

LISTEN!

The Official Newsletter of The WRVO Stations

WRVO-FM 89.9, WRVN-FM 91.9, WRVJ-FM 91.7, WRVD-FM 90.3

Fall 2009

Thanks to All Who Made WRVO's Fall Fundraiser a Success!

Thanks to the financial support of *close to 1,400 WRVO members* across Central and Northern New York, WRVO's Fall membership drive was a resounding success! "WOW!" is the only way to sum up our fundraising efforts.

When the drive ended and all the contributions were tallied, WRVO listeners pledged close to \$182,000 ... and donations are still coming in!

Financial donations from WRVO members account for over 40% of WRVO's annual operating budget. Each and every day, we rely on contributions from our members to support programs like *Car Talk*, *Morning Edition*, *All Things Considered*, and *A Prairie Home Companion*, along with other great NPR programs, local news, and weather.

We reach our financial goals one member, one contribution, at a time. WRVO members comprise a community of people who are passionate about fair, accurate, in-depth coverage of current events, issues, and ideas. Listeners like you ensure that WRVO and NPR will continue to bring you programs and features that engage the heart, mind and spirit. Your support helps us not just survive, but thrive and continue to improve and grow in the years to come.

Thanks to all who contributed money, time and talent to WRVO's Fall 2009 Fundraiser. You helped make it our most successful drive EVER!

If you would like to make a financial contribution you can do so online or by returning the coupon in this newsletter. If you would like to volunteer in the Springtime, please call 1-800-341-3690 or visit us online, anytime, at www.wrvo.fm!

If you have any questions about your membership, feel free to email us at members@wrvo.fm.

Norwich Moves to 89.9FM

WRVO has changed the frequency of its Norwich relay transmitter. The new frequency of 89.9MHz is at the opposite end of the dial from its previous frequency of 106.5MHz. The change occurred Monday November 9th and is part of an arrangement with Family Life Network which previously broadcast in Norwich at 89.9MHz. Although the translator's power output has not changed, the new frequency opens up signal delivery options that were previously unavailable to WRVO.

In the coming months WRVO plans to install a satellite downlink to send programming directly from its studios to the Norwich translator. Delivering the audio this way will improve the sound of the translator. If you have any questions or comments please contact WRVO's Engineering Department and, as always, thank you for listening.

National Day of Listening November 27th

StoryCorps is gearing up for its second annual National Day of Listening, which will take place on November 27th — the day after Thanksgiving. The National Day of Listening is an invitation to people across the country to explore the past, articulate ideas that may have been left unsaid, appreciate and connect with someone close in a new way, and capture it all in a recording to keep as a lasting memento.

1-Participate. 2-Listen. 3-Share.

Make a yearly tradition of listening to and preserving a loved one's story. The stories you collect will become treasured keepsakes that grow more valuable with each passing generation. And it also makes a great holiday gift!

Visit our website at www.wrvo.fm for information and a video on how to archive your own conversations.

INSIDE: A Note from the GM • Stories To Tell • Listener Comments • Program Specials

WRVO Staff:

Jasmy Belcher

Reporter/Producer

Pam Cantine

Assistant GM for Business

Liz Christensen

Membership Manager

Paul de Laubel

Corporate Support Rep

Bill Gowan

Corporate Support Rep

John Krauss

General Manager

Mark Lavonier

Producer/Host

Lee Mitchell

Radio Technical Specialist

Ryan Morden

Morning Producer/Reporter

John Nagelschmidt

Weekend Host/Producer

Kate Percival

Producer/Traffic Manager

Bonnie Prime

Financial Resource Manager

Matt Seubert

Assistant GM for Development

Jason Smith

Producer/Morning Host

Fred Vigeant

Program Director

Jeff Windsor

Assistant GM for Engineering

Student Interns & Volunteers:

Shawn Ashley

Michael Benjamin

Justin Laird

Leah Landry

Liz Livi

Daniel Ruth

Troy Stevens

Deon Williams

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WRVO

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A Note From the Manager's Desk

Thank You!

by John Krauss, WRVO General Manager

"THANK YOU" is a simple phrase,
But still, it's meant to show
That we appreciate your help
More than you could know.

Anonymous

Just over a year ago, WRVO held its Fall Friendraising Campaign with some trepidation. The national economy had tanked in September. Layoffs were occurring throughout our service area. More Central New Yorkers were leaving the region looking for opportunities elsewhere.

