### ANNUAL REPORT FY 2011



AMERICAN UNIVERSITY RADIO

## MAMU 8

### A LETTER FROM WAMU 88.5'S GENERAL MANAGER, CARYN G. MATHES

For the past 50 years, WAMU 88.5 has endeavored to be an integral part of the Washington community. As we look back on the past fiscal year in this report, I cannot help but reflect on the changes the last five decades have brought to both electronic media and our Washington home. We've grown from a local Washington radio station to a media powerhouse with international reach. We've also had the honor to serve the savviest, most loyal public radio audience imaginable. It is you, our audience, who has been the one constant in an ever-changing landscape. You've been there for us, through format changes, the birth of the Internet, the emergence of unprecedented media choice, and countless membership drives that have helped to fund the station's coverage and programs. I directly attribute the successes documented in the pages to follow to our audience and our loyal community support.

WAMU 88.5 continues to rank among the top five stations in both our home market of Washington, D.C., and nationally among all public radio stations in all measurement categories. We've continued to add staff to meet the demands of our audience growth and expectations, focusing our efforts this year in the areas of news, digital media, and development.

We rang in 2011 at a New Year's celebration at the Omni Shoreham Hotel in Washington that featured *Hot Jazz Saturday Night* and host Rob Bamberger's 30th anniversary on-air. It was a party to remember, with live music, a packed ballroom, and dining and dancing, and such a fitting way to kick off a year of activities commemorating the station's 50th year on-air.

In January, we launched a rebranding campaign for the station in the digital age. The award-winning logo – a stylized rendering of the call letters with overlapping shapes in rainbow colors – is supported by the slogan, "The mind is our medium." The new slogan's message is that while radio is our past, present, and future, in an increasingly digital age, when people may hear or even read our content online, our real currency is thought. Thoughtfulness is what ties together everything we do, encompassing all the values of good journalism, civil dialogue, and commitment to traditional American music and entertainment that we have always held.

Our staff continued their award-winning ways, which are all detailed later in the report. I want to spotlight the recognition our newsroom received in FY11, picking up four awards each from the Chesapeake Associated Press Broadcasters' Association and Public Radio News Directors, Inc. Reporter Kavitha Cardoza received recognition from the Education Writers Association for her ongoing excellence in education reporting, and the newsroom's weekly magazine, *Metro Connection*, was awarded a PASS Award from the National Council on Crime and Delinquency.

Awards are meaningful and we appreciate them, but our greatest confirmation of a job well done comes from our members, who continued in FY11 to support WAMU 88.5 in increasing numbers.

I'm excited to build on the foundation provided by the past 50 years. Our team looks forward to providing you, our growing and diverse audience, with news, information, and entertainment on whatever platform you utilize. Wherever you seek us out is where we will strive to be.

Caryn P. Mathes



Caryn G. Mathes, WAMU 88.5 General Manager

# **WAMU 88.5**

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# Highlights

### **TIMELINE OF STATION HIGHLIGHTS**

### June 7, 2010

WAMU 88.5 News won four awards from the Chesapeake Associated Press Broadcasters' Association.

### June 25, 2010

WAMU 88.5 News won four awards from Public Radio News Directors, Inc. (PRNDI), which recognizes outstanding public radio news reporting at local stations.

### June 25, 2010

WAMU 88.5 launched 88.3 Ocean City, expanding the station's signature brand of public affairs programming to the Delmarva peninsula.

### July 2, 2010

Dick Spottswood, music scholar and host of *The Dick Spottswood Show* on WAMU's Bluegrass Country, celebrated 25 years on air.

### Aug. 26, 2010

WAMU 88.5 began offering free transcripts online of *The Diane Rehm Show, The Kojo Nnamdi Show, Metro Connection*, and *The Animal House*.

### Sept. 8, 2010

As part of NPR's Project Argo, WAMU 88.5 debuted DCentric, a blog about race and class in the District of Columbia.

### Nov. 8-11. 2010

Ten months after the region experienced a devastating earthquake, *The Kojo Nnamdi Show* traveled to Port au Prince, Haiti, for a series of live broadcasts exploring linkages between the Washington region and the Caribbean nation.

### Dec. 31, 2010

Coastal Connection, a weekly local affairs program focused on the people and communities of the Eastern Shore, premiered on 88.3 Ocean City.

### Dec. 31, 2010

WAMU 88.5 celebrated *Hot Jazz Saturday Night* host Rob Bamberger's 30th anniversary and rang in the new year with a Hot Jazz New Year's Eve at the Omni Shoreham Hotel.

88.3 FM

NPR news and information on the Delmarva Peninsula



It's about the city, not the stereotype.

dcentric.wamu.org

Graphics from 88.3 Ocean City and DCentric.org

# Highlights

### Jan. 1, 2011

WAMU 88.5 launched a rebranding initiative, debuting a new logo and the slogan, "the mind is our medium," in a nod to the station's commitment to good journalism, civil dialogue, and traditional American music and entertainment.

### Feb. 16, 2011

WAMU 88.5 premiered *Latitudes*, a program which explores solutions to global problems and features on-the-ground reporting by a vast international network of correspondents.

### Feb. 22, 2011

The Kojo Nnamdi Show won a Gracie Award® in the Outstanding Talk Show in the News Category from the Alliance for Women in Media for its program, "The Challenges Facing Haiti's Children."

### March 1, 2011

WAMU 88.5 reporter Kavitha Cardoza received a Special Citation in the Series category in the Education Writers Association's National Awards for Education Reporting contest for teenage parenting series, "Balancing Books and Babies."

### April 1, 2011

WAMU 88.5's *Metro Connection* received a 2010 PASS Award from the National Council on Crime and Delinquency (NCCD) for "Reaching Out to Family Behind Bars," a report on inmates from Washington, D.C., who serve their sentences away from their families because of the city's lack of federal prisons.

### THE MIND IS OUR MEDIUM



WAMU 88.5's new logo and slogan, launched in January 2011



Graphic from *Latitudes*, WAMU 88.5's new foreign affairs program

### **AUDIENCE UPDATE**

### May 2010-April 2011

WAMU 88.5 continues to serve an ever-growing audience that accesses our multimedia content on various platforms. Our mission to be wherever our listeners are has resulted in dramatic growth, especially in terrestrial and HD Radio, and the accessibility of online content. In June 2010, WAMU's Bluegrass Country became the first digital multicast station in the Washington market to place in an Arbitron© monthly report. That same month, WAMU launched WRAU 88.3 Ocean City, expanding the station's signature brand of civil discussion and public affairs to 10,800 new listeners on the Delmarva peninsula. WAMU 88.5's broadcast of NPR's *Morning Edition* continues to be the first choice morning news program for listeners aged 18-34.

The Baltimore-Washington, D.C., metros are measured by Arbitron's Portable People Meter (PPM), and WAMU is ranked as the fifth most-listened-to station in the nation's capital (Washington, DC and Baltimore Metros, Cume Persons 6+, Monday-Sunday, 6am-Midnight, May 2010-April 2011 PPM. Copyright Arbitron PPM Data). The market is highly competitive, featuring more than 60 radio broadcast outlets, and the station's performance confirms the powerful public service it provides. In FY11, WAMU's total weekly audience was 748,700 listeners on all platforms, including WAMU-FM, WAMU HD2, WAMU HD2 stream (Bluegrass Country), WAMU HD3, WAMU HD3 stream, WAMU stream and WRAU in Ocean City.

Twice yearly in spring and fall, Radio Research Consortium (RRC) releases the National Regional Database Report that merges PPM data with diary data from those geographies that are not PPM-measured (like 88.3 Ocean City). The Fall 2010 report showed a record total audience for WAMU of 769,000 listeners, a 5 percent increase from Spring 2010. Highlights include:

Listening to WAMU HD2 (Bluegrass Country) jumped substantially in three years, from 5,500 listeners in Fall 2008, to 8,300 in Fall 2009, to 15,600 in Fall 2010, a 53 percent increase from 2009.

The WAMU 88.5 stream has also seen substantial growth in weekly Cume audience as measured by the PPM.

Fall 2008: 26,600 Fall 2009: 14,800

Fall 2010: 75,000.....**506% increase over 2009!** 

Nationally, Washington, D.C., is ranked 9th in the country for metro population behind markets like New York City (#1), Los Angeles (#2), and Chicago (#3), yet WAMU 88.5 is consistently ranked among the top five most-listened-to public media stations in the country, which demonstrates the vital role we play in our listeners lives.

### PROGRAMMING HIGHLIGHTS

In FY11, WAMU 88.5 launched new programming partnerships to expand news and entertainment offerings for a growing audience. The station also utilized Intersection, its HD-3 channel, to respond to audience demand for breaking domestic and international stories such as political protests in the Middle East, midterm elections in the United States, and the president's announcements regarding U.S. involvement in international conflicts.

