



In-Depth Listening Lunch Feature | July 13 –17

“I believe the best is yet to come.”

Farewell thoughts from KRTU's Music Director Aaron Prado

by AARON PRADO

This summer, I'll be leaving KRTU and San Antonio. In the fall, I start work on my master's degree in music performance at New York University in Manhattan. While this is an exciting opportunity to further my education and credentials in the jazz capital of the world, it was a tough decision to leave the booming jazz radio bastion I've helped build. People always tell me I have the greatest job in the world, so why would I want to leave?

Places like San Antonio thrive on people who go away to distant lands and come back with new perspectives and ideas to offer. I went away once to do my undergraduate work at Columbia University – I feel like I had plenty to bring back and contribute to our community upon my return. Now, I want to again leave to acquire more knowledge and experience, with the plan to again return to San Antonio one day to make fresh contributions.

I remember my first morning on the air at KRTU - it was a Thursday in October, 2002. The station had just switched to the 17-hour jazz format that Monday, and I called then Operations Manager Ben Donnelly to congratulate him on the change and offer my help with the vast expanse of jazz programming to fill. He offered me 5 to 9 am. I gladly accepted.

In those first couple weeks, the thing I remember most was the outpouring of support from the community. Calls poured in with positive feedback, and I heard from management that e-mails were abundantly in favor of the new format. It was positively electrifying to think

that I was part of something new, fresh, and exciting in San Antonio.

Within six months, I found myself taking on responsibilities as Music Director, Chief Announcer, and Producer. The spring fund drive for 2003 doubled the total for the previous year, and in April we hosted the first major KRTU concert at Laurie Auditorium with Dave Brubeck. There was an awful lot of talk back then about the “Jazz Renaissance” going on in the Alamo City, and things seemed to improve for jazz fans and musicians in the city by the month. I remember

“It was positively electrifying to think that I was part of something new, fresh, and exciting in San Antonio.”

thinking that there was no way we could keep up that kind of momentum. Boy, was I wrong!

Six years later, as I prepare to embark on the next chapter of my musical journey, I'm amazed at just how far this station and the San Antonio jazz scene

have come.

When I arrived at KRTU there were not many regular jazz hosts. Now we have about 25 community volunteers on the air and a cadre of a students learning about the music every semester. We used to broadcast on 20-year-old equipment. Now we have a state-of-the-art facility thanks to a renovation funded by AT&T. When we first started the on-air Jazz Calendar, we only had two or three gigs listed at the most. Now we often list nine or ten local performances on Fridays and Saturdays. I'm also amazed at how fast it's all gone by....

My departure is made easier knowing the strong foundation we have at the station in staff, students, volunteers and members. I believe the best is yet to come and I can't wait to see where the station goes from here.

On the Air

LUNCH FEATURES

Monday-Friday, 11 a.m.-1 p.m.

The Golden Year: 1959 | *various*
June 1 - 5

The State of Jazz Today | *various*
June 8 - 12

Chick Corea | *Piano*
June 15 - 19

Ahmad Jamal | *Piano*
June 22 - 26

Louis Armstrong | *Trumpet*
June 29 - July 3

Art Blakey | *Drums*
July 6 - 10

In-Depth Listening | *various*
July 13 - 17

FEATURED PROGRAMS

Specialized jazz programming on KRTU

The Blue Note Hour | *with JC Pagan*
Mondays 8 p.m. – 9 p.m.

The Line-up | *with Lyz Earnly*
Fridays 9 p.m. – 10 p.m.

Super Soul Saturday | *with Scuba Steve and Donnie-D*
Saturdays 9 p.m. – 10 p.m.

Sunday Jazz at the Witte



Join KRTU, the Witte Museum, and Gunn Automotive on the second Sunday of every month for live, local jazz in the courtyard of the Witte Museum. Bring your lawn chairs, blankets, and the entire family for this KRTU event!

Sunday Jazz at the Witte
June 14 | 4 p.m. - 7 p.m.
Joe Posada

Sunday Jazz at the Witte
July 12 | 4 p.m. - 7 p.m.
Hard Bop Project

Sunday Jazz at the Witte
August 9 | 4 p.m. - 7 p.m.
Hot Sauce Jazz

Sunday Jazz at the Witte
September 13 | 4 p.m. - 7 p.m.
Mission City Hot Rhythm Cats

Sunday Jazz at the Witte
October 11 | 4 p.m. - 7 p.m.
Henry Brun and the Latin Playerz

Sunday Jazz at the Witte
November 8 | 4 p.m. - 7 p.m.
West Side Horns

Announcement from the GM

Aaron Prado will leave KRTU in July. Alfredo Cruz will become the Music Director and Assistant to the General Manger.



