

FROM THE GENERAL MANAGER

By John Thawley
General Manager

At the outset of this school year, I thought that being the general manager of KQPR would be fun. I had greatly enjoyed working at the station in the past, and this seemed like a great opportunity to expand that interest. It was also a chance to be at the heart of an organization and to try and experience, first hand, the interaction of an efficient team. Well, I certainly wasn't disappointed.

This year has been one of the high points in my life. I say that, not because of the station itself, but because of the people who work there. I'm not talking about normal people. I'm talking about people who are crazy about radio. People who "live" KQPR! These people often spend hours (ditching class and) thinking of ways to improve the station. THEIR station. And, they do it for free!

We have severely limited office space. So, someone came up with the solution; just move into the restroom. Really. There are three restrooms on the second floor of the Journalism building (That's the building that Cal Poly still calls the Graphic Arts building. Ha!) There is one restroom for each of the two sexes plus a spare that the men now occupy. Now, there is no good reason why the men can't all use the same restroom. I mean, the women can do it. So, all we'd have to do is have the other mens room remodeled for KQPR offices. Nice, huh.

But that was an idea ahead of its time. Tile is just not in.

At one point, there seemed to be some question about how much recognition the station had on campus. Fortunately, the solution came. Neon lights for the tower on top of the building. You know, with giant flashing letters that read KQPR. No, nobody could miss us. Unfortunately, that idea was behind the times. Neon, we were told, is out of date and thus un-hip. So, we've now got a physics major working on a giant hologram that will float like the holy grail over our castle. WE'RE TALKING HIP. KSLY doesn't even have one of those.

But don't think that all of the ideas that come out of KQPR only benefit us. Most of them are for you, the listener. I'm talking about bringing alternative bands to San Luis Obispo, holding ticket giveaways for those great concerts, and, of course, keeping our record collection up-to-date so you get all of the latest in alternative music right over your own radio.

Twice this year we've asked for your support. This year KQPR held its first annual pledge week and last Wednesday marked the date for its 11th annual auction. These events are an opportunity for YOU to help improve the station. Each

time we were overwhelmed by your support. And, it's that kind of support that keeps all of the radio crazies wandering the halls of the station...for free, thinking of strange ways to improve the station for the benefit of all.

So, at the tail end of this year, I owe many thanks. I would like to thank the powers that be for giving me this opportunity to learn, to share, and to grow. I would like to thank the faculty of the Journalism Department for putting up with me and my constant "emergencies." I would like to thank the late Ed "Zuke" Zuchelli for his patience, understanding, encouragement, and his love. His absence will always be felt. And, finally, I must thank the listeners and staff of KQPR for making this whole year worthwhile.

Well, I wanted to be part of a real team. Boy, was I. It was a genuinely committed team. A team that cares about the quality of its work and the people it caters to. (And, a team that beat the Mustang Daily on the softball field, 11 to 10!) It's been a good year and a fun year, and I look forward to the year to come, especially on the day when nobody can find the mens room!

Fun Fun Fund- raising at KQPR

By Frank Warren
Auction Coordinator

When most people hear the word, "Auction," the images of paintings, Beatles memorabilia, and more recently, farms and farm machinery, come immediately to mind.

Though San Luis Obispo is not the auction mecca of the west, KQPR, a student-run radio station, provides the Central Coast with an auction to rival the snobs of Manhattan. Not with expensive paintings, sculptures, memorabilia or farmland, but with useful goods such as: Haircuts, beer signs, gift certificates, tickets to concerts, autographed albums, and much much more!

Each year KQPR presents its listening community with a live, over the air, auction to raise money for the radio station. On May 28, we held our 11th annual auction. We believe it was a success! Not our first success, but our eleventh! No other radio station in this area could do what we have done for the last 11 years, which is to present a show that is pure entertainment, raises money, and never has to play a song. Oh sure, another station tries, but the difference is night and day.

KCBX, the other station, is a favorite of the doctor/lawyer/professor types, with its jazz, opera, talk shows, and, of course, their broadcast of Lake Wobegon Days, to keep all of the college graduates laughing. Our format includes a vast array of special programming of the same

nature. During the day we present the newest and more diverse types of music. Hence, our auctions are just as different. KCBX auctions off donations such as cars, pianos, spas, and an occasional bird of prey. At KQPR, we gear our auction toward the wealthiest surgeon to the poorest Speech major.

KQPR's auction is more of a free-for-all Westlemiania than a structured, stuffy sale. Don't get me wrong, we do have structure and we are organized...in the studio and on the director's clipboard. Unlike the bark of celebrity phone answerers who seem to come out of the woodwork for the stuffy fundraisers, we use a three-phone system manned by DJ trainees. Where most other auctions have a professional babbler with a gavel and suspenders, we use the people who have nothing better to do than boost their egos: the DJ's. Together with a lot of pizza, caffeine, and scraps of paper, KQPR produces a professional array of fund-raising extravagance.

Though we don't bring in the big bucks with the sale of big items, we do quite well with our dinners, guitar strings, and beer signs. The reason being is "FUN!!!" We have a lot of fun raising money. Though none of us get paid, nor will any of us be around to benefit from the profits, the people of KQPR care greatly about radio, especially college-public-radio. We at KQPR would like to thank all those who contributed to this year's successful auction.

THE CHANGING SOUND OF KQPR

By Scott Larsen
Music Director, 1985-86

This station has a difficult problem: While we of course want to select an audience and serve it well, we must first be a useful training ground for Cal Poly's Journalism Department. With that in mind, KQPR's music department is best thought of as an amorphous entity, continually changing as the tastes of our audience change.

