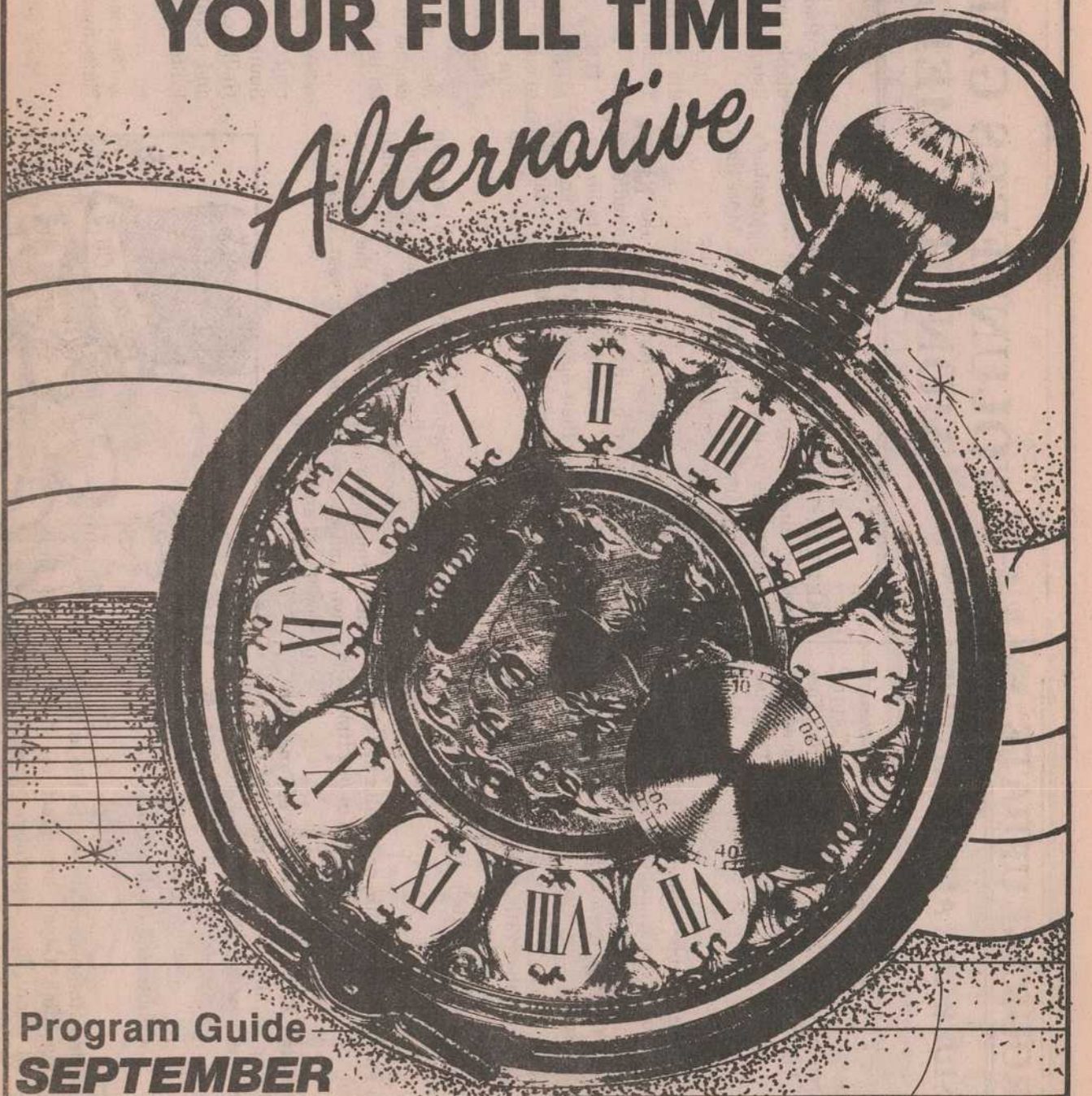


# KRCL 91FM

*NOW* **24** HOURS  
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*Alternative*



Program Guide  
**SEPTEMBER**

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Inter: Art Waber, Mike Buoco, Dave Kelm, Peggy Colosimo

The KRCL LISTENERS' PROGRAM GUIDE is published monthly through funding donated to the Listener's Community Radio of Utah, Inc., and is a non-profit, tax-deductible organization, based in Salt Lake City, Utah.

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## PROGRAM UPDATE

### CONSIDER THE ALTERNATIVES

The effects of nuclear war will be the focus of September's "Consider the Alternatives" program, aired each Monday at 8:30 a.m. during "The Morning Light." The segments feature a powerful three part documentary, "Nuclear War: The Last Epidemic."

**Part I, on September 6th**, will examine the medical and social consequences of nuclear war. The episode includes opinions from leading nuclear experts and representatives of Physicians for Social Responsibility.

**Part II, on September 13th**, takes a careful look at why there is a growing danger of nuclear holocaust. Speakers include Bernard Field and Paul Warnke.

**Part III, on September 20th**, concludes this series on one of the most pressing issues of our time.

**On September 27th, "The Lessons of June 12th"** will provide highlights of the rally for disarmament held in New York last June.

