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KCCU

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

Spring

2006

Spring Membership Goals Fund Current and New Programs

KCCU Spring 2006 membership goals have been set. KCCU is seeking support from individuals, foundations and businesses as normal. The membership goal for individuals has been set at 600 membership renewals and 150 new members. A financial goal of \$90,000 has been set.

KCCU is pleased to announce that more foundations than ever before have offered Listener Challenge Grants for the Spring 2006 membership drive. These grants are all-dollar-for-dollar matching grants and will help KCCU raise the funds necessary to purchase quality programming.

The following foundations have issued challenge grants: the Leslie Powell Foundation \$5,000, the Southern Oklahoma Memorial Foundation \$5,000, the McCasland Foundation \$5,000, The Ardmore Community Foundation, Inc. \$2,500, and the Perkins- Prothro Foundation \$ 2,500. Listeners can have their gifts matched dollar-for-dollar. Ben Bailey of Altus has issued a \$1000 new member challenge grant for new members coming from Western Oklahoma.

KCCU pays for programming expenses each year by utilizing donations from these very important groups. KCCU is looking for \$40,000 from new and renewed members, \$30,000 from local businesses and \$20,000 from the two foundation challenge grants.

KCCU's on-air membership drive will be March 31 to April 9. During this on-air drive it is very important we hear from individual members to match the challenge grants. Both renewing and new members will be sought during the on-air drive. Listeners should call toll free 1-888-454-7800 to make a pledge. "New members remain critical for us to reach our spring membership goals so we are going to once again target those who have been listening for a time but never joined the KCCU family," said Mark Norman, KCCU General Manager. "We are hoping many new members will come from the new KCCU Chickasha station, which has only been on the air for the last year, as well as other markets."

**Membership Drive
March 31 to April 9**

More Reasons to Listen- New Programs



The Glenn Miller Orchestra return March 17.

Marketplace	Weekdays-6:30pm
Marketplace Money	Sunday - 9:00 am
Cleveland Orchestra	Monday - 8:00 pm
Day to Day NPR News	Mon.- Fri - 12:00 noon
Wood Song Old-Time Radio Hour	Saturday - 3:00 pm

Message From KCCU'S General Manager: HD Radio is HERE!



KCCU is now offering **TWO radio channels in Lawton.** **KCCU** was the first station in the entire area to build an HD Radio facility. What is HD Radio? HD Radio is the first major improvement in FM broadcasting since radio signed on the air in the 1920's. Since our last newsletter we have been on the air in both Lawton and Wichita Falls with HD Radio Stations. We applied for and received a matching CPB grant to build two HD Radio stations, one in Lawton and one in Wichita Falls.

KCCU was the first station in the entire Southwest United States to seek permission and receive a license to test our second auxiliary channel in Lawton. The exciting news is that KCCU HD-2 is on the air in Lawton, and it **SOUNDS GREAT!** KCCU now has **TWO** radio stations on-air in Lawton. We have had reports from some listeners saying they have discovered the signal and are listening to the programming we are offering.

KCCU is airing test programs on the channel. KCCU is counter-programming on KCCU HD-2. What do I mean by counter-programming? If KCCU's 89.3 analog (KCCU 89.3 HD-1) signal is airing news programming the KCCU 89.3 HD-2 Channel will be airing classical music. If KCCU analog and KCCU HD-1 are airing Classical music, KCCU HD-2 is airing NPR news talk programs such as Diana Rehms, Fresh Air, and Talk of the Nation.

You will need a new HD Radio to listen to the KCCU HD-2 channel. The first receiver we received in Lawton was the Boston Acoustics Receptor HD radio. The radio was priced at \$499 before Christmas, but the price has dropped to \$275 as of today. The sound quality is excellent, and it is great as a radio to use in a living area or as a clock radio. We started in Lawton with KCCU HD-2, and we plan to expand to include all the markets as time and funds will allow over the next couple of years.



A picture of the Boston Acoustics Receptor HD Radio shows its sleek design. If you want to drop by the KCCU studios we will be happy to demonstrate the excellent sound quality. If you are an early adopter you might want to look at this radio. In my 30 years in the broadcast business I did not think the FM Channel would allow for additional audio channels on the same frequency. However, in the last few weeks, several commercial stations in Oklahoma have followed KCCU lead and now are offering HD Radio, and in Tulsa Clear Channel Communications is offering at least two HD-2 stations. The new IBOC (In Band On Channel) allows stations to stay on their frequency (89.3 FM in Lawton for KCCU) and yet broadcast more than one FM channel that can be heard on your new HD radio. Home and car radios are available to receive the HD channels in Lawton. If you want more information or want to discuss HD radio, please give me a call. We will be glad to send you the latest information on radios and where they can be purchased.

