

Jazz Set This American Life Thistle & Shamrock
Fresh Air **KSUT** PUBLIC RADIO Snap Judgement
American Routes TED Radio Hour Barrelhouse Blues
Travel with Rick Steves World Café Alternative Radio
Morning Edition Only a Game NPR Newscasts
Wait Wait... Don't Tell Me! Prairie Home Companion The Splendid Table
All Things Considered Music City Roots
Weekend All Things Considered Weekend Edition Radiolab
Car Talk Global Groove Afropop Worldwide
E-Town BBC World News Earthsongs
National Native News Tales of the New West
Morning Blend Native Morning Show
Voices from the Circle Good Dirt Radio
Afternoon Blend Tribal Radio Morning Show
San Juan Sunrise Grass is Bluer Strange Brew
REZ-olution Radio Hour Oldies Show
Sounds of the Dreamcatcher Perspectives Tribal Update

Always appreciate what is going on in the world. Thanks for all you do. It means everything to me. It is the first thing I turn on in the morning. I value the objective nature of the reporting. I choose not to have a TV and love listening to KSUT to get updated on the events going on in our community and around the world. Couldn't live without it. I love the music variety and learn so much that you wouldn't otherwise come across.

Education
People
Community
Culture
Integrity
Accountability
Excellence
Innovation
History
Sustainability

Mission

KSUT is a community supported public broadcasting organization serving the communities of the Four Corners, providing diverse and eclectic entertainment, education, news and information while promoting multicultural awareness and understanding.

Vision KSUT...

- Is an important cultural institution in the Four Corners region providing local and national programming and community engagement.
- Is an important resource and voice for Native Americans through targeted programming and special projects that take advantage of KSUT's radio and media expertise.
- Demonstrates a strong commitment to organizational excellence at all levels, including an active and supportive Board of Directors, a strong management system and an energized staff.
- Maintains the necessary financial infrastructure to support the mission, including diverse revenue streams and a robust endowment.
- Maintains the necessary technical infrastructure to support the mission, including modern broadcast facilities and a reliable transmission system.
- Proactively embraces the future by identifying new programming that serves our listeners and communities, integrating social media into marketing and programming, and pursuing creative new methods for program delivery.



Eddie Box Jr. Media Center

Connecting People, Creating Community

Our Vision for the Future

KSUT is moving forward with an ambitious and exciting comprehensive plan that will guarantee programming excellence and quality public service for the next 30+ years. This plan calls for multi-phased growth including modern broadcast facilities, development and expansion of local news and public affairs, creation of a tribal media center and the establishment of a legacy fund to secure KSUT's financial future.

The KSUT Community

Residents of the Four Corners rely on KSUT as a source for trusted news, information and superior entertainment. Our listeners make up a community that transcends regional boundaries. Access to quality, public broadcasting is crucial to maintaining an

exceptional quality of life that listeners come to expect and demand. It is this group of supporters that KSUT will continue to serve with a bold vision for the future.

Southern Ute Tribal Support

KSUT was founded by the Southern Ute Indian Tribe, whose generous and ongoing support continues to this day. They have also taken the lead in laying the foundation for KSUT's future by designating land and a building for a modern broadcast facility, and setting the stage for the success of Phase I of the multi-phased plan.

"As KSUT continues in its vital role of connecting people and creating community, we invite you to learn more about, and participate in, these exciting opportunities." —Rich Hoehlein, KSUT Board President

Setting the Stage for the Future

- Strategic Planning Completed 2010
- Feasibility Study Completed 2011
- Comprehensive Plan Completed 2012

Phase I Modern Broadcast Facility

Goal \$1.8 million

Timeline Spring 2013-2015

Phase II Local News & Public Affairs Tribal Media Center

Goal \$325,000 provides three years of start-up funding

Timeline 2016-2019

Phase III Carlos Sena Legacy Fund

Goal \$6 million

Timeline 2015-2025



Eddie Box Jr.
Ignacio, Colorado

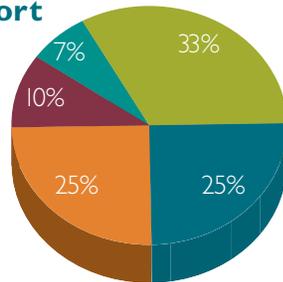
“I always had a dream that KSUT would be heard off the tip of South America. Then, lo and behold, there comes a response from someone listening online from the South Pole. My father, along with other tribal leaders, started KSUT nearly 40 years ago as a small tribal radio station. I have been involved with KSUT since that day, as a DJ and on the board of directors, serving as president for more than 25 years. I have seen many people from all communities give incredible amounts of time, energy and money to make KSUT a success. I invite you to join me, as I continue to give KSUT all that I have, as this radio station is in my blood.”

