

WFCR ANNUAL REPORT 2003

Benchmarks of Achievement

During fiscal 2003, WFCR once again demonstrated its leadership in the community and within the public radio network. The past year saw major changes in the broadcast industry, primarily as the result of ongoing consolidation in commercial broadcast and print media. In such a media landscape, WFCR provides a vitally important counterpoint for our local community, delivering in-depth news of regional interest, as well as music from genres that are increasingly difficult to find on the air. To continue to do that, and to do that well, WFCR must anticipate and respond to the accelerating changes in broadcast and internet technologies. Yes, these changes present us with challenges, but along with those challenges come exciting new opportunities to connect with listeners in our broadcast area and around the world. With the continuing support of thousands of contributing listeners, hundreds of business underwriters, and our sponsors and advisors at UMass and the Five Colleges, WFCR will remain western New England's choice for radio of unsurpassed quality.

We are proud of our achievements in all areas of our operations over the past year. We made great strides in our Capital Campaign, we broke all previous records with on-air fund raising and our Website has a greatly improved look and functionality. Our reporters continue to garner top awards from their peers for their work.

Our outreach projects touch upon the cultural and the educational, with special initiatives such as the Travel Program, participation in *The Aida Project*, presentations by public radio luminaries such as Anne Garrels and Neenah Ellis, and event sponsorship with

nonprofits throughout our listening area.

WFCR is also at the forefront of innovative broadcast technologies; with a grant to implement HD radio; with improved Web streaming capabilities; online distribution of member newsletters; applications for signal translators in Berkshire County; and a redesigned, more user-friendly website.

Capital Campaign

The Capital Campaign for WFCR's Broadcast Center is well on the road to success. After careful consideration of many

possibilities, UMass has generously granted us an optimally-sited building lot in the Southeast corner of the campus. The \$5.5 million Broadcast Center to be constructed there will provide WFCR full access to the state-of-the-art communications technologies that are now emerging. We will

be able to distribute our programming via a wide variety of media and with the best signal quality available. Under the direction of our Capital Campaign Manager, Pamela Wicinas, the Friends of WFCR, Inc. hosted an initial cultivation event that gave potential donors the opportunity to play a role in building WFCR's future. During 2003, we were pleased to receive the station's first-ever six-figure gift in support of the Broadcast Center. The successes of the past year augur well, and cultivation and prospect research continue.

Programming Highlights

On WFCR's air, our News Department has provided more in-depth coverage of news emanating from eastern Massachusetts, through the addition of reports from Public Radio International's Capitol Hill bureau, and through stringer Kevin McNicholas' regular stories from Boston. We aired live coverage of the Springfield, Massachusetts, Mayoral Debate, with WFCR reporter Karen Brown on the panel of journalists who posed questions to the candidates. The popular local news feature, *Field Notes* with Laurie Sanders, received a grant from Northeast Utilities Foundation, enabling WFCR to offer another year of weekly stories about the landscape, flora and fauna of western New England.

WFCR played a key role in *The Aida Project*, a collaboration among WFCR, the Springfield Symphony Orchestra, The Springfield Library and Museums, WGBY-TV and the Springfield Forum. *The Aida Project* brought to life the world of the ancient Egyptians and the story behind Verdi's beloved opera *Aida*. Our participation included broadcast of the SSO's performance of *Aida*; a multimedia presentation on *Aida*, hosted by John Montanari and presented at four locations throughout the community; and a series of related features in both our news and music programming.

We also added NPR *SymphonyCast* to our Sunday lineup, thereby bringing to our listeners recordings of live performances by the most respected orchestras from around the world. Among those concerts were three broadcasts from Tanglewood in Lenox, Massachusetts.

On WPNI/1430, WFCR's AM news service, the *Tavis Smiley Show* was added to the lineup, offering fresh, insightful perspectives on the day's trends and events, perspectives that are not often heard over the commercial airwaves.



Major Giving Program

WFCR has a highly successful Major Giving Program which focuses on \$500-and-up contributors, with targeted, individualized research and cultivation. Major Donors are the supporters who, by example, inspire other donors to give at higher levels, and whose ongoing financial dedication to the radio station forms the backbone of our membership program. We keep Major Donors and Prospects abreast of WFCR's accomplishments through regular communication: they receive quarterly personalized letters, the publication *Inside 88.5*, and invitations to special Leadership receptions throughout the year.



Major Giving Program Donors

FY 2003: July 1, 2002 - June 30, 2003

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 Larry Zacharias & Cathy Schoen, Amherst

Unless otherwise indicated, listed places of residence are in Massachusetts.

If we have inadvertently omitted or misspelled your name, we apologize and ask that you contact us with corrections at radio@wfcr.org or 413-545-0100.

Awards



Charlene Scott

AP Awards: First Place:

- Charlene Scott, *Curling*
- Karen Brown, *Trauma & Recovery*
- Susannah Lee, *Horseshoes*
- Karen Brown, *Sudanese Dancers*



Susannah Lee



Karen Brown

Daniel Schorr Journalism Prize: First Place:

Karen Brown, *Trauma & Recovery*

PRNDI Award for Excellence:

Karen Brown, *Trauma & Recovery*

WFCR Events

WFCR hosted a number of special events over the past year: Capitol Steps brought their very popular musical political satire to Mt Holyoke College; Ketzell Levine, *Weekend Edition's* Doyen of Dirt and gardening expert, visited us at beautiful Stanley Park in Westfield, Massachusetts; Neenah Ellis (right) brought tales of centenarians from her book *If I Live To Be a Hundred*; and Anne Garrels (left) spoke of her observations and experiences as a non-embedded reporter in Baghdad during the U.S. invasion of Iraq.



