

Director Tripp Sommer says.

Siporin says that as a remedy, a pure call-in format replaced "The Blue Plate Special." "They said to me, we can get out of this mess that we're in," Siporin says in regard to the format change. "Their argument was, you'll be free to give your opinion and you won't catch any grief from us, so that was the deal. So there is a clear case to be made historically that I was told I could give my opinions."

"We put him in a difficult situation in that we welcomed his analysis outside of the news," Heine says. "And the call-in was kind of halfway in between analysis and the news. But yeah, we felt that the news is different from commentary and analysis, and it was uncomfortable for him to navigate between being a commentator with an opinion and a newscaster without an opinion and a call-in show host."

But Siporin argues that, as with newspapers, KLCC can take a clear stance on issues of public concern through a distinct editorial section apart from the news, which from his understanding, was exactly what his commentary and call-in programs were for.

Barton's response to that is that the management's position was and always has been against hosts giving their opinions on controversial issues. "There has never been a time from my perspective that Alan, or that anyone was free on KLCC to use the air to express their opinions about public policy matters or matters of controversy," he says. That kind of things slides through but it's inappropriate, he continued.

Siporin says that he left KLCC mainly due to his health,

and kept his mouth shut about the conflicts he experienced with KLCC management over his role as a show host. But for the first time, he wants to go on the record with his criticism over the mixed messages he received from station management.

"I had three bosses who gave me three different answers. Don and Tripp clearly gave me the signal, Don more than anybody as the program director, that this was a talk show and that I was doing commentaries. And Tripp edited all my commentaries. And a lot of them were clearly opinions about politics. And months would go by where Steve wouldn't say anything. And all of a sudden he would be pissed off and he it would be like 'you shouldn't be doing this, you're not allowed to do this,'" Siporin says.

Siporin makes it a point to note that KLCC is a wonderful and valuable part of the community. "I think it has a lot of serious problems, but it's still one of the best things we have," he says.

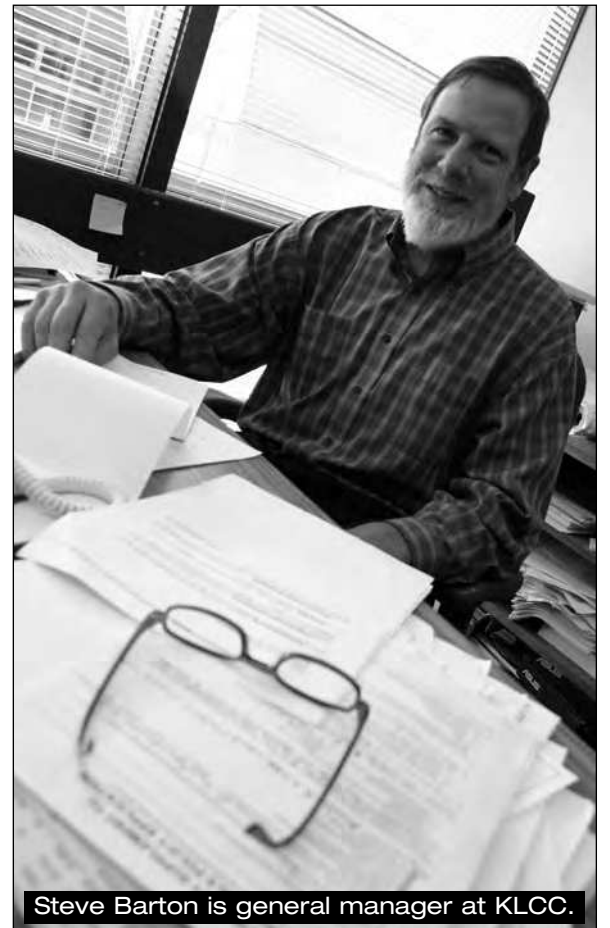
Among the many things that could be improved upon, Siporin believes the decision making process that goes into programming warrants close scrutiny.

The quandary that exists for Barton and staff is balancing public interest and attracting underwriting money and donations. With public funding shrinking, public radio stations must take into consideration their listening demographic and their donor demographic when making programming decisions.

