



91.9 FM

Public Radio

WaveLengths

"unique and enriching member-supported radio"

July-September 2012
Volume 46, Number 1

Part of the **npr** Digital Network

STAY INFORMED WEEKDAYS WITH KASU, 91.9 FM



MORNING
EDITION[®]
from NPR[®] NEWS

Start your day with Morning Edition from 5:00 a.m. to 9:00 a.m. NPR's news team brings you news and insights from Washington, our nation, and around the world. KASU's own Johnathan Reaves presents regular updates on area news, events and weather.



The Diane Rehm Show is an award-winning nation-wide call-in show from 9:00 to 11:00 a.m. on KASU, covering a wide array of topics. One of her guests is always you.

Fresh
Air[®]
with Terry Gross
from NPR[®] & WHYY

At 11:00 a.m. on Fresh Air, acclaimed interviewer Terry Gross speaks with politicians, authors, actors, musicians and scientists. Plus, Fresh Air features reviews of books, movies, music and TV programs.

THE STORY

At noon on The Story, host Dick Gordon speaks with everyday people who have had extraordinary experiences. You'll hear how events in the news and political decisions have affected people like you.



From 1:00 p.m. to 3:00 p.m., Neal Conan hosts Talk Of The Nation, a call-in program examining the hot topics in the news. Regular features include "The Opinion Page," "The Political Junkie," and "Science Friday."

MORE INFORMATION ON KASU'S PROGRAMS AT WWW.KASU.ORG

Return of Wavelengths

KASU presents your newest edition of Wavelengths. It's been almost two years since our last newsletter was distributed. In 2011, staff shortages kept us from finding time to publish a newsletter. Now we have two new staff members, featured in this edition, and we've hired former Wavelengths editor Omar Vance to again provide editing and layout services on a vendor basis.

So, we're able to resume distributing Wavelengths. However, because we now have a website (kasu.org), we've discussed whether it's practical to mail out a newsletter in the digital age.

KASU has now entered its 56th year of broadcasting. For about 45 of those years, the station has distributed a newsletter in varying frequencies: bi-monthly, quarterly, and semi-annually. Let us know whether you would like to continue receiving printed communication from us. Your comments on the publication of our newsletter are welcome. Please email development director Mark Smith at msmith@astate.edu or call him at 870-972-2283. If you notify us that Wavelengths is welcome at your mailbox, then we will try our best to distribute Wavelengths on a quarterly basis.

A Thank You To Our Listeners

Three years ago in July 2009, KASU changed its daytime programming lineup. Since that time, we have received a great response from our listeners about the changes. Thank you for your continued support of Public Radio.

Upcoming Events

Bluesday Tuesdays

Newport, Arkansas Country Club, 7-9pm
- August 14: Jeannie and the Guys
- September 11: Gary Prince and Sugar Creek

Blue Mondays

Red Goose Restaurant, Paragould, Arkansas, 7-9pm
- August 20: Joe Pitts Band
- September 17: Houston Steele and Bad Habit

Bluegrass Mondays

Collins Theatre, Paragould, Arkansas, 7-9pm
- August 27: Eddie and Martha Adcock
- September 24: Tommy Brown and Country Line Grass

Doreen Selden Becomes KASU's First Director of Corporate Support

KASU has expanded strategies to bring in the revenue that's so necessary for quality programming and services with the addition of a Corporate Support Director to our development staff. Doreen Selden of Jonesboro is working with retail businesses, corporations and non-profit entities to increase underwriting support for your public radio station.

A skilled communicator and problem solver, Doreen brings a diversified background in corporate and educational environments. She holds a BA in Employment Relations from Michigan State University (1987) and a Master of Education from DePaul University (1996), with honors.

Doreen began her career with MCI Communications in 1990, working in her hometown of Grand Rapids, Michigan, and also in the Chicago area. She won top awards for revenue growth, customer retention and account management. In 1998, she accepted a new challenge at US Xchange, a start-up communications company. There, she designed a customer retention program, and built and managed a service team, across a three state region. Two years later, Doreen accepted an opportunity in marketing for Philip Morris USA, where she served as a mentor, and implemented national brand strategies.

