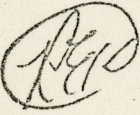


Memorandum

To : John R. Healey

Date : 6/27/73

File No.:

Copies : Ericson
Zuchelli
Ruegnitz
Mustang DailyFrom : Robert E. Kennedy 

Subject:

Dean Ericson has recommended to me the approval of your proposal to change the power rating of KCPR radio to 1000 watts. This memo will inform you that I approve the request with the following stipulations.

Basic to your request and this approval action is a concern for the quality of both the signal and the programming. It is understood that the signal will actually be much improved without extending as far south as Santa Maria. Further, it needs to be completely understood that the availability of new program sources will function to increase the educational level of the programming. I wish to emphasize that aspect because it is basic to this approval: KCPR is not a community FM station to serve whatever is regarded as popular at the moment. KCPR is an educational FM station which functions primarily for educational purposes for our students and the local community.

It is further understood that the costs presented in your proposal constitute an accurate description of the expenditures that will be necessary to initiate and sustain a station at the 1000-watt level.

Finally, I want you to know that I concur with the observations made both by you and Mr. Zuchelli; the station has shown sound development both in its programming and its management. This change in its level of service will mean that qualitative growth and development will need to continue. I wish you well in your endeavor to improve the quality and outreach of the FM station. I will carefully observe the results.