

WFCR ANNUAL REPORT

2006

From the General Manager

July 1, 2005 through June 30, 2006



Photo: Thom Kendall

Martin Miller
WFCR General Manager

The 2006 fiscal year was an extraordinarily active and productive time at 88.5FM WFCR. This annual report is a necessarily brief overview of the period from July 1, 2005 to June 30, 2006 but it demonstrates the progress we have made as we look back over the high points of the past fiscal year.

The station made enormous strides technologically, going live in May with our North Adams/Adams translator—101.1 FM—laying the groundwork

for our soon-to-be-completed expansion into Berkshire County, building on the previous year's introduction of our HD Radio™ transmissions, and incorporating significant changes to the programming on 88.5FM WFCR, 88.5 FM WFCR HD2, and 1430AM WPNI.

The year was also marked by important and timely WFCR-produced specials, several of which garnered major industry prizes. As an important part of 88.5FM WFCR programming, we address some of the foremost issues affecting our increasingly diverse region—from the spread of HIV/AIDS in the Latino community to the impact of health care options for mentally ill youth.

Our music and entertainment programming was also characterized by high-quality information and innovation. Locally-produced examples included broadcasts of the previous year's Springfield Symphony Orchestra subscription series, augmented by conversations between SSO conductor Kevin Rhodes and our own John Montanari. In addition, this past year saw a daily celebration of the 250th anniversary of Mozart's birth with *Mozart at Noon*.

Improvements to the website, www.wfcr.org, continued with the introduction of podcasts for all local news features and selected special programs. In addition, most of the station's locally-produced specials are accompanied by corresponding web pages that give web visitors access to information and resources beyond those traditionally available on air. Fiscal year 2006 also saw continuing growth in the utilization of our two online streams, 88.5FM WFCR and 88.5 FM WFCR HD2,

along with a sharp rise in the overall number of web visitors. As a service to our listeners, we're pleased to be among the industry's leaders in employing the full range of innovative and emerging broadcast technologies.

We strengthened our seasoned and productive staff, filling some important managerial and staff positions. I am very proud of the team we've assembled here at 88.5FM WFCR and through their skill and expertise, we're able to provide premiere media services to the residents of western New England.

Throughout WFCR's growth, however, we never lose sight of the fact that, in every respect, listeners form the core of public radio. While our work brings kudos to an energetic and engaged staff, the University of Massachusetts Amherst, the Five College Consortium, and to our communities, it is ultimately you, the individual listener, who makes everything possible. Listener support is the fuel that runs the engine of public radio. WFCR listener support represents more than 50 percent of our revenue, and listener input is a significant factor in designing and implementing programming strategies. Through the WFCR Advisory Committee and the Friends of WFCR, Inc. (renamed in the current fiscal year to the WFCR Foundation, Inc.), we remain focused on the needs of our audience.

On behalf of the boards and staff, I thank each of you for taking on the important role of an active, informed, and engaged listener. In fiscal year 2006, our 45th broadcast anniversary,

the partnership between the station and our listeners grew even stronger.

That critical partnership will ensure that WFCR will remain an informative cultural beacon in the landscape of western New England as we enter our second 45 years.

Sincerely,
Martin Miller
General Manager



NPR News & Music for Western New England



Karen Brown

Special News Features Broadcast in FY 2006

Special features broadcast during fiscal year 2006 included Karen Brown's half-hour documentary, *A Burden to Be Well: Sisters and Brothers of the Mentally Ill*. The documentary examined the plight of families coping with mental illness, and in particular the plight of siblings who are considered "the healthy ones." The special may be heard and its companion web page can be viewed on www.wfcr.org where it has been archived for on-demand listening. The web page also includes extensive resources for families that are trying to cope with the specter of mental illness in their midst.

After Hurricane Katrina, we produced an hour-long special called *After the Flood: New Conversations about Poverty*. The devastation wrought by Katrina put the topic of poverty front and center and demonstrated, like nothing else in recent history the importance of mobility, education, and access to opportunity. WFCR co-produced this hour-long special with WNPR in Hartford, focusing on how New England cities currently experience class and race issues.



Jill Kaufman

The program included reports from WFCR's Karen Brown, WNPR's Diane Orson, and WFCR/WNPR reporter Av Harris. It also contained interviews with educator/activists Geoffrey Canada and Jonathan Kozol, and urban planner David Soule. Hosted and produced by WFCR news director Jill Kaufman and WNPR news director John Dankosky, *After the Flood* was broadcast on September 21, 2005.

