Greetings Listeners and Friends of KMSU/KMSK:

It has been a while since the last KMSU online Newsletter, so let's catch up! We have had a great academic year so far, and our Southern MN News Project students have been doing a terrific job. We are also pleased with the Radio A La Carte program hosted by our students each weekday at noon. This wonderful connection between our fine MSU students and listeners within our service area is rightly celebrated and nurtured. We are also proud of the excellent work done by KMSU’s loyal volunteer programmers. Over fifty of your neighbors in Southern Minnesota take time out of their busy schedules to share the passion they have for a particular genre of music, or in the case of the Weekly Reader, their passion for literature. Shuffle Function Morning Show with “Shy Boy” Tim and Shelley (weekdays 6:00 a.m. – 9:00 a.m.) sets the station broadcast table for each and every day. We couldn’t be happier with the job they’re doing. Karen Wright continues to develop great public affairs content on Minnesota Morning (weekdays 9:00 – 11:30). And our Latino programming (Saturdays noon – 6:00 p.m.) is serving an audience hungry for that content.

All of this wonderful programming is delivered over-the-air to your radio via a transmitter that was built in 1979. That’s 35 years ago! How many electronic components do you own that are still working after 35 years? Probably none. Well, we need to replace that aging transmitter before something major goes wrong with it. Why? Because Harris Industries doesn’t even make parts for it any longer. A brand new, solid state Nautel 10KW transmitter costs $50,000.00. So… our spring pledge drive goal is going to be a record breaker: $40,000.00! We are going to devote half of that amount toward the new transmitter. Our goal is to have a new transmitter in place by May, 2015. We can do this, but not without your help.

I encourage you to be as generous as you possibly can for our upcoming Spring Pledge drive, April 23rd – May 2nd. Thank you so much for your continued support!

Yours truly,

Gully

You can also check out the newsletter on our website.
Pledge Drive Time!  

April 23rd-May 5th

It’s that time of the year again. The KMSU Pledge Drive is scheduled for ten days, starting Wednesday, April 23rd until Friday, May 2nd. Short and sweet. The goal for this year’s drive is $40,000, the most KMSU has ever asked of its listeners. It sounds like a huge amount of money (and surely it is), but KMSU has a new purchase in mind—a shiny new transmitter that’ll hopefully be in place by spring of 2015.

“[The current KMSU transmitter is] old... like vintage 1979. It uses outdated tube technology, which requires us to regularly purchase rebuilt tubes [which are expensive], and the other parts inside the transmitter aren't being manufactured any longer,” Jim Gullickson, the general manager, says.

The new transmitter will not only be less costly to maintain, but will last about 30 years. And the modern circuitry of a new transmitter will have a way to compensate for the ice that builds on the antenna during winter, which has been a huge problem in the past.

How much will this all cost? According to Gullickson, the new transmitter will probably be about $50,000, but more like $60,000 after installation.

Half of the $40,000 raised during this pledge drive will go towards the new transmitter and the rest will come from a state equipment grant and future pledge drives.

As part of the pledge drive, KMSU will be offering some special programming, such as Shuffle Function’s 24-Hour Pledge Drive A-Go-Go. This is the eleventh year Shuffle Function has participated in this particularly fundraiser.

“Shelley [Pierce] and I will be on the air for 24 sleep deprived hours, surviving only on the basic human needs of caffeine and rock and roll,” says Tim “Shyboy” Lind, one of Shuffle Function’s hosts.

Some of the events they’ll be including are the All Vinyl Morning Show and Radio Roulette. A bit of chance, such as rolling dice and flipping coins, takes place during Radio Roulette, ensuring as much randomness as possible.

“Radio Roulette is either amazing or a complete catastrophe, but it's always lots of fun.”

The rest of the week, Shuffle Function will hold other special events and programming. More information can be found at their blog, shufflefunction.blogspot.com.

Over 80% of last year’s pledge drive goal was raised during Shuffle Function’s 24 hour marathon. While Lind and Pierce think of themselves as “worst case scenario people” and try not to expect the same results as last year, they believe in the power of public radio listeners. Continues on Page 4…

It’s a marathon, but it’s done so well and with so many fun programming elements, it makes for really great radio, too.”
Nino Perez with Arts and Culture

With over 30 years of radio experience, and almost 15 years of service to KMSU, Nino Perez is considered a radio veteran. For the past seven years Perez has been providing a brief broadcast about (mostly) Hispanic arts and culture throughout the Minnesota State University, Mankato campus as well as the rest of southern Minnesota. His broadcast plays every hour during the 12 p.m. to 6 p.m. Spanish programming on Saturdays.

While Perez mentions social events and news around the community, it’s more than that, he says. “If anything’s happening that is being done by Hispanics that, in my opinion, is positive, then I try to help out as best I can by announcing it.”

Prior to providing the approximately five minute arts and culture segment, Perez held his own show here at KMSU from 1995-2007. The Spanish Hour was broadcasted from 12 p.m. to 2 p.m. during the Spanish programming.

“It was a variety of different Spanish music, primarily from Mexico, Latin America, and Spain,” Perez says about his show.

Perez not only works at KMSU, but also KYSM, the North Mankato country station. His show, The Latin Hour, has been broadcasted every Sunday at 9 a.m. since 1978. And by “every Sunday” he means every Sunday.

“I’ve never missed a show, other than visiting Honduras many moons ago…Other than that I’ve done my show live, no matter if there’s a blizzard, or I’ve got laryngitis. I’ve done the show.”

His dedication is obvious. But what else keeps Perez at KMSU? He says there’s something about the atmosphere at the station.

