



91.9FM • KASU.ORG

WAVE LENGTHS

unique and enriching member-supported radio



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Ask your Smart Speaker to play KASU

SEPTEMBER 2019
VOLUME 51, NUMBER 3

PART OF THE



DIGITAL NETWORK

Transmitter Fund Makes Progress

By Kristy Cates

Taking a new approach with this fundraiser, we decided to try collective contributing to achieve different tiers of giving. Since the transmitter allows us to broadcast through the airwaves, we decided to name these tiers after the different levels of the atmosphere.

We are promoting the Transmitter Fund through September 30, when we will stop to prepare for our regular Fall Fundraiser in October. The College of Liberal Arts & Communication is having a competition to see which school/department can raise the most. Other individuals and organizations have made contributions or pledges for this fund. Arkansas State University is constructing a new building at our tower site to house the new transmitter. This construction amounts to an approximately \$40,000 investment in the project! The new transmitter will bring reliable service to all of KASU's radio listeners who depend on 91.9 FM.

This new fundraiser has been such a rewarding endeavor for me. I have gotten to meet and talk with amazing public radio supporters, like Roy Runyan. He introduced me to the marvelous NEA Baptist Auxiliary. After speaking to them and letting them know what their donation would do for us and them, they became our first donor in the Ionosphere. We will be promoting them on our website, Facebook page and on-air. We are looking forward to telling you about their organization and all the service they provide. If you are reading this and you want your group or company to be a part of the Transmitter Fund, you have until September 30. Go to www.kasu.org/inspire.

TRANSMITTER FUND
EXTENDED TO
SEPT. 30

\$15,582.93

IONOSPHERE
NEA BAPTIST
MEMORIAL HOSPITAL AUXILIARY

MESOSPHERE

TWO ALTRUISTIC PUBLIC RADIO HEROES
ARKANSAS STATE UNIVERSITY SYSTEM FOUNDATION

STRATOSPHERE

TWO GRATEFUL LISTENERS FROM PARAGOULD
KASU FRIENDS OF BLUEGRASS

TROPOSPHERE

KASU STAFF
LOVE ALLGOOD • RICH & SUE CARVELL
LIBBY MOBLEY
JOHN REED WOLVES • ROBIN & LIBBY NIX



INDIVIDUAL DONORS

SAM & MARILYN HUMMELSTEIN	CHARLOTT JONES	NANCY ELPHINSTONE	ERIC SKAUG	DR. LILLIE M. FEARS	
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DAVID HAMILTON	ERIC CAVE	MARCUS TRIBBETT	MARGARET HART		

QUEUE ROTARY • COLLEGE OF LIBERAL ARTS & COMMUNICATION

Information is subject to change. Please check our facebook or go to kasu.org for updates.

WAVE PEAKS

With Mark Smith - Station Manager



Photo by Jayaprakash Veeramreddy

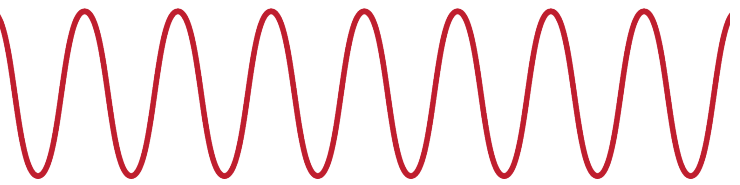
It's hard to believe that summer is over and another Fall semester has begun at A-State. It's an exciting time on campus, and an exciting time at KASU.

As the new semester begins, KASU is proud to be a part of the new School

of Media & Journalism under the College of Liberal Arts and Communication. Under this school, we are looking forward to helping train the next generation of journalists and broadcast professionals.

We are happy to have the help of some outstanding students this semester. Hannah Dutton, a strategic communications intern from Jonesboro, is helping us in promotion and social media marketing. Bethany Colvin, sophomore computer science major from Poplar Bluff, MO, is assisting with production, web content, and other projects. And Timothy Arquitt, senior graphic design major, is helping us with design work like our Transmitter Fund graphic and the layout of this newsletter. We appreciate the work of these fine students, and we hope they are benefitting from their experience as much as we benefit from their contributions.

