



# 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

2008

## CAMPAIGN 60-60 UNDERWAY

To the best public radio supporters in America:

Hi, I'm Ted Riley, the new General Manager of KCCU. I've been on the job for six months now, and I've enjoyed meeting and getting to know many KCCU patrons. I hope to have the privilege of meeting you personally. You are welcome to visit the KCCU studios anytime; my door is always open.

I'm writing to you today because I believe it's crucial for the future of KCCU to attract new listeners and members. That's why KCCU will be conducting a Spring New Membership Drive April 4-11.

The theme of KCCU's Spring Membership Drive is "Campaign 60-60." Our objective is to raise \$60,000, and to get 60 new members to join the KCCU family. If you're already a KCCU member, thank you. If you have not made a pledge of support to KCCU in the past twelve months, you can become a new member. As a KCCU member, your pledge of support helps pay for the great programs you listen to and count on daily.

KCCU News covers issues that affect the lives of citizens in a two state area, and KCCU is always there for you during extreme weather outbreaks. KCCU is also your source for quality programming that no other radio stations offer. Whether it's "Morning Edition," "A Prairie Home Companion," or "Classical Music Today," you count on KCCU to bring the best in public radio programming into your living room, office, and car.

Now the staff of KCCU is counting on you to help us. We're asking you to send KCCU your pledge of support prior to the Spring Membership Drive starting April 4<sup>th</sup>.

How much should you pledge? That's entirely up to you. Whether its \$50, \$200, \$1000, or \$5000, your pledge of support is important. Please send your tax-deductible investment by April 3rd, or you can pledge via the internet at [www.KCCU.org](http://www.KCCU.org).

Thank you for your tax-deductible financial support of KCCU. Renew your membership today and continue your important relationship as part of the public radio family. Remember, PLEDGE EARLY AND PLEDGE OFTEN!

Ted Riley  
General Manager  
The KCCU Network

## KCCU Programming Schedule

KCCU-89.3 FM is entering the age of digital broadcasting via its adoption of HD Radio technology. Listeners in the Lawton area with HD Radio compatible receivers can now enjoy the improved sound of KCCU's main channel 89.3-1, and an additional multicast channel, 89.3-2, which offers a new format of expanded NPR news programming. In Wichita Falls, listeners can hear crystal clear, CD quality sound with on the main 88.7 FM frequency with their HD Radios.

"HD Radio is the most revolutionary change in our industry since the introduction of FM 50 years ago," said KCCU General Manager Ted Riley. "HD Radio's combination of CD quality sound, multicast capabilities, and radio's unmatched local market coverage will provide consumers with greatly expanded choices for customizing their radio experience."

PROGRAM 1			
KCCU 89.3 HD-1 Program Guide			
	Week Day	Saturday	Sunday
12:00 AM	Classical Music	Jazz Music	Classical Music
1:00 AM			
2:00 AM			
3:00 AM			
4:00 AM			
5:00 AM			
6:00 AM	NPR News Morning Edition	Oklahoma Innovations	College Connection
7:00 AM		NPR Week-end Edition	NPR Week-end Edition
8:00 AM			
9:00 AM	Classical Music	Car Talk	Marketplace
10:00 AM		Whad'Ya Know	Classical Music
11:00 AM			
12:00 PM		Day to Day	Wait, Wait
1:00 PM	Classical Music	Piano Jazz	Prairie Home Companion
2:00 PM		Big Band	
3:00 PM		Folk Music	Celtic Music
4:00 PM	NPR News All Things Considered Marketplace	NPR ATC	NPR ATC
5:00 PM		Prairie Home Companion	Piano Jazz
6:00 PM			
7:00 PM		Classical Music	Jazz Music
8:00 PM	Pipedreams		
9:00 PM	Pipedreams		
10:00 PM	Classical		
11:00 PM			

PROGRAM 2			
KCCU 89.3 HD-2 Program Guide			
	Week Day	Saturday	Sunday
12:00 AM	BBC News World Service	Classical Music	Classical Music
1:00 AM			
2:00 AM			
3:00 AM			
4:00 AM			
5:00 AM	NPR News Morning Edition		
6:00 AM	Classical Music		
7:00 AM			
8:00 AM			
9:00 AM	NPR News Diane Hehm		
10:00 AM	NPR Fresh Air		
11:00 AM	Classical Music		
12:00 PM	NPR News Talk of the Nation		
1:00 PM	NPR ATC		
2:00 PM	Classical Music		
3:00 PM			
4:00 PM			
5:00 PM			
6:00 PM	BBC News World Service		
7:00 PM			
8:00 PM			
9:00 PM			
10:00 PM			
11:00 PM			

KCCU's current program schedules are shown above. **Program 1** is the current broadcast schedule heard by KCCU listeners with current FM receivers and HD radios tuned to HD-1. **Program 2** can only be received on an HD Radio tuned to HD-2 in the Lawton broadcast area.

