



KCUR 89.3

# TUNE IN

SPRING 2018

THE MEMBER NEWSLETTER OF KCUR 89.3

# THE POWER OF STORIES

How your support is helping us tell  
some of Kansas City's most important stories



## MEET THE STORYTELLER

**NAME:** Sam Zeff

**TITLE:** Metro reporter

**STORYTELLING MANTRA:** "Reporting used to be concerned with just facts and data. While still crucial, it's just as important to put news in context, whether that's historical or political. That's my job as a storyteller."



Photo by Brandon Parigo

## ON THE COVER

KCUR reporters Kyle Palmer and Lisa Rodriguez have each found a unique way of blending news and storytelling at KCUR. See how your support is helping us tell great stories in 2018.

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## A LOOK BACK AND A LOOK AHEAD

# You are part of our story

Summing up an entire year into just a sentence is a tall order, but here's my best attempt: 2017 was a year of celebration and collaboration.

We celebrated 60 years on the air, and look forward to another 60 with you, our dedicated listeners, by our sides.

Your support also allowed us to join two new public radio partnerships: a reporting initiative on race, culture and ethnicity, and another on investigative journalism.

You'll hear more from us in both of those areas in the year to come, but we also want to introduce our theme for 2018: Storytelling.

One might think storytelling too simplistic for a news organization. But recall the compelling stories you've heard — in both childhood and adulthood. We tell and enjoy stories because they connect us to something beyond ourselves. We believe this is good way to relate the news to our listeners.

That's why we're so excited to bring David Isay, founder and CEO of StoryCorps, to town for this year's RadioActive benefit. Isay has a knack for telling everyday stories in a way that keeps you glued to your radio.

Beyond RadioActive, you'll notice storytelling reflected this



year in our news gathering, reporting and programming. You'll hear stories that sound more like conversations and seasoned reporters who sound more like friends.

Whether you are a new or longtime donor to KCUR, thank you for your support. You are a vital part of the KCUR story, and together, we are creating excellent public radio here in the Kansas City area and across the country.

We look forward to sharing a year of compelling stories with you.

**Nico Leone**  
KCUR General Manager

# When stories are more than just words

StoryCorps founder and CEO Dave Isay to speak at RadioActive 2018

Everyone around you has a story the world needs to hear.

That's the idea that inspired Dave Isay to create StoryCorps, an organization that records incredible stories from everyday people. They tackle, in their words, "stories of the human heart" — think love, loss, family and friendship.

It's a brilliant, but simple, idea: Conversations, even everyday ones, can be captivating.

Some recent stories from StoryCorps: Two military veterans describe falling in love at ages 72 and 100, a woman who fled violence in the Vietnam War opens up to her teenage daughter, and a man speaks to his son's killer for the very first time.

This summer, Isay brings his powerful storytelling to Kansas City as the keynote speaker at RadioActive, KCUR's annual benefit.

Join us on Friday, June 8, at the Sheraton Kansas City Hotel at Crown Center for an evening of dining, dancing and storytelling. You'll laugh, you'll cry (maybe at the same time!), but most importantly, you'll be at one of the best parties in town!

*Sponsorships and table host opportunities are available now. Individual tickets go on sale April 23. For more information, visit [kcur.org/radioactive](http://kcur.org/radioactive).*



You may have heard (and seen) Dave Isay in his TED Talk, which has been viewed more than 2 million times since he gave it in 2015. His message is simple: "Everyone around you has a story the world needs to hear."

# Thank you to the volunteers who make KCUR stronger



Laurie Van Auken has served KCUR for more than two decades during membership drives and at dozens of events.



Sarah and Jon Baum have helped raise more than \$295,000 for KCUR as co-chairs of RadioActive, our annual benefit.

We are fortunate to receive assistance throughout the year from several hundred enthusiastic volunteers who answer phones during membership drives, serve on KCUR's Community Advisory Board or other committees, represent KCUR at fairs and festivals, and stuff a lot of KCUR MemberCard envelopes!

Choosing just two "Volunteers of the Year" can be a daunting task. Nevertheless, we forced ourselves to narrow the field.