You will want to listen to KCCU HD-2 in Lawton now; it is exciting to say the least. If you like KCCU now, the new channel will offer you even more options.

Sincerely,

<i>KCCU 89.3 - HD-1 & HD-2</i>	<i>Lawton</i>
<i>KMCU 88.7 - HD-1</i>	<i>Wichita Falls</i>
<i>KYCU 89.1 Analog</i>	<i>Clinton</i>
<i>KLCU 90.3 - Analog</i>	<i>Ardmore</i>
<i>KOCU 90.1 - Analog</i>	<i>Altus</i>
<i>HD is on the Way!</i>	



Day To Day Most Popular New KCCU Program

KCCU's new noon program, Day to Day, has found a loyal audience in Oklahoma and Texas. NPR introduced this program for listeners who needed to know what was going on between Morning Edition and All Things Considered. Whether you're running errands, working or eating lunch, Day to Day keeps you up-to-date with major news stories and piques your interest with intriguing features in the middle of the day.



Our fall listener ballot shows this program performed very well, and many want KCCU to air more news programs like Day to Day. "The cost of this program was reasonable—\$10,000 a year for the weekday show. We are very pleased listeners have responded with their votes," said Mike Leal, Program Director. "Day to Day provides news with a twist. Smart, fun, fast - it's guilt-free NPR for people on the go," explained Leal.

Day to Day is hosted by award-winning NPR correspondent Alex Chadwick and includes news as well as familiar NPR voices.

Day to Day is partnered with Slate, the on-line magazine of opinion and analysis. Regular contributors from Slate include legal analysis from Dahlia Lithwick and Emily Bazelon; political analysis from Will Saletan and Fred Kaplan; The "explainer" segment from Daniel Engber and Andy Bowers.

Other frequent contributors include The Unger Report with Brian Unger each Monday; Watching Washington with Ron Elving each Monday; personal finance contributor Michelle Singletary each Tuesday; Political Roundup with Juan Williams each Friday; Xeni Tech with Xeni Jardin; correspondents Karen Grigsby Bates in Los Angeles, Eric Weiner in Miami, and Mike Pesca in New York.

Drop in on Day to Day weekdays from 12 to 1 pm on KCCU.



New Programs: A Trio of Marketplace

- Marketplace Morning Report – weekday mornings 7:50 & 8:50
- Marketplace – weekday nights 6:30
- Marketplace Money – Sunday mornings 9:00



Marketplace weekday mornings

For years, KCCU listeners have enjoyed our Marketplace Morning Report hosted by Scott Jagow. But many listeners have wanted more financial programs especially during the evening hours – we have finally found the perfect show!

Marketplace – weekday nights 6:30 - the best of the best

Marketplace - it's the fresh sound of business and economic news. Voted "Best of the Best" in 2003 by Media Life magazine, Marketplace has the largest audience for any business program in the United States on radio, cable or network television.

Smart, Distinctive Sound

This smart, hip and literate program is not only about money and business, but about people, local economies and the world—and what it all means to us. The only national daily business news program originating from the West Coast, Marketplace has four domestic bureaus—in New York, Miami, Washington, D.C. and Los Angeles, plus international bureaus in London and Beijing. Marketplace also maintains editorial relationships with The Economist magazine and Reuters news service, further expanding the program's resources and reach.

Marketplace Money on Sunday

Each Sunday on Marketplace Money, host Kai Ryssdal looks at the week's major national and international stories that will impact the average listener's wallet. During the hour-long program, Ryssdal and his guests help listeners map out the course to financial well-being, offering advice on topics like how to pay for college and whether to buy or lease a car as well as the individual impact of national stories like the mutual fund scandal.



Weekdays
12-1 p.m.
on KCCU

KCCU staff members have worked hard this past year to meet and greet our listeners and supporters.



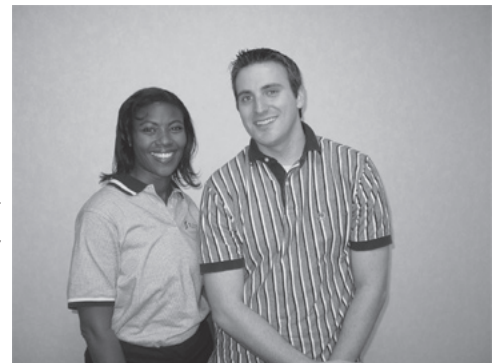
Mark Norman, General Manager of KCCU, along with other staff members attend a luncheon and make a presentation to the Chickasha Kiawians Club in November.

