

Listen!

www.wrvo.org

WRVD 90.3 - WRVH 89.3 - WRVJ 91.7 - WRVN 91.9 - WRVO 89.9 - NOW IN OUR 46th YEAR

New Sapphire Society honors WRVO's 45th anniversary of continuous broadcasting *Inaugural recognition event held in Skaneateles*



Long-time donors gather to hear Karen DeWitt discuss Albany politics.

The year was 1969. Neil Armstrong walked on the moon, the New York Jets won the Super Bowl and the New York Mets won the World Series. Unforgettable, mind-blowing events for many. And, 1969 was the year WRVO-FM signed on the air for the first time, a 'mind-expanding' event that launched this great service.

On May 18th long-time WRVO members, consistent contributors for 25 years and longer, gathered at the Sherwood Inn in Skaneateles to celebrate the completion of our 45th year. **Capital Correspondent Karen DeWitt** addressed nearly 100 members, WRVO staff and friends.



Albany Bureau Chief Karen DeWitt with member Joseph Spalding

We are planning additional sapphire events in coming months to honor the more than 500 current members who have been pledging their financial support year after year for decades.

These events are collaborations between WRVO and a number of generous corporate sponsors who cover the cost without dipping into membership funds. They are free to members with our thanks for their loyalty and unwavering financial support. (More pictures on page 2.)

Spring Fundraiser a Success

Nearly 800 new members have joined WRVO Public Media since summer 2014

WRVO Public Media cannot exist without listeners like you who contribute both financially and with your enthusiasm for the programs we bring to the region day after day. To you first-time contributors, welcome! We are grateful for your support and delighted to have you in the WRVO family. To those of you who renew year after year, thank you. And to those of you who may have stepped away at some point for whatever reason – please renew your membership, at any level.



Senior Producer Mark Lavonier prepares for another pledge break.

WRVO is by far the most listened to public radio service in the region, for one reason – we have the most comprehensive schedule of excellent programs, and we invest heavily in regional news and public affairs coverage. All of that costs money, the majority of which comes from listeners. We need you and others like you to make that commitment to help us move forward with our mission to inform, to educate and to provide sophisticated entertainment across 20 counties of upstate New York and southern Ontario, Canada.

WRVO receives financial and in-kind support from SUNY Oswego, private foundations, publicly funded grants, corporate underwriting, event revenues, car donations, and listeners like you who value the service. Every penny of listener support is invested in excellent programming and regional news coverage of the highest caliber. Thank you for being part of this important service, and thank you for listening to WRVO.

takeCARE
from WRVO Public Media

**Get up to speed on health issues that impact you
Sundays at 6:30PM on WRVO Public Media**



David Miller, David Garvey, Irene McQueeney



Jeanne Pilger, George Tehan, Polly Hutchinson, John Pilger



Richard Shultz, Mary Dunn, WRVO's Pam Cantine



Jeff Kirshner, *Take Care* host Lorraine Rapp



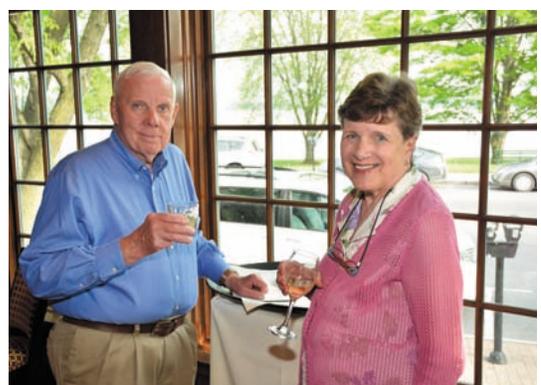
Karen Dewitt, WRVO news director Catherine Loper



WRVO GM Michael Ameigh, Corrine and James Langley



WRVO's Jeff Windsor, John and Esther Weeks



David and Anne Tiffany

WRVO Public Media has an extraordinary legacy of support from listeners. More than 500 active members have been contributing consistently for 25 years or longer. Thank you, good friends, for helping WRVO celebrate our sapphire anniversary, 45 years of service to upstate New York. Here's to another 45 years of great radio.

WRVO News honored by Syracuse Press Club, Associated Press and NYS Broadcasters Awards laud news, Take Care, election coverage

2014 was another award-winning year for WRVO's news team. A total of 23 awards for excellence were conferred by *The Syracuse Press Club*, the *New York State Associated Press Broadcasters Association* and the *New York State Broadcasters Association*. Recognition was for news and feature coverage of major weather events, regional history, regularly scheduled newscast segments and the WRVO news archive at wrvo.org.



Syracuse Press Club excellence awardees (left to right): Catherine Loper, Grant Reeher, Ryan Delaney, Leah Landry, and Ellen Abbott.

