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 se see IUD, D-4

By Michelle Leslie
 News Service

LAST SUMMER thousands of beachgoers nationwide glimpsed small airplanes with black-and-red banners in tow. "Plan Ahead With Rainier," the banners urged.
 Many people besides sun worshipers heard about the aerial campaign, because the news media could not resist a story about airborne advertisements for condoms.
 Schmid Laboratories Inc., the New Jersey condom manufacturer that conducted the campaign, received few complaints and tons of exposure.
 Although in 1982 the Federal Trade Commis-

sion lifted a ban on advertising non-prescription birth-control devices, major television networks and radio stations still will not air such commercials, on grounds that they are too controversial. Most newspapers and general-interest magazines also do not run them.
 In spite of the advertising restrictions, condoms are increasing in popularity — not because they have changed much, but because the world around them has.
 Condoms remain among the least expensive and most easily obtainable birth-control devices on the market. Their reliability rate is 10 pregnancies among 100 users in the first year, and according to Planned Parenthood Federation of America Inc., most of these accidental

pregnancies than a fault, especially the one with the lower.
 The cond... offers... transmits... AIDS and... advantage... around, al... recently... Unlike... side effect... in some... Please see

A fading voice

Program caters to Hispanic community, but format change will cut it back

By Nancy Cleland
 Special to The Tribune

HECTOR MOLINA'S silky baritone ushered in the nightly Spanish-language program of KPBS-FM (89) the way it has for more than five years.
 "Bienvenidos a contacto ochenta-nueve," he said.
 Business as usual. Every week-night from 8 to 12, Molina and newscaster Amando Osorio serve up a mix of news, opinion, humor and music to listeners from Tijuana to Malibu.
 On this night, a Wednesday, Molina led off with an hour-long segment on immigration law, a weekly feature, with attorney Lilia Velasquez. "We should get a lot of calls on this one," he said. Indeed, as Velasquez listed legal ways for immigrants to obtain a work visa, the phone lines began to light up — each call a story of frustration, confusion, anger, sometimes hope.
 Another night, the program might follow a different tack. Mondays, literature and the arts are the focus of a one-hour segment called Programa Cultural. Tuesdays, record collector Pablo Costello spins rare Latin American discs for 90 minutes. Bilingual doctors discuss medical issues on Thursdays. And on Fridays, Molina broadcasts a weekly magazine-format program called Enfoque Na-

cional.
 Live interviews with musicians, artists and newsmakers, news gathered from local and Tijuana newspapers and international news services, as well as special events, such as election-time political debates (translated), fill out the broadcast.
 "Our objective is to provide an informational service to the Hispanic community in San Diego," said Molina, who, along with Osorio and Hispanic programming director Jose Mireles, chatted optimistically about Contacto 89's goals and future recently.
 Ironically, just a week after the conversation, the three learned that KPBS-FM intends to cut its Spanish-language programming to one four-hour segment on Sunday nights.
 The cut is part of a major format change for KPBS-FM, which will switch to classical music with morning and evening news show beginning Oct. 1.
 "It is a real shocker," said Mireles, after hearing about the change. "If this program goes off the air, the Hispanic community will no longer have any kind of presence in any media in San Diego."
 Mireles joined KPBS 11 years ago, after helping to launch the nation's first bilingual station in Santa Rosa. Since then, he has seen Spanish-lan-



Tribune photo by John Gibbin
 KPBS-FM's Hector Molina moderates a segment of "Contacto Ochenta-Nueve," the station's Spanish-language program.

are all the decent men?

D-3

Bill Hagen applauds Fellini's 'Ginger and...

★Hispanic

Continued From D-1

language programming here grow from the two-hour morning segment he started in 1976 to the current four-hour nightly broadcast, which began in 1981.

And until last week, he was confident that the growth would continue. "There is a very big movement in this direction," he had said. "Miami has bilingual stations, El Paso has bilingual radio and television stations. These are commercial, money-making stations. In San Diego right now, we are the only ones broadcasting in Spanish."

The language mix strikes Mireles as a natural for San Diego County, where nearly half a million residents have a Spanish surname and a conversation overheard on the street is almost as likely to be in Spanish as in English.

