

# MEMBER REPORT

2005-2006 highlights and sidelights from Miami University's listener supported radio station serving Southwest Ohio and Southeast Indiana

An Occasional Newsletter

Issue No 1 — Summer 2006

**The Miami Connection**

General Manager Cleve Callison: "We're interwoven with Miami and the rhythms of life on campus. I don't know how we would produce what we do without that close contact."

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**HD Radio signs on**  
In addition to providing enhanced audio fidelity, HD offers greater reliability in cars and two new radio channels.

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**A good year for Garrison**

Garrison Keillor scores a hat trick, with the Ohio State Fair, the Cincinnati Pops and a well-received movie. Not bad for a tall shy person from Minnesota.

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**Newscasters greet Day Sponsors**



NPR's Korva Coleman and OPR's Bill Cohen meet some friends of WMUB.

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**The awards keep coming**

Both 2005 and 2006 have turned out to be good years for our News Department, with awards arriving so thick and fast we almost can't keep up. But of course we'll try.

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**Podcasting is here**

It's the latest technology for listening to WMUB whenever and wherever you like. An iPod helps, but you don't even need that to listen on your computer any time.

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## WHERE DO OUR LISTENERS LIVE?

A new way of looking at service to our listeners opens up new possibilities and new challenges

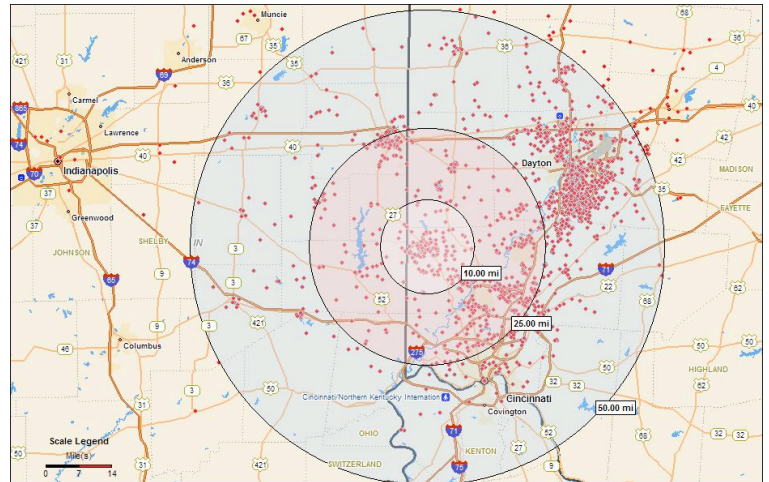
To the right is perhaps the most significant graphic we have seen this year. In early 2006 WMUB began visually identifying trends in membership. With the help of David Wolcott, then of the Miami History Department and Michael Howser of Miami's King Library, we used the BusinessMAP software by ESRI to generate maps of membership distribution in the counties of our listening area.

**Challenging some assumptions**

Each red dot represents one member (i.e. contributor) household. Note the heavy concentration of members on the south suburbs of the Dayton market -- Springboro and Centerville most notably, in the area where Ohio's Warren, Butler and Montgomery counties meet, and a more diffuse cluster in the northern Cincinnati suburbs. We believe these studies have the potential to focus our activities in many areas -- membership recruitment, special events, ad campaigns, underwriting, even news coverage.

One interesting avenue of exploration relates to our home city of Oxford. Clearly, Oxford, Miami and Butler County are home to us. But we know know more than ever that they are more than places of

"inreach." They are also bases of *outreach* throughout Southwest Ohio. We have posted these maps all over the station and encouraging our staff to keep them in mind. "Your listener may not live where you do."



**What does it all mean?**

You can hear the results of studies like this on WMUB every day -- in our coverage, our promotions, and our listener feedback. The most exciting aspect of this study was the concrete discovery that WMUB truly has become a regional station serving a large market in Southwest Ohio and Southeast Indiana.