Other recognition included special programs on the 2014 congressional election and a growing regional heroin epidemic. Awards were also received for excellence in coverage of the crash of a drone in Lake Ontario and concerns about the amount of armored assault equipment the Syracuse Police Department has obtained.

WRVO's health program *Take Care* was also recognized, as was WRVO's overall 2014 election coverage. Individual staff include news director Catherine Loper, reporters Ryan Delaney, Ellen Abbott, Leah Landry, Mark Lavonier, Jason Smith, *Take Care* hosts Linda Lowen and Lorraine Rapp, and *Campbell Conversations* host Grant Reeher.

WRVO Public Media is an effective way to get the word out about your event, your business, your organization. Underwriter messages are heard by thousands of listeners each time they air. Learn more about how your business or organization can become a WRVO underwriter.

Call us at 1-800-341-3690 or visit:

WRVO.org/underwriter

Renewable Energy Symposium draws 400



New York State Attorney General Eric T. Schneiderman addresses 11th annual Energy in the 21st Century Symposium in East Syracuse.

For the third year WRVO Public Media co-sponsored the *Energy in the 21st Century Symposium* held April 17th at the Links in East Syracuse. Titled 'Renewable Energy: Perception vs. Reality,' the event attracted nearly 400 including representatives from local, state and federal government, industry, academia, and private citizens.

This year's keynote was delivered by New York State Attorney General Eric T. Schneiderman. He urged cooperation among policymakers, advocacy groups, regulators, industry, and educators in building public awareness of the environmental benefits of renewable energy.



Attendees listen as panelists respond to audience questions.

Other speakers included Robert Perciasepe, *Climate and Energy Solutions*; Eleanor Stein, *NYS Public Service Commission*; Marsha Walton, *NYS Energy Research and Development Authority (NYSERDA)*; Michael Williams, *Blue/Green Alliance*; and Melanie Littlejohn, Regional Director, *National Grid*.

A group panel moderated by Katherine "Kit" Kennedy, *National Resource Defense Council (NRDC)*, responded to questions from the audience.

Audio files of all speaker presentations are available for download at wrvo.org/energy.

Have a surplus vehicle? Wherever you live, if you can hear the WRVO broadcast signal, Insurance Auto Auctions will pick up your donated vehicle for auction. Proceeds go to your radio station, WRVO, and you will receive a tax deduction. Call IAA at 315-699-2622 for more information.

**130 attend Tuned to Yesterday at the Movies
1950s Jack Webb classic Dragnet shown**

Tuned to Yesterday, WRVO's long-time theater of the mind radio program, went on the road once again in April to bring more of the legends of old-time-radio – and film – to life. “Tuned to Yesterday At the Movies” presented “Dragnet,” the 1954 feature-length film starring Dragnet radio and TV detectives Joe Friday (Jack Webb) and Frank Smith (Ben Alexander) as they investigated the brutal shotgun murder of a crime syndicate racketeer. More than 130 WRVO listeners and staff attended the event April 22nd at the *Auburn Public Theater*. The event was catered by *Mesa Grande Taqueria* of Auburn. *Tuned to Yesterday* host and producer Mark Lavonier opened the show with an introduction to the movie and a discussion about Jack Webb's radio days acting in the medium that launched his career in television and film.



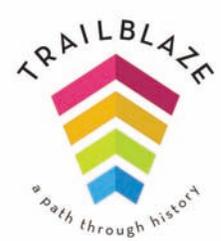
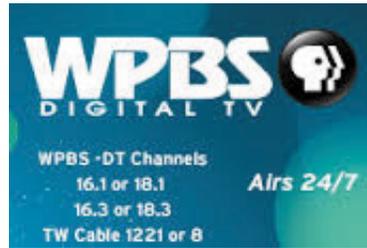
**WRVO teams with 50 regional underwriters
to promote Summer Destinations
Promotion to encourage regional tourism**

This summer WRVO is partnering with more than 50 organizations and businesses to remind listeners that upstate New York has a stunning variety of touring attractions for people of all ages. We call this partnership Summer Destinations, encourage you to visit as many as you can during the 2015 summer season.

Visit WRVO.org/summer for a complete listing and links to sponsor websites. You'll find summer destinations throughout central and northern New York State including the Adirondacks, the Finger Lakes and the Thousand Islands region. Make it a WRVO destination!



**Summer
Destinations**



WRVO is co-sponsoring with WPBS-DT, Watertown's public television station, the premier of a new thirty-minute television documentary titled “Trailblaze a Path Through History: Central New York”. This locally produced documentary will premiere on ‘Bite Nite,’ Wednesday, July 15 at the American Foundry in Oswego. The public is invited. We hope to see you there.