You supported us more than was expected. Those financial contributions allowed WRVO to carry on. WRVO delivered coverage of the national elections. WRVO and NPR took you to the Inauguration of President Obama. Reporters shared stories of events in Iraq and Afghanistan. We heard the story of people in distant places like China, Africa and Europe. WRVO reporters covered New York and the region.

Most importantly, WRVO could avoid situations that have become common across the broadcasting industry, both commercial and public. NPR reduced its staff by 85 and cancelled the program **Day to Day**. Almost every week I receive notice of more layoffs at NPR Stations across the country. Market size did not matter. Stations in major cities compiled large deficits and made deep cuts in staff and programming. Stations in places smaller than Central New York would cut one or two persons, but in a staff of 15 this was a deep cut.

During the last year, you have helped WRVO counter the trend sweeping broadcasting. More of your neighbors joined you in listening to the WRVO Stations. Our programming gathered some of the largest audiences WRVO has ever had, financial support from listeners and businesses remained steady.

WRVO was able to promote Jason Smith to fill the headphones of the retiring John Hurlbutt. When it came time to replace Jason on the morning news shift, we did not have to leave the job empty in order to reduce staff size. Due to staff reductions elsewhere more qualified reporters applied than for any prior vacancy. Ryan Morden joined us from Seattle.

"General Manager's Note" Continued on page 4

Many thanks to our wonderful volunteers:

Lisa Sellin

Michele Vigeant

Ralph & Mary Lou Penner

Ed Gleason

Mark Kosmowski

Jeanne Moskal

Tim Singer

David and Ellen Suarez

Micheal Snyder

Marv Kaminsky

Antje Dirksen-Post

John Pilger

Jan Tighe

John Hurlbutt

Susan Pope

Linda Cook

Marcia James

Suzanne Stout

Bryan Rubenau

Winthrop Jones

Bob Radway

Rachel Ho

Kerstin Sabene

Bill Collins

Cat Hadlow

Mo Howard

Dave & Dorothy Bonney

Denise Chase

Vivian Anderson

Jean McKown

Tom Bowen

Tom Gunderson

Maribeth Cerratt

Tim & Nickcole Evans



Comment Corner

Truly, if I could send you what WRVO was worth to me it would be a million dollars. I listen to your radio station exclusively!

- Teddi from Lacona

Conversations at the end of the day at our house often start with the statement "I was listening to NPR today..." or "Did you hear NPR today?"

- Megan & Jeremy from Cicero

Your staff does a wonderful job of delivering the local news and your programming choices are greatly appreciated.

- Julia from Ithaca

NPR sets the standard for quality broadcast journalism in the U.S., and WRVO offers the most complete line-up and news analysis programming in Central New York. Among this region's public broadcasting stations, you are the best of the best.

- David from Syracuse

40 years we've been listening! Seems like only yesterday and you've always given us information and laughs in equal measure like no other station.

- William & Carolyn from Hannibal

I get a chance to listen to WRVO throughout the day while driving during work. I enjoy all the programs and always seem to learn something new each day.

- Brian from Utica

Join us for an exciting new program featuring news and information from the state's capitol, **The Capitol Pressroom** is on WRVO every night at 8. Hosted by Susan Arbetter, **The Capitol Pressroom** will feature:

- * Analysis from political reporters and bloggers who work in the Legislative Correspondents Association at the Capitol.

- * Reporters and bloggers from the New York Times, the Buffalo News and the Albany Times Union.

- * One-on-one interviews with newsmakers like Assembly Speaker Sheldon Silver, Tom Golisano, and Andrew Cuomo.

The Capitol Pressroom is the only daily radio show broadcast from the state Capitol to be heard in Central, Northern and Western New York, as well as the Southern Tier.

Just like the reporters who work there, The Capitol Pressroom is fun, intense, compelling, and sharp. Susan Arbetter brings over 15 years of experience to **The Capitol Pressroom**. As a news correspondent in Albany, a long-time host on WAMC Public Radio as well as the former host & producer of PBS' "New York Now", Arbetter brings humor and accessibility to the halls of the Capitol, as well as fascinating guests like former gubernatorial candidates Carl McCall, John Faso, former Governors Hugh Carey and Mario Cuomo, as well as current newsmakers, legislators and policy wonks.

