

RADIO FLIER

Creating a Sound Future

Vermont Public Radio has reached a landmark in its history: I'm thrilled to announce that VPR has completed a \$10 million endowment campaign. The success of our *Creating A Sound Future* campaign will provide the station with financial stability, while allowing us to nurture new programming, pursue innovative technologies, and ensure journalistic independence.

A Message From VPR President Robin Turnau

As one of the most successful public radio stations in the country, VPR's accomplishments are extraordinary. But so are the challenges of the 21st century, and it is our commitment to serving the varied needs of our listeners that compelled us to pursue a healthy endowment.

The campaign for *Creating A Sound Future* began in 2004, when 100 percent of VPR's staff and Board of Directors participated in the effort. Thanks to the impressive and dedicated work of our campaign steering committee, chaired by board members Donna Carpenter and Stan Fishkin, we met our goal earlier this fiscal year.

The fund is permanently invested and, when all pledges are fulfilled over the next several years, will generate more than \$300,000 annually. This creates a sustaining source of support, independent of other revenue sources, which can ebb with the economy and other factors beyond VPR's control. And as VPR delves deeper into the world of ideas, expanding coverage of local issues, politics, opinion, and policy debate, the reigning values of editorial freedom and journalistic integrity become ever more paramount. Fiscal independence is a key guardian of these values.

Financial security may be reason enough to celebrate this remarkable achievement, especially given an uncertain economy. But endowment income will accomplish so much more than that. It will support the new program initiatives that will ensure VPR remains the most relevant and innovative source for news, information, and music in the region.

The fund will also keep VPR on the cutting edge of technological advances. In just the last five years, it has become possible to listen to VPR programming via HD Radio, podcast, and the iPhone, to name a few. The *Creating A Sound Future* fund allows us the flexibility to act quickly in adopting new technologies, while still maintaining the current expansive infrastructure.

The public radio landscape is changing, right down to the very term "public radio." It no longer means simply the broadcast you hear when you tune to VPR, VPR Classical, or any of the fine public radio stations across the country. Instead, "public radio" has come to stand for the characteristics its programming embodies: quality, integrity, intelligence, and curiosity. These qualities now carry across



VPR President Robin Turnau, VPR Classical host Walter Parker, NPR's All Things Considered host Robert Siegel, and NPR's counterterrorism correspondent Dina Temple-Raston at the *Creating A Sound Future* campaign celebration.

(Left) Vermont Edition Host Jane Lindholm interviews Dina Temple-Raston.

platforms, both in the content we produce and the way in which we interact with the communities we serve.

The *Creating A Sound Future* endowment fund will allow VPR to fully embrace this shift and continue serving the community as we have for more than 30 years, and weather the challenges that lie ahead.

Campaign contributors are listed inside this issue of *Radio Flier* on page 3. I want to thank each and every one of them for their vision and commitment to Vermont Public Radio, and thank you for your ongoing listening, support, and feedback.

We couldn't do it without you.

P.S. We welcome new gifts to our endowment fund at any time. Please call me at 1-800-639-2192 if you're interested in talking about ways you can make a gift to the campaign, either through a one-time pledge or through a bequest to Vermont Public Radio.

VPR Classical Coming to Addison County

VPR Classical turned five years old this summer. We celebrated not with cake and champagne, but with a strengthened resolve to grow VPR Classical into a region-wide service.

We're close to adding another station to the VPR Classical family with a new full-power transmitter serving Addison County. Based in Middlebury, 90.1 FM will serve an area from Vergennes to Brandon and from Port Henry, NY, east to Ripton, reaching a population of 83,000.

Vermont Public Radio is fortunate to have been awarded this frequency during a non-commercial application window. Such opportunities are rare. The only way we can expand VPR Classical is through these FCC windows, or through buying a station from a commercial or religious broadcaster.

The cost to build the station is \$346,000, which includes the first year of operating costs. Thanks to generous supporters and a grant from the Corporation for Public Broadcasting, VPR has just over \$100,000 to raise until the station can be built and begin broadcasting.

We recognize that it's challenging to raise

money for any project these days, but this is an exciting opportunity. At a time when commercial classical stations are disappearing, Vermonters are sending a clear message: we care about classical music and want Vermont Public Radio to provide it throughout the



VPR's Joe Pepper performs for guests at VPR's Creating a Sound Future endowment celebration.

state. Region by region, VPR is working to meet that demand.

