

# LOOKING IN



## DONNA LAND

In July of 1979, before KRCL started actual broadcasting, Donna Land answered an add for a job at KRCL as a Native American Programmer and she has been at KRCL since that time.

Now, as Ethnic Affairs Program Director, Donna has a full and busy schedule and her wide and varied duties would take many, many pages to fully describe.

As a member of KRCL's core of staff members, she oversees and coordinates the Ethnic programmers at the station, and works as a liaison between Salt Lake City's Ethnic community and KRCL; and, also, between the Ethnic programmers and the staff at KRCL.

Donna was born in Fort Duchesne, Utah and has lived in Salt Lake City most of her life. She feels that radio in Salt Lake City is lacking greatly and has too many empty spaces in programming. After attending national conferences on radio, Donna feels that KRCL is one of the best stations in addressing the needs of a multi-Ethnic community.

One of the problems she faces in her position is being accepted as spokesperson, liaison and director for each of the groups collectively. Donna says she hears a lot of comments from the different Ethnic groups such as, "Why can't we have a Chicano person for the Chicano segment?"

Donna feels the need for greater involvement and awareness from the Ethnic communities. She feels that KRCL is a very valuable resource to the Ethnic community; yet, unfortunately, there has not been much response from them. Although there is a lack of response, Donna has a very positive attitude and feels that, within time, KRCL will become a very viable outlet for Ethnic people.

Donna has been working toward a degree in Sociology at the University of Utah and she feels that the knowledge she has gained in that field has helped her work with the many different groups at KRCL.

KRCL is Donna's first experience with broadcasting. She has been with the station during its birth and throughout its growing stages, and she feels that it has been an exciting experience.



KRCL, as an alternative radio station, has pledged itself to providing opportunities and training for women interested in working with radio. Looking In, this month, spotlights three women who have taken full advantage of KRCL's offerings, resulting in musical and news programming that continues to be some of the best in Salt Lake. The three profiles were written by Kathy Eckel, also a musical programmer, who is working on her B.A. in Journalism at the University of Utah. Chairman Mao believed that women hold up half the sky; KRCL proves that they do.

## PAT MORTENSEN

Pat was born in New Mexico and lived in Phoenix, Arizona, before coming to Salt Lake City "to see what it was all about."

At Brigham Young University in Provo, Pat had the opportunity to study art and design. She has a very good impression of the education she received while there.

Currently, Pat produces art for an ad sales company. She says that when she has free time she accepts free-lance work. And then, sometimes, she accepts free-lance work when she doesn't have the time and finds herself staying up all night to finish a project.

Pat has also been doing art work for KRCL. She recently completed an ad for the station that will appear in *Sunstone Magazine*.

Pat was exposed to KRCL while driving from Phoenix to Salt Lake City. In Provo she started flipping through the FM dial and stopped when she heard some Pat Metheny over 90.9 frequency. She listened to KRCL until she arrived in Salt Lake. The next morning she "couldn't find the same station." She, naturally, had expected to hear the same kind of music she had been listening to the night before.

After thus discovering the diverse format of KRCL, Pat would tune in regularly to music shows.

She made a tape of music she thought would be appropriate for airplay and brought it down to Gary Packard, Production Director. Gary liked what he heard and soon Pat found herself hosting her own show on Tuesday nights. Pat currently



alternates hosting 'Easy Streets' with Kathy Eckel, Tuesdays, 8 to 11 p.m.

Pat trained with Gary on PSA production and you can hear her on several PSA's during the day.

Pat believes her best learning experiences have come from being on the air. She tells, with humor, of the time she accidentally turned off the transmitter while taking a meter reading. "Sunny (KRCL's Program Director) had been listening and was on the phone only a few minutes after it happened. She came right down and we got it back on the air." She says she used to be frightened of the transmitter, but that experience put her at ease.

