



Contact: Denise Irwin

Ph: 316-978-6789

[info@kmuw.org](mailto:info@kmuw.org)

FOR IMMEDIATE RELEASE

## **Debra Fraser named KMUW – Wichita Public Radio General Manager**

WICHITA, Kan. - May 22, 2014

Wichita State University joins KMUW – Wichita Public Radio in welcoming the station’s new General Manager/Director of KMUW, Debra Fraser. Ms. Fraser comes to Wichita from Houston Public Media/University of Houston where she served as Chief Operating Officer and Station Manager from 2007 to 2013.

While in the position of COO, Fraser was responsible for leading the directors of the three-station group in news content, arts & cultural content, marketing & outreach, membership, web, IT and engineering. She oversaw the combining of radio and TV resources that resulted from the HPM merger, all while remaining active on the national public radio scene.

Fraser led strategic development and execution of radio on-air pledge campaigns since 2006 raising \$13.6 million. She also established internship “Labs” for News, Music, TV and for Digital Services to train advanced internship students. Another of her accomplishments is the introduction of a new Customer Service Team to improve assistance for members, listeners and viewers, with the ultimate goal of increasing donor dollars.

Dr. Tony Vizzini, WSU’s Vice President for Academic Affairs stated, “Debra brings a wealth of experience in public radio. I am excited for KMUW and the great things it will accomplish for Wichita State, our listeners, and public radio world wide.”

Prior to her position of COO, Fraser worked in various positions within public radio since 1988. She is a graduate of the University of Texas, Austin with a Bachelor of Science degree in Communications for Radio, Television, Film.

Debra Fraser will join the station on July 1, 2014.

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KMUW 89.1 Wichita Public Radio is a trusted source of local, national and world news, providing its audience with a broad discussion of ideas, and a distinctive blend of diverse music and entertainment while operating as a significant public service of Wichita State University. KMUW is licensed to Wichita State University as a non-commercial, CPB-qualified full service public radio station, is a charter NPR (National Public Radio) member and an affiliate of PRI (Public Radio International) and APM (American Public Media.) KMUW began broadcasting in 1949 as the first 10-watt, non-commercial FM station in the United States.