Member Supported Radio!

Program Guide
Spring-Summer 1988

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Fast Forward
by Jim Paluzzi

I was rummaging through my videotapes at home last night, and came across one with no markings. Clueless as to its contents, I tossed it into my VCR to see what I had.

After an hour's worth of nature programming about lions, the program changed. There was silence, the picture went black, and then I heard a voice that had become so familiar to me over the years. He was singing...

Look, who's coming through that door. I think we've met somewhere before. Hello, love. Hello, love...

I had stumbled across the first television broadcast of A Prairie Home Companion. The voice was Garrison Keillor's.

Soon, I was motionless in front of the television, my eyes fixed on the quiet, shy man from Lake Wobegon who likes to sing while playing his autoharp. Garrison and his guests had, once again, taken over my home, and I found myself using the rewind button again and again—reviewing a particularly funny or poignant portion of the program.

It was a very pleasant evening.

This morning, as I started to sift through my mail and messages, I came across two teletyped "URGENT" announcements. Both, maybe not by coincidence, were about A Prairie Home Companion. Garrison is going to do another "farewell" performance, this time live from Radio City Music Hall in New York.

Although I listen to APHC almost every Saturday evening on KBSU, for me, it's sort of like watching reruns of M*A*S*H; although the programs are still very exciting and enjoyable, it's not quite the same as when the programs were in first run. The reruns are like wearing well-worn comfortable shoes; they may be old, but they sure do feel good. But there's something about a program that is airing for the very first time: the new and unexpected can happen at any time. Anything goes.

Imagine my delight when I read:

"Writer/humorist Garrison Keillor announced that he would present A Prairie Home Companion: the 2nd Annual Farewell Performance at Radio City Music Hall. . . . The two-hour stage production, which will also be broadcast live nationally over the American Public Radio network . . . will feature humorous commercial parodies, musical selections, an eclectic assortment of guests, and a monologue by Keillor, all of which made A Prairie Home Companion America's most popular public radio show."

As I continued reading, I learned that Garrison's lineup of guests for this broadcast performance includes such APHC favorites as guitarist Chet Atkins, recording artist and guitarist Leo Kottke; ragtime and traditional jazz pianist Butch Thompson; bluegrass and folk singers Robin and Linda Williams; the Everly Brothers; the 1920's style jazz band Vince Giordino and the Nighthawks; singer actress Karen Morrow; and Rich Dworsky, Tom Keith.
Not just “the only...”, but “The Best”
by Mike Exinger

In the past few months, we’ve received a great deal of feedback from our listeners. This feedback has taken the shape of letters, responses to our programming surveys, phone calls, and personal visits. Your feedback has been very welcome, because in the majority of cases, your response has been overwhelmingly positive.

We’re very glad to be able to bring to you a variety of radio programming that you can’t find anywhere else in Southwest Idaho. However, we’re not content to be known as just “the only station that has...”, whether you fill in the blanks with in-depth news coverage, classical music, jazz, or whatever.

We want you to think of us as “the BEST station that has...”

Your recent responses have told us what you like, what you don’t like, and what you’d like to see expanded. Recently, we have made changes to bring “the best” to you on KBSU:

— Our Evening Passages jazz program now airs weeknights until 10 p.m.
— Your favorite specialty shows such as Edges, Fluid Drive, Blue Monday, and Mutant Pop, now are extended from 10 p.m. until 2 a.m.
— We’ve added great programs such as Radio Reader, Good Evening, Car Talk, and Blue Monday.
— You asked for local news in the afternoon, and now you have it: local updates every half-hour during MonitorRadio, All Things Considered, and Business Update.

Of course, there are also changes going on “behind the scenes” that are not as noticeable, yet are a big part in our drive to be the best. Our staff is putting in extra effort to improve our record service, so that you’ll hear all the latest releases—many of them on compact disc. Program producers are working hard to present better shows, bringing you more information, music, and news that you can use.

Not to be forgotten is our “major project” in making KBSU available throughout all of Southwest Idaho: our increase in power to 19,100 watts at our new transmitter site at Deer Point. This is a tremendous step, because our new transmitter means better reception, wider reception, and STEREO reception!

The results of all of this? A better KBSU. Our goal this year is to be “the best,” and we’re doing it for you. We feel a tremendous amount of satisfaction when YOU are satisfied. When you tell us that you like what we’re doing, or when you call in and thank us for playing “that song,” or when you write in to tell us how much you appreciate our coverage of a particular news event—that’s when we know we’re doing something right.

We need your help. We’d like you to become a Member of KBSU. Our spring membership drive starts with this issue of FOCUS, and will finish with our on-air drive in June.