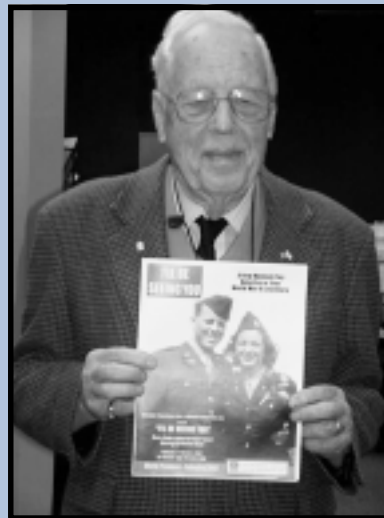
Join us for **The Capitol Pressroom** weeknights at 8 on WRVO. It can also be heard earlier in the afternoon on WRVO-Extra at 3.

Do you have a comment for WRVO? Let us know and you just might see your comment posted here! Email to feedback@wrvo.fm.

Stories to Tell

Join us for **Stories to Tell**. It is part of the multi-media effort, Veterans Listening Project, and modeled after David Isay's **StoryCorps**, frequently heard on Morning Edition. WRVO's Jasmyn Belcher, Mark Lavonier, and Kate Percival have been meeting with veteran's and their loved ones about what life was like, how they met, how they got through tough times while serving in the military, and more. Listen for **Stories to Tell** on WRVO on the National Day of Listening, Friday November 27th at 1 and 8pm.

For more information, visit: veteranslisteningproject.org and storycorps.org.



WWII veteran and former POW, Don Waful holding the program from a musical written about he and his beloved Cassie (pictured on the cover). Mr Waful was part of WRVO's Stories to Tell - Veterans Listening Project. Listen to Stories to Tell-Veterans on November 27th at 1 and 8pm.

"General Manager's Note" Continued from page 2

A series of Community Forums began in an experimental effort to engage our audience and build a sense of community in the place we call home. You have heard more about issues facing the region. This successful project continues next year.

WRVO-Extra is on the air and online. Heard on WRVO 89.9-HD2 and WRVD 90.3-HD2 and also on a stream at wrvo.fm, this is a second news radio service. WRVO-Extra carries shows that we have no space for on WRVO. It also airs time shifted repeats of WRVO daytime programs. Check wrvo.fm for other online efforts.

When planning for Fiscal Year 2009-2010, senior WRVO management planned for stable financial support from the various sources of funding. We expected that any shortfall in one area would be covered by another. New projects had to replace older ones. Staff needed to work smarter. Dollars must go further.

Now we come to the Fall of 2009. We began the Fall Fundraising On-Air Campaign with the most ambitious goal ever. The plan was to provide the opportunity for our listeners to contribute one third of the annual amount needed for listener support. The tote board announced a goal of \$170,000.

From the first hour Saturday morning, the phones began to ring, notices of web pledges arrived and the count began to grow. You heard your radio friends share their enthusiasm for the work they perform every day to serve you. As a team, we have made sure public radio, WRVO style, is healthy and growing. Seven and half days later when quiet returned to the phone room and all of the pledges tallied, more than \$182,000 was pledged from listeners like you. The staff at WRVO is grateful for the faith you place in us.

Audience research gives us an estimate of the number of listeners who use WRVO. These numbers have been steadily increasing. Yet the best indication of involved listeners is the financial support they deliver.

As we near the end of 2009, WRVO is completing it's 41st year. As long as we have the commitment of the four pillars of support — WRVO listeners, Central New York businesses, SUNY-Oswego and grants from various sources — you will find us at this spot on your radio. The pictures are better on radio — WATCH us grow in 2010!

Corporate Partner of the Quarter

Johnny Appleseed Farm

Solid American Custom Furniture
& Hand Made Upholstery

www.johnnyappleseed.com
Phone: 315-662-7071

A family owned business located in Erieville, Johnny Appleseed has grown from a working, community embraced commercial apple farm to one of the finest quality American made furniture stores in all of Central New York. As well as exquisite home furnishings for the living room, dining room, family room, bedroom and

kitchen, Johnny Appleseed offers impeccable interior design assistance, choice of a variety of custom sizes and fabric selections and a host of novel accessories for every room including decorative lighting, wall art, area rugs and smaller luxury or gift items like handmade jewelry, French soaps, Danish candles, silk flowers and specialty candies, among others. Services begin with personal attention in a spacious showroom with a staff as painstakingly mindful to function and detail as it is to style, leading toward a thorough hands-on process ensuring the exclusivity and accuracy of all measurements, designs and fabrics, ending with professional in-house, door to door delivery and guaranteed customer satisfaction.

