



k·m·u·w·89.1  
WICHITA PUBLIC RADIO

c·o·n·n·e·c·t

ANNUAL REPORT 12.08

Dear members and friends,

This has been an extraordinary year at KMWU. An ordinary year would include Spring and Fall Pledge Drives but might not achieve record breaking numbers of members and dollars as this extraordinary year has. An ordinary year might include some changes in programming but would not include the addition of two completely new program streams operating 24-hours a day on KMWU-HD2 and KMWU-HD3. An ordinary year might include equipment upgrades but it's been three decades since the last significant expansion of KMWU's coverage area.

KMWU staff engaged in a process of Strategic Renewal in the summer of 2007. We renewed our commitment to remain a trusted source of local, national and world news. We shifted staff responsibilities and added interns to help us generate more stories that focus on issues of local and regional importance. We renewed our commitment to provide a broad discussion of ideas and a distinctive blend of diverse music and entertainment. The results can be heard in new shows like *Strange Currency* and *Crossroads* plus new local segments like *Book Reviews by Sarah Bagby*.

But Strategic Renewal also included less audible changes. Public Radio has a unique ability to enhance the connections within a community. The Artist Series continued with original work by local artists Charles Baughman, Curt Clonts, and Kathleen Shanahan. KMWU staff and volunteers were present at hundreds of events as we continued the tradition of Media Sponsorship for arts and cultural groups and activities. And we found a new way to have fun and interact with you through special Final Friday activities beginning in May 2008.

The strength of our connections will be demonstrated in the future through more activities like our partnership with Star Lumber and Supply to generate enough 2x4 studs to build 2 ½ homes for Wichita Habitat For Humanity. Partnerships with Play It Again Sports and Hatman Jack's are benefitting the Breakthrough Club and Operation School Bell. In addition, a new leadership level of partnership with the business and non-profit communities is developing through the establishment of the KMWU *Marconi Society*. This coordinates with our new member leadership circles: KMWU *Testa Society* as well as the Producers, Broadcasters, and Announcers Circles.

It has been an extraordinary year that will set the stage for a dynamic future at KMWU. Although KMWU staff is charged with implementation, the inspiration and resources for this extraordinary year and our extraordinary future come from you, the listeners. Thank you for your involvement in Wichita Public Radio!

Sincerely,

Mark McCain  
General Manager

## MISSION STATEMENT

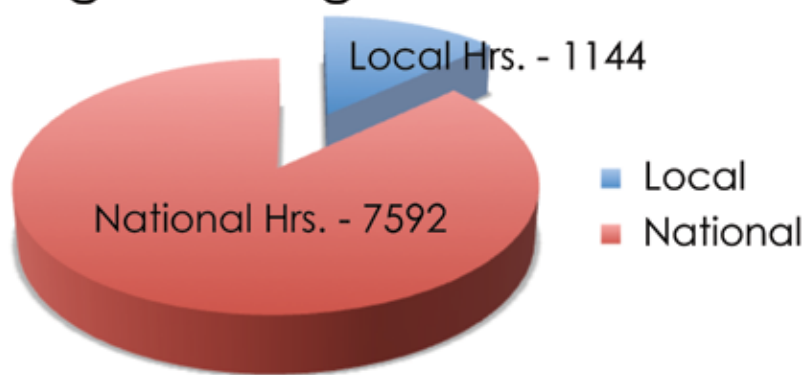
Wichita Public Radio is a trusted source of local, national and world news, providing its audience with a broad discussion of ideas, and a distinctive blend of diverse music and entertainment, while operating as a significant public service of Wichita State University.

## VISION

To fulfill its mission of public service, Wichita Public Radio will expand the reach and quality of its local news and information programming to become the standard for local reporting of substantive issues, current events of interest to the community and coverage of the arts in and around Wichita...

- define its local music programming focus to reflect its mission to provide a unique blend of jazz, blues, world and adult-acoustic-alternative, with consistency of style, content and quality of presentation
- reflect the core values of public radio in all programming elements
- maximize staff capabilities through station-wide application of the core values of public radio, ongoing skills training, and continuing education opportunities to deliver identified results
- evaluate allocation of resources within the station's key strategic areas to meet growth opportunities identified by the strategic plan
- provide staff with contemporary and reliable technology to develop and deliver content to better serve the audience through various delivery systems
- develop a strong, diverse and reliable resource base to adequately meet the current and future demands of the station

### Local & National Programming Hours



# TOP 30

The Radio Research Consortium's eRanks placed KMWU in the top 30 of more than 800 public radio stations in both surveys of Fiscal Year 2008 and the first survey of FY09.

The Winter 2007 survey ranked KMWU **28th** in the nation with a 3.5 Average Quarter-Hour (AQH) Share of the Wichita Metro Audience. In the Summer 2007 survey, KMWU ranked **22nd** with a 3.3 AQH Share and **25th** in CUME. Wichita Public Radio, in the Summer 2008 survey, placed at **21st** with a 3.8 AQH and at **30th** for CUME of 7.5.

The AQH Rating shows the percentage of the population that is listening during any average quarter hour for the selected daypart. In contrast, Cume Rating reflects the percentage of the population that listened at least once to the radio during the week for any given daypart.

Mark McCain, KMWU General Manager said, "This national ranking shows that Wichita is a community that cares about public radio. And it shows that KMWU is filling a local need, on par with some of the top performing stations across the country. We've been in the Top 30 several times since our first appearance in 2002, so this is a reflection of a consistent, high-quality program service."

"We connect listeners to national and international news, and we've expanded our local coverage, too. Our audience finds great value in the station. We've heard more than once that listeners tune in to public radio around the country when they travel, and they consider KMWU to have one of the best on-air schedules available - from national programming to local news features and music."