### **Original Programming Partnerships:**

### Latitudes

premiered Feb. 16, 2011

Latitudes is a series that aims to highlight ideas and initiatives addressing global challenges. The program features stories and interviews culled from a network of contributors around the world. Latitudes is a collaborative production of the Global News Partnership, WAMU 88.5, and WUNC. Editorial partners include the Pulitzer Center on Crisis Reporting and the Christian Science Monitor.

### **Lean & Hungry Theater Company**

WAMU 88.5 and Lean & Hungry Theater Company launched a partnership with the mission of bringing one-hour adaptations of Shakespeare plays to the station's listening audience.

### **MacBeth**

Oct. 31, 2010

Set in 21st century Washington, D.C., this adaptation included Shakespeare's original language interspersed with contemporary-style news reports, and featured a narrator who breaks in periodically to recap the play's events.

### Romeo & Juliet

Feb. 14, 2011

This reimagined classic Shakespearean love story was set in modern-day Verona, Calif., and centered on the teenaged children of the high-class Capulet and Montague families.

### "Joined By War"

In partnership with America Abroad and Killid Radio Afghanistan, WAMU 88.5's *The Kojo Nnamdi Show* presented "Joined By War," a series of townhalls between audiences in Kabul, Afghanistan, and Washington, D.C. Connected via Skype and with the assistance of translators, citizens discussed the realities of life in a time of conflict.

### "Joined By War:

A Conversation Between Afghans and Americans" Jan. 27, 2011

In this first townhall connecting Washingtonians to Kabul, audience members and guests in both cities discussed how the U.S.-Afghan war has affected their lives.

"Joined By War: Women's Rights in Today's Afghanistan" April 29, 2011

In a lively and intense conversation, panelists and guests explored the state of women's rights in Afghanistan.



WAMU 88.5 began a partnership with the Lean and Hungry Shakespeare Theater in FY11

### The Station On-Ai

### **Global Perspective**

aired Wednesdays, April 2011

Global Perspective is an international documentary series produced in cooperation with broadcasters from around the world, including BBC World Service, Australian Broadcast Corporation, Canadian Broadcast Corporation, Radio Television Hong Kong, Radio New Zealand, and SAFM Radio South Africa. WAMU 88.5 served as the U.S. partner for this year's series, which explored a single theme: "Who Says I Can't?" Kojo Nnamdi hosted the series.

### **Live Political Coverage**

**BBC Special Coverage: 2010 British elections** 

7 p.m., May 6, 2010, WAMU 88.5

Robin Lustig hosted this election night broadcast, which included analysis of one of the most watched campaigns in the U.K.'s history.

Live Coverage of President Obama's Address on the Oil Spill 8 p.m., June 15, 2010, WAMU 88.5

In the midst of the worst oil spill in the nation's history, President Obama addressed the nation. Following the president's remarks, *The World's* Marco Werman discussed the consequences of U.S. government pressure on BP with environmental and political experts.

### Live Coverage of President Obama's Speech on Immigration Reform

10:45 a.m., July 1, 2010, Intersection

In a live address from the American University campus, President Obama spoke about his administration's immigration reform plans.

### Live Coverage of President Obama's Speech on Iraq

8 p.m., August 31, 2010, WAMU 88.5 and 88.3 Ocean City WAMU 88.5 and 88.3 Ocean City carried President Obama's speech on the end of U.S. combat operations in Iraq from the Oval Office.

### D.C. Mayoral Candidate Debate with Adrian Fenty and Vincent Gray

8 p.m., Sept. 1, 2010, WAMU 88.5 and 88.3 Ocean City In partnership with Washington Post Live, NBC 4, and The Newseum, WAMU 88.5 hosted a lively debate between District of Columbia mayor Adrian Fenty and challenger Vincent C. Gray at the Newseum. Moderated by *The Washington Post*'s Eugene Robinson, the debate included questions asked by Nikita Stewart of *The Washington Post*, Tom Sherwood of NBC 4, and WAMU 88.5's District reporter Patrick Madden.

### **Live Coverage of President Obama's**

**White House Press Conference** 

11 a.m., Sept. 10, 2010, Intersection

NPR's live coverage of President Obama's news conference, which focused on the economy, was hosted by Jennifer Ludden.



### **Maryland Gubernatorial Debate**

8 p.m., Oct. 14, 2010, WAMU 88.5 and 88.3 Ocean City WAMU 88.5 and 88.3 Ocean City aired the Maryland gubernatorial debate between incumbent Governor Martin O'Malley (D) and former Governor Robert Ehrlich Jr. (R).

### **NPR News Special: Election Night Coverage**

8 p.m., Nov. 2, 2010, WAMU 88.5 and 88.3 Ocean City NPR's Melissa Block, Robert Siegel, Scott Simon, and Audie Cornish anchored seven hours of live coverage and analysis of election night results.

### **Live Coverage of President Obama's**

**Post-Election Press Conference** 

1 p.m., Nov. 3, 2010, Intersection

Intersection aired live coverage of President Obama's postelection press conference.

### NPR Wrap: First Day of 112th Congress

9 p.m., Jan. 5, 2011, WAMU 88.5 and 88.3 Ocean City Michel Martin hosted this one-hour wrap-up of the opening day of the 112th Congress, which included a look at the incoming Republican leadership in the House, the federal budget, health care, and the wars in Afghanistan and Iraq.

### NPR Coverage of the President's State of the Union Address 9 p.m., Jan. 25, 2011, WAMU 88.5 and 88.3 Ocean City NPR coverage of President Obama's State of the Union Address was hosted by Michele Norris.

### **BBC Special Coverage: Egypt - Days of Protest**

noon, Feb. 10, 2011, Intersection

2 p.m., 9 p.m., WAMU 88.5 and 88.3 Ocean City

The BBC provided this special coverage of the uprisings in Egypt.

### **BBC Special Coverage: Egypt - Days of Protest**

11:30 a.m., Feb. 11, 2011, Intersection

2 p.m., WAMU 88.5 and 88.3 Ocean City

The BBC provided this special live coverage of the uprisings in Egypt.

### **Live: President Obama's Press Conference**

11 a.m., Feb. 15, 2011, Intersection

Intersection carried live coverage of President Obama's press conference during which he focused on his 2012 budget proposal and uprisings in the Middle East.

### **The People's Protest**

7 p.m., Feb. 21, 2011, WAMU 88.5 and 88.3 Ocean City The BBC explored the extraordinary political protests that took place in Egypt during the early months of 2011.

### **BBC Special Coverage: Middle East - Days of Protest**

noon, March 1-2, 2011

noon, March 4, 2011, Intersection

The BBC provided this special coverage of the uprisings in the Middle East.

### NPR News: President Obama's Speech on Libya

7 p.m., March 28, 2011, WAMU 88.5 and 88.3 Ocean City Melissa Block hosted NPR's special coverage of President Obama's speech from the National Defense University in Washington, D.C., in which he discussed the U.S. and NATO military operation against Colonel Moammar Gadhafi in Libya.

### **Notable Special Programming:**

Intelligence Squared U.S.: "Cyber War Threat"

9 p.m., June 16, 2010, WAMU 88.5

On June 8, 2010, WAMU 88.5 hosted this Intelligence Squared U.S. live debate at the Newseum on the motion, "The Cyber War Threat Has Been Grossly Exaggerated."

### The Dick Spottswood Show 25th Anniversary

6 a.m., 6 p.m., July 4, 2010, WAMU 88.5

On Independence Day, WAMU 88.5 aired a celebration of Dick Spottswood's 25th anniversary as host of his "obsolete music hour," which first aired July 6, 1985.

### **Presidential Parade:**

**Executive Tunes from Washington to FDR** 

9 p.m., Feb. 21, 2011, WAMU 88.5 and 88.3 Ocean City American presidents have always been celebrated (or at least acknowledged) in song. Host Dick Spottswood informally surveyed his "obsolete" music collection to present tunes about presidents from Washington to FDR.

### **WAMU 88.5 SHOWS**

### THE DIANE REHM SHOW

Hailed as the standard for civil discourse in public radio, *The Diane Rehm Show* continued to provide a powerful public service nationally in FY11.

In Fall 2010, *The Diane Rehm Show* garnered an audience of 2,219,900 weekly listeners, an increase of 2 percent from the previous fiscal year. The show also expanded its carriage list, and is now heard on an all-time high 158 AM/FM public radio stations, and more than 50 HD radio stations nationwide.

Known for turning attention to the most pressing issues of the day, *The Diane Rehm Show* explored environmental matters – such as cleanup efforts following the BP oil spill in June 2010 – in its Environmental Outlook series. The program also continued its popular Constitution Today series, which gives listeners an in-depth look at the supreme law of the United States. Additionally, Diane welcomed leading names in the literary and entertainment worlds, moderating these engaging conversations with her trademark warmth and curiosity.