Pat feels KRCL has made a difficult course to follow by choosing to be so diverse. Pat feels the station has been successful in gaining a broad base of listenership, and feels that commercial stations are directed to a class stereotype that doesn't exist. KRCL's "Human Radio" (a quote from Bob Flores), has all the rough edges and mistakes that are a part of being human.

## CAROL SOB CZAK

Carol Sobczak, KRCL volunteer programmer, was born and raised far away in Cleveland, Ohio. In 1980 she spent an enjoyable two-week vacation in Salt Lake City, visiting some friends and after returning to Cleveland, decided it was time for a change. The fact that she had suffered no hay fever on her



trip here, she and a trunk of clothes boarded a Greyhound bus, arriving in Salt Lake for good in July of that year.

While Carol was living in Ohio, she attended Cleveland State and Kent State Universities, majoring in English. She has continued her education by attending the University of Utah.

In December of 1980, while listening to KRCL at her "real job", Carol heard the station ask for news volunteers. That same evening she called KRCL and talked with Bob Flores, Director of News and Public Affairs and soon was taking production workshops.

Carol started at KRCL producing the 'Weekend Entertainment' segment, a five-minute spot about what's happening on the Salt Lake weekend entertainment scene. This came quite naturally for Carol, as she loves going to the movies, 'especially art films' and attending any kind of concert.

Currently, in addition to the 'Weekend Entertainment' spot, Carol does 'THE WEDNESDAY MELEE' Wednesdays, 11 p.m. to 2 a.m.; and 'Options: A Women's Forum' Tuesdays, 7 p.m. to 8 p.m.

'Options' is Carol's new hatchling at KRCL. She is currently trying to get a core of women from around the Salt Lake area involved in the show. "We have an hour of airtime, and we have so many things that can and need to be discussed." She feels that there are many women who could constructively and actively contribute to this program.

Carol's opinion of KRCL is that it is the only viable radio station in the city because of the wide variety that it offers. She feels that the other public and commercial stations in town are too biased and too conservative, and that there are many segments of the listening audience that are being ignored. Carol feels that KRCL serves the needs of those people who have been overlooked by commercial radio and that the station has something for everyone that is a bit out of the ordinary.

She also feels that KRCL is a more personal station, with more listener involvement and that it lives up to its motto: 'Listener Community Radio' because it reaches the audience and involves them in the show and the station.



# KRCL FM 91

Listeners Community Radio of Utah, Inc.

August 1981

## Program Guide

# Report to the Listener

This month's program guide greets you with an even newer format, which we hope will make it easier for you to plan the times you tune in to KRCL. There are a few slight changes in the music schedule which you may have already noticed over the air, and you'll find them in our descriptions. Also included in the program schedule are the many sprinklings of 2 - 5 minute features we offer throughout the day.

August 8th marks the anniversary of the bombing of Hiroshima, and the 12th marks the bombing of Nagasaki, the effects of which still haunt us. This month many programs focus on nuclear war and energy, however, we have built the bulk of our Public Affairs shows around the broader issue of violence in our lives. We have some amazing and hard-hitting discussions and documentaries this month, and we hope you'll stay tuned.

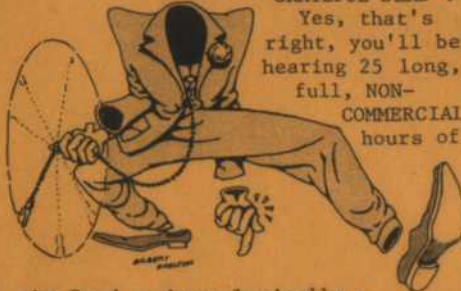


On the lighter side, as you may have noticed if you've been "tuned in", on August 8th at 5 am we will begin



a 25-hour salute to "AN ALL-AMERICAN BAND: THE GRATEFUL DEAD".

