

# 2008 ANNUAL REPORT





Caryn G. Mathes General Manager

## A Letter from the General Manager

Against a backdrop of an explosion of personalized media, it is increasingly challenging for a single radio station to serve disparate listener interests. In FY 2008, we stepped up to this challenge at WAMU 88.5 through several bold changes. These were designed to provide the high-quality content our listeners appreciate, while also satisfying increasing expectations for specialized services that allow listeners to select exactly what they want to hear, when they want to hear it.

As a pioneer in the use of HD Radio technology, WAMU 88.5 has been well positioned from the beginning to harness its multicasting potential. In the fall of 2007, we felt it was time to begin treating HD Radio as "real" radio by maximizing the content we offer on the additional frequencies within our existing position at 88.5 on the radio dial. Thus, for the first time in our 46-year history, WAMU 88.5 switched to a seven-day week of news, talk, and information on our main channel, WAMU 88.5-1 in HD. This allowed us to move our Sunday bluegrass music programming from just one shelf of inventory in a large store to a brand new storefront of its own at WAMU 88.5-2. WAMU's Bluegrass Country, with its own distinct, robust, live-hosted programs, is among the first in the nation to offer live programming exclusively for HD Radio. In creating this sustainable service, WAMU 88.5 increased by 59% its financial commitment to bluegrass and Americana programming, and ensured this traditional music will continue to have its own dedicated home in the emerging new media environment.

It has also been important for us to recognize that this new environment is no longer confined to the airwaves. That's why WAMU 88.5 was one of 10 stations around the country to participate in the launch of NPR Mobile — a new co-branded service that delivers local and national public radio content to users of mobile phones and handheld devices. Now our listeners are able to access hourly WAMU 88.5 updates of local news, weather, and traffic reports even when away from the radio or computer.

Of course, these new technologies are only as valuable as the content they deliver. In FY 2008, we expanded our lineup of public radio news and information programs to include new programs like *Bob Edwards Weekend* and *Tell Me More* with NPR's Michel Martin, along with a repeat of a compelling hour from the previous week's *The Diane Rehm Show*. Locally, the WAMU 88.5 newsroom continued to expand with additional full-time reporters and broadcast veterans. To keep this growing news staff on task, we welcomed Meymo Lyons, who brings more than 22 years of broadcast news experience to her role as assignment editor. Also, our "Youth Voices" student journalism program received the 2008 Communicator Award from the International Academy of the Visual Arts.

Speaking of honors, the awards case in the main lobby became a little more crowded in FY 2008 as our on-air hosts and behind-the-scenes producers continued to accumulate accolades for their work. Diane Rehm received not one, but two, honorary degrees during the spring 2007 graduation season – one from American University's College of Arts and Sciences and the other from Virginia Theological Seminary. The University Club of Washington, D.C., also





WAMU 88.5 studios in northwest Washington, D.C.

named her a Distinguished Washingtonian and Audience Research Analysis named *The Diane Rehm Show* one of the top 10 most powerful public radio programs.

As always, Kojo Nnamdi and his producers provided in-depth coverage of local news, politics, and social trends. The biggest change listeners may have noticed was the expansion of *The Politics Hour* to include comprehensive coverage and analysis of politics in Maryland and Virginia, in addition to the District. I believe this revamped format allows Kojo and his team to focus on the latest political news wherever it is happening in the D.C. region. This also includes local election coverage, which has become a staple of *The Kojo Nnamdi Show* and was exemplified in FY 2008 with close collaboration between the show's producers and the WAMU 88.5 news department on election night. Another special two-part program, "40 Years After the Riots," used on-air discussions and online photo and audio recollections to take a look back at the anniversary of the D.C. riots sparked by the assassination of Rev. Martin Luther King, Jr.

Several long-time WAMU 88.5 hosts and commentators had anniversaries in FY 2008. In September 2007, senior commentator Fred Fiske celebrated 60 years on the Washington, D.C., airwaves, and 30 years at WAMU 88.5, where he originally brought his self-titled *Fred Fiske Show* in 1977. Unfortunately, we were sad to say goodbye to our long-time friend Red Shipley, host of *Stained Glass Bluegrass*, who passed away shortly after celebrating his 25<sup>th</sup> anniversary in mid-September. Red's career spanned more than 50 years, with the constant being the songs that served as the foundation for his gospel bluegrass programs. Red will be missed.

Finally — even though it technically falls in our FY 2009 calendar— we would be remiss not to make special note of a broadcasting legend we have been fortunate to have on WAMU 88.5 for more than 20 years. On May 2, 2008, Ray Davis celebrated 60 years in broadcasting. From the time he left his boyhood home in Wango, Md., at the age of 15, to his stint south of the border at the Mexican mail-order station that made Wolfman Jack famous, and the home he has made here playing his "plum pitiful" tunes, Ray's booming, resonant voice continues to educate listeners with his encyclopedic knowledge of bluegrass traditions.

There is no better way to sum up our FY 2008 endeavors than with a nod to this broadcast veteran, Ray Davis, who has never been afraid to embrace new media platforms and evolve along with the changing landscape of radio. As we continue to look to the future, we can take inspiration from the thought that even though our radios may start to look different, and our pockets and purses will begin carrying more high-tech devices, our mission at WAMU 88.5 remains constant — to be a dependable and trusted source of high-quality news, information, and music programming for citizens of the region. At the center of this is the community of members and listeners who responded to our changes in FY 2008 with unprecedented support and will continue to carry us through all of the exciting developments that wait beyond the horizon.

# **WAMU 88.5 ANNUAL REPORT**

## Fiscal Year 2008

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WAMU 88.5 General Manager Caryn G. Mathes was honored with a Woman of Distinction Award

## FY 2008 Timeline of Highlights

May 1, 2007 – The D.C. Politics Hour with Kojo and Jonetta provided coverage of the D.C. special election online at wamu.org with streaming audio of local candidates talking about the issues in their own words.

May 7-11, 2007 – The WAMU 88.5 New and Returning Member Campaign surpassed its goal and set records with 1,511 new and returning donors and a total amount of \$199,141 from 2,069 gifts.

May 8, 15, and 22, 2007 – Three one-hour radio documentaries aired on WAMU 88.5 that explored the influence of "Shakespeare in American Life."

May 13, 2007 – Diane Rehm delivered a commencement address to the American University College of Arts and Sciences and received an honorary Doctor of Humane Letters.

May 14, 2007 – WAMU 88.5 participated in the "Public Radio Talent Quest," a nationwide search for the next great public radio host that encouraged listeners to submit auditions to produce a pilot show for public radio.

May 17, 2007 - Diane Rehm received an honorary degree from the Virginia Theological Seminary at its commencement ceremony in Arlington, Va.

June 7, 2007 – WAMU 88.5 General Manager Caryn G. Mathes was honored with a Woman of Distinction Award from the National Conference for College Women Student Leaders at a ceremony and reception on the American University campus.

June 26, 2007 - WAMU 88.5 recognized the Internet radio "Day of Silence" organized by a coalition of artists, labels, listeners, and webcasters to represent the silence that could occur if new online music royalty rates were to take effect. The station turned off its online music streams on WAMU's BluegrassCountry.org and WAMU 88.5 Channel 2 at wamu.org for a day. Webcasters and others who stream music online faced drastically higher royalty rates under the proposed changes.

**Aug. 26-Sept. 10, 2007** – WAMU 88.5 **listeners joined Diane Rehm for a cruise** through Europe beginning in Venice, sailing through Croatia, Montenegro, Greece, and Sicily, and ending with a visit to Rome.





Fred Fiske celebrated 60 years on the airwaves

Aug. 30, 2007 - WAMU 88.5 became one of just 10 NPR member stations across the country to participate in the launch of NPR Mobile – a new co-branded service that brings local and national public radio content to users of mobile phones and handheld devices.

**Sept. 16, 2007** – **Longtime Stained Glass Bluegrass host Red Shipley** presented his final show before retiring after 25 years on WAMU 88.5.

**Sept. 17, 2007** – **WAMU 88.5 began a new era of multicasting** by adopting a solely news, talk, and information format on its main channel at 88.5 and in HD at 88.5-1, moving its Sunday bluegrass content to its own exclusive home in HD at 88.5-2 and online at BluegrassCountry.org, and introducing a third channel of HD content at 88.5-3, with additional BBC and NPR content not available on the main channel.

**Sept. 27, 2007** - Senior Commentator and Washington, D.C., radio veteran **Fred Fiske celebrated 60 years on the airwaves** in Washington, D.C.

Oct. 19-27, 2007 - More than 8,300 listeners helped WAMU 88.5 surpass its **Fall Membership Campaign goal of \$1,000,000**.

**Dec. 4, 2007** – WAMU 88.5 carried **the first audio-only debate of the presidential race** as NPR sat down with the major Democratic candidates for president.

Dec. 10, 2007 – *The Diane Rehm Show* received a 2007 "CareFirst BlueCross BlueShield Palliative Care Award for Media Excellence" from The Greater Washington Partnership for Palliative and End-of-Life Care.

**Dec. 13, 2007** – In its final quarterly meeting of the year, the **WAMU 88.5 Community Council welcomed five new members** to be appointed to serve their terms beginning Jan. 1, 2008.

Jan. 3 and 8, 2008 - WAMU 88.5 aired live NPR coverage of the lowa Caucuses and New Hampshire Primaries.

Jan. 25, 2008 – *The D.C. Politics Hour* was renamed *The Politics Hour* to reflect its expanded coverage connecting the dots between politics, policies, and personality issues in the governments of D.C., Maryland and Virginia.





Live presentation of Radiolab

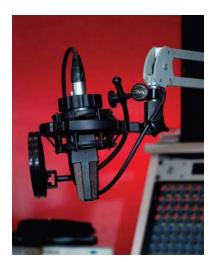
Feb. 5, 2008 - Rob Bamberger, host of *Hot Jazz Saturday Night*, served as Jazz Master of the Clarendon Courthouse Mardi Gras Parade

Feb. 11, 2008 – *The Kojo Nnamdi Show* joined XM Radio as part of the satellite radio service's line-up for "The Power" (XM channel 169), the nation's only 24-hour radio channel exclusively dedicated to African-American talk programming.

**Feb. 9-16, 2008** – **The Winter Membership Campaign** marked the first time WAMU 88.5 simultaneously appealed for contributions on its main channel and WAMU's Bluegrass Country at HD Channel 2 and resulted in \$1,086,752 from more than 7,400 listeners on WAMU 88.5 and more than \$7,200 from more than 125 bluegrass listeners for music programming WAMU 88.5-2.

Feb. 26, 2008 – The University Club of Washington, D.C. named Diane Rehm the recipient of "The Distinguished Washingtonian Award in Literature and the Arts." Diane was honored on May 1, 2008.

**April 24, 2008** – WAMU 88.5 and Koshland Science Museum hosted a **live presentation of** *Radiolab*, one of public radio's most unique and creative programs.



WAMU 88.5 increased listenership in Fiscal Year 2008 by 5%

# ANNUAL REPORT

## **Programming Highlights**

## **Audience Update**

Consistently ranked in the top three public radio stations in the country, WAMU 88.5 increased listenership in Fiscal Year (FY) 2008 by 5%, with an average of more than 597,000 weekly listeners in the Washington, D.C., metro area, and more than 650,000 listeners in the Total Survey Area (TSA), which combines the Washington and Baltimore markets. The programming changes made in January 2007 in response to WETA's return to classical programming helped WAMU 88.5 gain audience as the only NPR news station in the D.C. market, and contributed to record audience numbers throughout FY 2008.

The spring 2007 audience survey was the first to include the January 2007 program changes and showed a spike in WAMU 88.5's audience. The cume listening audience of 519,300 weekly listeners in the Washington, D.C., metro area marked a 4% growth from winter 2007, and was a record for WAMU 88.5. That momentum carried over through the summer 2007 survey, which revealed a 20% increase in weekly WAMU 88.5 listeners in the metro area, and a 21.3% increase in TSA audience, from summer 2006.

The major program changes that launched WAMU 88.5's three-station HD service on September 17, 2007 resulted in additional audience growth in the fall 2007 survey. WAMU 88.5 set another record with a 4.8 share of all listeners 12 years and older in the Washington, D.C., market – a 33% increase from fall 2006. The TSA cume of 655,200 listeners maintained WAMU 88.5's position as the third-ranked public radio station in the country, and marked an 8% growth in total weekly audience from fall 2006. The growth in the fall 2007 audience numbers came from a variety of factors, including the return of *Morning Edition* to 5 a.m., and *All Things Considered* to 4 p.m.; the shift of *Weekend Edition Sunday* to 8-10 a.m., followed by a strong lineup including *Diane Rehm Sunday*, *A Prairie Home Companion*, and *Car Talk*; and a heavy news cycle from coverage of the presidential election.

The winter 2008 audience survey was the last to be released in FY 2008 and showed a record winter metro cume audience of 534,100 and a TSA cume of 621,600 listeners – an increase of 5.4% from winter 2007. Listening was up across the board and the station's year-to-year trending demonstrated very healthy growth, with a Metro cume increase of 7.1%.



The Diane Rehm Show is a cornerstone of WAMU 88.5's schedule

## National Audience Records for The Diane Rehm Show

The Diane Rehm Show is a cornerstone of WAMU 88.5's program schedule due to its popularity among local and national audiences. In FY 2008, the program set a record for local audience numbers, continued to attract listeners with its popular "Friday News Roundup," and increased WAMU 88.5's Sunday morning audience with the addition of a one-hour repeat after Weekend Edition Sunday.

Diane... I travel all over North Carolina, Virginia, and Tennessee. Listening and learning from you and your guests has become a fun and interesting part of my day. You should be very proud of your level of talent and also the positive influence that you have on the lives of millions of people. Thank you very much.

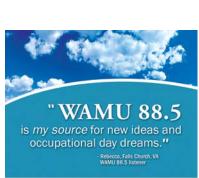
- The Diane Rehm Show listener Jeff Leonard, Winston-Salem, N.C.

Perhaps the greatest value the program brings to WAMU 88.5 is through its national and international distribution by NPR, NPR Worldwide, and Sirius satellite radio, as well as through online podcasts. This influence is reflected in a report by Audience Research Analysis, which ranked *The Diane Rehm Show* as the 10th most powerful program in public radio in spring 2007, and the only live call-in talk show on the Top 10 list. "Power" is defined in this context as the ability of a program to draw listeners like a magnet to a station and away from its competitors. To qualify, a national program must generate at minimum one million listeners a week for public radio, and maintain an unbroken record of positive "Power" for at least eight consecutive Arbitron audience surveys.

As of fall 2007, *The Diane Rehm Show* had more than 1.7 million weekly listeners on more than 120 stations nationwide. The program was singled out in the NPR fall 2007 National Audience Highlights as one of a small number of national NPR programs that drew new listeners in the previous year to set a record high for the total number of listeners reached in a typical week. In a year in which the number of listeners for NPR programs showed a slight decline nationwide, *The Diane Rehm Show* continued to add stations and solidify its place in the upper echelon of NPR national programs.

To those of you at *The Diane Rehm Show....*I want to thank you for producing and carrying out such a fabulous program. I love Diane Rehm. She is smart, sassy and "with it." I love how she asks the right (hard) questions at the perfect time. Her guests and topics are WONDERFUL. Keep it up. There is no one else like you on the radio, TV, or in the papers.

- The Diane Rehm Show listener Emily Thengvall, Wichita, Kan.







My Source print advertisement

## WAMU 88.5 is My Source...

For me, NPR is my source of intellectual curiosity, mental exercise and relationship building. We are not shouted at, extorted or demeaned. Thank you, NPR, for treating us as lifelong students, with no term papers, lab exams, ruinous tuition or SATs required.

- WAMU 88.5 listener Julie

Do you get analysis of the week's key events with Diane Rehm and the "Friday News Roundup," or do you wake up Sundays to coffee with Liane Hanson and Weekend Edition Sunday? Do you spend your afternoons with Terry Gross and Michel Martin, or do you absorb the news of the day with Lisa Mullins and *The World*? Maybe Kojo Nnamdi is your source for an insider's look at local politics:

I listen to WAMU for Kojo's fantastic voice. Every time he says his name, I get a little giddy!

