

## Thank you for making WHIL's Spring Member Drive a Success



Photo by Keith Necaise  
Will Richardson and Gene Jackson

We'd like to thank all those who pledged their support during our Spring 2009 Member Drive.

We're happy to announce that we welcomed 243 NEW members to the 91.3

WHIL Family, marking the 4th straight drive that we've surpassed our goal of 200 !!!

The total amount raised for the Drive was \$77,500 which included mailings, on air pledges, and Board contributions.

91.3 WHIL must generate a significant amount of its yearly budget from members to continue bringing the Gulf Coast the highest quality news, information and entertainment programming possible.

Currently, our spoken word programming alone costs about \$180,000 per year. Furthermore, after the cancellation of a 20-year state contract, we must also raise revenue to continue operating the Radio Reading Service for the blind, which provides the visually impaired with information otherwise unavailable.

91.3 WHIL does receive funding from the Corporation for Public Broadcasting, local support from businesses and occasional grants from local and national foundations. These sources, however, cover just a fraction of our costs.

As we've always said ... "Members make it happen".

As costs continue to rise this has never been more true.

Again, thanks to all who pledged.

## From the Top Live in Mobile

*From the Top* was a huge hit for 91.3 WHIL and the city of Mobile. Over 1300 people attend the show. The feedback was 100% positive. All of us were very proud of the great performance by Mobile's Singing Children led by Susan Hoitt.



The show was recorded live at the Saenger Theater in Mobile, aired on 91.3 WHIL Saturday, March 28, at 1pm, and rebroadcast Sunday at 9am. It also aired on over 200 other stations nationwide that weekend. Autographed CD's of the show and a special autographed poster from the event

were offered as a special gift during the drive.

Chris O'Riley, host of *From the Top* poses with pianist Tiffany Poon at the 91.3 WHIL after party.



Photo by Keith Necaise

Tiffany, 12, performed a touching rendition of "Clair De Lune" in the show. She attends Julliard in New York City. Videos of Tiffany performing live at various venues can be found at You-tube.com

## 91.3 WHIL Night at the Symphony

We'd like to thank everyone for making 91.3 WHIL's Night at the Symphony a success.

Our listeners, sponsors, and staff enjoyed a marvelous concert by the MSO featuring cellist Alexandre Bouzlov, and a beautifully catered post-concert reception in celebration of the station's 30<sup>th</sup> anniversary.

We look forward to having more events like this in the future.

*It's Nice to be Green*

## 91.3 WHIL Community Projects include “Classics in the Classroom”



91.3 WHIL Artist in Residence J.C. Barker with students at Ella Grant School

With a grant from the Clyde C. Snyder Foundation, 91.3 WHIL provided area school children with an up-close experience with the world of classical music.

Nationally acclaimed clarinetist J.C. Barker and other outstanding local musicians explored a wide array of music with many who will make up the next generation of classical listeners.

Violinist, Enen Yu and pianist, Robert Holm, gave an introduction to the strings while trumpeter, Peter Wood, showcased the brass instrument family. On May 19 and 20, Mike Sammons will introduce students to percussion.

### Green Team

91.3 WHIL, in conjunction with Spring Hill College and a group of socially responsible local businesses, has created The Green Team to foster more awareness of how we can protect our precious natural resources through simple conservation.

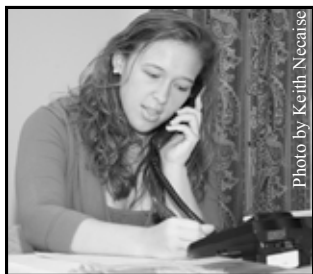
91.3 WHIL will air Green Team Tips daily throughout 2009 focusing on how we can easily reduce, reuse and recycle in everyday life and the impact this will have on the environment and the economy.

Our valued sponsors for this year-long initiative are Gulf Coast Solar, The Architect Group, High Cotton Consignments, and Wild Birds Unlimited.

This newsletter was printed on recycled paper.



### Volunteers play a very important role at 91.3 WHIL



Paige Bryant of Delta Gamma

We want to especially thank the volunteers who helped make our member drive a success. Our phone room is staffed by volunteers taking your pledges, and we couldn't do it without them.

