Your guide to the WMRA community



## In This Issue

- WMRA & WEMC Sustainability Summit
- "Master and Apprentice"
   Art Exhibit
- Meet Your CAC Members
- WMRAnow
- Event Notes
- Staff Notes: Bob Leweke

# Email WMRA's Executive Director

Do you have a question, comment or concern about WMRA? Email **AI Bartholet**, Executive Director and General Manager.

barthoae@jmu.edu

Contact Us

#### Address

983 Reservoir Street Harrisonburg, VA 22801

Phone (local) 540-568-6221

Phone (toll-free) 1-800-677-9672

On the Web wmra.org

## WMRA & WEMC Sustainability Summit

WMRA and WEMC will host its first Sustainability Summit on March 8th from 1-4pm. We are inviting the Harrisonburg community to come together to exchange ideas on the future direction of your public radio station. This is your opportunity to keep your public radio station viable for the future.

This is the first in a series of regional Sustainability Summits and will be held at the **Blue Nile restaurant (181 N. Main St., Harrisonburg)**.

Appetizers, coffee and tea will be served.

The summit is open to the public, but to secure a seat, call WMRA at **(540) 568-6840**.

If you already have some ideas to share, let us know through our online **Community Forum.** 



# "Master and Apprentice" Art Exhibit



Selections from **Pat Jarrett**'s **"Master and Apprentice"** series are now on display at the WMRA studio. The series features poster-sized, color photos of workplace trainees and their mentors: blacksmiths, tribal dancers, singers, printers, cheese-makers, and more.

Stop by WMRA during regular business hours **(9am-5pm, Monday-Friday)** to view Pat's work!

Click here to listen to Pat's 2013 interview with Martha Woodroof on *The Spark*.

# Support for WMRA is provided by...

<u>McIntire Department of Music</u> · <u>Frazier Quarry</u> Classic Kitchen & Bath · The Paramount Theater

## Live Streaming

Listen to your favorite programs--All Things Considered, Morning Edition, The Takeaway, Car Talk, and more--live on the Web.

# Click to stream WMRA on your computer now

## WMRA App

Download the WMRA Radio App for iPhone/iPad\* and listen anywhere!



# Click here to download from the App Store

\*Coming soon for Android!

Programming Schedule

Never miss your favorite programs! Download and print a copy of our programming schedule.



Click for WMRA

**Click for WEMC** 

## Meet Your CAC Members

What is the CAC? The Community Advisory Council (or CAC) is a group of WMRA members that helps further WMRA's mission and goals. The CAC represents WMRA in the community and offers guidance to WMRA's Management Team, but is not involved in day-to-day operation of the station. CAC Members are chosen on their willingness to contribute time, talent and support to the station.



Andrea Wenger is Director of Marketing and Communications at Eastern Mennonite University. She likes being a part of "a small university with a huge impact worldwide." She promotes education based around cross-cultural learning, environmental sustainability and peacebuilding strategies. She enjoys WMRA on her morning commute to work with Morning Edition and WMRA's "reliable, balanced programming." She hopes to strengthen

the relationship between WMRA and WEMC. Andrea relishes daily walks with Bentley, her cocker-beagle mix from the SPCA, along with tending her flower and vegetable garden.

Kai Degner has been a long-time supporter of WMRA. Born in Wuerzburg, Germany and raised in Baltimore, MD, Kai earned a Bachelor's degree in Integrated Science and Technology and a Master's in Business Administration from James Madison University. After many civic involvement campaigns, including The OrangeBand Initiative, Kai was elected to City Council in 2009. He was elected shortly thereafter as Mayor of Harrisonburg from 2009-

2010. He currently enjoys selling real estate through Kline
May Realty, and continues to be a well-informed and engaged member
of the community.



Dr. Bob Kolvoord currently serves as the Interim Dean of the College of Integrated Science and Engineering at James Madison University, where he is also a Professor of Integrated Science and Technology. He has lived in Harrisonburg with his wife, Holly Haney, since 1995. Bob is a regular on the phone during WMRA pledge drives.

# Take My Car, Please!

Need to get rid of an old clunker? Want to support public radio? Kill two birds with one stone!

Call **1-866-789-8627** and turn your car into funding for WMRA through the **Car Talk Vehicle Donation Program!** 



Introducing the WMRA Listener Hour

We love hearing from our listeners, and we want to know why you love public radio on WMRA!

