

AD ASTRA PER ASPERA

ANNUAL REPORT 2011



k·m·u·w·89.1
WICHITA PUBLIC RADIO

c·o·n·n·e·c·t 12.11

To the Stars Through Difficulties

On behalf of the staff at KMUW, I hope you are doing well. Through your support of the station this past year, you helped us provide significant programming for a significant audience, hundreds of stories and music programs and hours of news and entertainment.

We experienced another roller coaster year on many levels, from the continued concerns surrounding the world economy to record-breaking KMUW fundraisers; from the tough decisions to eliminate certain staff positions to adding staff resources to produce more local news. It's truly been a year that lives up to the Kansas state motto, but we kept our eyes pointed "ad astra" as we navigated through the issues.

One of the exciting things about working in public radio is that no two days are ever the same. Of course, the most appealing part of that for me is coming across new information on *Morning Edition* that helps me better understand an issue, maybe hearing a new artist on *Global Village*, or laughing at a joke about current events on *Wait, Wait Don't Tell Me*.

But, another way to define "no two days are alike" is to call it "change." Sometimes change is easy, and sometimes it's hard. We've looked to our strategic plan to help us manage change. The plan keeps us focused, and we are seeing continued, measurable results in increased listening and increased listener support as the benefit of making thoughtful, targeted adjustments to our program service.

Difficult changes are sometimes put upon us by unseen forces. An unemployed listener might not be able to afford a contribution. A legislator who doesn't see value in public radio may convince his or her colleagues to reduce or eliminate support. People who don't listen to public radio may cry for its elimination because they think the programming is biased in one way or another. But, I suggest the public/private partnership of state, federal, business and foundation support and thousands of listener contributions have created a powerful, non-commercial radio service for every American. And, it's that broad base of support that keeps public radio independent and free from influence.

Without your involvement, we face an uncertain future. With your financial support, KMUW can keep you connected to the world. We know that's one thing that will never change.

Thanks again for your continued support of Wichita Public Radio.



Mark McCain
General Manager

**"The aspiration of Kansas is to reach the unattainable;
its dream is the realization of the impossible."
- John James Ingalls, Secretary of the Senate, 1861**





From Today into Tomorrow



Being a public radio station means constant movement and frugality. There's no crystal ball and little expectation that our future will be made clear beyond the next six months at any given time. That kind of suspense makes for a cautious lifestyle.

So, over the past year we've trimmed our operations in an effort to use your dollars as judiciously as possible. Those alterations involved staff reductions, as well as program changes.

- * To make physical room for more news production capabilities, the Wichita Radio Reading Service switched to programming from Audio Reader in Lawrence, Kan.
- * Volunteer Coordinator Pat Hayes shifted into a membership coordinator position.
- * Station Accounting Specialist Adriana Emmot moved from KMUW and into another job at WSU.
- * Director of Development Denise Irwin is switching into a part-time position as KMUW brings Natalie Olmsted on board to be the new development director.
- * Part-time employee Fletcher Powell stepped into a full-time news producer position.

* KMUW received a \$20,000 grant from the Via Christi Health Foundation to help fund a news series on health: *Sound Mind and Body*.

* Four community commentators were also added to the KMUW lineup: Tanya Tandoc with a food review, Mark Foley with a voice on music, Andrew Bales on cultural trends, and Lindsey Herkommer on visual art.

* KMUW replaced Barry Gaston's *Moonglow* and *Jazz Café* programs with full-time producer Chris Heim's jazz show, *Night Train* and expansion of *Crossroads*.

* Finally, in response to listener demand, KMUW also moved *Strange Currency* and *Global Village* to earlier slots in the evening schedule.

KMUW has overcome numerous difficulties since its inception, but its future has rarely been as foggy as this year. You help decide KMUW's future every time you listen and every time you give financial support.



KMUW tied for 8th in the Winter 2010 AQH Share, Metro 12+, M-S 6a-midnight, diary-based markets Data © RRC & Arbitron 2011

KMUW HAS MADE THE TOP 30 AN AMAZING 22 TIMES SINCE 2002

MISSION STATEMENT

Wichita Public Radio is a trusted source of local, national and world news, providing its audience with a broad discussion of ideas, and a distinctive blend of diverse music and entertainment, while operating as a significant public service of Wichita State University.