After toiling in the apple business for 20 years, Owen and Florence Gilmore began selling unfinished furniture during the recession of 1980. With eight sons to help, they gradually evolved the business from a humble farm to a thriving retail destination on the cutting edge of today's furniture industry. In keeping with their roots, the Gilmore's still invite the public every fall to pick a variety of apples, including Macouns, Spy Golds and Roger Macs, fresh off the trees in the timeless Johnny Appleseed orchard.

For more information about Johnny Appleseed Farm, visit johnnyappleseed.com or make a day of it and enjoy the free coffee at 3402 Old State Road, south of Route 20 off Erieville Road, six miles east of Cazenovia.

Cornerstone Society

PLATINUM LEVEL

Chris & Barbara Baker
Dorothy & Marshal Reisman Foundation
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Jeffrey Smith & Leslie Kohman
Linda Wickes

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Guthrie & Louise Birkhead
John & Elet Callahan
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Tim & Nickcole Evans
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John F.X. Mannion & Stephanie Miner
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Jeff Morris & Laurie Richer
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Andrea Latchem
Gina Lee-Glauser
Harris Lindenfeld
Robert Long
Erin Mackie
Anthony Marrone II & Melissa Marrone
John & Candance Marsellus
Ralph Martell
Gerri McCarthy

Members of WRVO's Cornerstone Society provide leading support for Central and Northern New York's Source for NPR News. This unique and ever expanding group of listeners share the distinction of being WRVO's most generous annual contributors. Cornerstone members lay the foundation of support that helps preserve the vital news and information service that WRVO provides to the region. For more information about WRVO's Cornerstone Society, contact Matt Seubert at 1-800-341-3690 or visit wrvo.fm.

Michael Meguid & Deborah Spadaro
Robert Murphy & Cynthia Rye
P.S. Murray & Murray Information Systems
Tom Murray
Kimberly Neff-Barrett
Maurice Oehlsen
Robert Potter & Susan Havranek
Dan Radcliffe
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Margaret Lewis West
Whispering Pines Foundation
Penny Williams
Mitchel & Lynn Wilson
John & Mitzi Wolf

The above list reflects annual contributors as of November 13, 2009. We regret any omissions due to recent payments.

Stay up to date with WRVO



Get weekly program updates with WRVO's Program Points E-Newsletter. Get hourly program and station information updates by following WRVO on Twitter. Become a fan of WRVO on Facebook and see many photos behind the scenes of WRVO. Visit www.wrvo.fm to sign up and stay up to date with WRVO!

Program Schedules for WRVO and WRVO-Extra

WRVO-1		Program Schedule						Effective 1/10/09	
		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
5:00 AM	Morning Edition						BBC World Service	BBC World Service	5:00 AM
6:00 AM							Marketplace Money	Inside Europe	6:00 AM
7:00 AM							Only A Game	Prime Time Radio	7:00 AM
8:00 AM							Weekend Edition		8:00 AM
9:00 AM									9:00 AM
10:00 AM	The Diane Rehm Show						Car Talk	Weekend Edition	10:00 AM
11:00 AM							Wait Wait Don't Tell Me	Says You	11:00 AM
12:00 PM							Fresh Air	Says You	A Prairie Home Companion
1:00 PM	Talk of the Nation						Sound Opinions	Selected Shorts	1:00 PM
2:00 PM							On The Media		2:00 PM
3:00 PM							Marketplace Money		3:00 PM
4:00 PM	All Things Considered						To The Best of our Knowledge	This American Life	4:00 PM
5:00 PM							All Things Considered	All Things Considered	5:00 PM
6:00 PM							A Prairie Home Companion	Car Talk	6:00 PM
7:00 PM	As It Happens						Weekend Playhouse	Wait Wait Don't Tell Me	7:00 PM
8:00 PM	BBC World Service							FNF	8:00 PM
9:00 PM	Weekday Playhouse							9:00 PM	
10:00 PM			10:00 PM						
11:00 PM			11:00 PM						
12:00 AM	Sound Print	Fresh Air					Weekend Playhouse	Weekend Playhouse	12:00 AM
		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	

A. You are able to receive WRVO-Extra two ways:

- 1) Tune to the digital 89.9 signal in the Oswego/Syracuse area or on 90.3 in Downtown Syracuse with an HD-Radio. Only those who receive a **reliable** 89.9 signal or 90.3 signal are able to use the HD Radio.
- 2) Your other option to listen to WRVO-Extra is through our website at www.wrvo.fm. WRVO-Extra is streamed 24/7 and anyone with an internet connection is able to hear WRVO-Extra online.