This year we received significant assistance from the ladies of Spring Hill College's chapter of Delta Gamma sorority. These students put in dozens of hours taking pledges and helping with other projects.

Delta Gamma's philanthropy, "Service for Sight", makes it a natural partner for 91.3 WHIL's Radio Reading Service for the blind. Our thanks also to Dr. Joanna Forstrom for helping to strengthen the relationship between Delta Gamma and the station. We look forward to working with these students in the future.

To volunteer with 91.3 WHIL, e-mail [volunteer@whil.org](mailto:volunteer@whil.org) or call 251-510-8286. To volunteer with the Radio Reading Service, call 251-380-4699.

## facebook

Join the new 91.3 WHIL Facebook group for updates, special announcements and behind the scene images of the station. The networking features of Facebook provide an amazing tool for more interaction than ever before.

We encourage everyone to come by and meet the staff. Just search for 91.3 WHIL and our new Streema Facebook radio stream.

### Classical Programming

91.3 WHIL presents the Chicago Symphony Broadcast Series, each Friday at 8pm. It's a weekly two hour series of recorded concerts, past and present, from one of the world's most highly respected musical ensembles.

Made possible by Whitney Bank, Legal Imaging and French Market Cafe.

Complete program details are available at [whil.org](http://whil.org).

## And the Survey Says...!

91.3 WHIL listeners were recently asked to participate in two surveys to better determine the programmatic desires of our audience.

One focused on specific programs we currently air or may air in the future. The other was an online classical music survey regarding listener preferences for various styles.

The following is a brief summary of the more important points.

Almost 350 listeners participated in 91.3 WHIL's Programming Survey, giving their opinions on current and future programming choices. The split between males and females was almost even.

Of the programs we currently air, All Things Considered and Morning Edition continue to be very important to the majority of listeners. Local news insertions inside those programs were also highly desired.

Some of the other spoken word programs that scored well include Marketplace and Bob Edwards Weekend.

Classical music continues to be an integral part of the station's offerings and orchestral concerts, both local and national, scored well. (91.3 WHIL recently added the Chicago Symphony Orchestra broadcast series and will be airing another series of the Mobile Symphony Orchestra very soon)

Of those who responded, most are spending as much or more time with the station than in the last 12 months. The vast majority also believe we are "very important" to their lives.

Consonant with national statistics, most of 91.3 WHIL's listeners have college degrees or advanced degrees—and most have high speed internet access.

All but a handful in our survey made a membership contribution to the station in

the last year.

Based on this survey, we are also reviewing the possible addition of some other programs in the future.

Classical Music Survey participants were asked to rate 165 brief excerpts of various types of classical music on a scale of 1-5, low to high.

Results were very similar to those from around the country. The most preferred style was Baroque (Bach, Handel, Vivaldi).

Also highly preferred was the Classical era (Mozart, Haydn) with Early Romantic (Beethoven, Schubert, Mendelssohn) close behind.

In general, the more melodic and soothing selections scored higher than the louder, more intense pieces.

The #1 piece on the list was Vivaldi's "Spring" from The Four Seasons.

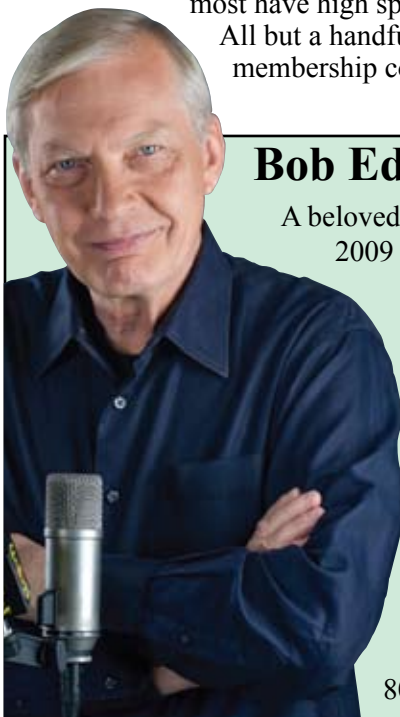
However, it must be noted that not all pieces within preferred styles scored well. In other words, not all Mozart, Bach or Vivaldi pieces are created equal. Each selection must be taken on its own merits.

