

k·m·u·w:89.1

WICHITA PUBLIC RADIO



Annual Report 2012

DEAR MEMBERS AND FRIENDS,

I hope this note finds you well. As another year has passed, I trust you have enjoyed listening to KMUW for news from across town and around the world. I've heard from a number of people about the value of our unbiased, in-depth coverage and the importance of high quality journalism. Likewise, I heard from the fans of our one-of-a-kind music programs. This past year, our producers brought many special music programs and artists to your ears.

While we've worked every day to provide you with consistent coverage of important issues and ideas, we also took a significant amount of time to plan for the future of KMUW. As you probably have heard during our on-air pledge drives, KMUW's membership revenue is growing, and so is the underwriting

from area businesses – more than 60 percent of our budget comes from those two sources. But, our vision and aspiration for more local news, music and public service programs will require that we grow more revenue at a faster rate.

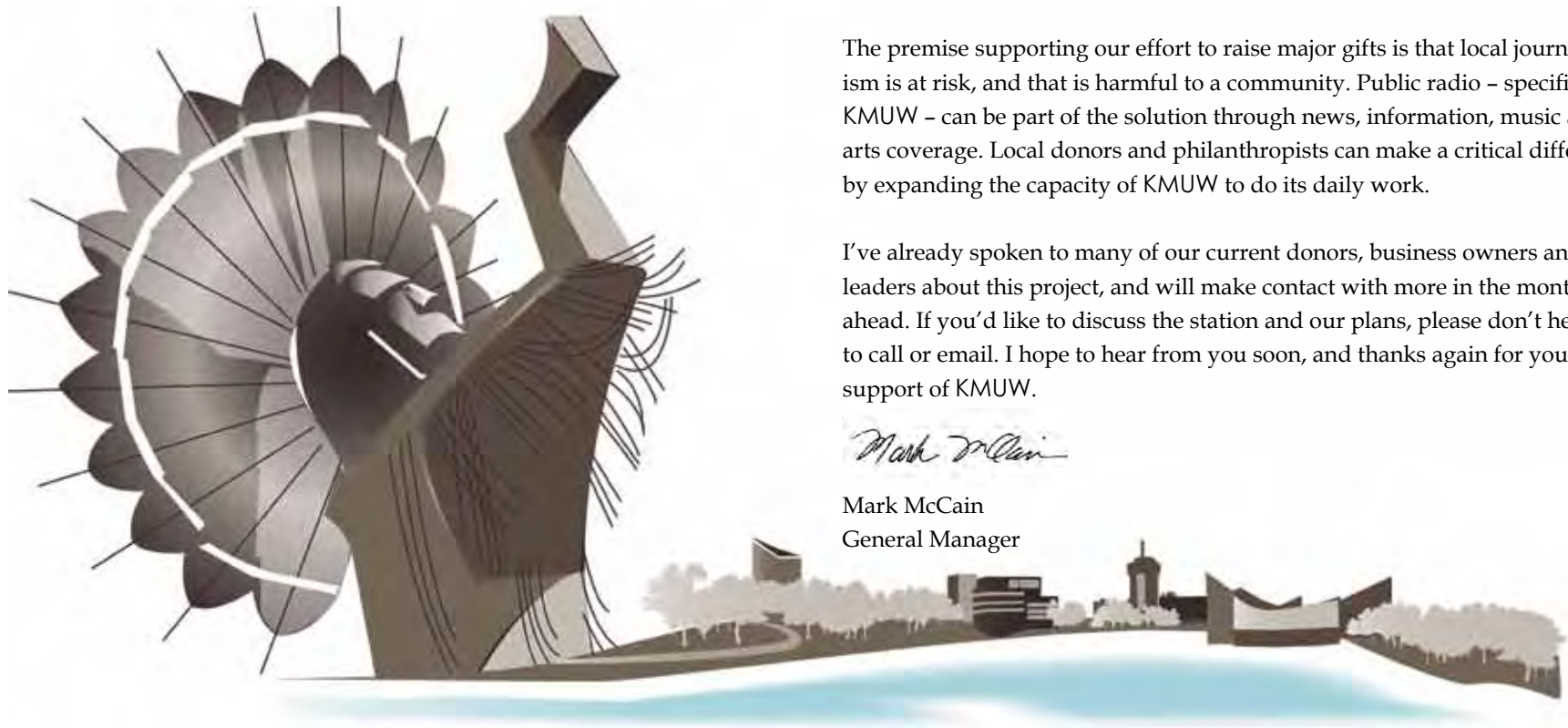
To reach that goal, KMUW was accepted into Leadership for Philanthropy, a competitive national project designed to assist stations in developing a major gift program, based on contributions of \$10,000 and above. The Corporation for Public Broadcasting provided financial support to help us analyze our fundraising program and develop a sustainable plan for acquiring major gifts. Transformative gifts of \$10,000 – \$50,000 – or \$100,000 or more will have a significant impact on our community through expanded coverage of the thoughtful, issues-based programming KMUW will be able to broadcast and present online.

The premise supporting our effort to raise major gifts is that local journalism is at risk, and that is harmful to a community. Public radio – specifically KMUW – can be part of the solution through news, information, music and arts coverage. Local donors and philanthropists can make a critical difference by expanding the capacity of KMUW to do its daily work.

