *Community Outreach*
Felix Gonzalez - *Studio Engineer*

Volunteer Part-time Staff

Mickey Applebaum - *Network Administrator*
Sue Gerber - *"CD of the Month Club" Coordinator*
Grant Hogarth - *"Voices" DTP/Production Expert*
Susanne Millsaps - *Newsletter Editor*
Christa Neeves - *Receptionist*
Susan Schlotterbeck - *Receptionist*
Doug Young - *Music Director*
Heith Westerberg - *"Voices" Graphic Designer*
And 110 volunteer program hosts who bring you great radio 24/7.

a note from the General Manager

By the time you read this, we'll be entering the fall season and our mother earth will be preparing herself for the season of rest. Things seemed to have gotten a bit tilted in the evolution of history; instead of getting ready for a quiet and contemplative period to rejuvenate our body and mind, we trick ourselves into thinking that this is the beginning of the year. Change things to fit our lifestyles—wouldn't that be sacrilegious to our forefathers?

Maybe, but the windmills are now 'wind power' and the X,Y and future generations are not interested in hearing stories of how reel-to-reels and vinyl were not quirky alternatives. The evolution of the media has soared beyond anyone's expectation and listeners can hear just about anything they want. The advent of satellite radio means you can listen to a given station while you drive from Alaska to Florida. The negative of satellite radio is that it won't have the comfort of localism, a familiar voice who knows what or where they're talking about. And it won't feature people you may meet at an event at any given time. A long-winded way of saying there will always be change, some so small it goes unnoticed for months, and some large enough that the station gets a rash of emails and phone calls. Some love it, some hate it.

One long-time listener/donor said the audience deserves to know why Pacifica News isn't on any more. I agree, you do deserve an explanation, let me see if that can be done with as few words as possible. During the past four to five years Pacifica has been going through difficult leadership changes and growth problems. There were several station and people revolts that resulted in lawsuits. Heads rolled and a compromise was reached, resulting in a 4.8 million dollar debt. The new directors had to cut costs wherever possible. News departments are very expensive to maintain so the Pacifica News department was released. The producers and hosts of Democracy Now decided to go independent, meaning they are no longer a production of the Pacifica Foundation. They will keep producing the program and will be paid for their efforts through Pacifica or directly by stations. Pacifica's debt has been reduced, but having released their news staff, and with Democracy Now going independent, Pacifica no longer offers any daily national programs.

You have probably noticed that Democracy Now was moved to 5:30pm. That decision was based on a CPB (Corporation for Public Broadcasting) Station Assessment and the need to keep people listening longer. Almost all of the negative comments about the Democracy Now move have been because people want the last half-hour of Drive Time back. The assessment of the station found that there was a big tune-out when the 9-11:30am programs went to Democracy Now. It was felt that a shorter national public affairs program followed by a local public affairs program could retain more listeners.

The majority of emails said they listen to the station because of the music, they appreciate the mission and are glad that there is time made possible for the diversity, they just don't want less music. On the other hand, the station has been accused of being "just" a music station, with not enough time given to news and talk during the day. Being a public affairs geek myself, I understand the desire for information-type programming. However, KRCL is one of five public stations in the Salt Lake metro area, and the only one that isn't airing many of the NPR, PRI or BBC programs available on the other stations. We are lucky that we have so many choices in this area, that there are so many different places on the dial where we can retreat from the monotony of commercialism.

There will always be change; nothing remains the same. True, some things come back around — whoever dreamed "hip huggers" would be the thing in 2002 — but would you really want to go back to the 80's? As a woman of color, a mother and someone who truly believes in civil liberties, the 60's, 70's and 80's were not always good years, and tremendous strides have been made since then, many due to non-commercial/independent media sources. There will be more fine-tuning of programs and that may mean changes and/or re-examining the purpose and intent of a program today, not from yesteryear.