**Laurie Van Auken** has been a dedicated volunteer since the 1990s — helping in the phone room during membership drives, performing clerical work and assisting at KCUR events, including at RadioActive, our annual benefit. A favorite story about Laurie: She was hired as a KCUR receptionist years ago, but when she found out she could no longer volunteer as an employee ... she quit! To Laurie, volunteering for KCUR was more

important. (Wow. Give that woman another KCUR tote bag.)

We bent the rules a bit and presented our second award to the volunteer couple of the year, **Sarah and Jon Baum**, who were instrumental in launching RadioActive. In 2016 and 2017, the Baums were event co-chairs; this year they are serving on the event committee. To start a new event that drew more than 1,300 guests in the first two years, the

Baums recruited committee members, ran meetings, hosted parties and asked people to give financially. In addition to all that, Sarah continues to serve on the KCUR Community Advisory Board.

Congratulations to Laurie, Sarah and Jon, and thank you to all our dedicated volunteers!

*If you are interested in volunteering for KCUR, please send us an email at [volunteer@kcur.org](mailto:volunteer@kcur.org).*

**Our Volunteers of the Year have a combined 30 years of service to KCUR!**

# THE POWER OF STORIES

How your support is helping us tell some of Kansas City's most important stories

## KCUR contributes to collaborative reporting on race, culture and identity

By Sylvia Maria Gross, storytelling editor

For many Kansas Citians, talking about race and culture is difficult. In fact, it's difficult for most Americans.

But when we dig into how race and culture affect our lives — from our families to our politics to our arts and health — it's hard not to recognize them as central forces that deserve special news coverage.

That's why we're partnering with three other stations across the country (in St. Louis; Portland, Oregon; and Hartford, Connecticut) to create a reporting collaborative called Sharing America, focused on the impact of race, ethnicity and identity on our cities.

Michelle Tyrene Johnson, a playwright, journalist,

columnist and former employment attorney and diversity trainer, is covering this beat for us. She'll bring her experience analyzing our city's

**“Race, identity and culture are embedded into the very fabric of our lives.”**

fracture lines and connecting points to each story — shining a light on where we stand and where we're headed.

“Race, identity and culture are embedded into the very fabric of our lives,” Johnson says. “Being able to tell stories that showcase different lives, stories, challenges and worldviews is exciting.”

Editor Holly Edgell leads this

collaborative out of St. Louis Public Radio, bringing more than 25 years of journalistic experience to the effort.

“We can't leave meaningful coverage and discussion of these issues to chance,” Edgell says.

This collaboration dedicates time and resources to topics that, as Edgell puts it, “often get short shrift, or only get attention when there is conflict or controversy.”

Johnson's reporting airs during KCUR's “Morning Edition” and “All Things Considered,” as well as informing talk shows “Central Standard” and “Up To Date.” The collaborative is funded in part by a grant from the Corporation for Public Broadcasting.



### MEET THE STORYTELLER

**NAME:** Michelle Tyrene Johnson

**TITLE:** Race, identity and culture reporter

**STORYTELLING MANTRA:** “I see the strand that connects a story to what other people care about. There is always a way to highlight the story in a way that everyone can connect to.”

Photos by Brandon Parigo



## MEET THE STORYTELLER

**NAME:** Lisa Rodriguez  
**TITLE:** Reporter and afternoon newscaster  
**STORYTELLING MANTRA:** “I try to stay out of a story as much as possible, and let the people involved do the storytelling. My job is just to fill in the gaps.”



## Turning policy-talk into great radio

By Lisa Rodriguez, reporter and afternoon newscaster

Our listeners have such an impact on the KCUR newsroom, but it’s not often we get to take you behind the scenes of what we do each day. Here’s a brief glimpse into my life as a KCUR reporter and newscaster.

Each morning, the news team identifies the most important stories of the day. By the afternoon, it’s up to me to decide how to build each newscast to deliver a wide range of news. That includes

coverage of the Kansas and Missouri statehouses, local governments, politics, health, education and the arts. It’s no easy task to fit it all into a minute and 40 seconds, but I do my best.

I also keep an eye on the Kansas City, Missouri, City Council, which at the moment is deliberating one of the biggest infrastructure projects in Kansas City’s history — the new terminal at KCI — not to mention streetcar extensions, economic development in

Westport and reviving underserved parts of our city.

I’ve grown to enjoy (yes, enjoy) listening to hours-long city council committee meetings. There is no other form of government where policymakers face their constituents day in and day out. Bringing all that policy-talk to listeners in an accessible way is one of the best experiences I’ve had as a journalist, and I’m honored to be entrusted with such an important task.