I've already spoken to many of our current donors, business owners and civic leaders about this project, and will make contact with more in the months ahead. If you'd like to discuss the station and our plans, please don't hesitate to call or email. I hope to hear from you soon, and thanks again for your support of KMUW.



Mark McCain
General Manager

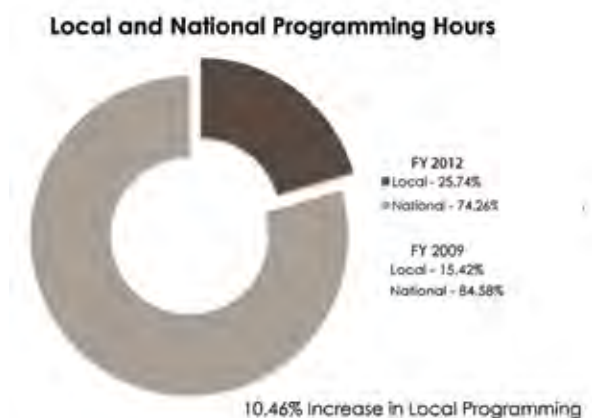


T HRIVING

As our nation evolves, so must your public radio station. It's a simple, albeit unfortunate, reality that funding from state and federal government sources has been shrinking for some time and is likely to continue. In response, Wichita Public Radio is keeping to a fiscally trim lifestyle. Still, in the past year we have made changes that serve to highlight the progress of KMUW while serving you better than ever.

- KMUW has been ranked #3 in the Radio Research Consortium's analysis of AQH Share among Diary-based markets with public radio stations. It's one of our highest shares and the highest national rank we've ever reached.
- Natalie Olmsted was hired as director of development. Within the year, however, Natalie returned to the WSU campus to become the business manager at WSU's Advanced Education in General Dentistry. The search is underway for her replacement.
- Part-time music show host Jedd Beaudoin became a full-time music host. Now, *Strange Currency* airs two hours a day (Mon-Sat, 8-10pm). He has also stepped up *Currency Exchange* and commentary production tasks.
- Part-time development specialist Sarah Jane Crespo moved into a full-time position as development coordinator.
- Denise Irwin retired last November as director of development but then returned to KMUW as part-time marketing coordinator in January.
- We added more community commentaries to the KMUW lineup, including the *Indie Film Guide*, Fletcher Powell's rundown of independent and non-commercial films showing in the Wichita area, and *At Play*, Jedd Beaudoin's review of live theater events.

Despite facing significant threats to its funding, Wichita Public Radio has not only continued to offer the variety of worthy news, information and music you love, but it has improved the execution of its programming and has garnered national attention for doing it well. Many thanks go to you for helping 89.1 not only survive but to thrive.





SEMI-ANNUAL PLEDGE CAMPAIGNS

FALL 2011: THE NICK OF TIME

The station offered a drawing for tickets to upcoming concerts in the area to anyone who pledged before the drive began. On the last day of the drive, KMWU also offered *This American Life* flash drives to listeners who pledged \$189 or more. The goal for the drive was \$250,000, and the station raised that amount a mere 42 minutes before the drive was scheduled to end.

SPRING 2012: GOODNESS AND FUN

For every pre-drive donation, the Old Town Farmers' Market donated \$5 worth of produce to United Methodist Open Door. Also to help reach the \$265,000 goal, KMWU had a drawing for tickets to KMWU's This American Prize: a ride with KMWU staff and other listeners on a Unified Party Bus to

Salina to see Ira Glass perform live at the Stiefel Theatre. The station met its challenging goal a few days after the end of the drive, and the lucky winners enjoyed seeing Ira and chatting with him while he rode back to Wichita on the KMWU bus.

FALL 2012: RAISING THE BAR

As a result of the state legislature cutting funding to KMWU by \$30,000, Wichita Public Radio raised its goal for the campaign to \$280,000. The station's community partner for the drive, Monart School of Art, donated a half-hour of art classes for each early mail pledge to the children of Youthville who have suffered abuse and neglect. At the scheduled end of the drive, the station still needed more than \$40,000 to meet its goal, so it continued on air for two extra days and then wrapped up successfully.



NEWS STORIES HIGHLIGHTS

Briana O'Higgins

- Insurers, Employers Playing Larger Role in Combating Obesity
- Braille American Flag to be Installed at Dole VA Medical Center
- Pair Sets Off to Research Every City in Kansas
- AIDS Series: AIDS Turns 30
- WSU's Fiske Hall is Old, But is it Haunted?

Carla Eckels

- Lynette Woodard Back in Wichita to Receive Honor
- Funeral Held for Mother Gunned Down in Front of Children
- Church has been Feeding Hungry Since 1970s
- Wichita Woman Leads Male-Dominated Auctioneering Field
- WSU Bids Farewell to Don and Shirley Beggs

Fletcher Powell

- Cutting-Edge Composites May be the Future of Orthopedics
- Youth Aloud Poetry Slam Gives Kids a Chance to Tell Their Stories
- New Focus on Breast Cancer Survivorship