Doreen relocated to Arkansas with her husband George in 2001 when he accepted a position as an Aquaculture Extension Specialist for the northeast region of the state. She put her education degree to use as an adjunct instructor for ASU's Newport campus, teaching classes in Language Arts, Writing Development,

Education, and First Year Studies. In the early part of that decade, the Seldens established a family, as Doreen gave birth to sons Thomas and William.

In 2005, Doreen returned to the corporate world, as a Sales Professional at inVentiv Pharmaceuticals. She won awards in 2007 and 2008 for sales achievement and promotion.

Doreen commented on holding the first position of this type with Arkansas State University's broadcasting service:

"I am very happy to be part of the KASU Radio family."
- Doreen Selden



Above: Doreen Selden, Director of Corporate Support

"I am very happy to be part of the KASU Radio family, and am excited to have the opportunity to work closely with our corporate partners to help expand the ability for Public Radio to positively impact our region."

KASU Station Manager Mike Doyle noted the critical importance of adding this new position: "Doreen is helping us grow this area of support by making the contacts with new and existing underwriters whom we haven't been able to serve adequately. Her activities free our development specialist, Mark Smith, to concentrate on maintaining our membership lists, planning and coordinating direct mailings and membership drives."

Spring Membership Drive Results Announced

The results of the Spring Membership Drive have been compiled and we are pleased to announce that KASU has exceeded its goals. The drive was held from March 26 to April 6 with a goal of \$28,000 and 50 new members. Both goals were exceeded and the final totals were \$28,630

and 65 new members. Thank you so much to all of our members, both old and new for making this latest pledge drive a success. KASU's next pledge drive will occur in the fall, so watch for details in our next news letter.

WaveLengths

KASU Management, Staff, and Volunteers

Director of Broadcasting
Osa Amienyi

Station Manager
Mike Doyle

Program Director
Marty Scarbrough

News Director
Greg Chance

Development Specialist
Mark Smith

Broadcast Production Specialist
June Taylor

Corporate Support Director
Doreen Selden

News Producer/Host
Johnathan Reaves

Director of Engineering
William E. Arnold

Engineering Staff
Curtis Miller, Mike Bradsher

Administrative Assistant
Anita Murray

Student/Part-Time Producers
John Stokes, Renette McCargo, Shelley Lassiter, Megan Strickland, Kalup Phillips

Intern
Garima Ratn

Volunteer Producers and Hosts
Bill Clements, "Hairy Larry" Heyl, Sonny Burgess, Jerre Repass, Jim Drennen, Larz Roberts, Mike Luster

Wavelengths Designer
Omar Vance

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Website: www.kasu.org

KASU PROGRAM GUIDE

SHORT FEATURES:

MONDAY - FRIDAY

Marketplace
Morning Reports
5:50 a.m. & 8:50 a.m.

Earth & Sky
6:49 a.m.

Calendar Lore
8:07 a.m. & 3:06 p.m.

Here's To Your Health
3:09 p.m.

★ ★ ★

THURSDAY

Come Away With Me
4:44 p.m.

★ ★ ★

FRIDAY

Arkansongs
4:20 p.m.

★ ★ ★

SUNDAY

Come Away With Me
8:34 a.m.



