

From the Desk of the General Manager:

I'm going to ask for your help, but first I want to tell you that the latest (Fall 2009) Arbitron media survey results are in, and WVPE is still one of the Top 10 radio stations in the total South Bend market. We average over 65,000 different listeners each week. This tells me that we definitely have an audience that is hungry for the kind of news, information, & entertainment that this station provides. However, WVPE has just over 5,000 households receiving this newsletter. That's a big gap between listeners and members, even assuming 2 members per household. Presently, then, 1 in 6 households who listen to WVPE understand and follow through on the "public radio" needs "public support" concept. It stands to reason that many of our listener-only audience happen to be your friends, colleagues, and business associates. So as WVPE holds our spring pledge drive, we ask that besides renewing your own membership, that you consider mentioning your renewal to the people with whom you have previously discussed stories heard on WVPE. Will you encourage them to follow your lead and make a membership pledge?

There is one more way that your influence can help. In the past year, WVPE has experienced a significant loss in underwriting income due to the difficult economic climate. Nearly 80% of our members say they often patronize businesses specifically because those companies support WVPE. But, we know not everyone tells these businesses the reason for their patronage. So, if you do business with our underwriters (listed in this guide), please thank them for their support of public radio. Hearing a customer say "I heard about you on WVPE" is valuable to our business supporters – and us!

Thanks for your help.



Volunteers needed for Spring Membership Campaign and Summer Events

We are inviting you to share your time and talents by volunteering to answer phones during our spring campaign and/or volunteer at our summer events. The Spring Membership Campaign is from March 24-31, and we are in need of volunteers to answer phones and take contribution information. Also, we have 8 community events throughout this summer and need volunteers to take tickets.

Thanks to the countless hours of time donated by volunteers, our membership campaigns and community events are successful.
If you have a few hours to donate to your favorite public radio station and would like to help please contact Elaine Fuller, Membership Manager at 574-262-5823 or efuller@wvpe.org.

"Development Details"

Twice a year, in the Fall and in the Spring, WVPE receives Arbitron Ratings information. The Fall 2009 Arbitron ratings for the South Bend Total Service Area were recently released and here are some highlights your public radio station, WVPE averaging the last four ratings averages including 2008 and 2009:

- WVPE is a Top 10 radio station in the South Bend market.
- WVPE is a top 5 station for households earning over \$75,000.
- WVPE is the #1 station for people who have earned at least a college degree.
- WVPE is a top 10 station for time spent listening with an average of 6.5 hours per week

The top WVPE shows by audience are listed, in order, as the **Decisive Dozen** and include many of the shows you might guess:

<i>Car Talk</i>	<i>Here & Now</i>
<i>Wait Wait Don't Tell Me</i>	<i>All Things Considered</i>
<i>Splendid Table</i>	<i>Talk of the Nation</i>
<i>Weekend Edition</i>	<i>A Prairie Home Companion</i>
<i>Morning Edition</i>	<i>The Blues Revue</i>
<i>The Diane Rehm Show</i>	<i>Fresh Air</i>

Thank you for listening to WVPE. Feel free to let us know about your favorite shows and why you like them by contacting us at wvpe.org

March Special Programming

Friday, March 12, 7pm. *The Chieftains and Ry Cooder.* The Chieftains rekindle Grammy-winning partnership with Ry Cooder for San Patricio illuminating musical and historical bonds between Ireland and Mexico. <http://www.publicmediaservice.org/2010/01/chieftains-cooder/>

Friday, March 19, 7pm. *The Really Big Questions: Mortality.* Death is a fact of life, an absolute and unavoidable certainty. Yet we don't want to believe it will happen to us or those we cherish. NPR's Lynn Neary wonders if we are psychologically and physiologically equipped to deal with constant reminders of death. This leads to a really big question: How do we face our own mortality? <http://www.trbq.org/>

Friday, March 26, 7pm. *TBA*

Thursday, April 1, 7pm. *The Capitol Steps.* April Fool's edition of Politics Takes a Holiday. Our favorite satirical troupe presents the latest tongue in cheek look at the political scene. www.capsteps.com

Friday, April 2, 7pm. *Radio Lab.* The popular show kicks off its seventh season. www.radiolab.org

WVPE Individual Contributors

BROADCASTERS SOCIETY

SUSTAINER \$5,000

Mr. Robert W. Sennett

BENEFACtors (\$1,000-2,499)