There are several ways you can help fund the expansion of VPR Classical. A one-time gift to the Addison County capital campaign will ensure that 90.1 goes on the air as soon as possible. You may also contribute to the VPR Classical Expansion Fund, which will help VPR act quickly to secure new stations when opportunities arise. Planned gifts also help to support VPR's long-term goals.

For information on how to help with this campaign, contact Retta Huttlinger at 1-800-639-2192.

Hear Vermont Edition at Noon and 7p.m.

Now you can hear *Vermont Edition* twice each weekday – live at noon, with a rebroadcast at 7 p.m.

Vermont Edition, the only regional news magazine of its kind, began broadcasting daily two years ago. The program, quickly earned a reputation for meaningful, in-depth discussion about important issues and unique stories about music, culture and life in Vermont.

As a result, many requests have come in to VPR to add a broadcast of the program in the evening so it would be available to a wider audience. Here's the new evening lineup: *Vermont Edition* is at 7, *The World* has moved to 8 p.m., and George Thomas continues his two hours of jazz beginning at 9 p.m. On Fridays, *Piano Jazz* legend Marian McPartland airs at 9 p.m., followed by George Thomas until midnight.

You'll find the new schedule on the back page and at VPR.net, where you can learn more about and participate in *Vermont Edition*. We hope you'll tune in and let us know what you think!



Vermont Edition Host Jane Lindholm

VPR

VERMONT PUBLIC RADIO

Retiring the Radio Flier

Vermont Public Radio launched its *Radio Flier* newsletter in 1993, and it has been keeping you up-to-date on what's happening at Vermont Public Radio ever since.

Over the years, we've found more efficient and interactive ways of getting information out to you, including VPR.net, our *prEview* e-newsletter, the VPR Blog, Facebook and Twitter. At the same time, the costs of printing and distribution have gone up, and we're increasingly concerned about the environmental impact of producing 25,000 paper newsletters three times a year. All of these factors have led us to decide this will be the final issue of *Radio Flier*.

Beginning next year, you'll receive an Annual Report from VPR each spring, and a president's letter from Robin Turnau in the fall. In between, we hope you'll visit VPR.net/community to learn how you can keep up with VPR online. Of course, you're always welcome to call us at 1-800-639-2192 with any questions.

Many thanks to Stephen Mease for his work on the *Radio Flier* over the past 16 years. And thank you for reading the *Radio Flier*!

I hope you'll enjoy what lies ahead.

All the best,
Michelle Jeffery

Vermont Public Radio

365 Troy Avenue, Colchester, VT 05446
Phone: 1-800-639-2192
www.vpr.net

Editorial Director: Michelle Jeffery
Editor & Designer: Stephen Mease

Radio Flier (USPS 468) newsletter is published tri-annually by VPR with second class postage paid at Burlington, VT, and additional mailing offices. Radio Flier is available to all VPR supporters.

VPR is pleased to recognize the donors to the *Creating A Sound Future Endowment Campaign*

Principal Gifts

Donna and Jake Carpenter
 Nancy S. Marshall and Stan Fishkin
 Lois H. McClure
 Mr. and Mrs. C. Weston Phillips
 Jane Watson Stetson and E.W. Stetson III

Leadership Gifts

The Estate of Bill Berry
 Anna Taylor Caleb
 Marlene M. Graf
 Breda and Bob Harnish
 Patricia and Ray Harwick
 Mr. and Mrs. Francis Hatch
 Tom Johnson and Ina Smith / Johnson
 Family Foundation
 Charles and Marie Kireker
 Phil and Crea Lintilhac
 Grant and Lisa Rees
 Stephanie Stouffer
 Bob and Vicky Young
 Anonymous (7)

Major Gifts

Marcia Ahlborg
 Joan and James Ashley
 Judith and Edward Becker
 Richard and Elizabeth Bernstein
 Joseph and Dale Boutin
 Suzanne and Nord Brue
 The Byrne Foundation
 William and Priscilla Penfield Chester
 Jamie Paul Clark and Helen Paul
 June and Peter Dixon Davis
 The Durst Family
 Perez and Elizabeth Ehrich
 George and Maxie Ewins
 Fleischer Jacobs Group
 David G. Floyd and Jane Corbett-Floyd
 Hilarie Jane Gade
 Wayne and Deborah Granquist
 Hanna and Charles M. Gray
 Douglas Griswold and Lori Rowe
 Sarah Gray Gund
 Eric Hanson
 Amy Hastings and Larry Yarbrough
 The Marvin and Norma Hathaway Foundation
 Barbara and Henry Jordan
 Louis F. and Margaret L. Kannenstine
 Marion Kellogg
 Jay and Carol Kenlan
 Spencer R. Knapp
 John H. Kueffner and Carolyn Goodwin-Kueffner
 Jane Lancaster
 Kendall Ankeny Mix
 Paul and Welthy Myers
 In Memory of Ronald A. Nemcosky
 Faith Parker
 In Recognition of Ray Phillips' Vision for VPR
 Steven and Barbara Rockefeller
 Angus and Elisabeth Russell
 Frank and Brianna Sands Foundation
 Michell Thurmond and David Scheuer
 Bill and Kate Schubart
 Anne Segal
 Malcolm and Gladys Severance
 Barbara W. Snelling
 George B. Spear
 Stern Family
 The Sun Up Foundation
 Marcy and Andrew Tanger
 Telaka Foundation
 Robin and Bob Turnau
 Bruce and Lillian Venner
 Jonathan and Priscilla Vincent
 Mark and Rhonda Vogelzang