KBSU’s theme for this spring is simple: “Money doesn’t count—people do!” If you are a listener of KBSU, you’ve already taken the first step in becoming involved in something great. I’d like to encourage you to take the next step in that involvement: I hope that you’ll take the opportunity to become a member of KBSU.

In this issue of KBSU’s program guide, you’ll find a membership application. Please take a few minutes to complete it and mail it in along with your contribution (credit cards or installment plans are OK, too!). Be sure to listen in June during the on-air drive as KBSU reaches its goal of 2000 members, and please do your part to keep KBSU “the best...”

The Classics are alive weekdays on KBSU!

Karl Haas’ Adventures in Good Music
Bob Edl and Morning Passages
Classics with Kate Remington
Weekdays, 9am-2pm on KBSU!
Public Radio Demands Tailored Engineering #3
by Tim McCartney

The uniqueness of public radio extends to every aspect of the radio station. Included, of course, is the engineering department.

In the previous two issues of FOCUS, the areas of music, signal processing, news, listening habits, and fringe listeners were explored from the point of view of engineering requirements. This time our attention turns to member support and equipment purchases.

**Member Support**

Without the support of public radio's members, the system would not exist. But, when listeners upgrade their status to members, they expect something in return. The stations frequently respond with newsletters, program guides, open houses, premiums, ticket giveaways, discounts for merchandise or services, and of course, great programming. But, less tangible expectations remain.

Members view themselves as part-owners of the station, and they are correct. Thus, when something goes wrong technically, members want to know about it. While such concerns are also true with commercial station listeners, the level of interest is quite different.

Gone is the passive attitude that the station is off the air. Rather, a special concern surfaces that perhaps something disastrous may have occurred which could jeopardize the station's ability to broadcast. Such a deep interest about one's investment in public radio broadens simultaneously with the member's growing support of the station.

And since public radio members generally listen for extended periods of time, they are likely to be aware of all technical problems. Thus, the stakes rise for the station and its engineering efforts.

**Equipment Purchases**

Public radio stations are generally licensed (by the FCC) to colleges, universities, or some government entity. As a result, the responsibility and support provided by the institutions place the stations within established policies and procedures. These "strings attached" arrangements are fully intended to protect public dollars and institutional liability.

For example, institutional purchasing policies must be rigorously followed. This means that a station can sometimes end up purchasing a product it really should not acquire; typically, a poor history of product support by the manufacturer is the reason. The significant areas of product support for engineering are a 24-hour technical alert service (mandatory for transmitter manufacturers), service, warranty, replacement, company longevity, and willingness to accept institutional purchase order numbers over the phone to initiate orders.

Such intangible requirements usually are not adequately addressed during bid procedures, which are designed to objectively evaluate bids from companies while minimizing subjective judgments. Thus, the inclusion of significant considerations for product support forces an increasingly complicated and risky endeavor.

At Boise State University, we have been fortunate to have the full cooperation of our purchasing office personnel on such difficult matters. This helps us to acquire those products most likely to provide the best long-term service for minimum expenditure. However, not all public stations are so fortunate, as evidenced by their purchases of unreliable equipment. Any savings which may have been made up front are surely to be lost ten times over as maintenance costs spiral upward.

**Summing Up**

In the end, engineers at all stations want their signals to be strong and sound better than the competition. However, the strategies used to achieve these ends vary widely between public and commercial radio.

KBSU's commitment to engineering excellence continues despite minimum resources. The station's transmitter move up to Deer Point will net a greatly improved signal to the region. In addition, the advancement will make possible the expansion of KBSU to McCall, Twin Falls, Stanley, Challis, and Salmon.

So, it's an exciting time for KBSU as we look at serving our members with a greatly improved broadcast signal. The transmitter project has been years in the planning stages. Finally we are closing in on its completion!

**Your KBSU Membership Means**

MORE POWER TO YOU!
KBSU
Membership Application and Programming Ballot
Complete and mail form to: KBSU, 1910 University Drive, Boise, ID 83725

PLEASE PRINT

Name of Donor(s): ____________________________
Address: ______________________________________
City: ___________________ State: _______ Zip Code: _______
Home Phone: ___________ Work Phone: ___________
Gift Membership for (name & address): ____________________________

Amount of donation: $__________

Membership levels:
$250 - Producer  
(see below for premium information)  
$120 - Sustaining  
$30 - Budget  
($15 for seniors & students)

Payment:
_____ Credit card: ___ VISA ___ MasterCard
  expiration date: ___________________
  card #: ________________________
  ______ BSU Payroll Deduction (we will send you a form for signature)
  ______ Payment Enclosed: for full payment of pledge ______
  for first payment* (no less than $10) ______
  * Send payment reminders: ______Monthly ______Quarterly

Are you contributing for the first time? YES ______ NO ______
If NO, is this a new address? YES ______ NO ______

May we read your name "on the air" to say "thank you" for your donation? YES ______ NO ______

Does your place of business participate as a Matching Gift Company?

