

88.9 KETR

Public radio for Northeast Texas



CASE FOR SUPPORT

COVER PHOTO CREDITS: From top left: TAMU-C Marketing and Communications, Cindy Roller, Cindy Roller, Texas Parks and Wildlife, TAMU-C Marketing and Communications | From bottom left: Jerrod Knight, Cindy Roller, Klark Byrd, Cindy Roller, and TAMU-C Marketing and Communications.



Integrity

88.9 KETR APPROACHES AND CONDUCTS ITS STORY RESEARCH, REPORTING, PRESENTATION, COMMUNICATIONS, AND RELATIONSHIPS WITH HONESTY AND FAIRNESS.

Innovation

88.9 KETR SEEKS OUT AND REGULARLY EVALUATES COST-EFFECTIVE, RELEVANT STRATEGIES THAT ENSURE THE DELIVERABILITY AND ADAPTABILITY OF ITS ON-AIR AND ONLINE PRODUCT.

Imagination

88.9 KETR FOSTERS AND STEWARDS DISCUSSION OF RELEVANT REGIONAL, NATIONAL, AND INTERNATIONAL TOPICS AND IDEAS IN AN EFFORT TO INSPIRE AND EDUCATE ITS AUDIENCE TO THINK IN NEW, INFORMED, AND CREATIVE WAYS.

Since 1975, the primary function of this listener-supported, non-profit station has been to provide our community with news, information, ideas, culture, and citizenship that will benefit our community and inspire it to grow, learn, and prosper.

Mission

88.9 KETR SEEKS TO IMPACT NORTHEAST TEXAS AND THE TEXAS A&M UNIVERSITY-COMMERCE COMMUNITY THROUGH A VARIETY OF ENTERTAINING, EDUCATIONAL, AND INFORMATIVE PROGRAMMING AND UNIVERSALLY ACCESSIBLE AND TRUSTWORTHY NEWS.

Vision

88.9 KETR IS TO BE AN ESSENTIAL AND INTEGRAL PART OF OUR COMMUNITY, OPERATING IN THE PUBLIC INTEREST EVERY SINGLE DAY. THROUGH FINANCIAL SUSTAINABILITY, 88.9 KETR WILL BE ABLE TO FULFILL ITS SERVICE TO NORTHEAST TEXAS. 88.9 KETR'S PROGRAMMING AND DIGITAL CONTENT WILL REPORT ON, REFLECT, INFLUENCE, INSPIRE, EDUCATE, AND BENEFIT INDIVIDUALS IN OUR COMMUNITY. 88.9 KETR WILL SERVE AS THE PORTAL THROUGH WHICH NORTHEAST TEXANS CAN DISCOVER THEIR LOCAL COMMUNITY AND THE WORLD BEYOND.





THIS SPREAD PHOTO CREDIT: TAMU-C Marketing and Communications



WHAT IS AN NPR MEMBER STATION?

88.9 KETR is proud to be an NPR member station, which means that our audience has nearly unlimited access to round-the-clock news coverage from NPR's more than 350 news staff operating out of any of NPR's 18 domestic bureaus or 17 international bureaus. NPR covers the nation and the world, as a member station, that coverage belongs to KETR and its listeners.

As a member station, 88.9 KETR joins other member stations in electing NPR's Board of Directors and voting on system-wide policy-related issues that impact NPR as an organization, individual stations, and the public radio system as a whole. 88.9 KETR participates in co-branding initiatives with NPR, including a KETR-branded homepage when our listeners visit npr.org. 88.9 KETR's news and management staff have been trained by NPR's digital news editorial team (at no charge) and our team has access to tons of data generated each year by NPR's Strategic Planning and Research department and NPR's Engineering department. 88.9 KETR's General Manager is an "NPR Authorized Representative," who carries out the voting and the governance participation on behalf of the station and who participates in daily discussions that are generated and led by other "A-Reps" from other member stations.

As a member station, 88.9 KETR participates in system-wide broadcast music licensing agreements with agencies such as ASCAP and BMI. We participate as consultants, from time to time, on specific station focused projects intended to increase audiences and revenue, to strengthen station-licensee relations, or to create new media content that enhances the audience relationship to the station, thereby enhancing the value of 88.9 KETR here in Northeast Texas.

As a member station, 88.9 KETR has representation on domestic telecommunications and non-profit tax policy related issues in Congress, at the IRS, at the FCC, and at NTIA. We've got access to consultation on membership policy and market related issues that directly affect local stations like 88.9 KETR.

As a member station, 88.9 KETR is not an "affiliate." NPR does not direct the activity of local station staff—it does not approve or otherwise influence 88.9 KETR's programming decisions. NPR owns no radio stations—it is a content creator with whom 1,045 independent public radio stations across the nation choose to partner to serve their audiences. 88.9 KETR is proud to be among the earliest member stations in the system, dating back to 1975.

PHOTO CREDIT: Steven Voss/NPR

PARTNER WITH PUBLIC RADIO!