- WAMU 88.5 listener Lucy Kirkman

In November 2007, WAMU 88.5 was one of the first stations in the country to participate in a pilot Corporation for Public Broadcasting (CPB) sponsored national Public Awareness Initiative designed to celebrate and affirm the essential role of public broadcasting in American society. Branded as "My Source," this national initiative for public radio and television listeners and viewers actively engaged the WAMU 88.5 audience in a sustainable effort to signify and make personal the value of public broadcasting.

With the aid of a small grant from CPB, WAMU 88.5 began to gather first-person stories and testimonials from listeners and organized the material around the common "My Source" platform. The aim of the program was to foment national conversation and awareness of how public media cultivates an informed and educated civil society. Listeners told us for what WAMU 88.5 or its programs are their source. The inspiring and informative answers were presented on-air and through print messages around the D.C. area on Metro buses.

Through WAMU programs, such as the Diane Rehm and Kojo Nmandi shows, I'm escorted into a diverse and engaging social landscape that I'd never find on my own. Hosts Kojo and Diane allow me stimulating visits with all kinds of voices I'd never otherwise know. Through the skilled guidance of Kojo and Diane, I get to be part of a vital social gathering – a community – of voices everyday. Most importantly, by tuning into Diane and Kojo, I can feel "part of" rather than "apart from," and that can make a big difference in how my day goes, and has made a big difference in my life. In this way, WAMU has been my source of social alliance.

- WAMU 88.5 listener Janet Boring



WAMU 88.5 made program schedule changes in 2007 to take advantage of new shows and new technology.

## **FY 2008 Programming Changes**

On Monday, Sept. 17, 2007, WAMU 88.5 added news and information programs to the Sunday lineup, moved bluegrass music to HD-2 and bolstered its lineup with live hosts and programs, and launched HD-3 devoted to additional news and talk, including programs from the BBC World Service.

## WAMU 88.5 also made the following changes to the program schedule in FY 2008:

- Returned NPR's Morning Edition to 5 a.m., and All Things Considered to 4 p.m., weekdays.
- Added NPR's new program focused on the headlines, issues, and pleasures relevant to multicultural life in America, *Tell Me More* with Michel Martin, at 2 p.m., weekdays.

I am so glad that you have decided to start broadcasting *Tell Me More*. I really enjoy the show and I appreciate that you have decided to put a different voice on the airways during the daytime. As an African American, I often have to wait until the middle of the night to hear the NPR shows with African Americans. I am glad that you have made the change.

- WAMU 88.5 listener Edward Holt
- Moved NPR's Fresh Air with Terry Gross to 3 p.m., (from 2 p.m.) weekdays.
- Returned Marketplace to 6 p.m., weekdays.
- Moved To the Point with Warren Olney to 10 p.m., weeknights.

## New Sunday schedule (New shows/times only):

- 6 a.m. Infinite Mind
- **7 a.m.** Speaking of Faith
- 8 a.m. NPR's Weekend Edition Sunday
- **10 a.m.** The Diane Rehm Show (Encore)
- **11 a.m.** A Prairie Home Companion (Encore)
- **1 p.m.** Car Talk (Encore)
- **2 p.m.** Bob Edwards Weekend
- **3 p.m.** Interfaith Voices
- 4 p.m. The State We're In
- 6 p.m. Public Space
- **11 p.m.** Soundprint





Favorites likes Fresh Air and A Prairie Home Companion found a home on WAMU 88.5 in Sept. 2007.

I am so excited that I can listen once again to *Weekend Edition Sunday* with Liane Hansen and to Bob Edwards Weekend. Thank you, thank you. I am also happy to have *Fresh Air* with Terry Gross filling a weekday time slot that was impoverished. Thank you also for picking up *A Prairie Home Companion* and adding it to the Sunday schedule. I commend you for finding a way to keep your diverse listening audience happy and picking up the excellent programs formerly carried by our other area public radio station.

- WAMU 88.5 listener Judith Naiman

## The State We're In

The fall 2007 program changes also introduced a new partnership between WAMU 88.5 and Radio Netherlands Worldwide, the Dutch international public broadcasting service. The result of this partnership was introduced Sept. 24, 2007 with the debut of an hourlong weekly radio program airing at 2 p.m., Sundays on WAMU 88.5, which explores the state of human rights around the world. *The State We're In* informs, analyzes and discusses human rights issues from a broad and unbiased perspective, and tells personal stories that illuminate both human tragedies and successes around the world. As part of the collaboration, the WAMU 88.5 news team contributes segments to the magazine-style program alongside feature segments from regular contributors around the world. The aim of the program is to provide in-depth context to world news, and give listeners perspective on the ways people treat each other, and how our actions connect us all. *The State We're In* was officially launched on Radio Netherlands' international services and WAMU 88.5, with wider distribution through radio partners worldwide expected to grow in the future





Diane Rehm, host and executive producer, The Diane Rehm Show

## The Diane Rehm Show

The Diane Rehm Show had another banner year in FY 2008, with a record national audience and recognition as one of NPR's top 10 most powerful nationally-distributed shows. The program's mix of timely news analysis, high profile guests, and in-depth discussions drew more than 1.7 million local, national, and international radio listeners each week during FY 2008. Fifteen new public radio stations added the *The Diane Rehm Show* to their schedules this year. Total national carriage topped 121 traditional radio stations and 35 HD Radio stations in FY 2008. Listeners around the country and the world also find the show on Sirius Satellite Radio, NPR Worldwide, and the American Forces Network.

"Your show is an all-too-rare oasis of intelligent discussion combined with a civility that is, unfortunately, utterly lacking in most talk radio. You serve as a model for all those who would engage in rational, informed and courteous conversation. Thank you."

- The Diane Rehm Show listener J.R."Doc" Gearl

A growing number of fans of *The Diane Rehm Show* are taking advantage of new media listening options. Monthly podcast downloads grew by about 50 percent, and now exceed 365,000. Additionally, more than 25,000 unique listeners tuned in online each month.

"My name is Frank and I am a 34-year-old graphic design freelancer in Munich. I would just like to tell you how much inspiration your show is for me. I am listening to your podcasts every morning as part of my daily routine. Your shows are a wonderful opportunity to listen to the broad spectrum of opinions and to (better) understand today's complex political and social world. Thank you for opening a window to the U.S. and its topics every day for me. Thanks to you and your whole team. All the best!"

- The Diane Rehm Show listener Frank Zuber - Munich, Germany

The program's most popular feature remains the two-hour "Friday News Roundup," with top reporters, editors, and columnists analyzing the week's national and international news. In FY 2008, the "Friday News Roundup" gave WAMU 88.5 the largest audience among Washington-area radio stations on Fridays from 10 a.m. to noon. Listeners tune in to hear Diane moderate her show's signature brand of civil conversation. Panels of top experts delve into the underlying context of the latest developments in national politics, complex policy issues, world events, medicine, and technology. Her audience also appreciates interviews with a lighter touch on music, literature, art, and cultural trends. This year's panels examined everything from the presidential race, conflict around the globe, U.S. counterterrorism policy and global warming to the science of addiction, China's Three Gorges Dam, bans on plastic bags, sovereign wealth, and home schooling.



Diane Rehm & President Jimmy Carter



Diane Rehm & cellist Yo Yo Ma

"I think your 'Friday News Roundup' is the single best news show on the air. And while I'm on the subject of favorite things, my favorite phrase of yours - and one that I could stand to hear even more often - is, 'But you haven't answered my question.' Your probing beyond the standard talking point response makes your show a standout."

- "Friday News Roundup" listener Vincent Scarelli

## **FY 2008 Highlighted Guests:**

Sept. 11, 2007 - Republican presidential nominee Sen. John McCain (R-AZ)

Sept. 20, 2007 - Alan Greenspan, former Chairman of the Federal Reserve

Oct. 3, 2007 - Jim Lehrer, executive editor and anchor of The NewsHour with Jim Lehrer

Oct. 9, 2007 - President Jimmy Carter, 39th President of the United States

Oct. 16, 2007 - Lynne Cheney, wife of Vice President Dick Cheney

Oct. 30, 2007 - Sir David Frost, former talk-show host

Nov. 12, 2007 - Yo-Yo Ma, Grammy Award-winning cellist

Feb. 19, 2008 - Sheila Johnson, philanthropist and president of the Washington Mystics

April 14, 2008 - Cokie Roberts, ABC News political commentator and NPR senior news analyst





The Diane Rehm Show's phone screener Dorie Anisman (left) & producer Sandra Pinkard (right)

#### **FY 2008 Awards and Honors**

May 13, 2007 – Diane received a Doctor of Humane Letters and delivered American University's College of Arts and Sciences commencement speech. Diane told the graduates, "I feel fortunate to have spent so many years in public broadcasting under the aegis of this fine university. Our goals have been one and the same: to expand horizons, and to promote a deeper understanding of the world around us."

May 17, 2007 - Diane received an honorary Doctor of Humane Letters from the Virginia Theological Seminary at its commencement ceremonies on May 17 in Arlington, Va.

**June 2007** - Diane received the Lifetime Excellence in Journalism Award from the American-Arab Anti-Discrimination Committee during its 27th annual convention.

**Dec. 10**, **2007** – *The Diane Rehm Show* received a 2007 "CareFirst BlueCross BlueShield Palliative Care Award for Media Excellence" from The Greater Washington Partnership for Palliative and End-of-Life Care.

Feb. 26, 2008 – The University Club of Washington, D.C. announced that Diane Rehm would receive "The Distinguished Washingtonian Award in Literature and the Arts." Diane was presented the honor on May 1, 2008.

#### The Diane Rehm Show in the Media

As the first lady of public radio talk programming, Diane Rehm consistently receives attention from local and national media, especially as a positive role model in how she deals with Spasmodic Dysphonia, a neurological condition that causes strained, difficult speech. ABC News visited the WAMU 88.5 studios in February 2008 to interview Diane for an episode of its "Medical Mysteries" series that focused on the condition. Also in February, the trade publication "Women Bisnow" ran a feature article on Diane, and *USA Today* talked to her about the use of Botox to treat her condition.





Kojo Nnamdi, host, The Kojo Nnamdi Show

## The Kojo Nnamdi Show

Host Kojo Nnamdi, a native of Guyana, lends a global perspective to front-page headlines and explores emerging stories before they are news. Kojo's inviting on-air style encourages guests and callers to discover new points of view, embrace controversy, and spark new ideas. In 2005, Washingtonian magazine named Kojo a "Washingtonian of the Year" for his contribution to the community.

## "Maybe the best radio interviewer in town" - The Washington Post

Discerning listeners to *The Kojo Nnamdi Show* heard some changes in FY 2008 designed to more clearly define the program's editorial identity, and play more to Kojo's strengths as a host. These changes helped *The Kojo Nnamdi Show* maintain its position as the Washington region's premier community-connected current events radio program, and reflected almost three months of intensive research and planning work by the program producers and the WAMU 88.5 programming department.

The first step in this process was to agree on a new positioning statement to guide the focus of the program. *The Kojo Nnamdi Show* is:

#### "Your place for live, provocative conversation connecting your neighborhood with the world."

This statement emphasizes the program's connection between the local and the global in examining issues that affect local listeners, while also looking at national and international stories that have implications for the D.C. region.

The first dramatic change listeners noticed in FY 2008 was a broadening of the remit of the weekly local political discussion on Fridays. To make the program more relevant to the vast majority of WAMU 88.5 listeners who live beyond the D.C. borders, while retaining its irreverent humor, the show formerly known as *The D.C. Politics Hour* was renamed *The Politics Hour* beginning January 25, 2008. This shift in focus helped Kojo and his producers tell the political story of the region more comprehensively, with fewer geographical boundaries between listeners. Research shows listeners don't define their day-to-day lives as being either on one side of the D.C. border or the other, so the weekly review of local politics began to incorporate the monthly Maryland and Virginia politics hours into each week's program.

The production team also identified a need to help listeners find their favorite program segments more easily. Some features that aired monthly were moved to a fixed, weekly slot with a clearly defined description of their focus. Some of these reoccurring segments include conversations with journalist Marvin Kalb about international and national headlines, architect Roger Lewis about how the physical structures around us influence our lives, and





Kojo Nnamdi interviewing Maryland Governor Martin O'Malley

diversity consultant Howard Ross about personal politics and cultural issues in the workplace and society. "Tech Tuesday" still provides a weekly review of the role of technology in our lives, and the Computer Guys and Gal – Bill Harlow, hardware and software technician at Mid-Atlantic Consulting, Inc.; John Gilroy, director of business development at SolutionsDevelopers, and Allison Druin, director of the Human-Computer Interaction Lab at the University of Maryland – still visit the studio on the first Tuesday of each month to offer their input and analysis on the latest technological trends.

## **Election Coverage**

The Kojo Nnamdi Show helps prepare listeners for every local election with in-depth interviews with the candidates, and comprehensive coverage working with the WAMU 88.5 news team on election night and the days that follow as the returns come in.

### May 2007 - D.C. Special Elections

The team kicked off FY 2008 with coverage online and on *The D.C. Politics Hour* of the special election on May 1, 2007. Streaming audio of all 43 candidates provided a unique opportunity for voters to hear each of the candidates speak in their own words and was made available online at wamu.org for listeners to download and listen to on demand.

## **November 2007 - Regional Election Coverage**

In the days leading up to November elections in Maryland, Virginia, and D.C., Kojo sat down with many of the candidates in each of the major races to talk about their stands on the issues. The day after the election, Kojo provided analysis of the winners and losers of state elections in Virginia.

## February 2008 - "Potomac Primary" Coverage

The day before voters in Virginia, Maryland, and the District of Columbia went to the polls for the "Potomac Primary" in February 2008, Kojo welcomed Republican presidential candidates Ron Paul and Mike Huckabee to the studio to deliver their messages to listeners. The night of the primaries on Tuesday, Feb. 12, 2008, WAMU 88.5 news reporters contributed live field reports from polling sites throughout the region, while Kojo Nnamdi and WAMU 88.5 news director Jim Asendio co-hosted, and political analyst Jonetta Rose Barras provided in-studio analysis and commentary. After the election, the WAMU 88.5 news team provided coverage of a public oversight hearing into the Board of Elections and Ethics handling of the District's primaries that exposed several issues with the D.C. voting process.





Image from the online resources that supplemented the D.C. Riots coverage

## Special 2-part series: "40 Years After the Riots"

On April 4, 1968, the assassination of Reverend Martin Luther King, Jr., sent shock waves through the country. For 12 days, riots erupted across Washington, D.C., killing 13 and injuring thousands. The unrest left scars on Washington D.C.'s physical and cultural landscape that are still felt today. *The Kojo Nnamdi Show* presented a two-part special on the 40th anniversary of the riots that featured discussions with people directly affected by the violence, and explored the enduring legacy of April 1968. The guests for the series included:

**Jack White**, adjunct professor of Journalism, Virginia Commonwealth University; contributor to the Root.com; former columnist and national editor, *Time Magazine* 

Jane Freundel Levey, chief program officer and historian for Cultural Tourism D.C.

Isaac Fulwood Jr., former D.C. chief of police

Larry Rosen, owner, Smith's Pharmacy (2518 14th Street, NW), a local business destroyed by rioters in April, 1968

Virginia Ali, family owner, Ben's Chili Bowl

Lawrence Guyot, former chairman, Mississippi Freedom Democratic Party; civil rights activist

Anwar Saleem, executive director, H Street Main Street Initiative

Merrick Malone, principal, Metropolis Development Company

Several web resources supplemented the special. Working with the web team and the tech ops staff, *The Kojo Nnamdi Show* producer Brendan Sweeney compiled a gallery of photographic images from before, during, and after the riots, aggregated a selection of listener recollections about the riots that were submitted through the WAMU 88.5 social networking site, "The Conversation," and posted long-form audio recollections from the guests of the program that did not make it on the air. Additionally, Brendan worked with the Washington Historical Society to have them post to their website an extensive article they published in their magazine five years ago so listeners could download it.

#### XM Radio's "The Power"

On Feb. 11, 2008, *The Kojo Nnamdi Show* joined XM Radio as part of the satellite radio service's line-up for "The Power" (XM Channel 169), the nation's only 24-hour radio channel exclusively dedicated to African-American talk programming. The program airs at 7 p.m., and 11 p.m., weekdays on "The Power." Kojo Nnamdi joined well-known public broadcasting host Tavis Smiley in the expanded lineup for the channel, which also includes new shows featuring Blanche Williams and the sports talk radio duo, The 2 Live Stews. "The Power" already broadcast top shows featuring hosts Joe Madison, the Reverend Al Sharpton, and Warren Ballantine.