Ms. Catherine Bentz and Jon Bentz
Mr. John C. Bollinger
Dr. Robert W. Clausen
Prof. Michael and Mrs. Judy Darnel
Mr. Robert G. Douglass
Greg and Mary Downes
Ms. Kitty Rose and Mr. Ed Everett
Thomas and Susan Fischbach
Mr. Andy and Mrs. Kathy Frech
Mr. Steven A. and Mrs. Maggie Goldberg
Mr. John D. Gordon
Mr. Gerald and Ms. Andrea Joldersma
Mr. Fritz and Mrs. Chris Kucklick
Mr. Stacy and Mrs. Zane Lankford

Mr. Larry LaTarte and Ms. Jessica Hellmann
Mr. Larry and Mrs. Alma McClelland
Ms. Dian H. Murray
Douglas and Angela Nisley
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Mr. Michael Roark
Mr. Jim H. Seckinger and Ms. Sheila R. Block
Mr. Eric J. Siroka
Dr. Laurence R. and Mrs. Jeanette Taylor
Mr. Jerry J. Thoma and Ms. Margaret Auth
Mr. and Mrs. Micheal A. Todman
Ms. Jennifer A. Younger
Mr. and Mrs. Lorenzo A. Zeugner, Jr.

LEADERS (\$500-999)

Donald R. and Keri V. Anderson
Mr. and Mrs. Stuart C. Barb
Mr. David K. and Mrs. Judy K. Baute
Mr. Earl H. Bickett
Mr. and Mrs. Mike J. Bieganski
Dr. Frederick D. and Mrs. Margaret A. Birzele
Mr. John and Mrs. Josephine Broden
Mr. James and Mrs. Patty Brotherson
Mr. and Mrs. Thomas J. Brunner, Jr.
Mr. Bruce A. Bunker and
Ms. Kathie E. Newman
Dr. Mark Caprio
Mr. Ram M. Chettri and Ms. Karen James
Mr. Gregory W. and Ms. Tana W. Cole
Ms. Linda M. Cooper
Dr. Gary Cornette
Dr. Donald Crafton and Dr. Susan Ohmer
Mr. Michael and Mrs. Martha Detlefsen
Mrs. Linda S. Doshi
Dr. Kenneth Edwards
Mr. Frank J. and Mrs. Patricia Eichenlaub
Mr. Paul J. and Mrs. Celia M. Fallon
Mr. Roland W. and Mrs. Carol D. Fox
Mr. Timothy and Mrs. Katherine S. Gavin
Mr. and Mrs. John Goebel
Mr. and Mrs. Donald R. Groenleer
Mr. Dan E. and Mrs. Mary S. Gumz
Dr. Joyce A. Heald
Mr. Gene and Mrs. Pam Hollenberg
Ms. Mary D. Houck
Ms. Julie K. Hyndman
Allan Kauffman and Carol J. Miller
Mr. and Mrs. Dean R. Kelly
Mr. and Mrs. Glenn E. Killoren
Mr. John R. and Mrs. Kelli B. King
Dr. Kent L. Kirkland and Ms. Patricia Dorsey
Ms. April Lidinsky and Mr. Ken Smith

Mr. Rodney L. and Dr. Debra R. McClain
Mr. Stuart and Mrs. Carol McComas
Mr. Satish Patel
Dr. and Mrs. Michael W. Method
Dr. and Mrs. Stephen F. Mitros
Ms. Mary Ellen O'Connell
Dr. Olubunmi Okanlami and
Dr. Oluwemni Okanlami
Mrs. Isabelle C. Peterson
Mr. Paul A. and Mrs. Nancy Piller
Ms. Dianne Pinderhughes
Mr. Thomas R. and Mrs. Kathy F. Platt
Dr. and Mrs. James L. Porile
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Quality Wine & Ale Supply
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Mrs. Peggy A. Weed
Douglas and Janette Yoder

If you would like more information about the benefits of membership in the **Broadcasters Society**, please contact Station Manager Anthony Hunt online at ahunt@wvpe.org or call 574-262-5520.

Business Honor Roll

PLATINUM (\$5,000)

Church Plumbing and Heating
Interlink Companies
LaSalle Grill and Club LaSalle
Martin's Super Markets
RSM McGladrey
Wolverine Mutual Insurance Co.