Radio Research Consortium is an independent, not-for-profit research firm committed to providing audience data to non-commercial radio stations. The RRC contracts with Arbitron, Inc. to produce local market audience estimates. The Summer eRanks reports were produced by RRC from Data @2008 Arbitron, Inc.

## PROGRAMMING IMPROVEMENTS IN 2008

To address the listening patterns of our members, we added *The Diane Rehm Show* and moved programs within our schedule as well as adding new, local programs such as *Global Village* and *Strange Currency*. We also added to the number of local features and inserts such as *The Book Review with Sarah Bagby* and *Chris Heim's Music Roundup*. You've heard more "Newsmaker Interviews" with Frank Dudgeon and more local reporting from Carla Eckels, two of the staff on KMUW's news team.

## CONNECTING THROUGH STORY

May 26, June 16, 17, 18, and 20, 2008 – A five-part series with WSU's Les Anderson of the Elliott School of Communication and three of his students on "The Greensburg Project." One year after the devastating tornado, they spent a week in Greensburg looking for under-reported stories from survivors and volunteers. We heard the results of the students' work.

- Frank Dudgeon, Newsmaker Reporter / *Morning Edition* host

"I wanted to let you know that I was very moved by your (Carla Eckels) piece this morning, remembering the death of Martin Luther King Jr., I was in my car driving from one meeting to another, but I listened attentively to the recordings and freshly-taped segments, and I wept. It always shakes me up to remember that the "I have been to the mountaintop" speech was given the night before he was killed. Thank you for reminding us of the man's courage and the countless ways the events of his life and death have impacted this country."

- Julie R.

"I want to thank you (Carla Eckels) for the radio interview about homelessness in Wichita, KS. It was a wonderful story to highlight an individual's experience of being homeless in a personal way. I appreciate your sensitivity to the subject matter and the person you interviewed."

- Marisela B.

## National Broadcasts of Local Stories by Carla Eckels

National AIDS Memorial Quilt at WSU  
MLK Celebration  
Sebelius endorses Obama  
Democratic Caucus  
WSU gets Gordon Parks Collection  
Mike Huckabee caucuses in Wichita  
John McCain caucuses in Wichita  
Gordon Parks Collection  
Tiaht/Boeing Tankers  
President Bush Greensburg HS Graduation  
Black Republican Coalition Convention

## Selected In-depth Feature Stories

Reviving Exploration Place  
The Search for Jaquilla Scales  
Domestic Violence Survivor works w/ new Domestic Violence program at WSU  
Interview with Congressman Jerry Moran (speaks in Wichita on Darfur Crisis)  
Smoking Ban undecided in Wichita  
Kelly Arnold Sedgwick County Republican Caucus  
Jason Dilts Kansas Democratic Caucuses  
Homeless Tour in Wichita  
Martin Luther King, Jr. Remembrance (40 years after assassination)  
President CEO Tom Thornton about Kansas Bio-Science Authority Funds Research/WSU  
President Bush gives speech at Greensburg High School Graduation  
Solid Waste Plan (Sedgwick County)  
Our Town (Summer Diversity camp for Kansas High School Students)  
George Newman on U.S. work visa cutoff  
WSU's Armin Gerhard on International students / visas  
Bryan Thompson feature on ozone levels  
Moreland and Arbuckle feature  
Botanica's Bird Garden  
Steve Erbeo on Wind Farms - Part Two  
Sarah Hills-Nelson on hydroelectric energy  
Photographer Larry Schwarm  
Ashley Arnold on Greensburg Rebirth  
Holly Vineyard, U.S. Dept. of Commerce  
Musician Kelley Hunt  
Dr. Russell Scheffer on Childhood Anxiety  
Dr. Thomas Scott on Asthma  
Dr. Jon Schrage on Diabetes and Cholesterol (L&L)  
Bryan Thompson - low vision  
Day of the Dead  
David Parks  
KDHE criticized by GOP legislators  
Larry Bennett - signal expansion  
Wellness Coordinator Courtney Lorenz



# EVOLUTION OF KMUW

**1949** - KMUW began broadcasting as the **first 10-watt noncommercial FM station in the United States** and the second FM station in the state.

**1970** - Increased power to 10,000 watts and relocated the transmitter to the KTVH-TV (now KWCH-TV) facilities. KMUW carried the **first broadcasts of National Public Radio as a charter member.**

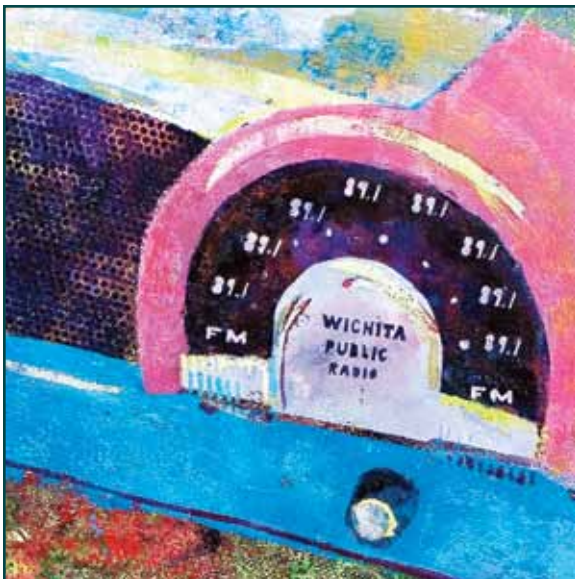
**1987** - KMUW's listeners raised enough money to **increase to 100,000 watts, essentially serving a 60-mile radius** around metro Wichita.