The first major change in years at KQPR took place when our then-Program Director Ric Turner decided that our music had stagnated in relation to our primary audience of college students. He walked upright into a blast furnace of bad press as he shook the station into the '80's.

Anyone who hasn't been here more than three years would have a hard time imagining the station that existed then. It was what the trade calls adult-contemporary, meaning a format similar to our local drugstore favorite, US98. But the station had a twist...since hippies seemed to be the DJ of choice for many years, KQPR also played music appropriate to that group. Think about that one: It was not uncommon to hear Debbie Boone and Jimi Hendrix or any other horrid combina-

tion. Nevertheless, Turner's changes proved several nasty exchanges in the Mustang Daily.

The new KQPR was, generally speaking, a welcome change. The spirit that founded that movement encouraged many people, and the roster of prospective DJ's grew rapidly enough to justify the addition of extra staff positions. Last year Program Director Steve Theroux and Music Director Tom Phillips made a change that was not as great philosophically as before, but in practice was much more adventurous. They began to take the term "alternative" as a mandate to search out and play the underdogs of rock music. Unfortunately, the mechanics of the system played determined which new song got played when was suited to a singles-hit-oriented style of radio. Since DJ's were told to play a song from the new records set times during the hour, and they barely had enough songs to fill all of those spaces, the music selection tended to be very choppy. This not only annoyed the listeners, the people on the air tend to want to craft a smooth, well-organized show. The injection of these singles into that show made radio less enjoyable for

those people; several quit the station.

So, when I became Music Director this year, I immediately began working with the new Program Director, Dawn Rangel, to invent a system that would work better with the music we play. The end result is a system that does not rotate specific songs to be aired, and the DJ has nearly three times as many albums to select from. This gives the on-air person the responsibility to select music that fits the mood. This also gives more even coverage to the entire new LP, and, I believe, serves the KQPR audience that much better.

At the start of this year, the station took a large step toward a more conservative sound. This was for a number of reasons, but mostly to repair some of the damage that we felt was done by a year of alienating a few people. Once the ruffles had been smoothed, we again began to progress, although carefully. If I may say so: This station is testing the waters of more areas of music, pushing the limits of experimentation, and keeping a solid foothold in pop-oriented rock with equal success and acceptance, and that is because KQPR believes the listeners are capable of accepting what we have, and aren't happy with anything less.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00-7:00	COLIN CAMPBELL	KEITH HILKEN	DAN DARE	JENNIFER	LEIGH ALLEN	GREG WHITE	JOE LAGRANDEUR
7:00-8:00	ELLEN WRIGHT	SCOTT WALDREN	DEAN TREANOR	MARK HOBBS	BECKY BABRICK	JONATHAN MCNAUL	ELIZABETH DAYMOND
8:00-9:00	THE SANDMAN	JAY P.	DIJON DAVIS	JOHN THAWLEY	BODACIOUS CHASE	ROCK OF AGES	
9:00-10:00	MARI	WOODY	ECSTASY	JUNGLE JIM	THE SEEKER	SANDY DUNES	MIKE RICHARDSON
10:00-11:00	JOHN CARROLL	ANARCHY EARL	DAVE	MR. COFFEY	SCOTT LARSEN	VIOLET	MIKE C. STAND
11:00-12:00	BALL PARK FRANK WARREN	UNCLE LARRY DAVE'S BEST OF FM RADIO SHOW	MIKE PELSTRING	CHRIS KETTERING	GLENN STARKY	SCOTT MCGOWEN	JOCKLYN
12:00-1:00	AT THE HOP	PACIFIC CONCERTS	NEW RELEASES	120 MINUTE TELEVISION	THE JAZZ SHOW	BLUES	DR. DEMENTO
1:00-2:00	ODD BULLIES	WINEJELD SCOTT	KILLER B	POPEYE	HE SHORY	THE JR. STUDIO B	
2:00-3:00	A SPACE IN TIME	KQPR NEWS	TRACKS	REGGAE	SOUL PATROL	5.0 BOV & BORDON'S PRIME TIME	THE HARBOR LIGHT STATION
3:00-4:00	BOB CARROLL	BLACK TOPS	BECKY HERRIN	ORNO	JOHN JOHNSON	THE EARLY MORNING SHOW	BOY WONDER
4:00-5:00	MIKE PUGE	JUST PLAIN DAVE	DEVERLEY GAGLIANO	BRUCE FLOHR	STEVE SCHELLINGS	SCOTT PELICROFF	SUNDAY BY 10:00-11:00 AM

CURRENT RECORDS

Monkey Rhythm
Sloxsie & the Banshees
Laurie Anderson
Cocteau Twins
Rain Parade
Let's Active
Mojo Nixon
Dump Truck
The Pogues
Translator
Neighborhoods
Husker Du
Get Smart
Red Guitars
Meat Puppets
Ramones
Jonathan Richmond
Men & Volts
Dream Syndicate
Beat Farmers
Peter Gabriel
The Things
Shop Assistants
Underachievers

Yo
Three Johns
Files
Rain Parade
American Martyrs
Fuzztones
Gunfire
Planola
Savage Republic
Straw Dogs
Unforgiven
Rhythm School
Paper Boys
Fresh Shoi
Young Fresh Fellows
Cowboy Mouth
Space Negroes
Descendents
Asexuals
The Left
Dinosaur
Classic Ruins
Intimate Obsession