This is your station. You fuel the bus, but you also help direct its path. Moreover, you enabled us to make history. In the spring, we reached our biggest-ever pledge goal three days prior to the drive's estimated end date. The debates over federal and state funding for public broadcasting had begun to gain momentum, and you--our members and listeners--responded with such generosity that the drive achieved an unprecedented grade of success.

Fall 2010 Campaign: Building Incentive

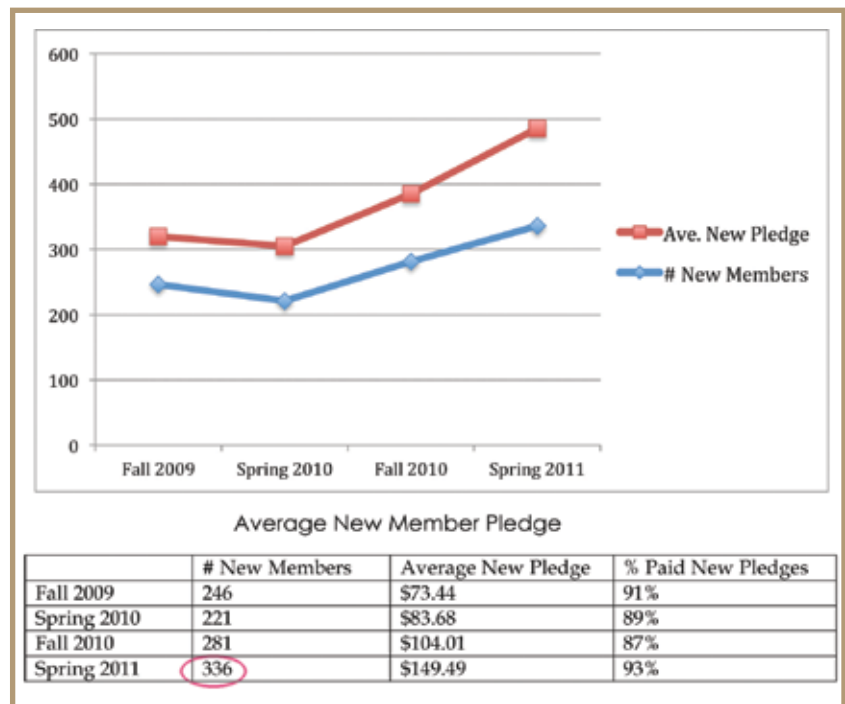
Star Lumber matched every pre-drive donation with a 2x4 for a Wichita Habitat for Humanity home, as well as additional pledges made during part of the pledge drive. For each home, 350 studs are needed, and the drive resulted in enough for one and a half houses. The overall goal for the campaign was \$220,000, and the station raised \$200,000 by the end of the drive. Late pledges raised the total to \$248,636.

Spring 2011 Campaign: A Historic Drive

To help celebrate local nonprofits, KMUW began Pledge It Forward. When listeners pledged \$150 or more, they were invited to name a nonprofit of their choice for the station to promote with an on-air announcement after the conclusion of the drive. The station set its goal at \$250,000, and raised that amount three days before the drive was scheduled to end. By June 30th, the campaign raised \$300,472.

Fall 2011 Campaign: The Nick of Time

The station offered a drawing for tickets to upcoming concerts in the area to anyone who pledged before the drive began. On the last day of the drive, KMUW also offered *This American Life* flash drives to listeners who pledged \$189 or more. The goal for the drive was \$250,000, and the station raised that amount a mere 42 minutes before the drive was scheduled to end. The campaign raised \$254,781 with the pledges that continued to arrive in the days following the end of the drive.



FROM LISTENER TO MEMBER

SELECTED NEWS STORIES:

Briana O'Higgins

Family Caregivers Often Stop Caring for Themselves

Heart Disease Awareness Stifled By Breast Cancer

Girl Scouts Address Body Image

Alternative Medicine and Health Reform

Carla Eckels

Shirley Beggs on the Race for the Cure and Battling Breast Cancer

A Sedgwick Co. Zoo Gorilla Gets His Health Exam

Immigrant Physicians to Open Mayflower Clinic for Uninsured Kansans

The Importance of Writing a Will for Women

What it Means to Wear a Hijab

Fletcher Powell

The Wichita Monroviaans vs. The KKK

The Economics of the Arts in Kansas

What Do We Do With Our E-Waste?