Cynthia Sosa and Terry Anderson represent KCCU and Cameron University at the Parade of Trade event held October 13 in Lawton and sponsored by the Lawton Chamber.



Joni Dotson and Mark Norman represented KCCU at the BCI Business Expo in Wichita Falls, October 14.

Cynthia Sosa, KCCU morning host, and Justin Povick, KSWO morning weather forecaster, talk at a joint meeting to discuss the weather coverage provided by the two each morning.



Mike Leal, KCCU afternoon host and program director, and Pat Walker, KSWO Chief meteorologist discuss the unique joint severe weather coverage provided by KSWO and KCCU during the spring. The KCCU and KSWO staff members met with the stations' management to discuss our commitment to our listeners and viewers.

Manager of Howmet Casting, Mark Kennedy, presents a generous check from the Alcoa Foundation to Mark Norman, KCCU General Manager, and Dan Ellison, Human Resource Manager at Howmet, joins in the presentation. KCCU will use the funds to produce free public service announcements for Wichita Falls non-profits for the next year. The funds presented by Alcoa will allow groups to acquire airtime on KCCU that they would receive without this generous donation.



KCCU Listener Always Say It Best!!!!!!

Mr. Namon Wilkerson from **Canadian, TX**, called from his work truck and said when he was scanning the radio dial, he found classical music, so he called to support KCCU with his pledge.

Mr. Karl McKofke wanted us to know how much he likes KCCU and added that TV cannot be compared to it. His bedtime is at 9 p.m. but on jazz night he finds himself staying up late past his bedtime, just to listen.

A gentleman called KCCU to say how glad he is that he is back in town. He was on the road for a 4800 mile trip and listened to different NPR stations throughout that time. He really enjoys the classical programming and is happy we are not loaded with talk shows like other NPR stations.

Ms. Helene McConahay, a new member, called to tell us about her daughter who got in her car one day and asked her what was that terrible music she was listening. Her daughter then changed her radio station to KCCU and it has been on KCCU ever since.

Ms. Terri Hutson from **Lawton, OK**, wrote: "I have listened to classical music since I was a little girl and it still tintilates my spirits even now at 66 years of age, I am already a member, I am retired and pay \$10.00 a month and I hardly feel the bite, and the company your station gives me is priceless, thank you soooooo much, don't know what I would do without you! I listen to you on the radio in my car and also at home"

Ms. Toni Fry, a nurse, said that she has been a listener for 11 years and that she feels this station is comforting, relaxing, informative, accurate, and the music is relaxing. She says before she goes to work she listens to NPR and when she gets to work, she reports to everyone all the accurate news that she hears.

Ms. Sara Gamble is a new member who told us, "I love it, I love it, I love it." She says that KCCU makes her day. The classical music is very soothing and she loves it.

Ms. Mary Tutor, a former member of KERA, said that she switched to KCCU because she likes the local feel, the fact that we have more classical and because she likes the programming in general.

Ms. Ruth Dishman from **Lawton, OK**, wrote, "My husband and I are regular contributors to KCCU. However, I wanted to let you know how much I love Michael Feldman. Please, please keep it on the air. I tolerate "Car Talk." My husband loves it, but I really enjoy Michael Feldman and also, "Wait, Wait, Don't Tell Me!"

Jean Querubin wrote, "I just turned 14 yrs old Oct. 20, 2005. I really enjoy your music and other programs. I play the violin and someday I hope that when I get 'really' good at playing, you'll

play my music on the air." And his parents **Untalan and Virgilio Querubin** told us "We just love listening to NPR. We are never worried about what kind of music, news or information our 14 yr. old son might hear. We can never go wrong with our choice of music - NPR music. Thanks for being there..."

Mr. Eddie Weaver-new member from **Altus**-called to let us know how much he appreciates our radio station and the classical music, the opera program and the jazz. He doesn't know what he would do without us since we are the only station that covers that kind of music.

"Thank you, thank you, thank you" for airing our troops' greetings, said **Mrs. Horton** who had the happy surprise to hear greetings from his son stationed in Kosovo. "This was very special and made me happy".

Ms. Margarita McDonald from **Fort Worth, TX**, sent the following message: "Thanks so much for creating this site with all of the Christmas lyrics. This is just what I needed to brighten up my season."

Mr. Michael Jumes from **Wichita Falls, TX**, wrote: "My family recently moved to Wichita Falls and is enjoying listening to KCCU. We were wondering if you have ever considered adding "From the Top" to your line-up? My oldest three children who play classical ensemble music (violin, harp and piano) are in the application process for this show. We would love to be able to hear it locally."