#### Concerning Utah Gays

Religion and Homosexuality will be the topic of "Concerning Utah Gays" broadcast on KRCL Mondays at noon. The September schedule includes:

- 9/6 Views of Various Churches
- 9/13 Book review: The Church and Homosexuality
- 9/20 Christianity, Social Tolerance and Homosexuality
- 9/27 Ann Landers on Gays

## VOLUNTEERS GATHER FOR MONTHLY MEETING

SALT LAKE CITY — KRCL Volunteers met Monday evening (August 16) to meet new staff members and to discuss plans for September's Radiothon, coming up later this month. More than 30 volunteers gathered for the meeting.

Station Manager Alan Bowes said the Radiothon this fall would be two weeks in length, and would be "low-key" in nature. He asked radio programmers to keep their appeals short and to concentrate more on producing creative, entertaining shows.

The purpose of September's fund drive is to help off-set reduction in federal funding and to replace funding expended in the purchase of a needed new transmitter. The drive marks the second of two fund drives scheduled each year, usually in the spring and fall.



Bowes said he expects the station to raise at least \$30,000 from supportive listeners during this

fall's Radiothon. "We're going to have some highly entertaining shows for the Radiothon, so listeners are in for a treat," he said.

Two new staff members were also introduced at the Monday meeting. They are Nancy Ann Talcott and P.R. Gregg II.

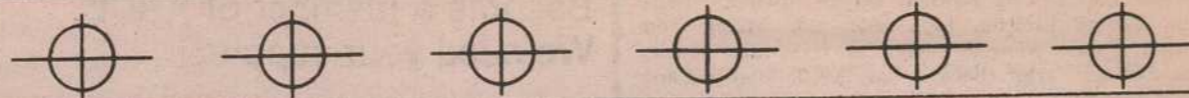
Nancy replaces former office manager Margie Millner, who left for Tacoma, Washington and on to other challenges. Miss Talcott comes to the station with a lot of background in radio and television, namely KUER and KUED, both at the University of Utah. She's bright, energetic and a welcome addition to the staff. She also has a degree in mass communications, and is currently on the board of Salt Lake's Jazz Society.

"PR" (as he is often called) is a writer and current columnist for two weekly newspapers in South Dakota, and is also working on a novel. He'll be working in the area of public relations and grant writing as Promotion Manager and Editor of the KRCL Program Guide.

The next volunteer meeting is scheduled for Tuesday, September 7, at 7 p.m.

New volunteers are welcome to attend.

## From KRCL



### Getting a Better Sound?

## THE ALTERNATIVE HAS A NEW TRANSMITTER

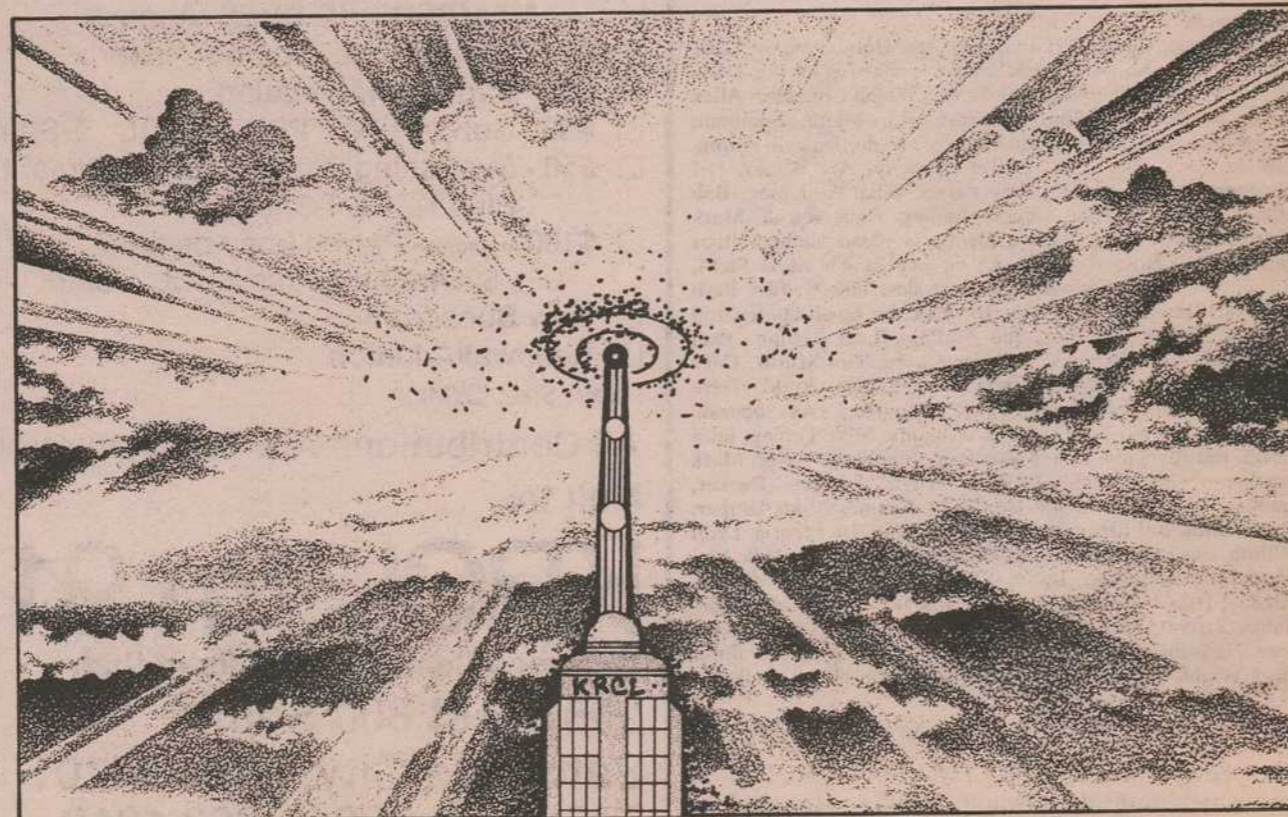
We put it off as long as we possibly could. The Federal Communications Commission was all over our backs telling us our old transmitter just wasn't making it, and that it was below FCC standards. Moreover, other broadcasters in the area were beginning to look at us a little funny.

