

An Extraordinary Impact

ENDOWMENT GUIDE



Supporting **WKAR**

EXPANDING GLOBAL PERSPECTIVE TO BUILD A WORLD OF GOOD

The mission of **WKAR** is to connect people to powerful ideas that inspire personal growth, exploration of our world, and positive change.

Now is an especially exciting time for you to join in that mission. With new, original programming covering the arts, sports, politics, and more, **WKAR** audiences continue to grow.

Your generous support makes it possible.



PRABU DAVID

Dean, College of Communication Arts and Sciences



ENDOWMENTS - INVESTING IN THE FUTURE



Imagine making a contribution that leaves a legacy to WKAR for generations to come. When you establish an endowment, you are assuring your gift will have a lasting impact.

WHAT IS AN ENDOWMENT?

Without question, endowments are the most stable and advantageous source of funding for the station.

An endowment is a gift made on the condition that the principal is continually preserved and only a percentage of the interest is spent annually. Given their permanence, endowments assure excellence by making certain that quality teaching, research, and service can be conducted forever.

Like individuals, institutions can be adversely affected by economic forces. In spite of the ebbs and flows of the economy, program development and broadcasting must endure through these times.

Endowed funds differ from others in that the total amount of the gift is invested, and, each year, only a portion of the interest earned is spent; while the remaining interest reverts to the principal. In this respect, an endowment is a perpetual gift.

Every dollar given to an endowed fund at WKAR is invested in the MSU Common Investment Fund (CIF). Like most nonprofit investment funds, the CIF is handled with a strategy that seeks to maximize profit while

minimizing risk. The CIF consistently scores around the 10th percentile for average return, based on three-, five-, and ten-year averages.

WKAR currently has more than \$2.3 million invested in the university's Common Investment Fund that yields about \$115,000 annually to be spent according to the designation that the donors and the university have agreed upon. Every year, a number of new donors step forward to add to these totals.

Endowment dollars enable the station to support excellent programs, producers, and engineers by providing a steady, consistent, and permanent source of income. This steady stream of funding provides the assurance the station needs to produce local content for distribution statewide, regionally, and nationally; to enrich pre-K to college core curriculum for school-age youth and young adults; and to align WKAR educational programming to provide world-class learning experiences for students in the classroom. Consistent funding allows administrators and staff the stability needed to expand and create programming, no matter when the need arises.

Endowing your gift will ensure that WKAR will not only endure, but that it will prosper as well.

WHAT AN ENDOWMENT MEANS FOR THE DONOR

Giving to WKAR is an excellent way for you to tangibly impact the quality of programs we offer. While all gifts to the station contribute to the high quality of programming, endowments are particularly meaningful, as they offer a dependable, long-term source of funding.

The investment made in WKAR with the creation of an endowment helps make a lasting difference in the lives of our community by enhancing WKAR's mission to connect people to powerful ideas that inspire personal growth, exploration of our world, and positive change. Endowed gifts enable the station to offer truly world-class programming and services.

One of the advantages of creating an endowment is the freedom to choose how your investment will support the station. Endowments inherently bring about a profound impact because of their longevity. Creating an endowment allows you to assure funding for a program or purpose you feel passionate about. The perpetuity of your gift will help the station sustain support in the area of your choosing.

Endowments are an excellent way to acknowledge your commitment to public media, the outstanding education or training you received, honor someone special, or permanently memorialize a loved one. Once you have created an endowment, your gift becomes part of the station's heritage and tradition. In fact, loved ones also may choose to support your fund because they know how special it is to you. Your family and WKAR have the opportunity to enjoy a long relationship built around something you value.

Always equated with excellence and long-term strength, endowments are absolutely essential if we are to remain leaders in educational, news, and cultural programming. If you have created an endowment for the station, thank you for believing in our mission. If you are contemplating contributing a timeless gift in the form of an endowment, the steps to begin the process are listed at the right. We look forward to helping you link your legacy with our future forever!