New York Mayor Michael Bloomberg, Kojo Nnamdi, & D.C. Mayor Adrian Fenty

## Newsmakers on The Kojo Nnamdi Show

As an outlet for local policymakers and personalities to talk about issues important to the region, *The Kojo Nnamdi Show* regularly features guests who occasionally make headlines during their visits. In FY 2008, several shows stood out in particular for their noteworthy guests or topics:

## October 11, 2007 - Maryland Governor Martin O'Malley called for a special legislative session

In a general discussion with host Kojo Nnamdi about slots, budget politics, and the regional economy, Maryland Governor Martin O'Malley called for a special session of the Maryland General Assembly to address a budget shortfall. The governor indicated on the program that a date would be set early the following week, and that the special session would likely begin in early November.

## December 21, 2007 - Acting D.C. Attorney General Peter Nickles promised more accountability

On The DC Politics Hour with Kojo and Jonetta, Washington D.C.'s acting Attorney General Peter Nickles vowed to instill a sense of accountability in the attorney general's office: "One of the important and primary commitments I want to make to the public is that we're going to hold people accountable, and if there are folks in the attorney general's office that are not doing a good job, then we're going to ensure they move elsewhere," said Nickles.

In response to proposed legislation from District council member Phil Mendelson (D-At Large) that would change the job requirements of the attorney general, Nickles made his own case for a new job requirement: winning an election: "I think the attorney general ought to run for office. If it were up to me, I think an official in as important a role as the attorney general ought to be elected by the people."

# February 21, 2008 - New York Mayor Michael Bloomberg discussed education, public infrastructure, and the presidential campaign with D.C. Mayor Adrian Fenty

New York City Mayor Michael Bloomberg joined host Kojo Nnamdi and Washington, D.C., Mayor Adrian Fenty for a wide-ranging discussion that called for more federal resources for public infrastructure and more emphasis by presidential candidates on concrete plans to improve the country.

In response to Nnamdi's question about the political wisdom of championing a topic as unflashy as public infrastructure, Bloomberg said, "Well, it (public infrastructure) may not be sexy but it is our future and I think that's what people forget. Whether the times are good or bad, you have to make those long-term investments."

When asked by Nnamdi about the current controversy in Washington over the level of mayoral control versus public input into changes in the public school system, Bloomberg responded: "The last time we had an organization try to be run where everybody had a say, it was in Russia – it was called communism, and we all know how well that worked.





Kojo Nnamdi and Baltimore Symphony Orchestra Maestra Marin Alsop

What the mayor and I have to do is focus on blocking and tackling. Make sure that the places where the teachers teach and the kids go are safe and we have enough of them. Make sure that the kids do show up. Make sure that the quality of education is there." Bloomberg continued, "This is giving the kids the fundamental tools to compete in the world that they're going out into and shame on all of us if we don't."

At the end of the interview, when asked about his reported presidential aspirations, Bloomberg replied, "I am not a candidate. I really feel very strongly this country is in trouble, and I don't hear the candidates addressing the key issues."

"Dear Kojo,I just wanted to so thank you for the wonderful and informative shows that you bring to so many listeners throughout the week. Your show is always a bright point in the vast universe that is talk radio. Kudos to Kojo and your guests."

- The Kojo Nnamdi Show listener Reverend Kevin Buter

## **Additional FY 2008 Highlights**

May 15, 2007 - Tech Tuesday with Security Visionary Peter Tippett

June 13, 2007 - The Unusual Origins of Football

July 2, 2007 - The Science of Fireworks

July 23, 2007 - Digs and Dives: Archaeology in our Region

Sept. 17, 2007 - Filmmaker Paul Haggis

Oct. 18, 2007 - Dinosaur Discoveries in Our Region

Oct. 22, 2007 - Marin Alsop and the Baltimore Symphony Orchestra

Nov. 1, 2007 - Immigrants, Diasporas and U.S. Politics

Nov. 5, 2007 - Environmental Activist Van Jones

**Nov. 16, 2007** – *The D.C. Politics Hour with Kojo and Jonetta* examined a marathon D.C. City Council hearing on the investigation of an alleged scam in the District's Office of Tax and Revenue.

Jan. 9, 2008 - Education & The Tradition of Debate

Feb. 7, 2008 - Philosophy Beyond the Armchair

Feb. 19, 2008 - Intellectual Property and Fashion

March 17, 2008 – History and the Second Amendment

March 17, 2008 – Kojo Nnamdi spoke with experts about the intersection of politics, diplomacy, and the world of sport as activists tried to leverage the Beijing Olympic games to pressure the Chinese government on human rights.





David Furst, host, Metro Connection

## **Metro Connection**

Since 1995, WAMU 88.5 has been serving its listeners with the only local news magazine airing in the Washington radio market. The WAMU 88.5 news team produces the award-winning *Metro Connection* with the same attention to detail and technical standards as NPR's weekly news magazines. Instead of a national perspective, the subject is our city, local communities, and backyards. *Metro Connection* provides news and features from the District, Virginia, and Maryland. It also highlights upcoming arts events, tells the history of local neighborhoods and offers live, in-studio performances from local bands worthy of attention that have no other radio outlets in the region.

Metro Connection strives to be "on-location" and out of the studio as much as possible by allowing reporters to go further with a story, and encouraging them to produce the type of in-depth, sound-rich news features that public radio listeners have come to expect and demand. The program strives to bring a greater understanding and appreciation of the Washington region to its audience every week.

## Martin Luther King, Jr. - 40 Years Later

A highlight of the FY 2008 lineup for *Metro Connection* was its in-depth stories related to the 40th anniversary of the assassination of Martin Luther King, Jr., and the riots that followed in the District and Baltimore. In particular, the program reported on a new documentary that told the story of Pip Moyer and Zastrow Simms, two men credited with saving the city of Annapolis from serious damage when they took to the streets following Dr. King's assassination with a plan to calm the situation. Regular *Metro Connection* contributor and commentator Reuben Jackson provided thoughts on how spring, the traditional season of hope and renewal, never had a chance to thrive in 1968. Finally, writer Katie Davis explored her own memories as a 10-year-old whose family moved to the Adams Morgan neighborhood shortly after the riots and found refuge among the barbed wire on 14th Street, and charred and boarded up downtown shops, by going to the corner store at the end of her block. This rich and in-depth storytelling that explored a crucial moment in D.C.'s history is the perfect example of what *Metro Connection* continues to provide its listeners every week.



Bob Schieffer with the Metro Connection crew



Last Jam at the Archie Edwards Barbershop

## **Additional FY 2008 Highlights:**

May 11, 2007 - Defying the Download Revolution

June 1, 2007 - Bob Schieffer Sings!

June 15, 2007 - Robert Lighthouse: "Democracy Blvd."

July 20, 2007 - Four Months on the Chesapeake

Aug. 10, 2007 - The Last Honky Tonk Inside the Beltway

**Sept. 14, 2007** – Cruising with Kitchen Grease

Oct. 5, 2007 - The Hall Monitors

Nov. 16, 2007 - Berta Rojas and D.C.'s First Ibero-American Guitar Festival

Dec. 14, 2007 - Reuben Jackson - Violence in D.C.

Jan. 11, 2008 - Last Jam at the Archie Edwards Barbershop

Feb. 22, 2008 - Working D.C.







Katy Daley, host, The Katy Daley Show

## **WAMU's Bluegrass Country**

Katy: Fantastic show. They couldn't have chosen a better host for mornings. I recall with fondness, the fun and frivolity of the shows with old Gary Henderson back in the 70's, and then your magnificent show on WMZQ. Your selection of tunes is fantastic!

- WAMU's Bluegrass Country listener John

WAMU 88.5 has been a pioneering presence in the bluegrass community for more than 40 years, with programs that explore traditional American music and are hosted by musicians, ethnomusicologists, historians, producers, and festivalgoers who understand the history of this honest and heartfelt music format. FY 2008 featured the 40th anniversary of bluegrass programming on WAMU, and saw the tradition make a bold step forward when WAMU 88.5's Sunday bluegrass content was moved to one of the station's three HD channels at 88.5-2. It was transformed from a pre-recorded automated music service into a full-stereo, robust, and comprehensive radio station with up to eight hours initially of live-hosted programs, including live mornings with Katy Daley and live afternoons with legendary bluegrass host Ray Davis. The station still is heard worldwide online at www.bluegrasscountry.org, which has served bluegrass listeners since 2001. With the move to HD, WAMU's Bluegrass Country became one of the first stations in the nation to offer live programming exclusively for HD Radio. To help listeners make the transition, the station offered HD radios for a \$100 membership donation to WAMU's Bluegrass Country.

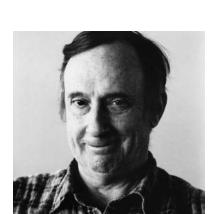
Ray: You're getting better and better! Your stories, laced with humour, you give us each day are absolutely DELIGHTFUL. I live alone now, but I listen breathless to your genuine humour. I find myself laughing out loud with you. I've identified with you since I first came across your program back in '03, and wish I could have enjoyed some of my youth with you.

- WAMU's Bluegrass Country listener Doug Bryant, Vancouver, Canada

## FY 2008 Bluegrass Country Program Highlights

#### July 2007 - 40th Anniversary Celebration Begins

In the summer of 1967, WAMU 88.5 introduced its first Sunday bluegrass radio show, "Bluegrass Unlimited," a half-hour program hosted by Dick Spottswood, with Gary Henderson as the engineer and associate producer. In July 2007, WAMU began celebrating 40 years of bluegrass on the station. Bluegrass Country staff searched the basements and archives at the University of Maryland to unearth programs from the past 40 years and found some real gems. Listeners were able to hear how the voices of the DJs and the musicians have changed, and how audio technology has changed.



Red Shipley, longtime host of the popular "Stained Glass Bluegrass"

**August 2007** - **WAMU's Bluegrass Country began to offer its first podcast,** a weekly series of musician tips from some of the biggest names in bluegrass.

September 2007 - WAMU said goodbye to a longtime friend when Red Shipley, longtime host of the popular "Stained Glass Bluegrass," recorded his final show that aired Sept. 16 2007, shortly before passing away in October. An hour-long tribute program celebrated Red's life and long career on WAMU. His program is now hosted by Bob Webster, and joined a lineup of 11 new programs as WAMU's Bluegrass Country was turned into a full-service HD radio station. To fill the more robust service, the station hired three noted bluegrass hosts for full-time roles, and engaged additional noted hosts to begin live broadcasting for more than 50 hours per week. Katy Daley and Lee Michael Demsey hosted programs live weekday mornings, Ray Davis began hosting live from his basement studio in West Virginia weekday afternoons and Sunday mornings, Gary Henderson took over Saturday mornings, and Mary Cliff joined the lineup with her "Traditions" program on Saturday afternoons.

Many thanks for your tribute this morning to Red Shipley and Stained Glass Bluegrass. Our Sunday mornings were never complete without our friend, Red Shipley. We miss him very much.

- Stained Glass Bluegrass listeners Ginny and Dick Thornburgh

October 2007 - WAMU's Bluegrass Country broadcast live from the International Bluegrass Music Association's (IBMA) annual "World of Bluegrass" festival Oct. 1-7 in Nashville, Tenn.

## **WAMU's Bluegrass Country Host Honors and Milestones**

- In March 2008, Katy Daley graduated from IBMA's Leadership Bluegrass 2008 class.
- Bluegrass Country host Tom "Cat" Reeder was nominated for "Bluegrass DJ of the Year" by the Society for the Preservation of Bluegrass Music of America.

## **WAMU's Bluegrass Country at Festivals**

Part of being an influential presence in the bluegrass community includes having a presence at music festivals throughout the year and connecting with musicians, hosts, and fans. WAMU's Bluegrass Country had a notable presence at the following festivals in FY 2008:

- IBMA World of Bluegrass; Nashville, Tenn.
- Americana Music Association Conference; Nashville, Tenn.
- Jen Hitt, WAMU's Bluegrass Country production director, spoke on a panel of experts talking about HD Radio.
- MerleFest; Wilkesboro, N.C.
- South by Southwest; Austin, Tx.





Live broadcast at IBMA World of Bluegrass



The Dixie Bee-Liners in Studio

## **Live Concert Recordings**

As part of the more robust and comprehensive service provided by the move to HD Radio, WAMU's Bluegrass Country records live concerts whenever possible for later broadcast on the station. Here are some of the live cocerts that aired on the station in FY 2008:

- Doc Watson and Jean Ritchie at Common Ground on the Hill, July 2007
- Larry Stephenson Band, March 2007
- Gandydancer, Jan. 2008
- Claire Lynch Band at the DCBU concert
- Folklife Festival 2007 program aired on BGC and Channel 1 for 4th of July fireworks.
- The Greencards, May 2007

## **In-Studio Performances and Interviews**

- Bruce Molsky
- Scott Prouty
- Alan Jabbour
- Wayne Taylor
- Kathy Mattea
- Paul Brown & John Schwab
- Kristin Andreassen
- Dixie Bee-Liners
- Peter Yarrow on Traditions with Mary Cliff
- Larry Stephenson
- Jimmy Gaudreau & Moondi Klein





Rob Bamberger, host, Hot Jazz Saturday Night

## **Additional WAMU 88.5 Favorites**

## Hot Jazz Saturday Night

After years of hosting *Hot Jazz Saturday Night*, Rob Bamberger still shakes his head in admiration over the last long notes: "An exquisite rendering by Louis Armstrong of *'Love, You Funny Thing,'*" he says into the microphone. He unleashes his next offering, a lively number that has him snapping his fingers and tapping his toes. If Bamberger's listeners are half as pleased with the music as he is, then there is joy in the land. How does a senior policy analyst for the Congressional Research Service - a guy who spends his days studying fuels and minerals - find happiness in the world of vintage jazz? "I'm a record collector and love the music I collect," he says. "I'm also a historian who's interested in the society and culture in which this music developed and flourished."

WAMU 88.5 listeners enjoy the fruits of this lifelong passion. On Saturday afternoon, he stacks his recordings on a luggage cart and makes his way across the river to WAMU 88.5 and what he calls his perch in control room four. From 8 until 11 p.m., the air is filled with some of the most exuberant, inventive music ever recorded.

You probably hear it all the time, Rob, but as a former long-time Virginia resident living overseas, your show is the one thing about D.C. that I think about and miss. Living six years in Singapore now, I used to have the Post as my home page, but that is getting less and less relevant to my life. HJSN is what I put on at home for parties, and what I have on at work when I need to relax. HJSN is unique and special.

- Hot Jazz Saturday Night listener John Young





Ed Walker, host, The Big Broadcast

## The Big Broadcast

The Big Broadcast is a Sunday night tradition for families throughout our listening area. Each week, host Ed Walker offers listeners priceless recordings of popular radio programs from the '30s, '40s and '50s. Priceless, especially, for a man whose first sentence as a child was, "Turn the radio on."

Walker's four-hour program features entire episodes of such vintage shows as *Jack Benny, Gunsmoke, Fibber Magee* and *Molly, Dragnet, Superman* and *Suspense*. Listeners who heard those programs when they were originally broadcast enjoy hearing their old favorites, but the audience is not limited to the older generation.

The program dates back to February 16, 1964, when vintage radio enthusiast John Hickman launched a half-hour weekly program which was then called *Recollections*. The program grew in length and in popularity over the years, and today lots of folks just can't get the week going without this Sunday night standard.

Walker picked up hosting responsibilities in 1990, and has been entertaining listeners ever since with favorites from the Golden Age of Radio.

My wife and I always enjoy Ed Walker's *Big Broadcast*. We both used to listen to the original radio shows that Mr. Walker selects for his programs, and we always look forward to hearing them again. We both enjoyed so much the Boston Pops medley of Christmas songs he played on *The Big Broadcast* on December 30; and we wanted him to know how very much we enjoyed that music.