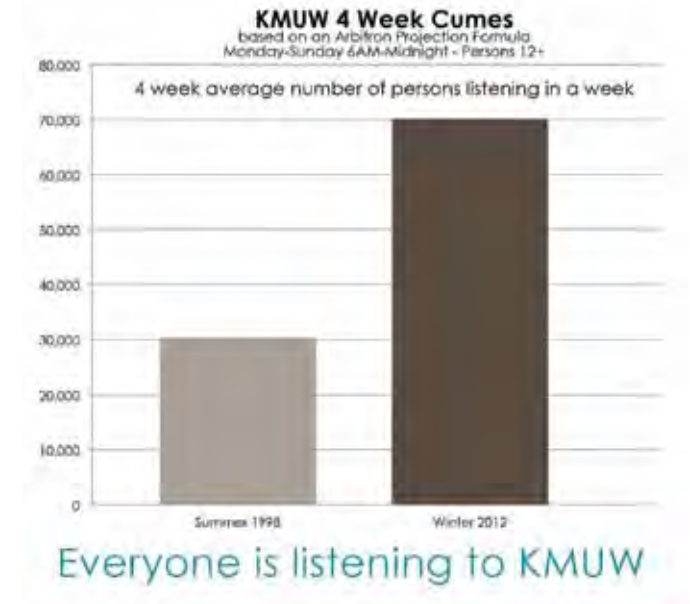
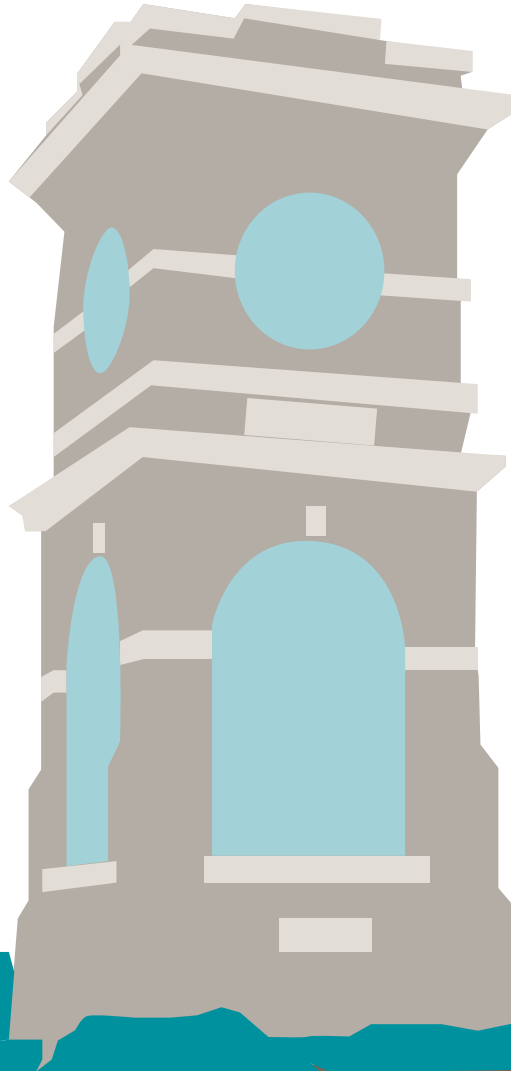
Frank Dudgeon

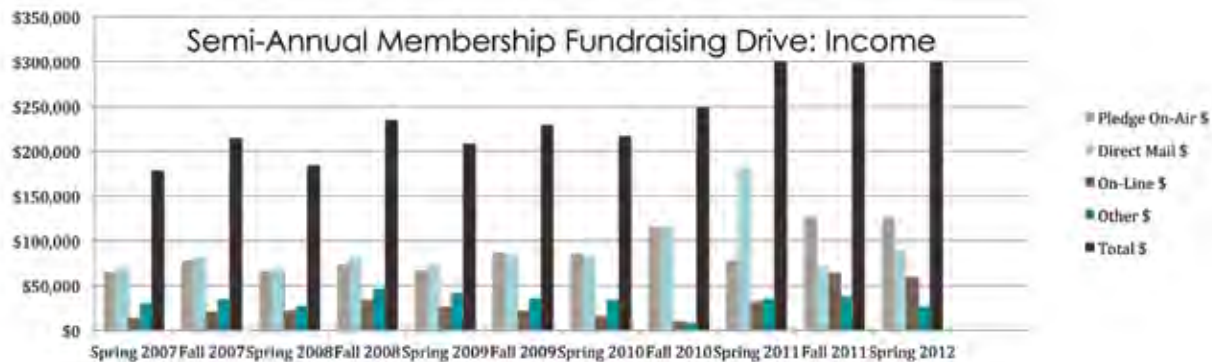
- Dick Welsbacher - Redesigned Theater
- Dr. Patricia McDonnell - See Miro Go
- Alla Aranovskaya - St. Petersburg String Quartet
- Pat Hayes on receiving WSU President's Distinguished Service Award
- Meals on Wheels and Wichita Senior Services



STAFF/STATION AWARDS

- Pat Hayes received the President's Distinguished Service Award at WSU.
- Briana O'Higgins received first place in Kansas Association of Broadcasters annual competition in the Complete News Feature/Enterprise category for her series on AIDS in Wichita.
- Carla Eckels received second place in the KAB Spot News category for her story about an Easter egg hunt for visually impaired children.
- Jedd Beaudoin and Mark Foley received second place in the KAB Editorial/Commentary category for *Musical Space: Jingles*.
- Fletcher Powell and Tanya Tandoc received an honorable mention in the KAB Editorial/Commentary for Tanya's tribute to her mentors Rich Vliet and Norma Sowell.





