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WICHITA PUBLIC RADIO

LOCAL

2010



Dear Members and Friends,

Thanks for your support of KMUW as a member, listener, donor or volunteer. The public radio community you help create is an invaluable resource for Wichita and the surrounding area. We appreciate your participation in the work we do, whether you volunteer at an event, provide feedback on a story you heard, or contribute the dollars it takes to operate the station.

A decade ago, the programming staff at the station began a concerted effort to focus KMUW on news and information by building the lineup of national and international programs. Our listeners responded positively, and now we are serving a larger audience than ever. Three years ago, staff conducted a strategic planning process to help KMUW through the ever-changing landscape of public radio and the evolving forms of information delivery. KMUW is facing more competition than ever before – from satellite programs, podcasts, webcasts, and blogs, as well as magazines and newspapers.

We recognized that the key to long-term viability would be our coverage of local news, our production of local music programs, and our community engagement. We strive to be a trusted source of in-depth local news and music, as well as a provider of programs from NPR and other national distributors.

As a result, KMUW has increased its local content in a number of ways. We've added more in-depth features, more reports for our local newscasts, more commentaries and more website content. We now offer 25 hours of locally-produced music programming each week and nine hours every weekend. And we're not stopping there. Our new host, Briana O'Higgins, will soon go beyond *Morning Edition* reporting in an upcoming health series.

All of this is to say that – at a time of unprecedented change in the world of broadcast and other media – when anyone can say just about anything through just about any technology platform and call it “news” – when information about local, national and world events and culture are more critical than ever, requiring more solid, professional and accurate journalism – KMUW and its staff are committed to bringing you the most honest, accurate, intelligent and relevant reporting of local news and information and the broadest local cultural programming you will find anywhere in the area. It's all for you. And where we go from here is up to you, too. Thank you for embracing the journey.

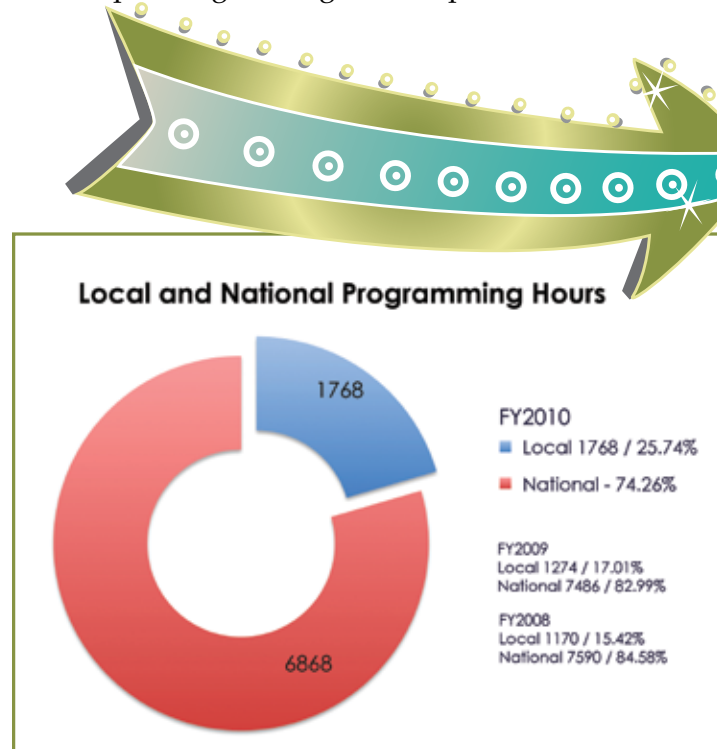
Sincerely,



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. KMUW will:

- 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

KMUW ranked 19th in the Winter 2010 AQH Share, Metro 12+, diary-based markets by Arbitron of more than 800 non-commercial radio stations





# Movin On Down The Road

## More Local News, Music & Community Events

### News & Features:

- Briana O'Higgins took over as *Morning Edition* host this spring. She comes to KMUW fresh from her experience at public radio stations KUSP in Santa Cruz, Calif., and WYSO in Yellow Springs, Ohio. O'Higgins is on the streets as a reporter as well. She has reported on such varied topics as wild mustangs and local politics.
- Frank Dudgeon, former *Morning Edition* host, moved to host *All Things Considered*. Dudgeon spent more than seven years rising before the sun and is enjoying his new gig, which allows for more news and political reporting.

**Kasell**

- Fletcher Powell transitioned from his position as a board operator to a producer of features and on-air segments. Powell's contributions now include news and cultural affairs stories.

**Strange Currency**

### Commentaries:

- Local bluegrass musician and cartoonist Richard Crowson joined KMUW's roster of local *Morning Edition* commentaries. Crowson's thoughts run a lively gamut from humorous to political every other Friday.
- Tanya Tandoc, local food star, shares her current food obsessions in the form of ethnic and off-the-beaten path restaurant reviews, alternating Fridays with Crowson.

- Crowson and Tandoc join Chris Heim's Music Roundup of weekly regional concert listings, Jim Erickson's Movie and Sarah Bagby's Book reviews. Look for the additional content at [www.kmuw.org](http://www.kmuw.org).

*I have had so many lovely comments about the interview that Carla Eckels did with me and the way that she covered the Komen Race for the Cure. KMUW is my very favorite radio station. I feel that it is a priceless value, and I know so many other people who feel that way.*

- WSU First Lady Shirley Beggs

### Music Programming:

- KMUW listeners have been getting to know the new contemporary and local music scene more since *Strange Currency* host Jedd Beaudoin expanded the program beyond its original two-hours-a-week slot to six-days-a-week. The two-hour show now airs Monday through Friday from 10pm to midnight, and Saturdays from 8pm to 10pm. The program also boasts another addition in the form of *Currency Exchange*, in which an informal performance of one of Beaudoin's guests is recorded at the station and is available in video and audio form online.