**2007** - **Digital streams are available online** including a simulcast of the regular KMUW analog programs that you have listened to for many years. KMUW-HD2 is a 24-hour music channel with favorites such as *Global Village*, *New Settlers' Radio Hour*, *World Café* and *Strange Currency* available. World news is found on BBC World Service and is on KMUW-HD3 twenty-four hours a day. This all-news broadcasting stream currently consists of the BBC World Service but will eventually include other news programs and specials plus stories of local interest.

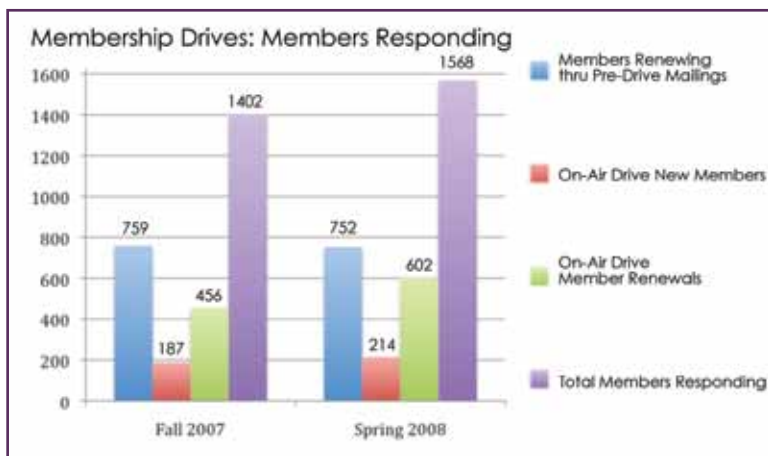
**2008** - Building of a "green" transmitter building consisting of fly ash concrete, Agri-board wall panels, ground source cooling, and a growing sedum roof system. Moving and installation of new antenna to KSN tower brings **KMUW's signal to an additional 92,000 Kansans.**

Funding for the HD addition, transmitter building, antenna, and studio equipment has come from The Public Telecommunications Facilities Program (PTFP) in the U.S. Department of Commerce in the form of grants totaling \$361,065; the state of Kansas – \$452,260; the Corporation for Public Broadcasting – \$75,000. Of the \$184,034 needed from private sources, KMUW has raised or has commitments for \$55,852, leaving just over \$128,000 to complete the project.

**June 2008** brought the **HD channels on-air** for those persons having HD radios.



Fall 2007 Membership Drive artist Charles Baughman(#8) and Spring 2008 artist Curt Clonts (#9)



## MEMBERS STEP UP

Listeners to Wichita Public Radio are actively involved in their community. A Mediamark Research Doublebase Spring 2006 MRI Survey found that over 91% of Public Radio listeners were involved in some sort of public activity in the past year. When compared to the general public, they were 94% more likely to have membership in charitable organizations and 57% more likely to have contributed \$100 or more to a non-profit group.

These facts were substantiated when KMWU members supported Wichita Habitat For Humanity by pledging early in the Fall 2007 drive. The nearly 800 members who pledged early raised enough 2x4s to build nearly three Habitat houses. The 2x4s were donated by Star Lumber and Supply.

Early member pledges prior to the Fall 08 drive brought \$4,000 of gym equipment to the Breakthrough Club. The equipment was donated by Play It Again Sports - East. Hatman Jack matched pledges with caps and gloves during three days of the on-air drive. The caps and gloves were given to Operation School Bell.



Don and Barbara Anderson, *Fill Your Mug* with Freddy's Custard at Piccadilly Square, KMWU, July Final Friday 2008



Honky Tonk Devils perform at Diver Studio, Commerce Street, at the KMWU August Final Friday 2008







## VERY IMPORTANT PEOPLE ... KMUW VOLUNTEERS

Without its volunteers, KMUW would have a difficult time producing an on-air membership drive once a year, let alone twice each year. Volunteers answer phones during our pledge drives and fill-in the important data on your pledge sheet, depending on whether you've called or have dropped by the station. These volunteers spend several hours with us during each spring and fall drive. And, we have other community volunteers who assist KMUW at the microphone, asking for your support during our fund raising times.

Since the summer of 2004, a very special group of volunteers - KMUW Airheads - have attended our annual media sponsored arts and cultural events, and staffed our booth, and handed out literature to inform the community about Wichita Public Radio, and provide information about our community partners.

2009 will be KMUW's 60th year on air and we will have many opportunities for you to participate. Please give us a call at 316.978.6789 and put your name on the list if you'd like to participate in this celebratory year!

- Pat Hayes, Volunteer and Listener Services Coordinator

Fall Membership Drive 2007 - 51 different Volunteers donated 194.75 hours

Spring Membership Drive 2008 - 62 different Volunteers donated 207.75 hours

15 Airheads volunteered approximately 100 hours for Media Sponsored Events during FY 2008

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## WRRS VOLUNTEERS ...

206 Total volunteers

125 Volunteers worked over 10 hours each to support WRRS operations

56 Hours volunteered for Speaker's Bureau presentations

4,656 Total annual volunteer hours

Number of WRRS Receivers

486 Receivers issued to individuals in their homes

146 Receivers issued to individuals in nursing homes

8 Receivers issued to medical centers

26 Receivers issued to nursing homes

1 Receiver issued to American Legion Post

3 Receivers issued for school use

*See WRRS Development Board Members on page 15*



## ARTS AND CULTURE SUPPORT

KMUW, as a public service of WSU to the community, supports the arts and culture through media sponsorships. These events and series are given on-air announcements, a presence on our sponsorship tables, and included in our on-line event calendar. Our volunteer group, The Airheads, host the KMUW event tables.