## THE MIAMI CONNECTION

*The end of a fiscal year is a time of reflection, especially at a place like Miami, where history is all around. I became curious about just how WMUB calls on Miami (and vice-versa).*

*We draw from all over our listening area (and beyond), but Miami is such a great resource that we turn again and again to the people and offices here. Here are just a few examples from January 2005 through June 2006:*

- 22: Co-sponsorship and contracts for arts and other events
- 156: commentaries by Miamians during news programs
- 287: Miami professors and staff as guests on talk shows
- 496: Miami events on our on-air and web Community Calendar for 3 days to a week each
- 39,420: acknowledgments of Miami as our licensee

*We're interwoven with Miami and the rhythms of life on campus. I don't know how we would produce what we do without that close contact.*

*The majority of our listeners and contributors are NOT Miami students, staff or alumni. That may seem surprising at first, but to me it makes sense. Think of who the audience for NPR programs is -- widely diverse, yes, but overall highly educated, literate adults interested in life-long learning and growth.*

*They (i.e. you) are parents of college students; business and professional people; opinion leaders in communities all over our area. Now put together the map of our listeners on page 1 with the award-winning journalism on page 3 and it's a potent combination. We're proud to serve Miami by producing the credible, intelligent public service that our listeners want. Thank goodness we have Miami to help us do that.*

*--Cleve Callison, General Manager*

## STAFF CHANGES

*Gray, Kimiciek, McLaughlin and Wolcott move on, Scott and Bennett come aboard*

In January 2005, long-time News Director **Darrel Gray** took up expanded duties as Pastor of Sycamore Ridge Community Church in Brookville, Ohio. **Gary Scott** took the helm of our News Department in November 2005. Gary was News Director at WKMS in Murray, Kentucky.

At the end of June 2006 **Jan McLaughlin** ceased production of her *Oak Street Ramble* bluegrass program after 25 years on the air.

Underwriting Representative **Kim Kimiciek** left in 2005 to take a new position, and veteran fundraiser **Melodie Bennett** took her slot. Membership Manager **Elizabeth Wolcott** moved with her family to Newtown, PA; at this writing her position is unfilled.

We miss all who have left, and are enjoying working with our new colleagues!

## HD RADIO SIGNS ON

*New channels require special receivers*

HD Radio, also known as digital radio, has become a reality for WMUB listeners. In 2005 we began broadcasts with a special signal that brings static-free, near-CD quality audio to WMUB's existing service, and makes possible brand new services as well. HD Radio signals cannot be received by existing sets, but new HD receivers are now arriving in audio stores.

In addition to providing enhanced audio fidelity, HD offers greater reliability in cars. But perhaps most exciting is the prospect of additional channels. In 2005 WMUB became one of the first public stations in the country to add HD2 as a new 24-hour jazz channel, and in 2006 we added HD3, featuring the BBC World Service. Because of signal limitations, not every listener to WMUB analog will be able to hear our HD signal, but for those that can, it will be spectacular.



## A GOOD YEAR FOR GARRISON

*The Ohio State Fair, the Pops and a movie draw listeners*

2005-2006 saw opportunities for WMUB listeners to enjoy the inimitable Garrison Keillor and A Prairie Home Companion. In August 2005 Membership Manager Elizabeth Wolcott organized a bus trip for listeners to see Garrison in a non-broadcast Rhubarb Tour show at the Ohio State Fair. It was so successful that we had to add a second bus.

Garrison also appeared that summer with Erich Kunzel and the Cincinnati Pops at Riverbend in a show enjoyed by many WMUB listeners. And to cap it off, WMUB co-sponsored the Dayton area premiere of Robert Altman's *Prairie Home Companion*, a bitter-sweet film about a semi-mythical radio show.



*NPR's Korva Coleman meets WMUB supporters at our 2005 Day Sponsor reception*

## NEWSCASTERS GREET DAY SPONSORS

*2005 and 2006 Day Sponsor reception let supporters get to know each other*

In January 2005, Day Sponsors were treated to a wine tasting at Aullwood Audubon Center with special guest NPR newscaster **Korva Coleman**. Participating Ohio wineries offered samples from four or more of their wines.