The Roots of KSUT

In 1974 the seed that would become KSUT was planted during a dialogue between Eddie Box Sr. and then Chairman of the Southern Ute Indian Tribe, Leonard C. Burch. Since that day the Southern Ute Indian Tribe has nurtured and supported KSUT to become what it is today — a much beloved, daily companion to hundreds of thousands of individuals across our region. KSUT now operates with generous and diversified support from numerous sources.

Current Sources of Support

- 33% Local Business Underwriters
- 25% Listener Contributions
- 25% Corporation for Public Broadcasting
- 10% Southern Ute Indian Tribe In-Kind Support
- 7% Foundations



A Need for Tribal Communication

KSUT began regular broadcasting in June, 1976 with a 10-watt signal and a mix of tribal news and personal messages in Ute language, providing a critical service to a historically underserved population. At the time, KSUT was one of only eight Native American radio stations operating in the United States.

Regional Expansion

Relocation of the broadcast transmitter and increase in signal strength in 1979 allowed KSUT to begin serving the neighboring communities. In 1984, KSUT became a National Public Radio affiliate, expanding its original mission to better serve the tribal and non-tribal populations of the region.

One Radio Station, Two Signals

KSUT added a second program stream in 1998 with Four Corners Public Radio continuing to serve the larger regional audience while Southern Ute Tribal Radio returned to its original mission of delivering Native-focused news, music, and informational programs. In 2013, tribal radio expanded its service area to the native communities of Northwest New Mexico and Southwest Colorado including large portions of the Navajo Nation, as well as the Jicarilla and Ute Mountain Ute Nations.



Eddie Box Sr. circa 1955
In 1974 Eddie Box Sr. delivered weekly hour-long radio broadcasts in the Ute language on a local AM radio station. This became the impetus for what would become KSUT.

“You are one of the finest radio stations in the country, and life in the beautiful Four Corners region is just that much sweeter with you alongside.”

John Mumaw, Durango, CO



“We moved to Durango 36 years ago and decided that this was going to be our community. KSUT is the only station we listen to and you just keep getting better.”

Jackie Morlan, Bayfield, CO



Richard Ballantine
Ballantine Communications
Durango, Colorado

“The radio in my car is tuned to KSUT. I listen to it wherever I go. During all my years of commuting to the *Durango Herald* I tuned in to *Morning Edition* to get NPR’s perspective on the news of the day. It also gave me a chance to hear the *Herald’s* underwriting spot every morning at 6:49 AM. With so many options for news and entertainment today, I find that I continue to tune in to KSUT because it provides me with a sense of place. I hope you’ll join me in supporting this important capital campaign for the future of public media in the Four Corners.”

Creating a Sense of Place

KSUT's programming transcends the geographic, cultural and socioeconomic boundaries of our region. It serves as the unifying force among the communities, nurturing and inspiring a cultural common ground. KSUT is a reliable source of information and a cherished friend of loyal audiences. Whether you are from Ignacio or Durango, work in Farmington or Cortez, play in Silverton or call Pagosa Springs, Bayfield, Aztec or Mancos home, KSUT is the Four Corners common thread.

Changing Media Environment

Our media landscape is rapidly evolving. Stories are read on smartphones and tablets rather than newspaper. As a modern society, we watch short, streaming videos at our convenience rather than waiting for the nightly news. Thousands of songs are carried around on devices smaller than our wallets. Yet, KSUT continues to have a devoted listenership because it is rooted in a place that so many people call home.