Voices of HIV: HIV/AIDS in the Latino Communities of Western New England was a bilingual radio project that looked at how HIV and AIDS are affecting the Latino communities of western New England. The HIV epidemic has affected Latinos disproportionately across the nation. In Massachusetts, Holyoke and Springfield rank second and fourth on the list of towns with the highest rates of new HIV infections. In Connecticut, Hartford has the second highest rate of infection. These cities all have large Latino communities. The 5-part series, produced by Francesca Rheannon with auxiliary material entitled "Spotlight on Voices of HIV" by Luis Meléndez of 88.5FM WFCR's Sunday-night program, *¡Tertullia!*, is available for download as MP3s or as podcasts at www.wfcr.org. *Voices of HIV* was funded by grants from the Kaiser Family Foundation, the Springfield Community Health Network, and the U.S. Department of Health and Human Services.



Luis Meléndez

Special Music Programming

Again during the summer of fiscal year 2006 we resumed our live Tanglewood broadcasts. Tanglewood is as much a part of New England summers as Fenway Park and weekends on the Cape. We were proud to be there once again with live broadcasts of the Boston Symphony Orchestra from the Koussevitsky Music Shed each week during the Tanglewood season. Prior to our broadcasts from Tanglewood, in fiscal year 2006, we added a new concert broadcast series called *The New York Philharmonic This Week*. These two-hour weekly programs represented the majority of the Philharmonic's 2004-05 subscription series, in addition to special concerts, interviews with orchestra members and guest musicians, and pre-concert talks with visiting conductors.



John Montanari

In celebration of the 250th anniversary of Mozart's birth, WFCR produced a year-long series of his works. Hosted by John Montanari, *Mozart at Noon* featured a full hour of selections from Mozart's vast output.

The 2005-06 Metropolitan Opera season on 88.5FM WFCR included some special treats for WFCR listeners: four brand new productions, including the much-anticipated *An American Tragedy* by Tobias Picker, based on the Theodore Dreiser novel. There was also a network premier of *Cyrano de Bergerac* by Franco Alfano. When the Met season ended in May, opera lovers continued to find a home with 88.5FM WFCR, as host Steve Curylo provided selections of the best in vocal music, from the beloved traditional operatic arias sung by the greatest singers of the 20th and 21st centuries, to songs from Broadway musicals.

All these programs, except the Metropolitan Opera broadcasts, were simultaneously streamed on www.wfcr.org; locally-produced special features remain archived on our website where they are available for on-demand listening.



Tina Antolini

Behind the Scenes: Staff Changes at 88.5FM WFCR

Staff changes in fiscal year 2006 included the addition of Tina Antolini as one of the station's news team. Tina received her B.A. in Ethnomusicology and American Studies from Hampshire College in Amherst, and is also a graduate of the radio program at the Salt Institute for Documentary Studies. She has produced and hosted music programs for several commercial radio stations in her home state of Maine, and served as fill-in local host of *All Things Considered* here at WFCR in early 2005. her radio work has aired on the documentary program series *Soundprint*, and on public radio stations across the country.

The Operations Staff also saw some changes with the addition of Eric DeLisle and Cathleen O'Keefe. For a complete roster of 88.5FM WFCR staff, please see the listing on this report's back page.

This year was marked by several departures from WFCR's staff, including that of Amy Mayer and Susan Kaplan from the station's news department, and the departure of both the station's Director of Development, Ellen Kennedy, who is completing an advanced degree at Harvard's Kennedy School of Government, and the station's Director of Programming, Michael Rathke, who had been with the station since February 2005.

Audience Growth

As a clear barometer of WFCR's continued importance to western New England, objective measurements of the numbers of individuals listening to the station's programming are used.

More listeners are tuning to WFCR every week than ever before. To provide a reliable assessment of listening, WFCR uses a rolling two-year average of the audience. For the period ending with FY 2006, 163,300 people listen every week, an increase of 11.9% over the same calculation one year prior. The station has set several new records for weekly listening within that time period, suggesting strong and continuing growth.

- 163,300 listeners each week
- 57,500 each week in Hampshire and Hampden Counties
- 69,900 each week in the Springfield Service Area
- 142,200 in the Hartford, CT Service Area
- 7,900 each week in Berkshire County and Eastern New York
- 10,200 listeners at any one time

In the Springfield radio market for listeners age 35 and over, WFCR ranked 5th in total listeners each week and 3rd in listenership at any given time.