You can always email any of our staff; just go to the web page for a link. Or email me directly: donnal@krcl.org

Please drop by and see the xeriscape around the building. Thanks to Janette and Paul Diegal of Waterwise for the donated labor, for seeking out the plants, and also for installing the drip system and planting the beautiful water tolerant desert flora. Janette and Paul are helping to keep everything alive and growing until the plants take root and to make sure we don't let them perish (accidentally, of course!).

YOU can help KRCL grow. Tell a friend about KRCL; put it on your phone service at work so callers will hear it if they are put on hold; renew your membership through the mail or on the web during the Pre-thon Drive. We can shorten the fall Radiothon — as soon as the goal is reached we'll stop asking. How would it be to stop the 'Thon by midweek? Of course, it may have to run the full course...it's up to you, dear people.

Thank you for your past support and I hope you continue to be a radio-activist.

—Donna

KRCL Annual CD & Record Sale

WHEN: Saturday, September 14, from 9 a.m. to 7 p.m.
WHERE: Between I and N streets on 2nd Ave (at the Avenues Street Fair)
WHAT: CDs and Vinyl in all genres at great prices!

Have some CDs or Vinyl to donate? Just bring them to the station.
1971 W. North Temple, (between 9 and 5, Mon-Fri if possible)
Call for more information 363-1818.

A Word from the Development Director

What a summer! KRCL aired more live music broadcasts, and sponsored more concerts and festivals, than ever before. And it's not over yet. In addition to all the upcoming sponsored events (please refer to our events calendar), we still have the CD and Record Sale coming up on Sept. 14th, then "Radiothon" starting the 28th of September, and after that, our fundraiser live broadcast of Plan B Theaters "War of the Worlds" on Saturday, October 26th.

There's no escape. Fundraising is just part of the mix when you're a radio station that airs music and information without commercials. We wouldn't be here without the generous and long-standing support of the thousands of people in our community who believe that Utah must have KRCL. You, the members of KRCL, the people who receive this newsletter in the mail, are the ones who make KRCL possible. Thank you!

—Kami

Pre-Thon PS:

There's an extra pre-thon bonus for KRCL members. Anyone making a \$25 or larger donation will receive a free subscription to *Utne Reader* magazine. For information about *Utne*, log on to their website at www.utnereader.com.

Save these dates!

**Saturday
Now – October, 8am – 1pm**
Downtown Farmer's Market

Pioneer Park in Salt Lake City

**Saturday
Now – October, 8am – Noon**
Ogden Farmer's Market

25th Street and Grant in Ogden.

**Saturday
September 14, 9am – 7pm**
KRCL CD & Record Sale

At the Avenues Street Fair, between "I" and "N" streets.
We'll have CDs and gently-used vinyl.

**Saturday & Sunday
September 14 - 15**
Great Salt Lake Book Festival

Westminster College (1700 S & 1300 E)
More info at www.utahhumanities.org.

Tuesday, September 17, 7pm
Bela Flech & the Flechtones.

Jazzgrass at Red Butte Garden
Call 587-9939 for more information.

**Wednesday to Saturday
September 18 - 21**
Redfest at the University of Utah Union Plaza

The Spitfire Tour appears Thursday in Kingsbury Hall with Kris Novacelic, Jello Biafra, Julia "Butterfly" Hill, and Jill

Sobule. Spitfire Tour tickets are \$20, and are available at Kingsbury Hall or ArtTix. Call 581-7100 or 355-ARTS, or check it out on the web at www.arttix.org

**Friday & Saturday
September 20 - 21**

Utah Hispanic American Festival

Franklin Covey Field
1300 S. West Temple, Salt Lake City
5pm to 10pm Friday,
10am to 10pm Saturday.
Los Lobos will perform Friday night.

Saturday, September 21
Lunasá - Celtic Musical Magic

Peery's Egyptian Theatre
2415 Washington Blvd., Ogden
Call 800-337-2690 for details.

