



# PACIFIC COMMUNITY RADIO

## KMUN - FM 91.9

BY DOUG SWEET

The March hare has scurried into the bushes and we approach April with the fever of spring. Another year has passed and in my mind's eye I see that early movies visual to denote the passage of time, the turning pages of a book. Perhaps in my case, it should be the slow turning of a thousand tape recorder reels.

It is April and I am supposed to write some deathless prose for the North Coast's most notorious rag, the Times Eagle, to commemorate the passage of another year of broadcasting. Geez, McCusker, it's like a busman's holiday. . . .

Okay, Okay, I'll get on with it. On April 17, 1990, KMUN-FM will celebrate the end of its seventh year of broadcasting to the area we loosely define as the Columbia Pacific Region. The end of a year also means the beginning of another year and I think it is significant that this, a year of change at the station, begins the decade of the 1990s.

I hate to beat a tired horse; so no looking into the crystal ball to predict the future. It is impossible. But there is some thinking to be done and some forks in the road to be negotiated. To wit:

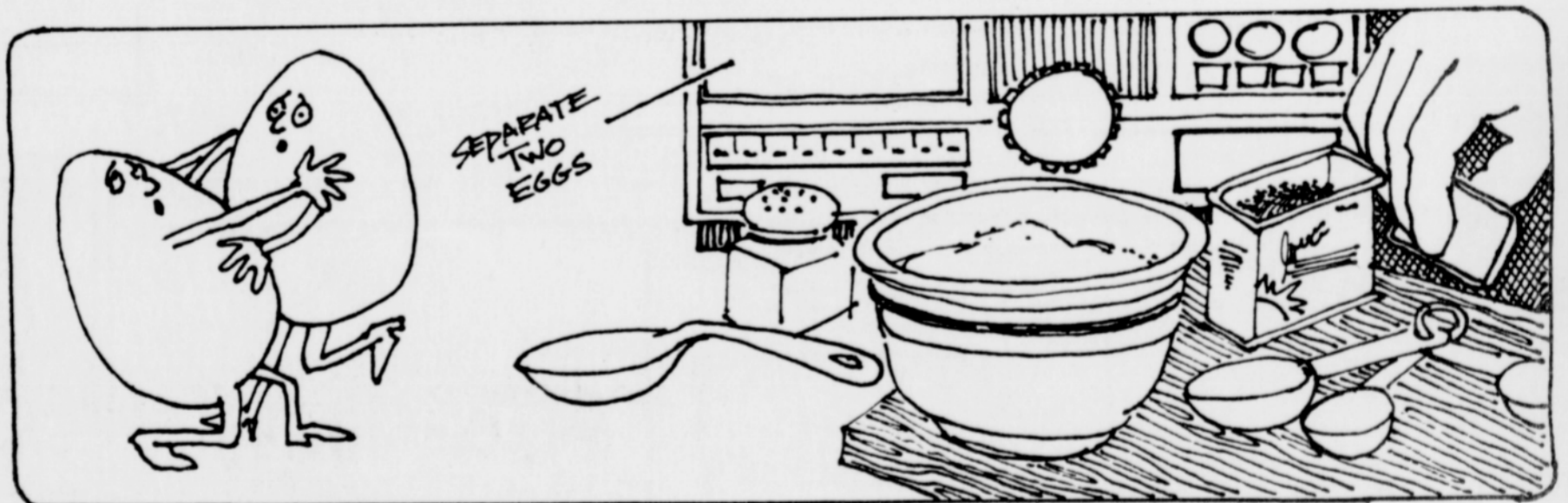
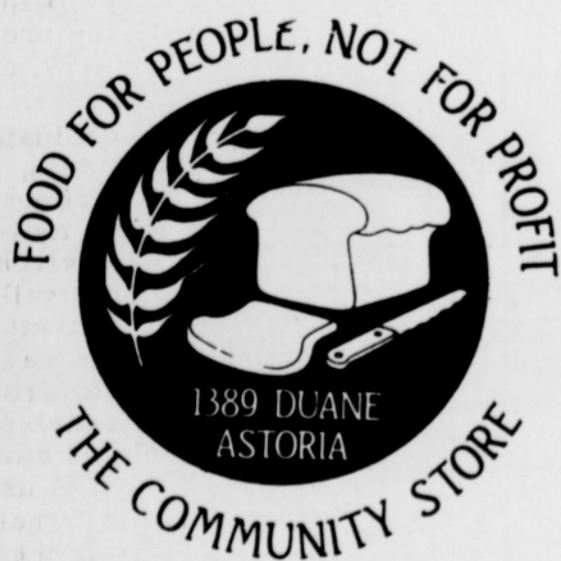
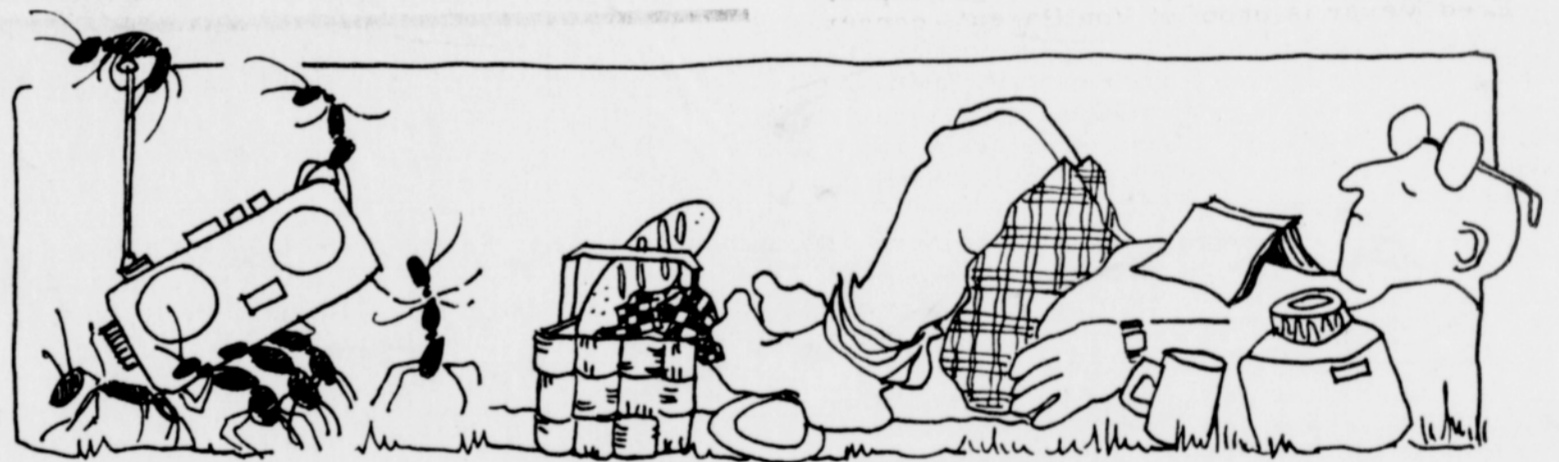
KMUN has been lucky, indeed, over the years to be able to attract and get on the air some very talented people. We have also been able to show a need for public broadcasting in this area so that we could get outside funding to help the station along with equipment purchases and extraordinary expenses. But in some ways we have been a victim of our own success in that our technical facility and desire for programming has outstripped our ability to produce the programs our audience demands.