THE CREATION PROCESS

Creating an endowment is fairly simple. The development officers at WKAR will oversee this process on your behalf. The MSU guidelines for endowing a fund are as follows:

- An endowed fund may be created with a gift or pledge. This gift may be made in cash, payable over five years; through a future gift (bequest, annuity, etc.) from your estate; or possibly through a combination of the two. Consult the WKAR Development Office for details.
- Our development officers will work with you to establish guidelines for your endowment to assure your wishes and the needs of the station are simultaneously met. These guidelines can be personalized to recognize the unique interests and intent of each gift, as well as create the opportunity to name the endowment after you, in honor of your family, or in memory of someone special, even perhaps an influential WKAR host.
- Once an endowment is established, a portion of the interest is available for spending, while the remainder will revert to principal to grow the fund over time and safeguard against inflation. The current endowment spending policy allows the university to spend up to 5% of the average market value of the endowment as calculated for the five calendar years prior to the beginning of the fiscal year. MSU may assess a reasonable fee against the endowment to help offset the cost of stewardship relating to its endowments. This fee will never exceed 1% of the endowment's market value.
- With your gift or pledge to create an endowment, you will automatically be eligible to become a member of one of MSU's donor societies, which acknowledge outstanding contributions of \$10,000 or more to MSU and its many programs.

MAKING YOUR IMPACT

As a donor, one of the advantages of creating an endowment is having the freedom to choose how your investment will support the station. Endowments may be established to support such endeavors as endowed producer and staff, student internships, programmatic interests, equipment needs, and excellence funds that enable the station to direct support to areas of greatest promise or need.

NAMING OPPORTUNITIES

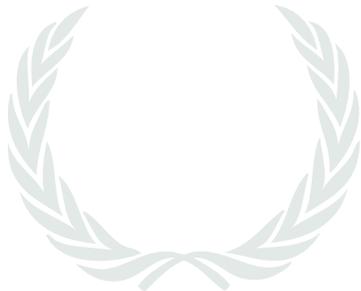
NAMING OPPORTUNITY	MINIMUM GIFT	ANNUAL IMPACT (WHEN FULLY FUNDED)
Director of Broadcasting/General Manager	\$3,000,000	\$150,000
Program Creation	\$3,000,000	\$150,000
Producers	\$1,500,000	\$75,000
Engineers	\$1,000,000	\$50,000
Tools to Connect with Educators	\$500,000	\$25,000
Technology/Software/Equipment	\$250,000	\$12,500
Discretionary Fund	\$50,000	\$2,500
Program Fund	\$50,000	\$2,500
Student Internship	\$50,000	\$2,500

INVESTING IN OUR PEOPLE

- ENDOWED DIRECTORS AND PRODUCERS** – Endowed staff positions help us attract and retain top talent. In addition to attracting the best and brightest, endowed staff positions enable the station to produce local content.
- UNDERGRADUATE INTERNSHIPS** – As federal and state programs have leveled off their support, WKAR looks increasingly to endowed internships to help meet the financial needs of students and their families. Paid internships help to alleviate the financial burden and stress placed on students as they gain real-world experience in production, sales, management, writing, and other activities that enhance the value of their education.

INVESTING IN OUR PROGRAMS

- TECHNOLOGY** – Cutting-edge technology is essential to the station’s success, reputation, and impact in our community. Endowment funding will keep WKAR technologically current and can be critical in opening a new line of research.
- EXCELLENCE/OPPORTUNITY FUNDS** – Discretionary support is pivotal because it provides the greatest flexibility for the future. It assures that as priorities and technology change over time, and as leadership changes over the years, there is flexibility in using the dollars to achieve the greatest return for WKAR. The overriding goal of these funds always is progress, innovation, and excellence.
- CREATIVITY AND PROGRAMMING** – WKAR’s award-winning local programs move WKAR’s mission forward. Endowed support ensures excellence through the addition of new programs, continuance of current programming, and the purchase of national programming (such as NPR and PBS).



FOLLOWING IN THEIR FOOTSTEPS

The following pages include an alphabetical listing of all endowments maintained by WKAR and a short description of what each fund supports. This list represents endowments created as of June 1, 2017. After each endowment is the Gift Code that should be used to direct a gift to that specific fund by any donor.