"Diane, you are the port in the storm. I trust you, and look to your show for both sides of any issue. Thank you!"
-Betsy Talbert Hammerschmidt via Facebook, listener

The Diane Rehm Show made use of social media to engage with listeners, regularly soliciting questions and comments from audience members on Twitter and Facebook. The program counts more than 38,000 Facebook users as fans, and has more than 18,000 followers on Twitter.

In April 2011, Diane Rehm was recognized by the American News Women's Club with its Excellence in Journalism Award. The award was presented during a roast and toast tribute dinner hosted by CBS broadcaster Roger Mudd, and featured tributes from Sandra Pinkard, managing producer of *The Diane Rehm Show, USA Today* Washington bureau chief Susan Page, and others.



Diane Rehm with Edward Norton



Diane Rehm with David and Julie Eisenhower

### **Notable Guests**

Justice Stephen Breyer Senator Bernie Sanders (I-VT) Secretary of Homeland Security Janet Napolitano Secretary of Energy Stephen Chu Secretary of Health and Human Services Kathleen Sebelius President Jimmy Carter Gov. Deval Patrick (D-MA) Alice Walker Margaret Atwood **Smokey Robinson** Per Peterson Walter Mondale **David Brooks** Lee Hamilton Jodie Foster Salmon Rushdie Rosanne Cash David and Julie Eisenhower **Edward Norton Kevin Spacey** Sidney Harmon

### **Honors and Awards**

**April 2011:** The American News Women's Club (ANWC) honored Diane Rehm with its Excellence in Journalism Award.



Diane Rehm with Smokey Robinson



Diane Rehm and President Jimmy Carter

### THE KOJO NNAMDI SHOW

The Kojo Nnamdi Show continued providing listeners with deep coverage of local and international news. The program also went beyond the studio locally and abroad in FY11, encouraging dialogue between neighbors through open forums in communities around the region, and providing citizens across the globe with an opportunity to share their perspectives with a Washington audience.

With its roster of regular segments, the program provides listeners with an opportunity to explore topics from new angles. On Tech Tuesdays, The Kojo Nnamdi Show features experts who help listeners assess the latest technology trends and put them into context. Food Wednesday programs explore the role of food in our lives. Other regular topics include workplace issues with diversity consultant Howard Ross, architecture and community planning with urban architect Roger Lewis, and analysis of current events with veteran broadcaster Marvin Kalb. Additionally, The Politics Hour with resident analyst Tom Sherwood continued to be the go-to local politics program in the region, attracting a weekly Friday afternoon audience of civilians and politicos alike.

### **Kojo In Your Community**

This fiscal year, The Kojo Nnamdi Show took the show on the road again to several communities throughout the region. Kojo In Your Community visited communities in the District, Maryland and Virginia, giving residents an opportunity to ask questions, make comments and share the view from their neighborhoods.

### McLean Community Center,

1234 Ingleside Avenue, McLean, Va., March 22, 2011 Topics: suburban development, discipline in Fairfax Co. public schools

### THEARC,

1901 Mississippi Avenue SE, Washington, D.C., Nov. 3, 2010 **Topics:** solutions to the employment gap in Ward 8, benefits and drawbacks of neighborhood transformation

Silver Spring Civic Building and Veterans Plaza, One Veterans Place, Silver Spring, Md., Sept. 21, 2010 **Topics:** revitalization in downtown Silver Spring

"For some reason whenever I hear 'Kojo In Your Community," I think of Mr. Nnamdi out on patrol fighting crime. I sleep better at night believing this. Seriously, these seem like fantastic events and ever since I got hooked on Kojo and WAMU it's made me a much more active and involved citizen in the D.C. Metro area and he does a great service to all of our communities."

- Casey Campbell, listener

St. Charles Borromeo Catholic Church, 3304 Washington Boulevard, Arlington, Va., June 15, 2010 **Topics:** the future of Arlington



The engineer's view at a Kojo In You Community event in southeast Washington, D.C



Host Kojo Nnamdi and guest panel at a Koio In Your Community event in McLean, Va.

### Special Programs and Series Joined By War The Kain Manual Show partner

The Kojo Nnamdi Show partnered with America Abroad Media (AAM) for a series of townhall discussions between audiences in Washington, D.C., and Kabul, Afghanistan. The townhalls provided ordinary citizens in both countries, aided by translators and connected via Skype, with an opportunity to candidly discuss the perceptions and realities of the U.S.-Afghan war.

### The Kojo Nnamdi Show in Haiti

Ten months after an earthquake devastated Port-Au-Prince, Haiti, *The Kojo Nnamdi Show* traveled to the country's capital city for a series of special broadcasts in Nov. 2010. The series explored the multi-layered issues linking Haiti's ongoing recovery and redevelopment efforts with people and organizations based in the Washington region.

"Dear Kojo, I wanted to commend you on producing the insightful week-long coverage and discussion of Haiti in early November. This was an excellent effort that went far beyond conventional reporting in the US media."

-Hilary Burger, listener

### **Notable guests**

Julian Bond, civil rights leader;
Distinguished Adjunct Professor, American University
Kenneth Ellerbe, Chief,
D.C. Fire and EMS Department (FEMS)

Nikki Giovanni, poet

Thomas Graham, President, Pepco

Rep. Steny Hoyer, Member,

U.S. House of Representatives (D-Md); Minority Whip

**Allen Lew,** City Administrator, District of Columbia; Executive Director, D.C. Office of Public Education Facilities Modernization

Ben Jealous, President, NAACP

Martin O'Malley, Governor of Maryland

Michelle Rhee, Founder and CEO, StudentsFirst; Former Chancellor, District of Columbia Public Schools

Alec Ross, Senior Adviser on Innovation, Department of State

**Richard Sarles,** General Manager and Chief Executive Office, Washington Metropolitan Area Transit Authority (WMATA)

Tim Sparapani, Public Policy Director, Facebook

Gene Weingarten, columnist, Washington Post

Alice Walker, Pulitzer Prize-winning writer, poet & activist

Ralign Wells, Maryland Transit Administration Administrator

**Russell Williams,** Academy Award winning sound mixer; Member, The Academy of Motion Picture Arts and Sciences

### **Awards**

June 2010: Kojo Nnamdi was awarded InterAction's Media Award for Excellence in International Reporting.

**February 2011:** The Kojo Nnamdi Show received a Gracie Award from the Alliance for Women in Media for exemplary programming about women for its program titled "The Challenges Facing Haiti's Children," which addressed how the lives of children in Haiti were disrupted by the earthquake.



Martinez (second from left), WAMU 88.5 reporter Sabri Ben-Achour (far right), and host Kojo Nnamdi (bottom) in Port-Au-Prince, Haiti, with two local residents.



A young girl in Port-Au-Prince, Haiti.

### **METRO CONNECTION**

In FY11, WAMU 88.5 news revamped *Metro Connection*, its weekly news magazine program. Each 60-minute program focuses on a theme and features sound-rich, in-depth reporting from Rebecca Sheir, who joined the program as its new host in August 2010, and the award-winning team of reporters in the WAMU 88.5 newsroom. The new *Metro Connection* debuted on Oct. 1, 2010.

Metro Connection is deeply committed to finding the stories that can only happen in the Washington region. The regular segment "Door to Door" allows local residents to give listeners a tour of the neighborhoods they call home. In the monthly "D.C. Gigs" feature, correspondents speak with Washingtonians devoting their time and talent to jobs you won't find anywhere else in the country: from the man who collects the objects left at the Vietnam War Veterans Memorial to the taxi drivers who shuttle both tourists and political power brokers alike through the city.

With its reworked format, *Metro Connection* has attracted a growing audience. According to the most recent Arbitron data, the 1 p.m., Friday broadcast of the show is attracting 46,300 listeners – a 39.8 percent increase over May 2010. The 7 a.m., Saturday broadcast is second in the market with 45,500 weekly listeners. *Metro Connection* also has a strong presence on Twitter and Facebook and recently welcomed its 500th fan to its Facebook page.

"I'm writing because I can't believe I've never heard this TOTALLY AWESOME program [Metro Connection] before. Thank you for revealing to me that THIS is what the future of radio should/will be. I will never automatically hit the off button on the radio at 7 a.m. on Saturdays again. The pace, attitude, and story selection were fantastic today. I really couldn't turn it off and both my wife and I kept talking about each story as we listened. I kept asking myself, is this a new NPR show? Nah, too upbeat. Could it be a PRI breakthrough? Nah, it's all local. Could it possibly be a local team at WAMU? How is that possible? This is way too polished, way too carefully and thoughtfully curated to be the output of a typical local public radio station, even for a major market local radio station. But it is. And that's why I'm so proud to be a member of WAMU."

-Mike Starling, listener



Metro Connection host Rebecca Sheir

### **COASTAL CONNECTION**

On New Year's Eve 2010, WAMU 88.5 News debuted a new hourlong interview program, *Coastal Connection*, on 88.3 in Ocean City, Md. Hosted by veteran reporter Bryan Russo, *Coastal Connection* is a weekly in-depth exploration of the economics, politics, and culture of the rapidly changing Delmarva region.