# O'Higgins

*Strange Currency's* expansion in July afforded Beaudoin the opportunity to draw from a broader musical selection and to dedicate more time to local and regional music including Kira Small, Chris Opperman, underground legend Peter Case, and Chad Bryan of The Ants. "The response to the expansion of the show has been overwhelmingly positive," Beaudoin says, "and I hope that in the coming year more listeners will find time to tune in."

In addition to *Strange Currency*, Beaudoin has been hosting *Wichita Sessions* on KPTS Channel 8. KMUW's Director of Engineering Jon Cyphers records the show and the audio portion is broadcast during *Strange Currency*. Local groups featured have been Moreland and Arbuckle, The Sluggos, Gooding, Split Lip Rayfield and Elliot Road.

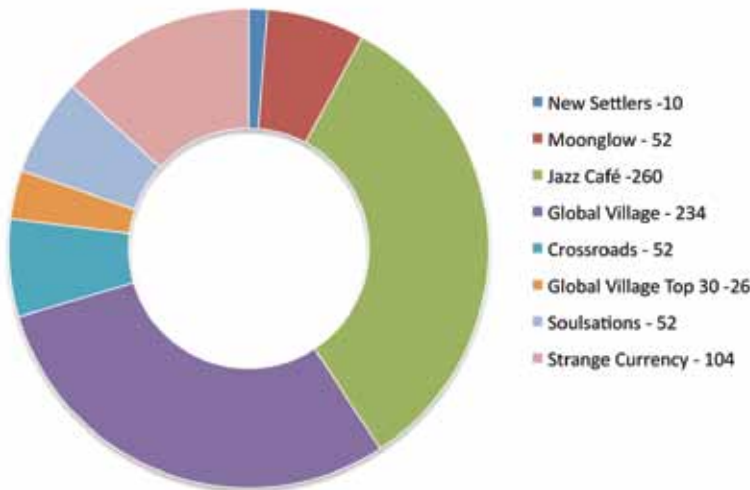
music from legends such as Aretha Franklin, Stevie Wonder and Marvin Gaye, as well as contemporary gospel favorites like Yolanda Adams and BeBe and CeCe Winans. "Even though many of the soul icons are still producing new music," she says, "there's a lack of radio stations that actually play their product, so I'm delighted to be able to do so." *Soulsations* airs from 6pm to 7pm on Sundays.

- In addition to new music hours, KMUW has made an impression with one of its favorite offerings that has already stood the test of time. *Global Village*, the world musical adventure hosted by Chris Heim weeknights at 9pm, has been redesigned for a national audience and has already

been taken into the broadcasting schedule by other public radio stations - a sign of true quality.

- Even

**Local Programming Production**



# Crowson

more local music comes in the form of a new jazz show, *Straight No Chaser*, hosted by Bill Pearce. The local jazz aficionado and former jazz show host offers straight ahead jazz from 10pm to midnight on Sundays.

- A new program to hit the airwaves is News Producer Carla Eckels' *Soulsations*. "I wanted to fill a void on the KMUW airwaves for old school and new soul," says Eckels. "Also, as a former gospel announcer of over 20 years, I wanted to maintain gospel music programming. Thankfully, I was allowed to produce both!" Eckels features R&B, Motown and gospel music in her program, which began in August of 2009. *Soulsations* offers

- Barry Gaston's *Jazz Cafe* and *Moonglow* continue the jazz tradition on KMUW.

From airwaves to Internet waves, KMUW has made long strides in bringing the best locally created music programming to its coverage area, and as interest continues to grow, KMUW will do the same.



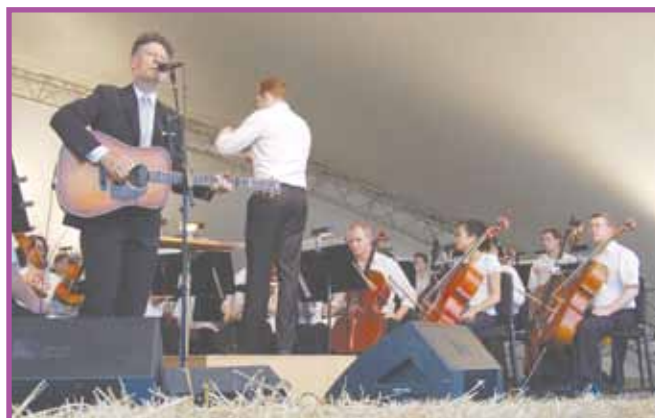
## National Broadcasts of Local Stories by Carla Eckels

New School Greensburg, KS	Shirley Phelps Roper in Court
Martin Luther King Lost Tapes	Banning Teen Cell Phone Use While Driving
Undertaker Wants to Revive Kansas Town	WSU 1970s Memorial-- 40th Anniversary, WSU Football Players and Administrators Killed in Plane Crash
President of NOW in Wichita	Dr. Schnieder and His Wife Sentencing
Air Quality Rating	
Several spot stories - Tiller Death	