However, a KPBS survey taken about three months ago indicates that a very small number of San Diego listeners tune in to Contacto 89 — only about 3,000 to 4,000 a week, according to program director Craig Dorval.

By distilling five four-hour programs into only one, while maintaining the same resources and manpower, KPBS hopes to create "a higher-quality show," Dorval said. "The idea is that we want a strong local four-hour program. Exactly how it's going to work, we don't know yet. Fortunately, we've got a couple of months to work that out."

Molina, in charge of daily programming, said he had "no idea" what form the Sunday program, from 6 to 10 p.m., would take. But he added, "I think it is unfortunate that the only daily vehicle for news to the Hispanic community will now be lost."

Who are the listeners of Contacto 89? Molina and Mireles say they can only judge by letters and phone calls, which arrive sporadically, depending on the topic of the day.

"We have an established Latin American community here," Mireles said. "They may speak English for their work, but they prefer to get their entertainment in Spanish. And the Latin American community gets a great service because of the news (from South and Central America) they can't find anywhere else."

Molina said, "It's hard to give a profile of a typical listener. We know that we have people in the rural

"I think it is unfortunate that the only daily vehicle for news to the Hispanic community will now be lost."

areas of North County, farmworkers who gather at night to listen to us. But that's a small part of it."

Listeners are "probably the same type of people who listen to public radio in English," Mireles said. "Working class, middle income, some education. It's not your rancho music type of audience."

Response suggests that information broadcast from the small KPBS studio at San Diego State University reaches listeners from Tijuana to Malibu, Molina said.

Also, a number of native English speakers tune in to practice Spanish, or at least develop an ear for its rhythms and accents through Molina's clear and deliberate voice.

Molina, born and raised in Guadalajara, Mexico, but given dual citizenship by his American-born mother, had worked with Mireles at the bi-lingual station in Santa Rosa. He took over daily programming at Contacto 89 soon after it started 10 years ago, to free Mireles for other National Public Radio (NPR) projects.

Those projects included creation of the Latin American News Service, now produced in El Paso, Texas, which gathers reports from journalists in every major South and Central American capital, and *Enfoque Nacional*, a weekly half-hour news magazine distributed nationally and aired on Contacto 89 each Thursday and Friday. NPR has agreed to fund *Enfoque Nacional*, which is still produced in San Diego, for at least another year, Mireles said.

Molino, Mireles and Osorio, a 30-year veteran of radio broadcasting on Colombia's Radio Caracol, are all as bilingual as the radio station for which they work. Among themselves, they mix English and Spanish in a rich cross-cultural language, and even on the air, they throw in an occasional English word when no Spanish equivalent can be found.

This, they say, is the way of the future in a border region such as San Diego. "There are some people who see bilingual broadcasting as divisive," Mireles said. "They think we should all speak the same language — English. But it depends on how you look at it."

"We feel we are providing something that no one else is providing. We've got a population of almost half a million people (with Spanish surnames), and many of them have never been to city hall, or a board of supervisors meeting. They have no idea how to approach people in their government. We're trying to put them in touch with those people."

"We hope that through our program, English in the daytime and Spanish at night, we can give people an idea that we can work together, in a constructive way, a positive way."

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KPBS-FM TO SWITCH TO CLASSICAL FORMAT

By HILLIARD HARPER,
San Diego County Arts Writer

SAN DIEGO—Radio station KPBS-FM (89.5), a non-commercial public radio station, will begin broadcasting classical music in October, ending a five-year experiment with a newsmagazine format.

The move, aimed at improving the quality of KPBS' programming, is in line with a goal of doubling the station's audience by 1990, a station spokesman said Wednesday. It also gives the San Diego radio market a second classical music station. KFSD-FM (94.1) now serves that audience.

Craig Dorval, program director for KPBS, said the station chose classical music because it holds the potential for a larger audience. "We know there's room in the city for two classical music radio stations," Dorval said. KPBS brass studied a possible change for two years, including broadcasting jazz music which is played by KIFM-FM (93) and KSDS-FM (88.3).