Chamber Music at the Barn Series, Summer 2007  
Botanica's Concerts in the Gardens, Summer 2007  
Botanica's Gallery in the Gardens, October 2007  
Summer Concerts at the Sedgwick County Zoo,  
Summer 2007  
Music Theatre of Wichita, Summer 2007  
The WSU Ulrich Museum 2007-2008  
The Kansas Book Fair 2007  
WSU Connoisseur Series, 2007-2008 Season  
Wichita Guitar Society Guitar Series,  
2007-2008 Season  
Old Settlers' Inn, 2007-2008 Season  
Fox Historic Theatre in Hutchinson,  
2007-2008 Season  
WRRS Mini-Golf Tournament, September 2007  
Ballet Wichita Nutcracker, December 2007  
Wichita Jazz Festival, April 2008

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## LITERARY FEASTS:

The monthly book club held at Watermark Books and Café featured the following books on the first Friday of each month. Each event was attended by 25-30 persons.

*Animal, Vegetable, Miracle* by Barbara Kingsolver  
*Whistling in the Dark* by Leslie Kagen  
*Crashing Through* by Robert Kurson  
*The Indian Clerk* by David Leavitt  
*The Pirate's Daughter* by Margaret Cezair-Thompson  
*Last Night at the Lobster* by Stewart O'Nan  
*Bleeding Kansas* by Sara Paretsky  
*Charlatan* by Pope Brock  
*People of the Book* by Geraldine Brooks  
*The Commoner* by John Burnham Schwartz  
*A Voyage Long and Strange* by Tony Horwitz

## LIVE AND LEARN LECTURE SERIES:

A cooperative venture of KU School of Medicine - Wichita, Medical Society of Sedgwick County and KMUW, The Live and Learn Lecture Series was held on the second Tuesday of the month from September to June. Topics were:

*Diabetes and Cholesterol: Understanding the risk factor links;* Jon P. Schrage, M.D.

*Breast Cancer: Screening, prevention, and treatment;* Thomas K. Schultz, M.D.

*Pain Management: Myth, magic and mayhem;* Rodney L. Jones, M.D.

*Current Treatments for hip and knee arthritis;* Robert P. Cusick, M.D.

*Migraines/Headaches: Prevention and treatment;* Richard Leu, M.D.

*ADHA: Answers to frequently asked questions;* Scott Moser, M.D.

*Nutrition: Food facts for healthy families;* Judy Johnston, MS, RD/LD

*Asthma: Causes, types, and treatments;* Thomas A. Scott, M.D.

*Childhood Anxiety: Symptoms and treatment;* Russell E. Scheffer, M.D.

*Wellness for families and employees;* Doren Fredrickson, M.D., PhD



Jill Dizmang -  
Operations  
Manager

## NEW STAFF IN 2008



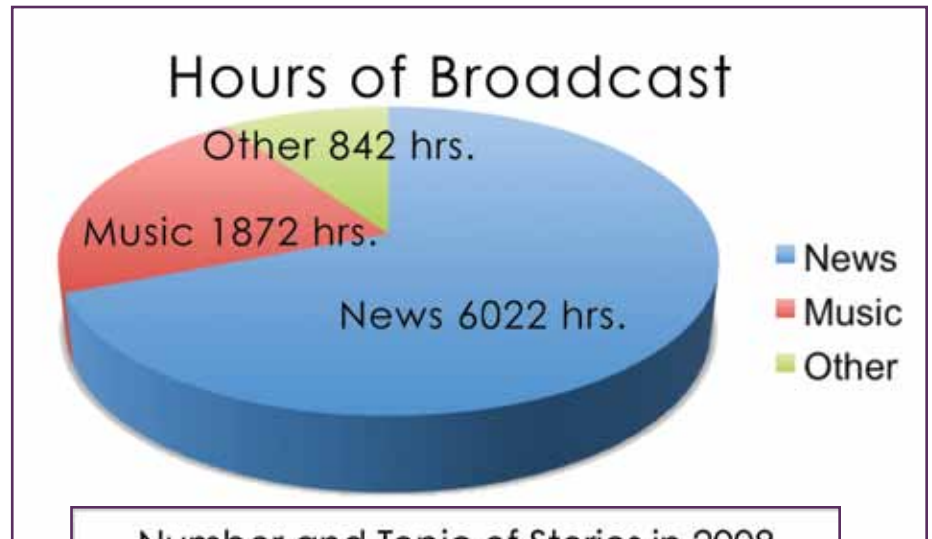
Denise M. Irwin  
Director of Development



Jedd Beaudoin  
Strange Currency Host



Kate Clause  
Announcer



## STAFF AWARDS

Frank Dudgeon received a 3rd Place Award from the Kansas Association of Broadcasters for Complete News Feature.

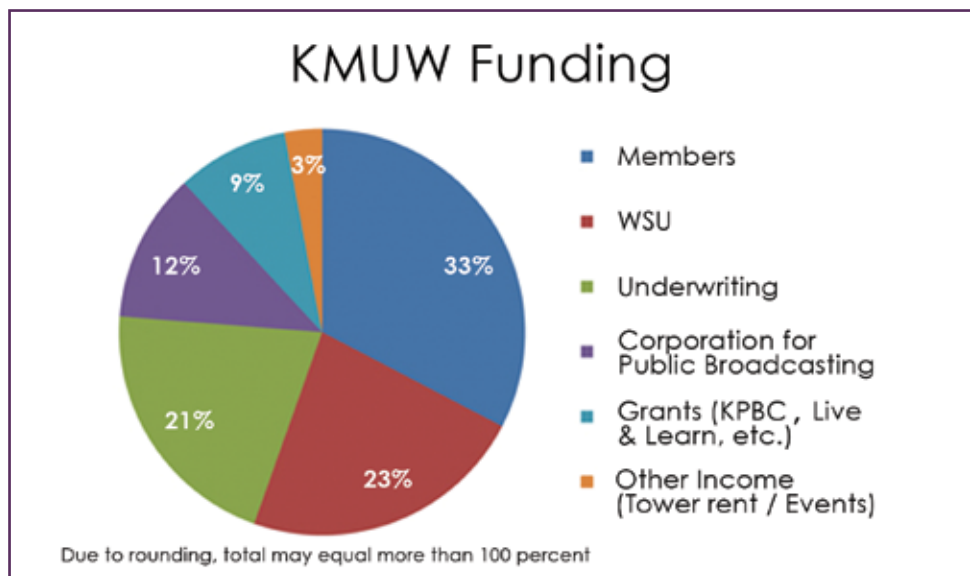
Barry Gaston was nominated for a 2nd Time as Jazz Programmer of the Year by Jazz Week Magazine.