	Pledge On-Air \$	Direct Mail \$	On-Line \$	Other \$	Total \$
Spring 2007	\$64,841	\$70,004	\$13,222	\$30,125	\$178,196
Fall 2007	\$77,805	\$81,762	\$20,356	\$34,760	\$214,684
Spring 2008	\$65,403	\$69,721	\$21,618	\$27,417	\$184,159
Fall 2008	\$73,358	\$81,779	\$33,532	\$46,338	\$235,007
Spring 2009	\$66,890	\$73,631	\$26,079	\$41,840	\$208,430
Fall 2009	\$86,885	\$84,747	\$21,787	\$35,656	\$229,075
Spring 2010	\$85,926	\$82,067	\$14,953	\$34,051	\$216,997
Fall 2010	\$114,772	\$115,753	\$9,794	\$8,517	\$248,836
Spring 2011	\$77,882	\$170,897	\$41,948	\$35,447	\$300,472
Fall 2011	\$126,084	\$71,657	\$63,381	\$37,465	\$298,587
Spring 2012	\$125,619	\$88,446	\$58,873	\$26,870	\$299,809



EQUIPMENT UPGRADES/ENGINEERING ACTIVITIES

- Configured and installed new server for automation system.
- Created and coded audio archive players for new website that automatically gather and convert music shows to compressed audio files daily.
- Installed new weather system at studios and wrote a custom webpage for displaying the current conditions along with the NWS forecast in a large font for reading on air.
- Re-tapped the plate transformer on the main transmitter to run more efficiently.
- Installed improved plate blocker in transmitter after lightning hit arced the current one.
- Installed voice processors on production room microphones to help with intelligibility and reduce noise.
- Purchased an additional reporter kit.
- Purchased three shotgun microphones.
- Configured new traffic server and migrated the database to SQL.
- Recorded and mixed audio for Currency Exchange performances by 11 local bands.
- Recorded and mixed audio for four Wichita Sessions episodes.
- Engineered eight ISDN live studio remotes for various national broadcasts.

COMMUNITY PARTNERSHIPS (MEDIA SPONSORSHIPS)



KMUW partnered with the following nonprofit organizations to promote their work and ours:

American Lung Association
Arts on Broadway
Ballet Wichita
Bartlett Arboretum
Bike/Walk Alliance of Wichita
Botanica
Chamber Music at The Barn

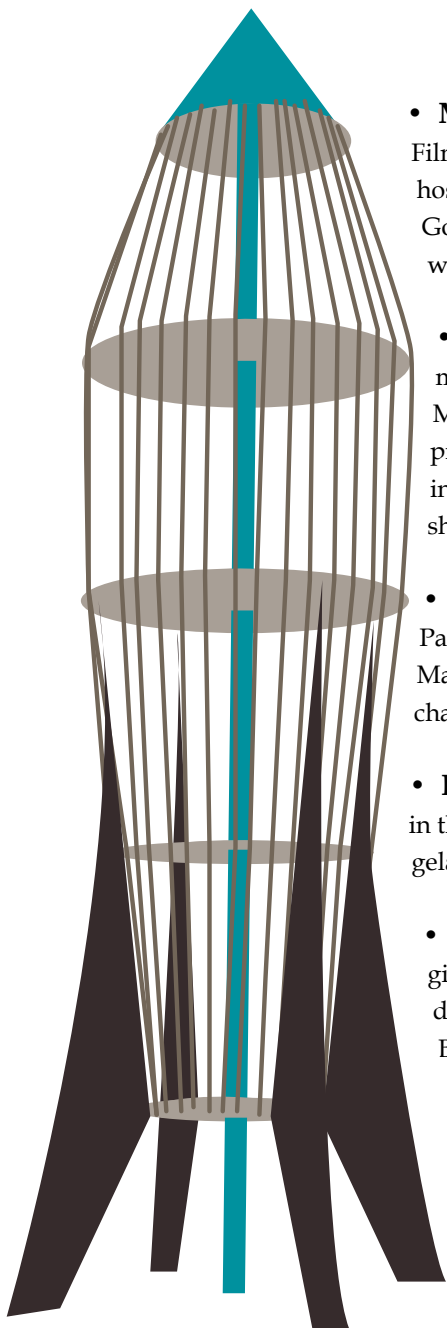
City of Wichita: American Indian Festival
Community Children's Choir
First Friday
Greater Wichita Area Sports Commission
Kansas Acoustic Arts in the Park
Kansas Health Alliance
LIV Fest
Music Theatre of Wichita

National Association of Women Business Owners
Nomar International Marketplace
Orpheum Theatre
Prairie Window Concert Series
Society of Decorative Painters
The Stiefel Theatre of Salina
Tallgrass Film Association
Via Christi Women's Connection
Wichita Blues Society

Wichita Community Theatre
Wichita Jazz Festival
Wichita Grand Opera
Wichita Sedgwick County Historical Museum
Wichita Symphony Orchestra
WSU Alumni Association
WSU Fine Arts
WSU Political Science Department
WSU Ulrich Museum



