

Q&A
re: KAUR
Office of Marketing & Communications

September 8, 2009

What happened to the existing programming on KAUR?

For the last couple of years, Augustana's leadership has been of the belief that KAUR is an underutilized asset of the College that was not integrally linked to our academic mission nor to the broader listening needs of the greater Sioux Falls community. Lacking widespread student interest and involvement, much of the station's programming was generated by volunteers as well as from a third-party music service. After nearly a year of research, consultation and discussion, the College decided last spring to shut down KAUR as a student-run radio station. Throughout the summer, the station has been running announcements indicating that current programming will soon cease while considering other programming alternatives for the station.

The programming on KAUR 89.1 FM went off the air this morning at 8:00 a.m. On September 15 at 12:01 a.m. MPR News programming will begin broadcasting on KAUR 89.1 FM.

Why did the College choose MPR to program the station?

Four very different and unique organizations approached the College about re-purposing the content of the station once the announcement was made about KAUR. Outside expertise was consulted to assist in the deliberations about the various proposals. Ultimately, the College believes that an affiliation with MPR is consistent with its stated strategic planning objective to "create synergistic collaborative efforts" with a variety of agencies in order to "enhance all aspects of life on campus and in the community." Simply stated, the goals of MPR and the College are in alignment.

Did MPR buy this station?

No. Augustana will continue to own the station, and MPR will provide day-to-day programming, operations and maintenance.

What kind of terms were negotiated?

The College entered into a one-year Public Service Operating Agreement, subject to annual renewal.

Is MPR paying Augustana anything for this station?

MPR will assume the costs for the operation of the station.

How does this benefit MPR listeners/members in Sioux Falls?

In parts of Sioux Falls, listeners can pick up MPR News from KNSW 91.7 FM from Worthington, Minn. Now, more listeners in the Sioux Falls area will hear a much stronger signal and 24 hours of news when they tune in to KAUR 89.1 FM.

Why is MPR News broadcasting on KAUR instead of SDPR?

Classical Minnesota Public Radio is currently heard in the Sioux Falls area on KRSD 88.1 FM. MPR owns KRSD while Augustana allows MPR to keep its transmitter at the College. As a result, MPR has long known of KAUR and has expressed an interest in collaborating with the College should it consider other programming options. The College feels MPR News programming will be the best way for KAUR to contribute to the greater Sioux Falls community.

Will there be local programming on KAUR?

There will not be programming tailored specifically for the Sioux Falls region. However, regional reports that include issues and matters concerning Sioux Falls are heard in the regular reporting mix on MPR News.

Will MPR Member dollars pay for the KAUR operations?

Yes. It is MPR's hope that Sioux Falls listeners will become members of MPR, the strongest source of support for the station.

What is the status of streaming the former KAUR content?

The College has also decided, after looking into the internet streaming option, that the challenges are too great at this time to pursue this mode of transmission.