



PUBLIC RADIO FOR NORTHEAST TEXAS

CASE FOR SUPPORT

88.9 KETR-FM

2018-2019

■ INTEGRITY

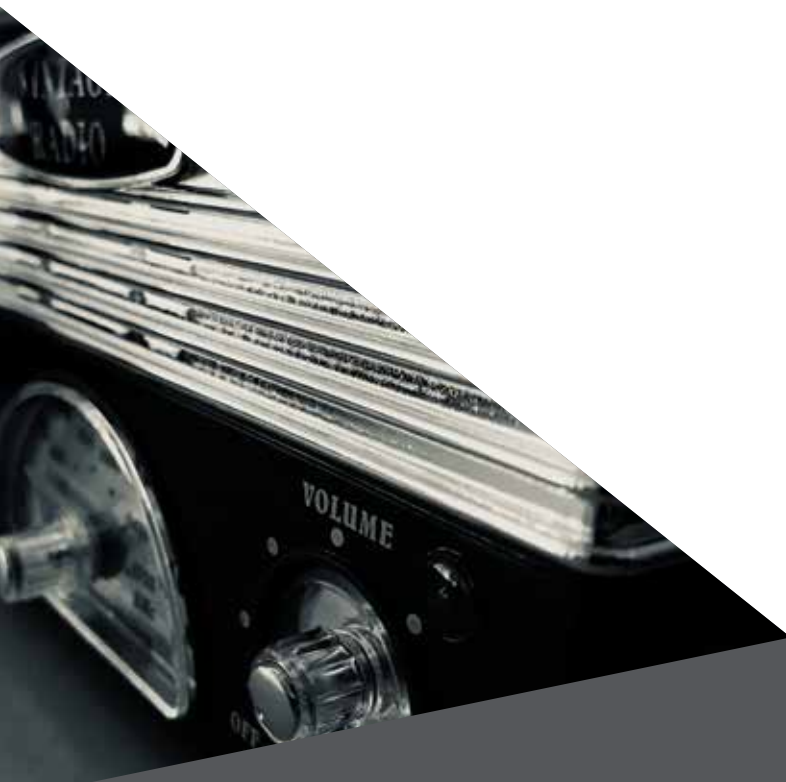
88.9 KETR approaches and conducts its story research, reporting, presentation, communications, and relationships with honesty and fairness.

■ INNOVATION

88.9 KETR seeks out and regularly evaluates cost-effective, relevant strategies that ensure the deliverability and adaptability of its on-air and online product.

■ IMAGINATION

88.9 KETR fosters and stewards discussion of relevant regional, national, and international topics and ideas, in an effort to inspire and educate its audience to think in new, informed, and creative ways.





MORE THAN JUST RADIO. PUBLIC RADIO.

Since 1975, the primary function of this listener-supported, non-profit station has been to provide our community with news, information, ideas, culture, and citizenship that will benefit our community and inspire it to grow, learn, and prosper.






MISSION

88.9 KETR seeks to impact Northeast Texas and the Texas A&M University-Commerce community through a variety of entertaining, educational, and informative programming; universally accessible and trustworthy news; and access to valuable real-world experience and opportunities for A&M-Commerce students pursuing excellence in the fields of broadcasting and journalism.

VISION

88.9 KETR is to be an essential and integral part of our community, operating in the public interest every single day. Through financial sustainability, 88.9 KETR will be able to fulfill its service to Northeast Texas. 88.9 KETR's programming and digital content will report on, reflect, influence, inspire, educate, and benefit individuals in our community. 88.9 KETR will serve as the portal through which Northeast Texans can discover their local community and the world beyond.

- 
- **CULTIVATE AND PRESERVE THE CULTURE OF OUR REGION**
 - **INCREASE THE GENERAL APPRECIATION FOR ARTS, MUSIC, AND IDEAS**
 - **PROVIDE A PLATFORM FOR THE COMMUNITY TO REFLECT UPON ITSELF**
 - **PROVIDE COMPREHENSIVE, VITAL SAFETY INFORMATION AS WARRANTED**
 - **REPORT AND BROADCAST UNBIASED NEWS TO DEVELOP MORE INFORMED CITIZENS**
 - **MAINTAIN A SCHEDULE OF PROGRAMS THAT APPEALS TO THE COMMUNITY'S LIFE-LONG LEARNERS**





DEAR FRIEND:

In April of 1975, 88.9 KETR-FM first went on the air – with a mission to provide local news, entertainment, public affairs programming, and more to the citizens of Northeast Texas. To this day, that mission has stayed the same, although this station has grown from a small lab learning environment for radio-television students to a full-100,000 watt station airing award winning local and national public radio programming.

88.9 KETR is where you will find articulate, knowledgeable hosts who discuss the issues that matter to you. It's where you'll hear fresh ideas that challenge and entertain you. It's where you can find a unique media oasis that provides human, unifying, and illuminating coverage during both crises and the ordinary days of life.