## STAFF ACTIVITIES

Conferences / Workshops Attended: 20

Presentations Made: 60+

Publications / Grant Applications Submitted: 38



KMUW's primary funding source is listener support in the form of memberships and underwriting, followed by direct support from Wichita State University. In 2008 listener support totaled \$654,312, more than twice the \$295,039 provided by WSU.

Memberships totaled \$401,693, a 13% increase over 2007

Underwriting totaled \$252,619, a 4% increase over 2007

KMUW's two largest expenses were salaries and benefits which totaled \$690,750, and outside programming fees, which totaled \$290,387. KMUW purchases its programming from three primary providers:

National Public Radio - \$196,510

Public Radio International - \$48,696

American Public Media - \$45,181

Number of Vehicles Donated: 3 Vehicles  
Vehicle Total Value: \$1,473.26

## YOUR GIFT THAT GIVES BACK

To move beyond our annual membership drives and locate more permanent sources of financial support, the legacy of KMUW begins with you, our donors. Create your legacy of giving by including KMUW in your will, trust, or general estate plans.

The next time you sit with your financial advisors to discuss gifts to family and friends made through your will consider including a bequest to KMUW. There are several types of bequests that may be made through your estate. In a Specific Bequest, the recipient receives a specific dollar amount, a specific piece of property, or a stated percentage of the estate. This is one of the most popular forms of bequests. A Residuary Bequest states the recipient will receive all or a stated percentage of an estate after distribution of specific bequests to family and payment of debts, taxes, and expenses. Contingent Bequests state the recipient would receive part of all of the estate under certain specified circumstances. These and all estate planning options including wills and trusts should be carefully discussed with your financial planner.

# MEMBER LEADERSHIP

Wichita Public Radio gratefully acknowledges the generosity of these individuals, businesses, and foundations for their generous gifts in support of current operations and special projects from July 1, 2007 through June 30, 2008.

## *2008 Tesla Society Members* Annual gifts of \$1,200 +

Paul F Bogner, MD  
Chamber Music at The Barn  
at Prairie Pines  
Barbara & Mark Chamberlin  
Jill & Tom Docking  
Pat & Carolyn Gaughan  
Dr Martha Housholder  
Denise & Rex Irwin  
Fran Jabara Family  
Foundation  
Kevin Lindsey & Barbara  
Decker-Lindsey  
Nancy & Bill Lusk  
Dr Stephanie Oberhelman  
Dr Angelique Pflueger  
Lucynda J Raben, DDS  
Barbara & David Rolph  
Susan & David Saidian  
Janet & Foster Smith  
Drs David & Natalie Sollo  
Anonymous  
Wichita Community  
Foundation  
Donna Yoder  
Jim & Linda Zaudke

*Nicola Tesla along with Guglielmo Marconi  
are credited with the invention of the radio  
in 1894.*

### **Producers Leadership Circle**

Annual gifts of \$900 - \$1,199

Les & Nancy Anderson  
Paula & Jed Delmore, MD  
Mary Dorn  
Tim Finnerty  
Johnna Kaye Hall  
Tom & Billie McDavitt  
Dr Mary Nielsen  
Rudolf & Doris Sauerwein  
Mary Singleton  
James & Nancy McCarthy Snyder  
Daniel J Taylor Family  
Charitable Foundation  
Jo Karen & Michael Werner  
Michael Young

### **Broadcasters Leadership Circle**

Annual gifts of \$600 - \$899

Dr Phillip & June Allen  
Nancy & John Barton  
Barbara & Philip Bowman  
Mary Boyce  
Leanne & Tom Chase  
Kerin Schell, PhD &  
B Susan Dougherty, MA  
Verna Dutcher  
Ann Egelhof  
Gloria Farha Flentje & Jack Focht  
Sara & James Farley  
Amber Norris & Matt Flesher  
John & Peggy Foulston  
Martha & Daniel Housholder  
Peter & Kay Janssen  
Anita Jones  
Margaret Kline  
Lisa & Jeffrey May  
Mark D Miller  
Wilma & Richard Monical  
Teresa M Morris  
Nies Family Foundation  
Suryakumar & Ann Reddy  
Leland Russell & Mary Liz Jameson  
Kim & Steve Seely  
Melanie & Robert Shurden  
Jeff St Clair  
Georgia & Keith Stevens  
Lincoln Montgomery  
Leslie & Dick Ward  
William Watson, Jr DDS  
Rev Linda Willey

