



Classical Music & NPR News Station 15th Anniversary

Lawton - Ft. Sill 89.3 & 102.9 Wichita Falls 88.7 Altus 90.1 Ardmore 90.3 Western Oklahoma 89.1 Chickasha 100.1

Fall

2004

KCCU Sets Goals for Fall 2004 Membership Drive Including Foundation Challenge Grants

KCCU has set a goal of \$75,000 for our Fall 2004 Membership Drive. We are seeking 600 membership renewals and 200 new members. As in the past, support from individuals, underwriters and foundations make up the total financial support needed for this fall. The goal breaks down as follows: Individuals - \$40,000; Underwriting - \$20,200; Foundations - \$14,800.

Once again, because of the generosity of area foundations, KCCU is offering its listeners three foundation challenge grants: Southern Oklahoma Memorial Foundation - \$5,000; Noble Foundation - \$5,000; and McMahon Foundation - \$4,800. KCCU hopes its listeners will take advantage of these challenge grants by having their donations matched dollar-for-dollar by the foundations.

Chickasha Expansion Becomes a Reality

Tune into KCCU on 100.1 FM in Chickasha

KCCU has applied for translators in Chickasha and Duncan to fill voids in our coverage areas in this part of Oklahoma. KCCU has received the construction permit for the translator in Chickasha and the station may well be on the air by the time you read this. The frequency will be 100.1 FM, and the signal will be heard within a twenty-mile radius of Chickasha. "Once again the Corporation for Public Broadcasting and the FCC gave existing stations a chance to apply for stations in areas where people could not hear a public radio signal," said Mark Norman. "Chickasha is in an area where a National Public Radio station could not be heard. Now citizens of this area will be able to hear the KCCU signal from Lawton. As a translator, the station will repeat the Lawton signal."

KCCU listeners who are driving to Oklahoma City will be able to tune to 100.1 FM and hear KCCU's signal another 20 miles up the interstate toward the city, and Chickasha citizens will have a quality public radio signal in their community.

► NPR Commentator Baxter Black Visits Lawton to Entertain His Fans

The Friends of the Museum of the Great Plains hosted NPR/KCCU Commentator Baxter Black in a benefit concert at the McMahon Auditorium on August 7. The audience



Baxter Black, NPR/ KCCU Commentator, visits with with a fan during an August Museum of the Great Plains fundraiser

was treated to a reception with Baxter followed by a very funny evening of cowboy humor. Baxter was in rare form as he kept the audience, young and old alike, thoroughly entertained. KCCU was proud to help promote this event to raise funds to support the efforts of the Museum of the Great Plains.

Message From KCCU'S General Manager: KCCU Converts Lawton and Wichita Falls Stations to HD Radio; Other Stations To Follow As CPB Awards Grants

KCCU, your public radio station, began as a dream 15 years ago. We have been able to keep the dream alive because of your loyal support. In the next few months, KCCU is planning to make some major changes to the quality and scope of the services we provide. High Definition or HD Radio (Tomorrow Radio) is coming to KCCU! At the time of this writing, KCCU has received over \$8000 from members toward its HD Project. KCCU needs your help in raising the \$50,000 in matching funds necessary for this project. KCCU will be purchasing new digital transmitters, digital processors, and digital audio storage devices. Your special one-time, tax-deductible Capital Gift will help us to convert our stations to HD Radio. We also need you to continue your regular support for KCCU so we can continue to bring you our quality programming. If you can make an additional gift for this Capital Campaign, HD Radio will be broadcasting very soon.



What is HD Radio? It is the most revolutionary advance in radio since 1919, when Frank Conrad, a Westinghouse engineer, founded radio broadcasting in a small, red brick garage behind his home in Pittsburgh, Pennsylvania. HD Radio technology is a method of transmitting audio and data, offering upgraded audio quality, on-demand interactive experiences, and compelling new wireless data services. KCCU is one of 76 stations in the country that has been awarded a substantial 75% grant from the Corporation for Public Broadcasting to convert two of our five stations to HD Radio. The Corporation for Public Broadcasting, National Public Radio and many others have compelling evidence that digital radio will be the wave of the future, just like FM revolutionized AM listening. If you travel internationally, you may know that Digital Radio has a strong following in Europe.