Always interested in saving a buck, we checked around to see if we could find a "decent" estimate in getting the old transmitter fixed. No way. We found the cost needed to repair it would have been more than the transmitter's worth.

So, we huddled together and decided our best bet would be to get a new one. And that's what we did. Though we couldn't really afford it.

The new transmitter, situated atop lofty Farnsworth Peak, should be giving you a little better sound (it may be installed by the time you read this). Those who weren't receiving a clear signal in the past, may find the new signal a little clearer and with less distortion.

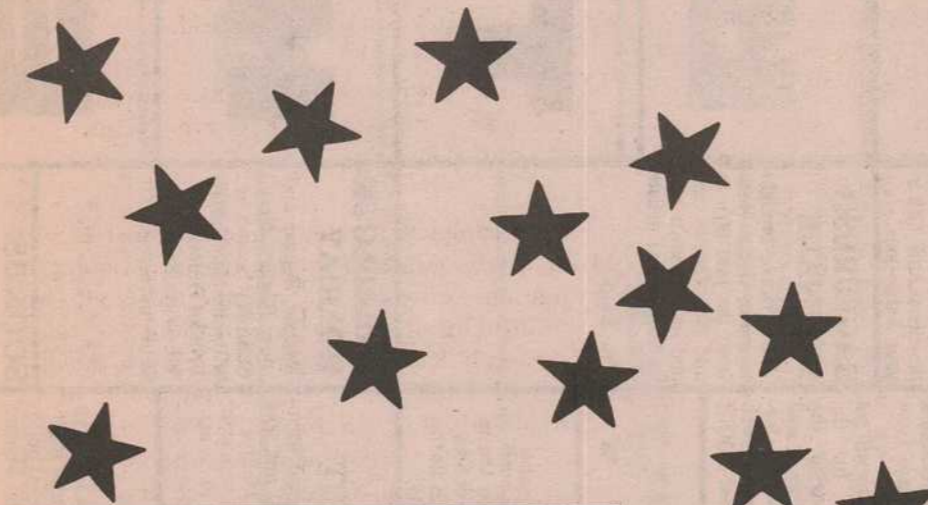
And that, of course, makes the listening all the better.



It's That Time Again...

## PITCHIN' FROM THE CONTROL ROOM

You Really Can Help



BY P.R. GREGG II

LATER THIS MONTH, KRCL (The Alternative radio station) begins its second fund-raising drive of the year. This drive is highly important.

Like many non-profit organizations across the country, the station is experiencing the disturbing effects of drastically-reduced federal spending. More than ever before, the station now has to rely on supportive members of the community to help make up the deficit.

Recent surveys indicate KRCL to be growing in audience listenership — out of 33 stations in the area, it's rated at about the half-way mark. But unfortunately, out of some twenty thousand plus listeners, only about a thousand are current paid members.

If the station is to continue to grow and improve on the quality of services it now provides to community listeners, it is only appropriate that it now enlist the aid and support of the very community it serves.

KRCL, as a community radio station, provides not only a diverse range of cultural music, but it also provides important cultural and non-cultural information, including information on a wide range of local, state and national issues which would otherwise largely go ignored.

This month, in addition to the regular shows that are broadcast each week, listeners will be hearing a number of "pitches" for support from the control room. The Radiothon is expected to last approximately two weeks — but with a difference.

Radio programmers will be keeping active appeals for funding support to a minimum, and concentrating more on producing highly creative and entertaining programs. Station officials are hoping this creative approach to fund raising will have a greater impact on listeners, but without reducing over-all listening enjoyment.

As a non-profit organization, volunteers are what make up the "soul" of KRCL radio. None of them are paid for what they do. It requires a lot more work than anyone might expect — there's a lot more involved than talking on the air and spinning discs. In essence, the station's volunteers care about what they do. They also care about the community the station serves.

Because KRCL is dedicated to serving the community, management has decided to begin program operations 24-hours-a-day (it should have already started by the time you read this) in order to reach those portions of the community that would otherwise not have our programming available. People who must necessarily stay up late at night will now enjoy the full benefit of community broadcasting.

We care, you see. KRCL is hoping to raise at least \$30,000 during this month's fund drive. And you can help.

If you're a regular KRCL listener, and you want to lend support to your community radio station and show that you care too, just fill out the coupon (found elsewhere in this issue) and send it in along with your check. Or, if you have time, bring it in,

and while you're here, take a tour of the studio. If you're already a member, and your subscription is about to run out, write out a check and renew it as soon as possible. If you don't do it now, you may end up putting it off indefinitely. Promptness is a sure way of showing that you still care, and that you support our efforts to bring you the best The Alternative has to offer. And while you're at it, talk it up among your friends and around your neighborhood. Every little bit will help.

