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PART OF THE
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DIGITAL NETWORK

WAVE LENGTHS



unique and enriching member-supported radio

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Ask your Smart Speaker to play KASU

KASU members have access to music, news, arts, and views thanks to a FM transmitter that has served KASU for 27 years. Now it's time for that transmitter to retire to backup status and a new transmitter to take its place. You can help with this Transmitter Fund at www.kasu.org/inspire.

KASU impacts & inspires:

"You're our dependable source for news & music variety!"
Memory Lane Antique Mall in Hardy, AR

"We love the classical music at night."
Elaine and Jack in Forrest City, AR

"We depend on KASU—especially enjoying 1A and the news."
Barbara and Daniel in Moody, MO

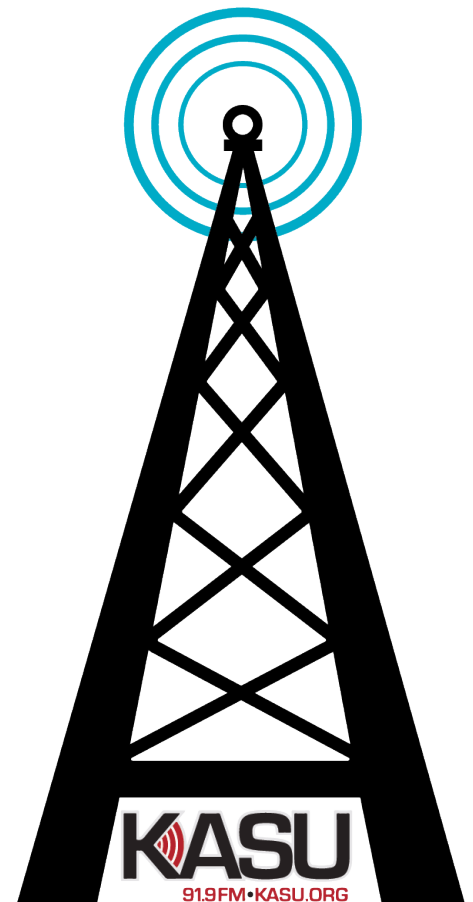
". . .KASU brings me news I can trust . . . and the best performances of music . . . I only wish I could give more!"
LaVonda in Paragould, AR

"I listen on my tractor, in my car, and at home."
Debra in Doniphan, MO

"I am a professional driver whose route takes me through the KASU listening area daily."
Anonymous in Hernando, MS

"I really appreciate the love and passion your team has for providing us with important news and art."
Billy in Pochontas, AR

"I have probably listened to eleven-twelve public radio stations across America. You are the best . . . Keep it going!"
Paul in Williford, AR



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TRANSMITTER FUND


SUPPORT YOUR FAVORITE PROGRAMS
DONATE YOUR VEHICLE

THE PROCESS IS EASY, AND YOUR GIFT QUALIFIES FOR A TAX DEDUCTION.



kasu.careasy.org/home

KASU Music Night @ Lost Pizza Co.



Lost Pizza Company on Southwest Drive in Jonesboro will be the location for a special "KASU Music Night" featuring Mark Currey. He is nominated for two 2019 Arkansas Country Music Awards, Vocal Group of the Year for his collaboration with Searcy's Bonnie Montgomery and Song of the Year for his composition "Come Sunday Morning." Currey will present an acoustic set of his original compositions as well as cover songs. He will be accompanied by other Little Rock area musicians. This free event will begin at 6 p.m. on Thursday, July 25.

WAVE PEAKS

With Mark Smith - Station Manager

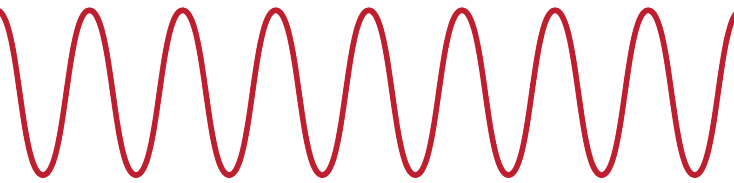


Photo by Jayaprakash Veeramreddy

In our last *WaveLengths*, I promised many exciting and challenging developments ahead for KASU in 2019. We will begin upgrading the station's automation system during the month of June. This system will improve our

24/7 operation and allow us to transition smoothly between satellite programming and local content.

We will continue to work toward developing more of the unique local content that you enjoy, but first we need to make sure that you, our listeners, have the most reliable access to everything that KASU has to offer. It takes dependable equipment to bring you the respected news, inspiring stories, stirring music, and a variety of perspectives that you expect from 91.9 FM and kasu.org.



KASU's current transmitter is 27 years old and the parts for it are becoming harder to find as technology advances. We need to purchase a new transmitter that is more reliable and will provide many more years of service. Our current transmitter will then become a backup system, which will enable KASU to remain on the air at full power when maintenance is needed on the new one.

Arkansas State University has already invested in this project by committing the funds for the construction of a building to house the new transmitter. In the coming weeks, we will be reaching out to various individuals, businesses, and organizations. You will be hearing more about how you can help to support this essential project. With your help we hope to be able to complete this project with very minimal inconvenience to the service that KASU provides to you. Thankfully, this is an expense that typically only comes along every 25 or 30 years!

Thank you for all that you do to help KASU progress and continue to serve you with the music, news, arts, and views you expect and deserve from your public radio station.