When asked about KPBS' coming change, Hal Rosenberg, senior vice president of Lotus Communications in Los Angeles which owns KFSD, said, "Good for them. When we bought the station [in 1973], they were classical. The more classical programming, the more it helps the city and the performing arts."

Dick Warshaw, who was named KFSD vice president and general manager last week, doubted that the shift would affect his station's advertisers. However, it

could affect the number of listeners, he said.

Dorval said KPBS had not dropped its commitment to news and information programming. Although it will drop its weekday local news and information program, Contact 89, KPBS will continue to broadcast "Morning Edition" and "All Things Considered," two nationally syndicated programs. The popular "A Prairie Home Companion," also will be retained.

"We gave it a shot," Dorval said of the newsmagazine format, noting that overall, KPBS' audience had risen during the five-year period, due to its nationally syndicated programs. KPBS' overall audience share is 1.5%, Dorval said.

When the station shifts to the new format Oct. 1, it will also go to a 24-hour broadcast schedule. Its broadcast day now ends at midnight and resumes at 5 a.m.

Although programming details have not been completed, Dorval said classical music will air daily from 9 a.m. to 3 p.m. in place of "Contact 89" and will replace the Spanish-language program "Contacto 89," which now airs from 8 p.m. to midnight.

"Music Through the Night," a taped program from the American Public Radio Service, will air weeknights after "All Things Considered."

Two newsmagazine producers will be replaced with classical music producers in the change to musical programming, Dorval said. Also cut will be the Sunday night big-band program, "Pacific Ballroom," which will be replaced with an as yet unnamed Spanish-language program.

**SAN
DIEGO
COUNTY**

S.D. UNION 7/31/86

KPBS-FM to switch format to classical

By Robert P. Laurence
Television Writer

KPBS-FM (89.5), San Diego's non-commercial public radio station, will convert to a format of classical music and news on Oct. 1, and will begin broadcasting 24 hours daily, program director Craig Dorval said yesterday.

The new format, which will include all-night classical music, will make KPBS-FM the city's second classical station, along with KFSD-FM. The move is a sharp change of direction at the station which a year

ago said it would stick to its present format and avoid classical music and jazz.

Three KPBS staples, including midday news and information programming, weeknight Spanish broadcasts and Saturday folk music, will be eliminated or sharply reduced to make way for classical music.

But the "Morning Edition" and "All Things Considered" newscasts from National Public Radio will remain, along with the popular "A Prairie Home Companion" on Saturdays and Sundays.

The station will add the Saturday



Garrison Keillor's "A Prairie Home Companion" will remain.

"Weekend All Things Considered" program and maintain its 7 p.m. weekday broadcasts of old radio comedy and drama, and add a sci-

See KPBS on Page D-15

Continued from Page D-1

ence fiction program at 7:30 p.m.

"We want to improve the quality of the programming and increase the audience at the same time," said Dorval. The change, he said, was based on months of discussions at the station and with listeners, and on the station's ratings.

He added that under the new format the KPBS-FM operating budget will remain at about its present level of \$700,000 a year. The classics will be cheaper to broadcast in the middle of the day, said Dorval, but broadcasting 24 hours a day (compared to the present 19 hours), will cost more.

The station previously broadcast classical music until 1981, said Dorval, but "not nearly as much as we will play in October."

"The more interest there is in the arts and culture, the better it is for KFSD and the community," responded Hal Rosenberg, senior vice president of Lotus Communications, corporate owner of KFSD-FM, San Diego's commercial classical station. "We all benefit by it. Anytime somebody spreads the word about classical music, it helps us."

"We're not going to compete with KFSD so much as provide a comple-

mentary service," said Dorval, who a year ago said local classical music and jazz audiences are already

served by KFSD and KSDS-FM, an all-jazz station. "The local market for classical music has grown. It's a good classical music market here in San Diego."

Dorval said that by adopting the new format, one far more common among member stations of National Public Radio than KPBS's current all-day talk and commentary formula, KPBS hopes particularly to build its midday audience.

Audience surveys have shown that KPBS attracts about 6,000 listeners to an average quarter-hour of the "Morning Edition" news show, 5,000 to the afternoon "All Things Considered," and only about 3,000 from 10 a.m. to 3 p.m.

