

NPR's 'Political Junkie' Ken Rudin WRVO's Guest at Syracuse Stage

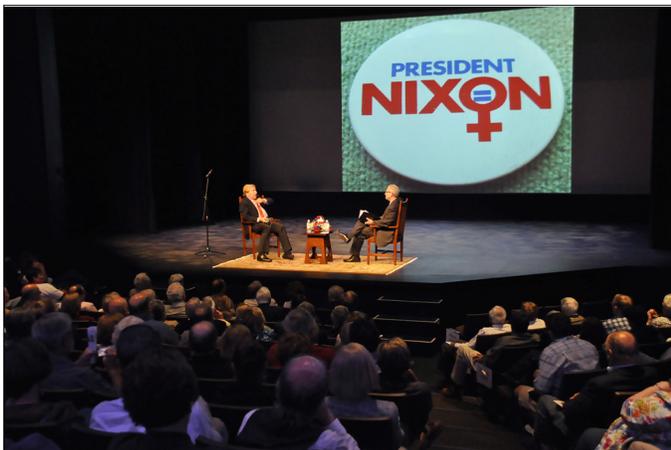
NPR Political Analyst Sets the 2012 Political Scene



WRVO General Manager Michael Ameigh introduces Ken Rudin and moderator Grant Reeher at Syracuse Stage

Ken Rudin's voice is becoming more and more familiar as NPR's election year coverage rolls out. Dubbed 'NPR's Political Junkie,' he has a knack for putting complex political strategy in perspective. Ken recalls from memory facts and figures about obscure congressional election contests long since forgotten by everyone else. Rudin's hilarious 'Scuttlebutton' puzzles, vertical displays of old campaign buttons that, when deciphered, reveal familiar phrases - and some bad puns - had the audience howling with laughter.

WRVO *Campbell Conversations* host Grant Reeher served as moderator for the May 30 event.



Ken Rudin describes one of his popular 'Scuttlebutton' puzzles to several hundred attendees at Syracuse Stage.

WRVO Earns Top AP Honors... Again



WRVO Reporter Ryan Delaney and News Director Catherine Loper accept AP awards on behalf of WRVO Public Media

For the second year in a row WRVO received the *Steve Flanders Award* from the New York State Associated Press Broadcasters Association. The award, presented at the annual awards banquet in Saratoga Springs in June, recognizes the radio station in New York state that received the most first place awards for news and feature reporting in annual competition with other stations in its class. WRVO's Ryan Delaney and News Director Catherine Loper accepted the awards. WRVO has received numerous awards from AP, the Syracuse Press Club, and the New York State Broadcasters Association.

WRVO Discovery Cruise Sets Sail from New York to Canadian Maritimes and New England



In our first ever WRVO Discovery Cruise, 83 WRVO supporters and friends registered to board the Caribbean Princess in New York Harbor on September 8th for a one-week cruise to Halifax, Nova Scotia with stops at St. John (Bay of Fundy), Bar Harbor, Boston, and Newport before returning to New York on September 15th. NPR's Carl Kasell and wife Mary Ann joined the group for the weeklong cruise, a fundraiser for the station and an opportunity for public radio listeners to interact with one of NPR's most recognized personalities in an extraordinary setting. WRVO is extremely grateful to all who supported this outreach opportunity and look forward to sponsoring similar excursions in the future.

Science Sunday Lineup Explores the Latest in Science and Technology

WRVO has expanded science programming on Sunday evenings with a world-class lineup of programs that report on innovation and discovery in the sciences including chemistry, physics, astronomy, biology, and medicine. Programs include *Big Picture Science with Seth Shostak and Molly Bentley*, *Sound Medicine with Barbara Lewis* and a repeat of the first hour of the most recent broadcast of NPR's *Science Friday with Ira Flatow*.

If you're curious about where innovation is headed and delight in the wonders of scientific discovery, tune your ears to *Big Picture Science*. *Sound Medicine* encourages listeners to make sound health decision with penetrating discussions among medical practitioners about pressing health issues. *Science Friday*, one of NPR's most popular daytime offerings, takes on myriad topics from the world of science and technology. *Science Sunday* is heard from 8PM to 11PM on WRVO-1.