White Castle, A True Wichita Original

Biking Across Kansas



Frank Dudgeon

Mayor Carl Brewer and Scott Knebel on the Downtown Master Plan

Internationally Famous Pianist Leon Fleisher Performs at WSU

Magician Lynn Dillies at the Wichita Symphony

NAACP President Kevin Myles on Voter Fraud Bill

Jedd Beaudoin

Cancer Fund Provides Options for Uninsured Musicians

Gooding Melds Rock with Financial Literacy

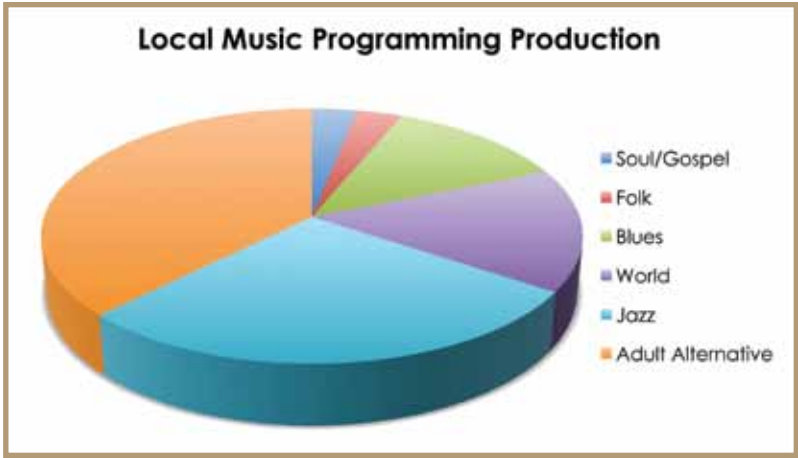
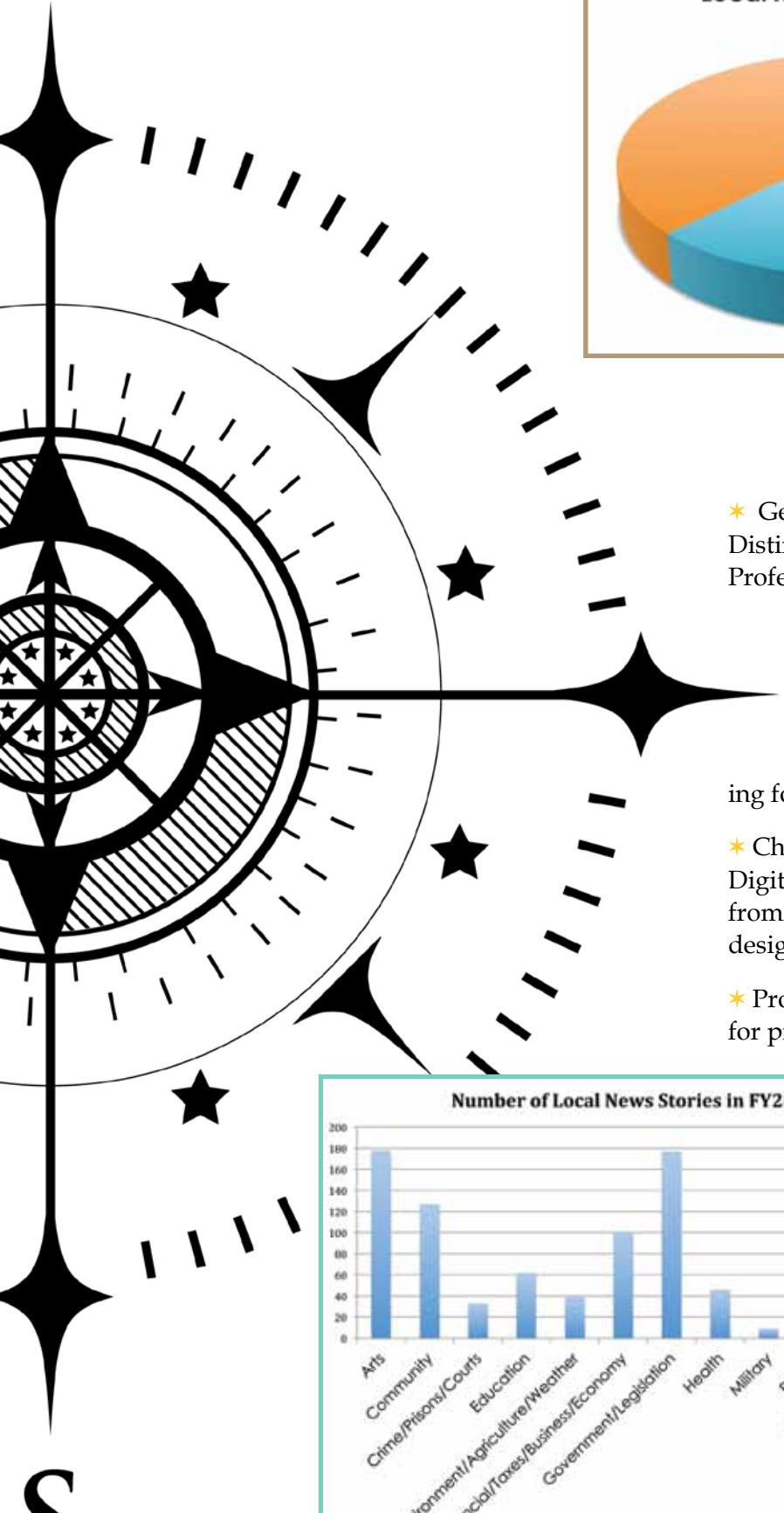
Carrie Nation and the Speakeasy Makes Music with a Conscience