At the lowest end of the scale were atonal orchestral pieces, larger Romantic orchestral works (Sibelius, Schoenberg, Mahler) and Mid-Late Romantic Chamber Music.

As with any research study there are often exceptions to the rule. The Theme from the Godfather finished at #9 on the list !!!

We'll continue to refine our music programming to match the desires of the majority of listeners.

Again, thanks to all who participated.



## Bob Edwards - November 12<sup>th</sup> at 6pm

A beloved and respected figure in Public Radio for over 30 years will come to Mobile on November 12, 2009 as part of 91.3 WHIL's 30th Anniversary festivities.

Bob Edwards has been waking listeners up—gently he hopes—for more than 30 years. In this keynote presentation, Bob will recall some of his most memorable interviews and tell behind-the-scenes tales from a life in broadcasting. You'll hear the voice of legendary sportscaster Red Barber, with whom Bob chatted every Friday for 12 years. Find out who once walked out on Bob during an interview and who was the most difficult to snag. And bring your own questions for the master interviewer: Q&A will follow.

91.3 WHIL has also arranged for Bob to speak to journalism and communications students from area colleges during his stay in service to the community.

Tickets for the keynote presentation are available for \$30 each or 4 for \$100 by calling us at 800-239-9445. Seating is very limited so we encourage you to get your tickets in advance.

## 91.3 WHIL Programming Schedule

### Monday–Friday

Mid-5a Classical Music  
5a-9a NPR's Morning Edition  
9a-4p Classical Music  
4p-6:30p NPR's All Things  
Considered  
6:30p-7p Marketplace  
7p-8p Fresh Air  
8p-Mid Classical Music

### Saturday

Mid-6:30a Classical Music  
6:30a-7a Mobile Matters  
7a-9a NPR's Weekend Edition  
9a-11a Bob Edwards Weekend  
11a-12p Car Talk  
12a -1p Wait, Wait Don't Tell Me  
1p-2p From the Top  
2p-5p Classical Music  
5p-7p Prairie Home Companion  
7p-Mid Classical Music

### Sunday

Mid - 8a Classical Music  
8a-9a Sacred Classics  
9a-Mid Classical Music

*91.3 WHIL can be heard using our  
online stream at [whil.org](http://whil.org)  
and on Facebook's Streema Radio*

## News from Spring Hill College

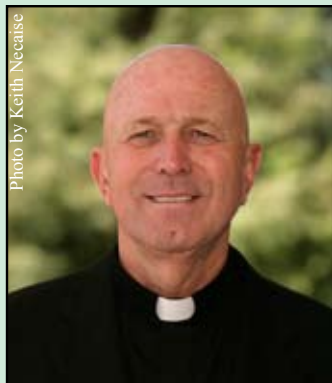


Photo by Keith Neceise

*Rev. Richard P. Salmi*

Rev. Richard Salmi begins his term as the new president of Spring Hill College, on June 1. Father Salmi is currently vice president of student affairs at Loyola University Chicago, and will serve as the 38<sup>th</sup> president of Spring Hill College, licensee of 91.3 WHIL. Rev. Gregory F. Lucey, S.J. retired after 12 years as the college's president.

Spring Hill College is the oldest college in Alabama and the third oldest Jesuit college in the United States. It's ranked 13th among the 120

Southern colleges and universities granting master's degrees, according to the 2008 edition of U.S. News & World Report's "America's Best Colleges."

### **It's almost time for WHIL's newsletter to go digital**

This will be the second to last printed newsletters from 91.3 WHIL. If you would like to receive our digital newsletter please go to our website and sign up today.

We estimate the savings to be approximately \$11,000 per year in printing and postage. The online production will allow for color images as well as more in depth stories that concern the station and you.

To avoid additional costs associated with password protecting the newsletter, we will not be restricting access, making it available to everyone. Members-only specials will be verified when you call the station.

If you would still prefer to get the newsletter in printed form please contact us by phone. We will be happy to print and mail one to you directly.

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**Celebrating 30 years of public service!**

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