For the 2006 festivities, we welcomed **Bill Cohen** from the Statehouse News Bureau to our celebration at Dayton's Victoria Theatre, highlighted by a spirited question-and-answer session \_\_ and a chocolate fountain. WMUB's Day Sponsor receptions continued a well-received new tradition for WMUB.

## 2005 WINNERS

### OHIO ASSOCIATED PRESS

(Medium Market category)

- \* Best Use of Sound, First Place: Cheri Lawson, "Cinder Sniffers"
- \* Best Use of Sound, Second Place: Tana Weingartner, "Veterans Day Celebration"

### PUBLIC RADIO NEWS DIRECTORS

Division C (Stations with 2 or Fewer Staff):

- \* Call-In Program, Second Place: John Hingsbergen, "Talk of the Station/ Neal Conan with Marty and Joe"
- \* Spot News, Second Place: Tana Weingartner, "Kerry at VFW in Dayton"

### OHIO SPJ

(Small Market stations)

- \* Best Reporter in Ohio: Tana Weingartner
- \* Best Human Interest Report, First Place: Cheri Lawson, "Brides on Benson"
- \* Best Human Interest Report, Second Place: Tana Weingartner, "Nike Site Tour"

### CINCINNATI SPJ

- \* Best Documentary: Tana Weingartner, "Vets Day Celebration"
- \* Spot News, Second Place: Tana Weingartner, "324th Returns Home"
- \* Public Affairs, Third Place: John Hingsbergen, "Talk of the Station/ Neal Conan with Marty and Joe"

## 2006 WINNERS

### OHIO SPJ

(Small Market stations)

- \* Best Coverage of Minority Issues, First Place, "Miami Benefits Lawsuit", Tana Weingartner
- \* Best Consumer Reporting, Second Place, "Risky Remedies", Gary Scott
- \* Best Coverage of the Environment, Second Place, "Searching for Salamanders", Tana Weingartner
- \* Best Social Justice Reporting, Second Place, "Miami Benefits Lawsuit", Tana Weingartner
- \* Best Newscast (Small Market), "December 15th Newscast", Ben James and WMUB staff

## WMUB'S AWARD WINNING NEWS TEAM

*Congratulations to the WMUB News crew. Their awards in 2005 and 2006 continue the rich heritage of awards received by WMUB staff and Miami University students.*

### PUBLIC RADIO NEWS DIRECTORS

- \* Breaking News, Second Place, "Oxford Fire" (produced by Tana Weingartner, Ben Weinberg and John Hingsbergen)
- \* Continuing Coverage, First Place, "Katrina Coverage" (produced by Cheri Lawson, Tana Weingartner & Kristin Oberlander)
- \* Spot News, Second Place, "Fallen Marines" (produced by Tana Weingartner)

### CINCINNATI SPJ

- \* Radio Spot News, First Place: John Hingsbergen, Tana Weingartner and Ben Weinberg, "Oxford Fire" ("...the kind of story only a local station like this can cover and is why local news is so important to radio.")
- \* Radio Long Feature, First Place: Cheri Lawson, "Fallen Soldier" ("Great sound. It obviously took effort to gather these emotional comments giving a very compelling look at the soldier's life.")
- \* Radio Long Feature, Honorable Mention: Tana Weingartner, "Searching for Salamanders"
- \* Radio Documentary, First Place: Cheri Lawson, "Coping with Obesity" Story 1, Story 2, Story 3 ("Very compelling accounts of obesity. Nicely produced.")
- \* Radio Documentary, Second Place: Tana Weingartner, "Dayton Peace Accord"
- \* Radio Business Coverage, First Place: WMUB-FM News Team, "Business News Montage" ("Important information for those concerned about the economy of southern Ohio.")
- \* Radio Investigative, First Place: Gary Scott, "Risky Remedies" ("...information every young parent should know, what medications are right for their children.")
- \* Radio Public Affairs, First Place, John Hingsbergen, Cleve Callison & the WMUB News Team, "WMUB Forum"

("Interesting analysis of state government issues.")