## In The Rear View Mirror

### Selected Feature Stories By KMUW Staff

- Goyle Pompeo Debate at WSU
- Wichita Smoking Ban
- NBC World Series Tournament
- Sister Mary Ann Catherine
- WSU First Lady Shirley Beggs, Race for the Cure
- Alex Taylor, Mentholatum Factory
- Kansas Dropout Prevention Summit
- Katrina Brown's Emmy Nominated Film
- Jay Price - Wichita's Lebanese Heritage
- WSU Professor Adopts Haitian Child
- Wichita Art Museum's 75th Anniversary
- Earth Day, Goddard High School
- Flinthills Symphony on the Plains
- Smart's Palace Venue, Recording Studio
- Josh Tickell, Documentary "FUEL"
- WSU's Marilyn Yourdin, H1N1 Virus
- J Mosch, Heart of America Men's Chorus
- Susan Dyer, 5th Kansas Author Dinner
- Northern Flyer Alliance Rail Service
- WSU's Dr. Longhofer, Housing Forecast
- Nick Johnson, "The Wiyos of Oz"
- Meteorologist Mike Smith, "Warnings"
- Les Anderson, "Never Take A Snake for A Ride"



Lyle Lovett, Flinthills Symphony On The Plains

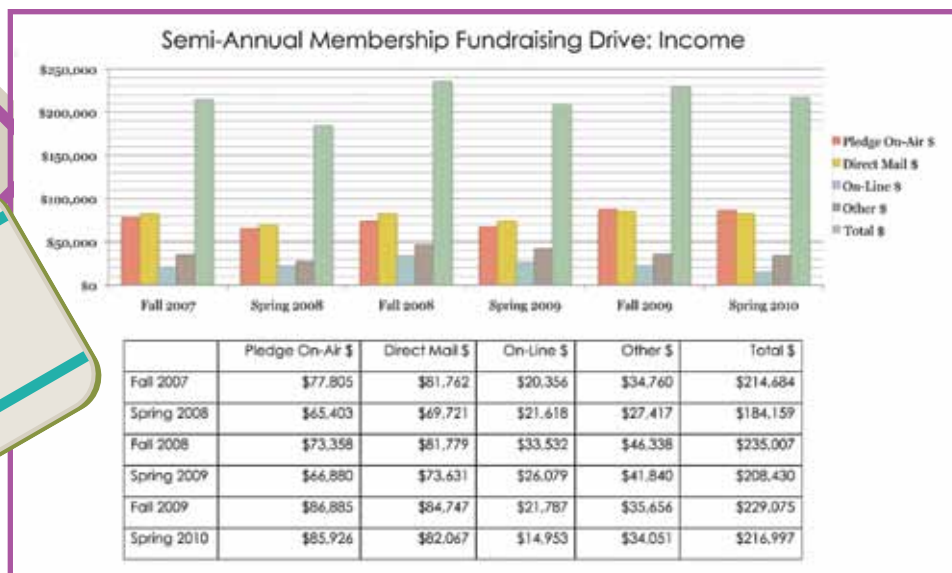


Sister Ann making neighborhood rounds

*You connect us. You are our connector to our new members, and new people who come to our events. They are like-minded, creative, eager to learn about the world, and up on current topics. Having that lightning rod that gets the information to them is KMUW. It's amazing; everybody knows KMUW.*

- Aimee Geist,  
Education Curator at the Ulrich Museum





## Staff and Station Awards:

KMUW ranked 24th nationally out of more than 800 non-commercial radio stations in the Summer 2009 survey in AQH Share, Metro 12+, diary-based markets by Arbitron 2009. KMUW ranked 19th in the Winter 2010 survey, and ranked 30th overall.

General Manager Mark McCain received the 20 Year WSU Service Award and Volunteer and Listener Coordinator Pat Hayes received the 30 Year.

News Producer Carla Eckels received a second place award from the Kansas Association of Broadcasters for a newscast story on Scott Roeder's sentencing (Tiller). Music Producer Jedd Beaudoin earned a first place award for his "Smart Place" news feature. New Media Information Officer, Chandra Stauffer and former employee,

Kerri Wood Thompson received a 2nd place award for the website.

Eckels received a Certificate of Appreciation for years of service at Wichita River Festival's Gospelfest.

