SNAP JUDGMENT LIVE! comes to KC

PLUS:

- A shout-out to new and sustaining members
- New projects aim to create a more diverse, investigative newsroom
- And a $500,000 gift to expand news coverage across Kansas
As this newsletter went to print, we got some exciting news at KCUR. The Corporation for Public Broadcasting has pledged more than $500,000 to support public radio in Kansas.

This is a game-changer for news organizations across the state, but especially the Kansas News Service, our new regional journalism collaboration with partner stations KMUW in Wichita, Kansas Public Radio in Lawrence, and High Plains Public Radio in Garden City.

Since the Kansas News Service debuted in January, its team of veteran journalists have been bringing you in-depth reporting on state politics, health, education and more.

They’ve tackled topics like health insurance costs, voter fraud, prison violence, and school funding. They’ve questioned lawmakers, supported free speech and given a voice to everyday people who otherwise wouldn’t have had one. They’ve shown Kansans how nationwide issues will affect them in their own backyards.

This generous gift will allow us to expand the Kansas News Service team with our partner stations, and to provide even more coverage of these important issues.

Funding like this is especially appreciated given our current political climate. We’re constantly hearing from you that our work is more important than ever, but the context in which we work has gotten more difficult.

As newsrooms around the country continue to shrink, it is harder for communities to feel their voices are being heard; that issues important to them are being reported.

So as we thank the Corporation for Public Broadcasting, we also want to thank you, our loyal listeners and members. Without you, nothing we do would be possible. Your support helps KCUR remain a thriving, growing newsroom. We can’t thank you enough.

Nico Leone
KCUR General Manager
A shout-out to new and sustaining members

It is a really exciting time to be a part of KCUR. The station is celebrating its 60th year on the air, our annual fundraising event RadioActive raised $170,000 and we are embarking on several new projects that could change the way public media works nationwide.

Make no mistake – without your support, none of this would be possible.

We asked some of our new and sustaining members about why they listen, and we were energized by their enthusiasm for KCUR.

“I am so grateful for KCUR. I listen every single day, both at home and in the car and can’t imagine my day-to-day life without it. I love discussing with my boyfriend the stories we hear simultaneously on our separate commutes. Thank you for the unbiased reporting and beautiful, entertaining storytelling!”
— Rebecca Stern, new member

“Thank you for your wonderful programming. I listen to it all the time … I just returned to the KC area after living overseas for four years. I listened to your programming there online every day. It helped me stay connected to the Kansas City area and feel like I wasn’t so far away.”
— Lynda Kreienheder, new member

“I’ve pretty much become an addict.”
— Kerry Kilmer, new member

“Your station has been a part of my day and life for decades; I can’t imagine the democratic American conversation without unfiltered news and insights from NPR.”
— Debbie Totten, sustaining member

“We listen to KCUR as a family every morning. Even our three-year-old twins can recognize the voices of our local broadcasters. Thanks for all you do!”
— Jessica and Frank Smith, sustaining members

Whether you have given us feedback in person, online, through the mail or on the air; whether you’ve connected with us through social media, email or handwritten notes; through your participation in station events or by your generous financial support – we are deeply honored.

It is truly our pleasure and privilege to serve you.

What does it mean to be a sustaining member?

As a sustaining member, your monthly donation remains uninterrupted. Your membership will always be active, and your ongoing support keeps KCUR financially strong. And, of course, you can increase, decrease, or stop your monthly gift at any time. For more information about sustaining membership, please call us at 816-235-1551 or email membership@kcur.org.

Underwriting on KCUR: “IT’S THE RIGHT THING TO DO”

A large number of businesses and organizations provide underwriting support for KCUR, and they hold a special place in our hearts.

Here are just two examples of what underwriters say about their experiences:

“McDowell, Rice, Smith & Buchanan began underwriting over 30 years ago because we thought it was the right thing to do … but over a long period of time listeners who hear it recall our name, giving our law firm recognition.”
— Pete Smith, chairman, McDowell, Rice, Smith and Buchanan

“KCUR reflects all the things Country Club Bank believes: It’s community-supported, it’s caring, it’s relevant, it brings global information to our community…it’s what our business brings to our community and what we like to support as well.”
— Mary O’Connor, executive vice president, Country Club Bank

Underwriting is to public radio what advertising is to commercial stations. It might be the right thing for your business, too. Learn more at kcur.org/business.
New projects to create a more diverse, investigative newsroom

By Donna Vestal, director of content strategy

We wish you could see KCUR’s journalists in action. Every day, they relentlessly strive to serve the information needs of the Kansas City region with integrity, civility and an unwavering commitment to truth.