Inspiring a Sense of Place

- Multi-ethnic music of many genres, which celebrate the breadth of the American experience
- Tribal Radio, serving the region's Native Americans
- Live, in-studio musical performances and interviews
- Local public affairs and information
- Concerts and special community and cultural events
- Friendly and familiar broadcast hosts
- Local, high school sporting events

Bridging the Gap

KSUT provides listeners with a unique connection to one another through worldwide and local shared interests, despite the ever-changing media landscape. With an eye on the future, KSUT will carry forth the rich foundation of its past in its vital role of connecting people and creating community.



Tim O'Brien during an in-studio KSUT performance.

"I don't know what I would do without the news and music available from KSUT — it is chocolate gravy."

Barb Geysel, Durango, CO

"I just think that it is one of the wonderful things about living here!"

Dr. Antoinette Nowakowski, Durango, CO



"KSUT is the heart of our area. It connects people. In the Internet age, we need that sense of community more than ever. A great area, such as the Four Corners, needs a great radio station that connects its people. Thanks to KSUT, our region has that voice."

Marc Katz, Co-founder and former CEO, Mercury Payment Systems, Durango, CO

Shanan Orndorff
Durango, Colorado

“Thanks for giving this busy mom's brain something to think about besides runny noses and diapers. I have it [KSUT] on in the car or the kitchen pretty much every day. I am so grateful for this source of local and national news and entertainment — it keeps me engaged in the wider world even when I'm making mac and cheese for the 800th time. I support KSUT and I encourage you to as well. If not for your own reasons, for the collective sanity of moms everywhere.”



Something for Everyone

No other radio station in the region can match KSUT's depth and breadth of programming. Whether you rely on music from America's heartland to get you through a busy day at home with kids or tune in for the traditional sounds of Native American powwow music, KSUT provides access to the wonderful diversity that represents our local community with an added taste of the world—24 hours a day, 7 days a week, 365 days a year.

National Public Radio

Both Four Corners Public Radio and Southern Ute Tribal Radio feature shows from National Public Radio including:

- *Morning Edition*
- *All Things Considered*
- *TED Radio Hour*
- *Fresh Air*
- *Weekend Edition*
- *Wait! Wait! Don't Tell Me*
- *Car Talk*
- *World Café*

Four Corners Public Radio supplements NPR offerings with programming from the *BBC*, *This American Life*, *A Prairie Home Companion* and *American Routes*.

Locally Produced Music Shows

An ever-growing amount of airtime is devoted to locally produced shows spanning musical genres from bluegrass to the blues to world music, including:

- *The Grass is Bluer*
- *A Celtic Journey*
- *Global Groove*
- *San Juan Sunrise*
- *Strange Brew*
- *Barrelhouse Blues*
- *Tales of the New West*
- *Garden of Delights*

National Tribal Radio Programs

Tribal Radio listeners are connected to the Native American community through national programming from Native Voice One, including:

- *Native America Calling*
- *Earthsongs*
- *Voices from the Circle*
- *American Indian Living*

Locally Produced Tribal Radio Programs

KSUT Tribal Radio supplements these national programs with programs produced by Southern Ute Tribal Members, including:

- *The Morning Show* featuring traditional powwow music
- *Lunchtime Boogie Tunes*
- *Rez-alution Radio*
- *Klub KSUT*
- *Mike's Native Foot Tapper*
- *Feeding the Spirit*
- Coverage of Ignacio High School sporting events

"KSUT truly has something for everyone from Durango soccer moms to local tribal members and Farmington medical professionals to Mancos ranchers. KSUT offers each of us that personal relationship through its unique and diverse programming."
— Bruce Campbell, KSUT Development Director



Southern Ute Tribal members Maria Baker, Steve Herrera, and Ula Gregory in the KSUT studio.

"Tuning in is like inviting friends into our home. Thank you KSUT...you're a good friend!"

Terry Leonard and Gunnar Anderson, Durango, CO



"Your programming helps keep me sane in this crazed world."

Steve Hartvigsen, Pagosa Springs, CO

Jennie and Mike Preston
Lewis, Colorado

“KSUT provides our backdrop for alternating between raising livestock and active professional and community engagement. The beauty and solitude of rural living are woven into a tapestry of regional, national and international voices and events brought to us by KSUT. The music blends and programs are a source of energy and joy. When Jennie hears a new artist that catches her ear, the gang at KSUT generously help her find the source. *Story Corp* and driveway moments strike deep transformative chords. Our family, our community and KSUT have grown up together.”



