

*Reaching for the Sky in 2012*

**Peoria  
Public  
Radio**

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*Photo details inside*  
January/February/March 2012



## ***From the desk of Tom Hunt***

*Executive Director*

We are firmly ensconced in the digital age. We broadcast two program streams digitally. Using computers and the internet, many people listen to Peoria Public Radio around the world on line and on their smart phones. You can contribute to WCBU via the web, and you can hear your favorite program again, or for the first time with digital podcasts. This edition of *FanFare* is available on the web as well, and more and more listeners subscribe to our weekly e-newsletter to get the most up to date information on upcoming programs.

America is digital. That's the way it is. For nonprofit organizations like ours, digital communication allows us to communicate with you in an efficient and cost effective manner.

On the other hand, costs of printing and mailing have gone up significantly. Recently news about changes at the United States Postal Service will increase the time required to get our printed material to you. For this reason, we are changing *FanFare* from a bi-monthly to a quarterly publication beginning with this issue. This change allows us to save nearly \$8,000 a year in printing and postage costs, yet we can continue to communicate with those who are not on the internet.

We're off and running to another year. It's going to be interesting as the political races heat up and the Primary results start rolling in. Peoria Public Radio will keep you informed and provide thorough coverage from the Primaries through the Inauguration 12 months away.

In light of the divisive politics we will cover, I am reminded once again of Roger Ebert's comments about public radio in his blog:

*"NPR surely is the voice of America -- the voice I hope the world is listening to via the internet. It is the voice of our better nature. We are not all snarling dogs of Left and Right, feasting on shreds torn from the Body Politic. Some of us (maybe most of us, when the mood is right) are kind, curious, sane. We are interested in other peoples, other lifestyles, other choices. We do not demand that the media tell us over and over again the things we already believe. We are open to new ideas."*

I find myself quoting Mr. Ebert often. He gets it. He understands the essence of public radio and our vision to provide the balance and the facts. In spite of that, we will be accused of liberal bias, and yes (really), conservative bias. This means we're on the right track.

As a listener, you are one of 170 million people watching or listening to public television or radio. This is a testament to the value of this service to our country I encourage you to visit [170millionamericans.org](http://170millionamericans.org) on the web to learn more.

Thanks for listening and for your generosity. We send you our best wishes for a wonderful New Year.

## **News Notes**

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**Tanya Koonce**  
*News Director*

The WCBU News Team wishes you a healthy, happy and profitable 2012.

Our news focus will have undoubtedly shifted to campaign coverage by the time this newsletter hits your mailbox. The new Congressional district boundaries will likely bring a different element of interest to our coverage. Several county and state races also stand to garner some air time.

By the time our next quarterly *FanFare* arrives at your door the Primary elections will be over. There could be a few months of a lull and then it will be onward toward the November General election.

Peoria City Hall also stands to see some staff reorganization, the new Museum Square in down town Peoria will see a ribbon cutting and East Peoria's new downtown that is under construction will certainly see progress.

We hope you'll stay tuned to 89.9fm for those topics and so much more from Illinois Public Radio, NPR, and the BBC.

Thank you for supporting Peoria Public Radio.

# WCBU Staff Is Reaching For the Sky in 2012

## CHRIS ANDERSON

My goal is to make sure that WCBU has the technology to be a *cut* above in order to bring you the best in NPR news and classical music programming.

## BETTY BEARD

I'm *climbing* high to build new relationships and add new members in 2012. My high heeled shoes add more height to my *climb* as I strive to heighten my efforts in providing excellent customer service.

## CINDY DERMODY

I'm always *looking out* for new underwriters and aim to consistently provide exceptional service to all in 2012. My goal for next year is to serve our current underwriters and to add new ones for whom underwriting on WCBU would be a good fit.

## TOM HUNT

I'm fortunate to be *surrounded* by a talented staff. Together we will take Peoria Public Radio to the next level of service and quality programming in 2012.

## NATHAN IRWIN

I turn *up-side-down* to look for new programs. My goal is to keep the most popular programs on the air in 2012 and monitor the quality of sound of WCBU.

## TANYA KOONCE

*Kicking* my heel up in pride of my awesome news team and stretching for us all to climb up a notch in 2012.

## DENISE MOLINA

*Hanging* out for news in 2012. My goal is to bring you the most up-to-day, relevant news.

## LISA POLNITZ

Just *up here* in "cyberspace" making sure your web connection to WCBU is working so that we can continue to stream your favorite programs and offer quality content to keep you informed in 2012.

## DARYL SCOTT

I'm always in *search* of ways to improve our technology so we can continue to provide a rock-solid program service. In 2012 my goal is to make sure WCBU and WCBU2 have a strong presence in central Illinois.