Saturday, October 12
La Boutine Souritante - French Canadian music

Peery's Egyptian Theatre
2415 Washington Blvd., Ogden
Call 800-337-2690 for details.

October 18 – November 3
"The War of the Worlds"

Plan B Theater at the Rose Wagner Studio Theater, 138 W. Broadway, Salt Lake City
Call 355-ARTS for tickets

Saturday, October 26
"The War of the Worlds" live broadcast

Rose Wagner Theater.
Call KRCL at 363-1818 to reserve seats.

KRCL-SPONSORED EVENTS

Saturday, November 2

Heb' Mo'

Kingsbury Hall, presented by ASUU Presenter's Office. For tickets and info, call 581-7100 or go to www.asuu.utah.edu

Thursday, November 14
Raquellie Hubbard

Peery's Egyptian Theatre
2415 Washington Blvd., Ogden
Call 800-337-2690 for details.

Thursday, November 21
Eric Bibb - Acoustic Blues

Peery's Egyptian Theatre
2415 Washington Blvd., Ogden
Call 800-337-2690 for details.

**Thursday & Friday
November 21 & 22**

Ronald H. Brown/Evidence Dance Company
Kingsbury Hall
Presented by ASUU Presenter's Office, 585-9010.
Call 581-7100 for tickets and information, or go to the ASUU website: www.asuu.utah.edu

**Saturday
December 7 10am – 6pm**

10,000 Villages Fundraiser for KRCL

2186 South 1100 East, Salt Lake City

Saturday, December 7
Altan - Irish Fever

Peery's Egyptian Theatre
2415 Washington Blvd., Ogden
Call 800-337-2690 for details.

"The War of the Worlds" comes to KRCL!

KRCL to broadcast Plan-B Theater's production live!!

On October 26th, KRCL will bring you Plan-B Theater's production of "The War of the Worlds" live! Yes—live! ...and you can be part of the audience at the Rose Wagner Theater.

Plan-B is recreating this classic radio drama with four actors, a whole lot of sound effects, and a twist or two. This performance is a very special fundraiser for KRCL, and will be the only night "The War of the Worlds" will be broadcast live.

Call KRCL right now to reserve your seats for this once-in-a-lifetime

opportunity. Be part of a live broadcast of one of the most (in)famous moments in radio history.

If you just can't attend on October 26th "The War of the Worlds" will run from Oct 18–Nov 3, so all is not lost. But the only live broadcast night will be October 26th, when KRCL will have the theater wired for sound and the audience is part of the act.

Reserve your seats by calling KRCL at 363-1818. Seating is limited, so call now!

Flatlanders in our studio



Thursday Drive Time's host Paul hangs out with The Flatlanders at KRCL

Once again we ask the age-old question...

What's in Your CD Player?

Micky

host of "Blue Light 'til Dawn"
Saturday 10 pm - Sunday 3:30am

Ray Mckinley:
Mckinley Time (Vipers Nest Gold)

Kitty Kallen:
The Kitty Kallen Story (Sony/SMS)

Judy Garland:
Judy (32 Records)

Artie Shaw:
Self Portrait (BMG/RCA)



Sabra

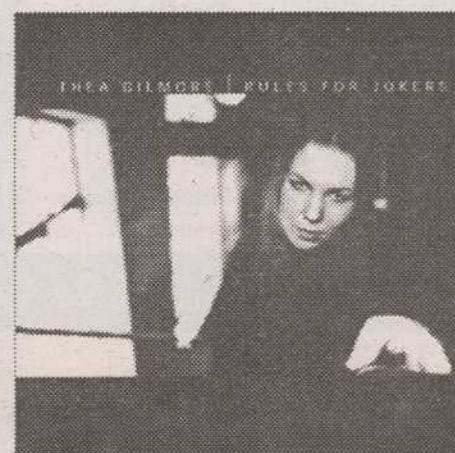
host of "Monday Drive Time"
Mondays 3:00 - 5:30 pm