As you browse through these pages, you will see the passion and commitment that many community members already have shown in support of WKAR's mission. We hope you use their generosity to spark your own ideas for how you might be able to do the same.

Albert and Helen LeBlanc Endowment for WKAR Radio News Reporting

Al and Helen LeBlanc are longtime WKAR news listeners. They especially value accurate, courageous, and unbiased reporting of the news. They are creating this endowment to support news reporting on WKAR Radio.

[GIFT CODE: Contact WKAR for details]

Barbara D. and Donald R. McMillan Endowed Fund for WKAR Radio

Barbara D. and Donald R. McMillan Endowed Fund for WKAR-TV

Mrs. Barbara McMillan and her now deceased husband, Donald R. McMillan, have been avid supporters of WKAR and public broadcasting for many years. They shared the belief that WKAR is an integral part of the community and deserves their support. Barbara and Don had originally planned for WKAR in their estate plans. With Don's passing, Barbara continues to honor that plan. She is particularly interested in supporting programs that are local in nature, particularly local political or community programming. Barbara has served her community in many capacities including as Neighborhood Association President and as a member of the East Lansing School Board.

[RADIO GIFT CODE: AD025]

[TV GIFT CODE: AD033]

Bob and Ann Page Endowment Fund for WKAR-TV

Bob and Ann Page have been longtime supporters of WKAR. Before beginning a 33-year career with WKAR, Bob worked at the station as an MSU student. Upon graduation, Bob began to work at the station full time. In 1968, he became the TV station manager, a position he held until his retirement in 1987. Through their professional and volunteer involvement with WKAR, Bob and Ann wish to continue a lifelong commitment to WKAR and the community by helping to provide for local content on the television station.

[GIFT CODE: AD036]

Carol A. and Leon S. Monroe II Endowment for WKAR

This endowment was created by Carol and Leon Monroe. Leon, a graduate of MSU, and Carol, a graduate of Western Michigan University and the University of Detroit, are avid supporters of Michigan State University. One of the services they value is WKAR and public broadcasting. The Monroes are a generous couple who support many different organizations throughout the region as well as in the area close to their second home in Arizona. They established this endowment because they realize the value of public broadcasting to the people of the mid-Michigan region.

[GIFT CODE: AD0511]

Charlene Ann Hesse Endowment for WKAR

This endowment was created by Richard Hesse on behalf of his late wife, Charlene, to support the purchase of national programs on WKAR TV. Richard has stated that, “my gift on behalf of my wife, Charlene, is not so much a gift to public television, but a gift to the community, as the community has been a gift to me.” Richard recognizes how important a PBS station is to a well-rounded community and is pleased to help provide the community with the programs he and Charlene have relied upon. Some of the types of programming that Richard wants to support are the news programs found on Friday evenings on WKAR, the travel and cultural programs found throughout the schedule, and the children’s programs.

[GIFT CODE: AD0301]

Classical Music Endowment for WKAR

MSU and WKAR are dedicated to providing the mid-Michigan area with a classical music service. With that in mind, WKAR and friends of classical music on WKAR have established the Classical Music Endowment for WKAR to provide a classical music service to the mid-Michigan region. The primary purpose of this endowment is to support the transmission of classical music on WKAR Radio; however, the endowment also may be used for streaming classical music and to support classical music programming on WKAR TV. It also may be used to support other aspects of the station’s classical music service. “Classical music” is defined here in the broad sense as a style of art or concert music of any culture, as distinguished from folk or popular music or jazz.

[GIFT CODE: AD0531]

Cynthia B. Faulhaber Endowment for Broadcasting Services/WKAR

Cynthia Faulhaber’s background as an attorney and her affiliation with an international family business helped her develop a sensitivity to the use of resources in our world. She has translated this sensitivity to an interest in sustainability and energy conservation and has educated herself in both areas. She also has educated herself in the concept of LEED certification of buildings and is committed to helping carry out these principles in her personal life. This endowment was established to create funds for acquisition of programming or production of programming with a focus on energy conservation and sustainability. It also is used to help purchase equipment or building items that support energy conservation or sustainability practices within WKAR.