- The Big Broadcast listeners Harry and BJ Ballantyne





Pat Brogan, evening host, WAMU 88.5

## WAMU 88.5 News

## **Newsroom Staff Highlights**

The WAMU 88.5 news team made several important additions to its staff in FY 2008 to bolster the quality and quantity of reporting on local stories in the D.C. region. Meymo Lyons brought more than 22 years of print and broadcast news experience to her new role as assignment editor and afternoon producer. Patrick Madden joined the news staff as a reporter from NBC4/WRC, where he filled multiple roles as a field producer, writer, web producer, and production assistant. Pat Brogan came from local radio station WMAL to join the staff as the local weekday afternoon and evening news anchor and host. Kavitha Cardoza moved from the radio stations of the University of Illinois at Springfield, WUIS and WIPA-FM to join WAMU 88.5 as a news reporter, and Rebecca Blatt was added to the news staff as morning production assistant after working at WBUR in Boston as a producer. Jeanine Herbst and Matt Bush joined the newsroom's part-time roster as the Saturday and Sunday news anchors and hosts, and they also fill in for our weekday news anchors, hosts and reporters, as needed.

### **Local News and Features**

A partnership with Capitol News Connection has resulted in a couple of new regular features in WAMU 88.5 newsbreaks. "Power Breakfast" is broadcast each weekday morning within the 5:30 a.m., and 7:30 a.m., local newscasts during NPR's *Morning Edition*. The three-minute report covers events on Capitol Hill and at the White House that have particular repercussions for the D.C. region. "This Week In Congress" is a regular Friday evening report on the week that was, and a sneak peak at the week ahead, that airs at 5:44 p.m., and 7:44 p.m., during the local break within NPR's *All Things Considered*.

I am really enjoying "Power Breakfast" currently on WAMU. Thank you for providing this local programming that covers national news in a local and interesting way. It really makes me feel more connected to the federal government. Since I live in the WAMU listening area, I feel like I should know more about it, but since my professional field is Information Technology, I don't get a lot of chances to feel in-the-know. "Power Breakfast" makes me feel more in-the-loop!

- WAMU 88.5 listener Katie Pegoraro

WAMU 88.5 has also partnered with *The Hill*, the newspaper covering Capitol Hill, to produce a weekly Q & A between WAMU 88.5 news anchor and host Pat Brogan and *The Hill* reporter Alex Bolton. The weekly discussion is broadcast live at 5:44 p.m. every Tuesday evening during the local break within NPR's *All Things Considered*. The two experienced reporters discuss the latest news from Congress during the short segment. Pat Brogan also talks with CQ.com reporter Jonathan Allen at 5:44 p.m., every Thursday evening to provide yet another angle on the latest news from Capitol Hill.





Matt McCleskey, midday host, WAMU 88.5

"Art Beat" is WAMU 88.5's one-minute daily look at what's happening throughout the Washington region. The segment is produced by arts and culture reporter Stephanie Kaye, and is broadcast each weekday morning within the 5:30 a.m., 7:30 a.m., and 9:30 a.m., local newscasts during NPR's *Morning Edition*.

Dear WAMU, I just want to tell you how much I like they way you do news at the half hour each morning, with the great additions of Capitol News Connection's "Power Breakfast" and "Art Beat." It all fits together so well and gives me a diverse view of what's going on in D.C. Thank you!

- WAMU 88.5 listener Jeremy Kadden

## **Local Immigration News Coverage**

The WAMU 88.5 news team focused much of its resources in FY 2008 on covering the growing issue of illegal immigration in the D.C. region. WAMU 88.5 reporters filed more than 60 stories throughout the year that covered how local governments, especially in northern Virginia, have responded to illegal immigration. These reports provided coverage of local legislation, activities of nonprofit groups, and responses from individuals on both sides of the debate to provide WAMU 88.5 listeners a deeper understanding of the challenges that illegal immigration has forced local communities to confront. Illegal immigration played heavily in the local elections in November 2007, and it was an ongoing story throughout the year in Prince William County, Va., where a local crackdown sparked debate about the costs and benefits of dedicating significant local resources to the issue. The reports earned the WAMU 88.5 news team a first place 2007 Chesapeake Associated Press Broadcasters Association award for "Outstanding Documentary or In-Depth Reporting."

## FY 2008 Highlights from the WAMU 88.5 News Immigration Coverage:

July 11, 2007 - "Resolution Targets Immigrants in Prince William County, Virginia"

July 18, 2007 - "Loudoun County Passes Strict Anti-Immigrant Measure"

Aug. 14, 2007 - "Spotsylvania Considers Illegal Immigration Measures"

Aug. 28, 2007 – "Immigration Legislation Major Focus for Some Area Muslims"

Sept. 6, 2007 - "Immigration Roots Explored"

Sept. 26, 2007 - "Task Force Recommends Illegal Immigrant Detention Center"

Oct. 3, 2007 - "Debating Illegal Immigration Numbers"

Oct. 22, 2007 - "Pro-Immigrant Groups Calling for Congressional Action"

Nov. 6, 2007 - "Immigrants Vote in Takoma Park"

Nov. 29, 2007 - "Most Illegal Immigrants in Maryland Uninsured"

Dec. 5, 2007 - "Local Leaders in Virginia Join Forces to Curb Illegal Immigration"





Bill Redlin, morning host, WAMU 88.5

**Dec. 14, 2007** – "Immigration Crackdown Affecting Latino Voters"

Jan. 2, 2008 - "Churches Building Bridges on Immigration Issue"

Jan. 8, 2008 - "Immigration Tops Prince William County 2008 Agenda"

Feb. 15, 2008 - "Financial Contributions of Illegal Immigrants Calculated"

Feb. 26, 2008 - "Bill Would Revoke Bail for Virginia's Illegal Immigrants"

March 3, 2008 - "Unintended Consequences of Illegal Immigration Crackdown"

March 25, 2008 - "Illegal Immigrants Rally for College Tuition Breaks"

April 24, 2008 - "Manassas Employer Pleads Guilty to Hiring Undocumented Immigrants"

April 24, 2008 - "Supervisor Calls for End to Illegal Immigration Crackdown"

## **Coverage of D.C. Handgun Ban Supreme Court Case**

In all of its local news coverage, the WAMU 88.5 news department and talk shows strive to meet a high standard that includes clear objectives to:

- Create a seamless news and information service that puts Washington, D.C., at the center of the world.
- Present local content in context.
- Engage in knowledge building toward the goal of a fully informed citizenry, rather than to simply provide isolated facts.

Every year, specific local current events and topics provide the WAMU 88.5 news team the opportunity to put these principles into practice. None did so better in FY 2008 than the Supreme Court's consideration of the D.C. handgun ban issue. With coverage before, during, and after the arguments and eventual decision that came in early FY 2009, the WAMU 88.5 news team covered every angle. WAMU 88.5 reporter Jessica Golloher provided updates on the spot. Capital News Connection's (CNC) Supreme Court reporter Evelyn Lombardo provided in-depth analysis. CNC's "Power Breakfast" featured an overview of the issue, while frequent contributor Carol Coleman looked at a regional angle from a Virginia gun show on "Metro Connection." Finally, *The Kojo Nnamdi Show* had a follow-up interview with D.C. Police Chief Cathy Lanier the day after the Court heard arguments.

However, the peak of the coverage came during a special that aired the evening of March 18, 2008 after the arguments had concluded. The special report featured comprehensive coverage and analysis hosted by Kojo Nnamdi, and included:

- Nina Totenberg, NPR Supreme Court correspondent
- Mary Cheh, D.C. City Council member and George Washington University professor of law





Meymo Lyons, assignment editor, WAMU 88.5 News



Senior Commentator Fred Fiske

- Bob Levy, senior fellow at the Cato Institute
- Kenny Barnes, ROOT, Inc. president and WAMU 88.5 Community Council member
- Tom Palmer, co-plaintiff in the original case challenging the D.C. gun ban

## Additional FY 2008 Coverage of the D.C. Handgun Ban

July 16, 2007 - "D.C. to Appeal 30-Year Handgun Ban"

Sept. 4, 2007 - "Handgun Ban Appeal Announcement Expected"

Sept. 5, 2007 - "District Appealing Handgun Ban to Supreme Court"

Jan. 4, 2008 - "Dellinger Named to Defend D.C. Handgun Ban"

March 17, 2008 - "D.C.'s Handgun Ban Goes to the Supreme Court"

## **News Commentaries**

## Fred Fiske Celebrates 60 years on the D.C. Airwaves

On Sept. 27, 2007, WAMU 88.5 Senior Commentator Fred Fiske celebrated his 60th anniversary on the airwaves in Washington, D.C. He offers his viewpoints and opinions on current events every week on *Metro Connection*. This is an extension of his ongoing 30-year relationship with WAMU 88.5, which began in 1977 when he brought *The Fred Fiske Show* to public radio after a run on WWDC. Originally called *Empathy* when launched on WWDC, from 1970-77, it was the only talk radio program in Washington, D.C. Fiske kept lively and interesting conversation going for the next ten years before retiring in 1987 from the rigors of hosting five nights a week and moved the show to Saturday mornings, where it became *Fred Fiske Saturday*. Fiske began his esteemed radio career as a child actor in the 1930s, and was a presidential announcer and veteran affairs commentator for Mutual Broadcasting. He was also an announcer for the original *Meet the Press*, and later the *Reporters Roundup*. He provided live coverage of the presidential inaugurations of Harry Truman and Dwight Eisenhower, as well as political conventions and other events.

"Fred Fiske is a radio institution. He is one of a group of legendary Washington voices for whom WAMU 88.5 is privileged to be 'home,' including Diane Rehm, Ed Walker, and Kojo Nnamdi. I am so proud he has continued his astounding career here, and amazed at his longevity and ongoing vitality."

- WAMU 88.5 General Manager Caryn G. Mathes





WAMU 88.5 News Director Jim Asendio

#### FY 2008 Commentaries from New Voices:

In FY 2008, WAMU 88.5 News Director Jim Asendio made a focused effort to expand the roster of local commentators on the air to offer a wider array of opinions and viewpoints to listeners. By providing a robust public discourse on the issues of the day, WAMU 88.5 is working to fulfill its mission as a public radio broadcaster that allows an outlet for a wide range of perspectives. This conscious effort has resulted in more nonprofit groups and individual listeners taking advantage of the opportunity to advocate for the causes and issues in which they believe.

- May 14, 2007 Ed Lazere of the D.C. Fiscal Policy Institute: "D.C. Taxes"
- May 29, 2007 Aleta Margolis, executive director of the Center for Inspired Teaching: "Improving Education"
- July 6, 2007 Reverend Graylan Scott Hagler of the Plymouth Congregational United Church of Christ: "Payday Lending"
- Aug. 21, 2007 Local playwright Norman Allen: "Ethnic Representation in Local Media"
- Sept. 4, 2007 Aleta Margolis: "Labor Day Commentary The Work of Teachers"
- Sept. 4, 2007 Bob Weiner, former Clinton White House senior staffer: "Labor Day Commentary Courting the Labor Vote"
- Sept. 4, 2007 Marjorie Sims, Washington Area Women's Foundation: "Labor Day Commentary: Empowering Women"
- Sept. 18, 2007 Philosopher Jerry Cayford: "Virginia's Abusive Driver Fees"
- Sept. 26, 2007 Writer Reuben Jackson: "Musical Milestones"
- Oct. 10, 2007 Clifford May, president of the Foundation for Defense of Democracies: "The Surge"
- Jan. 17, 2008 Clark Nelly, attorney representing the plaintiffs in Heller v. District of Columbia: "D.C.'s Gun Control Law Challenged"
- Jan. 17, 2008 Walter Smith, executive director of D.C. Appleseed: "D.C.'s Gun Control Law Supported"
- Jan. 21, 2008 Walter Smith: "Martin Luther King, Jr., Day Commentary"
- Jan. 21, 2008 Phyllis Caldwell, Washington Area Women's Foundation: "Martin Luther King, Jr., Day Commentary"
- Feb. 1, 2008 Karen Minatelli, D.C. Employment Justice Center: "On Proposed D.C. Paid Sick and Safe Days"
- Feb. 5, 2008 Aleta Margolis: "Super Tuesday Commentary"
- Feb. 20, 2008 Michael Wotorson, Alliance for Excellent Education: "High School Education"
- April 4, 2008 Writer Reuben Jackson: "Spring, 1968"





Youth Voices participant Bella Sarjoh

## **Youth Voices**

Since the spring of 2003, D.C.-area high school students have been invited to the studios of WAMU 88.5 to learn the skills necessary to produce their own radio news features. Each *Youth Voices* team cultivates stories that reflect their lives and experiences living, learning, and growing in Washington, D.C. The reports air on WAMU 88.5, and are offered for national distribution through the Public Radio Exchange (PRX), an online content-sharing platform through which many of the pieces have aired on other public radio stations around the country.

The Youth Voices project relies heavily on its relationships with community organizations. In 2006, the project forged relationships with the Washington, D.C., Public Schools' Office of Career and Technology Education to begin development of specialized workshops for participating high schools. Youth Voices also formed relationships with the students and staff of Prince George's County public schools in Maryland and Friendship Public Charter Schools in Washington, D.C., by training students in radio production, providing meeting space on the weekends, and scheduling free studio time for student productions. With its continued success, Youth Voices has begun to reach out to more students in the area by widening the net on potential recruits to include the entire Washington, D.C., metro region. The program has received applications from students in Loudon and Prince William counties in Virginia, and Prince George's and Montgomery counties in Maryland.

Youth Voices participants have received national attention for their work. An obesity report by Youth Voices reporter Jennifer Rowe in 2005 was the first youth-produced piece ever featured on NPR's podcast directory, and a report on Attention Deficit Hyperactivity Disorder from Erikah Jacobs in 2004 was a finalist for a Golden Reel Award from the National Federation of Community Broadcasters. In addition, many graduates of the program have contributed to building the field of youth journalists locally and nationally by serving as school guest speakers, youth editors for PRX, and planning committee members for the National Youth Radio Training Conference.

#### FY 2008 Youth Voices Highlights

As always, students learned to find their voices in FY 2008 by producing pieces with honest perspectives on life as a youth in the D.C. area. The Youth Voices program held three sessions between summer 2007 and spring 2008, with a total of 18 area high school students producing a wide range of stories. The fall 2007 and spring 2008 *Youth Voices* pieces have been featured on *Metro Connection*, with in-studio interviews featuring participants from each class.



Youth Voices participants for Summer 2007

## Summer 2007

The summer 2007 team of eight students produced 10 stories that collectively won the prestigious 2008 Silver Communicator Award of Distinction in the category of "Radio: Student-Produced" from the International Academy of the Visual Arts. The pieces were chosen for the award from 8,000 worldwide entrants.

- "Footing the Bill: Who Pays for Absent Fatherhood?" by Kameisha Jerae Hodge
  Kameisha, who now attends Lafayette College, did a story on absentee dads. It resulted in her becoming one of
  PRX's youth story reviewers and also won her a paid internship at MTV in New York City.
- "The Not-So-Secret Life of Every Teen: A Facebook and MySpace Story" by Lexi Ramage

  They're called the MySpace generation because young people are using social networking sites such as MySpace for just about everything. But recent news reports about the possible dangers of being listed on MySpace and Facebook are raising fears about online safety.
- "Being Bicultural: Stories of Asian American Youth" by Lewis Reining

  Lewis followed his Youth Voices experience as a WAMU 88.5 news intern. He produced three features focused on teens, which were slated to air on Metro Connection.
- "Universe-Cities" by Jasmine Ramtoolah
   Choosing what college or university to attend is probably the hardest decision that most students have had to make. When they expand their horizons to past the borders of their own country, the choice becomes even more difficult.
- "Family Adoption: More Harm than Good?" by Cheyenne Glenn
   America is home to more than 300 million people, and about 5 million of them are adopted, but only a small percentage of all adoptions are done within a family.
- "City Farmers" by Nick Greenfield

  Thomas Jefferson once said, "Cultivators of the earth are the most valuable citizens." Yet a recent report by the

  United States Department of Agriculture shows farms are disappearing in the mid-Atlantic region.
- "Water, Water Everywhere and not a Drop to Drink" by Nick Greenfield

  The sewer system in Washington, D.C., is old and flawed. When it rains, the sewers don't protect the city's rivers from toxic runoff, garbage, and dangerous bacteria.
- "Liberty or Death" by Nick Hall

Some say it's a conflict between public safety and individual civil liberties, but others say in a nation founded on the rights of its citizens, all adults - no matter what their age - should enjoy the same privileges.



## • "Getting it Right – The First Time" by Anna Van Hollen

For many young Americans, the 2008 presidential election will be the first time they will be eligible to vote. As they approach their 18th birthdays, the reality and importance of that decision are beginning to sink in.

