

MEMBER REPORT

2008 highlights and sidelights from Miami University's listener supported radio

An Occasional Newsletter

Issue No 2 — Summer 2008

Why the changes?
WMUB General Manager Cleve Callison explores the most significant programming change for WMUB since 1998.
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Jazz continues on both HD and streaming
WMUB's Jazz Channel will feature the best of recorded jazz and archived programs from our own Mama Jazz Show -- now until midnight.
Page 2



HD Radio primer



New technology delivers superb audio and additional channels. But it takes a little work at first.
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Listen anywhere in the world via streaming
You can hear WMUB from wherever you are.
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Day Sponsors for August, 2008



Don't forget to honor your favorite cause or loved one.
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Asian Culture Festival August 23rd
WMUB is a Media Sponsor of this new event, highlighting area Asian communities.
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NOW, A FULL-TIME NEWS AND INFORMATION STATION

On Sunday, August 3rd, WMUB listeners will hear changes to our daily lineup of shows. These changes are designed to strengthen WMUB's public service commitment as a full-time news and information station. They include:



- ◆ All jazz programming including Mama Jazz will move to our HD2 channel, and will be streamed from our web site
- ◆ Each day's *Diane Rehm Show* will be repeated at 8pm
- ◆ Each day's *Talk of the Nation* will be repeated at midnight
- ◆ The *BBC World Service* will be heard at 10pm-midnight and 2-5am on weekday mornings
- ◆ The BBC will also air from 8pm to 8am weekends
- ◆ *Wait, Wait, Don't Tell Me* will repeat Sunday at 1pm, after Car Talk. *Tavis Smiley* moves to Sunday 2-4pm

These changes are reflected in the program grid to the right. Please see General Manager Cleve Callison's column, and columns about HD Radio and web streaming, above.

WMUB Schedule, August 2008 (changes in RED CAPS)

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2 am	BBC WORLD SERVICE						
3 am							
4 am							
5 am							
6 am	Morning Edition						
7 am	Morning Edition						
8 am	Weekend Edition						Weekend Edition
9 am	Weekend Edition	Interconnect	Help Desk	SoundHealth	Free Advice	WMUB Forum	Weekend Edition
10 am	Prairie Home Companion	The Diane Rehm Show					Car Talk
11 am	Prairie Home Companion	The Diane Rehm Show					Wait Wait
noon	Car Talk	Tell Me More					Whad 'Ya Know
1 pm	WAIT WAIT	Fresh Air					This Amer. Life
2 pm	TAVIS SMILEY	Talk of the Nation					Fresh Air Wknd
3 pm	TAVIS SMILEY	Talk of the Nation					Rick Steves
4 pm	This Amer. Life	All Things Considered					Prairie Home Companion
5 pm							
6 pm	Almost Monday / Specials						
7 pm	Almost Monday / Specials	Interconnect	Help Desk	SoundHealth	Free Advice	WMUB Forum	Prairie Home Companion
8 pm		THE DIANE REHM SHOW rpt					
9 pm		THE DIANE REHM SHOW rpt					
10 pm		BBC WORLD SERVICE					
11 pm		BBC WORLD SERVICE					
mid		TALK OF THE NATION rpt					
1 am		TALK OF THE NATION rpt					

News	Talk Shows	Other
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WHY THESE CHANGES?

AS MANY OF OUR LISTENERS KNOW,

in the last 18 months WMUB has been the subject of a major internal study from Miami University, chaired by Journalism Program Chair Richard Campbell. The radio environment both nationally and locally has seen rapid change during that time, but as General Manager of WMUB I did not feel it was appropriate to institute anything but very minor changes to our overall programming mix during this time.



Now that review is over, and it is time for WMUB to move ahead. The committee's recommendation of dynamic partnerships on and off campus has challenged us to live up to our mission as never before:

Miami's review affirmed WMUB's role as a public service radio station. We believe that commitment is best served by a full-time mix of local and national news and information programming.