While other news sources often sensationalize, 88.9 KETR brings you just the facts. While other news sources tell you just one side, 88.9 KETR tells you the whole story. And while other news sources might lean to one side or another, the mission of public radio is to give you the unbiased report.

Providing this kind of high-quality content comes at great costs. There are costs to providing breaking, real-time news reports; sizeable infrastructure, operations, and content costs; fees for rights to broadcast various types of programming, including music; salaries to employ reporters to bring news, election coverage, and much more. And while 88.9 KETR's mission to the Northeast Texas community never wavers, the costs to operate this station continue to increase.

So much of this station's success is due to the highly-concerned and dedicated community individuals and organizations who have made financial investments in this station. But more importantly, it is these investments that have had such a positive impact on our community – and for that, we are truly thankful. As we look toward the future, keeping our focus on public service requires sustainability. To achieve financial sustainability, it is absolutely imperative to have the support of community members.

Now and in the years to come, this station remains dedicated in its service to you and our entire community. However, unlike commercial media, public radio doesn't have deep pockets of profit to draw on to bring our community the programming it deserves. The kind of independent journalism and programming you hear on 88.9 KETR depends on the perpetual generosity of listeners just like you.


88.9 KETR is the place on your radio dial where every idea and voice is welcome and where you can hear them in an uncluttered, civil atmosphere. The simple truth is this: none of these programs or the high-quality news on this station would be possible without your help.

Please join in supporting 88.9 KETR. You will help bring not only yourself, but all of Northeast Texas, programming that educates, inspires, enlightens, and entertains. I thank you in advance for your generous support of public radio for our community!

Sincerely,



Jerrod Knight
KETR General Manager and Proud Member



"88.9 KETR keeps me connected with my community, the country, and the world. I love the diversity of the programming and knowing that when I turn on my radio I am always learning something and staying informed."

- 88.9 KETR MEMBER





PUBLIC RADIO'S HISTORY IN NORTHEAST TEXAS

BY DR. JOHN MARK DEMPSEY

The history of 88.9 KETR began in the early 1970s as the director of the East Texas State University Radio-Television program (now Texas A&M University-Commerce), Dr. David Rigney, developed an FCC application for an FM station that would be a teaching-laboratory for students. By the time 88.9 KETR actually went on the air, April 7, 1975, Dr. Rigney had moved on. The station operated in a former classroom on the first floor of the Journalism Building, with Phil Wayne Ebensberger, a veteran Texas commercial radio broadcaster, as general manager and morning show host.

88.9 KETR weekday programming originally emphasized local news, information and middle-of-the-road music from early morning sign-on to early afternoon; classical music in the early afternoon (this was soon replaced by jazz); National Public Radio's *All Things Considered* in the late afternoon; various public affairs programs in the early evening, including live broadcasts of Commerce City Commission meetings; and

Freeform, a student-hosted rock music program from 9 p.m. to midnight. Weekend programs predominantly featured classical music or opera, such as the long-running *Texaco Metropolitan Opera* broadcasts.

Early on,
88.9 KETR

emphasized local news. A half-hour local and regional news program, *ATC (All Things Considered) Commerce*, started in the fall of 1975, and produced the first of the station's many Associated Press and Texas Association of Broadcasters awards for local news and public affairs programming in 1976.

88.9 KETR sports programming also began in the fall of 1975, with student-produced broadcasts of Commerce Tigers football, and Ebensberger and former ETSU All-American quarterback (and then ETSU Security chief) Sam McCord as the voices of ET Lions football. The first Commerce Tigers broadcast featured the Tigers playing at Honey Grove, with future NFL quarterback Wade Wilson leading the Commerce offense. The first ET broadcast was the Lions' 42-10 win over Prairie View A&M in the Cotton Bowl. 88.9 KETR also broadcast Commerce Tigers basketball for many years, and, of course, A&M-Commerce basketball, continuing to this day. With Ebensberger behind the mic, 88.9 KETR followed the Lions to NAIA basketball tournament appearances in Kansas City in 1977 and 1978.

In 1977, the station moved from its cramped quarters in the Journalism Building, to studios in the Performing Arts Center, where it shared facilities with the R-TV program. 88.9 KETR remained in the Performing Arts Center until it moved to its current facilities in Binnion Hall in 2008.

In the early 1980s, after Ebensberger departed, general manager Bill Oellermann obtained FCC approval and a grant to raise 88.9 KETR's tower height and to increase power from about 7,500 watts to 100,000 watts. This increased the station's broadcast range from about 20 miles to 75 miles.