KCCU Staff Members Busy On The Road Year Round

KCCU staff members are glad to have the chance to meet our listeners, and we hope you will drop by one of our remote broadcast to say hello. You can talk to us about programming, become a member, or renew your membership and pick up our special thank you gifts. By the time you get this newsletter some of the events listed below may have happened but we want our readers to know that KCCU will probably be at the same event next year.

- Lawton Philharmonic Orchestra Concert - Feb. 18 and March 11
- Kemp Center for the Arts Home and Garden Show - Feb. 25 and 26
- Glenn Miller Concert (Presented by KCCU and KSWO) - March 17
- Wichita Falls Symphony Concert - March 25 and April 22
- KCCU Membership Drive Remotes March 31 to April 9
 - Altus - March 31 - First State Bank 10:00 am - 3:00 pm
 - Ardmore - April 5 - Ashley's Bookstore 10:00 a.- 3:00 pm
- Western Oklahoma - Clinton Home and Garden Show - April 8 and 9
- Ardmore Business Expo - May 6
- Arts for All Festival in Lawton - May 12, 13 and 14
- Altus Air Show - May 20
- Arts in the Park in Clinton - June 3

Michael Johnathon - Host of Woodsong's Old Time Radio - Visits Wichita Falls for Concert

Woodsongs: Saturday at 3:00 pm

Michael Johnathon is a folksinger, songwriter, concert performer, an author, and has a worldwide radio audience approaching a million listeners each week. He also created the world's first multi-camera weekly series broadcast on the Internet.

This "Woody Guthrie in a Cyber World" grew up in upstate New York along the shores of the Hudson River.

At 19 years old, he moved to the Mexican border town of Laredo, Texas, and found a job working as a late night DJ on KLAR-FM. One night, he played Turn, Turn, Turn by the 60's folkrock group The Byrds. As the song played, he recalled seeing folk artists like Pete Seeger and Harry Chapin performing in his Dutchess County hometown in New York.

By the time the three-minute song ended, he decided to leave Laredo and pursue a career as a folksinger.

Two months later, he bought a guitar and a banjo, and settled into the isolated mountain Hamlet of Mousie, Kentucky. For the next three years, he traveled up and down the hollers of the Appalachian Mountains knocking on doors and enjoying the music of the mountain people.

Michael experienced hundreds of front porch hootenannies throughout Appalachia where folks would pull out their banjos and fiddles sit on their front porches with him, and play the old songs that their grandparents taught them.

Soon enough, he began performing concerts at hundreds of colleges, schools and fairs. He performed Earth Concerts, performed benefits for the homeless, farm families, and played for shelters helping battered women and children. In all, he sang to over two-million people in one four-year stretch. Billboard Magazine headlined him as an "UnSung Hero." He has been featured on CNN, TNN, AP, Headline News, NPR, the Bravo Movie Channel and several syndicated radio shows.

Aside from touring, writing and working on the radio show, Michael continues to record and create new projects.

Michael's seventh album, HomeStead, was released in 2004. The



David White, John Hirschi, Dr. Brian Hull and Michael Johnathon in Wichita Falls, Texas during a concert with Michael.

CD has Sam Bush, Rob Ickes, Ronnie McCoury, Mike Cleveland, John Cowan, JD Crowe and others helping out. The album highlight is THE CRIMSON ROSE TRILOGY based around the song and short story THE GARDEN. On this song, Michael plays mandolin with seven-time IBMA Mandolin Player of the Year RONNIE MCCOURY on an epic work full of French horns and lyrical drama.

Michael's other new projects include the follow up edition of his book and CD series, "WoodSongs II: A Folksinger's Social Commentary, Homestead Manual and Songbook." The 176 page book includes the full length Homestead album.

Michael's live album with his band, the FolkBoy Orchestra, has just been released. The album was recorded in concert with Hotlicks Harsha Sen (mandolin), Ben Sollee (cello) Don Cornwell and Robert Sollee (bass), and friends like Sweet Honey In The Rock, Rob Ickes and others.

Thanks to Dr. Brian Hull, Acoustic Arts Productions, for bringing Michael Jonathon to Wichita Falls Kemp Center and KCCU.

KCCU offers several short programs throughout the day. We call these modules and they can last anywhere from one to 5 minutes. We strive to bring listeners programs that entertain, educate and are unique. Tune in and discover great programming on KCCU.