### OHIO ASSOCIATED PRESS

(Medium Market category)

- \* Best Enterprise Reporting, Second Place: Tana Weingartner, "Miami Benefits Lawsuit" ("Objective, topical, produced well and nicely narrated")
- \* Best Feature Reporting, First Place: Tana Weingartner, "Searching for Salamanders" ("Great use of suspense through story line, excellent use of sound to place the listener right there")
- \* Best Feature Reporting, Second Place: Cheri Lawson, "Fallen Soldier" ("Evocative scene-setting with words and sounds")
- \* Best Broadcast Writing, First Place: Gary Scott, "Risky Remedies" ("Useful story, intelligently presented")
- \* Best Use of Sound, First Place, Cheri Lawson, "Bi-Okoto" ("Sounds blend seamlessly between narration and interviews – helps maintain listener interest and carry the story. Is well recorded, nicely mixed and cleanly produced")
- \* Best Use of Sound, Second Place: Tana Weingartner, "Animal Adoption Foundation" ("Dogs and kittens – who can resist? Nice recordings from the animal shelter, blended nicely into a well-produced story")
- \* Best Reporter, Second Place: Gary Scott ("Good stories, good presentation")

### ETECH OHIO AWARDS

- \* Public Information (Short Promotions), 2004: "It's a Wonderful Station" Day Sponsor holiday gift promotion (John Hingsbergen, producer, Ben James, editor, many WMUB staffers in the cast)
- \* TIE: News and Public Affairs (Spot News/ Magazine Programs), 2005: "Coping with Obesity" (Cheri Lawson, reporter)
- \* TIE: News and Public Affairs (Spot News/ Magazine Programs), 2005: "Searching for Salamanders" (Tana Weingartner, reporter)
- \* News and Public Affairs Award (Talk Show Series), 2005: "WMUB Forum" (John Hingsbergen, executive producer; John Hingsbergen and Cleve Callison, co-hosts; John Hofmann, Kristin Oberlander, and Andrew Sonnek, producers)
- \* News and Public Affairs Honorable Mention (Talk Show Series), 2004: "Talk of the Station/ Neal Conan at Great American Ball Park with Marty and Joe" (John Hingsbergen, producer; John Hingsbergen and Darrel Gray, co-hosts)

## WMUB STAFF

**Ben James** — Staff Announcer/ATC host  
**Cheri Lawson** — Morning Edition host  
**Cleve Callison** — General Manager  
**Darlene Chafin** — Business Manager  
**Debbie Ramsey** — Traffic and Membership  
**Gary Scott** — News Director  
**Jim Haskins** — Announcer  
**Jim Keen** — Chief Engineer  
**John Hingsbergen** — Program Director  
**Melodie Bennett** — Underwriting Representative  
**Tana Weingartner** — News Producer



## FACTS AND FIGURES

### ABOUT WMUB

*A quick snapshot*

- Approximately 45,000 listeners tune in each week to WMUB
- About 60% of them live in the Dayton area -- especially Montgomery County
- Around 2,000 listen (on average) at any one time
- About 2,400 households are active members of WMUB
- Listener contributions made up about \$225,000 in our FY 06 budget • So, the average of all gifts is a little over \$100
- Most people contribute by calling in during our fund drives, but mail renewals and web pledges are growing in popularity
- The 7-8 hours of Morning Edition, the 5 pm hour of All Things Considered, The Diane Rehm Show, and Car Talk have the most listeners at any one time
- Morning Edition has the most overall, in part since it's on the air 20 hours a week

## PODCASTING IS HERE

*A new way to enjoy WMUB anywhere*

Podcast users choose what they want to hear, when they want to hear it. You can listen to podcasts from your computer, or download and transfer them to an iPod or other player. WMUB is now podcasting all of our weekday talk shows as well as selected news reports and commentaries. It's easy and free. Visit [wmub.org/podcasting](http://wmub.org/podcasting) for details.

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