## KCCU Appreciates Our Underwriters!

Strong support from area businesses and not-for-profit agencies continue to bolster KCCU's capability to serve Western Oklahoma and North Texas. Listed below are the businesses and organizations that are new to the KCCU Underwriting Family, along with the faithful Underwriting members that have renewed their memberships since the fall 2007 membership drive. KCCU encourages your patronage of these businesses and organizations. Each one of these underwriters sees the importance of giving back to the community to promote and support quality of life programs.

Ardmore Beautification Council  
Ashley's Bookstore and More  
Bellaire The Apartment Community  
Cameron University Alumni  
Clinics of North Texas Foundation  
Clinton Frisco Conference Center  
Cotton Electric Cooperative  
Dishman's Pharmacy  
Dr. Richard Johnson  
Dr. Robert Love  
Ed Berrong Insurance Agency  
Flowerama of America  
Fort Sill Federal Credit Union  
Gills Framing and Photography  
Goodyear Tire and Rubber, Co.  
JCMH Diabetes Center of Excellence  
Jeff's Optical  
Ken and Leah Dick  
Kiwash Electric Cooperative  
KSWO TV  
Lawton Fort Sill Chamber of Commerce & Industry PT  
Lewis Furniture Restoration  
NBC  
Newcombe Redman Ross & Newcombe PC  
Oklahoma Arts Institute  
Radiology Services  
Salon International  
Security State Bank  
Southern Oklahoma Technology Center  
Stanfield & Odell  
State Farm Insurance  
Stewarts Food Store  
Tal Oden Law Office  
The Brass Acorn  
The Ferris Clinic  
Unitarian Universalist Church  
Ward & Probst Piano & Organ Service  
WellFast Urgent Care Center

KCCU thanks each of these civic minded underwriters. They truly are making a contribution to our effort to bring quality public radio programming to the listening audience of KCCU, "YOUR Public Radio Station."

## PSA Submission Guidelines

- Public service announcements must be from non-profit organizations that have a 501(C) (3) that is listed under the same name as the organization.
- Public service announcements will run up to a month before the event. The sooner the information is received the longer the announcement will be on the air. KCCU requests a lead-time of at least two (2) weeks.
- Public Service announcements should include the following information:

Time of the event, Day/days the event will take place, Place and address of event, Name of the event (and a name of the non-profit), Deadlines for tickets or reservations, A description about the event (background or history), Contact name and number for more information, Phonetic pronunciation of names if needed, and a Courtesy call or email if the event is changed (canceled, sold out, extended or incorrect.)

Contact information: Submit your event to the Production Director for public service announcements. You can email, mail, fax, or submit online ([www.kccu.org](http://www.kccu.org)) by clicking on Events Calendar, then going to Submit Event.

## KCCU-FM CELEBRATES CAMERON'S CENTENNIAL

Cameron University turns 100 this year, and KCCU is participating in the university Centennial events by airing a series of oral history stories later this fall. The project is called the "Cameron Centennial Moment".

KCCU will air 30 five-minute stories each Friday beginning this September. Mirrored around the national *StoryCorps* project, KCCU's "Cameron Centennial Moment" will feature stories from Cameron University graduates and stakeholders with ties to the university.

If you have a story that you'd like to tell about Cameron University, call Mirian at KCCU. The toll free phone number is 1-888-454-7800.

Perhaps your story will be aired as a "Cameron Centennial Moment" on KCCU!



**KCCU - 2008 Spring Pledge Drive Form**

Please indicate desired membership level on this form and return with your tax-deductible contribution to:

KCCU, Cameron University, 2800 W Gore Blvd, Lawton, OK 73505-6377

\$75	\$120	\$150	\$180	\$240	\$300	\$500	\$1000	\$2500	Other
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Enclosed is my check made payable to **KCCU/CU Foundation**.  
 I would like to pay all at once: \_\_\_\_\_  
 I would like to make installments: monthly \_\_\_\_\_; quarterly \_\_\_\_\_; semi-annually \_\_\_\_\_  
 Please charge my membership to VISA \_\_\_\_\_ MASTERCARD \_\_\_\_\_ DISCOVER \_\_\_\_\_

Account # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_. Exp. Date: \_\_\_\_\_

May we use your name on print or on air: Yes \_\_\_ No \_\_\_

Name: .....
Address: .....
City, State, Zip: .....
Phone #: .....
Email: .....

Matching Grants	
___ Leslie Powell Foundation	\$5,000.00

**KCCU. A LISTENER SUPPORTED SERVICE OF CAMERON UNIVERSITY.**

**CONTACT KCCU:**



**Staff:**

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