You have been wonderful in the past with your donations to KCCU, helping keep the news, entertainment, music and storytelling on your radio. Over the next few years, HD Radio will allow KCCU to expand your world. When you purchase your first HD Radio, or purchase your next car with an HD Radio installed, you will get hooked on this new technology. Both HD Radio and HDTV will expand rapidly in the next few years, and you, as the consumer, will benefit from and enjoy what you hear and see.

We hope you will consider a Capital Campaign pledge in addition to your annual gift to KCCU. In the last 15 years KCCU has only had one other Capital Campaign. We feel this project is worth asking for your help and believe HD Radio will make a major difference in how we serve our listeners. This Capital Campaign will bring new and exciting programming into your home, auto or wherever you listen to KCCU public radio. Thanks for your help!

Sincerely,



Mark Norman, General Manager

New KCCU Production Director Veronica Hodgson says . . .

I've been kicking around in the catacombs of KCCU for nearly four years and have finally convinced Mark Norman that I'm not going away and that he might as well give me a full-time job. Public radio is one of my great loves and I feel blessed to be a part of KCCU. I have recently taken over for Kristin Gordon as Production Director/Morning Edition host and have thus far thoroughly enjoyed the challenges this position has presented me. It has been wonderful to get to know the good folks from our area arts, community and charity groups. I hope to get acquainted with more of you as time goes on.



I have lived in Lawton with my husband John since 2000. We have a little girl, Lillie Elizabeth, and two dogs, a pug named Puglius Maximus "Max" and Daisy the German shepherd. We try to spend a great deal of time together as a family and have come to love the Wichita Mountains Wildlife Refuge. We take every possible opportunity to hike, fish and picnic there. It is truly a Texoma treasure. My husband is a professor in the English Department at Cameron University. Besides being a super dad and teacher extraordinaire, he is working on the mammoth project of creating annotated online editions of Shakespeare's plays. He has several works up and running, but tells me this is a job that will never be completed as new information and commentary become available all the time. John is a classical music lover and has been very supportive of me professionally.

In addition to my duties at KCCU, I enjoy singing and playing the piano and do so at every opportunity. I have a studio of students I adore and enjoy filling a niche teaching voice to younger students. We have so many talented youth in our area! They continually amaze me. I also play the organ (badly) at our church. (continued on page 3)

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KCCU has provided me with so many opportunities to stretch myself creatively. I was privileged to host and produce the Lawton Philharmonic Orchestra broadcasts and *Classical Music Today* has fed the music history buff in me. Mark Norman and Mike Leal have now consented to allow me to indulge my love of opera. We have begun production on a program which will hit opera highlights and leave out all of the fill! Though the program is currently nameless, it will begin airing in early 2005. Many of you have asked for opera on KCCU, and I am excited to be a part of bringing it to you.

This is a new journey for me and I am grateful to be a part of the KCCU family. There is a tradition of hard work and creative excellence at KCCU — I hope I can add to the mix. Thank you to the KCCU staff and the KCCU members who have been so welcoming to me. It is great to be here.

The Legends Live on . . . KCCU Brings Two World-Famous Big Band Orchestras to Lawton

Mark your calendar! Fans of big band music have a treat in store as KCCU hosts not just one but two big band concerts! The first performance is Monday, October 4, 2004, with the Tommy Dorsey Orchestra, led by Buddy Morrow. The second show is Tuesday, March 8, 2005, featuring the Glenn Miller Orchestra led by Music Director Larry O'Brien.

Both concerts will begin at 7:00 p.m. at the McMahan Auditorium, located at 801 NW Ferris in Lawton. All seats are reserved, and advance tickets are \$10 and \$12.50. Tickets will be available the day of the concert for \$15. To reserve the best seats in the house, tickets can be purchased by calling the McMahan Box Office at (580) 581-3472 from 8 a.m. to 12 noon and 1 p.m. to 5 p.m., Monday through Friday. You may also reserve tickets by using a Visa, MasterCard or Discover card.

"These bands are the most sought-after groups in the country. They are unique and appeal not only to folks who knew the Dorsey and Miller bands, but to younger audiences as well," said KCCU General Manager Mark Norman.