MAKE A GIFT

[CLICK HERE TO DONATE NOW!](#)

Mail a gift:
88.9 KETR
PO BOX 4504
COMMERCE, TX 75429

Give via Phone:
903-886-5841

BECOME A SUSTAINING MEMBER

Make automatic monthly gifts to 88.9 KETR in an amount you choose via credit card.

[CLICK HERE TO LEARN MORE](#)

DONATE YOUR VEHICLE

[CLICK HERE TO LEARN MORE](#)

OR CALL 855-KETR123

LEAVE A PLANNED GIFT

NAME 88.9 KETR IN YOUR WILL, TRUST, OR OTHER ESTATE PLANS.

BECOME AN UNDERWRITER

Your business or organization can become an Underwriting Sponsor on 88.9 KETR.

Basic packages, program sponsorships, and sports packages are available!

Call 903-886-5841 or email jerrod@ketr.org to learn more.

[CLICK HERE TO LEARN MORE](#)

THE variety of news and information, music, entertainment, sports, and weather coverage on 88.9 KETR makes this station a unique public media resource that caters to the varied interests of the equally unique Northeast Texas community. When Northeast Texans want to find first-rate news coverage, information, and quality entertainment they don't have to look any further than 88.9 KETR and ketr.org to bring our community, the nation, and the world that much closer to home.

88.9 KETR's award-winning local news product is central to Hunt and surrounding counties, presenting local content that is relevant and balanced. KETR News also collaborates and partners with other media organizations for statewide news coverage, from reporters around the state to larger public media organizations that are able to produce high-quality news that 88.9 KETR's audience might not hear otherwise. 88.9 KETR also maintains a strong digital presence with regular news stories posted on ketr.org and social media sites such as Facebook and Twitter. Our News Director and part-time reporters cover local and regional news and events.

During severe weather, 88.9 KETR puts the safety of the community first, committing resources to relaying real-time updates and warnings from the National Weather Service. 88.9 KETR prioritizes providing vital safety information over resuming regular programming.





NOTABLY TEXAN

SERVING UP GREAT TEXAS TUNES SINCE 2007

Notably Texan is one-of-a-kind Texas music experience that brings together recordings from all corners of our home state. Every day brings a new opportunity to paint an audio picture using a wide palette of sounds from all corners of Texas. The only boundaries are those of the Texas border itself, allowing *Notably Texan* to play everything from Tanya Tucker and Billy Joe Shaver—to Leon Bridges and Brave Combo.

Host Matt Meinke enjoys including music selections that are timely to the day's weather or current time of year, as well as tunes that connect to timely events. *Notably Texan* features the next rising stars, alongside classics from the pioneers of Texas music. We scour to find connections to Texas for music and artists not always associated with the Lone Star State. Songs that move you, surprise you, inspire you, and music from all across the spectrum with the common thread of Texas. It's a music show unlike anything else on the Northeast Texas airwaves!

In addition to the handpicked, all-embracing playlists, you can hear in-depth interviews with the voices and players behind the songs. Recent years have brought 88.9 KETR together with guests like Lee Roy Parnell, Rosie Flores, Lisa Loeb and Tyler Bryant, and let you discover emerging musicians and performers such as Jackson Scribner, Cassandra Elese and Terry Klein.

Your support is the key to 88.9 KETR's independence from commercial interests and computer generated playlists, and *Notably Texan* simply wouldn't exist without generous gifts from music lovers like you.

PHOTOS: From Top: Abraham Freshwater and Cassandra Elese with Host Matt Meinke, Christian Sparks performs live in studio, Sarah Hobbs visits KETR, and Tiger Darrow performs live in studio.



For over 45 years, 88.9 KETR has been a cornerstone for news and entertainment in Northeast Texas.

ACHIEVING FISCAL SUSTAINABILITY CONTINUES THE LEGACY OF PUBLIC RADIO IN OUR COMMUNITY.

We're making progress toward serving more people in Northeast Texas with high-quality public media through our programming efforts, our partnerships and collaborations, and our operational upgrades.

As we adapted to our roles through the pandemic and now in the aftermath, we learned how to work leaner and more efficiently, leaning on our strengths and prioritizing those activities which yielded the greatest impact on our audiences. This has included the sunsetting of some of our more involved local program options, the addition of a wider variety of relevant programs from more diverse sources, and a general retooling of the way we handle hyper-local community news.

Today's KETR listener has access to deeper dives into locally available arts and culture experiences, expanded exploration of topics related to municipal and educational governance, and more time to understand the needs of those organizations whose aim is to provide services to Northeast Texans.

Today's KETR listener can also consume hours of popular public media content on subjects including filmmaking and entertainment content production, the news and media industry, poetry and modern storytelling, modern approaches to modern problems related to business and personal growth, issues affecting women, issues affecting Latino populations, longform studies in modern health, and so much more.