Thea Gilmore:
Rules for Jokers (Compass)

The Damns:
Where It Lands (Joy Ride)

Patty Griffin:
1000 Kisses (Ato)

Emm Gryner:
Asianblue (Dead Daisy Records)



Kelly

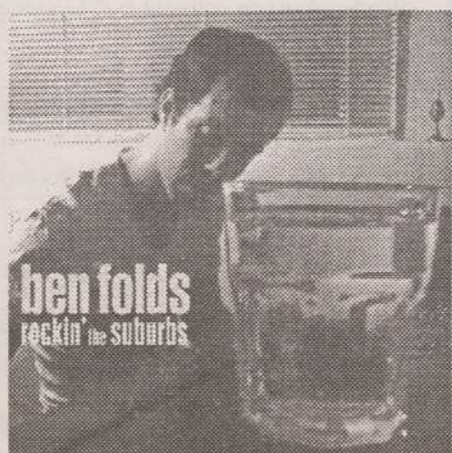
co-host of "Huzzah for Ska"
Saturdays 7:00pm-8:30pm

Andrew Bird's Bowl of Fire:
Oh the Grandeur (Ryko)

Ben Folds:
Rockin' the Suburbs (Sony/Epic)

Jonathan Richman:
Surrender to Jonathan (VAPOR)

Jas. Mathus & His Knockdown Society:
Play Songs for Rosetta (Mammoth)



Susan Schlotterbeck

KRCL office volunteer
extraordinaire

Martin Sexton:
Black Sheep (Koch)

Steve Forbert:
Mission of the Crossroad Palms (Giant/Palladin)

Ele:
Ode de Nada (Self)

Laura Love:
Octaroon (Biography)



The Membership Guy Speaks!!

Do you remember last fall, when I said that we'd shorten the radiothon if we got a big pre-thon? "Oh boy," you all said; "that Andrew, what a kidder." But I wasn't kidding at all, and when you KRCL members donated \$30,000 pre-thon, that extra money freed all Saturday morning and early afternoon from pitching.

Now we're doing it a little different this fall: We want to end the Radiothon early, hopefully by a day, maybe more. We've set a money goal — \$175,000 — and once we reach that amount, Radiothon's over!

If you've been a member for a while, you know the pre-thon campaign doesn't really stop once the Radiothon begins. We use your pre-thons for listener challenges on your favorite shows during Radiothon. Your pre-thon donation helps the show twice over.

Okay, two more things and then I'll wrap this article up: First, for every pre-thon donation of \$50 or more, we'll give you a Salt Lake County Fitness & Recreation Center day pass — you can swim in the pool or even take a free aerobics class, and the pass is good for any of the rec centers all over the county.

Second, we've arranged for anyone who donates \$25 or more to receive a free subscription to the *Utne Reader* magazine. It's a great read, and covers almost everything worth thinking about. (They haven't mentioned me yet...) It also has great information about new music on independent labels and "indie" musicians. Both of these are available on top of any other thank-you gifts.

So those are pretty good reasons to give pre-thon, aren't they? You're supporting KRCL, helping us shorten the Radiothon, and getting a free swim (unless you can't swim, like me; then you can join me in the wading pool). That's all for now, and if you haven't been thanked before, thank you so much for supporting Community Radio in Utah.

—Andrew

KRCL's Current Wish List

Here are few things we could all use at the station.

- Off-air volunteers to help with office projects and events
- Heavy-duty printer stand
- Landscaping boulders

Business Owners & Event Promoters . . .

Become a KRCL Underwriter — let the listeners know that you're in the community, and that you appreciate KRCL as much as they do.
Call Kami at 363-1818 for information and rates.

Local, Regional, National, and World Information

KRCL offers expanded depth and variety in Public Affairs programs

You may think of KRCL as being all about music. But there's a whole other side to KRCL, bringing you diverse news and information through our local and national public affairs programming.

