

What is a Pledge?

We are so lucky here at KZUM to have such an amazing and passionate base of listeners. So many of you folks have stepped to the plate once or twice a year and show your love for the station by pledging your financial support. Basically unheard of in the community radio world – we have an *outstanding* ninety-one percent of those promises kept as checks arrive in the mail or credit cards are swiped.

It's hard to put into words how great it feels to know that our community cares enough to help make sure that the staff, rent, utilities, insurance and tons of other expenses get paid in order to keep us on the air 24 hours a day, seven days a week. Maybe you are one of those listeners that said you would help with our expenses because what we do here is important to your life. It's totally understandable that life has gotten crazy and you have forgotten about that yellow reminder that arrived at your home amongst all the other mail clutter, or maybe you think things are going just fine around the station and we don't need your help anymore. We'll that's just not the case.

As of this month, we still have \$6,662 in unpaid pledges made in 2010. That amount might not seem so bad in the scheme of things, but those dollars would pay rent for two months or about three months of salary for our business manager. We thank you in advance for fulfilling that promise of support either by mailing your check, calling us so we can put it on your credit card or by using Pay Pal through our website. We count on you, as much as you count on us to be there whenever you tune into 89.3 FM/HD or listen from all over the world at www.kzum.org

If you are reading this and have never been a member of the KZUM family, we would love to make you a part of it! You don't have to wait until a pledge drive, we need your help year around. As we grow, we will all benefit from all the new things we'll be able to bring to you! Happy 2011!

Cathy Behrns
General Manager