- By focusing our format, we believe we will increase our ability to attract and retain new listeners as well as serve the great majority of current listeners.
- This change thus orients us toward future growth in audience and local fundraising capacity.
- The resources of the WMUB news room will build on the best of NPR and now (for the first time) the BBC.
- Repeating *Diane Rehm* and *Talk of the Nation* reinforces the centrality of our news and information format.
- The repeats give those who can't listen during the daytime the chance to experience the depth of NPR's talk shows.
- The *BBC World Service* gives an international scope and perspective unmatched by any other available source.
- Although other stations in the area carry some BBC also, we will carry more hours, and at different times.
- The HD2 Jazz channel and its associated live web stream provide the appropri-

ate vehicles for presenting *Mama Jazz* to her audience as well as our overnight and daytime jazz offerings.

- We be able to provide further opportunities to work with Miami students in a professional environment.

I recognize that these decisions will not appeal to all current listeners. But in the long run these changes will prove their power to serve an audience hungry for even more information, and this enhanced public service will be best for the future of WMUB.

—Cleve Callison
General Manager

JAZZ CONTINUES ON HD AND STREAMING

JAZZ WILL CONTINUE ON WMUB,

but in a different way beginning August 3rd. You can hear jazz on our HD2 Jazz Channel, or by streaming on-line from www.wmub.org.



Longtime fans of the first lady of jazz, *Mama Jazz*, know that health problems have prevented her from producing new shows for us for some time. We will honor *Mama's* legacy by presenting *Best of Mama Jazz* repeats on the HD2 Jazz Channel every weeknight from 8 pm till midnight. Once again, WMUB will be "With *Mama* Until *Bedtime*."

HD RADIO

LISTENERS WITH HD RADIOS

within range of the Oxford area can hear three WMUB channels in

HD: our main channel on HD1, our Jazz Channel on HD2, and our BBC World Service Channel on HD3. Need an HD Radio? See our special offer on page 3.



Unfortunately, not every listener to our analog signal will be able to pick up WMUB's HD signal. Broadcasters are working with the FCC to address that issue, but for now we suggest that listeners too far from the transmitter use the web to listen to WMUB's main or Jazz channels (see the next article).

WMUB ON THE WEB

LISTENERS AROUND THE WORLD

already are able to enjoy both our main channel and the Jazz Channel via web streaming. By the time you read this we expect to have

beefed up our Jazz Channel streaming by adding an mp3 stream to the existing RealPlayer stream.

Most modern computers have no trouble accessing either of our streams, though some initial setup may be needed. Find out more on our website, www.wmub.org.

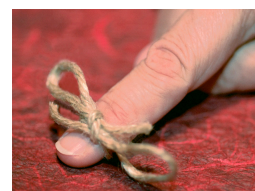


DAY SPONSORS

JULY (ADDITIONAL LISTINGS)

1

Mark and Joy Karl of Centerville, OH, in celebration of 38 happy years of marriage



2

Walt and June Chidester of Richmond, in celebration of the marriage today of Diane Lisensky and Stephen Chidester

3

Patsy Lemanowicz of Lewisburg, in celebration of our health and well being; and **Vince McKelvey and Noreen Willhelm** of Jefferson Township, in celebration of the first birthday of granddaughter Mickey Greathouse, sister of Harrison

4 Diane Delisio and Ron Andrews of Fairfield, in memory of Diane's father and Ron's mother, halfway between their birthdays; and **Pam Sitzler** of Oxford, in memory of Read Nielson on his birthday

5 Rich and Debbie Leever of Centerville, OH, in celebration of their 36th wedding anniversary; and **Janet Rinehart** of Centerville, OH in honor of Ruth and Forrest Rinehart, loving parents who gave so much

6 Jane and Jack Fryman of Oxford, in celebration of their 48th wedding anniversary; and **Jay and Kim Kimiecik** of Oxford, in celebration of their 20th wedding anniversary; Happy Anniversary!

8 Doti Lackey of Oxford, in memory of Richard Gebhart, her special brother-in-law -- an angel in God's heaven!

9 Stephen Johnson and Kari Kallve of Richmond, in celebration of their commitment to bring joy to others and to themselves; **Ralph and Christine Dull** of Union, OH, asking everyone to work for a world without nuclear weapons

10 Larry and Marilyn Greeson of Oxford, in celebration of their 40th wedding anniversary; and **Susan Kennel** of Wayne Township, in celebration of 40 years of marriage with her husband Bob

11 Barkers, the Fireplace Shop of Richmond, in celebration of providing everything your hearth desires for 43 years today

13 The Stock and John Family of Oakwood, in honor of Dot and Bill Heroy, who spent 70 years together making the world a better place than they found it; and **Glen and Pam Blacker** of Eaton, in celebration of their 25th wedding anniversary

14 Robert Bultman of Kiefer, Oklahoma

HD RADIO SPECIAL:

WMUB listeners can receive a \$50 discount on a number of HD radios including the **radiosophy** HD100 Receiver, normally \$99.95 + shipping. This is the most affordable HD receiver on the market, tested and approved by WMUB's Chief Engineer Jim Keen.