New Daily Arts and Culture Magazine Airs Weeknights on WRVO-1



Jian Ghomeshi, host of Q

The WRVO Public Media program lineup has a new anchor weekdays from 9-10PM. Originating from Toronto, *Q with Jian Ghomeshi* is a lively culture and entertainment magazine. It's a smart and surprising tour through personalities and cultural issues that also brings in experts for penetrating discussions of developing news and public affairs events.

Hosted by Jian Ghomeshi with his trademark wit and spontaneity, *Q* covers pop culture and high arts alike, with forays into the most provocative and compelling cultural trends. The show features big names, big ideas, and highly regarded performers, writers, film makers, and others paving the way in the cultural community. *Q* is a production of the Canadian Broadcasting Corporation.

WRVO has also added *Day Six with Brent Bambury*, another CBC interview program heard Saturdays 2-3PM.

WRVO to Host *Says You!* for Two Shows in November

Appearances at the Palace Theatre and Syracuse University's Hendricks Chapel



Richard Sher (center with red tie) and *Says You!* panelists

WRVO is bringing public radio's most popular weekly plunge into wit and whimsy to Syracuse in November. Richard Sher, producer and host of *Says You!*, will preside over his two-team panel of word mavens at the Palace Theater in Eastwood Friday, November 16th at 7PM, and at Hendricks Chapel on the Syracuse University campus on Saturday, November 17th, also at 7PM.

Says You! is a hilarious word game in which two teams vie to outdo one another through bluff and bluster. *Time Magazine* reports *Says You!* 'restores some intellectual equilibrium to the airwaves.' The *New York Times* has described it as 'Hyperliterate, but not smug,' and goes on to say that it 'keeps the quiz show tradition alive.' Be part of that tradition. Tickets are available at SaysYou.net, or by calling WRVO at 315-312-3690 or toll free 800-341-3690.

More than 800 Episodes of *Tuned to Yesterday* Available for Free Download at WRVO.org

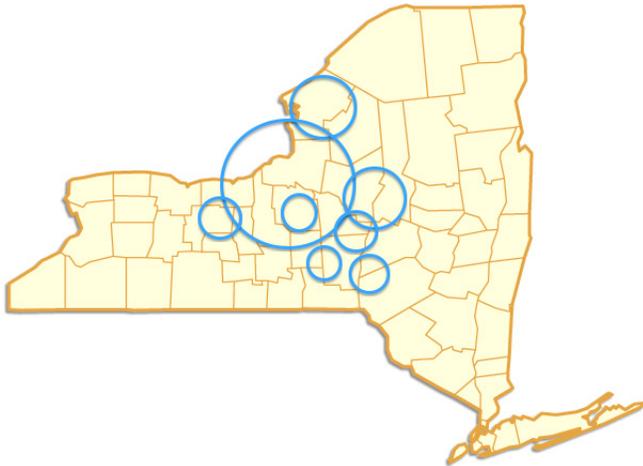
Earlier this year the WRVO website migrated to a new Internet platform hosted by NPR Digital Services that has transformed the way we archive news, features, special programs, and daily content, including episodes of *Tuned to Yesterday*. For many years WRVO's old-time-radio broadcasts aired once and were gone for good when the curtain dropped. No longer. Since February, 2011, host Mark Lavonier has been producing each program in a way that will preserve it indefinitely as a digital podcast. That means you can go to the WRVO website and download any of more than 800 episodes at any time and play them on your computer, iPod, smartphone, tablet, or any other device that plays mp3 files. Looking for an episode you heard on WRVO to listen again? Sort by the name of the star, the broadcast, or the genre. If you do not locate it, call us for assistance at 315-312-3690.

Foundation Grant to Focus on Health Issues

The Health Foundation of Western and Central New York (HFWCNY) has awarded WRVO a \$21,325 grant to create a series of community forums and broadcast segments that will educate the public about health issues of particular interest in upstate New York. WRVO News Director Catherine Loper will lead a team of WRVO staff to produce the forums and related program content. The six-event series will begin later this year. Forums will be held in Oswego, Watertown, Utica, Syracuse, Geneva, and Cortland.

Topics will include the Affordable Care Act, eldercare, the economic impact of the health industry in upstate New York, synthetic drug abuse, and the state of the Mental Health care system in the region.