Transmitter Fund Requires Explanation and Hopes YOU Find Inspiration

By: Kristy Cates, Development Director

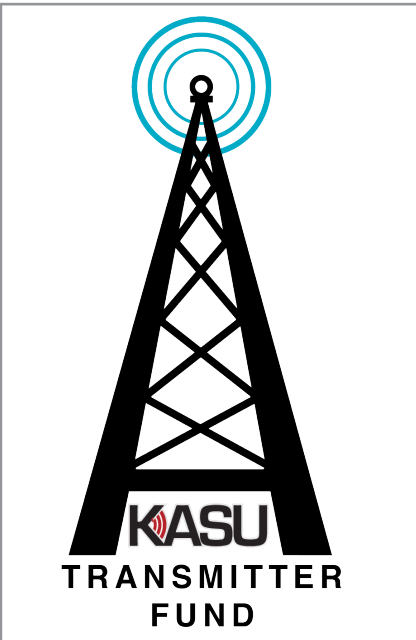
Before discussing the Transmitter Fund, KASU thanks YOU for meeting the Spring Fundraising goal of \$43,000. Sustainers, one-time contributors, and underwriters help fund the essential programming that our community needs for information and enjoyment.

Since we are public radio, we need YOU again. We have another page on our website for contributing to our Transmitter Fund--www.kasu.org/inspire. KASU must purchase a transmitter (not a tower--we already have one; however, the transmitter will be housed at the bottom of the tower) to continue bringing inspiring stories and music to YOU.

•The rural listeners and traveling listeners depend on this technology, and this transmitter costs over \$93,000.

•KASU has been saving for this inevitability. However, once this item is purchased, KASU reserve funds will be severely depleted.

•Therefore, we are working to cover this transmitter cost. We will be asking service organizations, colleges/departments at Arkansas State, ASU's satellite campuses, chamber of commerces, mayors, and key contributors to help us.



•Our hope is that these groups will challenge their sphere of members/friends to help KASU transmit more clearly and continually in our community--especially to those without Internet access. As a public radio station in northeast Arkansas, KASU believes EVERYONE should have access to information, education, and culture. There are four tiers of contribution for the Transmitter Fund:

Ionosphere--Donors and organizations collecting \$5,000 or higher will receive special recognition on the website, social media and on-air.

Mesosphere--Donors and organizations collecting \$2,500 to \$4,999 will receive recognition on the website, social media and on-air.

Stratosphere--Donors and organizations collecting \$1,000 to \$2,499 will receive recognition on the website and social media.

Troposphere--Donors and organizations collecting \$500 to \$999 will receive recognition on the website.

YOU will be able to access the Transmitter Fund website page to contribute in your sphere or encourage friends/co-workers at a sphere you all choose; click www.kasu.org/inspire. Also, YOU can call me at 870-972-3486 or email me at kcates@astate.edu to let me know how YOU can help.

This Transmitter Fund will not be like our Spring and Fall Fundraisers. There are no sustainers. Sustainers are our contributors who give monthly--primarily for the programming at KASU. We will not be making "live" on-air appeals; however, we will use some air time to explain what we are doing and encourage participation. We plan to promote the Transmitter Fund until Sept. 10. Then we will assess this undertaking and gear up for our Fall Fundraiser which must occur to make sure that the expenses for KASU's programming are covered.

Arkansas Roots Music Festival



Saturday, April 13, Kurt and Andrea Stephenson's band performed at KASU 91.9 FM AR Roots Music Festival. Other performers included the Boss Tweeds, the Ozark Highlands Trio and Marcus "Mookie" Cartwright.

Why Should My Business or Organization Become an Underwriter of KASU?

Doreen Selden - KASU Corporate Relations Director

It's smart marketing! On average, public radio listeners have higher incomes and are better educated. They are the decision makers your business or organization is trying to reach! And KASU listeners really listen; they know who underwrites the programs they love, and they want to support them.

Quality & Reputation- Did you know that 88% of NPR listeners say their opinion of a company is more positive when they discover the company supports public radio? It's called the "Halo Effect." In short, underwriting on public radio projects quality, credibility, and stability. NPR's radio and web audiences are more likely than those of comparable news outlets to express a preference for doing business with sponsors. These favorable comparisons clearly differentiate NPR's value in the advertising marketplace.

Unique & Affordable- Underwriting on public radio places your business or organization in a unique position by separating your name from the clutter inherent on commercial advertising. Furthermore, you have the freedom to select the KASU programs that will most effectively target the segment of the market you wish to reach. Plus, the money you spend informing our audience about your services is all tax-deductible because KASU is a not-for-profit entity.

Strength & Impact- KASU is a 100,000 watt public radio station. KASU coverage reaches an eighteen county area in Northeast Arkansas, seven counties in Southeast Missouri, and five

in Northwest Tennessee. In addition to the Jonesboro- Paragould area, KASU listeners live and work in Batesville, Blytheville, Newport, Pocahontas, Wynne and West Memphis in Arkansas. They are in Thayer, Popular Bluff, and Kennett, Missouri; and even in Dyersburg, Tennessee ...and in all the wonderful small communities in between! More than 250,000 people live in the KASU listening area.

*Source ICR, Excel Omnibus, Interviews with US 1000 adults, Listeners Opinion of Corporate Support

THANKS



TO OUR UNDERWRITERS