## ALEX RUSCIANO

I *sit* at the District 150 and the Peoria County board meetings listening intently. My goal is to *reach for* and deliver the happenings in and around the area every day!

## LEE WENGER

I am *reaching* for the sky in 2012. My goal is to get a radio in the hands of every visually impaired person that wants one.

*On the cover: (from bottom to top) sitting, Alex Rusciano; cutting, Chris Anderson; looking out Cindy Dermody; hanging, Denise Molina; centered, Tom Hunt; kicking, Tanya Koonce; searching, Daryl Scott; up-side-down, Nathan Irwin; climbing, Betty Beard; cyberspace, Lisa Polnitz; reaching, Lee Wenger*



Cindy Dermody  
Underwriting  
Manager

# Underwriter's Spotlight

## HARDWARE by *Design*

*You Can Express Your  
Style with Products from  
Hardware by Design*

Hardware by Design is a decorative hardware and plumbing showroom located in Studio 29 on North Galena Road in Peoria. They are a distributor of more than 75 different lines of door, cabinet, and bath hardware and plumbing fixtures, including sinks, faucets, decorative drains and shower systems, toilets and tub faucets. Specializing in mid-range and high-end products, they offer a wide variety of "jewelry" for the home.



Their door and cabinet hardware selection is the largest in downstate Illinois. A wide range of products are displayed in many styles and more than 30 finishes. Most of their products are high quality solid brass or bronze. These base metals hold their finish longer than other metals used in lower-end fixtures.

Hardware by Design has working plumbing displays that showcase high-end kitchen and lavatory sinks and faucets, decorative drains and shower systems. A large selection of coordinating bath hardware is displayed so that customers can match finishes and styles.

Hardware by Design works with contractors, architects, designers and homeowners to select hardware and plumbing products for their new construction or remodeling projects. They perform complimentary jobsite walkthroughs to verify hardware prior to ordering. Every product is inspected and labeled prior to client delivery.



Hardware by Design is owned by Justin Bush and Harmony Huntington, who have a combined 28 years of experience in the residential design and



construction industry. Hours of the store are Monday through Friday 9 a.m. to 5 p.m. and Saturday, 10 a.m. to 2 p.m. and by appointment. Complimentary in-home consultations are available. They can be contacted by calling the store at (309) 691-2929 or cell (309) 337-9224 or on the web at [HardwarebyDesignInc.com](http://HardwarebyDesignInc.com)



## **Central Illinois Endoscopy Center is in the Business of Preventing Colon Cancer**

Central Illinois Endoscopy Center (CIEC) cares for the endoscopy needs of the tri-county region. Located in the Illinois Medical Center, CIEC is downstate Illinois' largest freestanding dedicated endoscopy center with a team of 11 board certified gastroenterologists and a highly specialized staff. Quality patient care is a top priority and as a result, CIEC is proud to share a 94% patient satisfaction rating through Press Ganey Associates, the largest surveyor of patient satisfaction in the United States.

As Peoria's first outpatient center dedicated to the diagnosis and treatment of gastrointestinal disorders, CIEC's team is committed to helping people live longer, healthier lives. CIEC's facility offers enhanced privacy for patients and their families in a comfortable, quiet setting. The average length of stay is less than two hours with Saturday morning appointments available.

Continued on page 5

# Membership

## WCBU Will Shorten The Spring Membership Drive! March 26, 2012

For years you've told us you don't like membership drives. You don't mind giving but you just don't like your favorite programs to be interrupted. Many of you have told us that you understand the impact that funding cuts have on your radio station. You get it that members might need to increase their donations. And listeners need to convert from just listening to doing their part in supporting the station they love and enjoy. Many of you have increased your support by increasing your donation, or by becoming a sustainer.

WCBU is going to do its part in giving you more uninterrupted programming during membership week by shortening the Spring Membership Drive by two days. This commitment can only be met if all of WCBU members participate. It cannot be done without you. Here are three ways you can help: **1) by responding to the pre-drive mail that will arrive at your home January or February. Increasing pre-drive donations means less days on the air; 2) by phoning in your membership early during the week; 3) by becoming a sustainer.**

Help us slash more days off the membership drive week.

Saturday March 24	Sunday March 25	Monday March 26	Tuesday March 27	Wednesday March 28	Thursday March 29	<del>Friday March 30</del>	<del>Saturday March 31</del>
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The drive will begin Monday, March 24, 2012.

WCBU's goal is \$135,000. If we hit it, we quit it! Yes, that's right. We will quit the minute we raise \$135,000. Our six-day drive could become four days. Don't wait!! Respond to the pre-drive mail or phone in your membership early in the week so you can get back to your programming you love and enjoy. Please keep in mind if we don't meet that goal, we'll have to revert back to our standard membership week.