### **Announcers' Leadership Circle**

Annual gifts of \$300 - \$599

Gregory & Cynthia Abbott  
Ann & Thomas A Adrian  
Stan & Gretchen Andeel  
Anna Anderson & Christopher Shank  
Michael Andra  
Bernie & Judy Armstrong  
John Artus  
Patty & Clem Ast  
Janet Baird  
Edward & Donna Barker, Jr  
Rajeeva & Neeta Bashyakarla  
Jennifer & Seth Bate  
Charles Baughman & Kate Pepper  
Dr Charles & Ann Beck  
Donald and Shirley Beggs  
Marijean Berg  
Elizabeth & Darrel Bishop  
Susan & Gray Bishop  
Kathy & Robert Blackburn  
Vincent & Julia Ruth Bogart  
Connie Bonfy  
Charlotte Bonnett  
Margot Breckbill  
Meribeth & Bruce Buhr, MD  
Jeanne & Dr Charles Burdsal  
Art Busch & Joanne Lofland  
Joan Caldwell  
Thomas Carson & Dana Buckwalter  
Michael Cavender, Jr  
Wilma & Richard Chaffin  
Jeffrey Christian  
David Clark  
Dr Frances Clark  
Laura Kelly & Dan Close  
Dr Barbara Coats  
Patricia Cole  
Diana & Tim Collins  
Dale Cook  
Julie & Terry Cornett  
Nancy & Charles Craig, MD  
Marian Crawford  
Jack Cross & Pey Lee  
Jon & Alissa Cyphers  
Jean & John Davidson  
Susanna & Clifford Denis  
Scott Dimick  
Joan & Lyle E Dingman  
Karen & Harry Dobbin  
Kay Drennen  
Ann & Roger Eastwood  
Jean & Charles Eby  
Melodee Eby



*Announcers cont.*

Dennis & Claudia Ellerman  
Helen & Lewis Enns  
Bahram Rahbar & Bonnie Ernst  
Jane Eshelman  
Dr Alan & Sharon Fearey  
Marion Foster  
Mark Freitag  
Naomi & Jerome French, MD  
Jeffrey Fry & Chele Behrens  
Justus H Fugate  
Connie & Barry Gaston  
Susan George & Bryan Patten  
Dan & Jennifer Gholson-Morris  
Rolando Gomez  
Judy & Dr Hewitt Goodpasture  
Elyse & Terry Gowin  
Dr Melanie & Larry Greenwood  
Linda & Walter Grether  
Carolyn & Jim Grier  
Dr Robert J Gump  
Alice Hankins  
Dr Gary Harmon  
Harvey Miller & Carol Harness  
Theresa Ann Harrison  
Drs Rick & Kim Hartwell  
Susan & Larry Harvey  
Stephen Hathaway  
Harold & Dot Hauck  
Marlene & William Hayes  
Kurt Henrichs  
Joyse Hess-Rodda  
Richard Hilgenfeld  
Raleigh Hinman  
Clara & William Hocker  
Kellie Hogan  
Linda & Pat Hogan  
Mark Holden & Louise Stovall-Holden  
Crystal & Timothy Holub  
Marla & Robert Howard  
Barbara & Bill Hubert  
Patrick Hutchison  
Kristen & Courtley Jackson  
Mr & Mrs Alfred James, III  
Branch & Bethany Janssen  
Leslie Jensby  
Scott & Heidi Jensen  
Bill Johnston & Dr Sarah Johnston  
Cathy & Pete Schrepferman  
Elizabeth Kay  
Elizabeth & Dennis Kennedy  
Kay Kennedy  
Sara & Steven Kimball  
Elizabeth & Lee Kinch  
Grace & Tom Kneil  
Laura & Philip Knight  
Rachel & Greg Kossover  
Susan Rife & Stephen Kreidler  
Pat & Leon Lapointe, MD  
David Law  
Cheryl & Richard Lewis  
Trisha & Gregory Linhardt  
Elizabeth & Kenneth Lippoldt  
Angela Little & Adam Young

Dr John & Karen Littler  
Nicolette Llamas  
Dr Dawne & David Lowden  
Brandon & Kathryn Mahoney  
Dana & David Manda  
Mary Lou & Carl E Martin  
Linda & Ronald Matson  
Dr Janell Mayer & Hugo Mayer, III  
Debra McArthur  
Dr John & Karen McCabe-Juhnke  
Terence McDonald  
Fawn & David McDonough, MD  
Jayne Seydell Milburn  
Dorothy & Richard Miller  
Elizabeth Miller  
Karl & Kathy Miller  
Peer & Cathy Moore-Jansen  
Ronald & Petrina Morley  
Jean & William Mulford  
Janie Mullet  
Dr Pennie Myers  
Michael & Sheryl Nedrow  
Melissa Ness & Larry Milhon  
Karen & John O'Loughlin  
Margaret Ochs  
Claude Off  
Richard Pancake  
Erin & Luis Pardo  
Patricia Petrakis  
Dr Patrick & Andrea Pirotte  
Platt Adams Bradley & Associates  
Dr George M Platt  
Jacob & Crystal Poindexter  
Dr Anthony Pollock  
Katie & Tom Pott  
Jo Ann & Gary Pottorff  
Ann & Gary Prothro  
Tracy & David Putnam  
Dr Diane & Dr Bruce Quantic  
Tim Quigley  
Webster Quinius  
Stephen & Carolyn Ramsey  
Jan & Steven Randle  
Craig & Lynnette Rauvolabouta  
Carol & William Reel  
Cynthia & Charles Regier  
Edie & Lanny Reichert  
Patricia Reust  
Mallory Rine  
Karen & Curtis Rink  
Luann Rivera  
Dr Tim & Kim Scanlan  
Martin & Amelia Sumerell Schlatter  
Kay & John Schmidt  
Jennifer & Jason Schmitz  
Susan Scholl  
Ladonna & Ted Schupp  
Janet & Paul Schwarz  
Patsy & Bob Scott  
Marcia Kay Scurfield  
Sean Seamster  
Callie & Dave Seaton  
Jean Seeger  
Debra & David Seely