## Staff Activities:

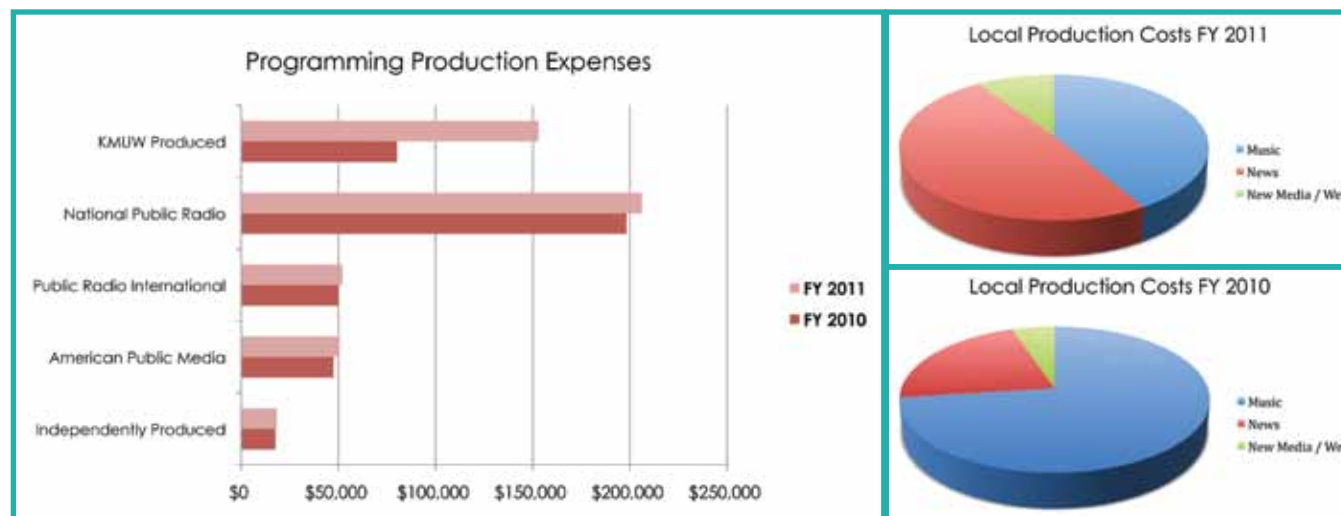
Conferences/Workshops Attended: 24

Presentations/Community Engagement: 39

Publications/Grant Applications Submitted: 11

## Equipment Upgrades:

Replaced a defective antenna with an ERI antenna, greatly increasing KMUW's broadcast area and improving the quality of the signal in the city of Wichita.



# Out In The Community

## Media Sponsorships

KMUW partners with area non-profit events to support the arts and culture of our communities:

- Music Theatre of Wichita
- Sedgwick Co. Zoo Summer Series
- Ulrich Art Museum - Art For Your Ears
- WRRS Mini-Golf Tournament
- Prairie Window Series
- Bartlett Arboretum Tree House Series
- Tommy Emmanuel, Orpheum
- Art Aid
- Tallgrass Film Festival
- Wichita Grand Opera
- Hesston Bethel Performing Arts
- WSU Connoisseur Series
- Hutchinson Fox Theatre
- Ballet of Wichita
- Arkansas City Renaissance Festival
- Wichita State & The World
- First Friday
- Wichita Jazz Festival
- WSU Fine Arts
- Smithsonian National Museum Day
- WSU Distinguished Alumni Speaker Series



Mini-Golf Tournament team

## KMUW Events of Note:

- KMUW brought *StoryCorps* to Wichita in October, 2009. One hundred and twenty participants received a CD of their interviews, and a copy went to the Library of Congress.



Music Tasting - Richard Overby and Larry Bennett

- KMUW hosted *Wait, Wait...Don't Tell Me!* scorekeeper, Carl Kasell, in the spring of 2010. Kasell spoke to WSU students prior to a VIP reception and giving his main lecture at Century II.

• Whetting the community's appetite for musical variety off of the airwaves, KMUW began a series of Music Tastings. In August of 2009, Chris Heim featured the current music of Germany followed by Jedd Beaudoin's local music in October. Later topics included Louis Armstrong, 20th century classical, music in film, underground rock, folk music, and Zora Neale Hurston, which was held in conjunction with the Wichita Public Library's Big Read.

- 3rd Annual *Fill Your Mug* was held at Lincoln Heights where Freddy's Frozen Custard provided the custard, Delores and the Pickin' Fretters provided the music and a sale of premiums from past pledge drives completed the event.

- *Radio Unwrapped* was an open house for VIP guests showing them the inner workings of KMUW and radio production.

- The 9th annual WRRS Mini-Golf Tournament was a fundraiser for the Wichita Radio Reading



Ulrich Art Museum and KMUW May Final Friday concert



Service, a public service of KMUW. WRRS offers 24-hour readings to those who are unable to read due to blindness, poor eyesight, or inability to hold and turn the pages of reading material. The radio receiver allows listeners to hear *The Wichita Eagle*, *USA Today*, entertainment magazines, and books read live or recorded by more than 50 WRRS volunteers. WRRS has been staffed and supported by KMUW and Wichita State University since 1975.

- In July, KMUW hosted a potluck picnic in honor of the dozens of community members who volunteer their time and skills at KMUW and WRRS. The affair of appreciation was held at CityArts in Old Town, where guests enjoyed entrees fresh from The Anchor and a plethora of side dishes and desserts from one another's kitchens.



Pat Hayes & Randy Treece



Cadence



Richard and Cheryl Lewis

**Community partnership is a cornerstone of KMUW**, and the past several pledge drives have highlighted that dedication. KMUW teamed up with the following nonprofit organizations:

#### Fall 2009 Campaign

The Old Town Farmers' Market donated five pounds of fresh produce to the Kansas Food Bank for each pre-drive pledge resulting in 767 pledges and 3,835 pounds of food. During the on-air drive, the Orpheum Theatre contributed three sets of year-long passes, and Hatman Jack's offered a caps and gloves match to benefit Operation School Bell.

#### Spring 2010 Campaign

Five percent of each pre-drive pledge was matched by East Wichita Rotary to support the teen boys in the Wichita Children's Home program. Pledges that arrived before April 6 were also entered in a drawing to have Carl Kasell's voice on their home answering machine. The honor was won by long time members Stephen and Ann Starch.

#### Fall 2010 Campaign

Star Lumber matched every pre-pledge drive donation with a 2x4 for a Wichita Habitat for Humanity family home, as well as pledges made during the last Friday of the drive. The drive resulted in enough studs for about one-and-a-half local family homes with nearly 600 pledges. Additionally, Century II provided five pairs of tickets to Leo Kottke's concert.