Airing at noon and 8 p.m., Fridays, Coastal Connection is geared toward both local residents and the millions of tourists who visit the region each year. Since its launch, the program has featured conversations with some of the region's top newsmakers, such as U.S. Senator Barbara Mikulski and Maryland Comptroller Peter Franchot. It has also featured locally and nationally-known artists and musicians, including Grammy and Oscar-winning composer Randy Newman. In addition to in-studio interviews, Russo also incorporates sound-rich elements into each week's show, from the crack of the bat at a minor league baseball game to the roar of an airplane engine during an interview at 2,000 feet.

### **Special Series**

**Beyond the Boardwalk** 

"Beyond the Boardwalk" is a regular segment featuring the region's hidden gems and historic hamlets.

From Eastern Europe to Ocean City

During the summer months, Bryan Russo followed several foreign students as they arrived on the coast and attempted to make their way as seasonal workers on the beach.



A Ferris wheel in Ocean City, Md., home of 88.3 Ocean City.

### THE ANIMAL HOUSE

WAMU 88.5's *The Animal House* features the latest in animal science, pet behavior and wildlife conservation. Hosted by Sam Litzinger, the program hopes to deepen human understanding of animals and explain the bonds between humans and the animal world. In addition to noted conservationists, explorers, scientists and authors, each episode of *The Animal House* also features pet expert advice from Dr. Gary Weitzman, veterinarian and executive director of the Washington Animal Rescue League.

"[The Animal House] is a fantastic show - if I didn't thank you before for creating this show at light speed after the previous pet show abruptly ended, THANK YOU! Please relay this to Sam Litzinger, and whoever else had a hand in creating this show and lining up the interviewees. And, great choice getting Gary Weitzman ... the two of them click together as a duo. And they both have excellent, high-character radio voices."

- Grace Ault, listener

### **Notable Guests**

### **David Sedaris**

Author and humorist David Sedaris visited *The Animal House* to talk about "Squirrel Seeks Chipmunk", a darkly funny book of short stories combining human foibles and animal stereotypes.

### **Dereck and Beverly Joubert**

Husband and wife filmmakers and conservationists Dereck and Beverly Joubert discussed their film, *The Last Lions*, which followed a lioness as she struggles to protect her young and preserve her bloodline in Botswana's Okavango Delta.

### **Temple Grandin**

Animal welfare and autism activist Temple Grandin was featured on *The Animal House* to discuss how animals use their minds, and the connections between the animal and human minds.



The Animal House producer Karen Munson "interviews" flamingos at the National Zoo in Washington, D.C.

### THE BIG BROADCAST and HOT JAZZ SATURDAY NIGHT

In addition to high-quality talk programming, WAMU 88.5 offers compelling entertainment programming on the station's main frequency in the form of *The Big Broadcast* and *Hot Jazz Saturday Night*, which pay homage to bygone eras in media and music.

### The Big Broadcast

Each Sunday, legendary radio personality Ed Walker hosts *The Big Broadcast*, a survey of popular recordings from the 1930s, '40s and '50s. Loyal fans tune in weekly for Walker's trip down memory lane, which features classic programming like *Gunsmoke*, *The Lone Ranger*, and *Fibber McGee and Molly*. *The Big Broadcast* is the longest running program on WAMU 88.5 and continues to be a Sunday night tradition for listeners throughout the country.

### Hot Jazz Saturday Night

On Dec. 31, 2010, Rob Bamberger kicked off the new year and celebrated 30 years of his *Hot Jazz Saturday Night* program with a live broadcast from Washington's Omni Shoreham Hotel. In the tradition of Bamberger's weekend vintage jazz broadcast, A Hot Jazz New Year's Eve featured live music from the '20s, '30s and '40s, performed by vocalist Barbara Rosene and Her New Yorkers, along with lessons from dance instructors in period dances such as the Charleston and Lindy Hop. The event marked the first live New Year's Eve broadcast from outside the studio in station history.

"Simply the best show ever on radio."

- John Kovac, listener



Hot Jazz Saturday Night host Rob Bamberger at A Hot Jazz New Year's Eve, the kick-off to WAMU 88.5's 50th anniversary year.

### **WAMU 88.5 NEWS**

During FY11, WAMU 88.5 News continued to provide high-quality local news and in-depth coverage of stories critical to the region. Expanded in recent years under the leadership of news director Jim Asendio, the newsroom garnered several awards for exceptional work, including breaking news reports from the site of the 2009 Metro crash which killed 9 people, and a September 2010 hostage situation at the Discovery Communications building in Silver Spring, Md. With the addition of an online managing editor and web producers embedded in the newsroom, WAMU 88.5 enhanced stellar reporting with photo and video from news scenes, as well as additional multimedia materials.

"Thanks to reporter Kavitha Cardoza for her thorough report on the events at the Discovery building yesterday. She was alone among broadcasters I've heard to amplify the issues behind James Lee's actions. Not a Discovery viewer, I was surprised to learn from her that a channel known for nature programs would carry reality shows featuring big families. Overpopulation is in fact an issue facing the planet. Mr. Lee's reaction to these TV programs was obviously irrational, but information provided by your reporter enlarged our understanding of his motives.

- Carol McCabe, listener

With renewed grant funding from the Rockefeller Foundation, WAMU 88.5 continued to collaborate with WNYC in New York City to cover transportation issues. The newsroom also received funding from the Wallace Genetic Foundation for environmental reporting. Additionally, funding from an anonymous donor allowed WAMU 88.5 to dispatch environmental reporter Sabri Ben-Achour to Port au Prince, Haiti, in November 2010, nearly a year after an earthquake devastated the nation's capital city, to report the roles D.C.-area organizations and individuals played in the country's recovery.

Closer to home, WAMU 88.5 News expanded its Youth Voices program by partnering with the Latin American Youth Center and the national Youth Radio program. New and returning high school and college students learned how to research, write, and voice commentaries and long-form radio stories that are eligible to be aired on WAMU 88.5.

Also in FY11, WAMU 88.5 News debuted *Coastal Connection*, an hour-long public affairs program covering the Eastern Shore on 88.3 Ocean City. WAMU 88.5 News also revamped its weekly newsmagazine, *Metro Connection*, by focusing individual programs on thematic topics and by assigning additional newsroom staff to the program.

### **Special Series**

April 2011: "The Heavy Burden of Obesity"

One of every three children in the United States is overweight or obese. WAMU 88.5 education reporter Kavitha Cardoza and producer Ginger Moored explored the health crisis in a five-part series which included perspectives from parents, physicians, researchers, and children.

"Thanks for this series. I appreciate the many amazing personal stories and useful facts about fatness, and hope to pivot to making some serious changes to my lifestyle, and possibly that of others...definitely want to find out how I can help children and teens live a more active, and thus fulfilling life. I know I had it good when I was their age. Well done WAMU, Kavitha Cardoza and Ginger Moored! Keep 'em coming."

- commenter Mbacham via wamu.org

### August 2010: "Against All Odds"

Education reporter Kavitha Cardoza captured the stories of three Washington-area students who seemed destined to succeed despite their experiences with grief and loss, serious illnesses, and language and cultural barriers.

### March 2011: "Lifelong Learning"

In this new weekly series, WAMU 88.5 News provided individuals from the community with an opportunity to tell, in their own voices, how they learned a valuable life lesson in or outside of the classroom.

### **Awards**

WAMU 88.5 received four Chesapeake Associated Press Broadcasters Association awards:

**Outstanding Spot News (Breaking News) Coverage** – "Gunman Reported In Discovery Communications Building" – by David Schultz and Elliott Francis

**Outstanding Enterprise Report** - "VA Police Refuse To Release Documents" by Michael Lee Pope

**Outstanding Multimedia/Online Journalism (Individual)** – "La Buena Mentira: The Good Lie" by Patrick Madden

**Outstanding Use of Sound** - "Reduce, Reuse, Re-Oyster" by Sabri Ben-Achour

WAMU 88.5 News also won four awards from Public Radio News Directors, Inc. (PRNDI):

**First Place, Breaking News** - "Metro Crash" by WAMU 88.5 News team

**First Place, Use of Sound; Second Place, Writing -** "J Street, Traffic Circles, and the Swamp that Never Was" by Rebecca Sheir

**Second Place, News Feature** - "A Stingray By Any Other Name Would Taste The Same" by Sabri Ben-Achour

### **DCentric**

As part of a two-year long, Knight Foundation-funded, NPR-managed collaboration called Project Argo, WAMU 88.5 launched DCentric, a blog focusing on issues of race and class in the District, in August 2010.

With its nuanced look at life in the District at a time of transformation, DCentric spurred intense conversation with several early posts. In a widely-shared post, bloggers explored the stigmatization of pit bulls with Lisa LaFontaine, president and CEO of the Washington Humane Society. DCentric also took on the topics of affordable housing in the District, unemployment, Michelle Rhee's educational reforms, race at NPR after the dismissal of Juan Williams, and the fallout from the polarizing mayoral race.