WRVOextra		Effective 11/02/09							
		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
6:00	Fresh Air Weekend	Fresh Air					Sound Print	6:00	
7:00	BBC World Briefing					51%	Marketplace Money	6:00	
7:30						What's the Word	7:30		
8:00	The Story					World of Possibilities	Speaking of Faith	8:00	
9:00						Tell Me More			
9:30	Left, Right, and Center	9:30							
10:00	OnPoint					Bob Edwards Weekend	The Splendid Table	10:00	
11:00							The Parents Journal	11:00	
12:00	Here and Now					What Do Ya Know?	Sound Medicine	12:00	
13:00							Zorba Paster on your Health	13:00	
14:00	BBC World, Have Your Say					The Tavis Smiley Show	Living on Earth	14:00	
15:00							Bioneers	15:00	
16:00	Capitol Pressroom					Fresh Air Weekend	One Planet	16:00	
16:30							Digital Planet	16:30	
17:00	BBC NewsHour					Wiretap	Tech Nation	17:00	
18:00							Science in Action	18:00	
18:30	BBC World Briefing					Studio 360	Planetary Radio	18:30	
19:00							Are We Alone?	19:00	
19:30	BBC Global Business Daily					The Treatment	The Business	19:30	
20:00							Sound Opinions	20:00	
21:00	DW Newslink					The Sound of Young America	Science Friday	21:00	
22:00							Bob Edwards Weekend	22:00	
23:00	Diane Rehm Show					This American Life	Selected Shorts	23:00	
0:00							AS IT HAPPENS	0:00	
1:00	What do Ya Know?	OnPoint					A Prairie Home Companion	1:00	
2:00	Living on Earth						To the Best of our Knowledge	2:00	
3:00	The Parents Journal	To the Point					Only a Game	3:00	
4:00	Rick Steves Travel							4:00	
5:00	Marketplace Money	Talk of The Nation					On the Media	5:00	
							Monday	Tuesday	Wednesday

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1000 Island Performing Arts Fund
 Abscope Environmental, Inc
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 Commerce Chenango
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 Oneida Counties
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 Crissey Architectural Group
 Crouse Hospital
 Cultural Resources Council
 Douglas Lloyd Photography
 Dufores Jewelers
 Earlville Opera House
 Eastern Shore Associates
 Elderberry Pond
 Erie Canal Museum
 Eureka Crafts
 Everson Museum
 Fehlman Brothers
 First Niagara
 Folkus Project
 Food Bank of CNY
 Friends of Central Library
 Fulton Savings Bank
 Gallery 54
 Glimmerglass Opera
 Goldmine Jewelers
 Great Camp Sagamore
 Greenhomes America by Entherm
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 Mabie Brothers
 Master Works Chorale
 Medical Center Pharmacy
 Menter, Rudin and Trivelpiece, PC
 Merry Go Round Playhouse
 Metro Center
 Meyda Tiffany
 Michael Grimm Services
 Mitchell's Speedway Press
 Mohawk Valley Ballet
 Mohawk Valley Heart Institute
 Morrisville College
 Munson Williams Proctor Arts Institute
 Museum of Science and Technology
 MVP Health Care
 Mystic Stamp Co
 New York Connects
 New York Department of Agriculture and
 Markets
 New York State United Teachers
 Northeast Classic Car Museum
 O'Connor Memorials
 Open Hand Theater
 Operation Oswego County
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 Oswego Opera
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 St Joseph's Hospital Health Center
 Schola Cantorum
 Schweinfurth Art Center
 Shred Con
 Skaneateles Artisans
 Skaneatles Bakery
 Skaneateles Festival
 Skaneateles Jewelry
 Skaneateles Merchants Association
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 The Books End
 The Steele Law Firm
 The Warehouse Gallery
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LISTEN!

Fall 2009

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