## • "The Immigration Debate: Yesterday, Today and Tomorrow" by Anna Van Hollen

America has been, and still is, a nation of immigrants, but for many young Americans that connection to another land is not part of their reality. Anna retraces the voyage her grandmother took, speaks with other teens about their own roots, and explores the current controversy over illegal immigration.

#### Fall 2007

### "Dare to Dream" by Anna Van Hollen

Anna's story on racial divisions at her high school, Bethesda-Chevy Chase, prompted her principal to have Anna organize a school assembly focused on the issue. In addition, based on Anna's story, *Bethesda* magazine is devoting its September 2008 issue to the topic, and Anna has written a first-person account to accompany the story as a sidebar. The story was also featured on WJLA-TV ABC 7 News on the show "Newstalk." Anna and one of the subjects from her piece were interviewed in a 10-12 minute guest segment on Friday, July 18, 2008. Anna will attend Davidson College in fall 2008 on a full scholarship.

## • "Hood Reppin" by Bella Sarjoh

Bella's story on how gangs disrupt education at Bladensburg High School was featured on Radio Netherlands' international program, "The State We're In," which aired on WAMU 88.5 on May 11, 2008. The program also featured a recorded Q & A with Bella. Bella and Tirhas Kibrzghi both credit Youth Voices for each of them being awarded scholarships toward their education at Trinity College.

#### • "Hip-Hop is Dead" by Joe Wiseman

Some people love it and others can't stand it, yet hip-hop music continues to make millions and influence the world of entertainment and popular culture. Since completing this story about hip-hop's roots, Joe has released his first solo rap CD, and he won a full scholarship to UC Berkeley.

## • "The Link" by Mahadeo Persaud

PRX is including Mahadeo's story on the relationship between high school dropout rates and the number of African-American males in prisons in a special hour-long documentary. *Essence* magazine is also referencing Mahadeo's story in its own article on the same subject. Mahadeo's Youth Voices experience has deepened his interest in audio engineering and, in his words, has given him new confidence that he can achieve his goals.

## • "Students vs. SATs" by Tirhas Kibrzghi

Each year, the College Board's Scholastic Aptitude Test (SAT) strikes fear into the lives of about 1.5 million high school students. An SAT score is used by universities as a predictor of how well a student will perform as a college freshmen, but many students say the test carries too much weight.





Youth Voices participants for Spring 2008

### • "What About the Guys?" by Wenda Thompson

Wenda, who produced a story about teenage dads, had a piece of her original work read by a theatrical company in D.C. In addition, former *Washington Post* reporter Laura Stepp has asked Wenda to consult on a national project Stepp is undertaking regarding teen fathers.

## Spring 2008

The Youth Voices listening party for the spring 2008 team was held at the National Press Club for the first time in the history of the program.

## • "The Good, the Bad and the Junkie" by Catherine Grubb

The National Institute of Mental Health estimates that two million American children currently are diagnosed with Attention Deficit Disorder (ADD). This story is one young man's experience with ADD and the drug Ritalin.

#### • "Fear TV" by Charles Pulliam-Moore

Turn on your television, open up a newspaper, listen to the radio, just pay attention - lately the messages from the media are beginning to sound monotonous: "The world is coming to an end." We know the world hasn't ended quite yet, and it doesn't seem as if the apocalypse is imminent, so why does the media continue to hype this idea... and why do we continue to buy it?

## • "A Sheltered Life" by Darrell Jackson

When we see homeless adults on the street, many of us either dig deep in our pockets for spare change or we avoid eye contact and hurry away. But there's also an unseen legion of homeless young people living on D.C. streets and in shelters around the region.

#### • "Fashion Forward" by Jeanna Colbert-Watkins

Teenagers can be picky when it comes to what they wear, but all across the country, many high schools already have, or are implementing, rules that require students to wear uniforms.

## • "A Tiny Revolution" by Sohayl Vafai

The National Institutes of Health says one in three Americans will develop cancer during their lifetimes and, though modern medicine has produced new cancer drugs and therapies, a breakthrough technology called nanomedicine seems to hold the most promise.





# **Special Programs and Partnerships**

#### **HD Radio**

"WAMU is the only radio station in the D.C. and Baltimore markets that is doing what it should be doing to promote digital HD Radio. Every hour, during program breaks, it's telling you what you could be hearing if you had an HD Radio and tuned into its HD2 and HD3 signals. That, dear GMs (General Managers) and PDs (Program Directors), is called "creating demand" among your listeners. WAMU - get this - has also programmed its HD2 and HD3 signals with viable, listenable, "go-to" programming. Much of it directly related to the news and talk programming on its main 88.5 channel. Not "canned" stuff on the "back burner" like what you hear on almost every other local station's digital signal."

-DCRTV "Rant," Oct.7, 2007

WAMU 88.5 provides three digital channels as options for our listeners. WAMU-1 at 88.5-1 provides a simulcast of the analog signal widely available at 88.5, which contains all the station's regular NPR and local news and information programming. In FY 2008, WAMU's Bluegrass Country became available as a full-stereo, comprehensive, "real" radio station at 88.5-2. Listeners can find all their bluegrass favorites and live-hosted programs featuring Katy Daley, Ray Davis, and Lee Michael Demsey. This station continues to be heard online at BluegrassCountry.org which has served the full-time bluegrass listener since 2001. WAMU's Bluegrass Country is among the first in the nation to offer live programming exclusively for HD Radio.

WAMU-3, in HD at 88.5-3, serves the dedicated public radio news listener with programming not available on the flagship channel, including extended BBC news coverage and NPR's *Talk of the Nation*. The groundbreaking WAMU partnership with AAA-public station WTMD continues on WAMU-3, where WTMD's funky, eclectic blend of rock, country rock, blues, folk, and world music, can be heard weekdays from midnight to 5 a.m., and weekends from 7 p.m.-5 a.m.

I cannot thank you enough for reformatting WAMU HD-3 and beefing up the amount of BBC World Service material that you include on the service. It's a terrific development, and will encourage me to contribute financially to WAMU during your forthcoming drives.

- WAMU 88.5-3 listener S.M.

Seemed like a good day to thank you for the incredible job you do. How WAMU runs three completely different stations 24/7 is amazing. I'm a regular listener to 1 and 3, and a member. I travel the country a lot, and live part time in Rhode Island, where I'm a member of WRNI, also a great station, but WAMU is among - if not the - best in the country. I'm lucky to live in your listening area.

- WAMU 88.5 listener Rick Fleeter, Reston, Va.





WAMU 88.5 provides listeners with the best programs and specials from NPR News

#### **NPR News Specials and Live Election Coverage**

As "your NPR news station in the nation's capital," WAMU 88.5 provides listeners with the very best programs and specials from NPR News. The large amount of election news in FY 2008 meant WAMU 88.5 listeners were given many opportunities to benefit from the balanced insight and comprehensive coverage provided by these NPR News specials:

#### Oct. 17-18, 2007 - Mukasey Hearing Wrap-Up

NPR News provided a wrap-up of the Senate Judiciary Committee hearings on the nomination of Judge Michael B. Mukasey for Attorney General of the United States, hosted by Linda Wertheimer the first day and Nina Totenberg on the second day.

#### Dec. 4, 2007 - National Presidential Debates LIVE

WAMU 88.5 carried NPR's national Presidential debate live from the State Historical Society of Iowa in downtown Des Moines. Unlike most question-and-answer formatted debates, it centered on three areas of discussion with the moderators guiding the discussion among the candidates. There was no studio audience or video cameras; the event was the first audio-only debate of the presidential race. NPR's Robert Siegel, Michele Norris, and Steve Inskeep co-hosted.

I would like to congratulate NPR and WAMU on today's presentation of the Democratic candidates for president. The format provided all ample opportunity to explain their positions on several truly serious challenges to America. Good work! I look forward to hearing the Republican panel.

-WAMU 88.5 listener Sheila Bodner, Arlington, Va.

# Dec. 12-13, 2007 – Des Moines Register Presidential Debates

Three weeks before the lowa caucuses, WAMU 88.5 aired taped special coverage of the *Des Moines Register*Presidential Debates on the evenings of December 12 (Republicans) and December 13 (Democrats). Ken Rudin,
NPR Senior Washington editor, and Ron Elving, NPR political editor, hosted the coverage.

#### Jan. 3, 2008 - Iowa Caucus Special LIVE

NPR's Robert Siegel hosted live special coverage of the lowa Caucuses from Washington, D.C., while NPR election veterans Linda Wertheimer, Mara Liasson, Ron Elving, Ken Rudin and others provided analysis.

#### Jan. 4, 2008 - Iowa Caucuses Recap

Neal Conan hosted in-depth analysis of the lowa Caucus results.



#### Jan. 7, 2008 - New Hampshire Debates

On the eve of the New Hampshire primaries, NPR News produced taped special coverage of the ABC/WMUR Presidential debates. The three-hour special was hosted by NPR Senior Washington Editor Ron Elving with Political Editor Ken Rudin, and included both Republican and Democratic debates and analysis.

#### Jan. 8, 2008 - New Hampshire Primaries LIVE

NPR's Michel Martin joined Robert Siegel to host live special coverage of the New Hampshire primaries from Washington, D.C., with the network's election veterans once again providing insight and analysis.

#### Jan. 9, 2008 - New Hampshire Primaries Recap

Neal Conan hosted in-depth analysis of the New Hampshire primaries, with a look ahead to Super Tuesday.

#### Jan. 28, 2008 - State of the Union Address LIVE

NPR News provided live coverage of the address anchored by Robert Siegel, as well as the Democratic response, and reaction from political analysts and members of Congress.

#### Feb. 5, 2008 - Super Tuesday Coverage LIVE

As residents in 24 states headed to the polls, NPR's Robert Siegel and Michele Norris hosted coverage until midnight. Andrea Seabrook and Scott Simon took over after that, and carried the coverage until 3 a.m., EDT.

#### Feb. 12, 2008 - Potomac Primaries Coverage LIVE

One week after Super Tuesday, voters in Maryland, Virginia and the District of Columbia went to the polls with votes that could have forced some candidates to leave the race and possibly anointed a leading contender for the Democratic ticket. NPR News offered live, anchored coverage of the Potomac Primaries hosted by Melissa Block and Michele Norris.

#### March 4, 2008 - Special Coverage of State Primaries LIVE

On March 4, voters in Texas, Ohio, Vermont and Rhode Island cast their ballots in primaries. This NPR News special was hosted by Robert Siegel and Melissa Block, and featured insight from reporters with the major candidates and at sites in the key primary states. Some billed this as a "must win" for Senator Hillary Clinton in her quest to get the Democratic nomination for President, while Senator Barack Obama attempted to continue his streak of primary wins and solidify his "front runner" status. For Senator John McCain, a continued strong showing would finally push Mike Huckabee out of the race.

#### April 22, 2008 - Pennsylvania Primary Coverage LIVE

WAMU 88.5 aired a two-hour political call-in program from NPR News hosted by Neal Conan and Ken Rudin, NPR's "Political Junkie" and Washington Desk Editor. They talked with campaign managers from both the Clinton and





WAMU 88.5 studio

Obama campaigns as well pollsters who provided updates from the exit polls. NPR reporters who had been on the road with the candidates this election season also provided insight and, of course, the special included reaction and comments from listeners.

#### Partnership with America Abroad Media

America Abroad Media produces an international affairs public radio program distributed in the U.S. by Public Radio International and internationally by National Public Radio Worldwide. It is broadcast on more than 100 U.S. public radio stations and in more than 145 countries. Content contributed to the program is a collaborative effort between WAMU 88.5, American University's School of International Service, America Abroad Media, and *The Economist* magazine.

#### WAMU 88.5 aired the following special documentaries from America Abroad Media in FY 2008

#### 10 p.m., June 12, 2007 - "After Castro: America and Cuba"

With the iconic Cuban leader rumored to be on his deathbed, this edition of America Abroad examined the possibility for change in Cuban-American relations after his death. The program looked back at the role Castro played in the Cuban Missile Crisis, revisited the history of US-Cuban relations before and after Castro's communist regime came to power, and examined the role of the Cuban-American community in the formulation of America's approach to Cuba.

#### 10 p.m., July 31, 2007 - "Feeling the Heat: The Global Politics of Climate Change"

The effects on the environment know no political boundaries, and are changing geopolitics around the world, but major obstacles confront any international effort to deal with this potential crisis. This special revisited the history of international awareness about the environment, looked back at the U.S. role in the Kyoto Treaty, and examined the role of the U.S. and the developing world in the global politics of climate change.

#### 10 p.m., Aug. 14, 2007 - "Iran: The Looming Confrontation"

Since the hostage crisis of 1979, there has been nothing but hostility between the U.S. and Iran. As these longtime foes seemed headed on a dangerous collision course, this program explored the looming confrontation, and stepped back to examine just how relations between the U.S. and Iran deteriorated so quickly.

#### 8 p.m., Nov. 8, 2007 - "Allies at a Crossroad: Turkey and the United States"

The strong alliance between the United States and Turkey dates back to the early years of the Cold War, but new challenges threaten this longstanding partnership. This program traveled to Turkey to explore the country's changing political landscape and the implications for the U.S.-Turkish alliance. It examined some of the major events in the





View of the U.S. Capiol

history of the relationship, and looked at how Turkey's refusal to allow U.S. troops to cross through the country during Operation Iraqi Freedom cast this once close alliance into doubt. This edition of America Abroad was anchored by Ray Suarez, along with special co-anchor Mihtat Bereket from CNN Turk in Istanbul.

#### 6 p.m., Jan. 20, 2008 - "A Marriage of Inconvenience: The U.S. and the United Nations"

America Abroad traveled to Sudan to better understand how and why America is working with the UN to support a peacekeeping force in the war-torn region of Darfur; and to Geneva, to examine the first year of the UN's Human Rights Council and the reasons why the U.S. decided not to seek a Council seat. The program also looked back at the highs and lows of America's tumultuous 62-year history with the UN, from the idealism and effort of U.S. leaders that helped found the United Nations, to an increasingly hostile relationship between the American superpower and the world organization.

#### 6 p.m., Feb. 17, 2008 - "Communication Breakdown: Losing the War"

Public Diplomacy was a critical weapon during the Cold War, but today the U.S. is shooting blanks in the war of ideas. In this special, America Abroad Media traveled to Egypt to see American public diplomacy on the ground, and looked back to see what the U.S. can learn from its past successes in shaping public opinion around the world.

#### 6 p.m., March 16, 2008 - "Cuba After Fidel"

In an update to an earlier America Abroad special, Ray Suarez hosted this look at the end of Fidel Castro's 49-year reign as he handed his brother, Raul, a difficult job. The program examined Cuba's tattered economy, and its population hungry for reform, while taking a look at where Cuba's been, and where it might be headed.

WAMU 88.5 also partners with America Abroad Media to present town hall meetings on important current events and global issues. WAMU 88.5's Kojo Nnamdi and Marvin Kalb of the Kalb Report moderate these town hall meetings, one of which fell within the date range of FY 2008 (May 1, 2007-April 30, 2008):

#### April 7, 2008 (Live Event); April 10, 2008 (Broadcast)

#### "Foreign Policy and the Presidential Election: America's Image Problem"

American University's Kay Spiritual Center was the site for this town hall discussion presented by WAMU 88.5, America Abroad Media, and *The American Interest* magazine. On a rainy Monday evening, more than 200 attendees listened to senior foreign policy advisors from the presidential campaigns of Senators Hillary Clinton, John McCain, and Barack Obama discuss strategies for improving America's standing abroad in light of a new administration.



#### **Public Radio Talent Quest**

WAMU 88.5 participated in the "Public Radio Talent Quest," a nationwide search for the next great public radio host. Interested listeners and public radio fans were asked to submit a two-minute audio demo of talk, entertainment, or music programming for the opportunity to produce a pilot show for public radio. The submissions were made at publicradioquest.com and were evaluated by public radio professionals and visitors to the site.

#### **NPR Listens**

WAMU 88.5 participated in "NPR Listens," an audience research project that offered listeners the opportunty to help shape new ideas and projects for public radio. Once or twice each month, volunteers received an email inviting them to participate in a brief online survey. Participation was voluntary, and listeners could opt out of the panel at any time. WAMU 88.5 and NPR used this as an opportunity to learn from the NPR audience to better serve members.