Norman said the current popularity of swing music should draw a large audience to the concerts, and many younger listeners are requesting that KCCU sponsor more big band concerts. These events are fundraising activities to help purchase musical programs for the public radio station.

The Tommy Dorsey Legacy

In big band history, the Tommy Dorsey Orchestra is recognized as one of the best all-around dance bands. It could swing with the best of them, and no other band could come close to

Tommy's when it came to playing ballads. Tommy Dorsey, "The Sentimental Gentleman of Swing," was a master at creating warm, sentimental, and always musical moods, at superb dancing and listening tempos. The band was at its best in the 1940s. In the summer of



1941, it outranked every other band to finish first in one of the most indicative of all popularity polls, Martin Block's Make Believe Ballroom contest. By late 1946, it became apparent that the band business was having problems. In December, 1946, eight top bandleaders announced they were calling it quits: Woody Herman, Benny Goodman, Harry James, Les Brown, Jack Teagarden, Benny Carter, Ina Ray Hutton and Tommy Dorsey. Essentially this was the official end of the "Big Band Era". However, it was Tommy Dorsey who, in the years immediately following, fought the case of the big bands with words and action. Less than two years later, he was fronting a formidable new group. "It's



about time somebody got things going again," Tommy said at the time. "You can't expect to have any real interest in dance bands if the bands don't go around the country and play for the kids" (of all ages).

The Glenn Miller Legacy

The Glenn Miller Orchestra, formed in 1938, enjoyed widespread popularity, breaking attendance and recording records with such favorites as "In the Mood" and "Moonlight Serenade." In 1942, at the age of 38, Miller volunteered for the Army, becoming part of the Army Specialists Corps. He had the rank of captain and directed The Glenn Miller Army Air Force Band. After a few years with the band, on Dec. 15, 1944, Miller boarded a plane to Paris and was never seen again. The aircraft, which did not reach its destination, was never recovered. This year marks the 100th anniversary of Miller's birth. The band now tours worldwide under the current musical direction of trombonist Larry O'Brien.

Alexis Terrell New KCCU Wichita Falls Underwriting Representative

The youth of today are notorious for idolizing stars who long for lives outside of prison walls. But can you imagine one who longs for a place "where all the women are strong, all the men are good looking, and all the children are above average?" KCCU welcomes one such 23-year-old to its staff.



Alexis Terrell, the new underwriting representative for Wichita Falls, has long been a fan of Garrison Keillor's "A (continued on page 4)

(continued from page 3)

Prairie Home Companion,” along with many other favorites heard on KCCU. Terrell, originally from McKinney, Texas, graduated summa cum laude from Midwestern State University in May, 2003, with a bachelor’s degree in English and journalism. A student of the flute, she has played classical music in school and community bands for 14 years, participating in the MSU marching and concert bands throughout her college career.

Ever since hearing her grandmother’s collection of music from the World War II era, she started collecting big band, swing and jazz recordings. “I think I adapted a love for swing music mainly because I knew my parents would never yell, ‘Turn that Benny Goodman down!’” she said.

Terrell was managing editor of Midwestern State University’s student newspaper, *The Wichitan*, from 2002-2003. She was named Outstanding Student in English at MSU in 2002 and has won many state awards in college journalism and creative writing.

Terrell replaced Nadia Sikes, who worked with KCCU since March, 2002, when the station began airing in Wichita Falls. Sikes moved to Alamogordo, New Mexico, with her husband who is stationed at Holloman Air Force Base.

Terrell’s husband, Matt Terrell, writes news and entertainment stories for the *Times Record News* in Wichita Falls.

New Programs this Winter on KCCU

A few new programs and a few schedule changes will occur this winter on KCCU. First, let’s talk about the new programs which include *This American Life*; the *World Choral Spectacular*; and *Leonard Bernstein: An American Life*.

We are also sad to report that host and producer Barbara Hendrickson has decided to cease broadcasting the program, *Filmscapes*. This is a program which is produced by KCSC in Oklahoma City. Barbara writes, “Due to other commitments, I have decided to cease production of *Filmscapes*. After five years and over 200 original episodes, the final program will air October 1. I have gotten a lot of positive feedback from listeners who have heard the show on stations around the country, and I appreciate your support.” Many of our KCCU listeners have really enjoyed this program and it will be very difficult to replace it.