KMUW EVENTS



- **Music Tasting** – In October, 2011, Wichita Public Radio partnered with the Tallgrass Film Festival in a gala event and KMUW Music Tasting at Abode Venue. Jedd Beaudoin, host of *Strange Currency* interviewed Tallgrass' Ad Astra award winner, actor Elliott Gould, about the music of his career. Guests enjoyed Larkspur Bistro & Bar eats and wine from Grace Hill Winery as well as Beards Floral designs.
- **Community Meetings** – In November, 2011, KMUW hosted an ascertainment meeting with community leaders to discuss the challenges of the Wichita area. In March, 2012, KMUW hosted another community meeting, which brought together professionals in the field of social services and poverty. It focused on the issues facing people in need as well as the trials of those striving to make their lives better amid shrinking funds.
- **Ira Glass Trip** – In May, KMUW listeners and staff traveled to Salina on a Unified Party Bus to see Ira Glass perform live at the Stiefel Theatre. On the way, they enjoyed Marchello's sandwiches and Grace Hill wine. On the return trip, Ira rode the KMUW bus, chatting listeners up the whole way home.
- **Fill your Mug** – The final Friday of July, KMUW hosted its fifth annual ice cream—or in this case, gelato—social. Listeners had their KMUW mugs filled with vanilla or bacio gelato donated by Caffè Moderne at the summer day event held at Bluebird Arthouse.
- **KMUW Artist Larry Schwarm Reception** – In October, KMUW honored its major givers and underwriters with a private art talk and reception featuring Fall 2012 pledge drive artist Larry Schwarm. Anna Murdock's catered, Jacob Liquor provided libations, Beards Floral the flowers, and Mr. Schwarm discussed his stunning photography.
- **Literary Feasts** – KMUW has continued its partnership with Watermark Books & Café, engaging in a monthly book club and dinner with radio staff, listeners, and bookstore gurus. The spectrum of books featured was wide, and the conversations and menu offerings were delicious.





DUDGEON'S DEDICATION

Frank Dudgeon's rich, friendly voice has filled the homes and cars of Wichita Public Radio listeners for nearly a dozen years. Those buttery newscasts are numbered, though, as Dudgeon concludes his career at KMUW. On December 7, 2012, Dudgeon retires after a thorough 43-year career in the radio industry.

Dudgeon was born in Arkansas but his family moved before he learned to talk. "I would have had a heck of an accent," he laughs. As a student, Dudgeon went to Pittsburgh, where he worked in radio for the first time as a student attending Duquesne University. At his first full-time radio gig, he went by the name Larry Young in a midnight-to-six a.m. shift. He moved to Massachusetts in the 70s to work at a variety of commercial and public stations, particularly enjoying WUMB in Boston, which had a folk format. From there, he came to Wichita Public Radio. "When I first heard Richard Crowson sing 'Pledger of Constant Sorrow' with Lu and Mark singing harmony, it blew me away. It was very different and creative."

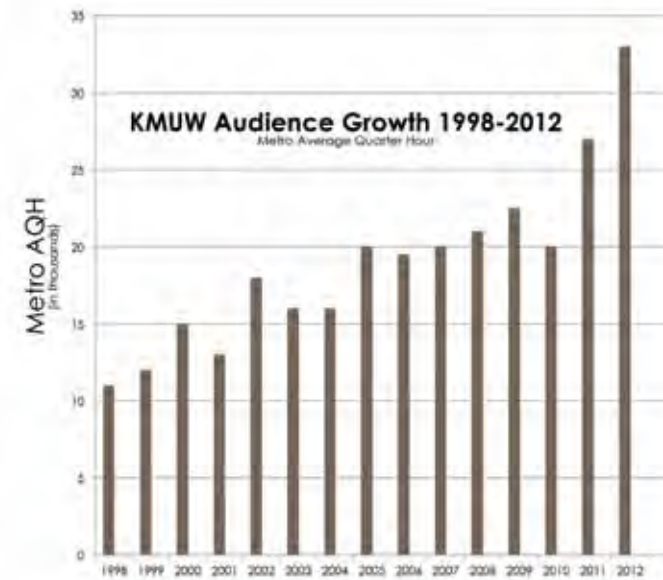
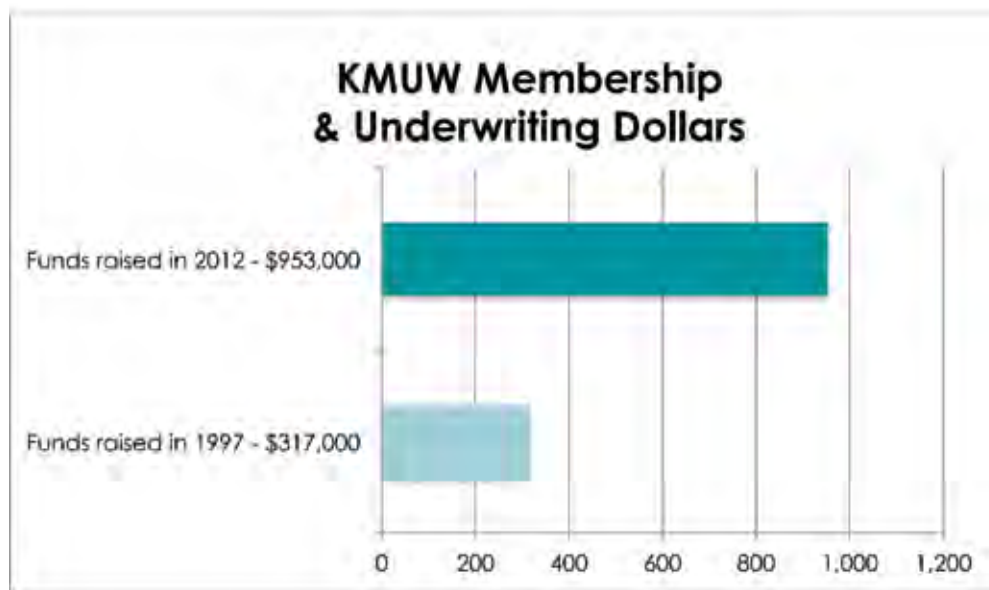
He returned to WUMB in Boston after a couple of years and bounced around a few stations in Massachusetts, but nine years ago he returned to settle in Wichita. "I had a lot of respect for Mark and Lu and what the station does," he says. "This station has terrific community support. It seems to really make an impact on the people." Dudgeon is equally impressed with the community at large. "What people are doing in the arts in this town is pretty impressive," he says.