# 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, 2009 through June 30, 2010.

## 2010 Tesla Society

Annual gifts of \$1,200 +

Robert Adams  
Barbara & Mark Chamberlin  
William Cohen  
Dr Jed & Paula Delmore  
Jill & Thomas Docking  
Lewis Enns  
Gloria Farha Flentje & Jack Focht  
Dr Alan & Sharon Fearey  
Timothy Finnerty  
Walter & Linda Grether  
Schane Gross  
Drs Martha & Daniel Housholder  
Denise & Rex Irwin  
Peter & Kay Janssen  
Jabara Family Foundation  
Drs Lisa & Jeffrey May  
Dr Christopher Moeller  
Michael Morrow  
Scott & Carole Ochs  
Gary Prothro  
Dr Lucynda Raben

Barbara & David Rolph  
Susan & David Saidian  
Kathleen Sue & John Slaymaker  
Drs James Snyder &  
Nancy McCarthy Snyder  
Drs David & Natalie Sollo  
Georgia & Keith Stevens  
Dr William Watson  
Anonymous  
Jim & Linda Zaudke

## Lifetime Donors 25 Years & More Of Giving

Robert Adams  
Dr Phillip Allen & June, *deceased*  
Bill & Susie Braun  
Dr Barbara & Philip Bowman  
Barry & Nancy Carroll  
Jenny & John Davis  
Timothy Finnerty  
Van Fiser  
Mary Ann Gertsen  
Dr Hewitt & Judy Goodpasture

Marlene & William Hayes  
Nancy & Clinton Hinman  
Raleigh Hinman  
Ellen Holmes & Lowell, *deceased*  
Drs Martha & Daniel Housholder  
Patricia Ann Riddle & Scott Kern  
Alys & Joe Kowing  
Jim & Mary Ann Lawing  
Pat & Leroy Lehman  
Nancy & William Lusk  
Jayne Seydell Milburn  
Jean & William Mulford  
Kaye & Walter Myers  
Diana & John Palenz  
Kathleen & Thomas Pott  
Gary & Jo Ann Pottorff  
Drs Diane & Bruce Quantic  
Sean Seamster  
Mary & James Sheldon  
Sigma Alpha Iota  
Mary-Dell & Daniel Smith  
Drs James Snyder &  
Nancy McCarthy Snyder  
Ann & Stephen Starch  
Lee & Ronald Starkel  
Georgia & Keith Stevens  
Dr William & Fay Terrell  
Ilsa Wolfe

*I really look forward to Soulsations. It is  
do-not-disturb time 6:00 Sunday. Turn-it-up time.  
A great show to finish off the weekend. Young people  
nowadays should be picking up on soul and gospel.  
- Dave, Soulsations Fan*



## Producers Leadership Circle

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

Bruce & Patricia Cole  
Scott Dimick  
Amber Norris & Matthew Flesher  
Dale Hill  
Orvie & Dr Marlene Howell  
Lisa & Jerry Jones  
Kevin Lindsey & Barbara Decker-Lindsey  
James & Penelope McDonald  
Marcia Kay Scurfield  
Bob & Patsy Scott  
Sam Shoffner  
Dana Smith  
Shelly Stilger  
Jo Karen & Michael Werner

## Broadcasters Leadership Circle

Annual gifts of \$600-\$899

Ann & Thomas Adrian  
Tim & Lou Alexander  
Janet Baird  
Robert & Kathleen Blackburn  
Charlotte Anne Bonnett  
Dr Mary Boyce  
Douglas & Kathy Bradham  
Gregory Buehne & Constance Cowley  
Drs Jeanne & Charles Burdsal  
Arthur Busch & Joanne Lofland  
Joan Caldwell  
Leanne & Tom Chase  
Dr Barbara Coats  
Dr Charles & Nancy Craig  
Mary Desch  
Sara & James Farley  
Gary Gibbs  
Judy & Dr Hewitt Goodpasture  
Douglas & Kimberly Hague

Alan Hobson  
Drs Martha & Daniel Housholder  
John & Dr Diane Hunt  
Margaret Kline  
Kathy & Randall Malcom  
Dana & David Manda  
Kenneth Martindale  
Lisa & Matt Moreland  
Robert & Janie Mullet  
Shawn Myrtle  
Drs Teresa Reynolds & Marshall Matthews  
Bryan & Stephanie Sanders  
Rudolf & Doris Sauerwein  
Dr Kerin Schell & B. Susan Dougherty  
Sean Seamster  
Lois & Kenneth Short  
Stanley & Linda Spurrier  
Lisa Wiens Thompson  
Elvera Voth  
Father Thomas Wilson & Dr Ruth Weber

## Announcers Leadership Circle

Annual gifts of \$300-\$599

Gregory & Cynthia Abbott  
Joel & Gaylene Alderson  
Mary Aldridge  
Dr Phillip Allen & June, deceased  
Stan & Gretchen Lee Andeel  
Leslie & Nancy Anderson  
Drs Mark & Melodee Rae Armfield  
Mickey Armstrong  
Jeff Artman & Lorraine Geer-Artman  
Dr Linda & Gordon Bakken  
J Edward Barker & Donna Dudley Barker  
Nancy Beth & John Barton  
Jennifer Muret Bate & Seth Bate  
Dr Charles & Ann Beck  
Patricia & Roy Beckemeyer

Don & Shirley Beggs  
Rev Cheryl Jefferson Bell  
Dr Stephen Benson  
Patrick Blackwell  
Robert & Sue Boewe  
James & Alida Boorn  
Rochelle Boster  
Pam Bowers

*I couldn't live without it. The news is important and the talk shows are excellent. KMUW is really a big part of our lives.*