KRCL has recently revamped and revitalized our public affairs line-up, providing greater variety and depth and bringing more voices, more information, and more opinions at times more convenient for listeners.

The public affairs day begins at 5:30 am weekdays and 6:30 am Saturday. This time slot brings you **Free Speech News**, **Radio High Country News**, and more, starting your day off with news and information you can use. Early on Sunday, before **Living the Circle of Life**, you can hear **Native American Calling**, a call-in program linking public radio stations, the Internet and listeners together into a thought-provoking national conversation about issues specific to Native communities.

Weekdays, you can find a wealth of information on KRCL's midday public affairs programs. Each day at noon we present a nationally-produced public affairs show, followed at 12:30 by a complementary locally-produced public affairs show. These shows range from **What's the Word**, which examines language and literature, to the ever-popular **ArtSpeak**, featuring interviews and information about the local arts scene. There's **This Way Out**, an award-winning national and international gay and lesbian news radio program, followed by **Concerning Gays and Lesbians**, every Wednesday. There's the locally-produced **The Nature of Things**, examining issues and events pertaining to the natural world surrounding us here in the Intermountain West, and **La Voz de la Gente**, featuring interviews and discussions with members of the local Hispanic community.

In the early evening, KRCL brings you still more information. **Democracy Now**, the hard-hitting program hosted and produced by Amy Goodman, is known for its in-depth examination of the news behind

the headlines. It now airs at 5:30 pm Monday through Thursday. Fridays beginning at 5:30 pm, you can hear two programs that examine the news and the media covering it, **Counterspin** and **Making Contact**.

In addition, we've added an extra half-hour of public affairs programming, airing from 6:30 to 7:00 pm Monday through Friday. These shows include some old favorites and some new programs as well, notably **Ken Nordine's Word Jazz**, a spoken word, poetry and jazz program that uses language and sound to tell stories from a slightly skewed, but very unique, perspective. There are several locally produced public affairs programs in this time slot as well, including **A View from Here**, **Knowledge in a Nutshell**, and the Tongan radio show, **Tala Koula**.

And we've added short informational features throughout the day, including **On the West Side**, **Wasatch Environmental Update**, **Changing Channels: Alternative Takes**, **Because We're Here**, and **Music and the Broken Word**. These programs, airing at 4:30 pm daily, provide a quick look at local news, the environmental movement, the gay and lesbian community, and the music and television industry. You can also get a quick update on labor news from the **Workers Independent News Service (WINS)**, airing at 7:30 am weekdays, and listen to the political commentary of **Jim Hightower** weekdays at 11:00 am.

There's so much great programming on KRCL that it can be hard to keep track of it all. But remember, you can always go to KRCL's web page, www.krcl.org, for the latest schedule and programming information. Or consider clipping out the schedule available in this issue of *Voices*, and putting it up on your refrigerator. That way you'll be sure to tune in for more of the diverse information and news available throughout the week on your community station, KRCL.

No, you aren't going deaf...