*Help us help you.*

## Central Illinois Endoscopy Center

Continued from page 4



CIEC's goal is to prevent colon cancer by screening 5000 Peoria area residents by the end of 2012. Factually, colon cancer screenings save lives. As the second leading cause of cancer related deaths in the United States, prevention is important. Colon cancer affects both men and women. The best way to prevent colon cancer is with a colonoscopy. Ninety percent of colon cancer deaths can be prevented with a timely screening colonoscopy, yet 40% of those who should be screened, haven't been. Dedicated to reversing those numbers within the Peoria region, CIEC

offers a variety of ways to make it easier for patients to get screened.

Patients are often concerned about the preparation required for a colonoscopy. Today's colonoscopy prep is easier than before as there are now multiple prep solutions available. They even offer procedural relaxation during the procedure if sedation is not desired.

Colonoscopy screenings should begin at age 50 and even younger if an immediate family history of colon cancer or colon polyps exists. Those who meet these criteria can schedule a colonoscopy without a physician referral.

More information on Central Illinois Endoscopy Center and the benefits of screening are available at [ciendoscopy.com](http://ciendoscopy.com) or by calling (309) 495-1144.



Betty Beard  
Membership  
Manager



Nathan Irwin  
Program Director

# Program Notes

Starting in January, WCBU's Saturday schedule will feature some of the best new series in public radio: *Freakonomics*, *The Moth* and *RadioLab*.

Each of these programs has been featured on WCBU in the past, but for those who may have missed them, *Freakonomics* uses the tools of economics to explore real-world behavior, "the hidden side of everything." It will tell you things you always thought you knew but didn't, and things you never thought you wanted to know, but do. *The Moth* features true stories told live on stage without scripts, notes, props, or accompaniment. Each hour includes humorous, heartbreaking, and poignant personal tales that delight audiences with their honesty, bravery and humor. *RadioLab* explores themes and ideas through a combination of people, sounds, and stories. Each episode mixes science with culture, for listeners who are curious about the world, but also want to be moved and surprised.

Right now, none of these series is available on a weekly basis, but each of them represents an attempt to re-define public radio – the kinds of stories we tell, and the techniques we use to tell them. Together, they offer a hint of what public radio might sound like ten or twenty years down the road. And I think they're doing some stunning work, which I'm excited to be sharing with WCBU listeners.

All of these programs will air Saturday afternoon at 2:00 p.m. *Freakonomics* starts us off in January and February. In March and April, we'll have the newest episodes of *The Moth*. And look for *RadioLab* to debut in May.

## 1/7 *Freakonomics*: The Days of Wine & Mouses

When you take a sip of Cabernet, what are you tasting — the grape? The tannins? The oak barrel? Believe it or not, the most dominant flavor may be the dollars. Thanks to the work of some intrepid and wine-obsessed economists, we have a new understanding of the relationship between wine, critics, and consumers.

## 1/14 *Freakonomics*: Show and Yell

Is booing an act of verbal vandalism — or the last true expression of democracy? We learn about America's most vociferous boo-birds, the origins of the word "boo" and how much culture—high or low—plays a role. Plus, we'll look at what being green is worth to the people who do it.

## 1/21 *Freakonomics*: Backseat Thrivers

How much does the President of the United States really matter? How can you measure his actual influence? In order to find out, we talk to prominent politicians, a couple of economists, a Constitutional scholar, and even a Major League baseball manager on how leadership is measured.

## 1/28 *Freakonomics*: The No-Lose Lottery

A recent Harvard survey found that half of all Americans, if faced with an emergency, couldn't come up with \$2,000 in 30 days. Most people would rather spend than save — and one of our favorite expenditures is playing the lottery. This episode looks at a little-known financial tool that combines the thrill of the lottery with the safety of a savings account.

## 2/4 *Freakonomics*: Eat and Tweet

The "molecular gastronomy" movement is all about bringing more science into the kitchen. In many ways, it's the opposite of

the "slow food" movement. Chieftains from the two camps square off: Alice Waters for the slow foodies and Nathan Myhrvold for the mad scientists.

## 2/11 *Freakonomics*: The Church of "Scionology"

When you spend your life building a successful business, it's a natural step to hand off the reins to your son or daughter. But economic research shows that handing down a business to an heir is, on average, a terrible idea. So why do we do this? We'll hear about fractured families, inept heirs, and some people who've found interesting ways to beat the odds of failure, from Anheuser-Busch to Warren Buffett.

## 2/18 *Freakonomics*: Can We Stop Predicting the Future?

It's impossible to predict the future, but humans can't help themselves. From the economy to the presidency to the Super Bowl, educated and intelligent people promise insight yet repeatedly fail by wide margins. In this hour, we'll dream of the day when the accuracy rate of pundits appears next to their faces on TV. Finally, we'll look at the kings of prediction – those who risk modeling the future and make millions

## 2/25 *Freakonomics*: An Economist's Guide to Parenting

Becoming a parent means entering one of the largest seas of advice known to man. Much of it is written by amateurs. Little of it has any connection to the tools that social scientists have forged to analyze human behavior. What happens when children are randomly assigned to families? We hear from a roundtable of entertaining and smart economists about what really matters as a parent and what doesn't.