See www.wmub.org for details.

Some local retailers such as Best buy have a limited number of other HD radio brands.

RadioShack's online store also has some models.



15 Tom and Marni Faris of Springfield, in honor of their wonderful children Ellie, Jeff, Kristi and Matt, in Ellie, Jeff and their grandfather's birthday month

16 Jeff and Patty Hoffer of Centerville, OH, in celebration of 39 years of live which began in Harris Dining Hall

17 Tom and Joann O'Connor of Brookville, IN, in celebration of their 51st wedding anniversary

18 Joe and Linda Stupakiewicz of Dayton, in celebration of their wedding anniversary; and **Joan and Michael Means** of Dayton, in celebration of their 52nd wedding anniversary

19 Jay and Marcie Roberts of Richmond, in celebration of the students, faculty & staff of the Richmond Friends School as they begin a new school year; and **Lonnie Vilkas** of Dayton, in celebration of Jenna and Lonnie's birthdays today

20 Andrew and Nancy Sarangan of Springboro, in celebration of their daughter Tiyana's birthday; and **Faye Bullio** of Dublin, in honor of Robert Bullio; he loved WMUB and mentored many Mass Comm students

21 Dave and Sue Wilson of Oxford, in celebration of 43 years of marriage and 39 years in Oxford; and **Dan and Kathy Thompson** of Mason, in honor of their children Riley and Zachary, who make them proud each and every day

22 Lee and Bob Sanders of Fairfield, in celebration of their life journey together and their 39th wedding anniversary

25 Brian and Kathryn McBlain of Greensburg, IN, in celebration of their 35th wedding anniversary

26 Joanna Swanger of Richmond, in celebration of her Earlham colleagues who commute from Richmond; and **Richard and Wynona Little** of Oxford, in celebration of their anniversary

28 Gayle and John Backmeyer of Richmond, in celebration of their anniversary; and **John and Susan Barber** of Kettering, in celebration of their anniversary

29 Richard and Ervena Weingartner of Fairfield, in celebration of their 33rd wedding anniversary and in honor of Tana Weingartner-Oeters; and **Anne and Dick Lodge** of Camden, in celebration of their wonderful children: Beth, Chuck, Kate and Mary -- on their 49th wedding anniversary

30 Carol and Cal Klumb of Oxford, in celebration of their 5th wedding anniversary

31 Dick and Pat Jones of Clayton, in celebration of 40 terrific years of marriage and their wonderful family; and **Patrick and Alyce Sheehan** of Liberty, in celebration of their 5th anniversary

Day Sponsors are announced Mon-Fri at 7:29, 8:29 and 10:59 am, 1:59, 5:29 and 8:06 pm; and Sat-Sun at 8:18, 9:18 and 10:59 am and 1:59, 4:59 and 5:59 pm ET. This list includes only those cards returned to us by press time.

WMUB STAFF

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
 (tba) — Membership Manager
 Melodie Bennett — Underwriting Representative
 Tana Weingartner — News Producer



WMUB @ MIAMI UNIVERSITY

DAYTON ASIAN CULTURAL FESTIVAL AUGUST 23RD**WMUB is a Media Sponsor**

The Asian Cultural Festival is a new event in the Miami Valley. It will feature ethnic food and beverages, cultural displays, performances of dancers, musicians, acrobats, martial arts experts, and much more.

Family activities include ethnic dance, music, story-telling, martial arts,

games, and crafts (expected activities include paper-folding, kite-making, brush-writing, flower arranging, mask-making, and fishprint-making).

The Asian Cultural Festival runs from 11am to 8pm on August 23rd at Miamisbur Library Park. WMUB is proud to support this new venture in our area. For more information, see the Festival website:

<http://www.asianculturalfestival.org>



WMUB Public Radio
 Williams Hall
 Miami University
 Oxford, OH 45056

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