In 1982, the station adopted a format of adult-contemporary music in the daytime hours, abandoning jazz in the afternoon. This eventually evolved into the station's identity as "The Mint," playing



FROM TOP LEFT: 88.9 KETR STAFFERS SET UP KETR'S SATELLITE DISH | FORMER NEWS DIRECTOR AND LATER GENERAL MANAGER BILL OLIVER | FORMER STATION MANAGER, ROB STANLEY, UTILIZING THE THEN NEW DIGITAL HARD DRIVE MUSIC STORAGE SYSTEM FROM BOTTOM LEFT: THE BLACKLANDS CAFÉ HOST JOHN MARK DEMPSEY AS A RADIO STUDENT IN THE LATE 70's | FORMER STATION MANAGER ROB STANLEY AND FORMER NEWS DIRECTOR FREDA ROSS | AN ORIGINAL CARTOON DONE BY A STUDENT WHEN 88.9 KETR FIRST WENT ON THE AIR OPPOSITE PAGE: 88.9 KETR'S FORMER STUDIO IN THE PERFORMING ARTS CENTER.

oldies rock. Around the same time, Mark Chapman began hosting the weeknight *The Art of Sound* jazz program, which continued until 2008. *The Art of Sound* was replaced by *Notably Texan*, hosted by Matt Meinke, who started *Notably Texan* as a weekend program several years earlier and continues to this day.

Also in the early '80s, 88.9 KETR began its long-running Sunday night bluegrass program, *The Bluegrass Special*, first with volunteer Dave Heath, and later Bill Ogden.

After moving away from NPR programming in the mid-1980s, 88.9 KETR rejoined NPR and once again features *All Things Considered* and *Morning Edition*, among other NPR programs. 88.9 KETR was one of the original stations carrying *Morning Edition* when it debuted in 1979.

In recent years, 88.9 KETR has seen great increases in listenership and listener support, has expanded its online streaming presence, and has expanded its programming lineup to appeal to a wide range of listeners in Northeast Texas and beyond.



WHAT IS AN NPR MEMBER STATION?

As an NPR member station, 88.9 KETR's audience has nearly unlimited access to round-the-clock news coverage being generated by NPR's more than 350 news staff, many of whom operate out of any one of NPR's 16 domestic bureaus or 17 international bureaus. NPR covers the nation and the world, as a member station, that coverage belongs to KETR and its listeners.

As a member station, 88.9 KETR joins other member stations in electing NPR's Board of Directors and voting on system-wide policy-related issues that impact NPR as an organization, individual stations, and the public radio system as a whole. 88.9 KETR participates in co-branding initiatives with NPR, including a KETR-branded homepage when our listeners visit npr.org. 88.9 KETR's news and management staff have been trained by NPR's digital news editorial team (at no charge) and our team has access to tons of data generated each year by NPR's Strategic Planning and Research department and NPR's Engineering department. 88.9 KETR's General Manager is an "NPR Authorized Representative," who carries out the voting and the governance participation on behalf of the station and who participates in daily discussions that are generated and led by other "A-Reps" from other member stations.

As a member station, 88.9 KETR participates in

system-wide broadcast music licensing agreements with agencies such as ASCAP and BMI. We participate as consultants, from time to time, on specific station-focused projects intended to increase audiences and revenue, to strengthen station-licensee relations, or to create new media content that enhances the audience relationship to the station, thereby enhancing the value of 88.9 KETR here in Northeast Texas.

As a member station, 88.9 KETR has representation on domestic telecommunications and non-profit tax policy related issues in Congress, at the IRS, at the FCC, and at NTIA. We've got access to consultation on membership policy and/or market related issues that directly affect local stations like 88.9 KETR.