KASU is also proud to continue our tradition of presenting live music to the communities we serve. We will again be providing KASU Music Nights at the Johnny Cash Heritage



Festival in Dyess this year. Join us for two amazing nights of music in the Dyess Colony Circle on Thursday and Friday, October 17 and 18. Planning is underway for a third annual Jazz for the Holidays concert in downtown Pocahontas. These concerts have been very popular and are just the thing to spark your holiday spirit. Listen for more details and make plans to attend this joyful live music event.

After the Johnny Cash Heritage Festival, we will kick off our regular Fall Fund Drive on October 21. Your continued support empowers all that KASU does, and our regular fund drives in the spring and fall encourage people who have never given before to join you in supporting the station.

In other news, the station's new automation system is up and running. This new software is designed to improve our 24/7 operation and allow us to transition smoothly between satellite programming and local content. It replaces a system that has been in use for over 20 years. We have had a few glitches, but that's to be expected with any new system. We appreciate your patience while we work the bugs out.

The KASU Transmitter Fund is doing well, and we so appreciate your support of this special fundraiser, which will enable KASU to provide continued, reliable access to the outstanding public radio programming you expect at 91.9 FM. If you have not yet given toward this important project, you can still make a donation of any amount at kasu.org/inspire.

Thank you for all you do to make sure that KASU continues to bring you the music, news, arts, and views that only public radio provides. You inspire us to keep doing what we do, and to strive to do it better.

Fall Fundraising is FUN!

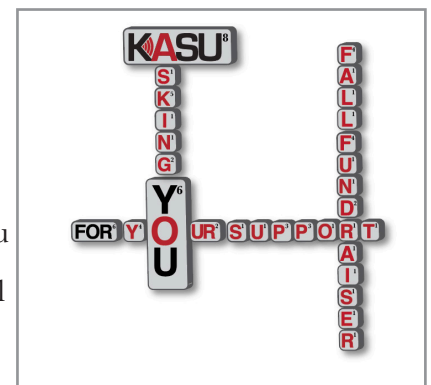
By: Kristy Cates, Development Director

Fall Fundraising is not a four-letter word; it's a three-letter one--FUN! It's a chance for our staff to thank, engage and challenge you. This is important because KASU is public radio and is primarily listener supported.

- YOU make it possible to hear Joshua Johnson discuss challenging topics every weekday at 9 a.m. on *1A*.
- YOU make musical connections possible with LaDawn Fuhr's *6 Degrees of the Delta*.
- YOU make business news understandable and fun with Kai Ryssdal on *Marketplace*.
- YOU connect your community with university research and programs on *A-State Connections* with Johnathan Reaves.

October 21 will begin our Fall Fundraiser. Join us as we put the FUN in FUNdraiser! We'll be letting you know about special days, event tickets, and discount opportunities. We want to see more A-State students

become new members! If you are a relative or friend of an A-State student, please let them know about the student membership at \$15. As a special thank-you gift for their student membership, they will get a clear stadium compliant tote filled with goodies.



This 2019 Fall Fundraiser, I will need EVERY KASU contributor to consider their donation as we plan to implement membership cards. We are considering a variety of thank-you gifts. Some might help you stay warm this winter.

Let's start the fun now. Please go to the KASU Public Radio Facebook page. We already have a fun post to engage you as we prepare for the Fall Fundraiser.

Create@State Celebrates 50th Episode

By: Johnathan Reaves, News Director

One of the best parts of my job is getting to know people. I interview a lot of people for the hour-long show, *A-State Connections*, which airs every Saturday morning on KASU, 91.9 FM.

In June, four weeks were dedicated to telling the story of the fascinating life of the now-retired Dr. Ruth Hawkins. She told many amazing stories about her involvement in Arkansas State and how she helped in the development of the university and the Arkansas State University Heritage Sites.

August started off with a three part series on the 90 anniversary of A-State Bands, and that series continues through September.

The *Create@State* podcast celebrated its 50th episode when it was released August 29 and there is no sign of slowing down as we learn about fascinating research that is making an impact in the community. New episodes are released every Thursday through iTunes, Google Play, or wherever you get your podcasts.

There will be plenty of opportunities to interview people and tell many more stories through the rest of the year. So, what is your story?? We would love to get to know you and hear from you. Stories about how public radio has impacted your life. Stories about your favorite driveway moments. Stories about how you came to public radio. Let me know at jreaves@astate.edu or call (870) 972-2807. Thank you for your support of *A-State Connections* and the *Create@State* podcast.



