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OUR MISSION

WUIS-WIPA will satisfy a curious, socially-engaged audience through programming and community outreach.

The University of Illinois is an affirmative action/equal opportunity institution.



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This program is partially supported by a grant from the Illinois Arts Council

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WUIS 91.9 WIPA 89.3
Smarter Radio. Smarter You.

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Soundview Winter 2007

IN THIS ISSUE

- WUIS Receives Federal Match p.3
- Lotsa Trees p.4
- Bedrock 66 Live p.4
- The Next Passports Tour p.8

WUIS 91.9 WIPA 89.3
Smarter Radio Smarter You

Cover art by Kavitha Cardoza

Thanks to You, More

More than ever in its history, WUIS is in the midst of a growth spurt. With more listeners and more members than ever before, we want to provide you with more service. We want to grow your knowledge. We want to grow community dialogue. We want to provide you with more public radio programs. The 1,000 trees you'll help us plant at Emiquon Nature Preserve and Lincoln Memorial Garden as a result of the fall membership campaign are just one manifestation of this exciting era for public radio fans in our listening area.

As we head into a new calendar year, WUIS has many plans involving growth. The studio renovation project outlined on the next page is a massive undertaking, but it is a necessary step so that we can provide everything you expect from public radio. We will have opportunities for individuals or companies to name studios in the fundraising process. If you are looking to take advantage of the IRA Rollover this year, or want to support this historic moment in any way, please contact me.

We promise some great stories and music in the next few months, but we'll also offer fun – and even important – opportunities for you to step out, most of which are highlighted in this newsletter. We hope you'll be able to join us for one, two or all our upcoming events.

No time to hibernate this winter. Whether it's the reporters, the program hosts, the membership staff, or the programming staff, we have a lot to do for you in the coming months. Thanks for making 2007 another great year for public radio in central and west central Illinois. Happy Holidays!

Bill Wheelhouse

Bill Wheelhouse
General Manager

WUIS' wrap-up party for our Skirting Convention series. At left, honoree Karen Hasara (left) is congratulated by friends and at right, honoree Theresa Cummings (left) is surrounded by her family. Copies of the booklets and audio CDs distributed that night were also sent to libraries, schools and organizations in Sangamon County.



BUSINESS PARTNERS – When you visit these businesses or utilize their services, please let them know you appreciate their support of WUIS-WIPA.

Arts

21st Annual Greater Downtown
Bluegrass Music Festival
Hoogland Center for the Arts
Horine's Pianos Plus
Illinois Symphony Orchestra
Kirkland Fine Arts Series
Rosebud Theatre
Sangamon Auditorium
Sangamon Valley Youth
Symphony
Springfield Ballet
Springfield Muni Opera

Associations

The Greater Springfield
Chamber of Commerce

Auto Service

Carl Johnson Auto Service

Banking/Investment Services

Edward Jones Company
Hickory Point Bank & Trust
Steve Koch, Ameriprise
Financial Services
Marine Bank
Williamsville State Bank and
Trust

Churches

Abraham Lincoln Unitarian
Universalist Congregation
First Presbyterian Church of
Springfield
Presbyterian Churches of
Illinois & Indiana

Consulting

The Finn Group

Convenience Stores

Qik-n-EZ Superstores

CPAs

Bird Armour, LLC

Food & Drink

Corkscrew Wine Emporium
Friar Tuck Beverage
Hamilton's Catering

Health/Medical

Community Cancer Center
Peter Glatz, DDS
Memorial Home Services
SIU Physicians & Surgeons
St. John's Hospital Bone &
Joint Institute

Home & Garden

Arizona Tile
Carpet Weavers
Ruth Ann Ayers, Coldwell
Banker Devonshire Realty
Lincoln Memorial Garden
Prairie House Fine Craft
Gallery
Sachi Flowers & Gifts
Sundown One

Media

Capital City Courier
Illinois Issues
Illinois Times
UIS Journal
WGLT Public Radio

Printing

BOPI

Shuttle Service

BART Transportation

Tourism

Abraham Lincoln Presidential
Library & Museum

Utilities

Illinois Rural Electric

MEMBERSHIP

If you enjoy public radio but have never joined the family of supporters, we thank you for listening and hope you become a member today! Individual listener contributions pay for more than one-third of our program costs. Send in your check of support today with this form or visit www.wuis.org to make a secure gift using your credit card. If you have any membership questions, please call 206-6403. Renewing members, your last gift is on your mailing label.

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Email _____ 5M9AC

Your gift is processed by the University of Illinois Foundation. Every dollar of your gift is used for the exclusive support of WUIS-WIPA.