Drop by our Harrisonburg studio **Wednesdays at noon** for the WMRA Listener Hour. Your comments will air as **"My Source"** messages on WMRA.

Come by for a short recording session, a tour of the station, and a handshake with some of your favorite voices on WMRA.

Click here for directions.

Nicole Martorana is an artist, foodie, and traveler. She has spent much of her life traveling in the US and abroad and is drawn to people and places with intriguing stories to tell. Nicole has consulted and worked for organizations in the arts, education, government, non-profit, technology, and tourism sectors, and enjoys working with people invested in their communities. She will be pursuing a Master's degree in Food Culture & Communications at the

University of Gastronomic Sciences in Pollenzo, Italy in March. She's looking forward to uniting two of her goals: going back to school and going back to Italy.

Eugene Stoltzfus started Eugene Stoltzfus Architects in 2006 after leaving his position as President of Rosetta Stone, which he co-founded. His professional focus is now architecture, urban design and furniture design. Years ago, as a DJ at KTAO, he specialized in international music.



Dale Strickler is an entrepreneur currently launching his second start-up business. His background has focused largely on software and automated system development. In addition to small start-ups, he has worked for a couple of Fortune 100 companies. He has served on the board of the Waldorf School, as Director of Software for Rosetta Stone, and trained county crisis intervention lay counselors for D&A Specialty Crisis Intervention Center in Pennsylvania. Dale earned an MBA from Darden's Global Executive

MBA program, a Bachelor's degree with a double major in Math and Art from Grinnell College, and was the recipient of a Mellon grant for electronically generated music.

Janet Trettner is retired from an assortment of careers that include marine science, commercial fishing, and public policy. She has climbed 12 state high points and Mt. Kilimanjaro; founded the Puffin Public Broadcasting radio translator station in Seward, Alaska; and is active in the Shenandoah Valley Bach Guild and the local improv troupe "No Strings Attached."



#### Join WMRAnow!

Know a student who wants to learn more about working in public radio?

Want to find out what internships or mentoring opportunities are available?

Call **(540) 568-6221** or email **wmra@jmu.edu** for more information.

Although many of our student workers go to JMU, being a JMU student is not required. WMRAnow is open to students at any college or university!

You can also get involved by joining our Facebook Group!

**MRAnow** 

More WMRA Social Media Links

- **II** WMRA Public Radio
- If Virginia Insight
- **If** Acoustic Café
- **If** Blues Valley
- @WMRAmorning

## WMRAnow

WMRAnow gives students the chance gain work experience in public radio, with internships and mentoring opportunities.

Through WMRAnow, students can meet local leaders, marketing and advertising professionals, communication specialists and more. Students get to lend a hand in the behind-the-scenes of WMRA, with everything from organizing events to obtaining new music. WMRAnow has something for every student's interests!

## Meet some students who are already involved ...



Joe Scholnick is a junior at James Madison University. As the Marketing Communications Intern at WMRA, he writes for e-notes, drafts press releases, and maintains the WMRA Community Forum and WMRAnow Facebook page.



Phil Cangelosi is a senior at JMU. He is an Organizational Communication Studies major and Music Industry minor. At WMRA, he helps update the website and contacts record labels to add more music to rotation.



Linzy Cumbia is a freshman at JMU and the Mobile Platforms
Engineer at WMRA. He is the designer and developer of the WMRA App for iPhone and iPad. He also uses his computer expertise to lend IT support to the station.



Paulina Drucker is a junior at JMU, majoring in Business Marketing with a minor in Music Industry. In addition to helping promote WMRA events, she researches up-and-coming folk artists for Acoustic Café and contacts their record labels to procure promotional CDs.

# WMRA MemberCard

Your WMRA membership pays for itself with 2-for-1 dining and admission to events throughout the listening area and beyond. Contribute **\$60** or more annually and receive your WMRA MemberCard and a list of participating organizations.

Click to learn more and become a member today

Member Benefit of the Month

Woodrow Wilson Presidential Library & Museum, Staunton

2-for-1 regular adult
admission during March.
Enjoy engaging tours of
President Wilson's pre-Civil
War birthplace, discover his
inspiring life and legacy, see
his restored Pierce-Arrow
limousine, stroll through the
beautiful Victorian garden,
and find unique gifts at the
President's Shop.
A National Historic
Landmark.