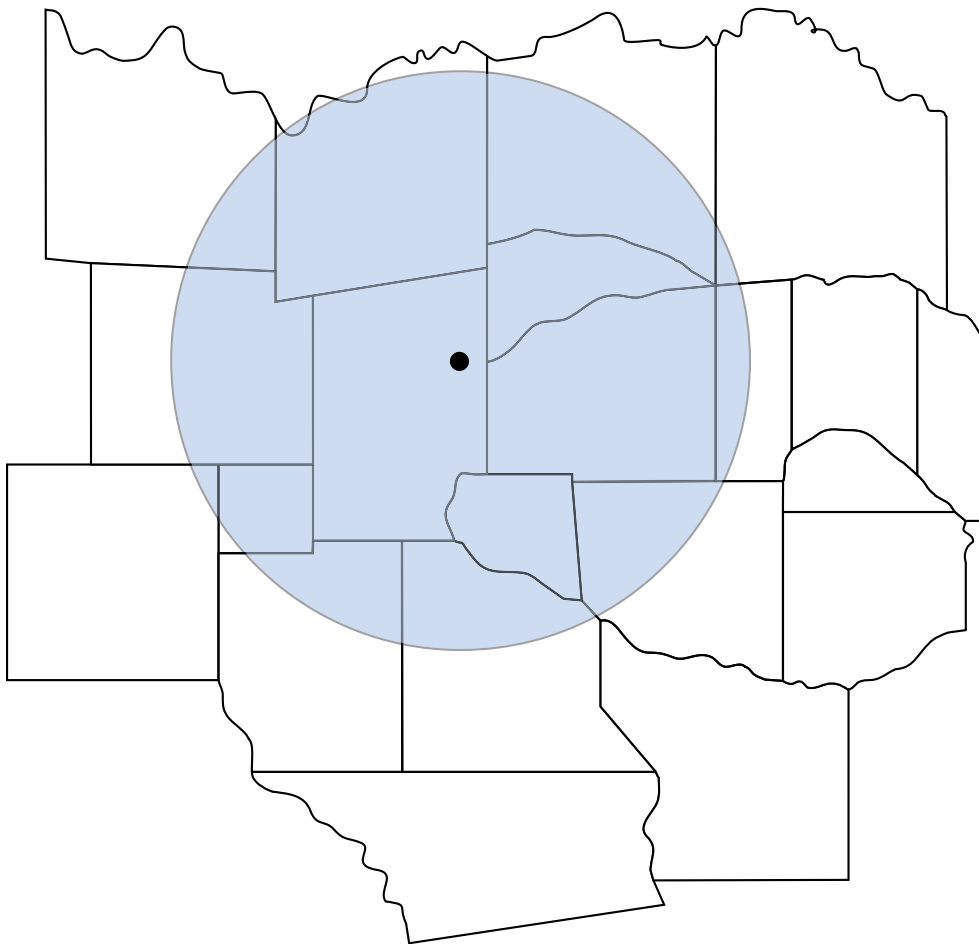
As a member station, 88.9 KETR is not an "affiliate." NPR does not direct the activity of local station staff—it does not approve or otherwise influence 88.9 KETR's programming decisions. NPR owns no radio stations—it is a content creator with whom 1,076 independent public radio stations across the nation choose to partner, in order to serve their audiences. 88.9 KETR is proud to be among them, being one of the earliest member stations in the system, dating back to 1975.

PHOTO: NPR HEADQUARTERS NEWSROOM, WASHINGTON DC. CREDIT: STEVEN VOSS/NPR



WHO WE SERVE

88.9 KETR is a full 100,000 watt FM station located in Commerce, Texas and is licensed to Texas A&M University-Commerce. 88.9 KETR is also streaming online at ketr.org, and on iHeartRadio, iTunes Radio, and TuneIn.



SCHEDULE OF PROGRAMS

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
12 AM	BBC World Service						12 AM	
1 AM							1 AM	
2 AM							2 AM	
3 AM							3 AM	
4 AM							4 AM	
5 AM	Morning Edition*				Outdoors w/ Luke Clayton	Marketplace Weekend	5 AM	
					Passport to Texas			
					Texas Matters			
					Prime Time Movie Review			
6 AM					The Thomas Jefferson Hour		6 AM	
7 AM					Weekend Edition		7 AM	
8 AM							8 AM	
9 AM					Wait Wait...Don't Tell Me!	On Being	9 AM	
10 AM	Texas Standard				TED Radio Hour		10 AM	
11 AM	Notably Texan				Bullseye with Jesse Thorn	Live From Here	11 AM	
12 PM					Texas Matters	Various Programs**	12 PM	
					51%			
1 PM								
2 PM	Think				Various Programs**		TED Radio Hour	2 PM
3 PM	BBC Newshour				Marketplace Weekend	Wait Wait...Don't Tell Me!	3 PM	
4 PM	All Things Considered				Weekend All Things Considered		4 PM	
5 PM					Live from Here	Latino USA	5 PM	
6 PM						The Thomas Jefferson Hour	6 PM	
7 PM	BBC World Service						SymphonyCast	7 PM
8 PM							8 PM	
9 PM	Lions after Dark						9 PM	
10 PM							10 PM	
11 PM	BBC World Service						11 PM	

*The Blacklands Café airs during Morning Edition at 6:35 and 8:35. **Various short-term programs, such as NPR's Invisibilia or APM's In the Dark. During football season, The Big Friday Night Scoreboard Program and Commerce Tigers Football airs on Friday nights, and A&M-Commerce Lions Football on Saturdays (time varies). During basketball season, A&M-Commerce Lions Basketball airs on Thursdays and Saturdays (time varies).



LOCAL PROGRAMS UNIQUE TO OUR COMMUNITY

The variety of news and information, music, entertainment, sports, and weather coverage on 88.9 KETR makes this station a unique public media resource that caters to the varied interests of the equally unique Northeast Texas community. When Northeast Texans want to find first-rate news coverage, information, and quality entertainment they don't have to look any further than 88.9 KETR and ketr.org to bring our community, the nation, and the world that much closer to home.

88.9 KETR's award-winning local news product is central to Hunt and surrounding counties, presenting local content that is relevant and balanced. 88.9 KETR News also collaborates and partners with other media organizations for statewide news coverage, from reporters around the state to larger public media organizations that are able to produce high-quality news that 88.9 KETR's audience might not hear otherwise.