Radio Oasis

Living in the Four Corners is a choice that is made easier knowing that KSUT provides a connection to a rich world of news, information and entertainment. Our area is populated with sophisticated media consumers, and KSUT meets their needs by offering access to an unprecedented level of culture not typically found in rural communities.

A World of Experience

In the spirited tradition of families gathering around the radio, KSUT brings the world close to home. Comedy and satire from the best in the business and moving stories from average Americans reinforce KSUT's commitment to forming relatable connections—as if these stories were being told within our own circle of friends and family.

Off the Beaten Track

The *Music Blend* is considered by many to be the soundtrack to life in the Four Corners and the best music programming on the airwaves. In addition to “*the Blend*,” eclectic music programs such as *Afropop Worldwide*, the *Global Grove*, Hugh Felt’s *The Grass is Bluer*, and Shanacie’s *Celtic Journey*, offers a listening experience that stands apart from a radio environment dominated by uniformity. KSUT is trusted to bring new artists and musical genres to listeners in a way that is not unlike taking advice from a good friend.

In-Studio and Live Performances

From live in-studio performances and local broadcasts of *A Prairie Home Companion* to up-close and personal interviews and summer concerts, KSUT exposes listeners to world-class entertainment in our own backyard, including:

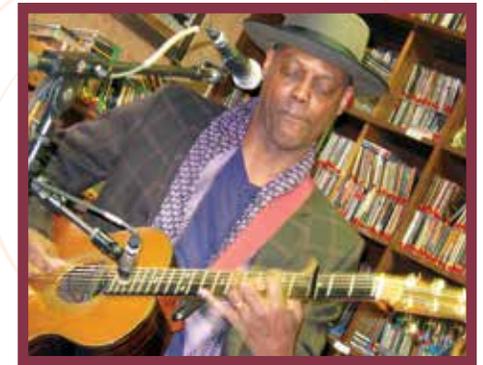
- The Indigo Girls
- Michael Franti
- Sam Bush
- Tim O'Brien
- Zap Mama
- Keb Mo
- Bruce Cockburn
- Los Lobos
- Shemekia Copeland
- R. Carlos Nakai

Nurturing Local Performing Artists

The Four Corners area is extremely rich with talented local musicians, many of whom have grown up with KSUT and looked to the station for inspiration and guidance in pursuit of their own musical ambitions. KSUT takes pride in these home grown artists, giving them valuable experience and feedback as well as an outlet for their art.

“Radio dials stay tuned to KSUT because the station offers a refreshing alternative to the standard and predictable music and news that can be heard anywhere. KSUT truly is a radio oasis, thriving with diverse and eclectic entertainment, news and information.”

— Stasia Lanier, KSUT Music Director



Eric Bibb performing live in the KSUT studio.

“Coming from Philly and NY we are blown away by the surprise of moving to a rural area with such a great radio station.”

William Doherty and Sheilah Brach, Durango, CO

“I drive 70 minutes everyday and KSUT keeps me company!”

Virginia Nickels, Blanco, NM



“I wouldn’t live in Silverton as a year-round resident if KSUT wasn’t there.”

Jan McLean, Silverton, CO

*Paulette Church, Executive Director
Fort Lewis College
Continuing Education's
Professional Non-profit
Management Certificate Program*

“As the Executive Director of the Durango Adult Education Center for 14 years, I appreciate the support KSUT has provided to all non-profits in southern Colorado and northern New Mexico. You can count on KSUT to promote fundraisers and to build public awareness of non-profit services. From sponsorships to public service announcements to the community calendar, KSUT is essential to non-profits and those they serve. With your support of this invaluable community asset, KSUT will be there for non-profits and those they serve for decades to come.”