I'll Be Seeing You, a New NPR Special Series

All four episodes of *I'll Be Seeing You* will be available on KASU beginning in October...

A new project from Special Correspondent Dina Temple-Raston and NPR's Investigations Desk will feature four, hour-long radio specials. *I'll Be Seeing You: Stories About The Technologies That Watch Us*, will use character-driven narratives to explain complex technologies that are quietly tracking all of us. These stories carry a sense of intrigue, feature exclusive interviews with key players, report previously unreached conclusions about cyber-espionage, and break news.

Without our awareness, hacking, artificial intelligence, offensive cyber, and data surveillance have crept into our lives. In four programs, we'll take listeners on a narrative journey to make sense of it all. The programs investigate the mysterious death of one of the world's most famous hackers and explain how artificial intelligence is saving elephants in Malawi. We'll go behind-the-scenes with a secret military team that hacked the ISIS terrorist network. And we'll explore how technology is changing the way the U.S. government catches spies.

Episode One: Project Vigilant -- The Evolution of Hacking (October 6 at 6 p.m.)

Adrian Lamo is the hacker who rather controversially turned Chelsea Manning into the authorities almost a decade ago. He died under mysterious circumstances last Spring. We take listeners on a narrative journey to reveal not only how he died, but explain how hacks work and what Lamo was doing on the DarkWeb.

Episode Two: Elephants and AI -- Can Artificial Intelligence Save the Elephants? (October 13 at 6 p.m.)

We go to Malawi to look at how researchers are tailoring AI in their efforts to find poachers, and how a team at Cornell who are using machine learning to understand elephant language.

Episode Three: Hacking ISIS -- Cracking into the Most Secretive and Deadly Terrorist Organization in the World (October 20 at 6 p.m.)

We go behind-the-scenes of a military unit to reveal, for the first time, how soldiers cracked into ISIS's network and launched missions against the most dangerous terrorist organization in the world.

Episode Four: Spycatcher -- Finding Insider Threats in the Digital Age (October 27 at 6 p.m.)

We delve into one of the most damaging spy cases this country has ever known, and explain how casinos, algorithms, and data surveillance will transform spying in the modern age.



**JOHNNY
CASH**
HERITAGE
FESTIVAL
DYESS ARKANSAS



KASU

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Connect to KASU     

EIGHT REGIONAL ACTS TO APPEAR AT
KASU MUSIC NIGHTS
AT THE **JOHNNY CASH**
HERITAGE FESTIVAL
DYESS COLONY VISITORS CENTER
ALL PERFORMANCES ARE **FREE**

THURSDAY, OCTOBER 17

5 PM — **Rodger King and Company** from Lonoke
6 PM — **The Natural Disasters** from Batesville/Melbourne
7 PM — **The PF Flyers** from Jonesboro
8 PM — **The Billy Jones Band** from Jacksonville

FRIDAY, OCTOBER 18

5 PM. — **The Clark Family Trio** from Searcy/Little Rock
6 PM — **The Salty Dogs** from Little Rock
7 PM — **The Boss Tweeds** of Mountainburg
8 PM — **The Akeem Kemp Band** from Morrilton

KASU

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**WAVE
LENGTHS**



unique and enriching member-supported radio

Program Guide **Community Calendar**
kasu.org/schedule kasu.org/community-calendar

Dean of Liberal Arts & Communication

Dr. Carl Cates

Station Manager

Mark Smith

Broadcast Production Specialist

June Taylor

Program Director

Marty Scarbrough

Development Director

Kristy Cates

Corporate Relations/Underwriting Director

Doreen Selden

870 - 972 - 2200 · P.O. Box 1930 · State University, AR 72467

News Director

Johnathan Reaves

Morning Edition Producer/Host

Brandon Tabor

Chief Engineer

Mike Bradsher

Administrative Assistant

Karen Kender

Administrative Support Specialist

Nathan Taylor

Production Assistant

Rebekah Colvin

Music Librarian & Photographer

Tristan Arquitt

Student Worker

Bethany Colvin

Strategic Communications Intern

Hannah Dunton

Newsletter Designer

Tim Arquitt, Jr.