“It’s a positive thing to have two outstanding individuals that run the station [Jim Gullickson and Karen Wright], plus all the volunteers from the community, and the students. I don’t know if the radio does that or what.”

Whatever makes the station such a positive environment (maybe it’s the water), hopefully it’ll continue to flow, and keep Nino Perez at KMSU for another 15 years.
Pledge Drive Cont’d

Continued from page 2...

“We’re true believers in KMSU, and we know that KMSU listeners feel the same about the station, and when the phone rings and it’s somebody out there that loves what KMSU brings to community it’s inspiring. That connection with listeners is a big part of why we’ve been doing the radio marathons for eleven years.”

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“…Every year we have listeners that attempt to stay up with us for the full 24 hours. I think last year was the first time we’ve had somebody successfully do it!”

Gullickson agrees that Shuffle Function’s 24-Hour Pledge Drive A-Go-Go is fun, and a huge hit every year.

“It's a marathon, but it's done so well and with so many fun programming elements, it makes for really great radio, too,” says Gullickson.

Every pledge drive is important to public radio, especially to KMSU. While many other public radio stations may have upwards of four pledge drives a year, Gullickson is insistent at keeping KMSU’s at two.

“That's all I believe our audience should have to endure…I don't want our audience to suffer donor fatigue.”

So KMSU keeps it short and sweet. Ten days of giving to reach the goal. This year’s goal, though a hardy $40,000, is definitely reachable with the support of KMSU listeners everywhere.

Shuffle Function’s 24-Hour Pledge Drive A-Go-Go is scheduled for
6 p.m. on April 24th until 6 p.m. April 25th
KMSU’s Student News A.K.A.
The Southern Minnesota News Project

The Southern Minnesota News Project. Sounds like the title of a college essay, but in reality it’s the name of KMSU’s student news program. The SMNP airs five days a week, Monday through Friday, and four times per day. It consists of two or three reports in a five minute broadcast.

What makes the SMNP so special is that, with the help of supervisor Karen Wright, KMSU’s operations director, it is run by Minnesota State University, Mankato students. In any given academic semester, there are eight to twelve student reporters with one student acting as the news director.

According to Jim Gullickson, the general manager, it’s always comprised of MSU students as an opportunity to provide them with real world experiences they may not get in the classroom.

“I wanted there to be a more engaging experience for students working at KMSU than just pushing buttons. [I wanted] an opportunity for MSU students to gain some writing and speaking skills they otherwise might not have the chance to learn, and get paid for it.”

And it certainly is more than button pushing. The students meet at the beginning of the week to discuss what has been happening around the university campus as well as the community. They then decide which events or news they’d like to further investigate, or “take.” After due dates are assigned, the reporter is then responsible for finding a feasible interviewee and putting the report together. Because each report is only about a minute and a half long, the reporters are forced to keep interview clips short, and speak in clear, concise statements. Once the reports are completed, the reporters then hand of their work to the news director.

From there, the news director puts the five minute broadcast together by combining two or three reports in one recording. He/she introduces each report, transitions to the next story, and then signs off at the end signaling the conclusion of the SMNP. This broadcast, usually recorded the night before it airs, is then handed off to the morning radio hosts for the next day.

Though many KMSU programs throughout the day feature some sort of local news, that wasn’t the case in the early 2000s when the SMNP was first founded.

“We had zero local news content. All we had at that time was three hours of BBC News, from 6:00 to 9:00 a.m. weekday mornings,” says Gullickson.

While the SMNP is only a five minute broadcast, it is played several times throughout the day allowing more (or different) people to hear community news and events.

The brevity of the SMNP reports may make people wonder what can honestly be learned or accomplished in such small time frame.
Southern Minnesota News Project—Continued

Michael Maurer, a junior Mass Communications major and an SMNP reporter, says the skills he’s learned at KMSU are invaluable.

“You’re faced with real world problems that you can’t experience elsewhere. You can learn all of these things in class, but until you apply them, you really don’t know. Things go wrong [at the station] and you have to learn to fix them yourself.”

Many students join the SMNP with little to no experience with radio, but quickly learn the technique through repetition. Some students stay for years and become quite talented. Gullickson hopes that one day these students are recognized for their work.

“I would like to see some MN Broadcasters Association awards (or other broadcast journalism awards) go to our group, or individuals within the group. It would have to be a story or series worthy of submitting for consideration, though.”

For a student news team that is constantly in fluctuation due to graduation and the “real” world (a.k.a. jobs), this may be a steep hill to climb. But for a few reporters that stay with the SMNP for years, this could be a reality. Until then, the SMNP continues to strive for an excellent five-minute broadcast. The brevity of the SMNP reports may make people wonder what can honestly be learned or accomplished
Music Department Events this Month

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<tr>
<th>Date</th>
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<tr>
<td>April 6th</td>
<td>The Kasota Piano Trio</td>
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<td>April 14th</td>
<td>A Little Chamber Music</td>
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<td>April 22nd</td>
<td>University Jazz Big Bands</td>
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<tr>
<td>April 27th</td>
<td>A Spring Concert</td>
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For information on tickets and event details, click here, or contact Dale Haefner at 507-389-5549.

On April 12th...

Davina and the Vagabonds

with lead-off act City Mouse

Davina's vocals are unreal. She simultaneously evokes Adele and Bessie Smith, and the bands sound is vintage and fresh, a modern take on old-time blues and jazz.

Where?  
Hooligans  
1400 East Madison Avenue, Mankato

When?  
8:00 PM  
Starting with City

Tickets?  
Click Here