Yes, that's right, you'll be hearing 25 long, full, NON-COMMERCIAL hours of



the Dead - chronologically - packed with facts, trivia, prizes and MUSIC...brought to you by some of your favorite programmers. We hope you'll tune in for this big event. It promises to be a terrific primer for the Concert of the Year on the 12th of August. (See inset)

By the time this is printed, four of us will have been rejuvenated after having attended a conference of fellow community broadcasters in Durango, Colorado. It is a



wonderful opportunity to pass around ideas, critique our past work, and plan for the future together. This will be especially important, given the "budget cuts" and dealings in the nation's capital. We also hope to be able to share with you some of the things we will have learned.

You'll notice, (I hope), that our signal is sounding better. We will be back up to full power by mid-August at the latest, for those of you who've been having a tough time receiving us. We've also installed some new turntables in our on-air studio, so



the quality of our musical broadcasting ought to be sounding better. We've had a few set-backs lately with our equipment, but over the next few months everything will be improving as we begin to install our new studio equipment and move to a new location.



And this reminds me to remind all of you who made a pledge during our MAYFEST to please make haste and send in your pledges. It's gonna be a long, hot summer.

May I plead once again for any program feedback you may want to offer. I very much appreciate the phone calls, and hope you can take the time to jot down some suggestions and send them along. KRCL is what we all make it, TOGETHER.

Cheers,

Sunny Pietrafesa  
Program Director/Chief Engineer



## SPECIAL + 25 HOURS OF DEAD AIR

### THE GRATEFUL DEAD

AUGUST 8 - 5 AM TO AUGUST 9 - 6 AM




## 90.9 FM ⊕ KRCL

## FRIDAY

6 a.m. BREAKFAST JAM 


'Maji Mungo Journey'

For the best in the Motown sound and to kick off all day soul on Friday, let Maji brighten your day. Listen for the 'Weekend Entertainment' guide at 7:55.

8:30 a.m. MORNING LIGHT 

'From a Different Perspective'

Aug. 7 Culture and Colonialism in the Caribbean  
Aug. 14 Multinational Corporations in S. Africa  
Aug. 21 Government Assassins in El Salvador  
Aug. 28 Oil in Trinidad

9 a.m. MORNING MUSIC: THE FRIDAY MORNING ATTITUDE ADJUSTMENT SESSION 

Let Chuck Bradley adjust your attitude with a mix of soul, disco, and rhythms and blues to start your weekend right. Carol's 'Weekend Entertainment' is featured at 10:55.



noon LUNCH ENCOUNTER 

'Third World USA' offers news and views for people of color in the US. This month: How are our lives affected in a nation that was founded by the killing of Native Americans, whose land this was in the first place?

1 p.m. R & B HIDEOUT 

Ewell 'Sweet Heat' Madry spins upbeat tunes to further you into your two days off, including 'Weekend Entertainment' at 1:55.

3 p.m. SENIOR SOUND-OFF 



Vic Fernandez puts a little ethnic pizzazz in the senior scene, bringing you music, consumer tips and much more.

4 p.m. WASATCH/WORLD 

Aug. 7 Atlanta Mothers  
Aug. 14 Ms. Yolanda King: Understanding the Black Struggle  
Aug. 21 Guns  
Aug. 28 Terrorism: How it Works


5 p.m. LA VOZ DEL PUEBLO 

Roberto Pina spins you the hottest salsa your ears can handle, combined with the 'Latin American Experience'.

7 p.m. EVENING RAINBOW  


'Brothers and Sisters', young, North American and with the spirit of People of Color -- Third World Youth, living in the USA. Listen in this month for thoughts on gang violence, machismo, juvenile justice and more.



7:30 p.m. URBAN YOUTH FUSION 

A fusion of soul and disco music that makes you want to move! Time to tune in and get down. Elaine Mochizuki, Tim Muniz and David Martinez let you know what's happening. They begin at 7:30 with 'Weekend Entertainment' by Carol Sobczak.

Aug. 7 Lowriders: Oldies Special.