## The Early Bird gets the news

By Kyle Palmer, reporter and morning newscaster

I wake up each weekday at 3 a.m. (okay, sometimes it’s 3:15) to start writing The Early Bird, KCUR’s daily email newsletter. To get the Bird’s smart, snappy tone just right, I have to read what KCUR’s reporters are covering and check in on the rest of the news. Then I give it back to our audience in a format that’s easy for them to read when they’re just waking up.

The Early Bird gives our subscribers a pithy, punchy take on the events of the day. In just a few short minutes, they can read that day’s Bird and know what people are talking about in Kansas City. The Early Bird gets our readers informed, but also allows them to enjoy the experience of staying informed (and makes them the smartest people in their carpool or office block).

I wouldn’t get up at 3 a.m. unless I thought The Early Bird was a necessary and enjoyable part of our readers’ day. Now, getting The Early Bird ready is one of the most enjoyable parts of my day.

*The Early Bird goes out at 6 a.m., Monday thru Friday. To subscribe, visit [kcur.org/earlybird](http://kcur.org/earlybird).*



## MEET THE STORYTELLER

**NAME:** Kyle Palmer  
**TITLE:** Reporter and morning newscaster  
**STORYTELLING MANTRA:** “Stories, to me, are like coffee. They perk me up. Each morning, I wake up to write The Early Bird and get a shot of energy reading the stories KCUR’s reporters are telling.”

## Five reasons to become a KCUR 89.3 sustaining member!

Sustaining members are KCUR supporters who donate automatically each month. Here's why they're so awesome (and why you should become one too!)

- 1 It's easy — no more checks, stamps or renewal notices.
- 2 It's convenient — no more wondering when you last gave.
- 3 It's flexible — you can increase or decrease at any time.
- 4 Your membership will always be current.
- 5 It helps KCUR be strong, self-reliant and sustainable by providing a steady stream of support.

## By the power vested in KCUR...



Genevieve and Danon met through Generation Listen KC, KCUR's young listener group. They tied the knot in September 2017!

**I**n case you needed another reason to get involved with KCUR: You could meet the love of your life!

Genevieve Des Marteau began her career at KCUR in early 2014 as an announcer. She tells the story of what happened next...

"In 2014, I got involved with Generation Listen KC, KCUR's young listeners group. During my first meeting, I met Danon (Hare).

Through GenListen meetings and events, Danon and I got to know each other better. We soon realized we were practically neighbors and, one fateful night, our separate walks on the Trolley Trail converged. A conversation about Indian food propelled us into making a dinner date at a place with 'the best samosas.'

The samosas were good; the company even better. Now — so many Gen Listen-hosted date-nights later — Danon and I are in it for the long haul. We share some of the greatest friends and memories because of GenListen, and we look forward to sharing a great future together."

Congratulations to Genevieve and Danon, who officially tied the knot in September! We're pleased as punch to take a measure of the credit for the happy union. Genevieve now works at KCUR full time, and both she and Danon are sustaining members.

For more information on GenListen KC, visit [kcur.org/genlisten](http://kcur.org/genlisten). To become a sustaining member, visit [kcur.org/donate](http://kcur.org/donate).

## Anniversary match raises \$44,000 (and counting)

To celebrate KCUR's 60th anniversary, a local Kansas City foundation gave \$30,000 in matching funds to help the station generate new or increased gifts. The result would be a total of \$60,000 for the 60th anniversary.

The KCUR development team saw an opportunity to use this \$60,000 as an anniversary matching challenge fund for various fundraising appeals through June 2018.

giving more than \$44,000 in new and increased gifts.

The second phase of this anniversary matching fund began in December with the Winter Membership Drive. Responses to these appeals have been extremely successful thus far. A final report of the anniversary match will appear in the Fall 2018 newsletter.

The response to the initial match yielded 20 donors



## WHY WE LISTEN

KCUR has been our family's most reliable news and information source for more than 45 years! Early on, we listened to Richard Nixon's demise on a plug-in radio (how quaint!) while tending babies. Now, we live stream on our devices, anywhere. And those babies have become your listeners as well. Start 'em early, friends!