This American Life with Ira Glass Saturday at 3p.m. and Sunday at 5 p.m.

KCCU will add a new show called *This American Life*, hosted by Ira Glass beginning Saturday, October 2. If you have never heard *This American Life*, it is one of public radio’s most talked about programs. One of the problems with the show from the start has been that whenever you try to describe it in a sentence or two, it sounds awful. It’s a bunch of stories – some are documentaries, some are fiction, some are something else. Each week, Ira Glass will choose a theme and invite different writers and performers to contribute items on the theme.

“This does not sound like something we would want to listen to on the radio – and it is our show,” said Glass. “In the early days of the show, in frustration, we’d sometimes tell public radio program directors that it’s basically just like *CarTalk*. Except just one guy hosting. And no cars! It’s a weekly show. It’s an hour. Its mission is to document everyday life in this country. We sometimes think of it as a documentary show for people who normally hate documentaries, – a public radio show for people who do not necessarily care for public radio.”

The show is now on over 400 public radio stations across the country. It’s airing this weekend on KCCU. We encourage you to listen and see what you think; and if you can describe it, let us know.

World Choral Spectacular On Mondays October 25, November 1, 8, 15 from 9 p.m. to 11 p.m.

During the summer of 2002, the top-ranked choirs from all over the world came to Minneapolis-Saint Paul, Minnesota to share, learn, and perform at the Sixth World Symposium on Choral Music. Peabody Award-winning host and producer Brian Newhouse brings listeners the very best from that gathering in *World Choral Spectacular*, a series of four, highly produced, two-hour programs that showcases the pinnacle of choral singing.

Brian writes, “Producing *World Choral Spectacular* was the highlight of my 23-year public radio career. For starters, it was a labor of love: I’ve been a choral singer since childhood, and hearing these blue-ribbon ensembles from across the globe was a once-in-a-lifetime experience. It was also wonderful from a simple humane perspective: I mean, for eight days last August, Orchestra Hall, Minneapolis, might as well have been a United Nations building, as choirs from every continent, ethnicity, and language group came and sang their hearts out.

“But as much as it fed my spirit and gladdened the heart of anyone interested in diversity, what made this so memorable was sheer musical excellence — that’s the important thing for you to know. The 23 choirs who arrived in Minneapolis had triumphed through the gauntlet of an international audition process, they were the best on the planet, and they came to show their stuff! Every one of their concerts held breathtaking moments.

“What we’ve done in this broadcast series is produce the ‘best of the best’ for you. That means we recorded every single note sung in that span of those eight days, but these national broadcasts are a highly-produced, crystallized version of the festival. The performances are striking; the host and guest comments are kept to a pithy minimum.”

**Check us out on the web at
www.kccu.org**

Leonard Bernstein: An American Life

Mondays at 9 p.m. beginning
November 22

KCCU is proud to present one of the most in-depth portraits of a musician's work ever created. *Leonard Bernstein: An American Life* is an audio-documentary in honor of the legendary Leonard Bernstein.

Leonard Bernstein was the first major orchestra conductor born and trained in America. Bernstein's work not only reflects the change in American culture during the second half of the 20th Century, but also helped make that change. One of the main criticisms of Bernstein was that his interests were too diverse for him to make a definitive statement in any one area. In this series, we demonstrate that each aspect of his work - as teacher, conductor, composer and media figure - helped illuminate the whole.

This series is based on over 100 new and exclusive interviews, use of the voluminous Bernstein archive of correspondence, archival recordings and more.

Here's what some of Bernstein's colleagues had to say in conversation with producer Steve Rowland:

"Bernstein was a fabulous composer - I think his music is getting the kind of play it should always get" - *Marin Alsop, Conductor*

"Leonard Bernstein was without a doubt the most important American artistic figure to spring up after the end of the Second World War." - *Schuyler Chapin, Producer*

"It's awfully hard to appreciate what a broad vision Leonard Bernstein had. The fact that he was equally comfortable as a concert pianist as he was a conductor, equally comfortable as a composer as he was a player. Equally comfortable in ballet as he was on the symphonic stage, in the opera house as he was on Broadway. I mean it's pretty amazing when one thinks he did so much for young composers." - *Kent Nagano, Conductor*

"Lenny's musical gifts were absolutely phenomenal because they were not only informed by musical intelligence, his human intelligence, but by a passion that was limitless." - *Leon Fleisher, Pianist*

Leonard Bernstein: An American Life is produced by Peabody award-winning veteran radio producers Steve Rowland and co-producer Larry Abrams. And, with the full cooperation of the Estate of Leonard Bernstein and a formal association with The Library of Congress.