If you're a business person, or in a position to contribute more than the membership fee, give us a call and let us know about it. Remember, it's all tax-deductible. If you feel you'd like to underwrite a certain program — where your name or business is mentioned — or you simply want to donate items to help furnish the studio, just pick up the phone (363-1818).

Help us help you and our community. And when you hear our volunteers pitchin' from the control room, give 'em a call and let them know you care. You really can help.

# KRCL <sup>FM</sup> 91

## Subscribe!

Become a member of KRCL.  
We need your support!

# NOW...24 HOURS A DAY!

91 KRCL 91								
	S	M	T	W	H	F	S	
6	<b>CHUCKY'S GOSPEL TRAIN</b> Get your Sunday off to a bright start with great gospel from Chuck Averitte.	<b>BREAKFAST JAM</b> Karl Heraim's "Ocean of Sound", an eclectic music program that will make Monday mornings much less painful. Brahms to the Rolling Stones.					<b>ASIAN CHIMES</b> Darrell, Vic and others give you a taste of Oriental cultures.	<b>O</b>
7		"After silence, that which comes nearest to expressing the inexpressible is music." Aldous Huxley. Music hosted by Carol Sobczak.						
8	<b>LIVING THE CIRCLE OF LIFE</b> Jim Bilagody & Donna Land Maldonado with Native American programming.	<b>MORNING LIGHT</b> Public affairs, news and commentary. New insight on today's issues.					<b>URBAN YOUTH FUSION</b> Ramon Cardenas and Tim Muniz have found the hottest items in soul, upbeat and downbeat funk. Call in your dedications.	<b>N</b>
9		<b>LE CAFE FOLK</b> Folk music.... local, national and international. New musical theme each week.	<b>WOMENERGY</b> A thoughtful collage from Carla Gourdin, focusing on women's social and political views through music, poetry, news and interviews. Weekly topic explored in depth.	<b>JAZZ QUART</b> Mike Anderson plays your favorites....Miles to Jean-Luc; Coltrane to....something just as wonderful.	<b>FACE THE MUSIC</b> Babs and Julie (one every other week) feature traditional and not-so-traditional women's music. News, interviews and readings, also.	<b>ATTITUDE ADJUSTMENT SESSION</b> Chuck Bradley will get you ready for the weekend with the smooth energy of soul....its hits and forgotten favorites. He'll make you feel GOOD!		
10	<b>SAGEBRUSH SERENADE</b> Dave Burak features country and country rock tunes (often live from KRCL's studios).	<b>OUR ART /YOUR ART</b>	<b>SENIOR LABOR</b>	<b>SENIOR SOUND-OFF</b>	<b>LUNCH ENCOUNTER</b> Public affairs - local through international.		<b>SAGEBRUSH SERENADE</b> WaxxTraxx, brought to you by Gonzo. Rock from the late 60's to mid 70's. Classic cuts and lesser-known hits by those great artists of the era.	<b>T</b>
11		<b>CONCERNING GAYS</b> Dan Wilcox	<b>HANDICAPABLES</b> Issues - Linda Reeder.	<b>PEOPLE TALK</b> Jim Magleby - Humans				
12	<b>LA VOZ DEL PUEBLO</b> Ranchera and Tex-Mex music, with information and news. Jose' Martinez is your bi-lingual host.							<b>H</b>
1	<b>UP ANOTHER OCTAVE</b> Upbeat and off-beat sounds of new wave, fusion and punk by Lori Mehan.		<b>MENAGE A MUSIQUE</b> Mic Huerta fashions "Menage a Musique." Two hours of pure pleasure....just for you.	<b>THE SINGLES SHOW</b> Brad Collins will spin you around with the latest obscure 45's in town.	<b>MAD HATTER'S FLIGHT</b> The Mad Hatter features New Wave and other assorted oddities.	<b>R &amp; B HIDEOUT</b> Hear the most up-to-date R & B and soul from Ewell Madry.	<b>DREADLOCK HOLIDAY</b> Reggae, Reggae and more Reggae every Saturday hosted by Michael Hatis and Brooke Pederson. Who says Salt Lake is all mainstream???	
2	<b>BLUEGRASS EXPRESS</b> Join the Flinners.... Bob, Matt and Rex.... for the best in bluegrass, featuring local and nationally-known artists. Occasional live performances.	<b>DRIVE TIME MAGAZINE</b> Chuck Bradley gives you the Monday edition of Drive Time Magazine with a laid-back way to help you unwind after a Monday. Music, information and news. Mother Jones Audio at 6:00 pm--don't miss it.					<b>E</b>	
3	<b>POLYNESIAN</b> George and Harry host music and information from the South Pacific.	<b>RADIO ACTIVE PLAYERS</b>	<b>GENERIC RADIO</b> Barb Guy treats you to two hours of great music. New Wave, Rockabilly and Reggae are some of her favorites.	<b>AURAL DECAY</b> An enthusiastic (and sometimes bizarre) mix of music from Dave Santivasi and Steve Caras. Old and new, rock 'n roll, blues, jazz and more.	<b>COUNTRY CURES</b> Joe McPhie and R. K. Radack alternate to bring you rock, country and country rock. How's that again?	<b>MUSIC FOR THE NITE PEOPLE</b> Michael G. takes you back to the 60's with the best in music, humor and anecdotes.		