Your content and reassuring voices helped glue us together during this past year of news. It's been encouraging to see/hear all your great local news coverage. With other news organizations shrinking, your reporting of our local news seems extra important. Here's a few extra \$\$\$ to keep you in our kitchen!

-Wayne and Diane Tompkins



# KCUR Financials



- n Membership = \$2,372,621
- n Contributions = \$1,055,859
- n Underwriting income = \$1,342,838
- n Grants from foundations = \$209,388
- n Corporation for Public Broadcasting = \$333,249
- n Grant from state government = \$36,502
- n UMKC cash support = \$63,701
- n Other income = \$367,782



- n News, programming, and production = \$3,712,310
- n Membership services and development = \$1,014,044
- n Management and administration = \$405,758

UMKC donated facilities and administrative support valued at more than \$1 million.

# EVERY DONOR MATTERS

Members, as well as local businesses and foundations, are the backbone of KCUR's financial stability. Your support, along with that of thousands of other members, enables KCUR to bring fact-based news from our region and around the world to you and our community. Your donation, no matter the dollar amount, makes KCUR strong.

**\$4.9 million**

Total provided by the Kansas City metropolitan area — 84% of the funds needed for KCUR's programs, services and operations

**13,508**

Total number of KCUR members in 2017

**12,969**

Total number of members who gave between \$1 and \$499 in 2017

**\$79,006**

Total donations received every month from KCUR sustaining members, most of whom give between \$5 and \$100. That's enough to pay for more than 450 hours of Morning Edition!

**\$322,756**

Total gross revenue from KCUR's fundraising event, RadioActive



# LEGACY GIVING

KCUR is grateful to those donors who have made a legacy gift through an endowment fund or an estate/planned gift. In both cases, these gifts provide funding to KCUR in perpetuity.

## JOHN C. DODS III WATTS ENDOWMENT SOCIETY

Recognizes donors who have given \$1,000 or more to an existing endowment fund or have established a named endowment fund to benefit some aspect of KCUR

### Suzanne E. Allen Endowment at KCUR

Danny Baker

### Molly Phelps Bean Endowment for KCUR News Programs

### Lennie and Jerry Berkowitz Family Fund at KCUR

Nancy A. Bowman

Julie Walker-Browne and Pete B. Browne

Rhonda and Scott Burnett

Patty Cahill

Marilyn Carbonell and David Weinglass

Sue Cunningham

### Dods Zephyr Winds Endowment Fund at KCUR

Anne S. Douthat

Jan S. and Richard M. Dubinsky

Dr. Linda L. and John Edwards

Jennie and Thomas A. Egan

Jane and Keith F. Gard

Barbara L. and George J. Heymach

### Kenneth C. Hill Foundation Fund at KCUR

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### Mike and Linda Lyon KCUR Program Fund

Laurie D. McCormack

Madeleine McDonough and Cyd Slayton

Ann McElhenny

Mira Mdivani and Dennis N. Ayzin

Mitchell Capital Management

### The Sarah Morris Endowment for KCUR

### Dr. Regina Nouhan Endowment at KCUR

Nancy G. and Arthur A. Parks

Steve Paul and Carol Zastoupil

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Rainy Day Books

RLS Illumination Fund

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Judith L. and Steven G. Sherry

Pat and Debbie Starke

Torosian Foundation

Julie and David A. Warm

Becky Welch

### Anita E. Wertz Endowment at KCUR

Pat and Debbie Starke

Steve Paul and Carol Zastoupil

Stephen Sears Living Trust

Betty L. Widmier Estate

Tom and Anita Wertz

## THE WALT BODINE LEGACY GUILD

Includes individuals who have remembered KCUR in their estate plans or have documented their intention to include the station in their plans.

Suzanne E. Allen Trust

Danny Baker

Angela Bennett

Lennie and Jerry Berkowitz

Marilyn Carbonell and David Weinglass

Betty Conry Trust

Gay V. Crawford

Dr. William Edelman

Jane Gard

Nicole and Nico Leone

Ann McElhenny

Sarah L. Morris

C. Lynn Munro Trust

# ANNUAL GIVING

Philanthropic giving comprises nearly 60 percent of KCUR's annual revenue. We are grateful for each gift and each donor. The listing below acknowledges members of our Leadership Circle who gave \$1,000 or more between 7/1/16 and 12/31/17.