Dudgeon's witness to the history of public radio is extensive, but now he's looking forward to reading a pile of books that's been awaiting him, learning to play an instrument and continuing to study the history of magic. Recently, an article he wrote was published in *The Yankee Magic Collector*, but he has also written a book on a versatile magician, called *Ray Goulet: Recollections of a Renaissance Man*. It is for sale in dealers' rooms at magic conventions, where the shows are historically accurate recreations of the best tricks and stunts of the past. Dudgeon will soon have time to attend more of those, too.

TWO-WEEK WINDOW

Joyce Johnson has volunteered for KMWU for seven years. She has helped answer phones during pledge drives, represented the station at media sponsorship events and assisted in the execution of station events. As a counselor at Metro-Meridian Alternative High school, she receives an annual grant from Career and Technical Education in Kansas. The grant allows her to donate two weeks to a local organization to gain non-education work experience to aid in career counseling.

So KMWU became Johnson's workplace for a fortnight. She helped thank members who pledged during the Spring 2012 campaign, assisted in developing KMWU's new student membership group, and much more. "I think the world needs many windows to look through, and public radio provides one of those windows," she says. The station is lucky that Johnson chose to spend her valuable volunteer time with KMWU. She made a large impact in a short amount of time.





STUBBLEFIELD
SOCIETY

There's a new group for members of KMUW who are on the path to enlightenment. Wichita Public Radio launched the Nathan B. Stubblefield Society in August. This group, designed for students 18 and older, gets them engaged in the station by offering exactly what they want: free stuff.

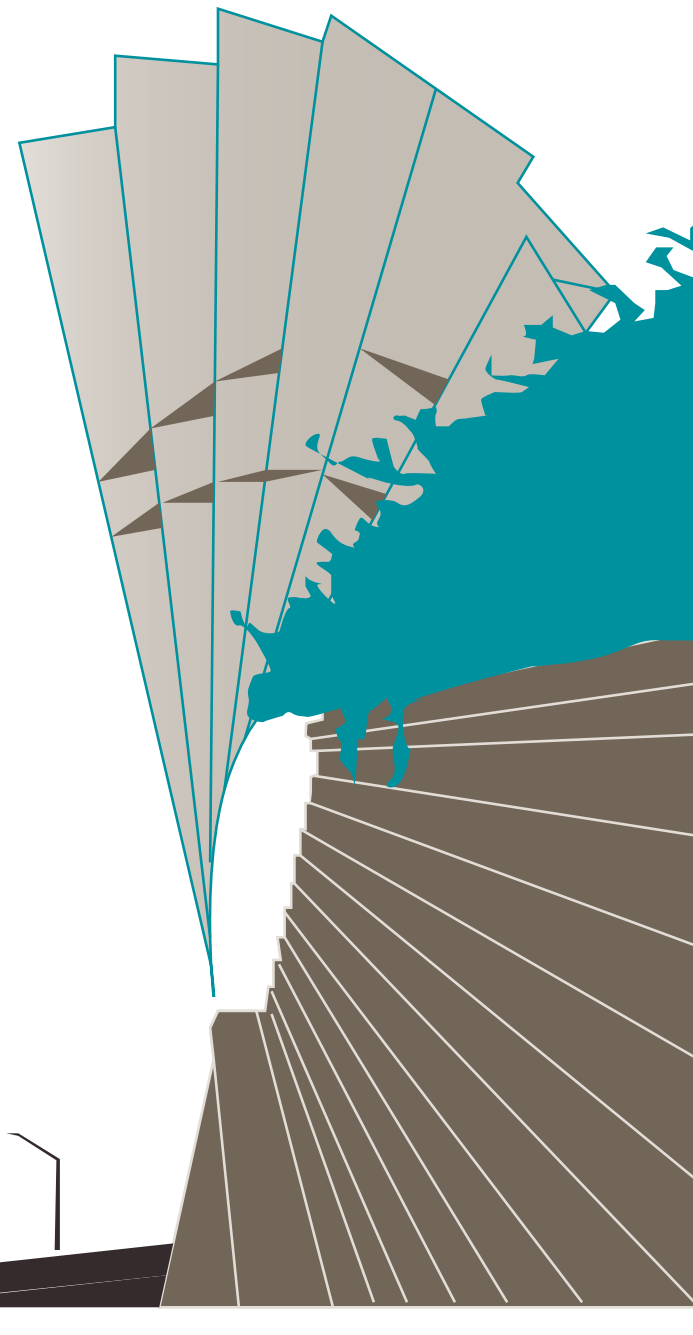
When joining, Stubblefield members receive a starter kit filled with coupon freebies, station information and swag. They get a membership card that lets them into local museums to encourage their exploration of the community. And, they get a monthly email packed with free ticket giveaways, volunteer opportunities, and details about what's on the air at 89.1. For a joining fee of 89 cents, it's been an easy choice for 105 members...and counting.