4	<b>JAZZ GALLERY SALSA</b> Every other week: John Schellinger with a wide array of jazz. Roberta Pina with salsa.	<b>GREAT BASIN BLUES</b> Boogie Woogie and Chicago Blues with Brian Kelm. John 'Smokey' Koelsch hosts Blues History Night	<b>GENERIC RADIO</b> Barb Guy treats you to two hours of great music. New Wave, Rockabilly and Reggae are some of her favorites.	<b>AURAL DECAY</b> An enthusiastic (and sometimes bizarre) mix of music from Dave Santivasi and Steve Caras. Old and new, rock 'n roll, blues, jazz and more.	<b>COUNTRY CURES</b> Joe McPhie and R. K. Radack alternate to bring you rock, country and country rock. How's that again?	<b>MUSIC FOR THE NITE PEOPLE</b> Michael G. takes you back to the 60's with the best in music, humor and anecdotes.	<b>PHONO SYNTHESIS</b> The show's the same the host different, that's Jon Bray. The latest in dance, punk, new wave and rockabilly.	
5	<b>JAZZ CITY</b> Joining Mike Anderson on Jazz City is none other than Perry Shepard bringing you mainstream and contemporary sounds.	<b>BLUES NITE BEAT</b> Blues with David Spencer. Tune in to see what he's all about.	<b>TUBULAR WAVES</b> Would you believe "Tubular Waves"??? You'll want to hear it to believe it. Join your hosts Ron Ward & Jim Oughton.	<b>NIGHT VINYL</b> A diverse blend of sounds from the classics to the experimental. A ray of light from within the FM Rock-n-Roll Dungeon.	<b>FRET 'N FIDDLE</b> One of our best! Lots of fine traditional and folk music....live, local and from far away. Paul and Louis throw in some history, too.	<b>FREE FORM</b> Boo hoo! Gary left us. But wait, "Free Form" isn't gone. It's still here, just a different broadcaster. Who?? Tune in and find out.	<b>LORI'S SHOW</b> New wave, electronic and more new music from Lori Mehan.	
6	<b>NEW!! NIGHT-TIME SALT LAKE</b>							<b>A</b>
7	<b>TENTACLES</b> Ken Rudd and his Living Free Jazz Show provide the unique sounds of the avant garde....a new experience in music.	<b>LOVE NIGHT SOUND AFFAIR</b> A mellow combination of jazz and soul with David Martinez. With feature album weekly.	<b>TOM SURPRISES</b> A surprise!! Actually the surprises are in the way of pop music, join Tom Tidwell who presents to all his own blend of sounds.	<b>TAKEN BY FORCE</b> Heavy Metal with various rock & rock-jazz combinations with Chris B.	<b>MULE SKINNER BLUES</b> Bob Athey and the best of Rockabilly!	<b>QUALITY CONTROL</b> Bill Marcus brings you "Art Rock" with a weekly featured artist. Tune in and find out!	<b>HARD-CORE</b> Brad Collins begins the end of your Saturday with electronic and synthetic punk.	
8	<b>OUTSIDE PLEASURE</b> With Jimmy Miklavcic. Electronic music of a different sort.	<b>SOLO FLIGHT</b> The program that emphasizes the art of solo & lead guitar: electric & acoustic... Put together for you by Nick G.	<b>THE SWITCHIN YARD</b> A mixture of rock & new wave, soul & jazz on the over-nite with none other than Dave 'n Steve.	<b>WEE-HOURS WAXX TRAXX</b> J.R. Greene brings you rock & jazzfusion and information.	<b>NIGHT MUSIC</b> Folk, country and blue grass by request. Your host is John Shine.		<b>I</b>	
9	<b>MEMORY LANE</b> A brisk early morning tour with your host Greg Morris. Come along as he takes you through some of rock's best years.	<b>JAZZ PASSPORT</b> Three house of jazz for the early morning. Not too much but, just enough to keep you going. Mainstream, acoustic & fusion plus a little more	<b>UNDER THE INFLUENCE</b> Rock 'n Roll: the good stuff you may never have heard with Hugh Garner & Chris Dittins.	<b>LONDON CALLING</b> By Mike Mooiman, who gives you a mixture of rock & jazz with the British touch. Included will be a dash of comedy every hour or so to stay those early morning blues.	<b>MAIN LINE</b> Rock 'n Roll, new wave, punk, country rock, R & B and jazz fusion mixed to produce a potent brew of segues... all done by Mike.	<b>MANA-NITAS MEXICANAS</b> Join Jose Martinez for a variety of Mexican music: music for the morning.		<b>CHUCKY'S GOSPEL TRAIN</b> Get your Sunday off to a early, bright start with gospel brought to you by Chuck Averitte.
10							<b>R</b>	
11								

Hang near radio.

KRCL FM-91 Salt Lake City (Subscribe!)

## KRCL Listener Survey

As a KRCL listener, we feel that your input would be most valuable to us, enabling the station to upgrade its program quality and content. All replies will be read and recorded. Please send your reply in an envelope or drop it off at the station. If you wish to leave certain items blank, you may do so. These will be kept confidential.