88.9 KETR also maintains a strong digital presence with regular news stories posted on ketr.org and social media sites such as Facebook and Twitter. Our News Director and part-time reporters cover local and regional news and events.

During severe weather, 88.9 KETR puts the safety of the community first, committing resources to relaying real-time updates and warnings from the National Weather Service. 88.9 KETR understands the priority of providing vital safety information over resuming regular programming.

88.9 KETR gives the community a voice through volunteer programs such as *The Blacklands Café* and *Outdoors with Luke Clayton*. The station gives broadcasting students the opportunity to practice and hone their skills with the student-run show *Lions After Dark*.

**PHOTO: AN INTERVIEW WITH
FORMER NFL PLAYER NATE
NETWON IN THE KETR STUDIOS.**





LIVE-HOSTED, HAND-SELECTED TEXAS MUSIC.

Notably Texan is a one of a kind, Texas music experience that brings together recordings from all corners of the state. Every day brings a new opportunity to paint an audio picture using a wide palette of sounds from all corners of Texas. The only boundaries are those of the Texas border, allowing *Notably Texan* to play everything from Barry White and Black Joe Lewis, to Jerry Jeff Walker and Walker Lukens.

Host Matt Meinke enjoys including music selections that are timely to the day's weather or time of year, and tunes which connect to timely events. *Notably Texan* features the next

rising stars, alongside classics from the pioneers of Texas music. We scour to find connections to Texas for music and artists not always associated with the Lone Star State. Songs that move you, surprise you, inspire you, and music from across the spectrum with the common thread of Texas.

In addition to the handpicked, all-embracing playlists, you can hear in-depth interviews with the voices and players behind the songs. 2017 brought 88.9 KETR together with guests like Duane Allen of The Oak Ridge Boys, Bob Livingston, Phoebe Hunt, Dalton Domino and Bruce Robison.

Your support is the key to 88.9 KETR's independence, and *Notably Texan* simply wouldn't exist without generous gifts from music lovers like you.

**TUNE IN TO NOTABLY TEXAN
WEEKDAYS ON 88.9 KETR FROM
11:00 A.M. - 2:00 P.M.**



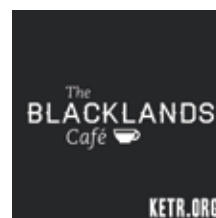
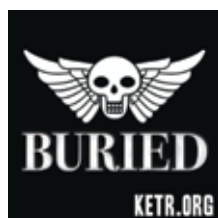


FROM TOP LEFT: TEXAS MUSICIAN AND THE VOICE CONTESTANT HANNAH KIRBY IN THE 88.9 KETR STUDIOS | LOCAL MUSICIAN CHRISTIAN SPARKS CONDUCTING A LIVE IN-STUDIO PERFORMANCE AT 88.9 KETR | HOST MATT MEINKE DURING A *NOTABLY TEXAN* SHOW
FROM BOTTOM LEFT: THE POWELL BROTHERS PERFORM AN ORIGINAL SONG LIVE ON *NOTABLY TEXAN* | PAUL NIPPER, AUSTIN LOWRANCE, AND KRISTOPHER SCHOE | LOCAL COMMERCE ARTIST JEREMY BELLAMY PERFORMS LIVE
OPPOSITE PAGE: HOST MATT MEINKE INTERVIEWING A GUEST DURING *NOTABLY TEXAN*

ENTERTAINING AND INFORMATIVE PODCASTS

Beyond our local program offerings, 88.9 KETR also produces and distributes several entertaining and informative podcasts.

You can subscribe to 88.9 KETR's podcasts on the NPR One app, Google Play, on the iTunes Store, or listen online at ketr.org.



BURIED

In the spring of 1991, a young woman named Carey Mae Parker went missing from the Lake Tawakoni area of Northeast Texas. Her disappearance devastated a family and still hasn't been solved. But there's something unusual about Carey's case. After years without answers, family members made a shocking discovery: Police had never investigated. For nearly 20 years, no search was conducted, and no one was questioned. And Carey isn't the only one missing. Reporter George Hale has been following the family of Carey Mae Parker as they pursue the truth about her disappearance, and about some of the people who let it happen. *Buried* takes a hard look at how law enforcement in Northeast Texas tackles crime against our most vulnerable citizens.

POINTS OF INTEREST

A university campus is a hub of diversity, opinions and growing young minds. So much happens so quickly in such a concentrated place, so...there must be stories. Join student and host Emma Anderson as she searches Northeast Texas and her college town for students, stories and experiences that you may have never stopped to think about. *Points of Interest* covers any and every topic on an episodic basis from young engagements and East Texan adventures to the

possibility of other life in the universe. From a campus, to Northeast Texas, to your ears—be prepared for new perspectives, ideas and experiences. Everyone has a story, are you ready to hear them out?