Wakefield Talabisco International / J. Alvin Wakefield
 The Wisdom Connection
 Anonymous (6)

Supporting Gifts

Roland and Sandy Adams
 Chris Albertine
 Dorothy J. Allard and G. William Martin
 Suzanne Allen
 Sarah Ashworth
 Anne M. August
 William and Sharon Biddle
 John and Janet Bramley
 Maxine and Richard Brandenburg
 Zuzana and Kevin Brochu
 Chris and Connie Brown
 Arthur and Elise Burrows
 Susan Bushey
 Jonathan P. Butler
 In Honor of Donna Carpenter
 Ric Cengeri
 Neal Charnoff
 Sam Chauncey
 Jane Clarkin
 David and Margaret Coates
 Wallace and Jerryne Cole
 Margareta E. Colmore
 Carol and Eric Cone
 Melanie Coulson and Graham Johnson
 Jack Crowl and Gaal Shephard
 Huw and Linnny Curtis
 Laura and Barry Dagan
 Lisa Darden
 Staige and Marnie Davis
 Ann B. Day
 Jane G. Denker
 John Dillon and Kimberly Hagen
 Brian and Linda Donahue
 Holly K. Dustin
 Marla Emery and James Palmer
 Betty Emmons
 Michael and Dana Engel
 Jody Evans and Shawn Saucier
 John and Nancy Ewen
 The Family of Tony Farrell
 Jean Ferguson
 Sabra Field
 In Honor of Loreen Forastiere, James Spitz,
 John Spitz, and Craig Roberts
 Joseph E. and Catherine L. Frank
 Liz Fullerton
 Tere and Chris Gade
 Allen and Sandra Garner
 Douglas A. Gentile and Barbara C. Kennedy
 Joe Goetz
 Stephen H. Goldberg
 William and Valerie Graham
 Tom and Rosalyn Graham
 Traci Griffith and Jefferson Gomez
 Christine and Andy Hall
 Cathy Halnon
 Verna Palmer Harvey
 Alyth and Melody Hescock
 Phil Hoff
 Earl and Polly Hoffman
 Judy and Steve Hopkins
 Kathleen and Norris Hoyt
 Nancy and James Hughes
 Retta Huttlinger
 Indian Tree Foundation
 at the Vermont Community Foundation
 Paul and Peggy Irons
 Gail and Richard Isonberg
 Michelle L. Jeffery
 Tim Johnson
 Brian P. Jones
 Dr. Leila Joseph