11 p.m. SOUL SATISFACTION 

'Foghorn' Cristy Carter brings you soul and rhythm and blues.



2 a.m. SIGN OFF.

## SATURDAY



AUGUST 8th -- 25 HOURS OF  
THE GRATEFUL DEAD

5 a.m. SUNRISE SHUFFLE 


We sign on for an extra hour...a morning mix of rock and pop from the 60's, 70's and up-to-today. Brought to you by Juan Gonzales.

8 a.m. VOICE OF GREECE  


Greek music, news and information brought to you by Tom Gouvisis. How has the Greek culture changed throughout the eons of time? Tune in and find out.

9 a.m. ASIAN CHIMES  



Music, news and information from the Chinese, Japanese, Filipino and Thai cultures along the Wasatch Front. Each culture is unique, listen and find out how, with your hosts: Vic Fernandez, Alice Kasai, Mitsuko Mask, Sonboon Nongkolseombat and Wang Ning-Wu.

10 a.m. SAGEBRUSH SERENADE 


Gary Packard brings you a mix of folk and folk-rock, old time and country music, as well as the latest from Zodiac news. Tune in for the 'MK Update' at 10:55.

2 p.m. JAMAICAN JIVE 


Margie Millner plays reggae, and all of its roots and extensions, to rock you through your Saturday afternoon. Stay tuned for some surprises!

5 p.m. LA VOZ DEL PUEBLO  

Music, music and more music from the Hispanic culture -- old and new. Tune in and start your Saturday night on beat.

7 p.m. SMOKEY'S BLUES HOUR 

He needs no introduction and he'll bring you blues all show long. Your host is Smokey Koelsch.

8:30 p.m. CONFUSION OF MUSIC 


Gyll Huff, Brad Collins and company bring you THE most unique format radio has ever heard. It's art, music, words, compelling, Trailer Neighbors and something for everyone!

11 p.m. SPIN ME ROUND 


A new programmer at KRCL, Steve Gilbert, alternates Saturdays to bring you electronic and progressive music.

2 a.m. SIGN OFF.


## SUNDAY

8 a.m. LIVING THE CIRCLE OF LIFE  

Utah's only Native American program that features the series 'First Person Radio' from Minneapolis, MN, along with local news, calendar of events and issues concerning America's First People.

10 a.m. SAGEBRUSH SERENADE 

The country music you are yearning to hear on a Sunday morning with Joe McPhie. Stay tuned for concert info. Also featured is the Energy Update at 10:55 a.m.



2 p.m. BLUEGRASS EXPRESS 

Bob and Matt Flinner bring you the best in recorded and LIVE, LOCAL Bluegrass music.




4 p.m. HOUR ART YOUR ART 

Remember 'Up Your Gallery'? Well, this is your art. Produced by a collective including, but probably not limited to: Susan Brown, Lucy Flowers, Joe Sottum, Kerry Jensen, Carrie Jimenez, Marjorie Millner, Scott McLeod, Jim Preacey and Richard and Marilyn Scharine. They hope to have a program schedule worked out in time for the next Guide printing deadline. Good stuff!




5 p.m. LA VOZ DEL PUEBLO  


A mix of Spanish music, interspersed with information and news. Hosted by Pina Cabrales.

7 p.m. BLACK TRACK   

What's happening in the Black community here and nationally?-- tune in and find out. Kai Hollie and others will keep you up to date on one of the many different communities that make up the Wasatch Front.

9 p.m. PROGRESSIVE VIBRATIONS 

The latest and best in jazz programming brought to you by Kai Hollie and Tina Griffin on alternating Sundays.

11 p.m. JAZZ CITY 

The Mayor and Commissioner of Jazz City, Steve Williams and Mike Anderson, bring you everything from Coltrane to Gabarek, Miles to Jean Luc Ponty... 'til the wee hours.

2 a.m. SIGN-OFF