Elliot Road Blends Sounds of the Past and Present



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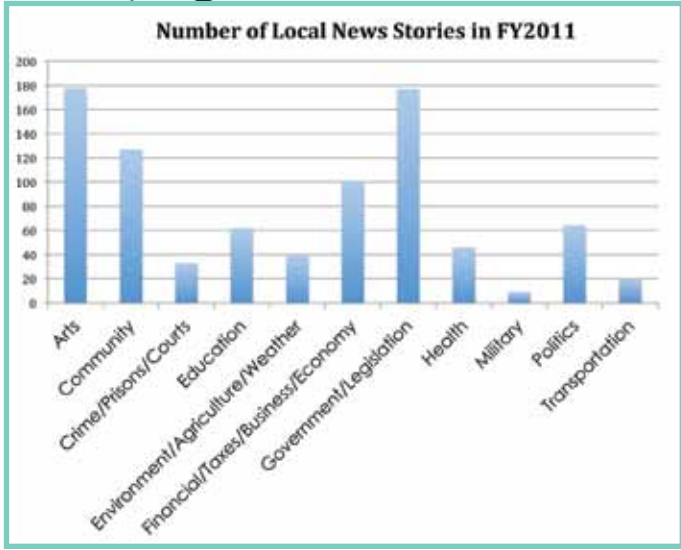
STAFF & STATION AWARDS:

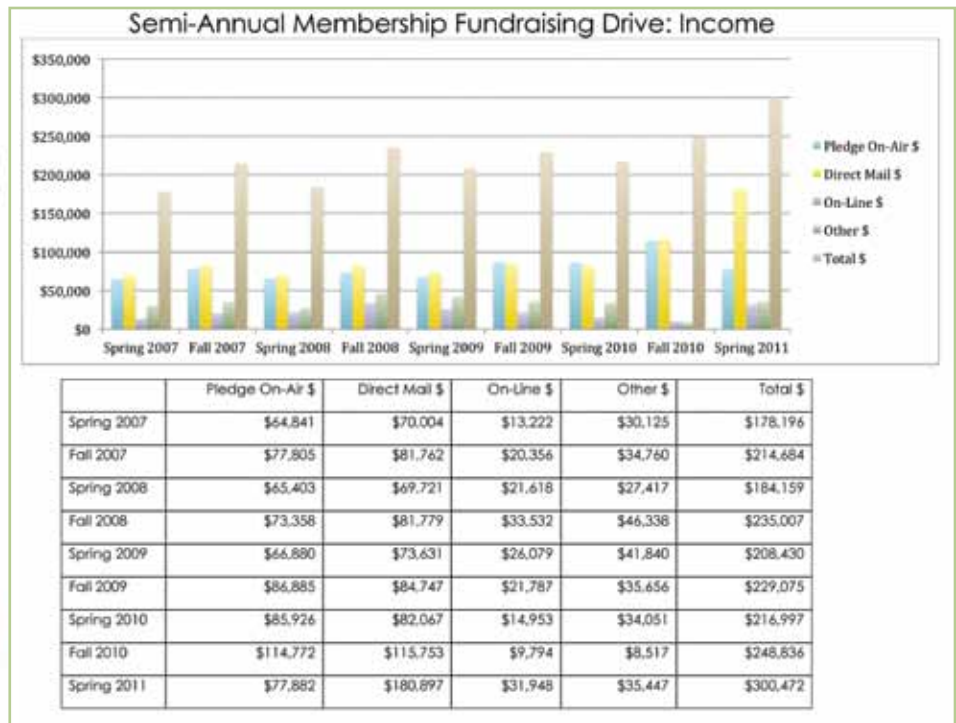
★ General Manager Mark McCain received the Distinguished Service Award for Unclassified Professionals at WSU.