"Our midday audience was not growing as fast as the rest of our audience," said Dorval. "Most of our audience growth has been coming in 'All Things Considered,' 'Morning Edition' and 'Prairie Home Companion.'"

Between now and October, Duval said, the station hopes to build its classical music library from its present level of 7,000 albums to 10,000, mostly with the addition of compact discs. It also intends to hire two classical music announcers.

Just a year ago, in response to a listener survey, Dorval said the station intended to keep its current format, but with modifications.

And Dorval said KPBS-FM was "committed... for the time being" to its schedule of Spanish programs every weeknight from 8 p.m. to midnight. It has run Spanish programs in those hours for five years and previously ran them in the mornings for two years. The new schedule calls for a Spanish program from 6 to 10 p.m. Sundays.

"We don't have the resources to do a daily Spanish program well," Dorval said yesterday. "We're hoping to use the same staff and resources to do one really good weekly program."

New schedule on KPBS-FM

Monday-Friday

"Morning Edition"	5 to 9 a.m.
Classical music	9 a.m. to 4 p.m.
"Business Update"	4 to 4:30 p.m.
"All Things Considered"	4:30 to 6:30 p.m.
"Monitoradio"	6:30 to 7 p.m.
Old-time radio	7 to 7:30 p.m.
"Vanishing Point"	7:30 to 8 p.m.
Classical music	8 p.m. to 6 a.m.

Saturday

"Weekend Edition"	6 to 10 a.m.
Classical music	10 a.m. to 3 p.m.
"A Prairie Home Companion"	3 to 5 p.m.
"Weekend All Things Considered"	5 to 6 p.m.
Folk music	6 to midnight
Classical music	Midnight to 6 a.m.

Sunday

"Sunday Morning"	6 to 9 a.m.
"Monitoradio Weekend"	9 to 10 a.m.
"Prairie Home Companion"	10 a.m. to noon
Classical music	Noon to 5 p.m.
"Weekend All Things Considered"	5 to 6 p.m.
Spanish programming	6 to 10 p.m.
"San Diego Space Bridge" and "Music From the Hearts of Space"	10 p.m. to midnight
Classical music	Midnight to 5 a.m.

KPBS-FM San Diego

Program Response to Ascertained Problems/Needs 1 April 1986

PROBLEMS/NEEDS IDENTIFIED DURING PREVIOUS 90 DAYS

GROWTH MANAGEMENT -- urban planning/industrial-business development/housing/homeless

WATER -- politics/cost/availability

TRANSPORTATION -- light rail expansion/underserved areas/high speed rail/highway expansion

BORDER ISSUES -- illegal crossings/political cooperation/business and social exchanges

GOVERNMENT -- effectiveness; leadership integrity; budgets; responsiveness

ARTS & HUMANITIES -- support of arts in community/local writers, artists, etc.

CRIME -- law enforcement/courts/legal system

ECONOMY -- future trends affecting area/information flow/diversification of industry

EDUCATION -- future needs & development/shortcomings/effectiveness

HEALTH -- agencies in community/costs/hospitals/research

KPBS-FM San Diego

Program Response to Ascertained Problems/Needs 1 January 1986

PROBLEMS/NEEDS IDENTIFIED DURING PREVIOUS 90 DAYS

1. Growth Management -- urban planning/industrial-business development/housing/homeless
2. Water -- politics/cost/availability
3. Transportation -- light rail expansion/underserved areas/high speed rail/highway expansion
4. Border Issues -- illegal crossings/political cooperation/business and social exchanges
5. Government -- effectiveness; leadership integrity; budgets; responsiveness
6. Arts & Humanities -- support of arts in community/local writers, artists, etc.
7. Crime -- law enforcement/courts/legal system
8. Economy -- future trends affecting area/information flow/diversification of industry
9. Education -- future needs & development/shortcomings/effectiveness
10. Health - agencies in community/costs/hospitals/research