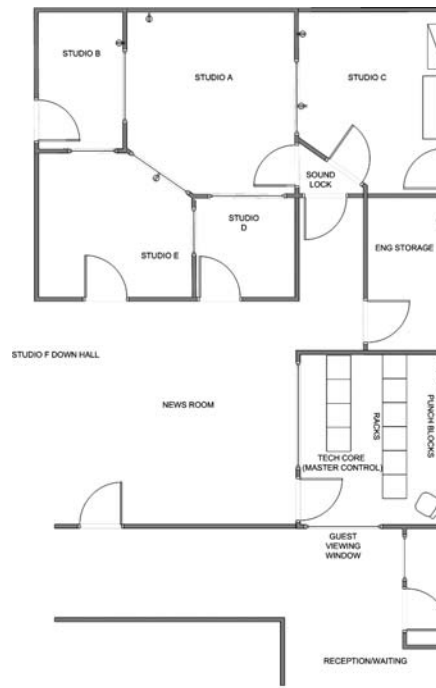
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
M						Blues Before Sunrise		M
1 am	BBC				BBC			1 am
2 am							BBC	2 am
3 am						BBC		3 am
4 am								4 am
5 am								5 am
6 am	Morning Edition				Morning Edition	Inside Europe SWR /IE	Lincoln Library Concert	6 am
7 am						Weekend Edition	Speaking of Faith	7 am
8 am							Weekend Edition	8 am
9 am						Car Talk		9 am
10 am	Classics with Karl Scroggin				Classics with Karl Scroggin	Wait, Wait... Don't Tell Me	To The Best of Our Knowledge	10 am
11 am						Whad'Ya Know		11 am
N							A Prairie Home Companion repeat	N
1 pm	Performance Today				Performance Today	This American Life		1 pm
2 pm						Fresh Air Weekend	Car Talk	2 pm
3 pm	Fresh Air				Fresh Air	Travel with Rick Steves	Word for Word	3 pm
4 pm	All Things Considered				All Things Considered	Weekend All Things Considered		4 pm
5 pm						A Prairie Home Companion	SVR3H	5 pm
6 pm	Marketplace				Marketplace		Bluegrass Breakdown	6 pm
	The Health Show	Close Up	The Word	Digital Planet	SWR			
7 pm	Fresh Air				This American Life	Thistle & Shamrock		7 pm
8 pm	Jazz with Bob Parlocha				Sound Opinions	Saturday Beat	Nightsounds	8 pm
9 pm					Beale Street Caravan	Riverwalk Jazz		9 pm
10 pm	Performance Today				Blues Before Sunrise	Jazz at Lincoln Center	Music from the Hearts of Space	10 pm
11 pm						Jazz Inspired		11 pm

SWR = State Week In Review (Oct-May) IE=Illinois Edition



The Match is On!

WUIS Awarded Matching Grant for Studio Overhaul



In September, U.S. Representative John Shimkus announced that WUIS will receive a federal grant totaling \$137,000 to overhaul the station's infrastructure. The grant requires a local match.

In WUIS' history, National Telecommunications and Information Administration grants have allowed for significant changes to WUIS' service capabilities: an original NTIA grant established the station—then know by call letters WSSR— and another NTIA grant established WIPA.

This latest NTIA grant of \$137,000 will be spent on WUIS gutting the studios, rewiring them, upgrading them with state-of-the-art equipment, and linking them using a digital routing system. The upgrade will mean higher quality sound from the voice going into the microphone to the sound leaving our transmitter toward your radio.

continued p. 5

December 31 Deadline for IRA Rollover Provision

There are only a few weeks left to take advantage of a provision in the Pension Protection Act of 2006, which offers charitably-minded individuals a golden opportunity to make gifts from their IRAs and exclude the amount of their gifts from gross income.

To qualify:

- The donor must be 70 1/2 years of age or older;
- The transfers must go directly from the IRA to qualified charities;
- Gifts cannot exceed \$100,000 per taxpayer per year; and
- Gifts must be outright. (Meaning transfers to donor-advised funds, supporting organizations, and charitable remainder trusts and for charitable gift annuities do not qualify.)
- No charitable income-tax deduction is allowed.

Your gift could make a significant impact at WUIS, especially as we raise the matching funds for the studio overhaul. Naming opportunities for the individual studios are available; perhaps you could fund a studio and also endow its maintenance. Would you like to help fund a series of concerts in the Suggs Performing Arts Studio? Or perhaps help fund the planned HD channel with UIS learning opportunities? Whatever your hopes for the station might be, you could see it realized in your lifetime, with an IRA transfer. Please contact Lisa Stott at 206-6403 for more information.