HFWCNY has a long history of providing resources to organizations that educate the public about health issues to improve community awareness and healthy living.



WRVH Clayton, NY expands WRVO Public Media Regional Broadcast Coverage

The WRVO Public Media broadcast footprint expanded earlier this month to include the Thousand Islands region of northern New York and southern Ontario. WRVH Clayton, NY signed on August 1 and is repeating the main broadcast channel, WRVO-1, featuring all the familiar programs heard across the WRVO broadcast network. The station broadcasts at 89.3FM at an effective radiated power of 7,900 watts. Reports from listeners indicate it can be heard clearly from Clayton across the St. Lawrence Valley as far east as Ogdensburg. WRVH also provides a strong signal in Watertown, Fort Drum and the western Adirondacks.

A low-power translator will begin serving the Ithaca area this fall. That addition will bring the total number of WRVO Public Media broadcast stations and translators to ten. WRVO's signal is also rebroadcast by WRCU Hamilton, NY, licensed to Colgate University, and WSUC in Cortland, NY, operated by SUNY Cortland.

WRVO Launches Podcast Series on Sustainable Landscape Horticulture



As the summer season winds down, your attention may turn to thinking about how to prepare the backyard garden, lawn, trees, and other landscape plants for the onset of colder weather. WRVO's podcast series, *From the Soil with Sollecito*, is a helpful trove of incisive commentaries on all kinds of landscape topics from spring planting to summertime pruning to building a landscape that makes a great backdrop for the snowy season.

Written and hosted by lifetime certified landscape professional Jim Sollecito, *From the Soil with Sollecito* is a growing archive of brief commentaries, each one packed with useful information for the home landscaper. Visit WRVO.org/sollecito for more information and to download any one of more than thirty podcasts on demand.

No matter what shape your car is in, you can donate it to WRVO.



(315) 699-2622

for more details

You get a tax deduction, WRVO gets the proceeds.



WRVO Public Media is one of the most effective ways to get the word out. With more than 100,000 unique listeners tuning in weekly, 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



WRVO to Host Diane Rehm in October

NPR legend Diane Rehm, host of *The Diane Rehm Show* heard on hundreds of public radio stations throughout the country, will be WRVO's guest for an appearance at 7PM on Tuesday evening, October 23 at Syracuse Stage. A limited number of tickets to this event are available for purchase online at the 'Event Tickets' link at WRVO.org.

Diane Rehm is a favorite with WRVO listeners. Her program is heard daily Monday through Friday from 10AM until noon. *The Diane Rehm Show*, originating from WAMU in Washington, DC, is one of the most influential discussion forums in the country. Diane regularly focuses on current events, foreign affairs, economic policy, and social issues, among other fascinating topics.

Diane's presentation will be an interactive discussion with the audience.

For assistance requesting tickets to see Diane Rehm, contact Bonnie Prime at 1-800-341-3690.

Making a Bequest to WRVO is a Great Way to Assure our Mission Will Continue

WRVO's listener support comes from on-air fundraising, direct solicitation, sustaining memberships, gifts of stock and other financial instruments, and bequests. 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 General Manager Michael Ameigh at mameigh@wrvo.org or call 1-800-341-3690.

WRVO Public Media Presents

An Evening With Diane Rehm



**Tuesday, October 23rd
Syracuse Stage
7PM**

**Tickets at
WRVO.ORG/wrvo-event-tickets**

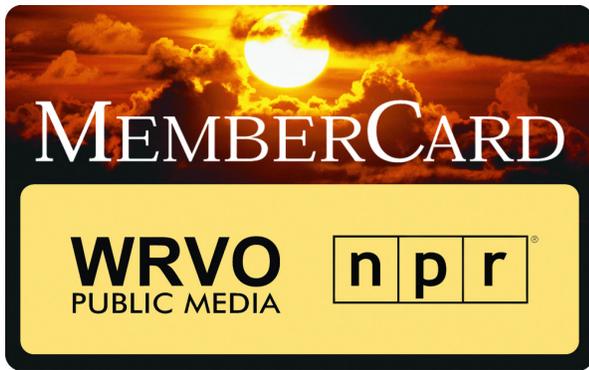
Annual WRVO Fall Fundraiser set for October 13-20, 2012

The excitement is growing as we prepare for the WRVO fall fundraiser launching Saturday, October 13. We know you will be there for us once again this year and we ask that you invite friends and neighbors to tune in, especially those who may not be familiar with WRVO. Now, more than ever, WRVO Public Media is counting on you and at least 1,500 new members to help cover the cost of the extraordinary programming you hear every day.