★ News Producer Carla Eckels received a second place award from the Kansas Association of Broadcasters in August of 2010 for a story on Roeder sentencing for the death of Dr. George Tiller.

★ Chandra Stauffer, Managing Editor, News & Digital Content, received a second place award from the Kansas Association of Broadcasters for design of the station's website.

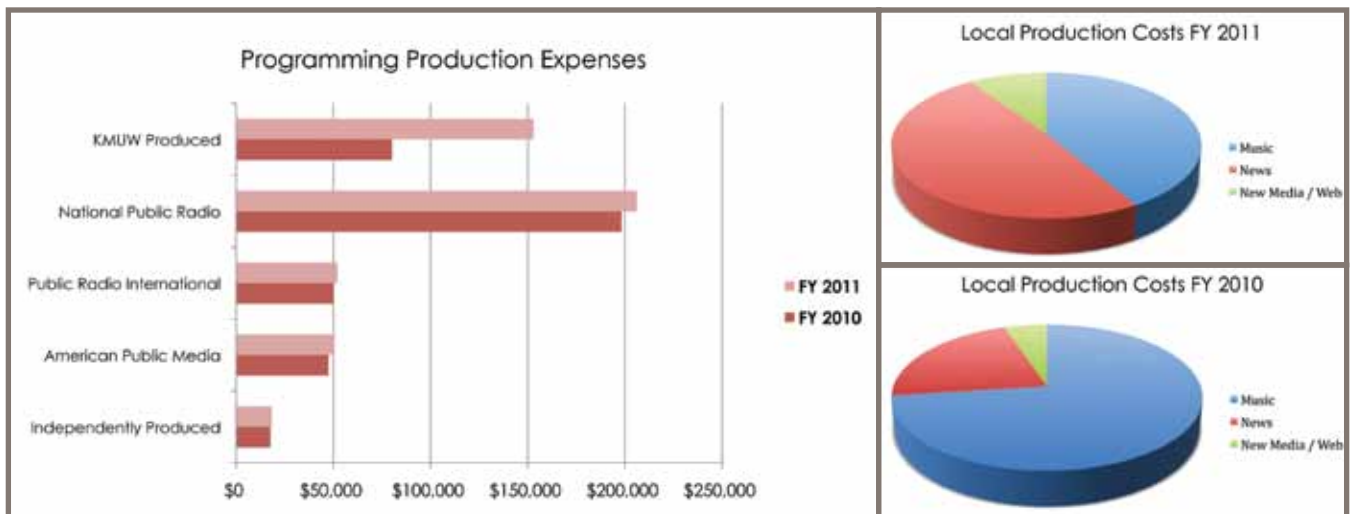
★ Producer Fletcher Powell received first place for producing Richard Crowson's Editorial/ Commentary "A Response to Governor Brownback" and third place for Crowson's "A Lesson in Harmony from a Cottonwood" commentary.





EQUIPMENT UPGRADES:

- ★ Installed new NPR Satellite receivers and KMUW became one of the 25 stations beta testing them.
- ★ Added two new production rooms for news editing.
- ★ The entire news department now works from MacBooks, which they can dock with the new production rooms, record directly into and edit in the room or elsewhere.
- ★ Installed new audio editing PCs for existing production rooms.
- ★ Upgraded EAS system to the new CAP compliant unit, which also emails alerts to reduce paperwork.
- ★ KMUW was inspected by the KAB for FCC compliance and passed with no issues found.