Name \_\_\_\_\_

Address \_\_\_\_\_

Age \_\_\_\_\_ Sex \_\_\_\_\_ Race \_\_\_\_\_

Musical Preferences (in order):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Stations most often listened to:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

KRCL programs most listened to:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Favorite KRCL personalities:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Least favorite KRCL programs:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

KRCL's strongest qualities:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

KRCL's weakest qualities:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Suggestions for new programs or changes in existing programs:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Other comments:

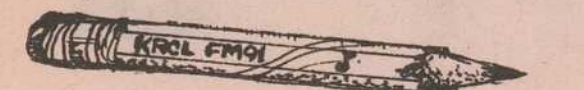
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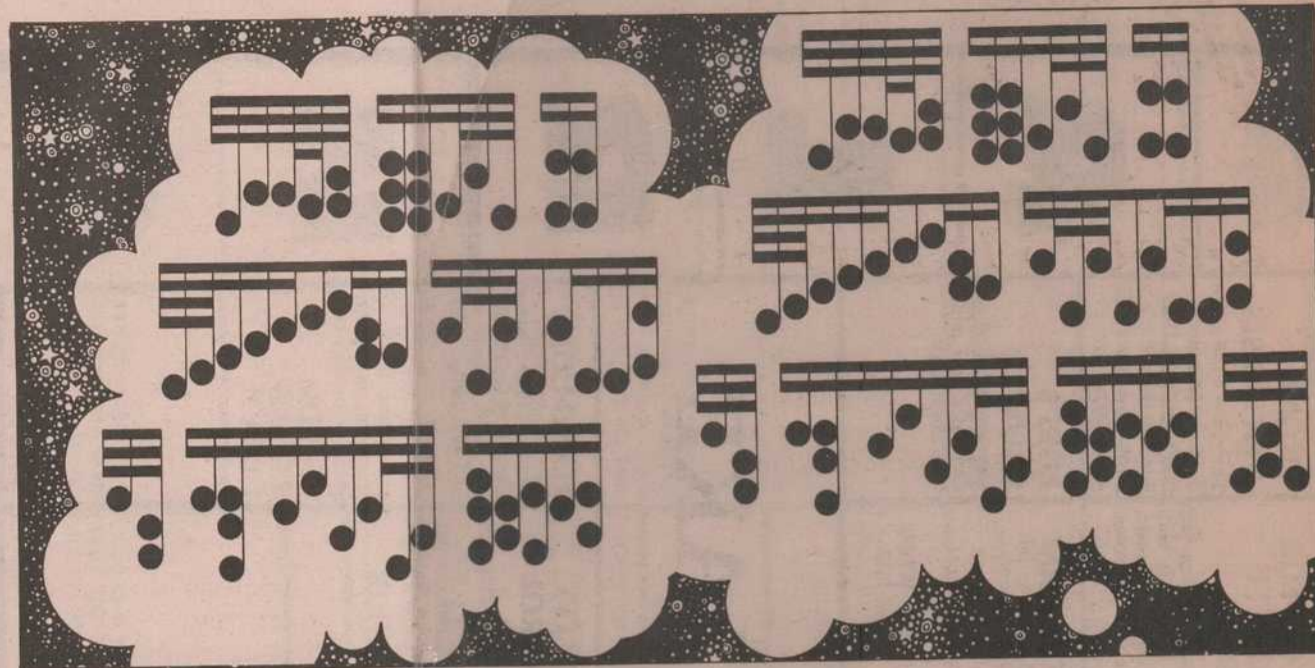
Interested in volunteer work at KRCL?

Yes  No



'What??? Again???'

## FOND MEMORIES OF RADIOTHONS' PAST



BY KATHY ECKEL  
KRCL Volunteer

"YOU WANT ME TO DO WHAT? AGAIN? You've got to be kidding! You realize what kind of reputation I'm getting around here? I know it creates a source of money for our cause and all that stuff, but... You do realize, I hope, that there are others around here who can do just what I do. You guys are giving me burn-out!"

\*\*\*

Yes, folks, Radiothon time is once again upon us, and as a veteran of several of these needed fund-raisers for the station, I'd like to share a few memories with you.

I'm not one of those people (at least I don't think I am) who can easily sell something. But that's what each volunteer working with KRCL during Radiothon is doing. Selling the station, selling its ideas, its programs and all it has to offer the community. The first time I was asked to do a program during Radiothon, I had visions of Jerry Lewis dancing in my head. "No way," I said, "I can't do that."

But after I got on the air and started my program, I realized I was playing something not often — if ever — heard on the airwaves in the valley. It started to dawn on me then just what this station was all about.

Oh sure, I already had a fairly good idea. I'd been working at the station for quite some time. But it really finally hit me: *Alternative Radio!* I didn't have to be like other deejays on commercial radio, I could be myself, and hopefully listeners would be able to identify with what I was saying and playing. I wasn't playing off a programmed playlist. And the best part was that I was playing what listeners wanted to hear, via the request lines.

The last Radiothon held in April, I thought, was great. What else can I say? I met many new faces and people. And I thought Dave Jacobs and I did our share in helping raise money for the station. But the best part was knowing that somewhere out there I was making a few people happy by playing what they wanted to hear.