	Monday-Friday	Saturday	Sunday
5:00 AM	NPR's Morning Edition <i>with Johnathan Reaves and NPR's Steve Inskeep & Renee Montagne</i> <i>local updates at 5:33, 6:04, 6:30, 7:04, 7:30, 8:04</i>	Celtic Connections	Millenium of Music
6:00 AM		Music From the Isles	Joy
7:00 AM		NPR's Weekend Edition <i>with Scott Simon</i>	NPR's Weekend Edition
8:00 AM			
9:00 AM	The Diane Rehm Show	Car Talk	Music & Spoken Word
10:00 AM		Wait Wait... Don't Tell Me	Music From the Isles
11:00 AM	Fresh Air <i>with Terry Gross</i>	Marketplace Money	Woodsongs Old Time Radio Hour
12:00 PM	The Story <i>with Dick Gordon</i>	Talk Business	Tradition
1:00 PM	Talk of the Nation <i>with Neal Conan</i>	Humankind	Down Home Harmonies
		The Book Show	
Cambridge Forum			
51%			
2:00 PM		The Health Show	
3:00 PM	3:12 Local/Regional News <i>with Greg Chance</i>	Prime Time Radio	Bluegrass Breakdown
4:00 PM	NPR's All Things Considered <i>NPR's Melissa Block & Robert Siegal</i>	NPR's Weekend All Things Considered	NPR's Weekend All Things Considered
5:00 PM	Marketplace	American Routes <i>with Nick Spitzer</i>	We Wanna Boogie <i>with Sonny Burgess and June Taylor</i>
6:00 PM	Fresh Air <i>with Terry Gross</i>	Beale Street Caravan	Hand Crank Radio
7:00 PM	Performance Today <i>with Fred Child</i>	Rhythm & Grooves	Women In Music
8:00 PM			
9:00 PM	The Concert Hall	Blues Where You Least Expect It	Jazz Tonight
10:00 PM		Something Blue	
11:00 PM	MON - THURS	FRIDAY	
12:00 AM	Jazz with Bob Parlocha	Audio Explorations	Jazz with Bob Parlocha
1:00 AM		Midnight Special	
2:00 AM		Women In Music	
3:00 AM		Putumayo World Music Hour	
4:00 AM		Woodsongs Old Time Radio Hour	

Student Overcame Speech Disorder to Achieve Broadcasting Dream

Almost 13 million listeners across the U.S tune in Morning Edition each morning, giving the NPR news magazine the largest audience of any radio news program. If you're one of the several thousand who receive Morning Edition from KASU, you'll notice seamless transitions between the voices of NPR newscasters, such as Giles Snyder and Steve Inskeep, and the local news segments delivered by Johnathan Reaves.

Johnathan's smooth voice and Midwest accent have served him well in a broadcasting career that required him to overcome obstacles. After he spent childhood years in Minot, North Dakota, Johnathan's Air Force family moved to Eaker Air Base near Gosnell, Arkansas. Johnathan was lucky enough to attend Gosnell High School, one of the first in Arkansas to offer a broadcasting curriculum "I took a radio course during my senior year (1992), just because I thought it would be an easy credit" he said. "Little did I know that I would become so passionate about broadcasting."

"When I first told my dad that I wanted to be an announcer, he said 'Son, I love you — so I hate to tell you this — but you'll never make it in that field.' He was referring to my childhood speech disorder. So I started doing speech therapy with some good pathologists. Then, I was lucky enough to have a very patient and helpful boss, Bob Abel, at my first radio station".

In 1993, Reaves started working at KOSE radio in Osceola

while he was earning his associate's degree at Blytheville's community college. Then he majored in radio-television at ASU-Jonesboro, emphasizing news and graduating in 1996. While in college, he worked part time at KASU and did voice-over work at KAIT Channel 8 in Jonesboro.

After earning his degree, Reaves worked in Stuttgart, Arkansas for 16 years as news director at KWAK-AM/FM and other Arkansas County Broadcasters stations owned by Bobby Caldwell. He gained so much respect in that community that he was appointed to serve an unexpired term on the Stuttgart City Council and became the voice of Stuttgart Schools on the systems' welcoming voicemail.

In October 2011, Johnathan accepted the position at KASU that was vacated when Mark Smith moved over to become the station's development specialist. Reaves is excited to be back at KASU, where he produces segments for Morning Edition, the KASU web site, and KASU Community Calendar both on-air and on-line.

He said "What I enjoy most about this job is meeting new people and putting their stories on the air. I enjoy interviewing people and finding out what issues are affecting people the most and how they are being affected; it is the essential part of radio news."

Reaves and his wife, Jennifer, have one daughter, Emily. Johnathan's parents, Calvin and Karen Reaves of Blytheville, are very proud of his accomplishments.



Above: Johnathan Reaves



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