CONVO

What is cryptocurrency? Exactly how afraid of North Korea should we be? And does the backlash against sexual harassment really mirror the fall of the USSR? Life is full of interesting questions. And even more interesting answers. Join host Scott Morgan for enlightening, informative, and entertaining chats on timely (and maybe even just plain weird) topics on *Convo*.

BLACKLANDS CAFE/NOTABLY TEXAN

Missed an interview on *The Blacklands Café* or *Notably Texan*? Find performances, discussions, and more from these popular local 88.9 KETR programs in podcast form for listening anytime, anywhere!

LIONS ROAR

Lions Roar is a weekly chat with the coaches and student athletes of Texas A&M University-Commerce, and covers a variety of A&M-Commerce sports topics and news!



CONNECTING YOU TO THE WORLD

Our local world is small. It is therefore incredibly important for our community to be informed of the larger world events—that's why the unique mix of local, statewide, and national programming on 88.9 KETR is so valuable. Through these programs, 88.9 KETR connects Northeast Texas with the world.

88.9 KETR broadcasts NPR's *Morning Edition* and *All Things Considered*, the most listened-to news program and most-listened-to afternoon news program in the country, respectively.

88.9 KETR also brings listeners other NPR

news and talk programs, such as *Latino USA* and *Weekend Edition Saturday*. On the weekends, 88.9 KETR broadcasts a variety of NPR's entertainment programming, with programs such as *Bullseye with Jesse Thorn*, *Invisibilia*, *Wait Wait...Don't Tell Me*, and *TED Radio Hour*.

88.9 KETR also carries popular programs from American Public Media, such as: *Live from Here*, *SymphonyCast*, *On Being*, and *Marketplace Weekend*.

Other 88.9 KETR programs include *Texas Standard* from KUT Austin, *The Thomas Jefferson Hour*, *BBC World Service*, and *BBC World Service's Newshour*.

**NPR'S ALL THINGS CONSIDERED
HOST AUDIE CORNISH
CREDIT: STEVEN VOSS/NPR**





SUSTAINING PUBLIC RADIO IN NORTHEAST TEXAS

What is “fiscal sustainability?” In the case of 88.9 KETR, when we talk about focusing our fundraising efforts on fiscal sustainability, we’re talking about continuing to develop and maintain relationships with individuals and businesses who believe in and support the programming that we create and curate for this region, and then evolving those relationships into the kind with medium and long-term impact.

When we convert an annual donor into a monthly sustaining member, we’re able to better project our potential individual revenue each year in order to focus our efforts on campaigns that will do the most good for the audiences we serve. When we can set our annual corporate supporters up on 12-month and 24-month agreements, we can then afford to turn attention toward making the most of potential foundation dollars that could help us improve or provide additional services to Northeast Texas.

There’s no question that 88.9 KETR would be at a huge disadvantage without the regular support of the Community Service Grant from the Corporation for Public Broadcasting, itself funded by the federal government on a two-year appropriation cycle. It’s in this way that our local station benefits from the Public Broadcasting Act of 1967—and the impact is huge. Funds from the CPB partly cover regular and predictable programming and production costs and serve to allow for the innovation of new and improved audience services, as well as allowing the station to employ a host of hardworking Northeast Texans who contribute to the day-to-day operation of the station. However, this funding is no longer guaranteed to all public broadcasters—individual stations like 88.9 KETR must be able show a minimum amount of community support in the form of financial contributions from individuals, foundations, and corporate supporters.

In the short term, the roadmap is clear. Through the delivery of high-quality, relevant news and information, this station must retain each of its individual donors and corporate sponsors while continuing to develop new mutually-beneficial support relationships all the time. We have made the CPB's minimum community support requirement our minimum fundraising goal. Only after we start to reasonably sustain 88.9 KETR's access to the CPB's support can we truly grow our services, our reach, and our impact on the community.

We are happy to report that our host institution, Texas A&M University-Commerce, has seen our supporter growth and retention and found some ways to make additional mission-driven investment in our physical

space. In 2017, we completed construction on a new energy-efficient transmitter building adjacent to our Commerce tower and quickly moved all of our important equipment over

to dry space just in time to discover dangerous moisture-pooling that would have had a dreadful effect on our service if not addressed. Right now, we're waiting to take delivery on the very digital audio delivery infrastructure we told you we were ready to replace back in early 2017. Before summer 2018, we'll be constructing a state-of-the-art dedicated voiceover and podcast studio to add to our on-site audio production capabilities, funded by a combination of institutional support and contributions from donors.

We're still hopeful about growing our local and regional news staff and offerings. We're excited about the rapid growth of some of our

nontraditional storytelling products – podcasts, to which a loyal audience may subscribe in order to connect directly with the programming it wants, at a time that is convenient, and in a way that we believe can generate valuable revenue against the effort.