WRVO's Mark Lavonier will anchor the on-air portion of the fundraiser throughout the eight-day broadcast along with Jason Smith, Jeff Windsor, Leah Landry, Catherine Loper, and Ryan Delaney, among others. Be sure to tune in and help us make our goals of 1,500 new members and \$125,000 in contributions and pledges. We're there for you every day, and we very much appreciate your help to make that possible. Thank you!



WRVO news coverage of the emerging upstate economy is provided in part through a grant from the Corporation for Public Broadcasting in support of the Innovation Trail initiative. Stations include WRVO; WXXI, Rochester; WNEB Buffalo; WMHT, Schenectady; WSKG, Binghamton; and WSLR, Potsdam.



MemberCard to Benefit WRVO Contributors

Beginning this fall members of WRVO Public Media who make annual contributions of \$120 or more will be eligible to receive the new WRVO memberCard entitling them to a minimum of 90 benefits such as two-for-one dining at area restaurants, special discounts to regional attractions, discounts on products and services, among other concessions, just for supporting WRVO Public Media. Take your card with you whenever you go shopping, dining, or just out for a Sunday drive. Your MemberCard will save you money every time you use it. MemberCard is a win-win; you save on products and services and WRVO benefits from your contribution.

For more information about MemberCard, visit WRVO.org/membercard. To sign up for MemberCard right now visit WRVO.org and click on the 'Support This Station' link in the upper right hand corner. Make your \$120 contribution with a credit card, or call Bonnie Prime at 315-312-3690 or toll-free at 1-800-341-3690. Your MemberCard will be mailed to your home address in October.

We Need YOU in the WRVO Member Pool!

Of everything we do to assure WRVO's financial strength over the long haul, the most important is bringing first-time members into the WRVO family. New members are critical for their financial support and enthusiasm. They help spread the word to others that WRVO Public Media is a critical regional resource that requires listener support in order to continue providing the level of service listeners have come to expect.

To that end, we are asking you to consider joining our Member Pool by making an additional pledge or contribution. Your donation will be used to match first-time donations in our upcoming fall fundraiser as an incentive to attract new members. We will be delighted to recognize your gift with an on-air mention of your name during the fundraiser. Please contact Bonnie Prime at Bonnie@wrvo.org, or call 315-312-3690 or toll free at 1-800-341-3690. Thank you!

'Member Supported,' the Critical Element in the WRVO Public Media Funding Formula

- Michael S. Ameigh
General Manager



Thursday is 'Voucher Day' at WRVO, sort of like sitting around the kitchen table sorting through the household bills. We go over invoices, prepare vouchers to pay those coming due, send them along to Accounts Payable for processing. Checks are written, vendors are paid, and the WRVO Public Media enterprise continues.

One invoice that comes to us quarterly never fails to make an impression. The 'vendor' is NPR, and each invoice is just over \$87,000. We get four of those each year. That amount is set to increase by six percent next year.

In addition, we pay more than \$25,000 annually to APM for *A Prairie Home Companion*. Add another \$25,000 for programs from Public Radio International including the BBC World Service overnight broadcasts many of you tell us are among your favorites. Altogether WRVO Public Media pays more than \$500,000 annually for network programming.

This is not a complaint, of course. The amount WRVO pays to NPR, for example, is a bargain given the superb service provided day in and day out. NPR's list of world-class reporters - names you would recognize instantly if we were to recite them - numbers more than 140. Add to that 15 program hosts and scores of editors and technicians.

There is no radio news or public affairs coverage of comparable quality, breadth or balance heard anywhere in this region. Not surprisingly, WRVO is ranked among the top five radio services in the region according to Arbitron radio surveys conducted earlier this year.

A few weeks ago we made a promise to NPR to continue the NPR lineup through 2013 knowing that you will come through with your financial support once again and confident that many new members will step forward during the fall fundraiser. New members are critical to the ongoing good financial health of WRVO Public Media.