PLEDGE DRIVE REMOTE LOCATIONS

KCCU staff members will be at remotes during our fall membership drive. Listeners can drop by and visit with KCCU staff members, pick up premium items and renew their memberships at the following locations:

Fri., October 1: 10 a.m. to 3 p.m.	National Bank of Commerce 123 West Commerce, Altus
Sat., October 2: 9 a.m. to 4 p.m.	SWOSU Homecoming Parade in Weatherford Come and meet the KCCU staff after the parade just south of Milam Stadium for the Tailgate Party.
Sun., Oct. 3: 12 noon to 4 p.m.	Wichita Falls Vineyard and Winery 3399 Peterson Road, Wichita Falls (Turn left just off Highway 367)
Mon., October 4: 10 a.m. to 4 p.m.	McMahon Auditorium to promote the Tommy Dorsey Orchestra Concert presented by KCCU at 7 p.m. Oct. 4
Wed., October 6: 10am to 4pm	Sunshine Natural Foods, Parker Square, 2807 Bob Street, Wichita Falls
Fri., October 8: 10 a.m. to 2 p.m.	Ashleys Books and More #8 E Main, Ardmore
Sat. October 9: 10 a.m. to 4 p.m.	JC Penney, Central Mall Lawton

COMING TO KCCU IN OCTOBER!



Join **KCCU** News Director
Debbie Taylor for
Community Focus
Mondays and Fridays at 8:50 a.m.

HD RADIO – TOMORROW RADIO TODAY!

DIGITAL RADIO FACT SHEET

SEVEN WAYS KCCU AND HD RADIO WILL EXPAND YOUR WORLD!

- 1) *For those people with a digital receiver, broadcasts will be digital and static-free with crystal clear reception. Signal fades, static, hiss and pops will be things of the past.*
- 2) *FM digital will have CD audio quality never possible before HD Radio.*
- 3) *HD Radio receivers will also have the ability to display important data, including song titles and artists, breaking news and weather information, stock quotes, local weather and traffic, and much more.*
- 4) *HD Radio can broadcast in both digital and analog signals, along with the data, all at the same time.*
- 5) *KCCU stations will maintain our current dial positions so you can add a digital receiver when you are ready and not lose the KCCU stations' dial numbers.*
- 6) *The programming is local and has no recurring monthly charges, unlike satellite radio.*
- 7) *HD Radio will offer "TOMORROW RADIO". All HD Radio stations will have the ability to offer a SECOND audio channel. For example, KCCU can offer our classical music format on one channel and the NPR all news/talk formats on the other channel. KCCU could offer many other program formats on the second channel such as jazz or blues, plus the station could cover local sports and talk programs. KCCU will have two radio signals in every market once the conversion to HD Radio is completed in all five markets.*

KCCU Program Guide

(All programs made possible by your financial support)

	Weekdays	Friday	Saturday	Sunday
6:00am	NPR's Morning Edition	NPR's Morning Edition	Oklahoma Innovations	Classical Morn Music
7:00am			NPR's Weekend Edition Saturday & Sunday	
8:00am				
9:00am	Classical Music with Tom Crann	Classical Music with Tom Crann	Car Talk	Classical Guitar Alive
10:00am			Whad' Ya Know?	Bravo Baroque
11:00am				Indianapolis Symphony
Noon	Day To Day		Wait, Wait Don't Tell Me	Car Talk
1:00pm	Classical Music with Julie Amacher	Classical Music with Julie Amacher	Piano Jazz	A Prairie Home Companion
2:00pm			Big Band Hour	
3:00pm		Classical Guitar Alive	This American Life Ira Glass	Thistle & Shamrock
4:00pm	NPR's All Things Considered	NPR's All Things Considered	NPR's All Things Considered	NPR's All Things Considered
5:00pm			A Prairie Home Companion	This American Life Ira Glass
6:00pm				Piano Jazz
7:00pm	Performance Today	Performance Today	Riverwalk Jazz	College Connection
8:00pm			Jazz from Lincoln Center	Performance Today
9:00pm	World Choir Spectacular and Leonard Bernstein (Monday 9pm-11pm)	Jazz After Hours	Jazz After Hours	Pipe Dreams
10:00pm				Broadway Music (10:30)
11:00pm	Evening Classical Music			Evening Classical Music
MID - 6:00 am	Classical Music Through the Night			