To accompany the blog, DCentric launched a Facebook page and a Twitter account, offering readers additional forums to share comments, converse with other readers, and ask questions.



WAMU 88.5 reporter Sabri Ben-Achour in the station's news room.

### WAMU'S BLUEGRASS COUNTRY

IN FY11, WAMU's Bluegrass Country continued its long tradition of celebrating traditional bluegrass and Americana music. To that end, Bluegrass Country debuted two new shows. *Capital Americana*, hosted by Jen Hitt, is an hour-long Americana program to highlight new acoustic American roots. *Bluegrass Gospel USA* with host Bill Miller of Knoxville, Tenn., is a music-intensive show featuring the very best in bluegrass gospel music by the greatest acoustic artists of our time.

Bluegrass Country's studios have become a destination for many bluegrass, old time and Americana bands traveling through the Washington area. Many of those performances have been captured on video and are now available on bluegrasscountry.org and on the new Bluegrass Country YouTube channel.

http://www.youtube.com/user/bluegrasscountry

### **Media Sponsorships**

Like WAMU 88.5, Bluegrass Country partners with community and cultural organizations around Washington, D.C., Virginia, and Maryland to sponsor events of interest and importance to our listeners.

### **FY2011 Media Sponsorships**

July 4-16, 2010: Common Ground on the Hill Traditions Week I & II & Awards Concert

June 12, 2010: Kingman Island Bluegrass & Folk Festival

Sept. 25, 2010: 15th Annual Comhaltas Ceoltoiri Eireann (CCE) Irish Folk Festival

Sept. 27-Oct. 3, 2010: The Mast Farm Inn Emerging Artist Series

April 16, 2011: D.C. Bluegrass Festival April 28-May 1, 2011: MerleFest

### **Highlights**

### May 2010:

WAMU's Bluegrass Country became only the second HD Radio® multicast station in the nation to place in an Arbitron® monthly report, ranking 47th overall for the month of May 2010 in the competitive Washington market. Bluegrass Country is the first Washington multicast channel to rank in a monthly report.

### July 2, 2010:

Dick Spottswood, music scholar and host of *The Dick Spottswood Show* on WAMU's Bluegrass Country, celebrated 25 years on-air.

### July 10, 2010:

Lee Michael Demsey, host of *The Lee Michael Demsey Show* and the *Bluegrass Unlimited Top 30 Countdown* on WAMU's Bluegrass Country, celebrated 35 years on air.

### August 12, 2010:

WAMU's Bluegrass Country celebrated Vinyl Record Day by producing an entire day of programming devoted to spinning those wonderful little black circles. 33, 45, and 78 records were prominently featured on special editions of *The Katy Daley Show, The Lee Michael Demsey Show, The Gary Henderson Show, Lonesome Pine RFD*, and *The Ray Davis Show*.



Dick Spottswood, host of *The Dick*Spottswood Show on WAMU's
Bluegrass Country



Lee Michael Demsey, host of *The*Lee Michael Demsey Show on
WAMU's Bluegrass Country

### September 18-24, 2010: Bluegrass Country celeborated a banjo-specific posterior the origins, virtuosity, aplayers. Included were specific control of the origins of the origins of the origins.

Bluegrass Country celebrated the very first Banjo Week. We created a banjo-specific programming schedule that highlighted the origins, virtuosity, and future of the banjo and banjo

the origins, virtuosity, and future of the banjo and banjo players. Included were special banjo-centric editions of *Editor's Picks*, *Open Mic*, and *Bluegrass Master Class*, as well as short news features such as "Music that Matters" and "Musician's Tips" from some of the world's greatest banjo players.

### September 27-October 1, 2010:

Bluegrass Country broadcast live from the 2010 International Bluegrass Music Association (IBMA) World of Bluegrass Conference in Nashville, Tenn. During our stay, we broadcast and/or recorded interviews and performances from more than 35 bands. Hosts Katy Daley, Lee Michael Demsey, Echo, Jerad Walker, Bob Webster, and engineer Erin Stamper were present.

### March 2011:

Bob Webster, host of *Stained Glass Bluegrass* on WAMU's Bluegrass Country, was chosen by the International Bluegrass Music Association (IBMA) to participate in the 2011 class of Leadership Bluegrass. Leadership Bluegrass is an intensive three-day program that invites participants to examine the challenges and opportunities facing bluegrass and the overall music industry, along with related leadership issues. Katy Daley, host of *The Katy Daley Show*, also attended the event as a member of the Leadership Bluegrass Planning Committee.

### **Notable Guests**

In FY11, BGC continued its great tradition of interviews and live performances, hosting the following in the Washington studios and from studios in Nashville:

Ralph Stanley Doyle Lawson & Quicksilver **Del McCoury Band** Michael Cleveland & Flamekeeper Missy Raines and The New Hip Chris Hillman, Herb Pederson & John Jorgenson The Infamous Stringdusters Frank Solivan & Dirty Kitchen Adam Steffey and Kym Warner **Bill Emerson & Sweet Dixie** The Gibson Brothers Mike Compton and Joe Newberry Wheatstraw Red Hen Run of the Mill Sting Band Greg Adams' Banjo Show

Bill Mansfield Crowe, Lawson & Williams Joe Mullins and the Radio Ramblers The Hillbenders Rockin' Acoustic Circus Larry Stephenson Band The Spinney Brothers **Snyder Family Band** IIIrd Thyme Out **Danny Paisley** & Southern Grass **Sweet Potato Pie** The Boxcars Peter Rowan Band The SteelDrivers John Starling G 2 Bluegrass Band



Members of Red Hen performing on WAMU's Bluegrass Country

## Community

### **The Community Minute**

The Community Minute provides nonprofits with valuable exposure for their good work in many areas of need in our community. In FY 2011, WAMU 88.5 highlighted 44 organizations on-air, giving listeners an opportunity to hear from organization leaders and clients. Additionally, 10 organizations working on the Eastern Shore were highlighted in Community Minute segments on 88.3 Ocean City.

"On behalf of everyone at For Love of Children, I cannot thank you enough for your generous support of our organization through the WAMU Community Minute. Much of the FLOC team has already heard the piece air – our staff, board members, volunteers and others – and everyone is delighted. It's truly a fantastic piece, and we are so honored that you chose to work with us. Thank you!"

- Andrea Messina,

**Director of Development, For Love of Children** 

"As a regular WAMU listener, I was delighted to hear Peter Lowet on the Special Projects session this morning. It is so important for the general population to hear about the services Mobile Medical Care provides to low income and homeless people. I have been a volunteer at Mobile Medical Care clinics for many years, so I was pleased that this segment was on WAMU today. Thank you."

- Lola Jean Cross, WAMU 88.5 listener

### **FY 2011 Community Minute organizations**

May 2010

Watershed maintenance: The Potomac Conservancy, Friends of

Rock Creek's Environment

At-risk youth and families: LifeSTARTS Youth & Family Services, Sasha Bruce Youthwork (SBY)

June 2010

Youth gardening: Common Good City Farm, Washington Youth Garden

Homelessness: The Coalition for the Homeless, Homestretch

**July 2010** 

Clothing donations: Ecumenical Community Helping Others,

Inc. (ECHO), Share, Inc. Technology and job training: Byte Back, CitiWide Computer

Training Center (CitiWide)
Ocean City: Shore Up!, Inc.

August 2010

School supplies:Black Student Fund(BSF), Supply Our Schools(SOS) Volunteer mobilization: Volunteer Fairfax, Greater DC Cares

Ocean City: Maryland Coastal Bays Program



### September 2010

Cancer support groups: DC Cancer Consortium, The Wellness

Community Greater Washington, DC

Domestic violence awareness: Doorways for Women and Families,

Deaf Abused Women's Network (DAWN)

Ocean City: Eastern Shore Writers' Association

### October 2010

Meals for the hungry: So Others Might Eat (SOME), Miriam's Kitchen Animal welfare: The Welfare Animal League of Arlington (AWLA), The Homeless Animal Rescue Team (HART)

Ocean City: Go Getters, Inc.

### November 2010

Veterans: FareShare, The United States Veterans Initiative - D.C. Early childcare and education: Jubilee Jumpstart, Bright Beginnings

Ocean City: The Judy Center

### December 2010

Animals and people: People Animals Love (PAL), Fairfax Pets on Wheels (FPOW)

World AIDS Day: The Northern Virginia AIDS Ministry, Pediatrics AIDS/HIV Care, Inc.

Ocean City: Maple Shade Youth & Family Services, Inc.