[GIFT CODE: AD0513]

Elmer R. and Betty M. White Endowment for WKAR

Elmer and Betty White have been longtime supporters of WKAR and value the service WKAR provides the community. Their appreciation of the types of programming ranges from educational programs, to coverage of health issues, to British comedies. They enjoy “PBS NewsHour” and all the news programs offered on Friday nights. It is their desire to help provide permanent funding for generations to come. Elmer and Betty understand the importance of providing the director of Broadcasting Services the discretion to use these funds where they are needed.

[GIFT CODE: AD0512]

Frederic Neumann and Betty Jane Peterson-Neumann Fund for Radio Reading Service

Frederic Neumann and Betty Jane Peterson-Neumann have been recognized for their outstanding support of WKAR's Radio Talking Book (now Radio Reading Service) program which has served as a window on the world for mid-Michigan residents who have difficulty using traditional printed material since 1973. Through their noble service as educators, writers, mentors, volunteers, and supporters, Frederic Neumann and Betty Jane Peterson-Neumann have inspired and enriched the lives of countless sighted and visually impaired individuals across the country and mid-Michigan. Together they choose to leave a legacy at WKAR with a gift from their estate to support WKAR's Radio Reading Service. This endowment provides unrestricted support for the operation of Radio Reading Service.

[GIFT CODE: Contact WKAR for details]

Georgann Reppert Endowment for WKAR

Georgann Reppert, along with her late husband Donald, values the services WKAR (especially TV) provides the community. Her appreciation of the types of programming ranges from educational programs to coverage of health issues to British comedies. Some of her favorite programs are "Antiques Roadshow," "History Detectives" and "NOVA." It is her desire to help provide permanent funding for generations to come. Although Georgann primarily enjoys the programs provided by WKAR TV, she understands the importance of providing the director of Broadcasting Services the discretion to use these funds where they are needed.

[GIFT CODE: AD0510]

J. Robert Houston III and Eileen G. Houston Endowment for Classical Music for WKAR

MSU and WKAR are dedicated to providing the mid-Michigan area with a classical music service. The primary purpose of this endowment is to support the transmission of classical music on WKAR Radio; however, the endowment also may be used for streaming classical music and to support classical music programming on WKAR TV. It also may be used to support other aspects of the station's classical music service. Classical music is defined here in the broad sense as a style of art or concert music of any culture, as distinguished from folk or popular or jazz.

[GIFT CODE: AD0204]

J. Robert Houston III and Eileen G. Houston Endowment for WKAR-TV

Eileen Houston and her late husband, Bob, both grew up in Wyandotte, Michigan. They nurtured a love for music throughout their lives. Bob taught private trumpet and coronet lessons; Eileen taught music and band in the Grand Ledge School District for 33 years. The Houstons greatly enjoyed travel throughout the United States. Many of the programs they enjoyed on WKAR were the result of travels to various national parks, forests, and wildlife refuges and to state and provincial parks and forests, always with an emphasis on nature and wildlife. Bob especially enjoyed PBS programs including woodworking shows, "Antiques Roadshow," music specials and travel and news programs like "Washington Week," "Off the Record," and "The McLaughlin Group." When his illness restricted his activities and travel, Bob was comforted by watching the programs he so enjoyed. Both Bob and Eileen felt the need and obligation to support WKAR and the programs broadcast by the station. Eileen is very astutely attuned to the need for constant upgrade of equipment; most recently the need to purchase digital cameras. For this reason, Eileen established this endowment and conveys a heartfelt thank you for great programming.

[GIFT CODE: AD0302]

Jo Ann Shumway Endowment for WKAR

Jo Ann Shumway graduated from the MSU School of Nursing in 1958. A native of Tekonsha, Michigan, Jo Ann has been a longtime supporter of WKAR and, through this endowment, intends to provide support for the type of quality educational programming that she enjoys on WKAR TV and WKAR Radio.