KRTU-FM 91.7
 TRINITY UNIVERSITY
 ONE TRINITY PLACE
 SAN ANTONIO, TX 78212-7200

Non-Profit Organization
 U.S. Postage
 PAID
 Permit No. 210
 San Antonio, Texas 78212

Featured on-air in June and July:

Chick Corea
 Ahmad Jamal
 Art Blakey

From the Booth

Dear Members,

Listening to KRTU in 1979 you were lucky to get jazz a couple of hours a week – and then only while driving by on 281 if you were lucky! Over the years KRTU has grown into one of the finest jazz stations in the world. KRTU's signal now reaches the entire SA metro area, and we're now a 17-hour a day jazz station. Aaron Prado's input over the past six years contributed to a significant part of our jazz growth. Now Aaron is moving on.

In speaking with members and volunteers about Aaron's pending departure, what I heard most is, "He'll be missed, but what a great opportunity for him!" The other thing I hear is that our members are not worried about the direction or future of the station. For that I say thank you for your confidence. It's good to know that KRTU's integrity is as important to you as it is for us, and that you trust KRTU.

Life changes, but change is an opportunity to reignite optimism, to renew enthusiasm, and look forward to new and exciting challenges. KRTU is becoming more active in our community. We're reaching out and touching more listeners every day, both at events and over the air. Our membership is growing and we're healthy thanks to your support. Together, we will continue building on our well-established foundations of excellence, and keep progressing and growing stronger.

Bravo, Prado! Our home for jazz just got a time-share in NYC!

Thank you and keep listening!

Alfredo Cruz, KRTU Station Manager

Contact us at:

General Manager
 Dr. William Christ

Station Manager
 Alfredo Cruz

Music Director
 Aaron Prado

Operations Manager
 Matt Fleegeer

Director of Development
 Kate Rawley Wartens

Director of Underwriting
 Dianah McGreehan

Secretary
 Brad Fox

Listener Line (210) 999-8313
KRTU Office (210) 999-8917
Office Fax (210) 999-8355

KRTU 91.7 FM
 One Trinity Place
 San Antonio, TX 78212

KRTU@trinity.edu
www.KRTU.org

Decisions from the Donor's Perspective

KRTU uses stewardship philosophies to guide station choices

by KATE RAWLEY WARTERS

As a member, you are an investor in KRTU. You willingly give us much needed funding, and we in turn fulfill our promise to follow our mission and share jazz with San Antonio. Without you, KRTU would not exist.

Your continued support is so important to us, which is why here at the station we frequently talk about something we call donor stewardship. We see donor stewardship as a means of treating you as a partner in our mission. Communication is an important part of this. We use our airwaves, our newsletter, and email to keep you educated about what we are doing, our philosophies behind programming, our accomplishments, and changes happening at the station.

As you now know from reading this newsletter, our Music Director Aaron Prado is moving on from KRTU. The transition provides us a wonderful opportunity to steward you, our donors, and communicate to you how much we value your support. We strive to keep you up to date and engaged as we move into a new era at KRTU.

Looking to the future, our primary mission is maintaining the integrity and quality of our jazz broadcast. The sound of the station is one element of KRTU that we will never compromise. As we plan our transition to a new Music Director, we have explored our options and realized that the very best

way to steward your contributions is to maximize the talent and resources we already have at the station by rearranging personnel.

And when we looked at the decision from the perspective of our donors who value the sound of the station, the decision was clear. This summer as Aaron leaves, Alfredo Cruz will move into the new role of Music Director and Assistant to the General Manager.

I am sure you agree that moving forward with Alfredo means you will continue to hear the same quality music, the same informed commentary, and the same community engagement that KRTU promised to deliver when you made your first membership pledge.

That is what stewardship is all about; thinking through every decision with our donors' interests and expectations at the center, and then communicating those decisions to you.

At KRTU, we believe that gifts we receive are not given to us, but rather *through* us in service of the greater community. You each make your annual contribution not to KRTU, but rather to the entire San Antonio listening community via KRTU. Together you make the music possible.

It is our promise to you that we will always take your financial support and convert it into meaningful action. Thank you for making KRTU possible.