YES ______ NO ______ (not sure? Call us at 385-3663)

If YES...NAME OF COMPANY: ____________________________

If your company participates, please contact your personnel office for the necessary forms, and send the forms to KBSU with your payment.

PREMIUM(S): (SENT UPON COMPLETION OF PLEDGE - ALLOW 6-8 WEEKS)
(all members will receive a year's subscription to KBSU's For Members Only newsletter)

$60 - KBSU SOLAR "CREDIT CARD" CALCULATOR
$120 - KBSU BEACH TOWEL
$250 - KBSU AM/FM PORTABLE CLOCK RADIO
NO PREMIUM, THANK YOU

KBSU PROGRAMMING BALLOT:
What are your favorite programs on KBSU (list three maximum):

====================================================================

KBSU RADIO OFFICE USE ONLY: Member Number: ______ Pledge #: _______
Payment received ______, by ________ Premiums shipped ______, by _________
KBSU Program Descriptions

Morning Edition: News you can use, featuring local, national, and international news and information. Produced in cooperation with National Public Radio, KBSU's Morning Edition features local and regional news, broadcast live from KBSU's studios. (6-9 a.m., Mon.-Fri.)

Morning Passages: Classical music for the weekday lifestyle. Listen at home, in the office or on the road. Karl Haas begins with his "Adventures in Good Music" at 9 a.m. Bob Edl continues with the Treasure Valley's only morning classical program. (9 a.m.-noon, Mon.-Fri.)

Classics with Kate Remington: Each weekday, Kate brings you music that is sure to provide a pleasant accompaniment to your afternoon activities. Write her with your classical music requests. (noon-2 p.m., Mon.-Fri.)

Fresh Air: Terry Gross interviews the most interesting people in the arts every weekday. Tune in also for the latest book and music reviews, combined with a first look at the afternoon's news. (2-3 p.m., Mon.-Fri.)

Radio Reader: At long last (and by popular demand), Dick Estell reads newly published books covering the gamut from novels, history, humor, science fiction, and autobiographies. (3-3:30 p.m., Mon.-Fri.)

MonitorRadio: National and international news from the staff of the Christian Science Monitor newspaper. Catch both the daily and the weekend editions. (3:30-4 p.m., Mon.-Fri; 6-7 a.m., Sun.)

All Things Considered: Award-winning program of news, interviews, and special features gives you a head start on the evening news. Now with local news briefs! 4-5:30 p.m., Mon.-Fri; 6-7 p.m., Sat; 7-8 p.m., Sun.)

Business Update: Business news for everyone. If you invest your money in the stock market—or spend it in the supermarket—tune in for the latest news about business and consumer issues. (5:50-6 a.m., 5:30-6 p.m., Mon.-Fri.)

Cameo Concert: Dinnertime classics hosted by Rich Kleinfelt. Every day, a different artist or ensemble is featured in a cameo performance. (6-7 p.m., Mon.-Fri.)

BBC Radio Newsreel: The most respected news gathering organization in the world brings you a quarter hour of international reports from its own correspondents. (7-7:15 p.m., Mon.-Fri.)

Evening Passages: Our program features both progressive and traditional jazz. (7:15-10 p.m., Mon.-Fri.)

Blue Monday: Blues you can use as you finish off that first day of the workweek. (10 p.m.-2 a.m., Mon.)

Edges: The outer realm of music, and then a little further. A KBSU tradition continues to be a Treasure Valley favorite. (10 p.m.-2 a.m., Tues.)

Mutant Pop: The most alternative music in Boise. Join Mark Hanford and Tim Tate for the best in hardcore, independent, and experimental music. (10 p.m.-2 a.m., Wed.)

Fluid Drive: With Arthur Balinger. An energized musical offering featuring a varied spectrum of jazz, blues, and fusion. (10 p.m.-2 a.m., Thurs.)

Rockology: A historical look back at rock and roll. You'll hear all the greatest music from the late '60s to the early '80s. (10 p.m.-2 a.m., Fri.)

Dawn Flight: Also with Arthur Balinger. Always an uplifting mix of rock, jazz, and blues, with a smooth landing planned on the itinerary. (2-6 a.m., Sat.)

Jazz with Luz: Jazz plus a subtle blend of blues and soft rock. A great way to start your weekend. (6-10 a.m., Sat.)

Private Idaho: If variety is the spice of life, then this is one spicy meatball! Join Victor Pecana for a spontaneous blend of musical styles, from folk to fusion, rock to reggae, new age to new wave. It's music you want to hear, now in its ninth year. (10 a.m.-2 p.m., Sat.)