In addition, WFCR supported community organizations by sponsoring over 30 events throughout our listening area.

WFCR.org

The internet is an increasingly important component of WFCR's services and we continue to take full advantage of its capabilities. Traffic to WFCR.org has vastly increased, with a record 36,000 visitors in the month of September. We are seeing a steady rise in the use of online pledging to make financial contributions to WFCR. We have increased our broadcast signal streaming capacity to 100 simultaneous listeners. We have almost completed a top-to-bottom redesign of our site, with technical and usability improvements which will simplify the online experience for visitors and encourage increased traffic to WFCR.org.

To keep contributors informed about our programming and special events, we have a monthly *Online Notes* publication which reaches 4000 subscribers. *Of Note*, as well, is now distributed electronically. The online publications contain hyperlinks which further encourage people to explore WFCR.org.

Audience Metrics

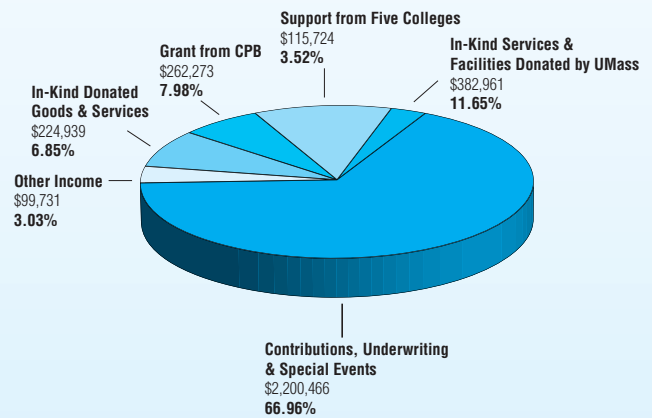
- 149,800 listeners every week
- 8,000 listeners at any one time
- Among 502 Public Radio stations nationwide, WFCR is:
 - In the top 3% for percentage of population that listens every week
 - In the top 4% for percentage of people listening at any one time
- Among 37 stations in Springfield market, for listeners age 35 and over:
 - First in number of weekly listeners
 - First in number of listeners at any one time

(Source: Arbitron-Radio Research Consortium, Inc. P 12+ 2001-2002 [data], P 35+, Fall 2002 [rank], Mon. – Sun., 6 a.m. – Mid. Arbitron data are estimates only.)

FY '03 Annual Report WFCR and Friends of WFCR, Inc.

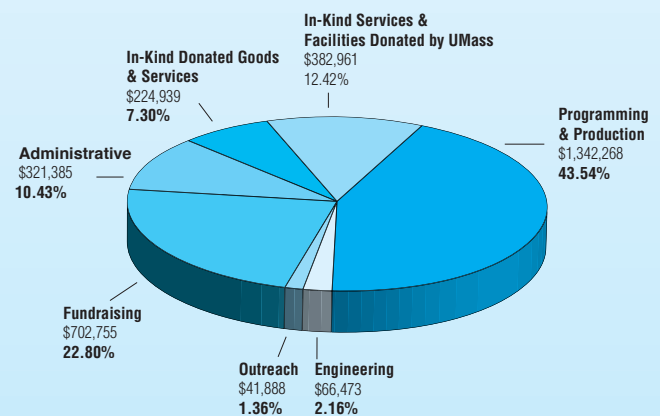
REVENUE

\$3,286,094



EXPENSES

\$3,082,669



Special Initiatives

Trips to Spain, Iceland, Cuba, Prague, Berlin, and Barbados have all been part of WFCR's Travel Program. Each trip is



hosted by a WFCR staff member and a local guide, and offers a blend of cultural experience with a fascinating educational component.

Some of WFCR's greatest accomplishments in the past year are technological. We were one of only 42 public radio stations nationwide to be chosen to receive a \$75,000 grant from the



Corporation for Public Broadcasting to support the implementation of the new HD Radio digital broadcasting technology. This cutting-edge technology will allow us to transmit a data stream along with our analog signal.

We have submitted applications to the FCC to build translators in the Berkshire County towns of North Adams, Great Barrington, Pittsfield, Lee and Williamstown. The added signal range will improve our reception in Berkshire County, adding new communities of listeners to our audience. In addition, we continue to upgrade our broadcast equipment and in-house computer capabilities.

Volunteers and Interns

Like many nonprofit organizations, WFCR relies on a roster of dedicated volunteers to help us with day-to-day tasks and with special events. Two hundred eighty-seven volunteers lent a hand during the past year: 208 staffed the phones during our fund drives; 37 served as ushers during special events; 4 did data entry; and 7 offered general office assistance.

Our Internship Program gives students from area colleges an opportunity to learn the business of public radio. We had interns from UMass and Amherst College who gained real-world experience and earned academic credit for their work in Development, News, Music, and Operations.

Publications

Revised Publication Schedule

- *Of Note* (To Current Contributors)

Print & Electronic Editions

- *Inside 88.5* (Quarterly to \$500-and-Up Donors)
- *Online Notes* (Monthly to Open Subscription List)
- *Annual Report* (By Fiscal Year to \$250-and-Up Donors)

UMass-Five Colleges Report

(Submitted annually)



Note: The following lists represent the composition of the committees at the time of publication.

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Non-Profit Org.
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88.5^{fm}

WFCR.org

Public Radio for Western New England

Hampshire House
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Amherst, MA 01003-9257

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