GOLD (\$2,500)

Abbott Eye Clinic and
Dr. Kenneth Abbott, MD
Bidspotter.com
Cathy Dietz Photography
Constant Spring
Indigo on 17
Midway Truck and Equipment Repair
The Robert Henry Corporation
Whirlpool Foundation

SILVER (\$1,000)

Allied Hematology & Oncology Assoc LLC
Bayer Healthcare LLC
Century Builders Incorporated
David C. Kolbe, P. C. Attorney at Law
Dr. Richard Beckermeyer Doctor of
Dental Surgery
Hawkins Water Tech, Inc.
Indiana University School of Medicine,
South Bend at N.D.
Interlogic Outsourcing Inc.
Jak E. Crossley (CC) DB Ameriprise Financial
Johnson & Johnson Family of Companies
K. A. K. Warehousing & Distribution
Law Office of Stan Wruble
Leo J. and Leo E. Priemer of Edward Jones
Mastercare, Inc.
Mossberg and Company, Inc.
Nyloncraft, Inc.
Patia Translations, Inc.
Pfeifer, Morgan & Stesiak
Press Ganey Associates Inc.
Radiology, Inc. Foundation
Roofing Products International
The Beiger Mansion Inn
Veldman's Service Center
Zimmer

BRONZE (\$500)

Century Builders, Inc.
Chester Law Office
Darlene Getz, DDS
Data-Safe I. T. Services, Inc.
D & W Incorporated
Geneele Crump
Howard Performing Arts Center
Indiana Trust & Investment Management
Company
Inventure Design and Manufacturing
Jones Obenchain LLC
Kaufman Counseling & Consulting
Palmer Funeral Homes
Richard Koch Counseling Service
Roger C. Senkbeil ChFC CLU
Sylvester & Tessie Kaminski Foundation
The Livery
Wellington & Weddell Eye Care

Corporate Underwriters

1st Source Bank	Indulgence Pastry Shop & Cafe	The Physician's Network
Allegro	Insight Accounting Group	Plews, Shadley, Racher & Braun
Associated Mennonite Biblical Seminary	Inspire.IN.gov	Real Services
Barnes & Thornburg	Interlink Companies	Roseland Organic Farms
The Beiger Mansion Inn	Inventure Design & Manufacturing	Saint Mary's College
Bethany Christian School	IU South Bend	Saint Mary's College Special Events
Biocrossroads	IU South Bend School of Informatics	SDY Promotions
Blue Moon Coffee	IU South Bend Division of the Arts	Serenity House
The Carriage House Dining Room	Ivy Tech	ShoLo
Centier Bank	The Jewish Federation of St. Joe Valley	South Bend Chocolate Company
Church Plumbing & Heating, Inc.	K.A.K. Warehousing & Distribution	South Bend Clinic
Community Foundation of St. Joseph Co.	Kelly Jae's Cafe	South Bend Farmer's Market
Constant Spring	Kern Road Mennonite Church	South Bend Firefighters Assoc.
Culver Union Public Library	KeyBank	South Bend Museum of Art
Dogtown Resort	Kurt & Tessye Simon Fund	South Bend Symphony Orchestra
Downtown South Bend, Inc.	Lake City Bank	Southhold Dance Theater
Dr. Kenneth Abbott, MD	Learning Generation Initiative	Spark Fine Stationery
Elkhart County Historical Society	Lehman-Goertzen Pottery	St. Joseph County Parks Department
Elkhart River Restoration Assoc.	Leo Priemer with Edward Jones	St. Joseph Regional Medical Center
Farmer's Market of South Bend	Leone Halpin, LLP	Stanley Clark School
First State Bank	The Livery	Teacher's Credit Union
Fischoff Chamber Music Assoc.	Messa.org	Ten Thousand Villages
Friends of Elkhart County Parks	Michiana Hematology	Trinity School
Geneele Crump, Mental Health Counselor	Middlebury Chamber of Commerce	UND, DeBartolo Center for Performing Arts
Goshen College Music Center	Monkeyhouse Marketing & Design	UND Executive Education
Goshen Health System	Montessori School	UND, Department of Film, TV and Theatre
Grass Roots Media	Nature Conservancy	UND, Department of Music
Home Energy LLC	Nickel Plate Arts Trail	UND Leadership Program
Howard Performing Arts Center	North Central Neurosurgery Center	UND Nanovic Institute
Indiana Michigan Power	OSU Fisher College of Business	UND, Snite Museum of Art
Indiana Partnerships Center	The Daily Grind	WNIT Public Television

Mark Your Calendars: Save the Dates

Stay tuned to hear more about the outstanding schedule of upcoming summer events: The WVPE Entertainment Series. The series kicks off with Meet Me on the Island, June 4th. After several years' absence we are very pleased to renew our partnership with The South Bend Museum of Art to bring you two Meet Me on the Island events this summer. The second island event is July 2nd and incorporates the annual holiday fireworks display.