## **Public Radio Celebrity Visits and Special Events**

As one of the top public radio stations in the country, WAMU 88.5 is fortunate to be able to host private and public events with popular public radio personalities throughout the year. These events provide station members, Leadership Circle donors, corporate supporters, WAMU 88.5 staff and the general public the opportunity to see the faces behind their favorite public radio voices and, at times, get a behind-the-scenes perspective on what goes into creating public radio programs.

#### WAMU 88.5 hosted these public radio personalities and program specials in FY 2008:

#### July 18, 2007

Kai Ryssdal, host of Marketplace, visited the station and had a private lunch with WAMU 88.5 staff and donors.

#### July 20, 2007

Tess Viegland, host of Marketplace Money, visited the station to talk with WAMU 88.5 staff and donors.

#### Sept. 19, 2007

**Patricia McConnell**, host of *Calling All Pets*, visited with station members and staff after discussing her new book, "For the Love of a Dog" on *The Diane Rehm Show*.

#### Feb. 4, 2008

**Krista Tippett**, host of Speaking of Faith, visited with station members and staff.



Radiolab hosts Jad Abumrad and Robert Krulwich

#### April 24, 2008

#### Radiolab LIVE at Koshland Science Museum

WAMU 88.5 and Koshland Science Museum presented a live presentation of *RadioLab*, one of public radio's most unique and creative programs. Listeners paid \$15 to enjoy a live demonstration of how science can be communicated through a patchwork of people, sounds, stories, and experiences. It was science investigation at its best. The episode, which focused on infectious laughter, was recorded and the audio posted to wamu.org for listeners to download. Prior to the recording, Koshland sponsored a reception as a fundraiser on behalf of WAMU 88.5 honoring hosts Jad Abumrad and Robert Krulwich where they were able to meet guests and provide audience members a behind-the-scenes look at the production of the show.

#### **WAMU 88.5 Traditions**

Each year, WAMU 88.5 offers listeners programs that celebrate holidays, recognize historical anniversaries, and provide perspective on news headlines and cultural topics. Here are the special programs and annual WAMU 88.5 traditions that aired in FY 2008.

#### WAMU 88.5's Public Space

At 10 p.m. every Tuesday in FY 2008, WAMU 88.5 dedicated a "Public Space" in the program schedule for special in-house productions, timely local election coverage, and experimental programming, such as the patchwork sounds of the New York-based *Radio Lab*.

#### Special 4th of July Programming

Every year, WAMU 88.5 provides listeners with an all-American soundtrack as they light their grills on the 4th of July. In 2007, Mary Cliff provided a tribute to Independence Day (*Traditions with Mary Cliff* – "4th of July Special"), we explored the popularity of Paul Simon's music ("The Emergence of Paul Simon"), and *American Routes* celebrated the onset of summer with the Neville Brothers (*American Routes*: "Funk and Fireworks"). Plus, the highlights of every Independence Day on WAMU 88.5 are the live concert recordings from the Smithsonian Folk Life Festival ("Folklife Music for the Fireworks"), and Ed Walker's usual mix of priceless recordings of popular radio programs from the '30s, '40s, and '50s that celebrate the anniversary of American independence ("*The Big Broadcast* – 4th of July Special").



Hot Jazz Saturday Night host Rob Bamberger hosts an annual New Year's Eve special

#### **Labor Day Programs**

WAMU 88.5 celebrated the American worker with a series of Labor Day specials that examined what happened to our technological dreams of the future ("Quirks and Quarks"), discovered the plight of America's working poor ("Humankind"), presented music from a legendary musical duo ("Ritchie And Watson: Then And Now"), and allowed Dick Spottswood to guide listeners through songs that celebrate jobs (A Dick Spottswood Labor Day Special).

#### **WAMU 88.5 Holiday Traditions**

#### Dec. 9, 2007 - "Hanukkah Lights 2007"

This perennial NPR favorite, now well into its second decade, featured acclaimed authors exploring Hanukkah traditions in original stories written expressly for the program and read by NPR's Susan Stamberg and Murray Horwitz.

#### Dec. 24, 2007 - "Tinsel Memories"

WAMU 88.5 began a new radio tradition with stories from the NPR archives that touch on the meaning of Christmas. David Sedaris, Bailey White, John Henry Faulk, and other NPR voices from the past and present told stories of the season.

#### Dec. 24, 2007 - "Christmas Eve Recollections"

Every year, WAMU 88.5 host Ed Walker brings listeners the best holiday programming from the Golden Age of Radio from 8 p.m. to midnight on Christmas Eve.

#### Dec. 25, 2007 - "Christmas Night Recollections"

Host Ed Walker follows up his Christmas Eve tradition with four hours of holiday classics on Christmas evening, from *Gunsmoke, Stars Over Hollywood, Family Theater*, and *CBS Radio*.

#### Dec. 31, 2007 - "A Hot Jazz New Year's Eve"

Rob Bamberger's annual welcome to the New Year features seven hours of vintage jazz, swing and big band music.

#### Jan. 1, 2008 - "The Big Broadcast New Years Day"

Host Ed Walker completes his annual holiday specials with this annual New Year's Day edition of his popular radio show.





Metro Connection host David Furst & Fundraising Manager Joelle Costellp prepare for the on-air campaign

# **Fundraising and Membership**

Members are the most reliable source of funding for WAMU 88.5, providing almost 40% of our annual budget. The generous financial support of our members makes everything we broadcast possible. WAMU 88.5 has recently set record numbers of members and contributions. WAMU 88.5 ended FY 2008 with 3,000 more members than in FY 2007, who joined the station during three membership campaigns, each of which was a huge success.

Am I a member now? From when to when? I'd love to donate my life to you... I love NPR and WAMU so much..

- WAMU 88.5 member Joanne Gigliotti

# **On-Air Campaigns**

May 2007: New and Returning Member Campaign

May 7-11, 2007 Goal: 1,000 new and returning members

WAMU 88.5 surpassed its goal of 1,000 new and returning members, and set records for both number of donors and the amount of gifts received. A total of 1,868 members contributed \$178,088 to help pay for their favorite programs. Capitol Hill Bikes provided a wonderful package for a special drawing: a pair of Cannondale Synapse Road Bikes valued at \$1,500 each, two professional bike fittings, two Capitol Hill Bikes cycling jerseys and other accessories, for a total value of \$3,500.

#### Fall 2007 Campaign

Oct 19-27, 2007 Goal: \$1,000,000

WAMU 88.5 enjoyed significant member support in the form of \$66,844 in dollar-for-dollar matching gifts applied during the campaign. Combined with on-air and web contributions, the total for the on-air 7-day campaign was \$1,095,766 was raised in gifts and pledges through the on-air and web appeals, from 8,311 members. The Save-A-Day pre-campaign exceeded its \$125,000 goal and is not reflected in the above total.

If I paid WAMU for each piece of information acquired or each thought or insight provoked, I would owe you a million dollars, for this year alone. I won't forget you if I ever win the lottery.

- WAMU 88.5 listener Cecilia Op de Beke, Falls Church, Va.





Campaign volunteers in the Community Room

#### Winter 2008 Campaign

Feb. 9-16, 2008 Goal: \$950,000

For the first time, a membership campaign was carried out on all three WAMU 88.5 HD channels. The campaign was live on WAMU 88.5-1, and WAMU's Bluegrass Country at 88.5-2, while a heavy schedule of campaign announcements aired on WAMU 88.5-3. A total of 7,709 donors contributed \$1,126,096 (including Save-A-Day, matching gifts and totals from WAMU's Bluegrass Country). A great part of the credit for the campaign's success is attributed to generous WAMU 88.5 supporters who contributed \$41,800 in Member Match grants and \$88,771 raised through the Save-A-Day pre-campaign effort – the latter exceeded the \$75,000 Save-A-Day goal and the onair portion of the campaign to end one day early.

Hello, one of your fundraising peeps recently suggested we contribute to your station according to the value we receive from your broadcasts. No can do... Sorry! I don't have that much money. I'd have to contribute millions.

- WAMU 88.5 supporter Robin MacAskill

The campaign also marked the introduction of the WAMU 88.5 sustaining membership. This new monthly giving program allowed members to donate by credit card and eliminated membership expiration dates. The sustaining program allows the station to create a monthly revenue stream, saves money and time while saving members the hassle of renewal appeals, and helps WAMU 88.5 be more efficient with its donor data processing.

NPR's Nina Totenburg called in during *Morning Edition* to issue a matching grant: a \$1,000 member match in honor of Lou Stamberg, the husband of NPR's Susan Stamberg, and a long-time friend to WAMU 88.5. NPR's Nina Totenberg, Linda Werthheimer, and Cokie Roberts offered this member match in his honor.

I just had to do a bit of business with you, and your customer service personnel equal the excellence of your programming - The Best!! A friend asked which was my favorite show... How could I possibly choose? Like comparing a Jag to cheesecake! For every mood and every interest, you offer the best and beyond. I love you!

- WAMU 88.5 member Cherie deSouza





Campaign volunteers in the Community Room



Campaign volunteers in the Community Room

# **Special Membership Events**

Among the benefits of being a WAMU 88.5 member is the opportunity to participate in special events or receive tickets to exclusive shows as a "Thank-You" gift during campaigns. In FY 2008, WAMU 88.5 members were given the opportunity to attend these special events:

#### Oct. 6, 2007 - David Sedaris at Lisner

Approximately 100 people took advantage of a special ticket offer from WAMU 88.5 for "best seats in the house" tickets to see the sold out performance of David Sedaris at the George Washington University Lisner Auditorium.

#### April 12, 2008 - Ira Glass at Lisner

Approximately 100 members who donated during WAMU 88.5's Winter 2008 Campaign attended an event with Ira Glass at the George Washington University Lisner Auditorium. Members were treated to a special, intimate pre-performance reception, which featured coffee and dessert catered by The Beehive. They also had time to meet and mingle with Ira Glass before taking their "best seats in the house" seats for Ira's performance of his show, "Radio Stories and Other Stories."

#### **Volunteers**

Many WAMU 88.5 members also choose to volunteer at the station during membership campaigns and regular business hours in various WAMU departments. Volunteers are an important and valuable extra resource that help WAMU 88.5 fulfill its mission to not only provide high-quality radio programming, but also be part of the larger community. By donating their valuable time, volunteers add to their monetary contribution to the station while doing important work that keeps WAMU 88.5 running efficiently throughout the year. In summer 2007, WAMU welcomed a new volunteer service coordinator, Anthony Washington, who is responsible for the recruitment, training, and placement of all station volunteers. Anthony is no stranger to public radio, having started as a volunteer at the Frostburg State University station, where he worked his way up to Format Director of Urban Music.

#### Fall 2007 Campaign Volunteers

298 volunteers provided 1,086 hours of service to WAMU 88.5 during the 2007 Fall Membership Campaign. The value of volunteer time\* for the campaign was \$21,187.

#### Winter 2008 Campaign Volunteers

364 volunteers provided 1,541.5 hours of service to WAMU 88.5 during the 2008 Winter Membership Campaign. The value of volunteer time for the campaign was \$30,059.





Donated cake from Wagshal's Bakery and Catering Kitchen

\* The estimated dollar value of volunteer time is \$19.51 per hour for 2007 according to the Independent Sector. The Independent Sector is a nonprofit, nonpartisan coalition of approximately 600 charities, foundations, and corporate philanthropy programs, collectively representing tens of thousands of charitable groups in every state across the nation.

#### **Volunteers of the Year**

On Friday, May 2, 2008, at an awards luncheon held in conjunction with National Volunteer Week at WAMU 88.5, on the campus of American University, Janice Clark (Member Services), Alison Curtis (Front Desk), Dale Clayton-Morrison (Community Council), Susan Nabors (The Diane Rehm Show), and Victoria Zuckerman (Development Advisory Council), were presented with the 2007 Volunteers of the Year award for their outstanding volunteer work throughout FY 2008.

#### **In-Kind Food Donors**

Love

**Elevation Burger** 

One of the most important contributions that help make the WAMU 88.5 membership campaigns a great success are the local restaurants and companies who donate food to help keep WAMU 88.5 volunteers and staff energized and focused. In FY 2008, a total of 49 in-kind food donors provided more than \$44,000 worth of support during these campaigns:

2 T's Incorporated	Federal Bakers, Inc.	Red Jacket Orchards
3 Citron Caterers of Georgetown	Fiesta In A Box, LLC	Route 11 Potato Chips
7-11	Fluffy Thoughts Bakery	Santa Fe Café of Arlington
9:30 Club	Gails Vegetarian Catering	Shoebox Oven Bakery
Amy's Kitchen	Geppetto Catering, Inc.	Skewers Café
Booeymonger	Honest Tea	Luna
Cabot Creamery	La Prima Catering	Smoothie King
Cooperative Café	La Tasca Spanish Tapas Bar &	Snap of Georgetown
Divan Café	Restaurant	Stacy's Coffee Parlor
Xinca Cake	Jaleo Restaurant	The Beehive

Keith & Son Soul Food, LLC **Tonic Restaurant** Catering 2 You M.E. Swing Coffee Company Twin Spring Fruit Farm Chef Geoff Mindy's Distinctive Catering Wagshal's Bakery and Catering Chick-Fil-A My Organic Market Kitchen Chipotle Mexican Grill Original Pancake House Wasabi Sushi

Zaytinya

**Dish Caterers** Pizzeria Paradiso Well Dunn Catering, Inc.

Dolcezza Gelato Praline Restaurant & Bakery

Red Dog Café





# **WAMU 88.5 Leadership Circle**

WAMU 88.5 Leadership Circle members provide significant annual support to WAMU 88.5 and are one of the station's philanthropic leaders. As a part of the Leadership Circle, members provide crucial unrestricted funds that enable WAMU 88.5 to bring unequaled local and national programs to listeners in the D.C. metropolitan region, as well as distribute content nationally and internationally. Members can enter the Leadership Circle at various levels based on their contribution, including Patron (\$1,000-\$2,499) Producer (\$2,500-\$4,999), Broadcaster (\$5,000-\$9,999), Director (\$10,000-\$24,999), and Visionary (\$25,00+). Membership in the Leadership Circle offers substantial personal rewards, including an annual Leadership Circle reception to meet WAMU 88.5 hosts and producers, private tours of the station, day sponsorships to share a personal message on the air, and invitations to special events throughout the year.

#### **FY 2008 Leadership Circle Events**

#### June 14, 2007

A group of WAMU 88.5 supporters gathered for an intimate luncheon with Rob Gifford, NPR's London bureau chief and former Beijing correspondent at the home of Dale Clayton-Morrison, Leadership Circle donor and member of the WAMU's Development Advisory Council and Community Council. Rob shared stories about his dramatic journey along China's Route 312, as revealed in his new book, "China Road: A Journey into the Future of a Rising Power." He joined the group after his participation on *The Diane Rehm Show*. Dale Clayton-Morrison and Leadership Circle donor Chris Leahy hosted the luncheon.

#### July 18, 2007

Kai Rysdal, host of American Public Media's *Marketplace*, joined by General Manager Caryn Mathes, had breakfast with a few WAMU 88.5 major donor prospects and an underwriting client.

#### October 24, 2007

Broadcaster level supporters of WAMU 88.5 enjoyed an intimate and exclusive dinner with Diane Rehm, Kojo Nnamdi, General Manager Caryn Mathes, and American University President Neil Kerwin at Diane Rehm's home in recognition of the members' generous support to the station. Pineapple Alley donated catering services for the event.

#### October 25, 2007

Leadership Circle donors of WAMU 88.5, were invited to attend the 26<sup>th</sup> annual American University President's Circle dinner at the The Ritz-Carlton hotel in Washington, D.C. Twenty-five members of the Leadership Circle attended this special event.





Annual major donor event at the Anderson House, Washington, D.C.



Post-Cruise reception with Diane Rehm

#### February 29, 2008

WAMU 88.5 Producer level donors were invited to The Music Center at Strathmore for a Baltimore Symphony Orchestra (BSO) performance and screening of "Charlie Chaplin's City Lights." The Baltimore Symphony Orchestra, performed an updated orchestration of the musical score to "City Lights," under the baton of Music Director Marin Alsop, accompanied by Chaplin's famous film. Following the performance, donors had a private dessert reception with members of the BSO.