If you are interested in joining the Stubblefield Society, visit KMUW.org and click "Support" or visit the station.

TAKE YOUR STATION TO THE STREETS

Another new group formed at KMUW over the summer is the KMUW Street Team. Wichita Public Radio's new volunteer crew assists the station in a variety of ways, including representing KMUW at media sponsorship events, helping answer phones during the pledge drive and special station projects. Three stellar volunteers are even providing front desk help during the times when KMUW's two interns are both in class.

There's also an athletic division of the Street Team. This group has walked, run, stair-climbed or bicycled in half a dozen race events so far. The group even has its own tech shirts and bicycle jerseys, designed in-house by Denise Irwin. If you are interested in joining the Street Team, visit KMUW.org and click "Support."





Wichita Public Radio recently launched a brand new website, designed by KMUW staff with support from NPR Digital Services. The site offers a sleek new look as well as some highly anticipated new offerings. The most celebrated of its features is a streaming archive, which allows visitors to listen to past music shows any time they wish. That means you can listen to the jazz of *Night Train* at noon or have a *Soulsations* marathon at work. In addition, the new website is more user friendly and has built-in icons to allow visitors to share content through social media. Readers can also comment on stories and enjoy the improved events calendar. Visit us at KMUW.org, and click on Programs to access your music on your schedule.

NEW BLOOD

Next year's annual report staff listing will feature several new names, as KMUW is in the process of hiring three staffers. First, the station will take on a News Director, who will manage the construction of local news as well as produce additional local content. Second, the station will hire a Development Director, to continue ratcheting up Wichita Public Radio's ability to draw support from the community through a variety of methods. Third, 89.1 will begin broadcasting a different voice in the early hours, when a new *Morning Edition* host comes on board. The station is poised for exciting changes and careful growth in the coming year. Thank you for making this possible.

COMING TO YOUR KMUW WEBSITE

From your online personal interface, you will soon be able to:

- access your personal giving history
- make a pledge
- update your address, email and phone number
- leave comments for staff
- download your tax receipt

These features will be available in 2013.



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, 2011 through June 30, 2012