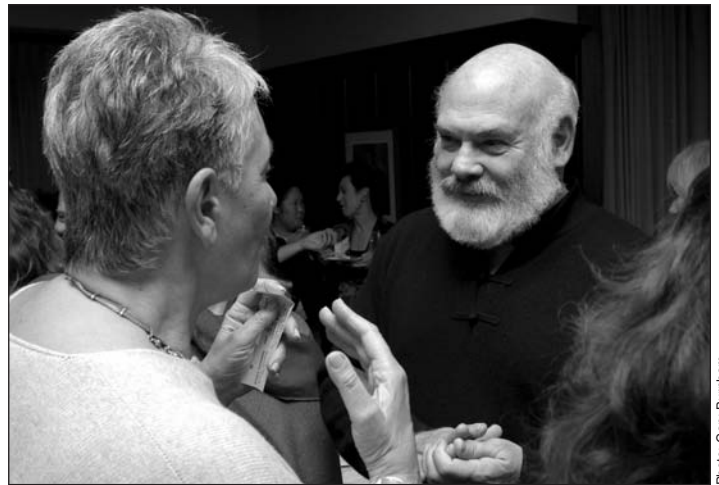
Source: Arbitron-Radio Research Consortium, Inc. Persons 12+, Mon.-Sun., 6 a.m.-midnight, Fall 2004 through Spring 2006. Arbitron data are estimates only.

In addition, WFCR's online presence at www.wfcr.org grew by an astonishing degree, seeing hundreds of thousands of discreet visits during the course of the fiscal year.

Special Events

WFCR has a long history of bringing outstanding events to our communities and fiscal year 2006 was no exception. Among the highlights of the year's events were:

Andrew Weil, M.D., one of America's most trusted doctors and authors, visited the Pioneer Valley as part of a national tour that coincided with the release of his new book, *Healthy Aging: A Lifelong Guide to Your Physical and Spiritual Well-Being*. His appearance at Mount Holyoke College's Chapin Auditorium was a benefit reading and interview, followed by a book signing.



Andrew Weil, M.D

Photo: Gary Burnham



A bit later in the year, the Washington, D.C. comedy troupe, The Capitol Steps, made their annual appearance at a sold out Chapin Auditorium where they regaled the crowd with a set of numbers from their CD, *Four More Years in the Bush Leagues*.

WFCR's Charity Challenge took place in December 2005 with over 1,600 contributing listeners participating as part of the station's December pledge drive. During the Charity Challenge, contributors could elect to have Stop & Shop donate a ham in their name to the Food Bank of Western Massachusetts in time for the holidays. The Charity Challenge resulted in the donation of 150 holiday hams during a time when many families are struggling to pay heating and grocery bills.



Augusten Burroughs

Photo: Michael Zide

Hip, well-reviewed, and best-selling Northampton author Augusten Burroughs brought his funny and alarming stories to Mount Holyoke College's Chapin Auditorium for a WFCR benefit reading and book signing in June. Burroughs, who chronicles a frequently hilarious and often harrowing upbringing in the most unconventional of circumstances here in the Pioneer Valley, is the author of a childhood memoir, *Running with Scissors*, released as a major motion picture in October 2006.

Finally, WFCR sponsored a sneak preview of the movie version of *A Prairie Home Companion* directed by the late Robert Altman. The film offers a dramatized look at what goes on backstage during the last broadcast of America's most celebrated radio show,



where singing cowboys Dusty and Lefty, a country music siren played by Meryl Streep, and a host of others hold court. With Garrison Keillor playing himself, the movie was a great hit with the sellout crowd at the Pleasant Street Theater in Northampton, Massachusetts.

In addition to these WFCR benefit events, the station sponsored close to 100 cultural and informational community events during FY 2006 through its "WFCR in the Community" program. These included performances of the Hampshire Shakespeare Company, The Hispanic Chamber of Commerce of Western Massachusetts' Caribbean Nights Summer Music Festival, the Kronos Quartet at the Jorgenson Center for the Performing Arts, Music in Deerfield, Pioneer Valley Symphony Orchestra, and the Yellow Barn Music Festival.

Traveling with 88.5FM WFCR

Fiscal year 2006 was a busy time for the WFCR Travel Program, with four sell-out trips that ranged across three continents.

Santa Fe was the site of five magical days of history, art, and music with WFCR's John Montanari leading a group of WFCR listeners to the heart of America's southwest. They explored Santa Fe's historic Plaza, the Taos Pueblo, the seventeenth-century village of Chimayo, the Georgia O'Keeffe Museum, and the galleries and boutiques of Albuquerque's Old Town. The highlight of the trip was two evenings at the Santa Fe Opera, one of the nation's most distinguished summer music festivals, where the group heard the *Barber of Seville* and *Turandot* performed in the dramatic adobe theater.