Today's KETR listener is plugged into the latest global headlines available from round-the-clock reporting by the BBC, national and international stories affecting the lives of Americans through multiple offerings from NPR News, statewide stories of interest provided by multiple media partnerships spanning the entire State of Texas, and the continuation of our award-winning local news product spanning decades, KETR News.

All of this is available to today's KETR listener on a 24/7 content stream that also manages to share incredible jazz, classical, baroque, symphonic, and Texas music as well as being the flagship station for award-winning broadcasts of multiple NCAA Division I sports teams and an inclusive Northeast Texas high school football program that is consistently recognized as one of the best in Texas.

This happens week after week, month after month, because of the unique advantages belonging to 88.9 KETR as a "small, rural-service station"; chief among them is KETR's relative agility. The size of our operation affords us a nimbleness to capitalize on beneficial partnerships that permit the whole to be so much greater than the sum of its parts.

In addition to partnerships with the above-named organizations, KETR also has agreements in place with a large and growing number of partners. The Texas Newsroom, for example, is a journalism collaboration



with the best broadcast newsrooms throughout the state. American Public Media is one of our oldest and dearest content partners, alongside NPR, and they're responsible for our audience's access to BBC Newshour and the BBC World Service. Our affiliation with the Public Radio Exchange offers background content delivery infrastructure that lets producers all over the world interact with KETR's automation system directly in order to make countless programs available.

Less obvious to KETR's listeners, but just as important, are the services our operational partnerships support. Hunt County Emergency Management/FEMA, the North Central Texas Council of Governments, and local law enforcement all rely in part on KETR's physical infrastructure to support vital real-time interdepartmental communications, crisis response, and 911 call routing. We also participate in a two-way relationship with NPR Digital Services which allows our local online content to be available across public media internet infrastructure throughout the world, including on apps, smart speakers, and name-brand streaming and distribution providers like Apple Music, Spotify, TuneIn Radio, and others.

Today's KETR listener is soon to benefit from the most complex upgrade in the station's history. The station has acquired a new broadcast antenna, a new all-digital solid-state transmitter, and new transmission infrastructure that will finally replace aging and obsolete

components once and for all and usher in a new era of audience service. We expect KETR's terrestrial signal to be stronger, clearer, more enjoyable to listen to, and to be consistently available using modern digital radio receivers. Further, the upgraded transmission equipment carries with it the ability for KETR to offer secondary digital content streams to in-car listeners in Northeast Texas by way of its new HD-2 signal, on which we're planning to offer a 24/7 experience unique and alternate to KETR's primary broadcast; one that's music-centric but flexible enough to offer ample new local content responsive to the needs, wants, and desires of the communities we serve.

We are seizing opportunities as they present themselves and creating new ones where we can. We're making sure that when you and your neighbors connect with 88.9 KETR, day or night, on the air, online, or with a smartphone, everyone learns something valuable, meaningful, and relevant.

The mission and vision of this public radio station has been supported throughout its history by the generosity of listeners, members, business supporters, and the community. ***Reliable, sustainable support from the people that 88.9 KETR serves is vital and will continue to offer many returns in the years to come.***

PHOTO CREDIT: Top: TAMU-C Marketing and Communications
Left, Middle Right: Cindy Roller, Bottom Right: Jerrod Knight

GET IN TOUCH

BUSINESS OFFICE:

VOICE: 903-886-5848 | FAX: 903-886-5850

EMAIL: TERRYL.BRATEK@TAMUC.EDU

CORPORATE SUPPORT, MEMBERSHIP:

VOICE: 903-886-5841

EMAIL: JERROD@KETR.ORG

NEWS, SPORTS:

VOICE: 903-886-5334

EMAIL: NEWS@KETR.ORG

OPERATIONS, MUSIC, TECH SUPPORT, AND ENGINEERING:

VOICE: 903-886-5840, 903-217-8510

EMAIL: KEVIN@KETR.ORG

AUDIO PRODUCTION:

VOICE: 903-468-8114

EMAIL: MATT@KETR.ORG

STUDIO LINE:

VOICE: 903-886-5387, 800-882-KETR

EMAIL: KETR@KETR.ORG



KETR.ORG



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STOP BY AND SAY HELLO! OUR PHYSICAL ADDRESS IS:

1500 EDUCATION DRIVE | COMMERCE, TX 75428

88.9 KETR IS LOCATED ON THE FIRST FLOOR, EAST WING OF HISTORIC BINNION HALL ON THE CAMPUS OF TEXAS A&M UNIVERSITY-COMMERCE.

MAILING ADDRESS:

88.9 KETR-FM | PO BOX 4504 | COMMERCE, TX 75429

A photograph of a campus scene. In the foreground, there are green trees and a street lamp. In the background, there is a large, multi-story building with many windows and a white water tower. The sky is blue with a small moon visible.

**[CLICK HERE TO
VIEW OUR CURRENT
PROGRAMMING SCHEDULE](#)**