Supporting Community Organizations and Events

Non-Profit Service Organizations

KSUT knows first hand the challenges facing our local service organizations. Limited resources go to fulfilling missions, leaving little remaining for creating public awareness about the value the organization brings to our area. Community leaders and hundreds of non-profit organizations located throughout the region rely on KSUT to disseminate information about their upcoming events and services. As a regional media outlet, KSUT is committed to providing this service to the non-profit community, offering thousands of no cost announcements every year. From the Echo Food Bank in Farmington, NM to the La Plata County Humane Society, and the Bridge Emergency Shelter in Cortez to the Chimney Rock Interpretive Association in Pagosa Springs, KSUT is there to support the vital role of each organization.

Supporting the Arts

Art is an essential defining aspect of life in the Southwest and the Four Corners region is home to a thriving arts community. From gallery openings and art walks to theatre productions

and local author events, our area is blessed with a rich spectrum of opportunities. KSUT is proud to support local art related organizations in promoting their events and fundraisers.

World-Class Events

Our region is extremely fortunate to be home to some of the best festivals and events in the country. From the Pagosa Folk N' Bluegrass Festival and Blues & Brews in Telluride to the Durango Bluegrass Meltdown and Music in the Mountains, KSUT is a valuable partner and important media sponsor of these world-class events.

"Annually, the value of KSUT's no cost public service announcements, calendar listings, event sponsorships and in-studio interviews exceeds \$100,000. Listeners have come to expect KSUT to link them to cultural and charitable opportunities in the Four Corners. And, that's exactly what we do." — Tanya Clegg, KSUT Underwriting Manager



KSUT supporters dancing at the Iguana's concert in Buckley Park in 2010.

"KSUT is the greatest radio station in the country. I have done a LOT of driving across the country, and believe me, nothing else beats it!"

Jennifer Prosser, Durango, CO

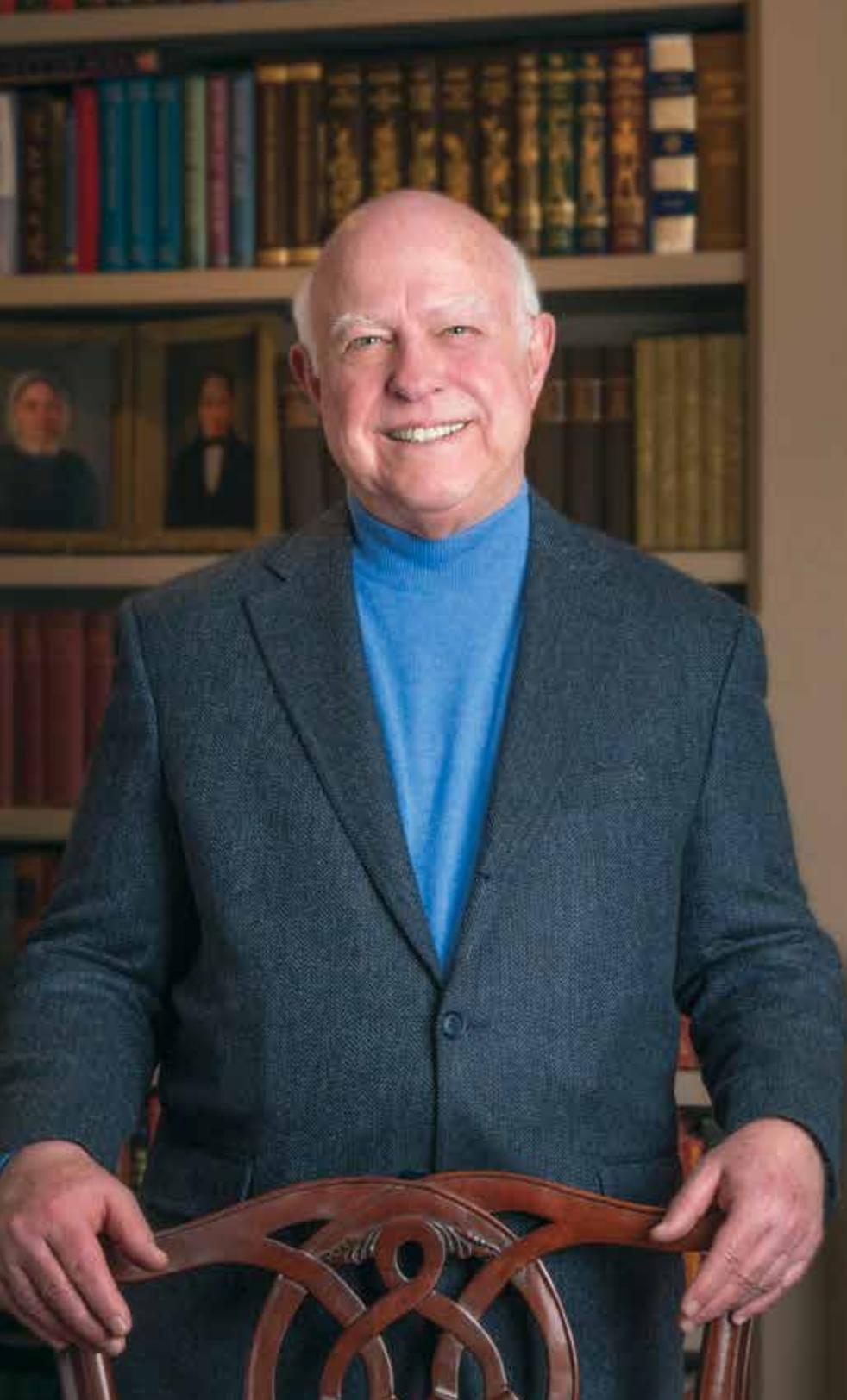
"Even our dogs love KSUT!"