KPBS-FM San Diego

Program Response to Ascertained Problems/Needs 1 October 1985

PROBLEMS/NEEDS IDENTIFIED DURING PREVIOUS 90 DAYS

1. Growth Management -- urban planning/industrial-business development/housing
2. Border Issues -- illegal crossings/political cooperation/business and social exchanges
3. Crime -- law enforcement/courts/legal system
4. Water -- politics/cost/availability
5. Transportation -- light rail expansion/underserved areas/high speed rail/highway expansion
6. Government -- effectiveness; leadership integrity; budgets; responsiveness
7. Arts & Humanities -- support of arts in community/local writers, artists, etc.
8. Economy -- future trends affecting area/information flow/diversification of industry
9. Education -- future needs & development/shortcomings/effectiveness
10. Health -- agencies in community/costs/hospitals/research

KPBS-FM, San Diego

Program Response to Ascertained Problems/Needs 1 July 85

PROBLEMS/NEEDS IDENTIFIED DURING PREVIOUS 12-MONTHS

1. Growth Management -- urban planning/industrial-business development/housing
2. Border Issues -- illegal crossings/political cooperation/business and social exchanges
3. Water -- politics/cost/availability
4. Government -- effectiveness; leadership integrity; budgets; responsiveness
5. Crime -- law enforcement/courts/legal system
6. Health -- agencies in community/costs/hospitals/research
7. Transportation -- light rail expansion/underserved areas/high speed rail/highway expansion
8. Education -- future needs & development/shortcomings/effectiveness
9. Arts & Humanities -- support of arts in community/local writers, artists, etc.,
10. Economy -- future trends affecting area/information flow/diversification of industry

This list was developed partly in concert with the formal ascertainment procedures of KPBS-TV, partly through daily conversations with members of the community participating in interview broadcasts, and partly through discussion with community advisory board and periodic review by the entire staff of radio station.

KPBS-FM, San Diego

Program Response to Ascertained Problems/Needs 1 April 85

PROBLEMS/NEEDS IDENTIFIED DURING PREVIOUS 12-MONTHS

1. Government -- effectiveness; leadership integrity; budgets; responsiveness
2. Crime -- law enforcement/courts/legal system
3. Border Issues -- illegal crossings/political cooperation/business and social exchanges
4. Growth Management -- urban planning/industrial-business development/housing
5. Water -- politics/cost/availability
6. Health -- agencies in community/costs/hospitals/research
7. Economy -- future trends affecting area/information flow/diversification of industry
8. Education -- future needs & development/shortcomings/effectiveness
9. Arts & Humanities -- support of arts in community/local writers, artists, etc., identified/growth of institutions
10. Transportation -- light rail, expansion/underserved areas/high speed rail/hiway expansion

This list was developed partly in concert with the formal ascertainment procedures of KPBS-TV, partly through daily conversations with members of the community participating in interview broadcasts, and partly through discussion with community advisory board and periodic review by the entire staff of radio station.

KPBS-FM, San Diego

Program Response to Ascertained Problems/Needs 1 January 85

PROBLEMS/NEEDS IDENTIFIED DURING PREVIOUS 12-MONTHS

1. Growth Management -- urban planning/industrial-business development/housing
2. Government -- effectiveness; leadership integrity; budgets; responsiveness
3. Border Issues -- illegal crossings/political cooperation/business and social exchanges
4. Arts & Humanities -- support of arts in community/local writers, artists, etc., identified/growth of institutions
5. Economy -- future trends affecting area/information flow/diversification of industry
6. Education -- future needs & development/shortcomings/effectiveness
7. Transportation -- light rail expansion/underserved areas/high speed rail/hiway expansion
8. Crime -- law enforcement/courts/legal system
9. Water -- Politics/cost/availability
10. Health -- agencies in community/costs/hospitals/research

This list was developed partly in concert with the formal ascertainment procedures of KPBS-TV, partly through daily conversations with members of the community participating in interview broadcasts, and partly through discussion with community advisory board and periodic review by the entire staff of radio station.