So here is the challenge and demand for the next few years: to be able to push through the wall of resistance, to train new people, to choose new programs that will entertain, enlighten and inform our listeners and to be able to raise the funds to cover the expenses of the new operations.

I have attended many national and regional conferences on public broadcasting and have found there is no key to how to operate a public broadcast station. The debate goes on and on about programming content and level of professionalism that goes into making a station successful. There is little agreement about what constitutes success. Is a station successful if it has an excess of funds to operate with? How many people does it take to run a station? What is the best mix of programs to please a large audience while maintaining the keen edge of artistry?

Those are the philosophical questions we wrestle with daily around the old Tillicum House. Changes are in the offing. But these may only be temporary. Or they might be permanent. One cannot say when the future is not being predicted. One thing I will say, however, is that we want to see you all our members and listeners over the next year up at the station. Come by for a visit on our birthday, April 17, or save it up for another trip. But come by and share your thoughts on the perfect community, listener-supported, non-commercial public radio station imaginable. Write if you can't come by.  
Cheers and cheerio.

Doug Sweet is station manager of KMUN.



DRAWINGS FOR KMUN'S "CURRENT" BY BARBARA GRANT

KMUN'S ANNUAL BIRTHDAY PLEDGE DRIVE HAPPENS IN APRIL (503) 325-0010

**Lazy Susan Cafe**  
A Specialty Breakfast & Lunch Restaurant  
Coaster Square · Cannon Beach 436-2816

**Café de la Mer**  
1287 S. Hemlock Cannon Beach, Oregon  
(503) 436-1179 Dinners begin at 5:30 nightly

**BILL'S TAVERN**  
Cannon Beach, Oregon