

A Message from our CEO:

MARY BETH ROGERS



NANCY SCANLAN

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PRESIDENT/CEO, KLRU

ON AIR This is an exciting time to be in Austin—and to be part of public broadcasting. New technologies are providing new opportunities and an expanded vision about how KLRU can serve our community.

The same technologies which are transforming how we communicate with one another, how we access information, and how we become connected to the larger global community are reshaping how we do things at KLRU. Emerging technologies and the convergence of media will provide us with new and better ways to reach people and to help them connect with each other, as well as with our community. KLRU's role as the Public Square—the safe place for presentation of the ideas and issues that matter—will be enhanced by digital technology. And KLRU's mission to provide programming that educates, inspires, and entertains can be expanded beyond the limits of current technology.

KLRU: Beyond Limits—The Campaign for Education, Culture, and Citizenship for a New Digital Age, will do much to determine not only the quality of television programming at KLRU, but also to define the quality of life in Austin and our Central Texas region. New programs, new public forums, new local productions, and new educational and community services will emerge as we make the transition to digital technology. KLRU is committed to bringing our community the best our nation has to offer in the arts, culture, history, science, public affairs, and children's programming. More importantly, we are committed to providing universal access to these programs and services for all of our citizens.

We invite you to join us.

A handwritten signature in black ink that reads "Mary Beth Rogers". The signature is fluid and cursive.

Mary Beth Rogers
President/CEO, KLRU