* PLS send
quarterly report
to Sue Halloway

37
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included in this
list

KPBS-FM, San Diego

Program Response to Ascertained Problems/Needs 1 October 84

PROBLEMS/NEEDS IDENTIFIED DURING PREVIOUS 12-MONTHS

1. Water -- politics/cost/availability
2. Growth Management -- urban planning/industrial-business development/housing
3. Transportation -- light rail expansion/underserved areas/high speed rail/hiway expansion
4. Crime -- law enforcement/courts/legal system
5. Border Issues -- illegal crossings/political cooperation/business and social exchanges
6. Education -- future needs & development/shortcomings/effectiveness
7. Health -- agencies in community/costs/hospitals/research
8. Employment -- work for uneducated, immigrants, youth/future trends
9. Arts & Humanities -- support of arts in community/local writers, artists, etc., identified/growth of institutions
10. Economy -- future trends affecting area/information flow/diversification of industry

This list was developed partly in concert with the formal ascertainment procedures of KPBS-TV, partly through daily conversations with members of the community participating in interview broadcasts, and partly through discussion with community advisory board and periodic review by entire staff of radio station.



Jose Mireles directs *Enfoque Nacional* at SDSU.

Hispanic radio show is criticized from right, left

By Dennis Georgatos
The Associated Press

SAN DIEGO — In seven years as director of a Spanish-language radio news magazine, Jose Mireles has learned he's bound to make some of his listeners unhappy all of the time.

"Criticism is something we've received from the left and the right," said Mireles, who helped engineer a grant from the Corporation for Public Broadcasting to get the program started in 1979.

Titled *Enfoque Nacional*, (National Focus), the weekly half-hour program is heard on some 75 public radio stations and produced on the campus of San Diego State University. The program, which initially was heard on only 15 stations, operates on an annual \$185,000 federal grant.

Each program consists of a brief news overview followed by five to six segments with guest speakers addressing issues of interest to Hispanics, the fastest growing minority in the United States.

A network of 50 free-lance journalists based throughout the country and in various capitals in Central and South America contribute to the program, which is put together by Mireles, host Hector Molina, assignment editor Jose Gaspar and news anchor Marta Concho.

"The Hispanic community now has a vehicle through which they can voice their concerns and opinions. Before, there were very few (media) outlets for the Hispanic community and organizations," Mireles said. "We do have to be careful not to be a voice for one organization or one particular group. Sometimes they tend to want to use us that way."

Molina said the program attracts a wide spectrum of listeners among the Puerto Rican, Mexican, Cuban and Central and South American communities. "We've heard from ordinary working people to people who are in prisons to Cuban refugees," he said.

Topics covered include illegal immigration, the Contras' efforts to overthrow Nicaragua's Sandinista government, Mexico's economic problems, the civ-

il war in El Salvador, and the political and economic concerns of the more than 17 million Hispanic-Americans.

"We welcome strong opinions of people who have a knowledge of the problem and issue and have a certain position," Mireles said. "We don't shy away from issues . . . whether it involves the Congress or the White House or whether it be among Hispanics. For example, the Cuban-Americans are very much in favor of the Contras, but you'll find the opposite in the Mexican and Puerto Rican communities, to a large degree."

One segment in which the pro-Sandinista viewpoint was aired provoked dozens of letters of protest and a bomb threat, Mireles recalled. Protests also followed a segment involving a discussion among Contra supporters.

"One week, they say were leftists and the next week they say we're too right wing," said Mireles. "There's strong feelings in the community so we do get criticism from time to time. But that means we're doing something right, if people take the time to write or call us to tell us they heard a segment."

Reporting the Hispanic perspective in a national or international news event is a primary goal of the program.

"When the U.S. bombed Libya (in April), everybody focused on the actual bombing. We focused on the Latino who was shot down over Libya," Mireles said. Bomber pilot Capt. Fernando L. Ribas-Dominicci, of Mayaguez, Puerto Rico and navigator Capt. Paul L. Lorence, 31, of San Francisco, were the lone Americans killed in the raid.

"Instead of just saying a Hispanic was shot down, we did a profile on this fellow because nobody else was going to do it," Mireles said. "There were some stories that mentioned him, but most of what the media covered was about the other guy. Very little was said about the Puerto Rican. That's our role, that's an example of how we focus our stories."

The birth of *Enfoque Nacional* resulted from America's growing Hispanic population and the lack of Hispanic news programming before 1980.

Tuna war is over, Gavin says

SAN DIEGO (AP) — The way has been cleared for U.S. imports of Mexican tuna after six years of acrimony between the two nations over the fish, former U.S. Ambassador to Mexico John Gavin says.

