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Letter from Vicki Holloway to Faculty and Staff, 2005-04-04

Texas A&M University-Commerce

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88.9ketr Public Radio



April 4, 2005

Dear Texas A&M-Commerce Faculty and Staff:

We hope all of you had the opportunity to attend the KETR 30th Anniversary reception. It is an honor to share with you, our campus supporters, the many exciting advances taking place at the station.

We are moving ahead with a groundbreaking project to convert to digital radio. As you may remember, KETR recently received federal funding for this upgrade, which will utilize state-of-the-art technology to enhance the sound broadcast from KETR. By the end of this year or early next year, KETR will officially become High Definition Radio, the new standard for radio broadcasting.

In conjunction with that change, we are redesigning our programming. KETR will become a member of prestigious National Public Radio (NPR), bringing you such popular programs as "Car Talk," "World of Opera," "Symphony Cast" and "Parents Journal," to name a few. Also our new affiliation with American Public Media (APM) will bring you "A Prairie Home Companion." Also, an original and locally produced program featuring Texas musicians, "Notably Texan," will join "Latino USA" to provide a unique regional flair.

We invite you to join us as we embark on this exciting journey into the next 30 years. Support KETR—your station. While we are a powerful 100,000-watt radio station, we are nevertheless a *public* radio station. Unlike commercial stations, public radio depends upon support from listeners such as you.

Please consider a donation to help KETR bring quality programming to the people of northeast Texas. To make supporting KETR as easy as possible, we invite you make your donation via payroll deduction. Complete the enclosed form, and your pledge can be automatically deducted from your monthly paycheck, saving you the time and effort of a separate transaction. We look forward to having you join our family of KETR supporters.

Thank you

A handwritten signature in black ink, appearing to read "Vicki Holloway".

Vicki Holloway,
General Manager
KETR *Public Radio*

KETR KETR

100,000 Watts

KETR, P.O. Box 4504, Commerce, Texas 75429-4504
903.886.5848 Fax: 903.886.5850

88.9ketr

Public Radio

Texas A&M University-Commerce Foundation Higher Education Contribution Authorization Form

Last name

First name

Middle initial

Work telephone

Department for which you work

Gift Designation

KETR Excellence Fund

\$ _____

Amount

Payment Method (please select one)

Monthly payroll deduction

\$ _____ x 9 or 12 = \$ _____

Authorization for Payroll Deduction

I voluntarily authorize the monthly deduction from my after-tax wages for a charitable contribution as indicated above. I understand that this authorization automatically expires with the last pay date of each calendar year. I also understand that I may revoke this authorization at any time by giving my payroll office written notice.

Employee Signature

Today's Date

Social Security Number

Payroll Deduction Starting Date

White copy—Payroll office

Yellow copy—Contribution recipient

Pink copy—Employee