Tesla Society Gold

Annual gifts of \$2,500 +

Advanced Pain Medicine Associates

Shirley & Don Beggs

Lewis Enns

Dr Alan & Sharon Fearey

Denise & Rex Irwin

Dr Christopher Moeller

Mary Lou Prichard

Dr Lucynda Raben DDS

Susan & David Saidian

Drs David & Natalie Sollo

Jim & Linda Zaudke

Tesla Society Silver

Annual gifts of \$1,500-\$2,499

Bob Adams

Dr Bruce & Meribeth Buhr

Bruce & Patricia Cole

Gloria Farha Flentje & Jack Focht

Timothy Finnerty

Anna & Larry Fralick

Walter & Linda Grether

Drs Martha & Daniel Housholder

Peter & Kay Janssen

Kansas Oil & Gas Resources Fund, LLC

Drs Lisa & Jeffrey May

Debra McArthur

Thomas & Billie McDavitt

Michael Morrow

Todd & Laura Murphy

Melissa Ness & Larry Milhon

Scott & Carole Ochs

Gary Proctor

Dr Suryakumar & Ann Reddy

Cathy & Pete Schrepferman

Mary Singleton

Keith & Georgia Stevens

Watermark Books

Tesla Society Bronze

Annual gifts of \$1,000-\$1,400

Anna Anderson & Christopher Shank

Nancy Beth & John Barton

Bob & Patsy Scott

Paul Clark

Dr Barbara Coats

William Cohen Jr

Lynda & Harold Connell

Dr Jed & Paula Delmore

Kerin Schell PhD & Susan Dougherty

Dennis & Claudia Ellerman

Nathan Esau & Tswelying Huang

Sara & James Farley

Amber Norris & Matthew Flesher

Kim & Doug Hague

Judy & Larry Hatteberg

Alan Hobson

Cheryl & Richard Lewis

Christian & Paula Miller

Rebecca & Peter Reynolds

John Severe

Sam Shoffner

Lois & Ken Short

Dana Smith

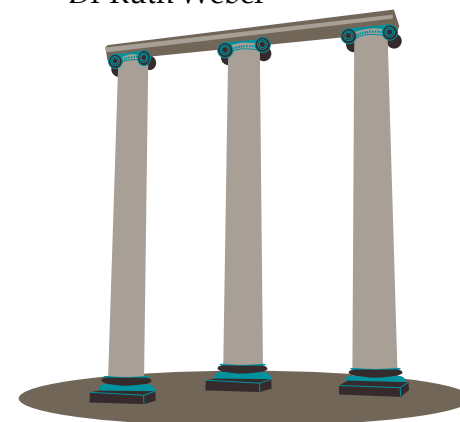
Joyce F Smith

Drs James Snyder & Nancy McCarthy Snyder

Anthony Giardina & Karen Van Embden

Howard & Patricia Walker

Fr Thomas Wilson & Dr Ruth Weber



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

Lifetime Donors

25 Years & More Of Giving

Robert Adams
Dr Phillip Allen
Barbara Bagby
Lana & Larry Bennett
Bill & Susie Braun
Lynn Burklund
Cynthia & Richard Carl
Barry & Nancy Carroll
David Clark
Dr Barbara Coats
Jack Cooper
David & Lois Crane
William & Mary Cummings
Jenny & John Davis
Rev Michael Poage &
Dr Gretchen Eick
Charlene & David Evans
Sara & James Farley
Timothy Finnerty
Kathryn & Jess Frieze
Mary Ann Gertsen
Dr Hewitt & Judy Goodpasture
Marlene & William Hayes
Elizabeth Hicks

Nancy & Clinton Hinman
Raleigh & Rhandalee Hinman
Ellen Holmes
Drs Martha &
Daniel Housholder
Walter & Mary Ann Jost
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Leroy & Pat Lehman
Shirley & David Longfellow
Nancy & William Lusk
Jayne Seydell Milburn
Jean Mulford
Kaye & Walter Myers
Sharon & Kent Olmstead
Diana & John Palenz
Linda & Tim Paul
Katie & Tom Pott
Gary & Jo Ann Pottorff
Drs Diane & Bruce Quantic
Howard & Barbara Redburn
Patricia Ann Riddle &
Scott Kern
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Elvera & Don Skokan
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Nancy McCarthy Snyder
Ann & Stephen Starch
Lee & Ronald Starkel
Keith & Georgia Stevens
Dr William & Fay Terrell
Greg & Julia Thompson
Calvin & Nancy Wiebe
Ilsa Wolfe
Dr Arthur & Linda Youngman

Leadership Circle

Annual gifts of \$400 - \$999

Gregory & Cynthia Abbott
Shawn Aday
Ann & Thomas Adrian
Joel & Gaylene Alderson
Mary Aldridge
Dr Phillip M Allen
Stan & Gretchen Andeel
Elizabeth Anderson &
Benjamin Blankley
Nancy Anderson
Drs Mark & Melodee Armfield
Thomas & Abby Arthur
Jeff & Lorraine Geer-Artman



Janice Bailey
Janet Baird
Shelli Jo Baker
Dr Linda & Gordon Bakken
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Hannah & Aaron Beach
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Lynne & Melvin Bird
Robert & Kathleen Blackburn
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 Kendal & Carol Claassen
 Jeffrey & Cindy Clark
 Mary Cole
 Melinda & Richard Collins
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 Rex Cornelius
 Naomi Daire
 Douglas Davis
 Rabbi Michael & Kay Davis
 Theodore & Consuelo Davis
 Dustin Deckard
 Dan Demott
 Dermatology Clinic
 Nathaniel Diedrich
 Scott Dimick
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 Jean & Charles Eby
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 James Mason & Helen Ehlers
 Bahram Rahbar & Bonnie Ernst
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 Jean and Dr Philip Gaunt
 Susan George & Bryan Patten

Barton Gill & Mary McMackin
 Charles & Sandra Goentzel
 Curtis Gridley & Tracy Hoover
 Carolyn & Jim Grier
 William Gumma
 Lawrence & Annette Gurney
 Lisa Gustin
 Kathy Hannah
 Drs Gary & Cathy Harmon
 Vernon & Elizabeth Harshfield
 Susan & Larry Harvey
 Marlene & William Hayes
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 Philip Knighton
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 Rev Laurie & Thomas Lewis
 Hazel Linder
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 William & Sabra Ludlum
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 Kenneth Martindale
 Margaret Mathewson
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 James & Penelope McDonald
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 Shannon Fortenberry
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Mark McCain – Director of Radio/General Manager
Jon Cyphers – Director of Engineering
Chandra Stauffer – Managing Editor, News & Digital Content
Lu Anne Stephens – Director of Programming & Operations

Programming:

Jedd Beaudoin – *Strange Currency* host/Commentator
Frank Dudgeon – *Morning Edition* host
Carla Eckels – Reporter / *Soulsations* host
Heather Eden – Announcer/Production Assistant
Chris Heim – *Global Village, Night Train & Crossroads* host/Producer
Briana O'Higgins – Reporter
Fletcher Powell – Producer/Announcer/Commentator
Bill Pearce – *Straight No Chaser* host

Volunteer Commentators:

Andrew Bales – Pop Culture
Richard Crowson – Opinion
Jim Erickson – Films
Mark Foley – Music
Lindsey Herkommer – Art
Tanya Tandoc – Food
Watermark Books staff – Books

Development:

Larry Bennett – Corporate Support
Sarah Jane Crespo – Development Coordinator
Nicollette Engels – Student Intern
Zachary Gingrich-Gaylord – Corporate Support
Pat Hayes – Membership Services Coordinator
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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 *Global Village* to *Strange Currency*, 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 Mark McCain, General Manager for KMUW, at (316) 978-7191 or mccain@kmuw.org or Mike Lamb, Vice President for Planned Giving at the WSU Foundation, at (316) 978-3804 or mike.lamb@wichita.edu.