## 3/3 *The Moth*

A hair stylist recalls accompanying his father on hunting expeditions in Alabama, a young journalist carefully sets the stage to make her first time memorable, and best-selling novelist Walter Mosley cares for his ailing mother. Hosted by noted comic and storyteller Mike Birbiglia, and Jay Allison.

## 3/10 *The Moth*

A hiker is pinned underneath a refrigerator-sized boulder deep in the wilderness, a speechwriter describes his most challenging assignment ("Make Al Gore funny"), and a young art student battles her demons in the pursuit of love.

## 3/17 *The Moth*

high school quarterback leaves Montana as a promising son and returns years later to reveal a shocking secret; a boy from Sierra Leone describes his transformation from innocent child to cold-hearted soldier; a teenage girl discovers how to control her errant parrot; and a construction worker discovers the up-side of his girlfriend's one-year prison sentence.

## 3.24 *The Moth*

A young woman is told to keep her heritage a secret...by her mother; a reckless partier gets shipwrecked and has to sober up enough to save the day; and an author contends with her unsupportive mother on her deathbed.

## 3/31 *The Moth*

Christian McBride, a jazz bassist, is put to the test by his idol, Freddie Hubbard; a down and out comic considers ending it all until the universe sends him an unlikely sign; and New York writer Adam Gopnik details his daughter's cosmopolitan imaginary friend.

Main Channel

# PROGRAM SCHEDULES

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5am						<b>BBC NEWS</b>	
6am		<b>MORNING EDITION®</b>					
7am						<b>WEEKEND EDITION</b>	
8am							
9am						CAR TALK	
10am			<b>DIANE REHM</b>			WHAD'YA KNOW?	TO THE BEST OF OUR KNOWLEDGE
11am			<b>FRESH AIR</b>				
12pm NOON			<b>HERE &amp; NOW</b>			WAIT, WAIT!	ON THE MEDIA
1pm		<b>TALK OF THE NATION</b>				THIS AMERICAN LIFE	A PRAIRIE HOME COMPANION
2pm						FREAKONOMICS-THE MOTH	
3pm			<b>THE WORLD</b>			MARKETPLACE MONEY	CAR TALK
4pm		<b>ALL THINGS CONSIDERED®</b>				<b>ALL THINGS CONSIDERED®</b>	
5pm						A PRAIRIE HOME COMPANION	LIVING ON EARTH
6pm	MARKETPLACE			MARKETPLACE			STATE WEEK SOUNDPRINT
7pm	<b>AS IT HAPPENS</b>	PEORIA CITY COUNCIL		<b>AS IT HAPPENS</b>		THISTLE & SHAMROCK	MUSIC FROM THE HEARTLAND
8pm						JAZZ FROM THE HILLTOP	
9pm							
10pm							
11pm				<b>BBC NEWS</b>			
12am MIDNIGHT							
5am							

**WCBU2**  
Digital Radio Program Schedule



Sample WCBU2 programs on line.  
Visit [www.wcbufm.org](http://www.wcbufm.org)

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5am							
6am		<b>CLASSICAL MUSIC</b>					
7am							
8am							
9am		<b>PERFORMANCE TODAY</b>				PERFORMANCE TODAY WEEKEND	SUNDAY BAROQUE
10am							
11am							
12pm NOON						STATE WEEK	ST. PAUL SUNDAY
1pm		<b>CLASSICAL MUSIC</b>				WORLD OF OPERA	MUSIC FROM THE HEARTLAND
2pm							
3pm							FROM THE TOP
4pm		<b>PERFORMANCE TODAY</b>				FROM THE TOP	PERFORMANCE TODAY WEEKEND
5pm						RECORD SHELF	
6pm		<b>CLASSICAL MUSIC</b>				PIPEDREAMS	PITTSBURGH SYMPHONY ORCHESTRA
7pm							
8pm	CHICAGO SYMPHONY		MUSIC FROM THE HEARTLAND		SYMPHONY CAST	CLASSICAL MUSIC	
9pm							
10pm			<b>WORLD CAFÉ</b>			<b>ECHOES</b>	
11pm							
12am MIDNIGHT				<b>CLASSICAL MUSIC</b>			
5am							

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NOTE: Links to Web sites of all underwriters can be found on our Web site, wcbufm.org. Click on the "Current Underwriters" page under the "Corporate Support/Underwriting" area.

*Please be sure to thank them for their support  
of your public radio station.*



www.prms.org



This program is partially  
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