- Katie Pott,  
Listener & Day Sponsor

Dr Barbara & Philip Bowman  
Patrick Boyarski & Betsy Morrison  
Margot Breckbill  
Jack & Dana Brown  
Dr Bruce & Meribeth Buhr  
Richard & Deb Campbell  
Michele & Paul Chauncey  
David Clark  
Christopher Cordes  
Julie & Terry Cornett  
Dustin & Ebony Deschaine-Costello  
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Alan & Linda Ebright  
Dr Vance & Clarice Eckstrom  
Ann Egelhof  
Dennis & Claudia Ellerman  
Nancy Elliott  
Dr Bradley & Mary Emanuel  
Jane Eshelman



Gordon Ewing  
 Anna & Larry Fralick  
 Connie Frederking  
 Justus Fugate  
 Lynette Sooter-Gaines  
 Stephanie Galichia  
 Jean Garvey  
 Constance & Barry Gaston  
 Susan George & Bryan Patten  
 Dan Morris & Jennifer Gholson-Morris  
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 Brian & Glenna Haney  
 Dr Gary Harmon  
 Vernon & Elizabeth Harshfield  
 Jean Ann & Glenn Hartman  
 Susan Harvey & Larry Harvey  
 Bill Hawks  
 Richard Brian & Michelle Hilgenfeld  
 Steven & Anabeth Hind  
 Raleigh Hinman  
 Kellie Erin Hogan  
 Mark Vincent Holden &  
 Louise Stovall-Holden  
 Robert Holliday &  
 Ruth Rutschman Holliday  
 Curtis Gridley & Tracy Hoover  
 Barbara & William Hubert  
 Ann Elizabeth Hughes  
 Ann Jambor & Jamie Keil  
 Alfred James  
 William Jenkins  
 Scott Jensen  
 Joyce Johnson  
 Anita Jones  
 Dr Raenna & Stephen Jones  
 Matthew & Carrie Jordan  
 Elizabeth & Dennis Kennedy

Jeff Kennedy & Patricia Gorham  
 Kay Kennedy  
 Sara & Steven Kimball  
 Diane & Richard Klingman  
 Dr Thomas & Kathryn Kluzak  
 Drs Laura & Philip Knight  
 Christine Dilts Knighton & Philip Knighton  
 Drs Jason Knudtson & Tiffany Von Wald  
 Barbara Koelsch  
 Michael Kraus  
 Kathleen Kroupa  
 David & Catherine Lachapelle  
 Pat & Leroy Lehman  
 Jane & James Lewis  
 Rev Laurie Ann & Thomas Lewis  
 Hazel Linder  
 Rev Amy Elizabeth Lippoldt  
 Shannon & Jess Littlejohn  
 Nicolette & Stephen Llamas

*We listen to KMUW every day  
 and that's how we learned about  
 things like Chamber Music at the  
 Barn last summer and the Crow-  
 son event back in October. Some-  
 times we probably wouldn't hear  
 about things otherwise. It makes  
 for a much richer life. Without  
 KMUW we'd be pretty boring.*

**- Mike and Jody Werner,  
 Listeners & Event-Goers**

Judith Loganbill  
 James & Bev Manuszak  
 Judge John Thomas Marten  
 Mary Lou & Carl Martin  
 Linda & Ronald Matson  
 Verna McBee  
 Dr John & Karen McCabe-Juhnke  
 Terence McDonald  
 Dr David & Fawn Aline McDonough

Sharon O'Neill & William R McKeighan  
 Polly & Calvin McMillan  
 Rose & Paul Meals  
 Dr Curt & Firoozeh Meinecke  
 Jayne Seydell Milburn  
 Dorothy & Richard Miller  
 Elizabeth Miller  
 Mark Miller  
 Gregory Mittman & Johanna Feist Mittman  
 Kevin & Kathleen Monroe  
 Teresa Morris  
 Karen & Marc Morrison  
 Jean & William Mulford  
 John & Patricia Muntz  
 Dr Barry & Jane Murphy  
 Melissa Ness & Larry Milhon  
 Dr Leslie Fox Page & Thomas Page  
 Richard Pancake  
 Erin & Luis Pardo  
 Dr Timothy & Linda Paul  
 Carolyn & Donald Penner  
 Janet & Fred Petersen  
 Edward & Brenda Petkus  
 David Leib & Elizabeth Peyser  
 William & Traci Pickert  
 Dr Keith Pickus & Deirdre O'Farrell  
 Linda Pinsker & Mary Lynne Humphries  
 Catherine & Brian Plotkin  
 Anthony Pollock  
 Kathleen & Thomas Pott  
 Gary & Jo Ann Pottorff  
 Bahram Rahbar & M Bonnie Ernst  
 Stephen & Carolyn Ramsey  
 Jan & Steven Randle  
 Craig & Lynnette Rauvolabouta  
 Drs Gautham Reddy &  
 Rebecca Harrington Reddy  
 Geney Reed  
 Valerie Reimers



Marcy Renollet  
 Rebecca & Peter Reynolds  
 Marie & Richard Riggs  
 Karen & Curtis Rink  
 Kathleen Rivers  
 James & Jayna Rogers  
 Gary & Virginia Ruedebusch  
 Francis Leland Russell &  
 Mary Liz Jameson  
 Martin Schlatter & Amelia Sumerell  
 Schlatter  
 Barbara & James Schmidt  
 Kay & John David Schmidt  
 Jane & Marcus Schmidt  
 Jason Schmitz & Jennifer Gabel Schmitz  
 Melinda & Lee Schnyder  
 Pete & Cathy Schrepferman  
 Mark & Judith Schrock  
 Hal Schwarz  
 Steve & Kim Seely  
 John Severe  
 Valetta & Miner Seymour  
 Kimberly & Edward Shank  
 Nancy & N Trip Shawver  
 Roger Sherwood  
 Dr Charles & Catherine Shield  
 Carolyn Shultz  
 Margot Skinner  
 Mary-Dell & Daniel Smith  
 Monica Lynn & James Smits  
 Nicholas & Julie St Peter  
 Lee & Ronald Starkel  
 Kent Steiner & Beverly Steiner  
 Sylvia & Darrel Steinshouer  
 Lynn & Donald Stephan  
 Marni Stevens  
 Wayne Stout  
 Dr Brian Strange & Donna Davis  
 Stacie Swaney