We are seizing opportunities as they present themselves and creating new ones where we can. We've been there to share the news of the president's first year in office, to follow the ripples created by the #metoo movement, and to share the pure joy felt by thousands of former Lions when the football team was crowned the best NCAA Division II college football team in the nation. Around the corner we're watching state and local elections and keeping an eye trained on the reds and the blues across the nation. We're

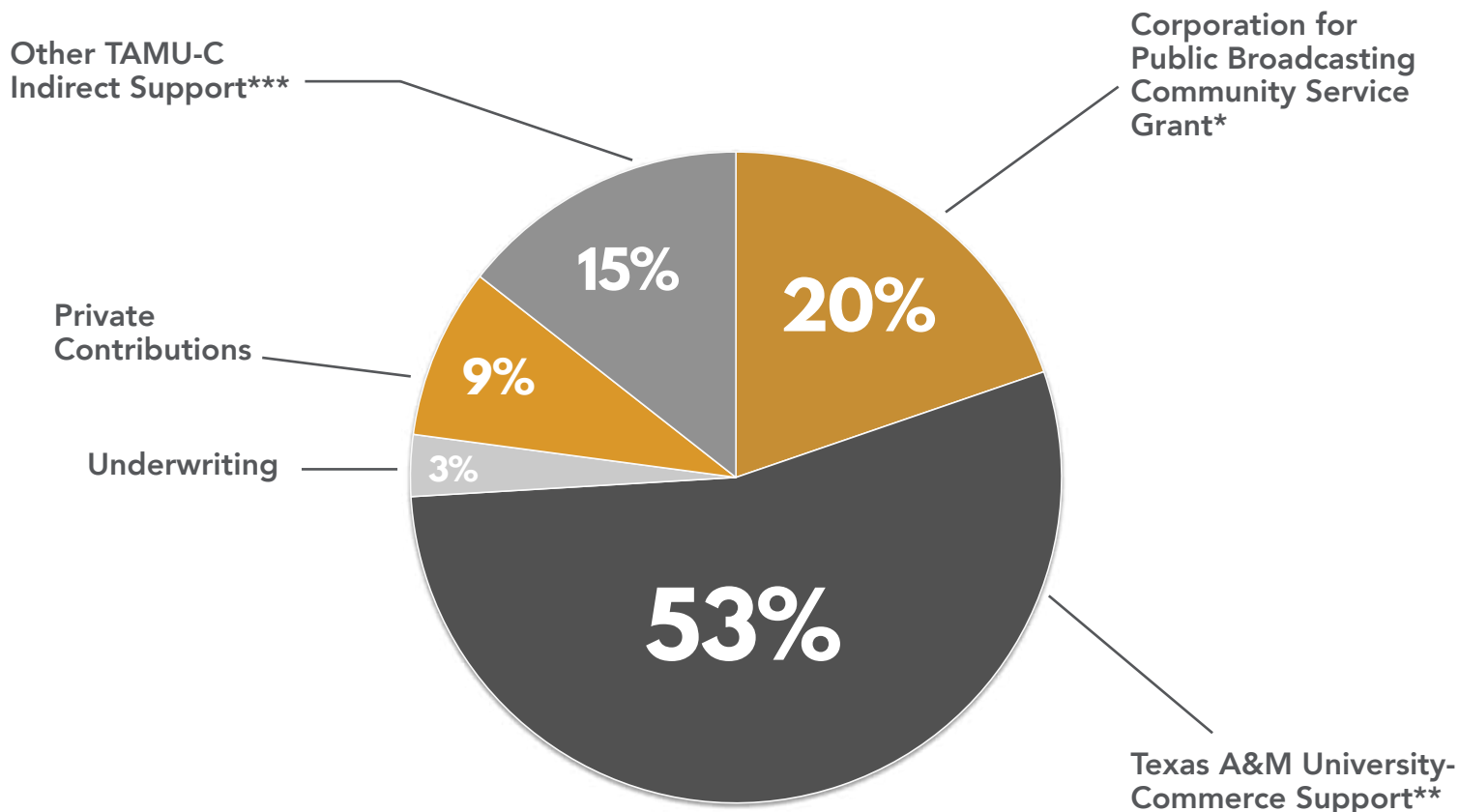
reporting real-time information about the record numbers in the stock market. We're making sure that when you and your neighbors connect with 88.9 KETR, day or night, on the air, online, or through their smartphones, they learn something valuable.

We know where we'd like to go next, and all roads forward lead to a more meaningful over-the-air and online service to the thousands and thousands of Northeast Texans who consume our content each and every week.

The mission and vision of this 43 years-and-counting public radio station has been made possible in Northeast Texas because of the generosity of listeners, members, business supporters, and the community as a whole. Reliable, sustainable support from the community that 88.9 KETR serves is absolutely vital and is what will pave the way toward reaching the fiscal sustainability needed to achieve our goals in the years to come.