### January 2011

Food services: Arlington Food Assistance Center, SHARE Food

Network

Conservation: Restore Mass Ave., The Accokeek Foundation
Ocean City: Believe in Tomorrow Children's Foundation

### February 2011

Art therapy: City At Peace DC, Art Enables

Youth: Cakes for Cause, Adams Morgan Youth Leadership Academy

Ocean City: Delaware Financial Literacy Institute

### March 2011

Get active: KEEN Greater DC Children: For the Love of Children

Ocean City: Deaf Independent Living Association

### April 2011

Medical care: Mobile Medical Care Resources for families: The Family Place

Ocean City: Life Crisis Center

## Communi

### **The Community Council**

The WAMU 88.5 Community Council is the station's advisory board as defined by the Public Broadcasting Amendments of 1981. The council assists WAMU 88.5 in fulfilling its mission of community engagement by carrying out activities designed to strengthen ties between the station and the community it serves. Members represent the diverse interests of the listening public in regular meetings with WAMU 88.5's staff and management. They also serve as the station's eyes and ears in the community, and periodically review its goals and significant decisions.

The Community Council consists of up to 22 members, including one ex-officio member, who live within the coverage area of the station, are contributing members, and who wish to preserve, promote, and strengthen the public media service provided by the station. Members serve staggered three-year terms beginning in January. The full council meets quarterly with station management and staff, and these meetings are open to the public. In FY11, the quarterly meetings took place on Sept. 22, 2010, Dec. 8, 2010, and Feb. 9, 2011. The fourth meeting was held on May 17, 2011, at the beginning of the new fiscal year.

The Dec. 8, 2010 quarterly meeting was the final meeting for Chairman Dale Clayton-Morrison and long-time members Victoria Zuckerman, Murray Horwitz, Alexander Wilson, and Amy Truesdell. Each of them had completed two three-year terms on the council and were ineligible for re-appointment at this time. Each received certificates of appreciation from David Taylor, Chief of Staff, Office of the American University President, and a Day Sponsorship in their honor was aired on the station. On January 20, 2011, WAMU 88.5 General Manager Caryn G. Mathes hosted a reception to honor the retiring members and welcome the new members to the Community Council.

Patricia Mathews succeeded Dale Clayton-Morrison as Chair of the Community Council, and Lawrence McCarthy became Vice-Chair. Seven new members were welcomed to the Council: Barbara Bares, Sharvell Becton, Laura Chambers, Patricia Hartge, Kim Y. Jones, Virginia McArthur and Anthony Sarmiento.

### FY 2011 WAMU 88.5 Community Council members

Patricia N. Mathews (Chair) Lawrence T. McCarthy (Vice Chair)

Barbara Bares Chuck Bean Sharvell Becton Mary Briggs Laura Chambers Maria Gomez Patricia Hartge Kim Y. Jones Judge Anita Josey-Herring Lee Kirstein Kent W. Lynn Virginia A. McArthur Amy L. Nakamoto R. Daniel Okonkwo Nancy Sanger Pallesen Micaela Mejia Pond Donald R. Quayle Anthony R. Sarmiento

Peter Tannenwald (ex-officio)



Outgoing chair of the WAMU Community Council, Dale Clayton-Morrison

## Communit

### **Community Dialogues**

As part of its mission to bring the needs and concerns of the listening community to the station, the WAMU Community Council has, for more than 15 years, sponsored a series of discussion meetings with community leaders and experts on a wide variety of issues of concern to our community. Not only have these off-the-record discussion meetings helped the station's programming and news teams gain a better understanding of critical community issues, but they have also provided a forum for the participants to communicate and discover common goals. During FY11, the council began its exploration of the challenges and goals put forth in Region Forward, a comprehensive planning guide for Regional Planning and Measuring Progress in the 21st Century prepared by the Greater Washington 2050 Coalition and approved by the Board of Directors of the Metropolitan Washington Council of Governments in January of 2010. During FY11, the council sponsored the following Community Dialogues:

### **Region Forward: A Comprehensive Guide for**

Regional Planning and Measuring Progress in the 21st Century - May 27, 2010 The participants in this Community Dialogue were closely involved in the preparation of Region Forward. Sharon Bulova, Chairman of the Fairfax County Board of Supervisors, chaired the Greater Washington 2050 Coalition; David J. Robertson, Executive Director of the Metropolitan Washington Council of Governments (COG); and Paul DesJardin, Director of the Department of Community Planning and Services for COG.

### The Water Supply for a Growing Region:

Demand, Control, Waste and Run-off - September 20, 2010

This Community Dialogue continued the Council's exploration of Region Forward by focusing on the need to continue to provide and preserve a water supply for our region that meets and exceeds environmental standards. The Chief of COG's Water Resources Program participated in this discussion along with representatives from the Interstate Commission on the Potomac River Basin, the Fairfax County Water Authority, the Washington Suburban Sanitary Commission, and the Washington Aqueduct.

### Providing Affordable Housing for our Region - November 16, 2010

One of the goals of Region Forward is to "make the production, preservation, and distribution of affordable housing a priority throughout the region." The Director of the Department of Housing and Community Development for the District of Columbia participated in this discussion along with representatives from the Legal Aid Society of DC, the East of the River Community Development Corporation, the Urban Institute's Metropolitan Housing and Communities Policy Center and the Housing Counseling Services, Inc.

### The Way In Which Community Colleges

Prepare Students for the Workforce - March 17, 2011

Providing greater access to the best education at all levels and providing access to vocational training and education options throughout the region are among the targets outlined in Region Forward. This Community Dialogue focused on the role of Community Colleges and the officers in charge of Workforce Development and Continuing Education programs at Prince Georges Community College, Montgomery College, Northern Virginia Community College, and the Community College of the District of Columbia participated in this dialogue along with the Deputy Director of Greater Washington Research at The Brookings Institution.



### **Community Partnerships**

WAMU 88.5 partners with community and cultural organizations around Washington, D.C., Virginia, and Maryland to sponsor events of interest and importance to our listeners.

### **FY2011 Media Sponsorships**

June 21 - 27, 2010: AFI-Discovery Channel SILVERDOCS Documentary Festival

**July 2010:** The Music Center at Strathmore's BSO Summer Concert Series

July 23-24, 2010: Interwoven at the Textile Museum

Sept. 11, 2010: Kennedy Center Open House Arts Festival

**Sept. 24, 2010**: National Council for the Traditional Arts (NCTA) presents the NEA National Heritage Fellowship Awards Concert

**Sept. 24-Oct. 28, 2010:** American University Center for Human Rights 11th Annual Rights Film Festival

Oct. 21-Oct. 30, 2010: Arabian Sights Film Festival

**Oct. 23, 2010:** Washington Performing Arts Society presents Sweet Honey in the Rock

Nov. 14, 2010: Kennedy Center Jazz Series - Ramsey Lewis in concert

**Jan. 14, 2011:** Sixth and I Historic Synagogue's 7th Annual Shabbat in Commemoration of Dr. Martin Luther King, Jr., and Rabbi Abraham Joshua Heschel

March 15-27, 2011: Environmental Film Festival

March 26, 2011: Kennedy Center Jazz Series - Branford Marsalis Quartet with Terence Blanchard Quintet in concert

April 7-17, 2011: Filmfest DC

**April 11-13, 2011:** Young Playwrights' Theater presents New Play Festival

April 15, 2011: Kennedy Center Jazz Series - Ben Williams at the Jazz Club

April 22-June 5, 2011: Arena Stage presents Ruined

**April 27, 29, May 1, 2011:** Wolf Trap Foundation for the Performing Arts presents *The Inspector* 

**April 28-29, 2011:** American University Center for Human Rights & Humanitarian Law Human Rights Conference



A chef preparing a sample during Arts on Foot, for which WAMU 88.5 was a media sponsor.