Lotsa Trees, Lotsa Friends



UIS SAGE Society members join Rich Bradley (center) around a tree donated by Pleasant Nurseries to brighten up our studios during the pledge drive.

Money may not grow on trees, but when you combine two great things – WUIS and local tree planting – wonderful things can happen! Thank you to the more than 1300 WUIS listeners who gave their overwhelming support during the fall membership drive, helping WUIS exceed its membership goal.

More than \$149,000 was raised for WUIS programs for the next six months. With this record-setting amount of support, listeners also filled in the hole left by the \$15,000 Arts Council cuts.

And as sweet as shade on a hot day, listeners also chose to plant 1106 trees in our area. Green Mountain Energy will plant more than 800 public radio trees at The Nature Conservancy's Emiquon Preserve. More than 270 trees will also be planted at Lincoln Memorial Garden in Springfield to restore some of the trees lost last winter - mostly dogwoods and redbud to be planted in the central part of garden, along the front sidewalk and the lake trail, according to Executive Director Jim Matheis.

The Loken Family of Springfield generously doubled the number of trees planted on two mornings of the drive. Thank you Mary, Alan, Susan, Beck and Finn! They provided their match through their Fund at the Sangamon County Community Foundation. Thanks also to AFSCME Council 31 for a generous monetary match; and to our generous Cornerstone members for their wonderful matches. Finally, we really appreciate the dozens of restaurants and the nearly 200 volunteers who pitched in to make our week together fun and interesting.

2008 Live Music Series in the Works Featuring music from our Sunday night line-up

The official announcement is coming soon. . .our new series *Bedrock 66 Live*, featuring live performances YOU will want to attend that are later broadcast. It will feature an impressive array of talented, lesser known, yet critically acclaimed national artists. "Artists that are soon to be famous or darn well should be," according to *Sangamon Valley Roots Revival Radio* host Sean Burns, who is working with our other Sunday night music hosts on the series, which will be recorded in downtown Springfield at The Hoogland Center for the Arts.

What experience should you expect? Says Sean: "Remember that band your college roommate raved about for three months and the two of you believed that no one else on the planet had heard of these guys? And then the two of you discovered that the very same band would be performing at a small no-name club on the questionable side of town. And when

Sponsor Spotlight – Arizona Tile Company

When Sheryl Daugherty launched Arizona Tile Company in Springfield with her husband, Cary, in 1995 the two owners comprised half of the company's staff.

Today, newly located at Cockrell Lane and Hollis Drive, the company has evolved from the sales and installation of tile products only to a total floor covering facility: tile and carpet, hardwood, laminate and vinyl, employing 14 "right people in the right places", according to Daugherty. She credits the company's success to that staff. There's virtually no turnover.



Sheryl and Cary Daugherty

Also contributing to the company's success, according to Daugherty, is the entrepreneurial spirit of the husband and wife team as well as ideas garnered from other total floor covering store owners throughout the country—to say nothing of the new store which features 10,000 sq. ft. of warehouse, 2,000 sq. ft. of office space and 8,000 sq. ft. of state-of-the-art showroom.

Sheryl also credits "knowing the market" for the continued growth of Arizona Tile. "Our market consists of central Illinois home and business owners", states Daugherty. "That's why we've been an underwriter on WUIS for the last five years. We respect WUIS' programming and the educated listeners this programming attracts, and—in many cases—delivers through our front door. Its gratifying to hear a customer say that they're here because they heard about us on WUIS".



Meet WUIS' New Business Manager Sandra McGinnis

Sandra McGinnis started as WUIS' Business Manager in August. We started off with the facts: she has a daughter, Meaghan, and a dog Max. But then we threw the tough reporter-like questions at her.

So where did you come from? My most recent employment "gig" was in the private sector, with an educational management and consulting company. I've also worked for a large unit school district, the lower chamber of a state legislature, and in non-public school education. In a more literal sense, I am a native of Illinois, and an alumnus of both Illinois State University and UIS.

You have a pretty good sense of humor we've noticed. How does that help deal with accounting issues? I think humor can be used to "dial back" the feelings of stress that sometimes creep into the accounting process. Also, people respond positively to humor and are more willing to assist you.

What surprised you the most about the pledge drive? That we needed to "rake" the newsroom!!!

You're referring to the three large trees we were using to celebrate the drive that, well, might have lost a few leaves during their short stay. Seriously, the number and commitment of the members/volunteers who made it successful was great. They were incredibly generous with their time, their expertise, and their contributions.