Mary McClure's
Slice of Life
 Wed. 8:34 am
 Sun. 5:55 am
 Sun. 8:34 am

Writer's
Almanac
 M-F 9:01 am
 M-F 7:01 pm
 Sat. 8:34 am
 Sun. 7:34 am

Stardate
 M-F 5:04pm

Health In A
Heartbeat
 M-F 10:04 am

Environminute
 M-F 11:04 am

Classical Music
Today
 M-F 1pm
 M-F 8pm

Earth & Sky
 M-F 2pm
 M-F 9:01 pm

KCCU Membership Form

LEVELS <input type="checkbox"/> \$1500 <input type="checkbox"/> \$1200 <input type="checkbox"/> \$900 <input type="checkbox"/> \$600 <input type="checkbox"/> \$300 <input type="checkbox"/> \$150 <input type="checkbox"/> \$120 <input type="checkbox"/> \$75 <input type="checkbox"/> \$50 <input type="checkbox"/> Other	Please indicate membership level on this form and return your tax-deductible contribution to: KCCU-FM, Cameron University, Lawton, Oklahoma 73505-6377									
	Name: _____	Telephone Number _____								
	Address: _____	May we use your name on air/print? Yes <input type="checkbox"/> No <input type="checkbox"/>								
	City: _____ State: _____ Zip: _____									
	<input type="checkbox"/> Enclosed is my check made payable to: KCCU/Cameron University Foundation									
	<input type="checkbox"/> I would like to make installments: ___ monthly ___ quarterly ___ semi-annually									
	<input type="checkbox"/> Please charge my membership to: ___ Visa ___ Mastercard Account number _____ Exp. Date _____									
	<h2 style="color: red;">Thank You For Your Pledge!</h2>									
	<table border="1" style="width: 100%;"> <tr> <td colspan="2" style="text-align: center;">Listener Challenge Grants (please select one):</td> </tr> <tr> <td>___ McMahan Foundation</td> <td style="text-align: right;">\$4,800.00</td> </tr> <tr> <td>___ Noble Foundation</td> <td style="text-align: right;">\$5,000.00</td> </tr> <tr> <td>___ Southern OK Memorial Foundation</td> <td style="text-align: right;">\$5,000.00</td> </tr> </table>		Listener Challenge Grants (please select one):		___ McMahan Foundation	\$4,800.00	___ Noble Foundation	\$5,000.00	___ Southern OK Memorial Foundation	\$5,000.00
	Listener Challenge Grants (please select one):									
___ McMahan Foundation	\$4,800.00									
___ Noble Foundation	\$5,000.00									
___ Southern OK Memorial Foundation	\$5,000.00									
<input type="checkbox"/> \$ _____ Additional HD Radio Gift.										

Clip & Mail ✂

KCCU Telephone Numbers

<p>Toll Free 1-888-454-7800</p> <p>KCCU's main desk Deborah Astley.....(580) 581-2472</p> <p>General Manager Mark Norman.....(580) 581-2425</p> <p>Program Director Michael Leal.....(580) 581-5511</p> <p>News Director Debbie Taylor.....(580) 581-2473</p> <p>Prod. Director Veronica Hodgson.....(580) 581-2436</p>	<p>Underwriting Representatives</p> <p>Terry Anderson.....(580) 581-2474</p> <p>Alexis Terrell.....(940) 322-6995</p> <p>KCCU's Fax Machine.....(580) 581-5571</p> <p>KCCU's Email address..... kccu@cameron.edu</p> <p>KCCU's Home Page..... www.kccu.org</p>
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