[GIFT CODE: AD05]

Joan C. Smith Fund for Educational Programming

Joan C. Smith was a longtime listener/watcher of WKAR Radio and TV. Joan made her first gift to WKAR TV in 1988 and became a Sound Vision Society donor in 2010. Joan volunteered her time to WKAR TV in 2002. The purpose of this fund is for unrestricted support for the creation of educational programming and services on WKAR TV.

[GIFT CODE: AD0311]

Joan C. Smith for Fine Arts Programming

Joan C. Smith was a longtime listener and watcher of WKAR Radio and TV. Joan made her first gift to WKAR Radio in 1989 and became a Sound Vision Society donor in 1995. Joan volunteered her time to WKAR Radio from 2012 to 2014. She loved classical music and was a frequent caller to ask what was just played. She chose to support both WKAR Radio and WKAR TV in her estate, and it was her wish upon death to give this unrestricted support to WKAR. The purpose of this fund is to provide unrestricted support for the creation of fine arts programming (classical music) on WKAR Radio.

[GIFT CODE: AD0208]

Kit Johnson Fund for WKAR Radio

The purpose of this FFE is to provide unrestricted support for the creation of programming on WKAR Radio.

[Gift Code: AD0210]

Lucille and Ahmed Dardiri Endowed Fund for WKAR-TV

Lucille Dardiri has a deep appreciation for public broadcasting and has found great enjoyment from the programs broadcast on WKAR TV, many of which are produced by PBS. This bequest is in appreciation for the quality programs on WKAR. In addition, Lucille wishes to honor and remember her late husband, Ahmed, by establishing this fund to support programming on WKAR TV.

[GIFT CODE: AD035]

Marian Aldrich Schilling Endowment for Classical Music

Expenditures from this endowment are used to support broadcasts of classical music performances by musicians in the WKAR broadcast area. The organizations providing these performances include, but are not limited to, the Lansing Symphony Orchestra, MSU College of Music, University of Michigan School of Music, and the Ann Arbor Symphony.

[GIFT CODE: AD053]

Marilyn Mook Staff Development Endowment

Monies generated from this endowment are used annually to support staff development programs and/or expenses of WKAR Radio. The funds also may be used for fundraising staff of WKAR TV for staff development purposes. The monies shall not be used for equipment purchases, debt retirement, or salary expenditures. Decisions are at the discretion of the director of Broadcasting Services in consultation with the station manager and director of Development.

[GIFT CODE: AD020]

Maxine A. Eyestone Endowment for WKAR-TV

The donor's interest in WKAR stems from her student days at MSU when she majored in Speech, Theater, and Radio, and when she wrote, directed, and acted in plays on WKAR Radio. Her master's thesis involved the writing and production of six half-hour radio plays that were presented on WKAR. Over the years, she has enjoyed such programs on WKAR TV as "The NewsHour with Jim Lehrer," "Washington Week in Review," "Wall Street Week with Louis Rukeyser," the Boston Pops Orchestra, Agatha Christie mysteries, the big bands, and Broadway theater programs, among others. Through this bequest, the donor wishes to promote and enrich production of programs at the local level with potential to be distributed nationally.

[GIFT CODE: AD030]

Maxine A. Eyestone Endowment Fund for WKAR Radio

The donor's interest in WKAR stems from her student days at MSU when she majored in Speech, Theater, and Radio, and when she wrote, directed, and acted in plays on WKAR Radio. Her master's thesis involved the writing and production of six half-hour radio plays that were presented on WKAR. Over the years, she has enjoyed many programs on WKAR Radio. Through this bequest, the donor wishes to promote and enrich the production of local classical music programs and programs at the local level with the potential to be distributed nationally.

[GIFT CODE: AD021]

Mendenhall Endowment for Classical Music on WKAR

MSU and WKAR are dedicated to providing the mid-Michigan area with a classical music service. Stanley and Robin Mendenhall also are dedicated supporters of classical music and want to ensure that classical music is available for generations to come. The primary purpose of this endowment is to support the transmission of classical music on WKAR Radio; however, the endowment also may be used for streaming classical music and to support classical music programming on WKAR TV. It also may be used to support other aspects of the station's classical music service. Classical music is defined here in the broad sense as a style of art or concert music of any culture, as distinguished from folk or popular music or jazz.