Naturalist Laurie Sanders led two trips to the Galapagos Islands, the archipelago famed for its vast number of species and studies by Charles Darwin that led to the development of his theory of evolution by natural selection.



The trips began in Quito, Ecuador, a historic city set in a valley in the Andes. Traveling north from Quito, the groups visited South America's best-known market at Otavalo and hiked around a volcanic crater looking for orchids. Then they flew to the Galapagos Islands, where they boarded a 36-passenger yacht for an unforgettable cruise that reached unique sites on nine islands in the archipelago. WFCR listeners saw frigate birds, albatrosses and red-footed boobies, colonies of sea lions, marine iguanas, and the famed giant tortoises. At the end of the cruise, they returned to Quito and enjoyed the city's architectural heritage and vibrant atmosphere before returning to the U.S.

Finally, Walter Carroll led an adventurous group of WFCR listeners to Japan, a country where he once lived. Their trip started in Kyoto and Nara, the country's ancient capitals, where the group



took in the impressive Kiyomizudera and the hall of 1001 Buddha statues at Sanjusangendo. The group visited the torii at Itsukushima and the fabulous castle at Himeji, which are iconic images of Japan.

They also contemplated the horrors of war at Peace Park in Hiroshima, rode the bullet train, and went to the theatre, Kabuki-za, where the drama was both spectacular and poignant. As Walter put it upon his return, "I have been very pleased with my fellow travelers – a group that shared interests in both WFCR and in experiencing other cultures. We had a wonderful time together."

WFCR Holiday Specials 2005

- The Christmas Revels: A Celebration of the Winter Solstice. A musical celebration of the winter holidays featuring traditional carols, songs, and folk dance tunes from live Christmas Revels performances.
- Hanukkah Lights 2005: A perennial NPR favorite, featuring four authors who explore Hanukkah traditions in original stories. Hosted by Murray Horwitz and Susan Stamberg.
- New Year's Eve Live from the Fitzgerald Theater with Garrison Keillor. A live broadcast with musical guests, The Guy's All Star Shoe Band, along with Andy Stein, Jearlyn Steele, Duke Heitger, Howard Levy, Butch Thompson, Prudence Johnson and poet Billy Collins.

FY 2006 VOLUNTEERS

The energy, commitment, expertise, and dedication of WFCR's volunteers play a significant role in ensuring that the station runs smoothly and that a wide range of tasks each day can be accomplished. From work during fund drives to special events planning; from data entry to advice and guidance, volunteers are an essential ingredient in the quality of this station. With our most sincere appreciation, we're proud to acknowledge WFCR's volunteers for fiscal year 2006:

Heather Allan
Peter Ames
Kshana Ananthapura
Nina Andrews
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Leslie Arriola
Charles Baldrige
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John Barlow
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Mollie Fox
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Tomma Henckel
David Herships
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Stav Hillel
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Linda Honan
John Howell
Nancy Howell
Ben Huen
Virginia Humel
Pamela Hussey
Bonnie Isman
David Jean
Dawn Jenner
Bill Johnson
Carl Johnson
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Stephen Jones
Ticora Jones
Lee Kane
Jennifer Kaplan
Sarah Karol
Jim Kelly
Ginny Kendall
Donna Kenneally
Ruth Kennedy
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Mary Ellen Preston
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Sarah Rankin
Anita Rao
Julie Rapoport
Katy Reed
Dianne Regnier
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Beate Riesterer
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Roy Williams
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Mary Yarrows
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Donna Zuckerman



88.5 FM Signal Society

WFCR's growing major gift program focuses on individual contributors who invest \$365 or more each year in the programs and services of the station. Major donor benefits and benefit levels have grown as well throughout the years:

Director's Circle (for those who contribute between \$365 and \$499 per year)

- *Of Note*—WFCR's Quarterly Newsletter
- *Inside 88.5 FM*—a Monthly e-Newsletter
- A quarterly General Manager's letter with behind-the-scenes WFCR information
- An opportunity to attend one WFCR cultural event or sponsorship event as our guest
- A thank you gift of your choice

Leadership Circle (for those who contribute between \$500 and \$999 per year)

- All of the above items
- Recognition in WFCR's Annual Report
- An invitation to WFCR's Gala Signal Society Reception
- A personalized tour of WFCR's facilities by prior arrangement (including family, friends or co-workers)

Broadcaster's Circle (for those who contribute between \$1,000 and \$4,999 per year)

- All of the above items
- Complimentary tickets and invitations to cultural events or WFCR sponsored events
- A Day Sponsorship (at your request) — your choice of one day when your generous support to WFCR is acknowledged on-air five times