“Reliable, sustainable support from the community that 88.9 KETR serves is absolutely vital and is what will pave the way toward reaching the fiscal sustainability needed to achieve our goals in the years to come.”

HOW IS 88.9 KETR FUNDED?



*YOU MIGHT HAVE HEARD US SAY THAT LISTENER SUPPORT (PRIVATE CONTRIBUTIONS) ARE THE MOST IMPORTANT SOURCE OF FUNDING THAT 88.9 KETR CAN RECEIVE. AND IT'S TRUE! IN ORDER TO CONTINUE TO BE ELIGIBLE TO RECEIVE THE VITAL COMMUNITY SERVICE GRANT, 88.9 KETR MUST RECEIVE A SET AMOUNT OF REVENUE FROM PRIVATE CONTRIBUTIONS AND UNDERWRITING EACH FISCAL YEAR.

** INCLUDES SELECT STAFF CONTRACTS, SALARIES, AND BENEFITS AND LIMITED PROGRAMMING SUPPORT.

*** INCLUDES FACILITY RENT, HVAC, LIGHTS, HOUSEKEEPING, SAFETY, ETC.

THANKS TAMU-C!

HOW MUCH DOES PUBLIC RADIO COST?

**AVERAGE TOTAL COST
PER DAY:**
\$2,000

**AVERAGE TOTAL COST
PER HOUR:**
\$83

A BREAKDOWN OF AVERAGE ANNUAL COSTS AS A PERCENTAGE OF 88.9 KETR'S ANNUAL OPERATING BUDGET:

PROGRAMMING & PRODUCTION

18%

INCLUDES: ANNUAL NPR AND APM PROGRAM COSTS, REGIONAL NEWS COVERAGE EXPENSES, LOCAL PROGRAMS, SEVERE WEATHER COVERAGE, ETC.

BROADCASTING & INFRASTRUCTURE

22%

INCLUDES: TAMU-C SPORTS BROADCASTING AND COVERAGE, VARIOUS INFRASTRUCTURE FEES, BROADCASTING EQUIPMENT, TOWER ELECTRICITY, PART-TIME NEWS AND BROADCASTING STAFF WAGES, ETC.

ADMINISTRATIVE COSTS

30%

INCLUDES: FULL-TIME STAFF SALARIES AND BENEFITS, OFFICE SUPPLIES, OTHER OFFICE MISCELLANEOUS EXPENSES.

MARKETING & PROMOTION

11%

INCLUDES: PRINT/BILLBOARD/WEB ADVERTISING; PROMOTIONAL ITEMS; AND DIGITAL, CARRIAGE, AND STREAMING FEES, ETC.

FUNDRAISING

19%

INCLUDES: FUNDRAISING MATERIALS AND EXPENSES, DEVELOPMENT COORDINATOR SALARY AND BENEFITS, UNDERWRITING EXPENSES, ETC.

"This is my go-to channel for everything from local to worldwide news, interesting discussions, and amazing music. I love 88.9 KETR and once you listen, you'll be hooked too!"

- 88.9 KETR MEMBER

HOW VITAL IS LISTENER SUPPORT?

EACH YEAR, 88.9 KETR MEMBERS HELP PROVIDE:

OVER **6,000** HOURS OF NEWS PROGRAMMING

780 HOURS OF HAND-SELECTED TEXAS MUSIC

OVER **15** TEXAS A&M UNIVERSITY-COMMERCE
RADIO AND JOURNALISM STUDENTS TRAINED AT
OUR STUDIOS

OVER **80** BROADCASTS OF TEXAS HIGH SCHOOL
FOOTBALL AND A&M-COMMERCE SPORTS

100% COMMERCIAL-FREE PUBLIC RADIO.



ON
AIR

STAFF & HOSTS



EMMA ANDERSON
PROGRAMMING/
SPECIAL PROJECTS



CRISTY BOUCHER
ADMINISTRATIVE
ASSISTANT



BROCK CALLOWAY
LIONS FOOTBALL
COLOR ANALYST



CHARLIE CHITWOOD
LIONS PLAY-BY-PLAY
ANNOUNCER



JOHN MARK DEMPSEY
ANNOUNCER
REPORTER/HOST



GEORGE HALE
BURIED HOST/
REPORTER



MARK HASLETT
NEWS DIRECTOR



KEVIN JEFFERIES
OPERATIONS MANAGER



JERROD KNIGHT
GENERAL MANAGER



BJ LAUDERMILK
CONTENT PRODUCER/
OPERATIONS ASSISTANT



CARINNE MANNING
DEVELOPMENT
COORDINATOR



MATT MEINKE
NOTABLY TEXAN
HOST/PRODUCTION
DIRECTOR



SCOTT MORGAN
ALL THINGS
CONSIDERED HOST



CINDY ROLLER
REPORTER

GET INVOLVED

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