The agreement, under which Mexico would limit the volume of its tuna exports to the United States, is expected to be announced officially Aug. 13 when President Reagan and Mexican President Miguel de la Madrid meet in Washington.

Gavin announced the agreement Monday during a ceremony at which the San Diego County Board of Supervisors presented him with a key to the county in recognition of his service in Mexico. Gavin resigned June 1

The United States imposed an embargo on Mexican tuna in July 1980 in retaliation for the seizure of American tuna boats in waters over which Mexico claims a 200-mile economic jurisdiction. The United States regards tuna as highly migratory and not the natural resource of any nation.

Mexico exported almost \$25 million worth of tuna to this country in the year before the embargo took effect.

Also . . .

The Associated Press

Committee recommends dancing, ping-pong — A San Diego city advisory committee has decided a Balboa Park building should be re-

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KPBS MEMORANDUM

DT: 7/28/86
 TO: Staff
 FR: Tom McManus
 RE: Radio Programming

Beginning in October KPBS Radio will make substantial changes in programming. The changes are designed to create a new and positive image for the station, and at the same time to greatly increase the audience. These changes are being made only after a great deal of soul searching. Serious review of our present format began two years ago, and accelerated over the last twelve months with listener surveys, analysis of mail, phone, and public contact, conversations with a community advisory committee, detailed study of voluminous Arbitron data, and contracted professional research and consultation by a recognized broadcast research company.

It has been a lengthy, sometimes troubling, but exciting process - one that was further spurred on by the FM staff at our winter retreat. The top priority at that all-day meeting became "...conduct serious research and make appropriate changes..." Before the new programming becomes routine, many of us will be affected in various ways.

While we will be addressing the details of this format change during the coming weeks, there are a couple of things we should emphasize now. One is that our commitment to the Spanish-speaking community remains intact. It is our intent to concentrate resources in the creation of a really important, highly produced and promotable weekend show. The second is that we fully intend to continue our special relationship with volunteer community producers.

The weeks to come will require a great deal of cooperation and understanding. While we are being kicked out of our "comfort zone," we will have the exciting challenge of building, on our present strengths, a more clearly focused, renewed and vital Fine Arts & Information Station for San Diego! Your support is appreciated!!

	MONDAY THRU FRIDAY	SATURDAY	SUNDAY
4 am	Morning Edition	Weekend Edition (6-10 am)	Sunday Morning (6-9 am) Monitoradio (9-10 am)
9 am	Classical Music (local origination. Includes some very short features)	Classical Music (10am-3pm)	Prairie Home (10am-noon) Classical Music (Noon-5 pm)
4 pm	Business Update (a new APR/CBS collaboration)	Prairie Home Companion (3-5 pm)	All Things Considered (5-6 pm)
4:30	All Things Considered	All Things Considered (5-6 pm)	Spanish language (6-10 pm)
6:30	Monitoradio		
7:00	Old Radio Programs	Folk Music (6pm-Midnite)	Hearts of Space (10pm-Midnite)
7:30	New CBC Drama Series		
8 pm	Classical Music (local)	Music/Night (Mid-6 am)	Music/Night (Mid-4 am)
9 pm	Music Through the Night (satellite delivered classical music from APR)		

"PROPOSED PROGRAM FORMAT ALTERNATIVES
FOR SPANISH LANGUAGE PROGRAMMING"

The enclosed proposed format change for the daily Spanish-language program is aimed at conforming with the over-all programming changes proposed for KPBS-FM of "Fine Arts and Information" and it represents our second recommendation. As I indicated to you, our first recommendation is to continue with the four-hour daily service with a little of more support and resources to enhance it.

However, taking in consideration the new direction to be taken and keeping in mind the informational needs of the Hispanic community, we recommend a two-hour, Monday through Friday, from 8-9:59 (or 9-10:59), news and information magazine that will continue to be of a unique service to the Spanish-speaking community of the greater San Diego area. The content of the attached two-hour program is outlined on the proposed program schedule.

Also, we propose to develop a weekend program for Saturday (instead of Sunday, 6-10 p.m.) from 10 a.m. to 3 p.m., that would highlight the most important events of the week, would include specials from National Public Radio and other sources and selected music. See attached proposed schedule.