## KCUR LEADERSHIP CIRCLE

### \$100,000+

Suzanne E. Allen Trust Corporation for Public Broadcasting Health Care Foundation of Greater Kansas City Kansas Health Foundation Ewing Marion Kauffman Foundation University of Missouri-Kansas City

### \$50,000-99,999

Muriel McBrien Kauffman Foundation Missouri Arts Council REACH Foundation

### \$25,000-49,999

Francis Family Foundation Terry and Cathy Matlack C. Lynn Munro Trust Allen and Debra Parmet Shook Hardy & Bacon LLP Sunflower Foundation Thomas and Anita Wertz

### \$10,000-24,999

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### \$5,000-9,999

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### \$2,500-4,999

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T.J. and Willard Snyder  
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Cecilia Wood  
Jerome and Tammie  
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### \$1,000-2,499

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*For more information  
about legacy or annual  
giving, contact David Fulk  
at 816-235-2812 or  
[david@kcur.org](mailto:david@kcur.org).*

# Why we love our marketing partners

By Ron Yurman, business development executive

We now refer to underwriting as “Partner Marketing.” Our sales team really acts as marketing consultants to the businesses and organizations with which they work, so it’s time for a name change that makes more sense.

Partner Marketing is an important source of revenue for KCUR. These are the messages you hear during breaks in programming that acknowledge support from corporations, groups

and events. Our partner marketers helped us raise \$1.3 million last fiscal year, and we’re on track to exceed that number this year.

We are so grateful to all of our current and past marketing partners and look forward to expanding our relationships with others who are looking to reach the KCUR audience.



**ALEX POPE**  
Co-owner, The Local Pig Charcuterie

“I know the public radio station listeners are the folks that appreciate our message, so when it came time to think about advertising, it was a really natural choice.”



**MARY O’CONNOR**  
Executive vice president,  
Country Club Bank

“KCUR reflects all the things Country Club Bank believes: It’s community-supported, it’s caring, it’s relevant and it delivers global information to our community.”



**JULIÁN ZUGAZAGOITIA**  
Director and CEO,  
The Nelson-Atkins Museum of Art

“Being in a relationship with KCUR is a natural. I think our audiences are great civic leaders ... people who want to contribute to the great city that Kansas City is.”

## KCUR’S LARGEST MARKETING PARTNERS | 2017

This listing includes the KCUR marketing partners with the largest total contribution for 2017. For a complete list of KCUR’s marketing partners, visit [kcur.org/marketing](http://kcur.org/marketing).

Bo Ling’s  
Children’s Mercy Hospital  
Commerce Bank and Trust  
Country Club Bank  
Fasone & Partners

Greater Kansas City  
Community Foundation  
Health Care Foundation of  
Greater Kansas City  
JCCC Carlsen Center

Kansas City Symphony  
Kansas City University of  
Medicine and Biosciences  
Kansas City Zoo  
Lyric Opera

Martin Pringle Oliver Wallace  
McDowell, Rice, Smith &  
Buchanan  
The Nelson-Atkins Museum  
of Art

Mutual Aid Exchange  
Nancy Newhouse, DDS  
Price Chopper Enterprises  
Saint Luke’s Health System  
Shawnee Mission Health

Suburban Lawn & Garden  
University Health  
University of Saint Mary  
Van Subaru

# New additions to the KCUR lineup

by Stephen Steigman, chief of broadcast operations



Award-winning food writer Francis Lam hosts “The Splendid Table,” a new addition to the KCUR lineup. Foodies will love this modern, multicultural snapshot of the culinary world. Catch Lam and The Splendid Table every Sunday at 2 p.m.

A program director’s most difficult charge is figuring out how to best program 168 hours of weekly radio to serve the interests of an audience of varying tastes. Asking listeners to change their routines is hard, even when that change brings great new radio onto the KCUR airwaves.

Over the past year, we’ve added programming that covers everything from world news to economics to culinary adventures. We added the worldly view of the BBC’s

“Newshour,” for instance, at a time when global perspectives were often being overshadowed in a slew of domestic news.

We also added an extra hour of NPR’s “All Things Considered,” recognizing that listeners heading home from work deserved an in-depth exploration of the day’s breaking news. To make room for “All Things Considered,” we shifted “Fresh Air” with Terry Gross to 7 p.m.