Gregg and Gretchen Dubit, Hesperus, CO



"Thank you for the wonderful community service! I get all my news from KSUT."

Ruthie Matthes, Durango, CO



James Foster
Durango, CO
Chairman of the Board, Rocky Mountain Public Broadcasting Network, Inc.

“With more than 35 years as a valued resource for entertainment and news in the Four Corners, KSUT is well positioned to expand its role as a provider of accurate and trustworthy information. I applaud the station’s commitment to be informational, not affirmational, in its delivery of content. In doing so, it’s earned the support of listeners. The Four Corners needs strong and sustainable local programming to augment NPR and BBC news, and KSUT is the answer.”

Securing Our Future A Word from KSUT

Public radio is sponsored by the American people who choose to support it with their contributions. Our products are unbiased and independent information, perspectives, and entertainment. We bring you interviews with the most famous people in the world, and people whose names most couldn't even pronounce. We bring you both music that tops the charts, and songs that are rarely heard outside of tribal villages or small-town garages. We built an audience by challenging and surprising people.

Public radio's independence is what gives us the freedom to choose the stories we do. To give a microphone to people who have never had the chance to be heard. To bring attention to stories that preserve our histories, shape our futures, and give us a better understanding of our world.

We are thankful for you, the KSUT family of business members and individual supporters who share our belief that we deserve to be able to get news, information and entertainment from an organization whose only agenda is to inform and enlighten.

Leaving Your Legacy

The Four Corners is a wonderful place to call home. We have our own unique history, population and landscape. Through your support of KSUT you can do great things for the arts, education, and freedom of expression and ideas. If you passionately believe in the value that public broadcasting brings to our region, your support will build and secure the future of KSUT, creating a legacy for generations to come.

Carlos Sena Legacy Fund

In honor of Carlos Sena's service to KSUT and with deep respect to the Sena family, KSUT has created the Carlos Sena Legacy Fund. Developed over the next decade to an amount of \$6 million dollars, the self-generated revenue from this fund will secure the stations ability to serve, without interruption, the rural audience of the Four Corners with the same non-commercial public media that you have come to depend on and expect.



Carlos Sena and Eddie Box Jr. at the station in 1995.

Carlos Sena joined the KSUT family in 1990 as the General Manager. His genuine compassion for people attracted a talented staff creating a tight knit group and an extended family of listeners. Carlos' legacy at KSUT will long survive through the culture and programming that he nurtured.



"I wake up to you and go to sleep to you. I love it all."

Brandon Shephard, Pagosa Springs, CO

KSUT

public radio

Four Corners Public Radio

Durango & La Plata County 90.1 / 89.3 FM | Pagosa & Farmington 88.1 FM | Cortez & Mancos 100.1 FM | Dolores 91.9 FM | Silverton 91.1 FM

Southern Ute Tribal Radio

Ignacio & Bayfield 91.3 FM | Aztec & Farmington 89.7 FM