## Events Calendar

Check our Events Calendar for concerts, workshops, film screenings, and more.

Use the online form to submit your own **non-profit** event!

Click to access the Events Calendar

### Event Notes

## **Featured Upcoming Events**

#### All Shook Up

Tuesday, February 25th - Sunday, March 2nd Forbes Center @ JMU, Harrisonburg

Inspired by the songs of Elvis Presley, *All Shook Up* features 24 of his greatest hits, including such classics as "Heartbreak Hotel," "Jailhouse Rock" and "Don't Be Cruel."



#### **Oratorio Society of Virginia Community Sing-In**

Saturday, March 1st, 4pm First Presbyterian Church, Charlottesville

Area singers are invited to join Michael Slon and the Oratorio Society in a oneday workshop and concert performance of Vivaldi's "Gloria" and Mozart's "Ave Verum Corpus."



#### The Virginia Consort Sunday, March 9th, 3:30pm

Sunday, March 9th, 3:30pm
Old Cabell Hall @ UVa, Charlottesville

Mozart's "Great Mass in C minor, K. 427." Featuring The Virginia Consort Festival Chorus. This concert also includes selections by The Virginia Consort Chamber Ensemble and the Youth Chorale.

#### St. Patrick's Day Lecture

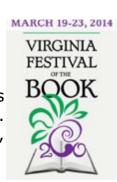
Monday, March 17th, 6:30pm Edith J. Carrier Arboretum @ JMU, Harrisonburg

Cash bar, dinner and a virtual journey to Ireland with Dr. Jonathan D. Monroe.

#### Virginia Festival of the Book

Wednesday, March 19th - Sunday, March 23rd Venues throughout the Charlottesville area

2014 marks the 20th anniversary of the festival, which is now the largest educational book event on the East Coast. Speakers include: Rita Mae Brown, Dan Pink, David Baldacci, Lisa Scottoline, Lois Lowry, and more.



#### Fair Trade Oriental Rug Event

Wednesday, March 19th - Saturday, March 22nd Ten Thousand Villages, Harrisonburg

Explore over 300 rugs handknotted by fairly paid adults. Hear stories of the artisans, learn more about Fair Trade, and find the perfect rug!

# Staff Notes: Bob Leweke

by Joe Scholnick, WMRA Student Intern



Host of *Morning Edition* and assistant producer for WMRA's *Virginia Insight*, Bob Leweke followed a long road to radio. Bob earned two Bachelor's degrees in Communication and Political Science from Virginia Tech, and a Doctorate in Mass Communication from the University of North Carolina at Chapel Hill.

Before his career in public radio, Bob worked as a writer and circulation manager for *The Roanoke Times*. He also joined the staff at Pikeville College in Kentucky as a communications professor. He later became a communications professor at Bridgewater College. For Bob, years of teaching college students proved one thing: he still needed to find his passion. Though he

still devotes some of his time to college classes--he currently teaches Intro to Communications at Blue Ridge Community College--Bob discovered his love of radio in 2003.

While teaching at Bridgewater, Bob enjoyed stepping into the WMRA office as a guest host for Saturday afternoon programming. In conjunction with hosting weekend shows, Bob also began hosting one of his favorite programs, *All Things Considered*, on a regular basis. In 2008, after five years of guest hosting radio shows at WMRA, Bob was offered a position as the official host of *All Things Considered*.

With a growing enthusiasm for radio, Bob realized something very important to his future success: he was a morning person hosting an evening radio show. Bob recalls, "It was only natural" that he transitioned to *Morning Edition* in 2009, with Terry Ward taking over *All Things Considered*.

"...the fact that I get paid to talk, now that's a gift!"

Bob loves his time on-air. When asked to describe work at WMRA, Bob explains, forcing back a chuckle, "I believe in what we do. We all believe in this station. And the fact that I get paid to talk, now that's a gift!" A brief look at the interesting people he interacts with on-air at WMRA assures his sincerity. Bob has interviewed former Virginia senator George Allen, junior senator Tim Kaine and American Grammy Award-winning violinist and conductor Joshua Bell, among others. Up next, Bob says he wants to interview President Barack Obama because he enjoys interacting with powerful people.

Bob bikes to work whenever the weather abides. He prides himself in riding regardless of freezing temperatures. "Although," he admits, "torrential downpours and blizzards are another story." Bob also enjoys reading books and watching movies with his family.