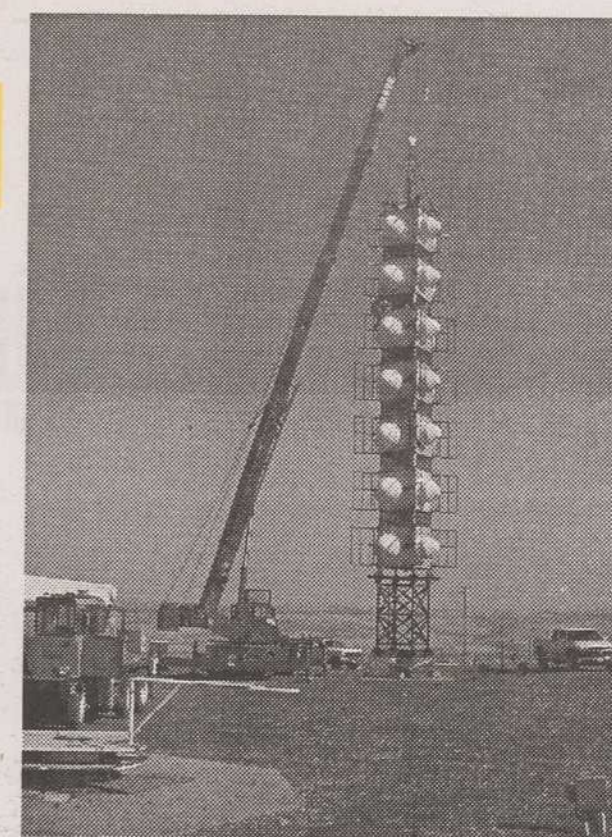
KSL is installing a new transmitting tower/antenna on Farnsworth Peak. To avoid any accidents or mishaps, all thirteen stations using the tower must resort to a backup tower to continue at full power, or use low-power transmitter.

The cost to purchase space on the backup tower was prohibitive (and impossible) for KRCL so we will be at low power five, possibly six, weeks starting September 3rd.

Low power means the signal isn't very strong, and our broadcast may not reach outer areas such as Park City. It will cause static in many locations and our signal may fade in other areas.

The light at the end of the tunnel is that our signal will be better after all this. It will be able to penetrate buildings better and outer areas will be clearer. Replacing KRCL's transmitter is a must, and it should then be good for another 20 years.

This may well go into Radiothon, one of the best reasons for listeners to get their pledges in now. The Fund drive will stop when we reach the overall goal of \$175,000. It's the same as last 'Thon and on the last drive we took off almost one whole day...this time let's do three days! Admittedly, that is a very optimistic goal — but it can be done.



The new Farnsworth Antenna being installed — it looks weird, but will sound great.

Please recycle by giving this copy of *Voices* to a friend!

KRCL Community Radio Radio for the Rest of Us!

KRCL 90.9FM is a volunteer-driven, non-profit, listener-supported community radio station. KRCL exists to provide music and information not available elsewhere on the radio dial. Over 70% of KRCL's funding comes directly from the community we serve: people just like you.

KRCL serves the community by providing:

1. A diverse selection of music programming
2. Local public affairs programs
3. Free public service announcements for non-profit organizations
4. Sponsorship for community events and concerts
5. National public affairs and news programs
6. Ethnically diverse programming

The vast majority of programs heard on KRCL are produced and hosted by volunteers. These volunteers are people from our community who contribute countless hours of their time, bringing KRCL listeners great music and vital information. This is a remarkable phenomenon when one considers how much time is involved in producing a weekly radio program.

KRCL has been broadcasting since 1979 thanks to the dedication and support of its members and volunteers. For more information about KRCL log on to www.krcl.org, give us a call or tune your radio to 90.9 FM in Salt Lake and 96.5 FM in Park City.

New members are always welcome.

Office Phone: 801-363-1818 Studio Phone: 801-359-9191

To become a KRCL member, fill out this coupon and mail it to us or log on www.krcl.org; you can join there, too.

Yes, I want to be a member of KRCL!

Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Membership Categories. Please check one.

\$365 - CD of the Month Club (Receive a CD in the mail every month for 1 year)

Choose from Folk, Rock or Eclectic categories

\$75 - KRCL compilation CD or KRCL banner

\$60 - KRCL T-Shirt or Mug

\$25 - Basic Membership

Other \$ _____

Payment method:

Check or Money Order enclosed.

I will donate online at www.krcl.org.

Charge to Visa, Mastercard, Discover, or American Express

_____ / _____ / _____ exp _____ / _____



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Listener's Guide

1971 west north temple, salt lake city, UT 84116

Volume 23 Issue 3

**INSIDE
THIS ISSUE**

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- Fall Radiothon News

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