Nina Keck and Seth Coombs
 Robert Kenny and Patricia Suozzi
 Susan Keese and John Pyatak
 Michael and Kristen Kenosh
 Laurie and Godfrey Kigonya
 Robert Kinzel and Margaret O'Toole
 Dr. Seth Koch
 Anne LaBombard and Scott Jones
 Jane Lindholm and Adrian Hicks
 Pamela N. Linton
 Theodore Marcy and Kimberly Hornung-Marcy
 Brian and Patricia Marshall
 Douglas S. Massey and Susan T. Fiske
 John and Bonnie McCardell
 Lynne McCrea and Family
 Holly McKenzie and Bob Martin
 Millie and John Merrill
 Dr. K. Tyler Miller
 Chris and Penny Miller
 Jack Neuhauser
 Robert P. and Julia S. Northrop
 Richard and Patricia Nye
 Dan and Heather Palow
 Rich and Karen Parker
 Walter Parker
 Melinda Payson
 Bill and Betsy Peabody
 Willie Pearson
 Richard and Suzanne Penney
 David and Virginia Pennock
 Bill and Nancy Polk - Five Twenty-Five Foundation
 In Honor of Jonathan Radigan
 and Christopher Tebbetts
 Marcus Ratliff
 Ty Robertson and David A. Wolfe
 Patrick Robins and Lisa Schamberg
 Donald and Mary Lou Robinson
 Catharine M. Rogers
 William M. Rogers II
 Peter and Tia Rosengarten
 Kay and Richard Ryder, MD
 Mr. and Mrs. John Sayward
 The Estate of Luella Schroeder
 Ben and Barbara Scotch
 Mike and Franny Seguin
 Lois Shiozawa and David Horak
 Betty Smith and Tony Mastaler
 Ross Sneyd and Warren Hathaway
 Asa Sourdiff
 Helen M. Soule and Richard S. Donahey III
 Gay Squire
 St. John - Lockridge Family
 Orson L. St. John, Jr.
 M. Jean Stille and Ted Wesley
 Fran Stoddard and Harry Grabenstein
 Roddy and Holly Superneau
 Molly Symons
 Sheila Tanzer
 George Thomas - Jazz Host
 Jennifer Towne
 John Van Hoesen and Frederic Sargeant
 Marc A. and Dana Lim vanderHeyden
 David and Jane Warren
 Harry and Judy Warren
 Ed Weissman and Steve Smith
 Mitch Wertlieb
 In Memory of Barbara Wick
 William C. and Joanna M. Wright
 Hunter and Sue Yager
 Steve Zind and Barbara Carter
 Daniel and Susan Zucker
 Anonymous (31)

If there is an error or your name has been inadvertently omitted from this list, please call David Warren at 1-800-639-2192.



VERMONT PUBLIC RADIO
365 Troy Avenue, Colchester, VT 05446

Non Profit Org.
U.S. Postage Paid
Burlington, VT
Permit No. 468

Thanking Our
Endowment
Supporters
Pages 1 and 3



Vermont
Edition in
the Evening
Page 2

VPR Classical
Coming to
Addison County
Page 2

VPR Program Schedule		MONDAY - FRIDAY	SATURDAY	SUNDAY
6 AM		BBC World Update (5 to 6 AM)	BBC World Service	
7 AM		Morning Edition	Only a Game	Speaking of Faith
8 AM		BBC Newshour	Weekend Edition	Weekend Edition
9 AM		On Point	Car Talk	On the Media
10 AM		Vermont Edition	Wait, Wait... Don't Tell Me!	A Prairie Home Companion
11 AM		Here and Now	The Splendid Table	Companion
Noon		The Story	Marketplace Money	All The Traditions with Robert Resnik
1 PM		Fresh Air	World Café	
2 PM		All Things Considered	Sound of Young America	Studio 360
3 PM		Marketplace	All Things Considered	
4 PM		Vermont Edition (rebroadcast)	A Prairie Home Companion	This American Life
5 PM		The World	My Place	Says You!
6 PM		Jazz with George Thomas	American Routes	Selected Shorts
7 PM		BBC World Service	Hearts of Space	Living on Earth
8 PM				BBC World Service
9 PM				
10 PM				
11 PM				
Midnight				

BBC World Service overnight

VPR Classical Program Schedule		MONDAY - FRIDAY	SATURDAY - SUNDAY
6 AM		Classical Music with John Zech	Classical
7 AM		Classical Music with Cheryl Willoughby <i>Fridays at 8:06 - Classics for Kids</i>	Classical
8 AM		Classical Music with Walter Parker	Harmonia
9 AM		Performance Today with Fred Child	Sunday Baroque with Suzanne Bona
10 AM		Classical Music with Joseph Goetz <i>Fridays at 4:06 - Classics for Kids</i>	Classical Music with Lynn Warfel
11 AM		Exploring Music with Bill McGlaughlin	Classical Music with Lynn Warfel
Noon		In Concert	Interlude
1 PM		Classical Music (through 1 AM) with Gillian Martin (Mon-Wed) with Bob Christiansen (Thur-Fri)	Classical Music with Mindy Ratner
2 PM			Saturday Afternoon At the Opera
3 PM			Classical Music with Mindy Ratner
4 PM			Classical Music with Valerie Kahler
5 PM			From the Top
6 PM			Classical with Valerie Kahler
7 PM			Pipedreams
8 PM			Classical with Valerie Kahler
9 PM			
10 PM			
11 PM			
Midnight			

Classical with Scott Blankenship (Mon-Tue)
Classical with Ward Jacobson (W-F) (1-6 AM)

Classical with Scott Blankenship (Sat-Sun. 1 to 7 AM)