Music in the Gardens expands to two events: the first one on July 9th, as well as August 6th. Also, we've taken some of the best element of the Festival of Art and Music and incorporated them into a new event, The Park Before Dark, June 18th at St. Patrick's County Park. It will combine music, demonstrations and activities available at St. Joseph County Parks.

Fernwood Friday return July 16th at the Fernwood Botanical Gardens in Niles, Michigan. Another new event enters the line-up: Envirofest, July 23rd at the Wellfield Botanical Gardens in Elkhart. This collaboration with the City of Elkhart Environmental Department will be an evening of music, displays and demonstrations focusing on the environment and sustainability. The series concludes with Mishawaka Blue Friday, August 13th at Beutter Park in downtown Mishawaka.

Sponsorship opportunities for all of these events are available and provide access to thousands of attendees. However, this year for the first time, there is an unprecedented opportunity to sponsor and name the entire series. A comprehensive series sponsorship package includes an extensive schedule of underwriting announcements, on-air promotion for each individual event, and prominent presence on the WVPE website, tickets and press releases. For more information on how your business can benefit from either individual event or series sponsorship, contact Development Director Kim Macon at kmacon@wvpe.org, or at (574) 262-5699.

Friday, June 4, Meet Me on the Island 5:30-9pm
Century Center, South Bend

Saturday, June 18 The Park Before Dark 5:30-9pm
St. Patrick's County Park, South Bend

Friday, July 2 Meet Me on the Island 5-9:30pm
Century Center, South Bend ([fireworks](#))

Friday, July 9 Music in the Gardens 5:30-9pm
Center for History, South Bend

Friday, July 16 Fernwood Friday 5:30-9pm
Fernwood Botanical Gardens, Niles

Friday, July 23 Envirofest 5:30-9pm
Wellfield Botanical Gardens, Elkhart

Friday, August 6 Music in the Gardens 5:30-9pm
Center for History, South Bend

Friday, August 13 Mishawaka's Blue Friday 5:30-9 pm
Beutter Park, Mishawaka

WVPE Staff

Station Manager: Anthony Hunt
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Development Director: Kim Macon
Senior Account Executive: Tamara Ashley
Account Executive: Joel B. Barrett
Membership Manager: Elaine Fuller
Office Manager: Linda Picon
Development Assistant: Julie Caffrey
Development Assistant: Kris Sieracki
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Host, Morning Edition: Michael Linville
Host, The Back Porch: Al Kniola
Host, The Back Porch: Norm Mast
Host, The Blues Revue: Harvey Stauffer
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WVPE is a member-supported service of the Elkhart Community Schools

Spring 2010 Programming Schedule

	Monday-Friday	Saturday	Sunday	
12am	BBC World Service	BBC World Service	BBC World Service	12am
5 am		Fresh Air Weekend	Humankind	5am
6am		Sound Medicine	Speaking of Faith	6am
7am		On the Media	Are We Alone?	7am
8am		Weekend Edition	Weekend Edition	8am
10am		Car Talk		10am
11am	The Diane Rehm Show	Wait, Wait.....Don't Tell Me	A Prairie Home Companion	11am
12pm	Here and Now	The Splendid Table	Car Talk	12pm
1pm	Fresh Air			1pm
2pm	Talk of the Nation	The Blues Revue	The Blues Revue	2pm
4pm		This American Life	Le Show	4pm
5pm	All Things Considered	All Things Considered	All Things Considered	5pm
6pm			Hearing Voices	6pm
6:30pm	Marketplace			6:30pm
7pm	MON: Beale Street Caravan TUES: Jazz at Lincoln Center WED: Jazz Set THURS: Piano Jazz FRI: Special Programming	A Prairie Home Companion		7pm
8pm		WireTap		8pm
9pm	Jazz with Bob Parlocha	Jazz by the Border	The Back Porch	9pm
11pm			BBC World Service	11pm