

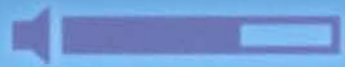
EXCELLENCE in Action

KENT STATE  
UNIVERSITY

89.7 WKSU

choice is good.

THE SOUND OF THE FUTURE: WKSU DIGITAL CONVERSION INITIATIVE



WKSU 89.7



Folk



Classical

all of the above

# the choice is yours.

Are there some mornings when you can't wait to hear *Morning Edition*? And other mornings when you would rather wake to the soothing sounds of WKSU's classical music or upbeat, get-your-day-going folk? Imagine having those choices, with all three formats available on WKSU, 24 hours a day.

**NOW IMAGINE ALL THIS COMING TO YOU FROM WKSU.**

Each week, WKSU inspires, engages, and educates listeners with award-winning news, analysis, and commentary; it offers in-depth coverage of social issues, classical music, and cultural offerings that reach nearly 4 million people in 22 Ohio counties. WKSU's signal coverage area makes our station the largest in Ohio, and it is one of the nation's largest public radio stations with a dual format. What's more, WKSU's FolkAlley.com is now the number one provider of folk music in the world.

**WKSU's long-range strategic initiative (2004-2010) includes two important priorities:**

- one : Meet changing listener needs and community priorities
- two : Expand listener choices

To that end, WKSU has made a pledge to continue providing audiences with classical music, and local and regional news and information using traditional (radio), as well as innovative (Internet and other new technologies) approaches.

# new on wksu's horizon:

**Invest in digital technology for the purpose of providing listeners with HD (high-definition) radio.**

At its core, HD radio has:

crisper sound

more choices

information tailored to your interests

Analog radio met WKSU listener needs since the station first went on the air. However, analog can "occupy" only limited space on the spectrum. Digital radio expands that space and makes it possible for stations to customize programming, provide CD-quality sound that is less sensitive to signal interference, and include directly on the HD radio screen information about music or news reports being broadcast.

**On WKSU the promise of HD radio technology will result in three distinct stations in one:**

WKSU 1 : WKSU's traditional programming mix of music and news

WKSU 2 : All-folk music from Folk Alley

WKSU 3 : All-classical music

Added to these channels is WKSU's continuing online commitment to all-folk music via FolkAlley.com.

### Mark Pennell, host of WKSU's classical music programming

Classical music may benefit more than any other format through the adoption of HD radio. Poor quality music recordings bother our listeners, and HD radio provides unparalleled quality of broadcasts. With an all-classical



format on the additional channel, we also have the opportunity to play longer pieces without stopping at the top of the hour. HD radio makes it possible to hear everything: the composition and how it is performed.



A lot of people say that classical music is dying and has an aging audience – that it doesn't have a future. I completely disagree. HD radio gives us a chance to **keep** classical music on the air all the time, which will **help to build** new audiences.

It's an amazing opportunity to deliver more of what people want – without taking anything away. And listeners' tastes for classical music will grow, too, thanks to HD radio.

# HD radio matter

**Al Bartholet, Executive Director and General Manager, WKSU**



In the 1960s, AM radio was king. When FM radio came along, many station owners asked, "Why do I need FM? I'm making plenty of money on AM." But FM radically redefined radio, spawning a new spectrum for all kinds of music in the '60s.

HD radio is the new FM. It is a catalyst to launching new content that is not available on radio today, and WKSU is ahead of the curve because we have already developed the programming. It's just waiting in the wings for the technology to put it on the air. As one example, Folk Alley goes around the world now 24/7 via the Internet, and HD has made it available on your radio dial. We have done the same with WKSU 3, our all-classical format.

Converting to HD is a strategic decision. It will solve a long-standing issue of WKSU's three formats colliding with one another. In this digital framework, WKSU listeners will be able to hear station newscasts, as well as classical and folk on a 24/7 basis and when they want it. In turn, this new service will build loyalty among listeners. Loyal listeners become members, and members keep WKSU available for everyone.

So it's simple: Offer more content, which we have done already, and offer more of what people want. The result will be more listeners and higher listener loyalty. In essence, WKSU will invest less than 10 percent of what it would cost to buy one new station – and the return on our investment will be the equivalent of *three* stations in one.



Sheryl Yankovich, listener, fund drive volunteer, and member



I like all of what WKSU has to offer: folk, classical, news. My husband loves folk, and I lean more toward classical, so I like the idea that we each can listen to what we enjoy the most with HD radio. And I also like that I can switch to another WKSU format to suit what I'm doing at the moment – listening to news while commuting or to classical music while working.

I am in the car quite often. I commute into Cleveland, go back and forth to the airport, and am out in the car on weekends with my husband. So having HD radio in my car and not just having to rely on my computer will be great.



I have satellite radio now, but I only have one public radio station – WKSU – and I am glad it's in my own backyard.

As a volunteer, it's good to be in the company of a group of listeners who appreciate quality and to have a station in WKSU that is listener-focused. WKSU is a very professional operation, with quality programming and staff who are friendly and really communicate with listeners.