By this time readers are probably wondering what the little tirade at the beginning of this piece was all about. Well... about a year ago, the station decided to do a special fund-raiser, featuring 25 hours of the Grateful Dead. Wow! If you think that was fun, you should have been there. The atmosphere was like that of a real live Grateful Dead

concert. People coming and going with a smile and a friendly word. I remember people kept calling to say thanks for playing something that couldn't be heard anywhere else. It was a time to remember.

Radiothon is a time when the community gets involved in the station in a big way. Through contributions the station can continue programming material which the community wants to hear — not what someone else says you have to hear.

During this fall's Radiothon, KRCL will be asking for your help. So come on down, check out what we're doing, and, of course, contribute. Not only money, but time, energy, and anything else you can think of. We need YOU!

KRCL has been on the Salt Lake airwaves for nearly three years now, and with your help and support we can be around for thirty more!

(Editor's Note: Kathy hosts "Night Vinyl," aired Wednesdays from 9 - 11 p.m.)

## KRCL

There's No Time to Wait!

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Unique Record Shop..

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## Listener's Letters —

Dear KRCL:

Utah Issues appreciates your contribution to our work. We also appreciate and respect your role in the community, and look forward to years of mutual support.

Irene Fisher  
Utah Issues  
Salt Lake City

That's music to our ears, Irene. Thanks for the card. —Ed.

Dear KRCL:

We really enjoy the station. We really enjoy Bill Marcus' show, "Quality Control". We only wish it was on a Saturday afternoon for four hours. We really enjoy Fresh, Aural Decay, Music for the Night People, Free Form, and Sagebrush Serenade.

Keep up the great work!

Max C. Williany

We're tryin'. —Ed.

Dear KRCL:

Enclosed is \$5.00 for a T-shirt I bought at NFCB. I forgot the name of the nice blond man who gave it to me, and never could find him to pay for the shirt. It was "Women's Music in Utah — It's a Miracle." I love the shirt. Thanks to whoever designed it, and thanks to the gentleman who floated it to me before I paid.

Yours in Audio Obsession  
Laura D.

Thanks Laura. Keep listenin'. —Ed.

KRCL:

Please keep Reggae, Bluegrass, and Blues programs going. Sorry for delay in returning this spring pledge.

Peter Morgen  
Salt Lake City, Utah

Thanks Pete. Every little bit helps. —Ed.

Dear KRCL:

I'm terribly sorry it has taken me so long to get my pledge money to you. Thanks for your patience. It is so relieving to have "our" station to listen to.

Keep up the good work.

Thanks again.  
Kim Moranville  
Ogden, Utah

Thanks Kim. We appreciate your support. —Ed.

Dear KRCL:

Sorry for the delay, but circumstances do arise sometimes.

I enjoy KRCL a great deal, and I hope you keep on doing the incredible job you're doing.

Up with Radio Free Utah  
Ed R.

Sorry, Ed, but your last name on the letter was illegible. But thanks. —Ed.

To Staff and Friends of KRCL:

Aha! So arrives the time when change seems like something that only happens to the other person. And just when we're all feeling so "holy and humble," a silent force comes up from behind and smacks us in the back of the head. It comes from a place of undetermined origin, but the writing on the wall suffices.

I have decided to take a leave of absence to pursue school, my music, and a new life in a new city.

Since its inception, KRCL has been as much a part of me as the fingers on my hand. I have seen the "good" and the "bad" come and go; I have taken pride in seeing KRCL slowly pull itself up by its bootstraps, and I have met scores of people whom I shall never forget. And, best of all, I have been a part of something that didn't pay a nickel but for over two-and-a-half years has filled the coffers of my soul with the riches of knowing that I helped to bring to Salt Lake City an alternative to the norm.

There is always much to be said about an entity like KRCL. Its diversity, excellent programming, and role as a driving force in Utah, will always insure it a *Number One* position in Salt Lake City.

But to me, the best ingredient at KRCL has always been its people. And you all will always hold that *Number One* position in my heart. Honest.

Thank you for listening, and I'll talk to you later.

Gary Packard

Gary has been a volunteer of long-standing at the station. He'll be missed by all of us. —Ed.

"...three, two, one..."

## LIVE RADIO COMES TO SALT LAKE — FROM KRCL



September 24 marks the date Utahns all along the Wasatch Front have been waiting for: the return of live radio.

Yes, live radio is back, and in a big way.

The first live radio program — scheduled for airing September 24 at the Salt Lake Art Center auditorium — will run for two and a half hours, and is designed to introduce Utahns once again to the thrills of seeing (as well as listening to) live radio.

The host for the first in a series of entertaining, live radio shows will be Mark Cantor. Mixed with the music will be short vignettes by seasoned storytellers, anecdotes about the music and the times, introductions which will put the music into its historical and ethnic perspective, comedy sketches, letters from the audience, brief dramatic pieces and other tidbits to season this delightful montage.

The musical theme of the first edition of this program series will center around traditional and folk music performed by best-known as well as little known Utah artists. Stay tuned to KRCL for further details.

So make plans right now to attend the premiere of live radio's return to the airwaves, and join us September 24 at the Salt Lake Art Center for the best in entertainment.

You'll be glad you did.