#### **April 10, 2008**

WAMU 88.5 hosted its annual major donor event at the Anderson House in Dupont Circle. Nearly 60 members of WAMU's Leadership Circle enjoyed a wonderful evening and had an opportunity to mingle with many WAMU 88.5 hosts including Diane Rehm, Rob Bamberger, Ed Walker, Bill Redlin, Katy Daley, Mary Cliff, and many others. Guests also had the chance to talk with WAMU 88.5 General Manager Caryn Mathes and American University President Neil Kerwin. In addition, tours of the historic Anderson House were offered. Well Dunn Catering provided food and libations, The Beehive donated decadent desserts, and the staff at the Anderson House offered tours and their generous hospitality.

#### **Mediterranean Cruise with Diane and John Rehm**

From August 26 through September 10, 2007 a group of nearly 70 fans of *The Diane Rehm Show* from Salt Lake City, Cincinnati, and Washington, D.C., traveled on a cruise that began in Venice, sailed through Croatia, Montenegro, Greece, and Sicily, and ended with a visit to Rome. During the cruise, Diane moderated several shipboard sessions, including two receptions, an "Open Mike Get-Together," a discussion of Khaled Hosseini's book, "A Thousand Splendid Suns," and a behind-the-scenes look at how the show is created. A pre-cruise reception with the travelers was held at the home of Diane and John Rehm on August 8, and a post-cruise reception was held at the home of two travelers on November 13.



# **WAMU 88.5 Development Advisory Council**

The continued success of WAMU 88.5 depends on the personal commitment and active involvement of a select group of appointed volunteers who embrace the privilege to serve and the responsibility to lead. Development Advisory Council members are expected to be zealous advocates on the station's behalf, to be enthusiastic communicators of our mission and vision, to aspire to an investment as a major donor, and to play an integral and significant role in our leadership development and fund-raising activities.

# FY 2008 Development Advisory Board Members

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#### **FY 2008 Foundation and Other Grants**

The Austin Foundation

Black Dog Foundation

Clark-Winchcole Foundation

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The Corporation for Public Broadcasting, a private non-profit corporation funded by the American people to help support diverse and innovative non-commercial programming

William M. and Linda R. Dietel Philanthropic Fund at the Northern Piedmont Community Foundation

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### Individuals who have given \$1,000 or more to WAMU 88.5 during the fiscal year ending April 30, 2008:

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# **WAMU 88.5 Corporate Underwriting**

The generous support of WAMU 88.5's sponsors account for approximately 50% of the station's operating budget. In sponsoring the station, corporate partners help to provide the means necessary for WAMU 88.5 to follow through with its commitment to provide its loyal audience with the very best in public radio.

"We have found that underwriting on WAMU has consistently delivered results and added value. No greater example is when we hear feedback from members of Congress or senior staff about how they heard our latest message and want to learn more."

- Kent Dellinger, government relations manager, Honda

The WAMU 88.5 underwriting department concluded FY 2008 by exceeding its net billing goal of \$5,000,000 by more than 26%, achieving greater than \$6,300,000 in net cash billing, while sustaining the cost per underwriting dollar at 23 cents. In addition, WAMU 88.5's online underwriting initiative continues to be an efficient and effective compliment to traditional underwriting.

#### WAMU 88.5 Corporate Sponsors for FY 2008

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FΧ

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The Key School United Technologies
The Levine Group Universal Music Group

The Library of Congress University of Pennsylvania Publication Ser-

The Medical Imaging and Technology Alliance vices

The National Building Museum University of VA McIntire School of Commerce

The Reston Chorale University of Virginia

The Screw tape Letters Urban Institute

The Shakespeare Theatre US Climate Action Partnership
The Siena School Verizon Communications
The UPS Store Vestas Wind Systems

The Vassar Club of Washington, DC Virginia Education Association

The Washington Chorus VISA



Warner Bros Records

Warner Independent

Washington Ballet

Washington College

Washington DC Jewish Community Center

Washington Hospital Center

Washington Jewish Film Festival

Washington National Cathedral

Washington National Cathedral Global Justice

Washington National Cathedral/Music Office

Washington Performing Arts Society

Washington Tennis and Education Foundation

Wesley Theological Seminary

WETA-TV

Wharton Graduate Association

WHUT/Howard U.

William & Mary College, EMBA

WNET New York

Wolf Trap Foundation

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Scholar

Yale School of Management

Your Dog's Best Friends

Zuckerman Spaeder

# **Web Bluegrass Country Corporate Sponsors**

High Sierra Music - Delfest

If You are Irish - Constitution Hall

International Bluegrass Music Museum

Lisner Auditorium

Lucketts Bluegrass/Lucketts Fair 2007

MerleFest

Montpelier Arts Center

National Geographic Live

Smithsonian Folkways Recordings

Strathmore

The Folklore Society of Greater Washington

Wolf Trap Foundation



The Community Minute helps connet WAMU 88.5 to the Washington, D.C., metropolitan community through its hardworking non-profit organizations

# **WAMU 88.5 Community Connections**

# **The WAMU 88.5 Community Minute**

The Community Minute is a community service, designed to help WAMU 88.5 better engage with our listeners and the local organizations that help improve the quality of their lives. The daily broadcast, featuring WAMU 88.5 General Manager Caryn Mathes and News Director Jim Asendio, provides information about community organizations working to improve lives in the Washington, D.C., metropolitan area. Each month, Caryn and Jim feature two topics on-air, and provide local resources for learning more. More information about both the topics and the groups we mention on-air is available online at wamu.org, where podcast downloads of the minute-long features are also available.

Many of our board and staff members have heard the FSO mentioned in the WAMU Community Minute this month! Thank you so much for including us in this public service announcement. We are proud of our vibrant educational programs, and appreciate any attention that can be focused on them.

- Elizabeth Murphy, Interim Executive Director, Fairfax Symphony Orchestra

## FY 2008 Topics and Organizations Highlighted for the Community Minute

#### May 2007

National Bike Month: Rails to Trails, League of American Bicyclists Homelessness: Community Council for the Homeless at Friendship Place

#### June 2007

National HIV Testing Day: Whitman-Walker Clinic

#### **July 2007**

Abused and Homeless Children: Alternative House

Anacostia River and Chesapeake Bay Health: The Anacostia Watershed Society; The Chesapeake Wildlife Heritage

#### August 2007

Literacy: D.C. LEARNs; The Reading Connection

Immunization: The National Healthy Mothers, Healthy Babies Coalition; D.C. Department of Health

Immunization Program



#### September 2007

Local Animal Shelters: The Washington Animal Rescue League; Homeward Trails Animal Rescue Art Therapy: Artstream

#### October 2007

Hunger: DC Central Kitchen

Adult Illiteracy: The Literacy Council of Northern Virginia; Literacy Council of Montgomery County

#### November 2007

Diabetes' Impact on the U.S. and D.C.

Interstages: Filling the gap for D.C. middle schoolers

#### December 2007

Advocating for Change, and Helping to Implement it: DC Appleseed Suited for Change: Helping Women Join the Professional Workforce

#### January 2008

Uninsured Children: The State Children's Health Insurance Program

Neighborhood-based Reading/Writing Program: D.C. Creative Writing Workshop; Art Education Partnership

#### February 2008

Aging in Place: Project Mend-a-House

Trees in Urban Areas: Casey Trees; Fairfax ReLeaf, Inc.; Tree-mendous Maryland

#### March 2008

Music Education: Community Help In Music Education, Fairfax Symphony Orchestra's; National Association of Music Education

Helping Formerly Incarcerated Women Re-enter Society Our Place, D.C.:

#### **April 2008**

Autism Education: Kennedy Krieger Institute

Middle School Extracurricular Programs: City Year, Washington, D.C.





Community Dialogues are off-the-road background discussions held at WAMU 88.5 studios.

# **WAMU 88.5 Community Council**

The WAMU 88.5 Community Council is the station's community advisory board as defined by the Public Broadcasting Amendments of 1981. The purpose of the Community Council is to represent the interests of the listening public in regular meetings with the staff and management. These meetings are held quarterly and are open to the public. In FY 2008, the Council met on Sept. 25, 2007, Dec. 13, 2007, Jan. 17, 2008, and April 17, 2008.

The role of the WAMU 88.5 Community Council is solely advisory in nature. The council periodically reviews the programming goals and significant decisions of the station and advises management on whether programs and policies are meeting the needs of the communities served by the station. The council also serves as an extra set of eyes and ears for the station, and it provides assistance to station staff in carrying out activities intended to strengthen ties between the station and the community it serves. For example, the council regularly holds Community Dialogues (see below), which convene local leaders and members of the community to discuss specific themes of particular interest to this region.

The WAMU 88.5 Community Council consists of up to 22 individuals – including one ex-officio member – who live within the coverage area of the station and are contributing members who wish to preserve, promote, and strengthen the public radio service provided by WAMU 88.5. The composition of the council reflects the diversity of the listening community. Members serve three-year staggered terms beginning in January. The nominating committee makes recommendations that are voted on by the full council at its December meeting. Station management makes final appointments.

#### FY 2008 WAMU 88.5 Community Council Members

Kenneth E. Barnes, Sr. (Chair)

Dale Clayton Morrison (Vice Chair)

Chuck Bean Patricia N. Mathews
Louis Bransford Nancy Sanger Pallesen

Mary Briggs Mark Sachs
Laura Chambers Dan Sheehy
Elizabeth Downes Kathryn S. Smith

Jorge E. Figueredo Peter Tannenwald (Ex Officio)

Maria Gomez Amy J. Truesdell
Manuel Hidalgo Alexander D. Wilson
Murray Horwitz Victoria Zuckerman

Lee Kirstein



The WAMU Community Council held its final quarterly meeting of 2007 on Thursday, Dec. 13. The council welcomed five new members to be appointed by WAMU 88.5 General Manager, Caryn Mathes, to terms that began Jan. 1, 2008. The new members were: Laura Chambers, Chief Operating Officer for Civic Ventures, a nonprofit think tank focused on utilizing the experience of the growing aging community to help solve society's greater social problems; Manuel "Manny" Hidalgo, Executive Director of the Latino Economic Development Corporation, a nonprofit corporation with a mission to improve the wealth-building capacity of low to moderate income Latinos and other underserved communities in the Washington Metropolitan Area; Louis Bransford, a retired telecommunications executive who serves as Chairman of the Board of the Public Service Telecommunications Corporation; Mary Briggs, Director of Cultural Development of the Cultural Affairs Division of Arlington County, Va.; and Maria Gomez, President and CEO of Mary's Center for Maternal and Child Care, which serves the family needs of more than 15,000 individuals and families from across the metropolitan area.

Council Members also elected officers for 2008. Kenneth E. Barnes, Sr. will continue as Chair of the Community Council and Dale Clayton Morrison will assume the position of Vice Chair.

## **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 sponsored a regular series of off-the-record discussion meetings with community leaders on a variety of issues. These Community Dialogues have provided valuable, in-depth information and contacts for WAMU 88.5's reporters and program producers. Not only have the dialogues helped the stations programming and news teams gain a better understanding of critical community issues, but they have also provided a forum for the participants to talk to each other and discover common goals. During Fiscal Year 2008, the council sponsored the following Community Dialogues:

#### "What's Working in Education in the District of Columbia" - May 17, 2007

Local educators talked about some of the special programs and projects instituted by public and private institutions in D.C. to provide students from disadvantaged neighborhoods with the opportunity to achieve academic, economic and social success.

#### "The Challenge of the Chesapeake" - Oct. 4, 2007

Environmental scientists and public officials discussed the issue of the continuing pollution of the Chesapeake Bay despite so many efforts to "Save the Bay."



#### "The Impact of Nonprofit Organizations in our Community" - Nov. 8, 2007

The heads of local nonprofits discussed the controversial issue of whether nonprofit charitable organizations should be held to a similar standard of "return on investment" as is conventional in the for-profit world.

## "Transportation – A Look Into the Future" – Feb. 28, 2008

Representatives from transportation agencies in D.C., Maryland and Virginia described efforts to find workable solutions to the traffic congestion

#### "Historic Preservation" - April 22, 2008

A look at historic preservation in the context of balancing the rights of individuals and developers with the preservation of the buildings, landscapes, and cityscapes that have cultural significance and meaning for the community.



WAMU 88.5 broadcasts on one analog channel, three digital channels, and two

# **American University Radio**

WAMU 88.5 is committed to helping further the goals and purpose of its licensee, American University (AU), by contributing to the University's primary commitments to:

- Foster international understanding
- Generate new knowledge beneficial to society
- Apply knowledge through student experiential learning
- Maximize the advantage of the Washington, D.C., metropolitan setting

#### Additional Support for American University:

- American University is acknowledged in the credits of The Diane Rehm Show, distributed nationwide.
- AU schools and colleges receive discounted rates for program underwriting on WAMU 88.5.
- WAMU 88.5 provides technical and equipment support benefiting faculty and students in the AU School
  of Communication.
- Other senior WAMU 88.5 staff volunteer to speak to classes or participate in School of Communication outreach events and/or student competitions.
- WAMU 88.5 staffs a booth at AU Internship Fairs to publicize and recruit for internships and work-study opportunities at the radio station.
- WAMU 88.5's Director of Programming, Mark McDonald, also serves as American University's Broadcast Journalist in Residence.
- WAMU 88.5 employs two students from AU's Washington Semester Program as interns four and a half days per week during the summer, and two days per week in the fall and spring semesters.

#### **American Forum**

"American Forum" is produced by WAMU 88.5 in cooperation with American University's School of Communication, and has a tradition of examining critical media issues. Several times a year, these special town hall meetings bring together academics, journalists, elected officials, and public policy makers to address and debate the issues of the day. The forums are free and open to the public, and are often held on the American University campus where they are recorded for later broadcast on WAMU 88.5. The following is a list of the "American Forum" specials produced during FY 2008:



#### "American Forum: Freedom of the Press in a Post-9/11 Era"

Event: Sept. 10, 2007; Broadcast: 10 p.m., Sept. 11, 2007

With fears of terrorism and increased government secrecy, the unpopularity of the Iraq war, and attacks on the news media for breaking stories about U.S. intelligence gathering, what is the state of freedom of the press in the U.S. in the post-9-11 world? American University School of Communication Professor Jane Hall explored these issues with a panel of experts and media execs, including *USA Today* editor Ken Paulson; Meredith Fuchs, General Counsel for the National Security Archive; Shane Harris, Intelligence Correspondent for *National Journal*; Eric Lichtblau, 2006 Pulitzer Prize-Winning Reporter for *The New York Times*; and Suzanne Spaulding, National Security Expert at the Bingham Consulting Group.

# "From Grassroots to Netroots: The Impact of the Internet and Other Media Technologies on Politics" Event: Nov. 14, 2007; Broadcast: 6 p.m., Nov. 18, 2007

Presidential candidates are trying to reach voters through interactive media, while activists are using the web to build community and fund-raise. During this edition of the continuing series, a panel of experts looked at the impact of new media on the 2008 presidential campaign.

#### "Fact Checking: A Dying Tradition?"

Event: March 18, 2008; Broadcast: 6 p.m., March 23, 2008

A recent study by the Center for Public Integrity identified 935 false statements made by leading members of the Bush administration in the two years following 9/11, about the national security threat posed by Iraq. Many of these statements were relayed to the public via the stalwarts of the American media, i.e. the big newspapers, network and cable television news, and authoritative websites. They doubtless played a huge role in persuading the public and the politicians to support the subsequent invasion. Now that we know many of the claims made were wrong, how has the media responded?

#### "The Media and Islam"

Event: April 14, 2008; Broadcast: 9 p.m., April 15, 2008

In Western media today, the term "Islam" or "Muslim" often is linked inextricably with the word "terrorist." Since the terrorist attacks in the U.S. on September 11, 2001 and the Iraq war, media coverage and commentary in the U.S. often has focused on Islamic political fundamentalism rather than on reporting on the Muslim faith or Muslims around the world.