I am excited about the text capability of HD radio in terms of showing the artist's name, name of the composition, or details about the performance. This will help me learn more about the music that I'm hearing.



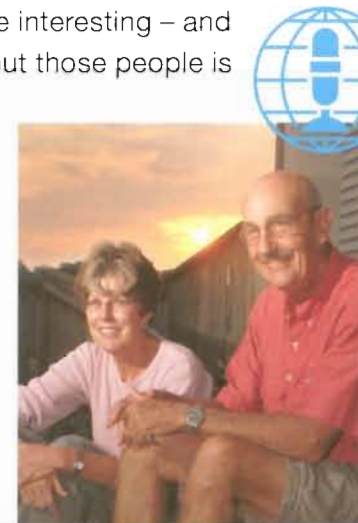
**Sue and Ed Perkinson, listeners and members who have pledged their support for WKSU's future through a planned gift and through annual gifts to the station**

**Sue:** I listen to classical music all the time. Absolutely anything that enhances the quality of my listening will be great. And I am really attracted to the quality of the news coverage on NPR and WKSU. It's both broad and in-depth, with a certain liveliness. I feel that NPR keeps the national conversation going through its news programming – and WKSU brings that all to me.

**Ed:** When I think about the conversion to HD radio, I think about the relations between content and process. The content in any communication is “what” is said. The process is “how” it is communicated. The content of what is broadcast on WKSU is excellent, all of it. It is therefore only fitting that how it is communicated be at least of the same quality as the content. I think the digitization of HD radio will bring the process up to speed to match the caliber of the content.

**Sue:** So much of our lives, we just hear snippets – factoids and sound bites. WKSU takes the time to bring depth to me – and HD radio, with its different spectrums, will mean that I can hear even more in-depth coverage. I can see how this could be useful to the education community, where a high school teacher could use the programs in the classroom, without the usual interruptions.

**Ed:** I like the humor. I am laughing – and learning something, too – when I listen to shows like *Wait, Wait ... Don't Tell Me!*, and projects like *StoryCorps*, where different people come in and record a story about someone or something in their lives. The stories are interesting – and to listen to those stories and learn about those people is so essential to building community. I have a real sense of urgency about the need to build community in our country and in the world. Public radio helps us re-connect, and I think that is deeply important to our future.



## Digital Conversion Initiative

\$3,600,000

**Conversion of WKSU studios to digital**  
**\$1,500,000**

**Digital HD radio transmitters  
and needed support equipment**  
**\$1,400,000**

**Text messaging and multiple  
audio channel equipment**  
**\$350,000**

**Upgrade automated program  
delivery system**  
**\$250,000**

**Facilitate text message displays  
and interconnect all WKSU stations**  
**\$100,000**



Since HD radio requires a digital radio receiver, WKSU timed its digital conversion investments to coordinate with the development of those receivers. Manufacturers have now made HD radios available for home and/or office, and automobile manufacturers and sound system suppliers also are increasingly including the digital radio receiver option in new and existing cars. More good news: Unlike satellite radio or music downloads, digital radio does not charge a user fee or other payment.

Without digital technology, broadcasting three stations of programming would require a massive four-fold investment in buildings, transmitters, staff, and licensing – which would cost tens of millions of dollars. Compared to construction costs for even one new station, digital conversion is a cost-effective investment that can be implemented over time, without programming disruptions, and with a relatively small investment from listeners.

The technology is here, the standards have been developed, WKSU's programming is in place – so what will it take to move ahead?

**the answer is simple:**

# we need you.

Your gift to support digital conversion – through WKSU's *Sound of the Future* campaign – will make it possible to upgrade studio space, repeater stations, and remote sites and purchase equipment needed to complete the changeover to high-definition, all-digital formats.

Your financial commitment to digital conversion will broaden WKSU's reach and broadcasting menu. It will bring a multiple return on your investment in the digital spectrum.

**AND IT WILL GIVE YOU MORE OF WHAT YOU WANT TO HEAR.**

Call 330-672-3114 to make a gift to WKSU's digital conversion initiative. Gifts of cash or securities are gratefully accepted, pledges can be paid over five years, and all contributions are tax-deductible to the fullest extent allowed by law.

**Cost to complete WKSU's Digital Conversion Project: approximately \$3.6 million.**

In addition to seeking local donor support for digital conversion, WKSU has asked for support from the Corporation for Public Broadcasting (CPB), which offers dollar-for-dollar matching grants for digital conversion, and from the Public Telecommunications Facilities Program (PTFP), a grant-making arm of the National Telecommunications and Information Administration (NTIA).

# about wksu

WKSU, a service of Kent State University and an NPR (National Public Radio) affiliate, was established in 1950 as a 10-watt, student-operated radio station. Today, nearly 60 years later, WKSU is a fully professional station featuring news, classical music, and folk music. Approximately 75 percent of WKSU's \$5 million annual operating budget comes from public support through major gifts, underwriting by local businesses, and contributions from more than 10,000 members. Kent State University contributes approximately 9 percent of the annual budget. Additional contributions come from federal and state funding.

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