[GIFT CODE: AD028]

Michigan Braille Transcribing Fund Endowment for WKAR Radio

Talking Book (now Radio Reading Service)

The Michigan Braille Transcribing Fund (MBTF) has successfully transcribed print information for blind constituents for many years.

The fund's Board of Directors, composed of members of the community and/or representatives of the Lion and Lioness Clubs from Districts 11-B 1 and 11-C 2, are committed to assisting all programs that provide services to the blind and visually handicapped. By establishing this endowment, it is the MBTF's desire to make spending available for WKAR Radio Talking Book to sustain support for its continued service to the print handicapped of mid-Michigan.

[GIFT CODE: AD0202]

Programming Enhancement Endowment for WKAR Radio Broadcasting

An anonymous donor set up this endowment to create expendable funds for programming of news, public affairs, and classical and jazz music.

[GIFT CODE: AD0206]

Richard D. Weingartner Endowment for Locally Produced Content for WKAR

Funds from the Endowment will be used at the discretion of the director of Broadcasting Services to support locally produced content, with a preference given to QuizBusters, or a similar quiz show, if one exists.

[Gift Code: AD0514]

Robert and Marie Brown Endowment for Classical Music on WKAR

MSU and WKAR are dedicated to providing the mid-Michigan area with a classical music service. Robert and Marie Brown also are dedicated supporters of classical music and want to ensure that classical music is available for generations to come. The primary purpose of this endowment is to support the transmission of classical music on WKAR Radio; however, the endowment also may be used for streaming classical music and to support classical music programming on WKAR TV. It also may be used to support other aspects of the station's classical music service. Classical music is defined here in the broad sense as a style of art or concert music of any culture, as distinguished from folk or popular music or jazz.

[GIFT CODE: AD02012]

Shelley and Richard Pulliam Endowment for WKAR Programming

This endowment is used for programming on WKAR, with priority given to local production. It primarily, but not necessarily exclusively, supports local programming on WKAR Radio. The endowment also may be used for other types of media, such as the internet or television.

[GIFT CODE: AD029]

Suzanne Blanchard Brook and Robert Charles Brook Family Endowment for WKAR

Robert Brook's parents, Jean and Charles Brook, and Suzanne Brook's parents, Rosalie Blanchard Webb and James Blanchard, prized education and the pursuit of learning. They imparted this gift to their children and grandchildren. Robert and Suzanne, along with their three children, Jeffrey, Martin, and Robert, are all graduates of MSU and proud to support the university through their gift to WKAR. They realize there is a need for unbiased news reporting and have chosen to support WKAR in this pursuit. This endowment continues the family tradition of lifelong learning.

[GIFT CODE: AD052]

The Geraldine Curtis Endowment for WKAR Radio Talking Book

(now Radio Reading Service)

Geraldine Curtis and her husband were owners of Curtis Drugs in Lansing, Michigan. Geraldine set aside a gift from her trust to support the WKAR Radio Talking Book (RTB) program. She was grateful for the service RTB provided her husband during his life. Funds generated from this endowment support the general operations of WKAR Radio Talking Book.

[GIFT CODE: AD02011]

The William Zick Endowment for WKAR Radio Talking Book

(now Radio Reading Service)

David Zick's father, Williams J. Zick Sr., was disabled for several years prior to his death in 1979. He was a listener of the WKAR Radio Talking Book program. For more than 20 years, David and his wife, Francine, have made annual contributions to support Radio Talking Book's mission. This fund was established to provide support in perpetuity as a measure of gratitude for the service it afforded David's father.

[GIFT CODE: AD02013]

Uvonne Yeager Fund for WKAR Radio Uvonne Yeager Fund for WKAR-TV

Uvonne Yeager was a longtime listener of WKAR Radio and viewer of WKAR TV. She was unable to support WKAR prior to her death. She chose only two beneficiaries for her estate and it was her wish upon death to give unrestricted support to WKAR. Distributions from this fund are used to provide discretionary support for WKAR Radio and WKAR TV.