#### AU Professors on WAMU 88.5 in FY 2008

WAMU 88.5 draws on the expertise and knowledge of American University faculty to provide insight into issues on its programs when appropriate:

**Jonathan Loesberg**, Chair of the Department of Literature at American University (*The Diane Rehm Show*, "Readers' Review: 'Villette' by Charlotte Bronte," June 20, 2007)

**Andrew Lewis**, Assistant Professor of History, American University (*The Kojo Nnamdi Show*, "The History of Thanksgiving," Nov. 20, 2007)

**Cathy Schneider**, Associate Professor, School of International Service, American University (*The Kojo Nnamdi Show*, "Rioting in France," Nov. 29, 2007)

**Ken Anderson**, Professor of Law, American University's Washington College of Law; Research Fellow and member of National Security and Law Task Force, Hoover Institution (*The Diane Rehm Show*, "Bridging the Foreign Policy Divide," Dec. 10, 2007)

**Matthew Nisbet**, Assistant Professor, School of Communication (*The Kojo Nnamdi Show*, "Scientists vs. Politicians in Public Policy," Oct. 22, 2007; "A Bipartisan Approach to Environmental Protection?" Jan. 23, 2008)

**Dr. Allen Lichtman**, Political Science Professor, American University (WAMU 88.5 News Feature, "Potomac Primary Gains Spotlight," Feb. 6, 2008)

**James Thurber**, Director and Professor at the Center for Congressional and Presidential Studies at American University (*The Diane Rehm Show*, "The Potomac Primary," Feb. 13, 2008)

**Jamin Raskin**, Maryland State Senator (D- Dist. 20 Montgomery County) and Professor of Law, Washington College of Law (*The Kojo Nnamdi Show*, "A Local Primary Primer: Voting in D.C., Md. and Va.," Jan. 28, 2008; *The Kojo Nnamdi Show*, "Government and the Meaning of 'Marriage,' Feb. 20, 2008)

**Robert Lerman**, Senior Fellow, Center on Labor, Human Services, and Population at the Urban Institute and Professor of Economics at American University (*The Kojo Nnamdi Show*, "Government and the Meaning of 'Marriage,'" Feb. 20, 2008)



**Pat Aufderheide**, Professor of Communication and author of "Documentary Film: A Very Short Introduction" (*The Kojo Nnamdi Show*, "The Future of Documentary Film," Feb. 25, 2008)

**Kathryn Montgomery**, Professor, School of Communication at American University; Author, "Generation Digital: Politics, Commerce, and Childhood in the Age of the Internet" (*The Kojo Nnamdi Show*, "Technology and the Meaning of Childhood," Feb. 26, 2008)

**James Girard**, American University Chemistry Professor (WAMU 88.5 News Feature, "Cheh Calls For Health Study At Old Munitions Site," March 3, 2008)

#### FY 2008 AU Board of Trustees

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Cornelius Kerwin





Arts on Foot, Sept. 15, 2007

# **WAMU 88.5 Media Sponsorships**

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

## FY 2008 Media Sponsorships

- April 27-June 24, 2007: Arena Stage presents Mabou Mines' Peter & Wendy
- May 25-26, 2007: Wolf Trap presents "A Prairie Home Companion with Garrison Keillor"
- June 2-3, 2007: 27th Annual Washington Folk Festival
- June 12-17, 2007: AFI / Discovery Channel SILVERDOCS Documentary Festival
- June 27-July 8, 2007: 41st Annual Smithsonian Folklife Festival
- July 7-8, 2007: 10th Annual Common Ground on the Hill Roots Music and Arts Festival
- July 12, 19, and 26, 2007: The BSO at Strathmore's Summer Music Fest
- Aug. 10-12, 2007: The Smithsonian's National Museum of the American Indian presents the National Powwow
- Sept. 1, 2007: Planet Arlington World Music Fest
- Sept. 15, 2007: Arts on Foot
- Sept. 19-Oct. 14, 2007: A Lesson Before Dying at the Round House Theatre
- Sept. 20, 2007: National Endowment for the Arts presents the National Heritage Fellowships Concert
- Sept. 23, 2007: Annual Speedy Tolliver Fiddler and Banjo Fest
- Sept. 29, 2007: Cultural Tourism D.C.'s Walking Town, D.C., Fall Edition
- Sept. 29-Nov. 4, 2007: The Jungle Book at Imagination Stage
- Oct. 14, 2007: Dee Dee Bridgewater Red Earth: A Malian Journey at the Kennedy Center
- Oct. 6-16, 2007: Hyman S. and Freda Bernstein Jewish Literary Festival presented by the Washington D.C.,
   Jewish Community Center
- Oct. 26-Nov. 4, 2007: Arabian Sights Film Festival
- Nov. 9-10, 2007: The Shaolin Warriors at the GW Lisner Auditorium
- Nov. 11, 2007: Yamato: Drummers of Japan at the GW Lisner Auditorium
- Dec. 8-23, 2007: D.C. Downtown Improvement District's Downtown Holiday Market



- Feb. 10, 2008: Poncho Sanchez Latin Jazz Band at The Music Center at Strathmore
- Feb. 21, 2008: Supreme Court Justice Stephen Breyer in Conversation at Sixth and I Historic Synagogue
- Feb. 28-April 13, 2008: Macbeth at the Folger Elizabethan Theatre
- March 4-May15, 2008: Arena Stage's Arthur Miller Festival
- March 5, 2008: Natalie MacMaster at the Music Center at Strathmore presented by the Washington Performing Arts Society
- March 11-22, 2008: Environmental Film Festival in the Nation's Capital
- March 28, 2008: The Seldom Scene and Doyle Lawson & Quicksilver at Strathmore
- March 28, 2008: The Larry Stephenson Band at Cherrydale United Methodist Church
- April 1-31, 2008: The Smithsonian's Jazz Appreciation Month
- April 12, 2008: D.C. Bluegrass Union's Spring Concert featuring Dave Parmley & Continental Divide and Good Deale Bluegrass with Mike Auldridge
- April 13, 2008: Dave Brubeck and Ramsey Lewis at the Kennedy Center
- April 24, 2008: American Folklife Center's free Folklife Concert Series, featuring the Beehive Band of Utah
- April 26-27, 2008: Cultural Tourism D.C.'s Walking Town, D.C., Spring Edition
- April 27-July 6, 2008: Shakespeare Theatre Company presents Julius Caesar and Antony and Cleopatra

#### **International Visitors**

In Fiscal Year 2008, WAMU 88.5 continued its long tradition of welcoming communications professionals and students from all over the world who are interested in learning about public radio in the United States. For many years, WAMU 88.5 has participated in a program run by the United States Telecommunications Training Institute (USTTI) a non-profit organization which offers tuition-free training to women and men who regulate and maintain the IT and communications infrastructure in the developing world. Three times a year USTTI brings a group of broadcast engineers and IT professionals from developing nations to tour the station's facilities and meet with WAMU's Director of Engineering and Operations, John Holt, and the Director of IT and Content Management, Dick Cassidy. Between them John and Dick have over 60 years of experience in public radio.

WAMU 88.5 also cooperates with the U.S. Department of State's International Visitor Leadership Program . Among the many international visitors coming to the station in FY 2008 were three investigative journalists from the Kyrgyc Republic, a broadcaster from the Middle Eastern Technical University's radio station in Turkey, and a group of 10 print, radio and television journalists from Portugal.



# **Web and Technology**

# **WAMU.org**

The official station website, wamu.org, is a crucial aspect of WAMU 88.5's content services, with 24-hour streaming audio of the WAMU 88.5 signal, including each of its three HD Radio stations. In addition to providing program content and information, the site is an important contact point for listeners to become members, find out more about the programs on WAMU 88.5, and provide feedback to station personnel. In FY 2008, the site added several upgrades to the home page and other elements that have made site navigation easier for visitors and members. As a result of the web team's hard work, wamu.org has experienced 10% growth in unique visitors compared to FY 2007.

I moved from the DC area over 2 years ago, but I still make a point to listen to your programming online. I especially enjoy tuning into The Diane Rehm Show. Thank you for your excellent programming! I made my contribution today and wish you well with the rest of your campaign.

- WAMU 88.5 listener and supporter Ann-Marie

# **BluegrassCountry.org**

BluegrassCountry.org has served bluegrass listeners around the world with 24-hour streaming audio since 2001. In FY 2008, the site received a makeover externally as well as behind the scenes, with new logos and branding and a re-launch using WordPress online publishing software. The new logo provides a fresh new look for the service that also reflects the long tradition of bluegrass music on WAMU 88.5. The switch to WordPress has made it even easier for staff of WAMU's Bluegrass Country to update news and information on the site, keeping fans and listeners up-to-date on the latest happenings on the HD and online station. Also, beginning July 20, 2007, visitors to BluegrassCountry.org were asked to register online to listen to the music stream. The free registration allows Bluegrass Country staff to communicate with online listeners in order to better meet their needs. This communication includes a new monthly e-newsletter that informs listeners of monthly programming.

Sending this message to let you know how much I love your bluegrass station. I live way down south in a small town called Barney, Georgia. We have bluegrass stations here but, no comparison to WAMU here on the Internet. Bluegrass and gospel bluegrass is the heart and soul of us country folks here in the south.

- BluegrassCountry.org listener Carl "Mr. Elmo" Williams, Barney, Ga.



wamu.org web banner



bluegrasscountry.org web banner





Broadcast technician Andrew Chadwick

# **NPR Mobile Pilot Project**

In August 2007, WAMU 88.5 became one of 10 public radio stations across the country to participate in the NPR Mobile pilot project, which launched two mobile services: NPR Mobile Voice and NPR Mobile Web. This was a first step to serve listeners via mobile handheld devices, and marked a new effort to harness the power of these devices, which are becoming so widely adopted.

The NPR Mobile Voice service allows callers to dial a local telephone number from their cell phone or landline. A voice menu guides callers through local and national content, including local news, weather and traffic from WAMU 88.5, and national news headlines, the "Story of the Day," and other highlights from NPR programs. Callers are also given the option to renew their membership on the phone or support WAMU 88.5 with a new membership.

NPR Mobile Web is a more advanced website optimized for use and viewing on handheld mobile devices and cellphones. This WAP (wireless access protocol) site delivers text, pictures, and audio/video elements tailored for ease of use on a small screen and automatically formatted for each device's particular capabilities. The web service offers the same content as the voice service, but through the user-friendly interface of a website with images and links to the audio for newscasts and stories.

By the end of FY 2008, the NPR Mobile project had begun to transition out of its beta testing phase, and began to see higher traffic numbers, particularly for the web component. This was due in part to improvements made in the speed of the service, as well as a site optimized for use on the increasingly popular iPhone. As with other recent NPR pilot projects, NPR Mobile represents the continuing efforts of NPR and WAMU 88.5 to provide high-quality public radio content to listeners through innovative and non-traditional methods and media outlets.

#### **WAMU 88.5 Politics Site**

For the 2008 election season, the WAMU 88.5 web team created a special Politics section at wamu.org that consolidates political coverage from the WAMU 88.5 news team, the talk shows, and other specials in one place. Visitors to the site can browse basic election information specific to the District, Virginia, and Maryland with convenient tabs that summarize each area's recent election results, and local races, as well as specific WAMU 88.5 coverage that pertains to each area. There are also links to outside election resources, and election headlines from NPR that constantly refresh.





Broadcast technician Margo Kelly



Bluegrass Country host Ray Davis in his home studio

## **Podcasts**

WAMU 88.5 offers free podcasts of *The Diane Rehm Show* and its popular *Friday News Roundup*; *The Kojo Nnamdi Show, The DC Politics Hour with Kojo and Jonetta*, and Kojo's *Tech Tuesdays*; and *Metro Connection*. During FY 2008, *The Diane Rehm Show* surpassed 4 million podcast downloads since its launch in fall 2005, and wamu.org surpassed 6 million total podcast downloads across all program offerings. Also in FY 2008, BluegrassCountry.org began offering its very first podcast, a special weekly musician's tip from some of the biggest names in bluegrass music.

# **Content Operations**

The Content Operations Department was heavily involved in the inauguration of two new HD broadcast stations in FY 2008, WAMU's Bluegrass Country and WAMU HD-3. This involved:

- Developing production guidelines and establishing station production values
- Creating branding promotions, and program promotion schedules
- Production support for the My Source and Youth Voices features
- · Identifying and scheduling WAMU's special programming
- Initiating operational support for our new HD stations, Bluegrass Country and HD-3

#### IT and New Media

The Information Technology Department works hard throughout the year to ensure WAMU 88.5 staff is able to work effectively and efficiently day-to-day, and to make sure WAMU broadcasts go smoothly and with little interruption to the main broadcast signal. Here are just some of the IT highlights for FY 2008:

- Expanded server, workstation and network infrastructure to deliver reliable operation of two additional broadcast channels.
- Led evaluation of HD radio receivers and recommended radios at various price points for listeners and Membership initiatives.
- Provided technical support for listeners in receiving the new HD channels.
- Assisted the Engineering Department in testing, recommending and installing new Internet-based equipment to permit cost-effective daily live broadcasts of the "Ray Davis Show" from his basement studio in West Virginia.
- Continued research into new methods of content delivery, including Internet radios.



# FY 2008 WAMU 88.5 Employees

Adams, Anne Crable, Erika L Alvarez, Annie B Anisman, Doris Asendio, James R Baker, Sandra S Ballard, Carl Davis, Ray Bamberger, Robert Barr, Shannon L Barras, Jonetta R Basauri, Ivan Ben-Achour, Sabri J Berlin, Rebecca S Berman, Alexandra D Bolling, Deborah A Boyle, Tara N Brandon, Stephen R Brogan, Pat Brown, Patricia M Bush, Matthew A Cassidy, Richard Gius, Nanci Chadwick, Charles A Charry, Jonathan N Clark, Lois G Cliff, Mary E Grant, Jill P Cocchi, Alyssa E Collins, Jennifer C Costello, Joelle

Cunningham, Jason J Dahlgren, Adam D Dannenfelser, Heather M D'Aprile, Shane T Demsey, Lee M Donaghue, Desmond P Dorsey, Steven R Duppstadt, Kristen P Edgerton, Tamara N Fitzpatrick, Gregory J Flowers, Joseph J Foster, Stuart W Fuger, Leslie D Furst, David M Gantt, Bonnie P Gill, Joseph P Gillette, Walter R Gnahoui, Candace T Goldgeier, Katherine B Golloher, Jessica A Granville, Jane C Griscom, William S Gulley, Lauren M

Hastie, Alexander C Hayes, Anthony V Healy, Anne S Henderson, Gary A Herbst, Jeanine Hitt, Jennifer C Holman, Lettie M Holt, John M Horn, Lucile N Horton, William H Howard, Lisa K Jackson, Derrick K Jackson, Patrice A James, Twana M Johnson, Keosha F Jones, Katharine E Jordan, Rosiland A Kamen, Jeff Karson, Danielle Kaye, Stephanie E Kelly, Margo K Kokich, Kim A Kontos, Geraldine M Krehbiel, Douglas M Le, Viet Q

Lenoir, Jeanette T

Hanlon, Caroline J



Levin, Joshua A Newstrom, Jon Levine, Brian D Nichols, Kara L Levitin, Rachel H Novak, Jason M Levitt, Shia M O'Neil, Austin H Lloyd, Merrell C Overgaard, Sidsel Madden, James P Ozment, Jon Manson, Aldren B Paul, Rex O Martinez, Michael F Pray, Tricia A Mason, Kenneth W Redlin, William J Mathes, Caryn G Reeder, James T Matthews, Katrina P Reep, Thomas C McCarty, Lisa Rehm, Diana A McCarty, Melanie L Roberts, Natasha C McCleskey, Matthew Robertson, Nancy McConnell, Shannon M Rotolo, Victor J McDonald, Mark Sanders, Anthony T McIntyre, Kimberly Saubert, Gabriela McManus, Karen C Saunders, Linda P Mendoza, Don Michael H Scarlett, Stacy-Anne M Miller, Farley G Schreiner, Tobey I Miller, Karen A Sebert, Lagan B Mitchell, Stacy A Shipley, Robert G Mowery, Patricia A Shirazi, Ali S Munson, Karen A Silva, Virendra N

Smith, Jacqueline M

Spottswood, Richard

Smith, Jonathan P

Nabors, Susan C

Needham, Carey

Najera, Berta

Stamper, Erin E Sturges, Meymo L Summers, Karen G Sweeney, Brendan C Tadesse, Masresha E Thompson, Lucius M Touhey, Noel E Travis, Andrea F Ury, Faryl W Vogel, Diane L Walker, Ed Washington, Anthony W Webster, Bobby Weinberg, Tanya D Whitney, Trevor J Wielunski, Amy J Young, Jamye N Zinck, Aaron C