Above - Pat Hayes; Upper right - Richard Crowson and Mark McCain; Right: Dr. Alan and Sharon Fearey



KMUW partnered with the following nonprofit organizations to promote their work and ours:

- Arkansas City Renaissance Festival
- Ballet Wichita
- Bartlett Arboretum Tree House Series
- Botanica
- Century II - Leo Kottke
- Chamber Music at the Barn
- First Friday
- Fox Historic Theatre in Hutchinson
- Half Way to Winfield - Orpheum Concert
- Hesston-Bethel Performance Series
- Kansas Acoustic Arts Association
- Music Theatre of Wichita
- Prairie Window Concert Series
- Smithsonian Museum Day
- Tallgrass Film Festival
- Via Christi - Women's Connection
- Wichita Community Theatre
- Wichita Jazz Festival
- Wichita State and The World
- WSU Alumni Breakfast Series
- WSU ArtShock
- WSU Fine Arts
- WSU Glickman Series
- WSU Ulrich Museum



Above: Lynne Bird, Rex Cornelius, Kathryn Buck; Below: Denise Irwin, Elliott Gould, Mark McCain, Natalie Olmsted





Left - Lauren and Sam Eckels;
Right - Red hat Elly Fitzig, at right Denise Irwin and Anita Jones

KMUW has responded to listener feedback

and continues to reach into our community. Through media sponsorships, KMUW has worked to foster the arts in the Wichita area. Programming changes have produced more local news, and through a partnership with Via Christi, KMUW has been able to cover more health and wellness topics than ever before.

In addition, KMUW has hosted several events of note of the past year:

- ★ **KMUW Artists Reception** – In the spring, the artists who had been featured in KMUW’s artist series presented an exhibit at the White Gallery on Butler Community College campus.

- ★ **Radio Unwrapped** – In appreciation of major donors and corporate sponsors, in September 2010, KMUW hosted an open house and a tour of the station along with presentations on how the magic of radio is done...behind the scenes.

- ★ **Fill Your Mug** – KMUW’s 4th annual ice cream social featured Freddy’s Frozen Custard and Delores and the Pickin’-Fretter in the parking lot at Piccadilly Square in July. Visitors brought their KMUW mugs, and Freddy’s filled them with turtle sundaes as the music played.

- ★ **Literary Feasts** – It’s been another year of fine reading for attendees of the KMUW Literary

Feasts, held at Watermark each month along with a meal prepared by Watermark Café and a discussion with KMUW staff and other attendees...dessert included.

- ★ **Music Tastings** – Continuing KMUW’s new tradition of offering musical variety off the airwaves as well as on, these KMUW staff-hosted events have been held at Abode Venue. These included Chris Heim’s talk on Zora Neale Hurston in October 2010, Bill Pearce gave an audio history of the Wichita Jazz Festival in April and Jedd Beaudoin interview with Elliott Gould as part of the Tallgrass Film Festival’s Ad Astra Gala this October.

- ★ **Grape Harvest Party** - Members joined KMUW and Grace Hill Winery staff for harvesting, wine tasting, and fellowship in August 2011.



Chris and Sarah Jane Crespo

Member Leadership

Wichita Public Radio gratefully acknowledges the generosity of these individuals, businesses and foundations for their generous gifts in support of current operations and special projects from July 1, 2010 through June 30, 2011



Annual gifts of \$2,500 +

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Annual gifts of \$1,000-\$1,499

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Annual gifts of \$400-\$999

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*KMUW instituted member leadership levels following the Fall 08 drive. If we inadvertently left your name off one of the Circles, please let us know so we can make the correction. This roll call is for **paid giving** from July 1, 2010 through June 30, 2011.*