Lois & Tom Tatro  
 Kate Taylor  
 Dr William & Fay Terrell  
 Kathryn Thiessen  
 Douglas Thompson  
 Julia & Gregory Thompson  
 Nell & Mark Thompson  
 Dr Daniel & Selma Thompson  
 James & Paulette Thomson  
 Bonnie & Robert Till  
 Diane & Perry Todd  
 Paul & Marla Ullom-Minnich  
 Anthony Van Der Voorn  
 Janice & Jeffrey Van Sickle  
 Dr Jacqueline & Raymond Vietti  
 Leslie & Maimon Ward  
 Thomas Welk  
 Steven & Sally Wendt  
 Susan Wesselowski  
 Katherine Widnell  
 Margaret & Richard Wieland  
 Karen & Robert Wilkins  
 Rev Linda Willey  
 Gail Williams  
 Richard Kelse & Diana Williams  
 Troy & Gianna Williams  
 Mitchell Hill & Sandra Wilson  
 Mark Woodman  
 Mary & Samuel Yeager  
 Sarah & David Yost  
 John & Sherry Young  
 Lee Ann Youse  
 Carolyn & 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 paid giving from July 1, 2009  
 through June 30, 2010.*

## Community Partners

*Businesses who have provided  
goods and services in trade*

Abode Venue  
 Aqua Connections  
 Artworks  
 Bad Bean Production  
 Beards Floral Design  
 Bradley Paper  
 City Of Wichita -  
 Arts & Cultural Services  
 Wichita Transit Services -  
 City Of Wichita  
 Cocoa Dolce Artisan Chocolates  
 College Hill Deli And Catering  
 Coventry Travel  
 Douglas Photographic Imaging  
 Freddy's Frozen Custard  
 Friends University Fine Arts  
 Grace Hill Winery  
 Hesston College  
 KPTS TV Channel 8  
 Larkspur Bistro & Bar  
 McPherson Opera House  
 Music Theatre of Wichita  
 The Orpheum Theatre  
 Shark Media  
 The Spice Merchant  
 Ian Stewart  
 Stiefel Theatre, Salina  
 TCV Publishing  
 Verb ICT  
 Wichita Independent Business  
 Assoc.  
 WSU Alumni Association

2010  
Marconi Society  
Premier Underwriters

Commerce Bank

Decker Electric

IMA Financial Group

- TrueNorth Inc

- Signature Select

The Kitchen Place Inc

Morris Laing Evans

Brock & Kennedy

WDM Architects

Compass Star Montessori

Congregation Emanu-El

Continental Antique Show

Corp For Public Broadcasting

Cotillion Ballroom

CybertronPC

Dr Patricia Wyatt-Harris

DT's Outlet

Emprise Bank

Et Cetera Shop

Exploration Place

First Unitarian Universalist Church

Fleeson Gooing Coulson & Kitch LLC

*"We have been pleased with the response from our clients and potential clients who have heard our underwriting messages on KMUW. We know we're reaching our target market."*

Teri Truesdell, Advertising/Web Manager, IMA Financial Group, Inc.