You can help. Please pass the word that WRVO Public Media is an important community asset worthy of investment. With your help our fall fundraiser will be a success and WRVO will continue to provide the very best programming available anywhere, 24 hours a day, seven days a week.

Every penny of member contributions goes toward keeping the programming you enjoy coming day after day. As always, thank you for your support.

WRVO Members 'Mix it Up' with NPR Political Editor Ken Rudin
Long-time NPR Political Editor featured at Cornerstone Society Reception



Ken Rudin (L) with long-time WRVO member Jeff Smith at Cornerstone Society reception at Phoebe's Restaurant



Ken Rudin describes the current political season for members of the WRVO Cornerstone Society



Cornerstone members Michele Ameigh, Richard and Dolores Green with WRVO membership manager Bonnie Prime



WRVO members Kathy Sowards and Ken Gargro with WRVO hosts Mark Lavonier, Jason Smith and Grant Reeher

Does your employer match contributions? If so, your financial contribution to WRVO can be doubled. For more information, contact Bonnie at bonnie@wrvo.org or call 1-800-341-3690

Renew your membership or make an additional contribution today.

Name _____ Complete this coupon and mail it with your tax deductible contribution to:

Address _____ **WRVO, 7060 State Route 104, Oswego, NY**

City _____ State _____ Zip _____

Phone _____ Amount \$ _____

Make your check payable to: WRVO

Charge my: Mastercard VISA American Express Discover

Card Number _____

Signature _____ Expiration Date _____ **G0812**

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September 2012 Newsletter



TIME	MONDAY-THURSDAY	FRIDAY	SATURDAY	SUNDAY	TIME
5:00 AM	Morning Edition		The Animal House	Fresh Air Weekend	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	BirdNote (9:58 PM)		Weekend Edition	Weekend Edition	8:00 AM
9:00 AM					9:00 AM
10:00 AM	The Diane Rehm Show		Car Talk		10:00 AM
11:00 AM	Call In: 1-800-433-8850		Wait, Wait... Don't Tell Me!	Studio 360	11:00 AM
NOON	Fresh Air		Says You!	A Prairie Home Companion	NOON
1:00 PM	Tell Me More		This American Life		1:00 PM
2:00 PM	Talk of the Nation	TOTN: Science Friday	Day 6	The Splendid Table	2:00 PM
3:00 PM	Call In: 1-800-989-8255		On The Media	Radiolab	3:00 PM
4:00 PM	All Things Considered		Campbell Conversations	Sound Opinions	4:00 PM
4:30 PM			Earth Eats		4:30 PM
5:00 PM			All Things Considered	The State We're In	5:00 PM
6:00 PM	StarDate (6:58 PM)	Campbell Conversations	A Prairie Home Companion	Snap Judgment	6:00 PM
6:30 PM				6:30 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		Ask Me Another / TED Radio Hour	Sound Medicine	9:00 PM
9:30 PM	Sound Beat (9:58 PM)			9:30 PM	
10:00 PM	Tuned to Yesterday		Selected Shorts	TOTN: Science Friday	10:00 PM
11:00 PM			Tuned to Yesterday	Tuned to Yesterday	11:00 PM
MIDNIGHT	Fresh Air				MIDNIGHT
OVERNIGHT	BBC World Service				OVERNIGHT



WRVO-2, REMIX Radio, is an experimental radio stream hosted by the Public Radio Exchange to showcase and develop new approaches to public radio formats and sounds. Listen for a remix of the best public radio stories, amazing podcasts, cool ideas, fascinating interviews, found tape and intriguing sounds.

Tuned to Yesterday is also featured on WRVO-2 everyday. Listen weekdays from 8-10pm and on the weekends from 9-11pm.



You can enjoy around the clock coverage of world events with WRVO-3; WRVO International.



The stream features programs primarily from the BBC World Service, Deutsche-Wella, Radio Netherlands Worldwide, and the Canadian Broadcasting Corporation.

WRVO International features programs like The World Today, Business Daily, World Briefing, Newshour, World Have Your Say, Healthcheck, and Outlook. It's international news, 24/7.

Download your free WRVO Smartphone App for iPhone, iPad and Android