These recommendations are being forward to you for serious consideration based on the following points:

- A) There is no duplication of programming in the area.
- B) It is the only daily news and information service for the San Diego county Hispanic community.
- C) Will prevent listener and community reaction against KPBS-FM and SDSU
- D) Proposed format conforms to overall changes at KPBS-FM.
- E) Will maintain a daily news and information service to the Hispanic community.
- F) Will be a promotional service.
- G) Will continue to provide a daily linkage between SDSU and the Hispanic community.
- H) A daily informational and news service will continue to complement President Thomas B. Day's policies towards the Hispanic and border/Mexico communities.

PROPOSED PROGRAM SCHEDULE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p>8 - 8:03 Billboard</p> <p>8:05-8:10 Newscast</p> <p>8:15-8:30 Interview/ Feature</p> <p>8:30-8:35 Community Calendar</p> <p>8:40-8:45 Noticiero Latino/Fresno</p> <p>8:45-9:00 Local News/ National/B.C.</p>	<p>8 - 8:03 Billboard</p> <p>8:05-8:10 Newscast</p> <p>8:15-8:30 Interview/ Feature</p> <p>8:30-8:35 Community Calendar</p> <p>8:40-8:45 Noticiero Latino/Fresno</p> <p>8:45-9:00 Local News/ National/B.C.</p>	<p>8 - 8:03 Billboard</p> <p>8:05-8:10 Newscast</p> <p>8:15-8:30 Interview/ Feature</p> <p>8:30-8:35 Community Calendar</p> <p>8:40-8:45 Noticiero Latino/Fresno</p> <p>8:45-9:00 Local News/ National/B.C.</p>	<p>8 - 8:03 Billboard</p> <p>8:05-8:10 Newscast</p> <p>8:15-8:30 Interview/ Feature</p> <p>8:30-8:35 Community Calendar</p> <p>8:40-8:45 Noticiero Latino/Fresno</p> <p>8:45-9:00 Local News/ National/B.C.</p>	<p>8 - 8:03 Billboard</p> <p>8:05-8:10 Newscast</p> <p>8:15-8:30 Interview/ feature</p> <p>8:30-8:35 Community Calendar</p> <p>8:40-8:45 Noticiero Latino/Fresno</p> <p>8:45-9:00 Local News/ National/B.C.</p>
<p>9:00-9:15 Latin American Newscast</p> <p>9:20-9:55 Anthology of Latin American music, composers & singers from the 1920's, 30's and 40's.</p> <p>9:55-9:59 Closing</p>	<p>9:00-9:15 Latin American Newscast</p> <p>9:15-9:55 Your Child- ren's Ed & You Discussion of educa- tional issues with In-studio guest & audience participa- tion.</p> <p>9:55-9:59 Closing</p>	<p>9:00-9:15 Latin American Newscast</p> <p>9:15-9:55 Border Issues Discussion of border /binational issues issues with In-studio guest & audience participation.</p> <p>9:55-9:59 Closing</p>	<p>9:00-9:15 Latin American Newscast</p> <p>9:15-9:55 You & Your Health Discussion of health related problems & issues with Hispanic physicians & audience participation.</p> <p>9:55-9:59 Closing</p>	<p>9:00-9:15 Latin American Newscast</p> <p>9:20-9:25 Feature</p> <p>9:25-9:55 Enfoque Nacional</p> <p>9:55-9:59 Closing</p>

PROPOSED SATURDAY PROGRAM SCHEDULE

- 10:00-10:05 Billboard
- 10:15-11:00 Weekly roundup of local issues and events, as well as national, state & border issues of special interest to the local community.
- 11:00-12:00 Call-in program with in-studio newsmaker, special guests.
- 12:00-13:00 Latin American music, arts and culture. Features and national programs; local concerts and musicians.
- 13:00-14:00 Latin America weekend magazine. Weekly roundup of news, issues complemented with reports and features from National Public Radio, Latin American News Service, United Nations, etc.
- 14:00-14:59 Anthology of Latin American music-composers and singers from the first decades of recorded music.