Manager's Circle (for those who contribute between \$5,000 and \$9,999 per year)

- All of the above items
- Quarterly recommendations about the latest Classical and Jazz recordings by John Montanari, WFCR's Music Director and classical music host, and Tom Reney, host of WFCR's *Jazz à la Mode*
- An invitation to dinner with WFCR's General Manager, Martin Miller

Legacy Circle (for those who contribute \$10,000 or more per year)

- All of the above items
- A pre-arranged (weekday) tour of NPR's studios in Washington, D.C. when you next visit our nation's capitol

Our thanks to the following listeners, who made cumulative gifts of \$500 or more to WFCR's Annual Fund between July 1, 2005 and June 30, 2006. *We apologize for any errors in these listings. If your name is listed or omitted in error, please let us know at radio@wfcrr.org or 413-545-0100 so that we can correct our donor databases. Thank you.*

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WFCR's internship program, conducted in conjunction with the Five Colleges, offers the area's students the opportunity to gain firsthand experience with the world of public broadcasting. The internship program instills in these students the sense of respect for the mission of public radio that will ensure they remain supporters throughout their lives. In FY 2006, WFCR hosted the following interns:

News Department

January Intersession and Spring Semester – Melissa Blanksteen, UMass Amherst
 Spring Semester – Rebecca Craven, Smith College
 Summer – Dinah Grossman, UMass Amherst
 Summer – Lila Dobbs, Hampshire College
 Fall Semester – Aliya Bonar, Hampshire College
 Fall Semester – Hanuman Goleman, Northampton

Development Department

Summer – Elizabeth Porter Hood, Smith College

Music Department

Spring Semester and Summer – Maria Cristina Verdesoto, UMass Amherst

Operations Department

January Intersession and Spring Semester – Timothy Ehnstrom, Connecticut School of Broadcasting





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 Kari Njiiri (host, *Jazz Safari*)
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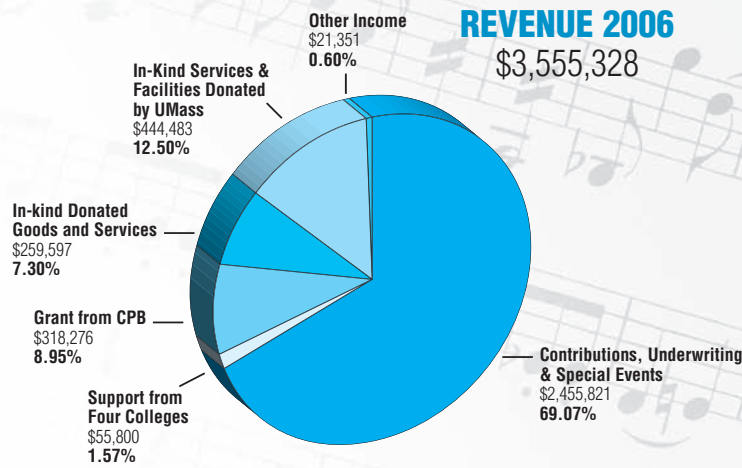
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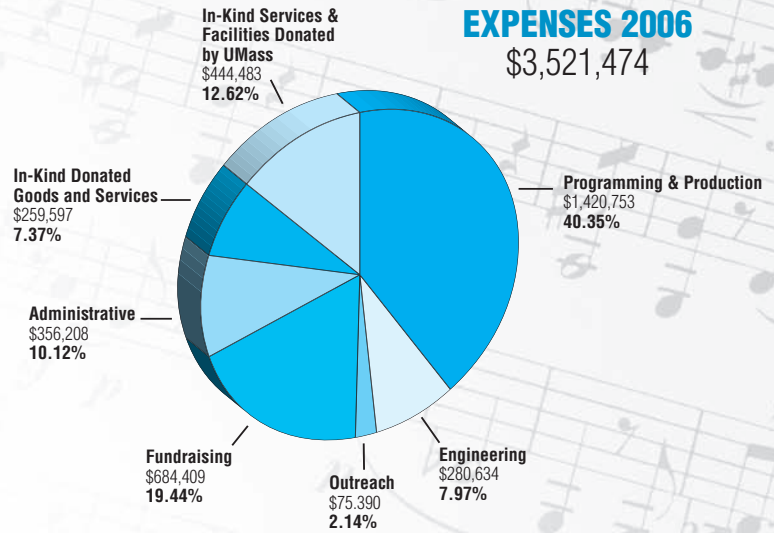
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