## COMMUNITY CALENDAR OF EVENTS:

### SEPTEMBER

#### September

3-4 Midway's "Swiss Days." Real Swiss food, a musical program, a 10,000 meter run and more. Midway is located outside Heber, Utah.

9-19 Utah State Fair, at the fairgrounds in Salt Lake City.

14 KRCL Benefit Movie "My Dinner With Andre" 5, 7 and 9 p.m. at the Blue Mouse Theatre.

15 Chris Williamson Concert. A benefit for KRCL to be held at Kingsbury Hall, University of Utah. Five dollars in advance or \$8 at the door.

16-30 KRCL Radiothon!! Don't miss one minute, there'll be specials galore.

#### Week of the

19th All Hispanic Softball Tournament. At the Valley Regional Complex in West Valley City. For more information call Alex at 535-7987.

17-19 "Viva la Fiesta" on 100 South at the Guadalupe Center (346). Visual, performing and demonstrating arts plus a food fest. Call 531-6100 for more information.

24 Old Time Radio live at S. L. Art Center. Call KRCL for more information.

25 "Pancakes for Peace" breakfast 8-11 a.m. in conjunction with the Book and Yard sale at St. Marks Cathedral, 231 East 100 South. Sponsored by five Utah peace groups.

## Are They Really Commercials?

### COMMERCIALS FOR NON-PROFIT ENTITIES

BY P.R. GREGG II

FCC regulations, in a recent ruling, now say non-profit public radio stations can advertise for other non-profit organizations.

This means *commercials*, but are they really commercials in the sense that we've come to regard them?

Non-profit organizations are normally involved in human services activities — such as alcoholism and drug abuse programs, advocating for low-income families, teaching child care or other parenting skills, and much much more. Some (not many) non-profit organizations have, as part of their grant package, a certain amount allotted for commercial advertising, usually placed in the

category of printing costs. This is so that organizations can reach a larger number of people to help insure future funding.

A lot of these so-called commercials, however, are usually aired in the form of public service announcements, which often doesn't give a complete picture of what the organization does, and, of course, doesn't cost anything. Stations are obligated to do a certain number of these, but they are never "hyped" and are often aired at indiscriminate times.

But if KRCL were to begin soliciting commercials from non-profit entities, would that make us (God Forbid!) commercial — even though these kind of "commercials" involve helping other people? And what kind of commercials would they have to be?

Certainly advertising for others would help generate a little more revenue — and we can always use that. But is it what we want?

Tell us what you think.

EXTRA!

## CALLING ALL SUBSCRIBERS...

You *LIKE* what you hear, don't you? But perhaps you're curious about the station, its programming, and the people behind the scenes — but you don't know what to ask.

The answer is simple. Start a subscription (or renew your subscription) to the **KRCL PROGRAM GUIDE**.

The monthly guide that keeps *YOU* informed about *WHAT'S HAPPENING* — upcoming events, weekly programming, changes at the station. Not only does it keep *YOU* informed, it keeps *US* going!

But look at all you receive for your donation and membership.

A regular year-long subscription, for a mere \$30, gets you the informative **KRCL PROGRAM GUIDE**, **NEWS AND EVENTS**, and a **KRCL T-SHIRT**.

But *MOST OF ALL* you get the continued pleasure of *LISTENING* to the station with the most diversified programming along the entire Wasatch Front! And what's more, your donation is **TAX-DEDUCTIBLE!**

Now, what more could you ask?

## KRCL Goes To The Movies

A PREMIERE SHOWING!!

**MY  
DINNER  
WITH  
ANDRE**

written by, and starring  
**ANDRE  
GREGORY**  
and  
**WALLACE  
SHAWN**

A New Yorker Films Release ©1981



Available from Grove Press in paperback

Here's What Critics Are Saying About

## MY DINNER WITH ANDRE'

(Tuesday, September 14)

"What (Andre) acts out for us is the questing that has torn so much of the modern theatre apart... surprisingly entertaining... the story of the search beyond theatre turned into theatre..."

—The New Yorker

Show Times: 5, 7 and 9 p.m.  
(A KRCL Benefit Film)  
At The Blue Mouse Theatre  
260 East First South  
Salt Lake City

\$3.50 ..... \$3.50

# CRIS WILLIAMSON

## B L U E R I D E R



### THE GRAND TOUR

IN HONOR OFFER NEW ALBUM ON OLIVIA RECORDS

OLIVIA TOUR COORDINATED BY ROADWORK, INC. (415) 655-3845

FEATURING TRET FURE AND VICKI RANDLE

## IN BENEFIT CONCERT FOR KRCL FM 91, Community/Public Radio

"Your only alternative radio station... punk, reggae, women's music, Native American programming, environmental issues, old time fiddlin', live performances and much more!"

## WEDNESDAY, SEPT. 15th KINGSBURY HALL, 8:00 p.m.

TICKETS ARE \$5.00 IN ADVANCE AND \$8.00 AT THE DOOR AND AVAILABLE NOW AT COSMIC AEROPLANE, SMOKEY'S RECORDS, 20 RUE JACOB, KINGSBURY HALL AND KRCL (208 West 800 South)

Don't miss Cris Williamson in her exclusive Salt Lake Engagement, sharing the release of her sixth album, *BLUE RIDER*. Listen to KRCL for more details—like record and ticket giveaways—and of course, the beautiful music of Williamson... a true advocate for the earth and her peoples.