Too often, though, we are hampered by resource limitations. That’s why we’re thrilled to announce several new projects that will have an immediate impact on our ability to understand and reflect our community.

Furthering diversity in public radio

Diversity and collaboration — two ideas of incredible importance here at KCUR — are front-and-center in a remarkable grant from the Corporation for Public Broadcasting. KCUR, in conjunction with three other public media stations, has been tasked with creating a blueprint for improving diversity in public media.

Like the diversity effort, one of the biggest opportunities here is to create a replicable model for public media newsrooms, plus, investigate more thoroughly and hold those in power accountable.

Taking Midwest commerce nationwide

We’ve also signed on as a hub station for American Public Media’s Marketplace. That means we’ll be telling more business-oriented stories from the Midwest — to a national audience.

Recommitting to investigative journalism

KCUR also is participating in another national CPB grant that brings much-needed heft to our investigative reporting. We are working alongside American Public Media (the project lead), Southern California Public Radio, New York Public Radio and Public Broadcasting Atlanta. Peggy Lowe is KCUR’s reporter for this ambitious commitment to building investigative capacity on a regional level.

Like the diversity effort, one of the biggest opportunities here is to create a replicable model for public media newsrooms, plus, investigate more thoroughly and hold those in power accountable.

KCUR health reporter Alex Smith now claims another title: Edward R. Murrow Award winner. The prestigious award from the Radio Television Digital News Association honors outstanding achievements in electronic journalism.

Smith’s winning piece is about Kansas City native Rob Jefferson, who was deaf for 15 years before cochlear implants enabled him to regain his hearing. Smith says he hopes his piece helps listeners understand the complexity of Jefferson’s experiences.

“Cochlear implants were a godsend for him, but he also describes getting them as a confusing, overwhelming and even scary experience,” Alex says. “My hope is that the piece provides a hint of Rob’s journey of rediscovery of the world of sound.”

During their first meeting, Jefferson was emotional describing that journey.

“He teared up describing hearing birds for the first time since he was a teenager, rediscovering the Beatles, and the sound of his wife saying, ‘I love you,’” Smith says.

“Even weeks later, I continued to think about the scenes he described.”

You can listen to the award-winning piece at kcur.org.
October 21 marks KCUR's 60th anniversary

KCUR 89.3 has come a long way since 1957, when two broadcast buffs began a fundraising campaign for a university radio station. C.J. Stevens, then-director of radio and TV at the University of Kansas City, and Sam Scott, the station’s soon-to-be general manager, raised $700—yep, 700 bucks—to get KCUR off the ground.

The station’s earliest broadcasts originated from the third floor of UMKC’s Scofield Hall with a signal range of a whopping four miles. As only the second FM station in all of Kansas City, initial programming aired for just three and a half hours per night, Sunday through Friday.

In 1981, when funding came under threat (already an unsurprising occurrence), KCUR began the practice of on-air fundraising (coffee mugs and tote bags soon followed). In 1985, after a handful of earlier moves, KCUR relocated to its current address at East 48th and Troost.

By 1994, the station was broadcasting 24 hours a day. In 1997, KCUR dipped into the “World Wide Web”—launching its very own, very first, very… rudimentary website.

And here we are in 2017, celebrating 60 years of the station we all know and love. What a ride it’s been! Here are just a few of the ways KCUR has changed since that first broadcast.

- KCUR staff has grown to 60+ full- and part-time employees.
- Several hundred volunteers continue to lend a hand throughout the year.
- Community support, via membership and underwriting, provides a full 90 percent of funding for KCUR programs, services and operations.
- Programming continues to evolve, on-air and online.
- KCUR’s audience is estimated at 174,000 listeners per week.

Whether you’ve been with KCUR from its very humble beginnings or have discovered the station only recently, thank you for being here now. Thank you for providing us with all manner of support. Thank you, as always, for listening.

SIX DECADES
OF UNBEATABLE BROADCAST

KCUR has been a part of Kansas City’s collective memory for six decades. We asked a few KCUR members to share their memories of the early days.

I remember the early days when KCUR’s program content was mostly music. The vinyl records that spun on the two turntables were catalogued by numbers written in grease pencil on the dust jackets and held in gray wooden cubbyhole shelves. They were carefully removed from their sleeves and gently wiped with a dust cloth before being played.