Barton admits that the 35-45 year old age range is the station's biggest demographic. He does not draw a direct

line between programming decisions and people who donate money to the station, but he does say that the 35- to 45-year-old demographic tends to donate more. "As people get older the chances to get a good donation out of them is larger. That's a fact of life. It's not necessarily what drives what we do, but we certainly recognize it as being the reality of the situation," he says.

"Car Talk" is one of NPR's most popular programs. Comparing "Car Talk" to "This American Life," which KLCC used to air and is sometimes requested by listeners to



Steve Barton is general manager at KLCC.

## The Competition

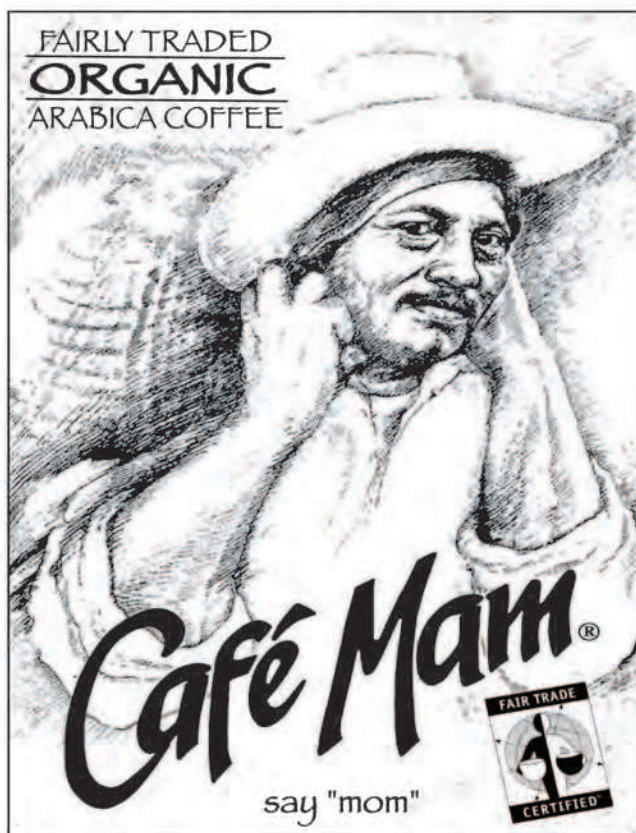
Criticism of the lack of local talk shows on KLCC has been exacerbated by Jefferson Public Radio's relatively recent incursion into the Eugene market with a daily two-hour call-in talk show broadcast on KRVM 1280 AM. The Ashland-based JPR has built a growing audience in Eugene, and many public radio fans bounce back and forth between

the two stations. JPR's Jefferson Exchange with host Jeff Golden airs live from 8 to 10 am weekdays and is rebroadcast from 8 to 10 pm.

Air America is now broadcasting on commercial KOPT AM at 1600 on the dial, adding a third option for left-wing news and opinion junkies.

For programming information, visit [klcc.org](http://klcc.org), [jpr.org](http://jpr.org) and [kopt.com](http://kopt.com)

## October is National Fair Trade Month!



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- Broadway Market - 220 West Broadway
- \*\*Cafe Lafayette - EWEB Cafeteria\*\*
- Capella Market - 2489 Willamette Street
- Emerald City Coffeehouse - 347 West 5th Avenue
- Eugene City Bakery - 1607 East 19th Avenue
- Holy Cow Cafe - U of O Erb Memorial Union
- Jamocho's Espresso Café - 1840 Chambers Street
- Latitude 10 Cafe - 2757 Friendly Street (decaf only)
- Lilith's Lair - 453 Willamette Street
- Morning Glory Cafe - 450 Willamette Street
- New Odyssey Juice and Java - 1004 Willamette Street
- Red Barn Natural Grocery - 357-A Van Buren Street

### CORVALLIS

- First Alternative Co-op North - 2855 NW Grant Avenue
- First Alternative Co-op South - 1007 SE 3rd Street

### COTTAGE GROVE

- Café Sheilagh - 616 East Main Street

### CRESWELL

- Sugar Magnolia's Coffee House - Inside Ray's Shopping Center

\*\*Participating on Friday October 14th only\*\*