Mountain Stage: Live performances of folk, bluegrass, jazz, and blues mixed with storytelling, poetry, and a bit of creative lightning. (2-4 p.m., Sat.)

Good Evening: Noah Adams and guests perform live from the World Theatre in downtown St. Paul. The beginnings of a new tradition in family entertainment. (4-5:30 p.m., Sat.)

Sound Print: Highly produced documentaries from the American Public Radio Network. (5:30-6 p.m., Sat.)

A Prairie Home Companion: Family radio at its best. Join Garrison Keillor for music and "the news from Lake Wobegon, Minn." (7-9 p.m., Sat.)

Fossil Flashbacks: The rock and roll of the '50s and the '60s (9-10 p.m., Sat.)

Saturday Night Blues: Four hours of the finest in blues, from Son House to Johnny Winter. (10 p.m.-2 a.m., Sat.)

(continued next page)
Program Descriptions (continued)

The Left Hand of Dawn: Whether you're a Sunday morning early bird, or a Saturday night owl, David McElwain brings you his music to accompany your dawning thoughts. (2-6 a.m., Sun.)

Weekend Edition: News, interviews, and features hosted by Susan Stamburg. The perfect Sunday morning companion. (7-9 a.m., Sun.)

The New York Philharmonic Orchestra: Just the right prelude to KBSU's Sunday Concert Hall. Great performances by a great orchestra. (9-11 a.m., Sun.)

The KBSU Sunday Concert Hall: Seven hours of your favorite classical music. Another Treasure Valley tradition on KBSU. (11 a.m.-6 p.m., Sun.)

Morrison Center Live: Recent performances from BSU's Morrison Center. (6-7 p.m., Sun.)

Car Talk: The wackiest, most informative call-in show for car repair in the country! Hosted by Tom and Ray Magliozzi, otherwise known as "Click" and "Clack." (8-9 p.m., Sun.)

New Dimensions: Intriguing interviews with a focus on self-actualization. (9-10 p.m., Sun.)

Blues Deluxe: A closer look at the best in traditional and contemporary blues, including an entire album every week. (10 p.m.-midnight, Sun.)

Fast Forward (continued from page 2)

Kate MacKenzie and Dan Rowles (who will render a brand new heartwarming chapter in the radio drama "Buster the Show Dog.") I was in Powdermilk Biscuit heaven!

And, of course, Garrison will bring new news from Lake Wobegon, "the little town that time forgot, that the decades cannot improve, where all the woman are strong, all the men are good looking, and all the children are above average."

That was information contained in the first teletyped message I found on my desk. The second teletype had quotes from Garrison’s press conference in New York. I thought you’d like to read what he said about this special June gala broadcast:

"This is going to be one of the saddest broadcasts ever. You do one farewell show and sort of get the hang of it and naturally your second one is going to be better. We’re going to say good-bye again and sing more heartbreaking farewell songs and wring more tears and guilt and grief from this audience—people who haven’t wept for years are going to break down and cry like Jimmy Swaggart. We’re in the last year of Ronald Reagan’s spectacular presidency, a new morning that we’re all going to miss, when we got to spend money like a nation of drunken cowboys, and now the bills are starting to arrive. This show comes at the right historic moment for a national outpouring of grief and I am glad to serve as the host."

At a time when other radio stations are giving away cash, cars, and custody of their first-born—spending lavish sums on promotion—you kind of wonder how a quiet, shy, and unassuming station like KBSU can get away with asking for money to continue its programming. It’s because of programs like A Prairie Home Companion, started on a shoestring budget, and listened to week after week by an audience that knows the difference between sizzle and the steak. It’s because KBSU’s members take the time to get involved in programming the station through positive comments and criticism. It’s because, at KBSU, “Money Doesn’t Count—people do!”

With your help, the quiet and shy staff of KBSU will continue to strive to bring you programming that is based on just one premise: Every minute matters. With your help, "member-supported KBSU" will be more than just a slogan: it will be a statement of your commitment to building a quality of life here in the West that is as solid as a Powdermilk Biscuit. Have one—heavens, they’re tasty and expeditious.

Note: A Prairie Home Companion: The 2nd Annual Farewell Performance will be broadcast on Saturday, June 4th, beginning at 6 p.m. A special encore performance will follow. Mark your calendar!
URGENT:
1. Call London
2. Check P&L
3. Listen to Business Update!

AN ACTION-PACKED HALF HOUR OF BUSINESS NEWS
NOW FEATURING CLOSING QUOTES FROM IDAHO STOCKS!
WEEKDAY AFTERNOONS BEGINNING AT 5:30
ONLY ON MEMBER-SUPPORTED
KBSU

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