Now there are so many more wonderful program choices for music, news and information on KCUR.

Congratulations to the station on reaching this 60-year milestone. And thanks for all you do.

- Becky Roberts
Daughter of Sam Scott, KCUR founder and general manager 1957-86

I first learned about KCUR, “the campus radio station,” when I enrolled in a Radio Speech course at UMKC in the late 1960s. Our classroom was in the same building as the station, in one of the row houses on Pierce Street. Our instructor, Sam Scott, had started the station about 10 years earlier and was then the general manager and chief recruiter for student help. That’s how I got the unbelievable opportunity to have an on-air shift—announcing, editing and reading the news. I loved it! It changed my life and I’ll always be grateful. Maybe that’s why it’s always been easy to support National Public Radio and my favorite radio station, KCUR.

- Mary Loy Brown
KCUR student announcer 1967
Staff producer 1968-69

If you have a KCUR memory to share, we’d love to hear it! Email us your recollections at kcur@kcur.org or leave us a 60th anniversary wish at 816-235-8930. You can also record your message on a smartphone and send it to us as an email attachment.

Thank you for listening these 60 years—and counting!

KCUR student announcer 1967
Staff producer 1968-69

I worked at KCUR starting in 1975 and was immediately impressed by the high quality of programming set by Sam Scott. My education was enhanced by NPR and local broadcasts. I’m sure Sam would be pleased and proud to know that current content still meets his standards of excellence.

- Selma Dreiseszun
KCUR Production Assistant 1975-77

(Left to right) Former Kansas City Mayor Charles Wheeler, with KCUR staff members Billy Hunnacutt, Sam Scott and Edie McClurg.
Snap Judgment LIVE! coming to Kansas City

What do you get when you combine fascinating stories, killer beats and one of radio’s rising stars? WNYC’s hit show Snap Judgment, coming to Kansas City this fall!

Host Glynn Washington brings his smooth storytelling to the Folly Theater on Thursday, Oct. 26. Although the program is now a big success, it started as an entry in a public radio competition.

Washington was working in the nonprofit public policy world, a world where, he says, his only tool was “the power of the narrative,” when he heard about a public radio competition that promised its winners their own radio show. After submitting his two-minute audition – Glynn telling “inappropriate stories” to his two-year old daughter – his enthusiasm remained in check. When the call came informing him he had survived round one, Glynn – thinking his buddy was pulling his leg – hung up. Convinced by a second call, he eventually won the top prize.

Early shows were recorded at his partner’s kitchen table, where passing trucks would frequently interrupt recording sessions. Today, he combines music, sound and storytelling, allowing listeners to intimately experience a profound moment in someone else’s life.

What can we expect at the Folly Show? According to Washington, “Magic. Real life, concentrated. You’ll laugh, you’ll cry, you’ll laugh some more.” Local band Bells Atlas will score the entire event in real time — something Washington describes as “jazz interplay between the show’s elements.”

For ticket information, visit follytheater.org or call the ticket office at 816-474-4444. Listen to Snap Judgment on KCUR every Thursday at 8 p.m. or anytime at snapjudgment.org.
KCUR goes RadioActive, again!

Second annual event raises $170,000 for KCUR

With more than 750 people in attendance, KCUR listeners and supporters welcomed Rachel Martin, co-host of NPR's Morning Edition, as the keynote speaker June 9 at the Sheraton Kansas City Hotel at Crown Center. As part of KCUR's 60th anniversary celebrations, former KCUR general manager Patty Cahill was honored for 25 years of service to the station.

The mood of the event was enhanced by the decor of Studio Dan Meiners and the sale of KCUR experiences with on-air personalities. The evening culminated with dancing to the music provided by Lost Wax.

RadioActive attendees walked away with some once-in-a-lifetime experiences. And the icing on the cake! The event raised $170,000 for station needs and local news coverage.

Mark your calendars for RadioActive 2018, scheduled for Friday, June 8.

Saying goodbye to Car Talk

At the end of September, KCUR said a fond goodbye to longtime program Car Talk.

For the past five years, we have aired the Best of Car Talk program, which mixes unheard content with old tape of Tom Magliozzi — who died three years ago — and new voicing of Ray Magliozzi. We hope you will join us in thanking “Click and Clack, the Tappet Brothers” and their producers for 30 years of car (and relationship) advice — all while giving us countless belly laughs.