2011
Marcconi Society
 Premier Underwriters

Decker Electric

Galichia Medical Group

IMA Financial Group

- TrueNorth Inc

- Signature Select

The Kitchen Place Inc

Morris Laing Evans

Brock & Kennedy

Westar Energy

Wichita Arts & Cultural
 Services / The Arts
 Council

- * Bicycle Pedaler
- * Budget Blinds Of Hutchinson & Wichita
- * Butler Community College
- * Central Plains Eye
- * Cero's Candy
- * Chautauqua Hills
- * Child Start
- * Cocoa Dolce Artisan Chocolates
- * College Hill Obstetrics & Gynecology: Dr Patricia Wyatt-Harris
- * College Hill Market & Deli
- * College Hill United Methodist Church
- * Commerce Bank
- * Compass Star Montessori
- * Concerned Jewish Citizens Of Wichita
- * Congregation Emanu-El
- * Cotillion Ballroom, The
- * Coventry Travel
- * Corporation for Public Broadcasting
- * Cybertron PC
- * Doc Howard's
- * Douglas Photographic Imaging
- * The Dermatology Clinic
- * D'sozo
- * DT's Outlet
- * Eighth Day Institute
- * Envision Inc
- * Et Cetera Shop
- * Exceptional Artists
- * First Presbyterian Church
- * First Unitarian Universalist Church
- * Fisch Haus
- * Fleeson Gooing Coulson & Kitch LLC
- * Freddy's Frozen Custard
- * Fox Ridge Restaurant
- * Friends University
- * From The Studio
- * Galichia Heart Hospital
- * Global Faith In Action
- * GR-RRR8R Wichita GTO Club
- * Grace Hill Winery
- * Grace Presbyterian Church
- * Hand Center, The
- * Hartke Records
- * Hawks Interstate
- * Heads Shoes
- * Heart Of America Mens Chorus
- * Heartland Friends Meeting
- * Heartland Women's Health
- * Hesston & Bethel Colleges
- * Hillside Nursery
- * House Of Bricks
- * Il Vicino
- * Independent Living & Resource Center
- * William Inge Center for the Arts
- * Inter-Faith Ministries
- * Intoxicating Designs
- * Jill Docking Financial Consultant, Wells Fargo
- * Jimmy John's
- * Kansas African American Museum
- * Kansas Aviation Museum
- * Kansas Credit Union
- * Kansas Department Of Wildlife & Parks
- * Kansas Grown! Inc
- * Kansas Health Care Association
- * Kansas Humanities Council
- * Kansas Surgery & Recovery Center
- * Kansas Turnpike Authority
- * Kansas University Center On Disabilities
- * Kaw Valley Greenhouse
- * Kansas Dept of Health & Environment
- * Keith Hodges Insurance
- * King's Solar, Wind & Plumbing
- * KPTS TV
- * Larkspur Restaurant
- * Lawrence Photo Inc
- * Live Nation
- * Living Sound
- * Lorraine Avenue Mennonite Church
- * Louise C Murdock Theatre
- * Lucinda's Old Town
- * Lyndon's
- * McClelland Sound
- * McMullen Jewelry
- * McPherson College
- * McPherson Opera House
- * McPherson Scottish Festival

Business Underwriters FY11

*** Have provided monetary support

*** Have either traded goods, services, time and talents with KMUW and/or provided monetary support

- * Abode Venue
- * Advanced Pain Medicine Associates
- * Aero Metal Forms
- * Aldersgate United Methodist Church
- * Anchor, The
- * Aqua Connections
- * Artworks
- * Augusta Historic Theatre
- * Bad Bean Productions
- * Ballet Wichita
- * Bartlett Arboretum
- * Beards Floral Design
- * Beaver Productions
- * Bella Luna
- * Best Of Times

