

In Honor of Carlos Sena

Carlos Sena brought considerable passion for public broadcasting to KSUT when he joined the organization as general manager in 1990. A clear mission and vision for KSUT's future was established through his leadership. Building on a strong foundation, Carlos helped solidify KSUT's role as a provider of trusted news, information and quality entertainment, and established KSUT as a leader in the four corners non-profit community.

Carlos oversaw the re-creation of Southern Ute Tribal Radio, bringing the station full circle by returning KSUT to its original mission of service to the Southern Ute Indian Tribe while retaining the important and critical role KSUT provides to the greater four corners area. It is with this sense of vision for the future, anchored in our rich past, that KSUT invites you to learn more about and support the important cultural resource that is KSUT Public Radio.



Carlos Sena at KSUT

"I have witnessed the evolution of KSUT over the past 25 years and am well aware of the **important role the station plays in our region**. I have a **rich history working in public radio in the Four Corners** and am excited to **be involved in ensuring KSUT's future** through the development of the **Carlos Sena Legacy Fund.**"

Tami Graham, KSUT Capital Campaign Coordinator

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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

Phase III
Carlos Sena Legacy Fund

KSUT
public radio



Joseph Pope, M.D.

“As a long time listener of KSUT and resident of Farmington, New Mexico, I can’t overstate the value I place on having access to NPR and other national programming in our remote area. It’s vital that KSUT develop the capacity to secure long-term access to this programming. It’s the lifeblood of our region. As we move into the future, local self-reliance is the name of the game and KSUT is poised to lead the way with your support.”

Securing the Future of KSUT

In a climate where national media conglomerates have purchased many locally owned radio stations, the role of an independent public radio station such as KSUT is of critical importance to small and rural communities. Combined with threats to funding for public broadcasting and an unstable economic environment, it is vital that KSUT plan for its future through the creation of the Carlos Sena Legacy Fund.

Your commitment will support KSUT's dedication to long-term sustainability of local and national programming, retaining a professional staff, keeping pace with technological advances in broadcast equipment, and signal delivery upgrades.

These objectives simply cannot be accomplished without the creation of a legacy fund. With a campaign goal to secure \$6 million in held assets, KSUT will benefit from an estimated \$240,000 per year in self-generated revenues.

Priorities for Legacy Fund Support

- Securing access to NPR and other national and international programming
- Attracting and retaining an outstanding staff
- Maintaining quality facilities and state-of-the-art broadcasting technology
- Maintaining local and regional news and public affairs programming to strengthen and further connect a diverse regional community

A campaign to raise this level of support not only is a gift for KSUT and its mission, but also a tax benefit to targeted, local donors with transferable assets.

Options for Supporting the Legacy Fund

- Cash and multi-year cash pledges
- Gifts of personal property, appreciated real estate, stocks and bonds, life insurance and collections
- Named and memorial gifts, bequests

The Carlos Sena Legacy Fund will be established in partnership with the Community Foundation Serving Southwest Colorado. Contributions designated to KSUT's legacy fund will be conservatively invested by a team of our community's leaders, returning an estimated four percent annually, and in perpetuity to KSUT.

Professional legal, tax and accounting expertise will be available to donors considering charitable remainder trusts, annuity trusts, charitable gift annuities and other sophisticated investment solutions. The campaign will be designed such that gifts can honor the donor, another living person, or a memorial established in honor of someone else, again, in perpetuity.

Leaving a Legacy for Generations to Come

Giving to the Carlos Sena Legacy Fund is one of the most far-reaching methods of securing KSUT's future. Long after current board and staff members are gone, a strong legacy fund will continue to bear witness to the foresight and commitment of its benefactors. It is a way to make a significant difference tomorrow by doing something today, leaving a legacy indelibly imprinted on KSUT and the region's communities.

Phase III: Carlos Sena Legacy Fund

Goal: \$6 million, which will generate \$240K annually at 4% return

Timeline: 2015-2025



Stasia Lanier, KSUT staff

“As an employee of KSUT for over 20 years, I have both witnessed and been a part of the evolution of the station in many exciting ways. Giving to the Carlos Sena Legacy Fund is a way to ensure KSUT's future for generations to come.”

Stasia Lanier, Durango, CO.



“All good men and women must take responsibility to create legacies that will take the next generation to a level we could only imagine.” *Jim Rohn, author and motivational speaker*