WRVO was awarded a grant from the New York State Department of Tourism to create a series of radio announcements highlighting historical sites throughout the region, some off the beaten path but nonetheless representing significant milestones in upstate New York history. More than thirty sites throughout Cayuga, Cortland, Jefferson, Madison, Onondaga, and Oswego counties were included in the series that aired on WRVO throughout the summer of 2014. Grants to create historical video documentaries were awarded to WPBS-DT and WCNY-TV, Syracuse.

The documentary focuses on the many stories that uncover a trail of innovation and reform. Highlights include the Erie Canal Museum in Syracuse, the Chittenango Landing Canal Boat Museum, the Syracuse home of suffragist and abolitionist Matilda Joselyn Gage, and Oswego's Fort Ontario State Historic Site.

The documentary visits the Auburn home of Lincoln era statesman William H. Seward, the Harriet Tubman Home, newly designated a national park site, among other sites throughout the six county region. For more information on this event, see WRVO.org.



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WRVO Public Media is Smart Media
Free Apps at the iTunes App Store and Google Play

Remembering WRVO in your Will is a Great Way to Ensure This Essential Service Will Continue

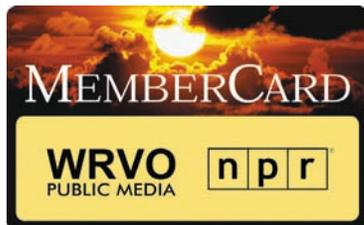
WRVO is a non-profit public radio service that relies on listeners for the bulk of our support. We spend more than \$500,000 annually to provide the excellent programming that makes this service distinctive and unrivaled in upstate New York for balanced, credible, thorough coverage of issues that affect every listener.

WRVO is your station, and if you believe this service has been important to you over the course of your lifetime, please remember WRVO in your will.

To learn how you can support the WRVO mission with a bequest, and to receive full lifetime benefits of WRVO membership and appropriate recognition of your gift, please contact WRVO Membership Manager **Bonnie Prime** at bonnie@wrvo.org, or call 1-800-341-3690.

MemberCard adds fitness, pet service options to discount dining, entertainment

WRVO members who make annual contributions of \$120 or more receive the **WRVO MemberCard** entitling them to discounts on dining, health and wellness services, entertainment, and pet services. The MemberCard saves you money every time you use it. And, you can choose from scores of online shopping discounts on merchandise and services. For more information on the places that accept the card, visit: wrvo.org/membercard



New Jersey to Bermuda, Vancouver to Alaska WRVO Discovery Cruises being planned for 2016



Planning is underway for WRVO Discovery Cruises to Alaska in spring 2016 and from New Jersey to Bermuda in Fall 2016. To learn more and receive updates see the 'groups' link on the **Boyer Travel website** at boyertravel.com or call Martha Boyer at (315) 956-4418. WRVO Discovery Tours and Cruises benefit the station financially. Group rates hold down fare prices and a tax-deductible portion of proceeds comes to WRVO. Join us!



WRVO Public Media... by the Numbers

- *Michael S. Ameigh*
General Manager

Every day *Marketplace Morning Report* host David Brancaccio kicks off his daily market segment with the phrase 'Let's do the numbers,' setting the stage for the opening bell on Wall Street. Leaving the Wall Street numbers to David, let's lay out some WRVO numbers that are helping us plan for the new fiscal year in July.

The most important number we look for this time every year is the number of new members added to our rolls over the past twelve months. To date (mid-June) 776 have joined, up about five percent from last year. That's above the four-year average since 2012, a good sign.

We then check contributions received from on-air fundraisers, membership renewals, car donations, event ticket sales and other listener support. So far this year, \$743,073, very close to last year's \$758,761. It is possible we will reach that all-time high by June 30th. Corporate underwriting is also strong, and our state, federal and foundation support remains in place.

Independent surveys report that listening to WRVO on radio is at an all-time high as well, and we are seeing exponential growth in the number of visits to WRVO.org and online downloads of podcasts, news stories and other program segments.

So, full speed ahead, right? Well, maybe, but one number that continues to concern me is the relatively low percentage of listeners to WRVO Public Media who contribute. Nationally the average is estimated at around 12 percent. WRVO's active membership base is about 8-9 percent of the 90,000 unique listeners Nielsen Audio estimates were listening during just one survey period last fall. We need to bring that number up. Increases in revenues of roughly 5 percent, while gratifying, will not keep up with increases in program and distribution costs projected above that in coming months.

So yes, WRVO Public Media is solid, but we need to continue to attract new members to keep the service strong into the future. Focusing on this challenge will be a priority in the coming year along with re-connecting with lapsed members and other friends. We are truly grateful to all of you who are there for WRVO.