Volunteers

Dr. Bill Clements, Mike Doyle, LaDawn Fuhr,
“Hairy Larry” Heyl, Mike Luster, Jerre Repass, Larz
Roberts, Dennis Rogers

Connecting with the Community

Photos by Seketheia Vance

Marketing Director, Jonesboro Chamber of Commerce

KASU and Lost Pizza Co. cohosted on a Connect@4 event July 25 with the Jonesboro Regional Chamber of Commerce. It was a successful evening of networking with other Chamber members while enjoying to acoustic music from Mark Currey and Matt Stone.



Unico Bank representative, Zach Owens, won the business door prize from KASU given by Smith and Marty Scarbrough, Program Director.



KASU staff with musicians Mark Currey and Matt Stone at KASU's Connect@4 Chamber of Commerce Event.



Carl Cates, Russ Hannah, Adam Sartin and Chad Harbison network while attending the Connect@4 hosted by Lost Pizza Co. and KASU.



Co-hosts and owners of Lost Pizza Co., Brad and Sarah McDaniel, are with Tamara Roberson who won a Lost Pizza Co. door prize.

Why Underwrite on KASU 91.9FM?

Doreen Selden – KASU Corporate Relations Director

Your support means a lot to us. Underwriters are vital to our public service mission of bringing quality news, information, music, and arts programming to our community of listeners.

Underwriting on KASU has the impact of traditional radio marketing with the benefit of supporting a well-respected non-profit media institution. It's an effective way to build business and brand your company while helping to pay for the news, music and entertainment programming followed by an estimated 10,000 weekly listeners in a five state area. What's more; your investment is tax deductible because KASU is a not-for-profit charitable entity.

KASU attracts an audience distinguished by its educational excellence and professional success. Listeners are your choice consumers, savvy business leaders, and influential people who are active in their communities.

As an underwriter on KASU, you will gain:

- * Direct access to an affluent audience with a powerful, personal commitment to KASU 91.9FM

- * Name recognition among professionals and business leaders likely to be interested in your products and services

- * Credibility by associating with intelligent, in-depth journalism from National Public Radio (NPR), American Public Media (APM), and KASU radio's own award-winning news team.

- * Recognition as a patron of the arts in your support of KASU Public Radio's locally produced music

- * Appreciation from your colleagues, customers and peers, who will recognize your commitment to the community

Please call me today. I can help you design a schedule of underwriting announcements that meet your marketing, financial and philanthropic goals. Your company's underwriting plan can range from exclusive sponsorship of a particular program to a schedule that spans all segments of the day.

For more information on underwriting opportunities, call me at 870.972.2709 or email dselden@astate.edu. Thank you for your ongoing support, and as always, thanks for listening!

The logo for KASU 91.9 FM. It features the call letters "KASU" in a large, bold, black sans-serif font. To the right of the letters is a red circular icon containing three white curved lines, resembling a radio signal. Above the "KASU" text, the frequency "91.9 FM" and the website "KASU.ORG" are written in a smaller, red, sans-serif font.

Don't just leaf it ... *Donate it!*

Drive more hours of the programming you love when you donate your vehicle to [STATION]. The pick-up is free and your gift is tax-deductible.

To learn more, call or visit us online
855-500-7433 | www.careasy.org





Donating a Vehicle is Easy

- 

1. Simply call or complete our online donation form.
- 

2. Schedule your free & convenient pick-up.
- 

3. Receive a donation receipt. That's it!

Drive more of the programming you love when you donate a vehicle to KASU.
[Learn more at careasy.org](http://www.careasy.org) or call 855-500-RIDE to get started.

kasu.careasy.org/home

MONSTER GROOVEZ

The Terry Scoggins Memorial Stage in the park on
Front Street in downtown Newport, Arkansas,
7 p.m. to 8:30 p.m.

October 15 - Jubilation Jazz

September 17 - Electric Liz and Friends

BLUEGRASS MONDAY

The Collins Theatre, 120 West Emerson Street,
in downtown Paragould. Shows begin at 7 p.m.

September 23 - The Little Roy and Lizzy Show

October 28 - Kim Robins and 40 Years Late

November 25 - No Time Flatt