### AU professors who appeared on WAMU 88.5

The Diane Rehm Show

**Gordon Adams,** Professor, School of International Service, "Defense Spending and the Defense Budget," Sept. 14, 2010; "Proposed Cuts to Defense Spending," April 18, 2011

**Akbar Ahmed,** Ibn Khaldun Chair of Islamic Studies and Professor of International Relations, "Congressional Hearings on Muslims in the U.S.," March 11, 2011

**Amanda Frost,** Professor, Washington College of Law, "The Constitution Today-Separation of Powers," Oct. 19, 2010

**Milton Greenberg,** Professor Emeritus of Government, American University "Readers Review: 'The Masters' by C.P. Snow," March 23, 2011

**Kimberly Leighton,** Assistant Professor, Philosophy, College of Arts and Sciences "Fertility's Legal Issues," Aug. 16, 2010

James Thurber, Professor & Director of the Center for Congressional and Presidential Studies at American University, "National Issues Outlook," Jan. 3, 2011; "President Obama's Second State of the Union Address," Jan. 26, 2011; "President Obama's First Two Years in Office," April 21, 2011

**Stephen Vladeck,** Professor, Washington College of Law, "Wikileaks: New Disclosures and Legal Issues of Its Founder," Dec. 9, 2010

### The Kojo Nnamdi Show

Jorge Abud, Assistant Vice President for Facilities Development and Real Estate, "Town & Gown Relations: Universities Plan New Construction Monday," March 21, 2011

**Akbar Ahmed,** Ibn Khaldun Chair of Islamic Studies and Professor of International Relations, "Islam vs. Secularism in Europe," May 11, 2010

**Julian Bond,** Distinguished Adjunct Professor, Department of Government, "The 'Green Book' and Segregated America," Sep. 13, 2010

**Keith Gill,** Director of Athletics and Recreation, "Sports & The Long-term Effects of Concussions," Sept. 23, 2010

**David Lublin,** Professor of Government, School of Public Affairs, "Drawing New Voting Districts," Aug. 2, 2010

**Chris Palmer,** Director, Center for Environmental Filmmaking, "Wildlife Photography: Natural or Staged?" Oct. 21, 2010

Jamin Raskin, Professor of Law, Washington College of Law, "Corporations for Good," Feb. 17, 2011; "Beyond 'Corporate Social Responsibility," Jun. 28, 2010

Esther Sternberg, M.D., Adjunct Professor, "Healing Spaces," May 31, 2010

**Stephen Vladeck,** Professor of Constitutional Law and Federal Jurisdiction, Washington College of Law, "The Legal Battle over Healthcare," Dec. 14, 2010; "Can the U.S. Prosecute Wikileaks?" Dec. 7, 2010

Russell Williams, Distinguished Artist in Residence, School of Communications, "Oscar Buzz," Feb. 23, 2011



Professor of Government and Founder and Director of the Center for Congressional and Presidential Studies, American University



Ambassador Akbar Ahmed, Ibn Khaldun Chair of Islamic Studies and Professor, School of International Service, American University

## Community

### **Educational Impact**

In addition to the American University students who work at WAMU 88.5 through the Federal Work Study program, WAMU 88.5 also hosts interns in various station departments. These individuals show a great deal of initiative in pursuing professional development, and WAMU 88.5 benefits greatly from their efforts year-round.

### **WAMU 88.5 News Interns**

Amanda Bobbitt, The Key School in Annapolis Arielle Hawkins, Georgetown University Sylvia Carignan, American University Jessica Jordan Jonna McKone Connie Beresh

### The Kojo Nnamdi Show Interns

Virginia Pasley, University of Missouri in Columbia Saron Yitbarek, University of Maryland Ali M. Latifi, American University Laura Dolbow, Vanderbilt University Jonathan Howard, Saint Joseph's University Anne Elizabeth Hoffman

### **Bluegrass Country Interns**

Mark Waterman, Northern Virginia Community College Leah Wood Molly McGinley Nate Dickinson

### **Engineering Interns**

Hugo Castellanos, University of Central Florida

### **Business Administration Interns**

Jesse Dreyer, Lab School of Washington DC

### **WAMU 88.5 Volunteers**

WAMU 88.5 relies on listeners who share a personal appreciation for public broadcasting to serve as volunteers. The station's volunteer programs not only benefit the station, but also give volunteers an opportunity to see how public radio works first hand, use existing skills, and develop new ones. Volunteers assist with membership campaigns, special events, reception duties, and other tasks around the station. In FY11, 594 volunteers contributed more than 7,000 hours to WAMU 88.5 in FY11.

### **WAMU Ambassadors**

WAMU Ambassadors help increase awareness of WAMU 88.5 with their presence at community events. Their involvement sends out a message that WAMU 88.5 is worth supporting. They provide information about the station at events sponsored by WAMU 88.5. These events take place at galleries, theaters, concerts, and other great places throughout the Washington metro area.

During FY11, WAMU Ambassadors supported and represented the station at 22 events in the greater metropolitan community.

### **Volunteer Awards**

The WAMU 88.5 Volunteer of the Year Award is given to the volunteer who has contributed significantly to the station, has shown a dedicated interest in WAMU 88.5, and has performed their duties in an efficient, reliable, and collegial manner. Garland Gobble & Kate Shawcross were recognized as WAMU 88.5 Volunteers of the Year on April 21, 2011 at the station's Volunteer Recognition Night.

The Special Projects Award is presented to the volunteer who has shown a dedicated interest in WAMU 88.5 and has unselfishly taken their time to work on a special project for WAMU 88.5 use. The award was presented to Brian Greenberg on April 21, 2011 at the station's Volunteer Recognition Night.

Additionally, WAMU 88.5 recognizes one volunteer each month for his or her meaningful contributions to the station.

### **FY11 Volunteers of the Month**

June 2010: Kate Shawcross July 2010: Deborah LaLond August 2010: Julie Weitz

September 2010: Donal O'Connell October 2010: Barbara Delaviez November 2010: Dusty Kreisberg December 2010: Adam McCrensky

January 2011: Janice Law

February 2011: Dorothy Schoeneman

March 2011: Christine Gill April 2011: Charles Kelley



WAMU 88.5 Volunteers greet guests at a Leadership Circle event

### THE STATION ONLINE

FY11 was a remarkable year for WAMU 88.5's online team. In order to continue to meet listener expectations in a constantly evolving digital, social, and mobile media era, WAMU 88.5 expanded its in-house web team from three full time positions to nine. The station added one senior web developer, a full-time web designer, and a team of web content producers managed by an online managing editor.

The new digital media team was immediately tasked with improving the production value of WAMU 88.5's online news to match that of the on-air output, and redesigning wamu.org. Simultaneously, the team continued to provide design, development, and web production support to *The Kojo Nnamdi Show, The Diane Rehm Show, The Animal House, Coastal Connection*, and *Latitudes*.

With planning and development on the new wamu.org underway, the digital media team continued to improve the performance of the site, making small, iterative changes as a precursor the upcoming overhaul. These small changes executed in February 2011 resulted in a growth of the online news audience, bringing more new visitors to wamu.org than in previous months. Enhancement to the WAMU 88.5 News pages also made the station's news more attractive to search engines and content distributors, such as the Associated Press.

### **Social Media**

### **Facebook**

WAMU 88.5's *The Diane Rehm Show, The Kojo Nnamdi Show* and *Hot Jazz Saturday Night* continued to further the on-air conversation by posing audience questions on Facebook and using the site to post photos, videos, and other content. Additionally, in FY11, WAMU 88.5 News and DCentric launched Facebook pages.

### **Twitter**

The Diane Rehm Show and The Kojo Nnamdi Show continued to solicit audience questions and comments for on-air segments. Metro Connection and DCentric also joined Twitter.

### Find WAMU 88.5 on Twitter:

WAMU 88.5 The Diane Rehm Show The Kojo Nnamdi Show WAMU 88.5 News WAMU 88.5's Bluegrass Country Metro Connection DCentric @wamu885

@drshow

@kojoshow

@wamu885news

@wamubluegrass

@wamumetro

@DCntrc

### **Information Technology**

The Information Technology department works to ensure the WAMU 88.5 staff is able to work effectively and efficiently day-to-day, and make sure WAMU broadcasts go smoothly and with little interruption to the main broadcast signal.

### **Highlights from FY11 include:**

Overhauled WAMU 88.5's data Network Electronics with HP Enterprise class network switches with fiber connectivity to improve bandwidth for demanding broadcast, audio, and video applications.

Implemented Enterprise class scalable EMC big data Isilon storage solution to keep up with the demanding content creation from audio, video, documents, and photos.

Adopted cloud-based technologies to improve remote administration and desktop computer security and granular software control.

Updated 25 percent of all desktop computers in the station.

Began the migration of Windows XP to Microsoft Windows 7.

Started the migration from Windows Server 2003 to Windows Server 2008.

### **Engineering**

WAMU 88.5's Engineering department is tasked with installing and maintaining all equipment necessary for transmission of the station's broadcasts.

In FY11, the department's highlights include:

Executed the launch of 88.3 Ocean City, which debuted June 25, 2010.

Installed new microwave system which handles all American University phone traffic to the station's building and program audio to the transmitter site on campus.

Set up new audio codec and transmission system to feed main and backup audio for WAMU 88.5, 88.3 Ocean City and at WETA, where in agreement with WETA, WAMU has placed transmission equipment to be used should the main site fail entirely.

Added new LED lighting system to station's tower on American University campus.

Installed new Turboplayer playout program for DAVID automation system.

Orchestrated live broadcast of A Hot Jazz New Year's Eve program from the Omni Shoreham Hotel in Washington, D.C.

Set up and recorded three "Joined By War" two-way programs between Washington, D.C., and Kabul, Afghanistan panelists and audience using Skype.



Host Kojo Nnamdi (right) and producer Ingalisa Schrobsdorff use Skype to communicate with "Joined By War" participants in Kabul, Afghanistan.