Car Talk’s retirement presented us with an opportunity for some great new programs on KCUR. We sincerely hope you enjoy the new lineup.

Programming Changes

A note from Stephen Steigman, chief of broadcast operations

If there’s one thing we know about KCUR listeners, it’s that they’re passionate about their public radio. Whether it’s a story you’ve heard on Morning Edition or Central Standard, or a statement made by a politician on Up to Date or Here & Now, you let us know when you’ve heard something you like — and, likewise, when we fall short.

You probably won’t be surprised, then, that we received a number of reactions about recent changes to our program schedule. In July, we made a shift to our weekday afternoons, adding the BBC Newshour and an extra hour of All Things Considered, and moving Fresh Air to 7 p.m.

We fully recognize that asking people to change their routines is hard; after all, Fresh Air aired in the 3 p.m. slot for at least 25 years. But it’s important to know that we don’t make these changes lightly.

These shifts were made after examining our listener data and realizing we could better serve more of our audience by airing a new international program at 2 p.m., and by starting All Things Considered at 3 p.m., when Kansas City’s afternoon drive begins. We examined best practices across the country, spoke with peers at other NPR stations and spent months examining the pros and cons of different scenarios.

Similar consideration went into our more recent changes: the retirement of Car Talk (see sidebar) and the placement of our long-running music program Cyprus Avenue, now airing on Fridays and Saturdays at 7 p.m.

In the end, we came up with what we hope will benefit current and new listeners, exposing them to the best that the KCUR newsroom and our national and international partners have to offer.

I hope you’ll continue to let us know how we’re doing. After all – this is your KCUR.
**KEY CONTACTS**

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<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Email</th>
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<tbody>
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To send general comments, email kcur@kcur.org or call 816-235-1551.

**BROADCAST SCHEDULE**

### WEEKDAY

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<tr>
<th>Time</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
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<tr>
<td>12 a.m.</td>
<td>BBC World Service</td>
<td>BBC World Service</td>
<td>BBC World Service</td>
<td>BBC World Service</td>
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<tr>
<td>10 a.m.</td>
<td>Central Standard</td>
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<td>11 a.m.</td>
<td>Up to Date</td>
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<td>Noon</td>
<td>Here &amp; Now</td>
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<td>1 p.m.</td>
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<td>Science Friday</td>
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<td>2 p.m.</td>
<td>BBC Newshour</td>
<td>BBC Newshour</td>
<td>BBC Newshour</td>
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<td>3 p.m.</td>
<td>All Things Considered</td>
<td>All Things Considered</td>
<td>All Things Considered</td>
<td>All Things Considered</td>
<td>All Things Considered</td>
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<td>6:30 p.m.</td>
<td>Marketplace</td>
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<td>7 p.m.</td>
<td>Fresh Air</td>
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<td>Fresh Air</td>
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<td>Fresh Air</td>
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<tr>
<td>8 p.m.</td>
<td>TED Radio Hour</td>
<td>This American Life</td>
<td>The Moth Radio Hour</td>
<td>Snap Judgment</td>
<td>Fish Fry</td>
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<tr>
<td>9 p.m.</td>
<td>Classical 24</td>
<td>Classical 24</td>
<td>Classical 24</td>
<td>Kansas City Symphony</td>
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<td>10 p.m.</td>
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### WEEKEND

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<tr>
<td>12 a.m.</td>
<td>BBC World Service</td>
<td>12 a.m.</td>
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<tr>
<td>6 a.m.</td>
<td>Only a Game</td>
<td>1 a.m.</td>
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<td>7 a.m.</td>
<td>Weekend Edition Saturday</td>
<td>6 a.m.</td>
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<td>10 a.m.</td>
<td>Wait Wait... Don’t Tell Me!</td>
<td>6:30 a.m.</td>
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<td>11 a.m.</td>
<td>Ask Me Another</td>
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<td>Noon</td>
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<td>1 p.m.</td>
<td>TBA (not determined at time of printing)</td>
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<td>2 p.m.</td>
<td>Freakonomics Radio</td>
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<td>3 p.m.</td>
<td>Radiolab</td>
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<td>4 p.m.</td>
<td>All Things Considered</td>
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<td>5 p.m.</td>
<td>A Prairie Home Companion</td>
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<td>7 p.m.</td>
<td>Cyprus Avenue</td>
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<td>12 a.m.</td>
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<td>Night Tides</td>
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