Quick shout out to Ryan Delaney, SU grad, Innovation Trail reporter extraordinaire, off to join Indianapolis station WFYI, a great one. You're on your way, Ryan. Thanks for your terrific effort on behalf of WRVO.



*Creating memories...
...one backyard at a time*



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TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	TIME	
5:00 AM	Morning Edition					BBC World Service	BBC World Service	5:00 AM	
6:00 AM						Marketplace Weekend	Fresh Air Weekend	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						Weekend Edition		9:00 AM	
10:00 AM	The Diane Rehm Show					Car Talk		10:00 AM	
11:00 AM	Call In: 1-800-433-8850 BirdNote (10:58 AM)					Wait, Wait... Don't Tell Me!	Studio 360	11:00 AM	
NOON	Fresh Air					Says You!	A Prairie Home Companion	NOON	
1:00 PM	Q					This American Life		1:00 PM	
2:00 PM	Here & Now				Science Friday	Snap Judgment	The Splendid Table	2:00 PM	
3:00 PM						On The Media	Radiolab	3:00 PM	
4:00 PM	All Things Considered					Day 6	TED Radio Hour	4:00 PM	
5:00 PM						All Things Considered	All Things Considered	5:00 PM	
6:00 PM	StarDate (6:32 PM)					A Prairie Home Companion	Campbell Conv. / Take Care	6:00 PM	
7:00 PM	As It Happens						Public Radio Presents	7:00 PM	
8:00 PM	The Capitol Pressroom					The Moth	Big Picture Science	8:00 PM	
9:00 PM	Q					Selected Shorts	HealthLink on Air	9:00 PM	
10:00 PM	Tuned to Yesterday								10:00 PM
11:00 PM									11:00 PM
MIDNIGHT	Fresh Air					BBC World Service		MIDNIGHT	
1:00 AM	BBC World Service								1:00 AM
2:00 AM									2:00 AM
3:00 AM									3:00 AM
4:00 AM									4:00 AM

Canadian entertainer **Shadrach Kabango**, better known as Shad, is host of **Q**, the CBC arts and culture show heard daily at 1PM and 9PM on WRVO Public Media. Shad is a 32-year-old musician well known in both Canada and the U.S. for his wit, humor and often philosophical lyrics. CBC fans will recognize him as the winning book champion of **Canada Reads 2012**, when he successfully persuaded Canada that *Something Fierce* — Carmen Aguirre’s memoir about becoming a political radical in Pinochet’s Chile — should be at the top of everyone’s reading list.

Born in Kenya to Rwandan parents, Shad was raised in London, Ontario, has a business degree from **Wilfrid Laurier University** and a master’s degree in liberal studies from **Simon Fraser University**.

Q with Shad Kabango heard twice daily



Shadrach Kobango, host of Q

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Summer 2015 Newsletter

For WRVO on demand, go mobile

- 1 – Get the WRVO iPad or phone App free from the iTunes Store or Google Play...
- 2- Select the story, episode or program...
- 3- Read the text or listen to the audio.

The image shows a collage of mobile devices displaying the WRVO app. At the top, an iPad home screen shows various app icons, including the WRVO app. A red arrow points from the text '1 - Get the WRVO iPad or phone App free...' to the WRVO app icon. Below the iPad, a smartphone screen shows the WRVO app interface with a news article titled 'Chicago company to acquire CNY-based Welch Allyn for \$2 billion'. A red arrow points from the text '2- Select the story, episode or program...' to the article title. Another red arrow points from the text '3- Read the text or listen to the audio.' to a play button icon at the bottom of the article. The article text on the smartphone screen reads: 'New York-based medical device manufacturer Welch Allyn is being acquired by Chicago-based Hill-Rom, also a medical manufacturer, for \$2.05 billion in cash and stock, the companies announced Wednesday morning. Allyn is headquartered in Skaneateles Falls and the bulk of its manufacturing operation is based there. The company also has a manufacturing operation in Tijuana, Mexico. In a news release, the companies announced the newly-formed company will be based in Chicago. John Greisch, president and CEO of Hill-Rom, said that the company intends "to maintain a major presence in Skaneateles Falls." Greisch did not say if there will be job cuts due to the acquisition, but Hill-Rom expects to save at least \$40 million by 2018, "primarily through a combination of facility optimization, procurement efficiencies and general and administrative expense reductions." The Skaneateles Falls plant employs more than 1,000 employees. According to the news release, Greisch will be president and CEO of the combined company. Hill-Rom expects several members of Allyn's senior management to join the company. Hill-Rom will also maintain the Welch Allyn brand.'