[RADIO GIFT CODE: AD0207]

[TV GIFT CODE: AD0304]

Walter Adams Endowment for WKAR Radio

Walter Adams Endowment for WKAR-TV

Born in 1922, Walter Adams joined the Michigan State University faculty in 1947 as an Assistant Professor of Economics. He retired from active teaching in 1993 as Distinguished University Professor and Professor of Economics. From April 1, 1969, until January 1, 1970, he served as the university's 13th president. One of the foremost antitrust economists of his generation, Walter was known in East Lansing as a loyal patron of the marching band, an energetic supporter of athletic teams, and a superb teacher. During World War II, he landed in Normandy, fought in the Battle of the Bulge, and helped to liberate three concentration camps, earning in the process a Bronze Star Medal for Heroic Conduct. He died in 1998.

[RADIO GIFT CODE: AD022]

[TV GIFT CODE: AD031]

Weil Family Endowment for Programmatic Support at WKAR

Expenditures from the endowment will be used to support National Programming at the Department of Broadcasting Services in accordance with the requirements set forth in this agreement. The Department of Broadcasting Services in the College of Communication Arts and Sciences, or its future successor MSU unit, if any, will advertise the existence of the Weil Family Endowment for Programmatic Support and will identify qualified research or specific programmatic needs to fund with expendable amounts. Expendable amounts will be used to purchase national public media programming, such as, but not limited to, NPR's Morning Edition, NPR's All Things Considered, PBS Nova, PBS Nature, PBS Masterpiece, or similar programming.

[Gift Code: AD05131]

WKAR Endowment for Student Experiential Learning

Expenditures from the endowment will be used to support student experiential learning at WKAR in accordance with the requirements set forth in these guidelines. WKAR Broadcasting Services in the College of Communication Arts and Sciences (CAS), or its future successor MSU unit, if any, will advertise the existence of the WKAR Endowment for Student Experiential Learning and will identify qualified research or specific programmatic needs to fund with expendable amounts. (a) At the discretion of the dean of CAS, expendable amounts will be used to support expanded experiential learning opportunities for paid employment and internships, ensure student employees continue to be part of WKAR's culture, and identify, hire, support, and encourage those who are willing, able, and eager to gain professional experience in television, radio, and online media production; non-profit fundraising and media administration; and marketing, communication and promotion. The students must, as determined by the general manager and station managers of WKAR, demonstrate a desire for experiential learning in a manner that benefits WKAR.

[Gift Code: AD05130]

WKAR Folk Music Endowment in Honor of Bob Blackman

WKAR is dedicated to providing the midMichigan area with a variety of music services. These services are broadcast weekly on WKAR 90.5 and streamed on the web at WKAR.org. Bob Blackman served as the host of "The Folk Tradition" for 27 years on WKAR 90.5. Upon his retirement as host of this program, WKAR acknowledged Bob's role in building the appreciation of folk music in this community and in producing a nationally recognized program by creating this endowment. Bob's hard work, dedication, and professionalism were embodied in his program. While his perspective and commitment are missed, WKAR is fortunate to continue airing folk music programs this endowment supports.

[GIFT CODE: AD0205]

WKAR Radio Endowment Fund

Monies generated from this endowment are used annually to support general programs and/or operating expenses of WKAR Radio.

[GIFT CODE: AD023]

WKAR-TV Endowment Fund

Monies generated from this endowment are used annually to support general programs and/or operating expenses of WKAR TV.

[GIFT CODE: AD032]

WKAR-TV Innovation Fund

Cutting-edge technology is essential to the station's success, reputation, and impact in the community. It is the hope of the donors, James and Susan Spaniolo, that this endowment will attract other donors, with the ultimate goal of achieving a substantial endowment to keep WKAR TV technologically current. Susan served as director of Business Operations for the College of Communication Arts and Sciences and is an alumna of Michigan State University. James, a former dean of the College of Communications Arts and Sciences, also is an alumnus of Michigan State University.

[GIFT CODE: AD0303]



EMPOWER EXTRAORDINARY
THE CAMPAIGN *for* **MICHIGAN STATE UNIVERSITY**

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