In December, we added two new shows to replace the retired “Car Talk.” We picked up the podcast-turned-broadcast pairing of “Planet Money” and “How I Built This,” and the longtime foodie-favorite, “The Splendid Table.”

Thanks for all of your wonderful feedback during our multiple trial periods. We hope you are enjoying KCUR’s new schedule — and additionally, we hope you’ll let us know what you think at [feedback@kcur.org](mailto:feedback@kcur.org).

# BROADCAST SCHEDULE

## WEEKDAY

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
12 a.m.	BBC World Service	BBC World Service	BBC World Service	BBC World Service	BBC World Service
5 a.m.	Morning Edition	Morning Edition	Morning Edition	Morning Edition	Morning Edition
10 a.m.	Central Standard	Central Standard	Central Standard	Central Standard	Central Standard
11 a.m.	Up to Date	Up to Date	Up to Date	Up to Date	Up to Date
Noon	Here & Now	Here & Now	Here & Now	Here & Now	Here & Now
1 p.m.	Here & Now	Here & Now	Here & Now	Here & Now	Science Friday
2 p.m.	BBC Newshour	BBC Newshour	BBC Newshour	BBC Newshour	Science Friday
3 p.m.	All Things Considered	All Things Considered	All Things Considered	All Things Considered	All Things Considered
6:30 p.m.	Marketplace	Marketplace	Marketplace	Marketplace	Marketplace
7 p.m.	Fresh Air	Fresh Air	Fresh Air	Fresh Air	Cyprus Avenue
8 p.m.	TED Radio Hour	This American Life	The Moth Radio Hour	Snap Judgment	Fish Fry
9 p.m.	Classical 24	Classical 24	Classical 24	Kansas City Symphony	Fish Fry
10 p.m.	Classical 24	Classical 24	Classical 24	Classical 24	Fish Fry

## WEEKEND

	SATURDAY		SUNDAY
12 a.m.	BBC World Service	12 a.m.	12th Street Jump
6 a.m.	Only a Game	1 a.m.	BBC World Service
7 a.m.	Weekend Edition Saturday	6:30 a.m.	New Letters on the Air
10 a.m.	Wait Wait... Don't Tell Me!	7 a.m.	Weekend Edition Sunday
11 a.m.	Ask Me Another	10 a.m.	This American Life
Noon	Snap Judgment	11 a.m.	Wait Wait...Don't Tell Me! (encore)
1 p.m.	Planet Money/How I Built This	Noon	The Moth Radio Hour
2 p.m.	Freakonomics Radio	1 p.m.	TED Radio Hour
3 p.m.	Radiolab	2 p.m.	The Splendid Table
4 p.m.	All Things Considered	3 p.m.	Fresh Air Weekend
5 p.m.	Live from Here	4 p.m.	All Things Considered
7 p.m.	Cyprus Avenue	5 p.m.	Reveal
8 p.m.	Fish Fry	6 p.m.	On the Media
		7 p.m.	Studio 360
		8 p.m.	Night Tides

## KCUR COMMUNITY ADVISORY BOARD



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## KEY CONTACTS

**Nico Leone**  
General Manager  
nico@kcur.org

**Danny Baker**  
Director of Development  
danny@kcur.org

**Maria Carter**  
News Director  
maria@kcur.org

**David M. Fulk**  
Director of Philanthropic  
Giving  
david@kcur.org

**Ron Jones**  
Director of Community  
Engagement  
ron@kcur.org

**Deloris Phelps**  
Director of Membership  
deloris@kcur.org

**Jeanne Rooney**  
Manager of Business  
Operations  
jeanne@kcur.org

**Stephen Steigman**  
Chief of Broadcast  
Operations  
stephen@kcur.org

**Donna Vestal**  
Director of Content Strategy  
donna.vestal@kcur.org

To send general comments,  
email [kcur@kcur.org](mailto:kcur@kcur.org) or call  
816-235-1551.



## MEET THE STORYTELLER

**NAME:** Erica Hunzinger  
**TITLE:** Editor, Harvest Public Media  
**STORYTELLING MANTRA:** “To help reporters explain complicated topics simply, I put myself in listeners’ ears. What are the questions they’ll have? How can we answer those? And which sounds illustrate those things?”

Photo by Brandon Perigo

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