Community Focus with Debbie Taylor

Monday and Friday 8:50 pm & Sunday at 6:45 am

Mary McClure's Slice of Life Commentary

Wednesday, 8:34 am; Sunday, 6:55 am & 8:34 am

Writer's Almanac with Garrison Keillor

Monday through Friday 9 am & 7 pm;
Saturday 8:34 am; Sunday 9 am

Health in a Heartbeat

Monday through Friday 10:04 am

Enviornminute

Monday through Friday 11:04 am

Classical Music Today with Veronica Hodgson

Monday through Friday 1pm & Tuesday through Friday 8 pm

Earth and Sky

Monday through Friday 2 pm; Tuesday through Thursday 8 pm

KCCU's Top 10 Programs

Last fall, survey forms were included in KCCU's membership drive mailing. Thanks to all of you who took part in our survey. We take into consideration any new programs that are suggested, and we take heed of the criticisms as well as the compliments.

1. Morning Edition Mon.-Fri. 6-9 am & Weekends 7-9 am
2. All Things Considered Mon.-Fri. 4-6:30 pm & Sat. 4 pm & Sun. 5pm
3. Car Talk Saturday 9 am & Sunday Noon
4. Prairie Home Companion Saturday 7-9 pm & Sunday 1-3 pm
5. Classical Music Weekdays 9-noon; 1-4pm; 7-overnight
6. Piano Jazz w/ Marion McPartland Sat. 1 pm & Sun. 6 pm
7. Performance Today Weekdays 9 am & 7 pm; Sun. 11 am
8. Writer's Almanac Weekdays 9am & 7pm; Sat: 8:34am; Sun: 9am
9. Wait, Wait Don't Tell Me Saturday at noon
10. Day to Day Weekdays 12-1 pm

KCCU Program Guide

(All programs made possible by your financial support)


	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday					
Midnight-5:00 a.m.	Classical Music Through the Night					Jazz After Hours						
5:00 a.m.	Classical Music											
5:30 a.m.												
6:00 a.m.	Morning Edition					Oklahoma Innovations	College Connections					
6:30 a.m.											Weekend Edition - Saturday	Weekend Edition - Sunday
7:00 a.m.												
7:30 a.m.												
8:00 a.m.												
8:30 a.m.												
9:00 a.m.	Performance Today					Car Talk	Marketplace Money					
9:30 a.m.						Whad Ya Know	Classical Guitar Alive					
10:00 a.m.	Classical Music						Performance Today					
10:30 a.m.												
11:00 a.m.												
11:30 a.m.						Wait, Wait, Don't Tell Me	Car Talk					
12:00 p.m.	Day to Day											
12:30 p.m.						Classical Music	Piano Jazz					
1:00 p.m.	Classical Music				Classical Music			Big Band Hour	A Prairie Home Companion			
1:30 p.m.												
2:00 p.m.												
2:30 p.m.												
3:00 p.m.												
3:30 p.m.									Classical Guitar Alive	WoodSongs Old-Time Radio Hour	Thistle and Shamrock	
4:00 p.m.	All Things Considered					All Things Considered	Celtic Connections					
4:30 p.m.											A Prairie Home Companion	All Things Considered
5:00 p.m.												
5:30 p.m.												
6:00 p.m.												
6:30 p.m.						Marketplace						Piano Jazz
7:00 p.m.	Performance Today	Performance Today				Riverwalk, Jazz from the Landing	Saint Paul Chamber Orchestra					
7:30 p.m.										Jazz from Lincoln Center		
8:00 p.m.												
8:30 p.m.	Cleveland Orchestra	Classical Music			Jazz After Hours		Pipedreams					
9:00 p.m.												
9:30 p.m.												
10:00 p.m.	Classical Music						Footlight Parade					
10:30 pm.												
11:00 p.m.	Classical Music						Evening Classical					
11:30 p.m.												




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 ____ Discover Account number _____ Exp. Date _____	
	<div style="border: 1px solid black; padding: 5px;"> Thank You For Your Pledge! Listener Challenge Grants (please select one): ____ Leslie Powell Foundation \$5,000.00 ____ McCasland Foundation \$5,000.00 ____ Southern OK Memorial Foundation \$5,000.00 ____ Perkins-Prothro Foundation \$2,500.00 ____ Ardmore Area Community Foundation \$2,500.00 ____ Ben Bailey new Member Challenge \$1,000.00 </div>	

Clip & Mail ✂



KCCU Telephone Numbers



<p>Toll Free 1-888-454-7800</p> <p>KCCU's main line..... (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 Cynthia Sosa..... (580) 581-2436</p> <p>Membership/Office Manager Mirian Yusef-Smith..... (580) 581-2472</p> <p>Bookkeeper Tammie Burton..... (580)581-5421</p>	<p>Underwriting Representatives</p> <p>Terry Anderson.....(580) 581-2474</p> <p>Joni Dotson.....(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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