Inter-Faith Ministries

Intoxicating Designs

IQ Academy

J & R Adventures

Jill Docking & Brian Docking Financial Consultant, Wells Fargo

Junior League Of Wichita Inc

Kansas Acoustic Arts Association

Kansas Association Of Community Foundations

Kansas Aviation Museum

Kansas Coalition Against Sexual & Domestic Violence

Kansas Department Of Health And Environment

Kansas Department Of Wildlife & Parks

Kansas Grown! Inc

Kansas Oil And Gas Resource Fund Inc

Kansas Rural Center

Kansas Surgery & Recovery Center

Kansas Turnpike Authority

Keith Hodges Insurance

King's Solar, Wind And Plumbing

Lorraine Avenue Mennonite Church

Louise C Murdock Theatre

Lucinda's

Luther College

Lyndon's

McClelland Sound

McMullen Jewelry Inc

McPherson College

McPherson Scottish Festival

McPherson Opera House Company

Mid-Kansas Jewish Federation

Monica's Bundt Cake Company

Moreland & Arbuckle

National Institute For Aviation Research

National MS Society South Central Kansas

Newman University - Milton Center

Newton Beadery LLC

Newton Chamber Of Commerce

Business Underwriters FY10

Academy Of Fine Arts & The Palette Bistro

Advanced Pain Medicine Associates

Arst & Arst PA

Arts Council of Wichita

Aspen Boutique

Ballet Wichita

Bethel College

Bicycle Pedaler/Holliday Enterprises

Bohemia Healing Spa

Bradley Paper, Inc

Brady Nursery, Inc

Budget Blinds Of Hutchinson

Central Plains Eye MDs LLC

Charles Townsend Lscsw

Chautauqua Hills Festivals

City Of Wichita - Arts & Cultural Services

Clearwater Dental Office

College Hill United Methodist Church

Friends University Fine Arts

Friends University Garvey Institute Of Law

From The Studio

Galaxie Business Equipment, Inc

Grace Hill Winery

Gr-Rrr8'R Wichita GTO Club

Hancock Automotive

Hatman Jack's

Hawks Interstate Pestmasters Inc

Heads Shoes

Heart Of America Men's Chorus

Heartland Women's Health

Hesston College

Hillside Nursery

Hope Street Youth Development



Opera Kansas  
 Orpheum Theatre  
 Pain Management Associates  
 Pat Washburn  
 Prudential Dinning-Beard Realtors  
 Plymouth Congregational Church  
 Prairie Harvest LLC  
 Prairie Pines Christmas Tree Farm  
 Presbyterian Manor  
 Professional Engineering Consultants  
 Providence Physical Therapy  
 Ruth Burke & Associates Inc  
 Ryan Lawn And Tree  
 Sagepoint Financial  
 Sedgwick County Zoo  
 Senseney Music Inc  
 Shamrock Lounge  
 Small World Gallery  
 Society Of Decorative Painters  
 Southwestern College  
 State Library Of Kansas  
 Stiefel Theatre - Salina  
 Stinson Morrison Hecker LLC  
 Suede  
 Summit Tech LLC  
 Tallgrass Film Festival  
 Ten Thousand Villages - Newton  
 The Hand Center  
 The Independent School Inc  
 Traditions Home  
 Twist Yarn Shop  
 University Of Kansas Center  
 On Disabilities  
 University Of Kansas Hall Center  
 For The Humanities  
 University of Kansas School Of  
 Business  
 University Of Kansas School Of  
 Medicine-Wichita  
 University United Methodist Church  
 Via Christi  
 Washington University

Watermark Books & Cafe  
 Weigand Realtors  
 Whole Woman Center  
 Wichita American Marketing Assoc  
 Wichita Area Metropolitan  
 Planning Organization  
 Wichita Area Technical College  
 Wichita Bicycle Collective  
 Wichita Chamber Chorale  
 Wichita Grand Opera  
 Wichita Lifeline Inc  
 Wichita Polo  
 Wichita Public Library  
 William Inge Center For The Arts  
 Women's Initiative Network Inc  
 WSU - Biological Sciences  
 WSU - Continuing Education  
 WSU - University Relations  
 WSU Edwin A Ulrich Museum Of Art  
 WSU Fairmount College Arts  
 & Sciences  
 WSU WF Barton School Of Business

*"I sponsor KMUW because of something my father told me. He said, 'If you associate yourself with good people, someone will eventually make the mistake of thinking that you are a good person, too!'"*

- Steve Decker,  
 President of Decker Electric &  
 Marconi Society member

Chris Heim - *Global Village & Cross-roads* Host/Producer/ Announcer

Barry Gaston - *Jazz Café & Moonglow* Host/Producer

Jedd Beaudoin - *Strange Currency* Host/Producer

Fletcher Powell - Producer/ Announcer

Heather Eden - Announcer

Jim Erickson - Film Reviewer

Sarah Bagby - Book Reviewer

Richard Crowson - Commentary

Tanya Tandoc - Food Reviewer

## Development:

Pat Hayes - Volunteer/Listener Services Coordinator

Larry Bennett - Corporate Support

R. Adriana Emmot - Accounting Specialist

Chandra Stauffer - New Media Information Officer

Sarah Jane Crespo - Development Specialist

Andrew Juby - Student Intern

Harper Bottorff - Student Intern

## KMUW Staff

Mark McCain - General Manager

Jon Cyphers - Director of Engineering

Lu Anne Stephens - Director of Programming and Operations

Denise M Irwin - Director of Development

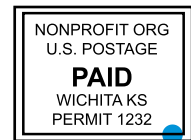
## Programming:

Briana O'Higgins - *Morning Edition* Host

Frank Dudgeon - *All Things Considered* Host/News Producer

Carla Eckels - News Producer/  
*Soulsation* Producer

Wichita State University  
1845 N. Fairmount  
Wichita, KS 67260-0108



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## Your Gift that Gives Back: KMUW's Planned Giving Program

Make a promise for the future of KMUW 89.1

We couldn't do it without you. From *Morning Edition* to *All Things Considered* and *Jazz Café* to *Global Village*, your outright membership gifts help KMUW 89.1 purchase and produce the programming you appreciate. Each spring and fall, you accept the invitation for support through our on-air fundraising drives. For that, we thank you.

Have you ever thought about extending your support by including a gift to KMUW in your will or trust? By making a bequest to benefit KMUW, you can assure the best of public radio will extend beyond your lifetime. You can designate the purpose of your gift and since a bequest is revocable, you remain in full control of your assets.

A planned gift to KMUW allows you to make a statement about the impact the station has made on your life and your belief about its future. One couple who did just that is Richard and Cheryl Lewis. For two decades, Dick was the campus pastor at Wichita State University. Cheryl is retired from a career as an elementary school teacher. Dick and Cheryl enjoy receiving news and entertainment from the station and this motivated their planned gift to KMUW.

Consideration of a planned gift starts with your vision. What is your dream for the future of KMUW? With that in mind, we can help you structure a gift that is meaningful to both you and KMUW. And if the station already is in your estate plans, please let us know, so we can assure that your gift is used according to your wishes.

For more information, contact Denise Irwin, Director of Development for KMUW, at (316) 978-7173 or [denise.irwin@wichita.edu](mailto:denise.irwin@wichita.edu) or Mike Lamb, Vice President for Planned Giving at the WSU Foundation, at (316) 978-3804 or [mike.lamb@wichita.edu](mailto:mike.lamb@wichita.edu).