

1980-1981  
DECEMBER-JANUARY

# *KRaCLe* program guide

FIRST LISTENERS SPONSORED

NON PROFIT RADIO



**Radio for everyone**



# KRCL 91FM

COMPLIMENTARY COPY

262 East 100 South, Room 222  
Salt Lake City, Utah 84111  
801-363-1818

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REPORT TO THE LISTENER

Dear Supporters,

Having spent much time the last few years getting KRCL on the air, I can't tell you how great it was to receive your support during the Radiothon.

KRCL is funded currently by a wide variety of listener support, corporate and foundation gifts, and local and national government grants. Eventually our main resource will be you. Currently, our largest support is from the Community Services Administration for programs we air for Seniors, Handicapped, Minorities, Women and Low Income/Disadvantaged persons. This grant was to run until December first, 1980, but through some cost savings at the station and help through listener contributions, we are fully funded until January 30, 1981. During the month of December we will receive word on an 18 month extension on our major start-up grant. In the long run, sooner or later, KRCL will have to raise at least \$130,000 per year to pay for a small paid staff, rent transmitter site, utilities, tape supplies, insurance, programs from other areas, etc. In coming months I will keep you informed of our progress with specific budget breakdowns.

KRCL couldn't function without our supporters and volunteers, so write to us if you have something we need to know.

Sincerely,

Stephen Holbrook  
Station Manager

## MARATHON REPORT



This has been a full year for KRCL. Although there are about 50 other community non-commercial radio stations in the United States, KRCL is the first of its kind in Utah. We first signed on the air in December of 1979.

This past October we conducted an on-air fundraiser, an event that was over four months in preparation. Because it was our first time in asking for community support, we didn't know what to expect in the way of response.

October 19, the first day of our Radiothon, finally arrived. It was happening! From that first morning, we knew we were succeeding. The energy was so high, many community members dropped by just to be a part of it all.

Our success can be measured in a number of ways. First was the renewal of commitment of both the staff and the 120-odd volunteers that run the station. Many people spent their spare time gathering premiums, answering the phones, and supplying us with the food we needed to keep going; generally doing what had to be done. This gave us a chance to get to know some of the people who listen to us, and get feedback on our work. Every programmer responded to the positively-charged electricity surrounding the Radiothon, in spite of all the frustration of tripping over one another in the studios.

Secondly, close to 1,250 people supported KRCL. That number far exceeded our wildest dreams and predictions. The people in the community who pledged their money to KRCL are now a part of community radio in Utah! We want all of them to know that their input to the station is vital to making community radio represent all of us.

The final measure of success was that we exceeded our \$15,000 goal. Over \$18,000 was pledged to KRCL. In a time of economic hardship, we thank all of you along the Wasatch Front who gave what they could for a voice not heard anywhere else.

Dorothy Poulton



OFFICE MANAGER: MARY WILCOX



ETHNIC AFFIARS DIRECTOR:  
DONNA LAND



HANDICAPPED PROGRAMMER TRAINEE:  
LINDA REEDER



NEWS AND PUBLIC AFFAIRS DIRECTOR:  
BOB FLORES

T  
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A  
F  
F



PUBLIC RELATIONS ASSISTANT:  
MONIQUE KILLIAN

ASSISTANT ENGINEERS:  
RUSS GETNER, KEN MOORE, BARRY BARLOW

TRANSMITTER CONSULTANT:  
DENNIS SILVER



CHIEF ENGINEER/PROGRAM DIRECTOR:  
SUNNY PIETRAFESA



STATION MANAGER:  
STEPHEN HOLBROOK

photographs by susan brown

December 1980 - January 1981

wilson jones

KRCL program schedule Dec 1980 - Jan 1981

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
6:00	<b>Breakfast Jam</b>							6:00
7								7
8 <b>A</b>	<b>Radio Rehash</b>					<b>Oldies</b>	Living The Circle Of Life	8 <b>A</b>
9 <b>M</b>								Voice Of Polynesia
10	<b>Morning Music</b>					<b>Sagebrush Serenade</b>		10
11								
12 noon	<b>Radio Newsreels</b>							12 noon
1	FOLK MUSIC	<b>Jazz 'n Jive</b>	ROCK	<b>Women's Show</b>	R AND B HIDEOUT	Hellenic Hour	Artspeak	1
2			—N—					30
3	<b>Senior Sound ~ Off</b>					<b>Asian Chimes</b>	<i>Womenergy</i>	30
4								ROLL
5	<b>Wasatch/World</b>					LA VOZ del PUEBLO	<b>Shabbat Shalom</b>	4
6	LA VOZ del PUEBLO					<b>Black Track</b>	LA VOZ del PUEBLO	5
7							30	
8 <b>P</b>	<b>I S S U E S</b>					Smokey's Blues Hour	<b>Jazz Progressions</b>	8 <b>P</b>
9 <b>M</b>	Free Form	Sarava	<b>Music for the Night People</b>	<b>Fret 'n Fiddle Radio Hour</b>	<b>Urban Youth Fusion</b>			<b>Jazz City</b>
10						30		
11	<b>Spin Me Round</b>	<b>Dead Air</b>	i'm so Bored	<b>Great Basin Blues</b>	<b>Soul Satisfaction</b>	<b>Fusion</b>	<b>Jazz Gallery</b>	11
12midn.								12midn.
1	<b>SIGN OFF</b>							1
2:00								2:00
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	