- * Moeller Dermatology
- * Monica's Bundt Cake Company
- * Naked City Magazine
- * National MS Society
- * Newman University
- * Offender/Victim Ministries Inc
- * Old Town Association
- * Old Town Farmer's Market
- * Opera Kansas
- * Orpheum, The
- * Pain Management
- * Peer Moore-Jansen
- * P F Chang's
- * Platinum Producer
- * Plymouth Congregational Church
- * Poetic Justice Cafe
- * Prairie Harvest Market & Deli
- * Professional Engineering Consultants
- * Raben Dentistry
- * Rain Café
- * Ryan Lawn & Tree
- * Saint Olaf College
- * Salina Arts & Humanities Foundation
- * Shamrock Lounge
- * Shark Media
- * Society Of Decorative Painters
- * South Kansas Symphony
- * Southwestern College
- * Spanish Horizons
- * Spice Merchant, The
- * Start Thinking
- * State Library Of Kansas
- * Stiefel Theatre, The
- * Stinson Morrison Hecker Llp
- * Stor-All
- * Suede Lounge
- * Sunflower Title
- * Tallgrass Film Festival
- * TCV Publishing
- * Ten Thousand Villages
- * Timothy Miller
- * Traditions Home
- * Trish Higgins Fine Art
- * Trust Company
- * Twist Yarn Shop
- * University Congregational Church
- * University Of Kansas
- * University United Methodist Church
- * Urban League Of Kansas
- * Urban Sounds
- * Verb ICT
- * Volunteer Kansas
- * Wichita Chorus Sweet Adelines International
- * Washburn Prudential
- * Washington University
- * Watermark Books & Café
- * WDM Architects
- * Weigand Realtors - Richard Overby
- * WIBA - Wichita Independent Business Association
- * Wichita American Marketing Association
- * Wichita Art Museum
- * Wichita Blues Society
- * Wichita Chamber Chorale
- * Wichita Friends School
- * Wichita Polo - Fairfield Club
- * Wichita Public Library
- * Wichita Sedgwick County Historical Museum
- * Wichita Transit Services
- * WSU Alumni Association
- * WSU Career Services
- * WSU Continuing Education
- * WSU Fairmount College Of Arts & Sciences
- * WSU Office For Faculty Development & Student Services
- * WSU Provost's Office
- * WSU Ulrich Museum of Art
- * WSU University Relations
- * Youthville

KMUW Staff

Mark McCain – General Manager

Jon Cyphers – Director of Engineering

Lu Anne Stephens – Director of Programming and Operations

Denise M Irwin – Director of Development

Programming:

Chandra Stauffer – Managing Editor, News & Digital Content

Briana O'Higgins – *Morning Edition* Host/News producer

Frank Dudgeon – *All Things Considered* Host/News Producer

Carla Eckels – News Producer/*Soulsations* Producer

Fletcher Powell – News Producer/Announcer

Chris Heim – *Global Village, Night Train, & Crossroads* Host/Producer

Jedd Beaudoin – *Strange Currency* Host/Producer

Bill Pearce – *Straight No Chaser* Host/Producer

Heather Eden – Student Announcer/Production Assistant

Commentators:

Jim Erickson – Film Reviews

Sarah Bagby – Book Reviews

Richard Crowson – Commentary

Tanya Tandoc – Food Reviews

Mark Foley - Music

Andrew Bales - Pop Culture

Lindsay Herkommer - Visual Art

Development:

Pat Hayes – Member Services Coordinator

Sarah Jane Crespo - Development Specialist

Larry Bennett – Corporate Support

Zach Gingrich-Gaylord - Corporate Support

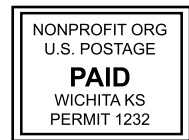
Andrew Juby – Student Intern

Harper Bottorff – Student Intern

Christopher Ruder - Student Intern

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Your Gift that Gives Back: KMUW's Planned Giving Program

Make a promise for the future of KMUW 89.1

We couldn't do it without you. From *Morning Edition* to *All Things Considered* and *Global Village* to *Strange Currency*, your outright membership gifts help KMUW 89.1 purchase and produce the programming you appreciate. Each spring and fall, you accept the invitation for support through our on-air fundraising drives. For that, we thank you.

Have you ever thought about extending your support by including a gift to KMUW in your will or trust? By making a bequest to benefit KMUW, you can assure the best of public radio will extend beyond your lifetime. You can designate the purpose of your gift and since a bequest is revocable, you remain in full control of your assets.

A planned gift to KMUW allows you to make a statement about the impact the station has made on your life and your belief about its future. One couple who did just that is Richard and Cheryl Lewis. For two decades, Dick was the campus pastor at Wichita State University. Cheryl is retired from a career as an elementary school teacher. Dick and Cheryl enjoy receiving news and entertainment from the station and this motivated their planned gift to KMUW.

Consideration of a planned gift starts with your vision. What is your dream for the future of KMUW? With that in mind, we can help you structure a gift that is meaningful to both you and KMUW. And if the station already is in your estate plans, please let us know, so we can assure that your gift is used according to your wishes.

For more information, contact Natalie Olmsted, Director of Development for KMUW, at (316) 978-5401 or olmsted@kmuw.org or Mike Lamb, Vice President for Planned Giving at the WSU Foundation, at (316) 978-3804 or mike.lamb@wichita.edu.