Justin Thomas Selby  
Stephanie & Michael Senn  
John Severe  
Marilyn & Robert Sjogren  
Margot Skinner  
Dana Smith  
Marty Smith  
James Snell  
Joan Kirkpatrick & Michael Snider  
Virginia & Douglas Spurlock  
Stanley & Linda Spurrier, III  
Ann & Stephen Starch  
Lee & Ronald Starkel  
Linda & Dee Starkey  
Sylvia & Darrel Steinshouer  
Lynn & Don Stephan  
Shelly Stilger  
Clifford Stone  
Patrick & Mahala Sullivan  
Don & Jennifer Summers  
Marvin Swim  
Marian Teall  
Laura Teegarden  
Julia & Gregory Thompson  
Sarah Thorp  
Dr Bruce & Heidi Tjaden  
Jim & Ann Townsend  
Deborah & Thomas Tremain  
Rebecca Tucker  
Mark Tuggle  
Martin & Kim Ufford  
Paul & Marla Ullom-Minnich  
Glenn & Darlene Vail  
Anthony Giardina & Karen Van Embden  
Lisa & Jim Vayda  
Howard & Patricia Walker  
Dr David Wall  
Patrick & Susan Washburn  
Judith & Mark Wencel  
Felicia & Calvin Wheeler  
Elizabeth Weyman & Danny White  
Steven & Penny White  
Margaret & Richard Wieland  
Gail Williams  
Kristi & Barrick Wilson, Jr  
Margaret & William Winter  
Phyllis & Don Wipf  
Donna & Frederick Wolfe, MD  
Robin & Harlan Wright  
Matthew & Janice McClelland  
Wunderlich  
Mary & Samuel Yeager  
John & Sherry Young  
Robert D Young  
Lee Ann Youse  
Dr Lyle Zepick  
Mary & Roger Zwemke

*KMUW instituted member leadership levels following the Fall 08 drive. If we inadvertently left your name off one of the Leadership Circles, please let us know so we can make the correction. This roll call is for giving from July 1, 2007 through June 30, 2008.*



## PLEASE SUPPORT THE BUSINESSES THAT SUPPORT KMUW

### COMMUNITY PARTNERS FY08

(Businesses who donated goods and services to KMUW)

Access Group L L C  
All Occasions Events Center  
The Anchor (Volunteer Breakfast)  
Aqua Connections  
Arts Partners  
AT&T Real Yellow Pages  
Ballet Wichita  
Bradley Paper, Inc.  
College Of Fine Arts - WSU  
Coventry Travel  
Envision Inc  
Greater Wichita Area Sports Commission  
Haddock Computer Center  
Heart of America Men's Chorus  
Hesston-Bethel Performing Arts Series  
Jade Presents, LLC  
Juhnke Campbell & Associates  
Junior League Of Wichita Inc  
Lifeboat Creative  
Old Town Martini  
RPC Marketing  
Sedgwick County Zoo  
Tallgrass Film Festival  
The Orpheum Theatre  
The Spice Merchant  
The Wichita Times  
Theater League  
Times-Sentinel Newspapers  
Wichita Airport Authority  
Wichita Chamber Chorale  
Wichita City Magazine  
Wichita Grand Opera  
Wichita Independent Business Assoc  
WSU Career Services  
WSU Edwin A Ulrich Museum Of Art  
Yellow Book USA

### BUSINESS UNDERWRITERS FY08

(Businesses that provided monetary funds to KMUW)

Anchor, The  
Kitchen Place Inc, The  
Access Group L L C  
Advanced Pain Medicine Associates  
Aero Metal Forms Inc.  
Arts Council  
Artworks  
Associated Mennonite Biblical Seminary  
Axtell Clinic  
Ballet Wichita  
Best Of Times  
Bicycle Peddler/Holliday Enterprises Inc  
Bishop Psychotherapy  
Bonneville Environmental Foundation  
Bradley Paper, Inc  
Brady Nursery, Inc  
Brickyard  
College Hill United Methodist Church  
Concordia College  
Congregation Emanu-El  
Corp For Public Broadcasting  
Cotillion Ballroom, The  
Cowley County Community College  
Creative Catering & Cafe  
Cypress Heart P A  
Downing & Lahey Mortuaries & Crematory  
Dr Joe J. Lin  
Dr Patricia Wyatt-Harris  
Dr Stephanie Oberhelman  
Exploration Place  
First Salem United Church Of Christ  
First Unitarian Universalist Church  
Fisch Haus  
Fleeson Gooing Coulson & Kitch LLC  
Frank & Margaret  
Friends University Garvey Institute Of Law  
Greater Wichita Area Sports Commission  
Greenacres Market  
Hand Center, The  
Heart Of America Men's Chorus  
Heartland Women's Health  
Hesston-Bethel Performing Arts Series  
Hope Street Youth Development  
Il Vicino  
Independent School Inc, The  
Jade Presents, LLC  
Jill Docking Financial Consultant  
Jim Starkey Music Center, Inc  
Junior League Of Wichita Inc  
Kansas Credit Union Association  
Kansas Humanities Council  
Kansas Orchid Society  
Kansas Sports Hall Of Fame  
Kansas Surgery & Recovery Center