### **DEVELOPMENT**

### **Membership Campaigns**

### New and Returning Member Campaign: May 3-7, 2010

During the May 2010 new and returning member campaign, held May 3-7, 2010 during *Morning Edition*, WAMU 88.5 welcomed 1,904 new and rejoining members, exceeding the goal of 1,350 members by 41 percent. The station also heard from 879 renewing and additional gift donors. The campaign raised \$315,877, a 12 percent increase in revenue and 10 percent increase in average gift amount over the prior year campaign.

### Fall Membership Campaign: Oct. 16-23, 2010

WAMU 88.5's October 2010 on-air membership campaign was the largest Fall campaign in the station's history. More than 14,000 members contributed \$1.7 million. The Save-A-Day campaign raised more than \$110,000, and Leadership Circle donors and WAMU's Community and Development Advisory Councils contributed more than \$109,000 in member match grants. Also during the fall campaign, WAMU's Bluegrass Country raised \$45,573 from 452 members.

### Winter Membership Campaign: Feb. 12-18, 2011

The February 2011 50th anniversary on-air membership campaign was the largest winter campaign in the station's history, with \$1.4 million contributed from more than 12,000 members. Donors also contributed \$80,000 to our Save-A-Day campaign, and Leadership Circle members, the Wallace Genetic Foundation, and the Development Advisory and Community Councils contributed \$127,050 in matching grant funds. Also during the winter campaign, WAMU's Bluegrass Country received \$44,513 in gifts from 449 members.

During the fall and winter campaigns, more than half (56.5 percent) of all respondents were new/returning members.

### **Vehicle Donation**

On-air promotion of the vehicle donation program boosted results to a record return, with WAMU 88.5 exceeding \$1.1 million in net revenue. In addition, WAMU's Bluegrass Country received eight vehicle donations during the year. Our special April 2011 Zipcar promotion attracted 149 vehicle donations for WAMU 88.5, and one vehicle donation to benefit Bluegrass Country.

### **Employer Matching Gifts**

Throughout the course of the fiscal year, employer matching gifts totaled \$52,171, a \$3,000 increase from the previous year.

### **Events**

An eBlast-only offer of David Sedaris tickets at GW Lisner in Oct. 2010 raised \$11,500.



Volunteer Barbara Waite-Jaques answering a phone during a membership campaign



Volunteer Leah Dlugolecki, winner of the legibility award during a membership campaign

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### **Leadership Circle**

Leadership Circle members share a common passion for public radio and its mission to provide a marketplace for ideas and a destination for civil discourse that is accessible to all citizens. They treasure public radio and WAMU 88.5 as a trusted voice for news and information that enriches lives, connects people in our community, and deepens the understanding of the issues that matter most. Leadership Circle members believe that WAMU is vital to the Washington, D.C., metropolitan area and worthy of their philanthropic investment. Leadership Circle gifts enable WAMU to provide the entire population in our area, including listeners who may not have the financial resources, with high-quality, balanced, and in-depth information, news and entertainment on multiple platforms for 24 hours each day. In appreciation of their generosity, Leadership Circle supporters enjoy a special relationship with the station and exclusive, "behind-the-scenes" opportunities.

Leadership Circle membership starts at the \$1,000 level and offers unique benefits, including an annual reception to meet WAMU 88.5 hosts and producers, day sponsorships to share personal messages on air, and a private tour of the station upon request. Leadership Circle donors who choose to give at the \$2,500+ level enjoy additional benefits and are invited to small and intimate gatherings, WAMU Salon Series events, featuring both WAMU and other national public radio personalities. The Leadership Circle also offers opportunities to designate "special purpose" gifts of \$10,000 or more.

### **Leadership Circle Events**

On October 30, 2010, Leadership Circle supporters and prospective donors were invited to an intimate event dedicated to WAMU's 88.5's *The Animal House*, a weekly discussion that explores the latest in animal science, pet behavior, and wildlife conservation. Guests of honor included Gary Weitzman, a weekly contributor on *The Animal House* and CEO of the Washington Animal House Rescue League, along with Pat Constable, a longtime foreign correspondent for *The Washington Post* and the founder of the Afghan Stray Animal League, which helps rescue and care for dogs and cats in war-torn Afghanistan. The event was hosted by WAMU 88.5 Leadership Circle donor Elaine Broadhead at the Glen Ora Farm in The Plains, Va.

On October 17, 2010, Producer-level supporters (donors who contribute \$2,500 or more annually) enjoyed an introduction to the world of sound by Fred Newman, an award-winning writer, actor, sound designer, musician, and regular performer on *A Prairie Home Companion* with Garrison Keillor. Only Fred can make the sound of a creaking door so precisely that one can imagine the thickness and age of the door and just how far it has swung open. This Salon Series event was hosted by Development Advisory Council member Dale Clayton-Morrison and her husband Kent, and by Development Advisory Council chair Dick Kaufmann and his wife Barbara at the Morrison residence.

On April 6, 2011, WAMU 88.5 held its annual Leadership Circle reception at the Katzen Arts Center at American University, honoring the generosity of all Leadership Circle members. Nearly 200 supporters enjoyed the opportunity to mingle with WAMU 88.5 hosts, including Diane Rehm and Kojo Nnamdi, General Manager Caryn G. Mathes, and American University President Neil Kerwin. Well Dunn Catering provided food and Calypso Organic Selections provided the libations.



American University President Neil Kerwin and WAMU 88.5 General Manager Caryn G. Mathes at a station Leadership Circle event.

### WAMU 88

### **WAMU 88.5 Development Advisory Council**

WAMU 88.5's Development Advisory Council is a committed group of appointed volunteers who embrace the call to serve and accept the responsibility to lead. Members act as advocates for the station, enthusiastic communicators of its mission, and generous financial supporters who play an integral role in leadership fund-raising activities.

**FY 2011 Development Advisory Board Members** 

Richard D. Kaufmann, Chair Viriginia A. McArthur, Vice Chair Clifford Brody Dale Clayton-Morrison Raymond Gustini Dr. William R. Leahy Donal O'Connell Phillip Wakelyn, Ph.D. Kathy Wiseman Victoria Zuckerman

### **FY 2011 Foundation and other Grants**

Anonymous (7)

The Austin Foundation, Inc.

Black Dog Foundation

C. B. Ramsay Foundation Inc.

The Corporation for Public Broadcasting

**DBM Family Foundation** 

The Dowager Fund at the Northern Piedmont Community Foundation

The Max and Victoria Dreyfus Foundation

The Efrein Foundation, Inc.

Esther Simon Charitable Trust

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**Gannett Foundation** 

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The Kiplinger Foundation

John S. and James L. Knight Foundation

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**Prince Charitable Trusts** 

Benjamin J. Rosenthal Foundation

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Schnitzer Family Foundation

The Seattle Foundation

William J. & Sally R. Siegel Foundation, Ltd.

Sunrise Foundation (Emily and Antoine van Agtmael)

The Troy Foundation

The Wallace Genetic Foundation

The Abraham & Virginia Weiss Charitable Trust

WJS Foundation, Inc.

World Bank Community Connections Fund

### WAMU 88 Funding

### 1961 Society

The 1961 Society recognizes those individuals who have made a gift of everlasting significance by including WAMU 88.5 or WAMU's Bluegrass Country as a beneficiary (revocable or irrevocably) in their will, life insurance, charitable gift annuity, charitable trust, retirement account, or similar vehicle.

### 1961 Society

Anonymous (14)
Neil Beskin and Trudie Cushing
David B. Eccleston
Carolyn A. Eldred
Debbie Eliason
Edward Gerber
Susan Gordon in memory of her daughter, Elizabeth Ker Gordon
Christopher J. Hinkle
John E. and Isabelle C. Hopkinson
Jerry Knoll
Dr. Seth A. Koch and Ms. Barbara Bellman
David LeSage
Carol A. Reich

"No matter the perspective, no matter the topic, we know that when it comes to programming on WAMU we will receive valuable, respectful information about our community in all the ways we define it – local, regional, national, and global ... Together we have come to the realization that as a family we value WAMU's mission enough to include it as a beneficiary of our estate plans and we hope one day our support will help the station reach even greater levels of prominence in the broadcast community."

- John Hopkinson, member, 1961 Society, as quoted in American magazine

### **INDIVIDUAL MAJOR DONORS**

Individuals who have given \$1,000 or more to WAMU 88.5 during the fiscal year ending April 30, 2011:

Visionary Level (\$25,000 or greater)

Anonymous (2)

Director Level (\$10,000 - \$24,999.99)

Anonymous (3) Betsy K. Karel

Richard and Barbara Kaufmann Ann and Knight A. Kiplinger

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### S Z C

### **Corporate Underwriting**

WAMU 88.5's generous corporate underwriters contribute approximately 42 percent of the station's operating budget. This corporate support helps secure the resources necessary for WAMU 88.5 to advance its commitment to provide quality radio programming and to maintain its position as one of the nation's premiere public broadcasting institutions.

### **WAMU 88.5 Corporate Underwriters**

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AFI Silver Theatre Aid for Africa Airlie Center Allstate

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