Lorraine Avenue Mennonite Church  
 Lyndon's  
 Martin Pringle Oliver Wallace & Bauer  
 McClelland Sound  
 McMullen Jewelry Inc  
 McPherson Scottish Festival  
 Mid-America Manufacturing Technology Center  
 Mid-Kansas Jewish Federation  
 MidAmerica Minority Business Development Council  
 Moeller Dermatology  
 Monica's Bundt Cake Company  
 Morris Laing Evans Brock & Kennedy  
 National MS Society South Central Kansas  
 National Public Broadcasting  
 Nelson-Atkins Museum Of Art  
 New Tech Computer Repair  
 Newman University - Milton Center  
 Newton Beadery LLC, The  
 Norwalk - The Furniture Idea  
 Orpheum Theatre, The  
 Pain Management Associates LC  
 Panera Bread  
 Parkstone At College Hill  
 Prairie Harvest LLC  
 Prairie Travelers  
 Presbyterian Manors Of Mid-America  
 Professional Engineering Consultants P A  
 Quick Gym Of Wichita Inc  
 Richard Overby of Weigand Realtors  
 Rose Room Antique Mall And Chicken House Cafe  
 Ruth Burke & Associates Inc  
 Sedgwick County Zoo  
 Semple & Sons Plumbing  
 Sisyphus Stone Works  
 Sound Of The Heartland Women's Chorus  
 Southwestern College  
 Stage One Theatre Company  
 Stinson Morrison Hecker LLP  
 Ten Thousand Villages - Newton  
 Traditions Furniture  
 Twist Yarn Shop  
 University United Methodist Church  
 Watermark Books & Cafe  
 WholeWoman Center  
 Wichita Grand Opera  
 Wichita Public Library  
 Winfield Public Library  
 WSU - University Relations  
 WSU College Of Education  
 WSU Edwin A Ulrich Museum Of Art  
 WSU Fairmount College Arts & Sciences  
 WSU Foundation  
 WSU Graduate School  
 WSU W F Barton School Of Business

## WRRS DEVELOPMENT BOARD

Board Members as of June 30, 2008

Melissa Crawford - President  
 Angie Prather - Vice President  
 Sharon Powell-Quincy - Secretary

Members:

Beth Bower  
 Kathryn Buck  
 Leslie Chaffin  
 Jan Crotts  
 Julie S. Finneran  
 June Holliday  
 Carmen Hytche  
 Dr. Eric Lamp  
 John Madden  
 BreAnne Monk  
 Sue Pearce  
 Sheree Rueb

Honorary Member:

Tim R. Norton/Sedgwick County Commissioner

## KMUW STAFF

Mark McCain -General Manager  
 Jon Cyphers - Director of Engineering  
 Lu Anne Stephens - Program Director  
 Denise Irwin - Director of Development

Programming:

Frank Dudgeon - *Morning Edition* Host/News Producer  
 Carla Eckels - News Producer  
 Chris Heim - *Global Village & Crossroads* host/Producer  
 Barry Gaston - *Jazz Cafe & Moonglow* host/Producer  
 Jedd Beaudoin - *Strange Currency* host  
 Bill Randle - *Gospel Reminiscence* host  
 Jill Dizmang - Operations Manager  
 Kate Clause - Announcer  
 Jim Erickson - Film Reviewer  
 Sarah Bagby - *The Book Review with Sarah Bagby*

Development:

Pat Hayes - Volunteer/Listener Services Coordinator  
 Larry Bennett - Underwriting Representative  
 Bridget Jones - WRRS Coordinator  
 R. Adriana Emmot - Admin. Specialist/Development  
 Kerri Wood Thomson - Admin. Specialist/Website  
 Heather Eden - Development Student Intern  
 Bethany Garton - Development Student Intern  
 Bill Morris - Marketing Consultant

Accounting:

Sandy Lopez - Business Manager

## MEMBERSHIP MADE EASY

Supporting KMW is easy when you become a Sustaining Member. You designate the installment contribution amount to be transferred from your checking, savings, or credit card account. It is then deposited into our KMW account. A record of your contributions will appear on your bank, credit union, or credit card statement.

### It's As Easy As 1-2-3

1. Decide how much you want to contribute to KMW and how often — monthly, quarterly, semi-annually, annually.

2. Complete and sign the accompanying authorization form and mail it to: KMW 3317 East 17th St. N., Wichita, KS, 67208. Installments can be paid from your checking or savings account at your bank, credit union, or you may use a major credit card.

3. Sit back and relax. Your installment will be automatically deducted with a record of each transaction appearing on your bank/credit union statement. Your membership is automatically renewed each year on your membership anniversary date. You will have the opportunity to choose premiums and will be entered in all membership sweepstakes during the year.

### Sustaining Member Authorization (Please Print)

\_\_\_\_\_  
Date (\_\_\_\_\_) Daytime Phone \_\_\_\_\_

\_\_\_\_\_  
Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/ State/ Zip

\_\_\_\_\_  
E-mail Address

#### Method of Contribution (Choose one)

\_\_\_\_ Checking Account (voided check enclosed)

\_\_\_\_ Savings Account (deposit slip enclosed)

\_\_\_\_ Credit Card: \_\_\_\_ Visa \_\_\_\_ MC \_\_\_\_ Discover

\_\_\_\_ AMEX

\_\_\_\_\_  
Credit Card #

\_\_\_\_\_  
Exp Date

Amount per payment \$ \_\_\_\_\_

\_\_\_\_ Monthly \_\_\_\_ Quarterly

\_\_\_\_ Semi-Annually \_\_\_\_ Annually

\_\_\_\_ Please increase my payment amount from  
\$ \_\_\_\_\_ to \$ \_\_\_\_\_ per installment  
(current sustaining members only)

Initial here \_\_\_\_\_ for Inflation Guard  
(optional)

This automatically increases your gift by 5 percent annually. (for example, your \$10 gift becomes an \$10.50 gift next year).

I understand that this sustaining agreement will remain in effect and will automatically renew until I notify KMW Membership Department in writing. I also verify that I am the owner of the account to be drafted.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

THANK YOU  
FOR SUPPORTING

k.m.u.w. 89.1  
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