Go Tropical with our Next Passports Tour



Travel writer Dwight Garner penned this for the New York Times in October: "But there is a different Belize [other than tourist spots] that we set out to find: its lush interior, thick with rain forests, Mayan ruins, tiny villages, intense wildlife and intricate cave systems that can be explored by floating on inner tubes, while dodging bats. . . We weren't disappointed when we visited early in May. Moving through Belize's backcountry feels like travel, not tourism, and the country is fiercely intent on keeping it that way."

Guided by Lincoln Land Community College associate professor Dave Cox, who has led tours to Belize numerous times, we will travel with reporter Kavitha Cardoza on an exploration of these many wonders, all available in this Central American country that is also home to the longest barrier reef in the Western Hemisphere.

Our WUIS group tour, a LLCC Community Learning offering, will take place May 22-28, 2008, right between college semesters and over the Memorial Day holiday for those wanting to maximize their vacation days. The cost is \$2399 per person which includes airfare; room and board at the Sibun Educational Center; three meals daily; all transportation; guided tours; snorkeling gear and entrance fees into parks, ruins and the zoo.

Please join us for an informational session at the station on January 14. Or you can check out www.wuis.org for more information; or call the LLCC Community Learning 786-2292 to sign up for the trip!



Other Things to Hear, Do, See, Enjoy

- Your **Favorite Holiday Specials** – WUIS will be airing special programs throughout the next month – check out www.wuis.org for dates and times
- Join WUIS for *A Christmas Carol* live at Hoogland Center for the Arts on December 21-22.
- Holiday shopping – it's a great time of year to get your loved one a **digital radio** so they can hear WUIS crystal-clear! Go to www.wuis.org and click on Digital Radio for a complete list of radios vetted by the NPR engineers or visit the Shop Public Radio button also on our home page
- Second Annual *This I Believe* High School Essay Winners – 10 viewpoints from local **high school students** will air at the end of January
- *Bedrock 66 Live music series*– kicks off in 2008 – listen for details about how you can purchase a Season Pass
- Earth Day Community Conversation Hosted by Millikin & WUIS: April 22, 2008 – join us for a **dialogue on water** problems facing Decatur & Springfield
- Young Musician's Concert Contest: Bluegrass Fiddlers at New Salem: April 26, 2008 – listen to **young talent** on a beautiful spring afternoon

you got to the club you discovered 300 crazed hipsters that thought that they also were the only people on Earth that knew of this band. And then the band's performance changed your life and touched your soul. Well, *Bedrock 66 Live* promises to be just like that...but more comfortable!"

Miller has signed on as WUIS' marquee sponsor, and a Season Pass will be available for purchase by WUIS Members Only. The Infamous Stringdusters will kick off the series on April 5, followed by Robbie Fulks in May. Stay tuned to WUIS for how you can get tickets.

Match continued from p. 3

"It's like cooking fine food," explains Greg Manfroi, WUIS' chief engineer. "Any one ingredient can destroy the finished product. With this project, we can ensure all of ingredients are up to our standards to add up to a quality sound experience."

The project will result in the station being able to broadcast the analog and digital signals from any studio, including the Suggs Performing Arts Studio, at any time.

Says GM Bill Wheelhouse: "This is a wonderful opportunity to address all of our infrastructure needs at once, instead of working in the piecemeal fashion we've been doing. Ultimately, our sound will be vastly improved and our local programs and reports will be produced more efficiently, which means your membership donations will also be used more efficiently."

WUIS is seeking major support from individuals and businesses to reach the \$200,000 goal needed to fulfill the matching portion and finish the project. The NTIA requires the match to be pledged before May 1, 2008. WUIS has received approximately \$50,000 toward the project to date; and staff is eager to talk to interested parties about how their support will set the stage for another service milestone from WUIS. There will also be opportunities for donors to name the individual studios.



WUIS member and key volunteer George King could hardly believe his luck when he applied for new plates at the Secretary of State's office. George, thanks for the extra publicity!

Meet NPR's Correspondent in France, Eleanor Beardsley

Excerpted from a story by Jan Collins



When Eleanor Beardsley was nine years old, her father Ed, then a professor of history at the University of South Carolina, introduced her to a popular French comic book series to help her learn the history, language, and culture of France. Ellie loved reading “The Adventures of Asterix the Gaul,” the character who, with the help of his neighbors in an ancient Gallic village, resists the Roman occupation.

Since 2004, [NPR] radio listeners have been treated to her 3-to-4-minute pieces on such diverse topics as the French national obsession with oysters, immigrant riots, cheese-making à la française, presidential politics, the smoking

ban, nuclear power, French economic problems, and ice-skating at the Eiffel Tower. Her pieces are always creative, often offbeat, and invariably interesting—delivered with the hint of a Southern accent befitting her South Carolina upbringing.

Stumbling into Journalism

Ellie, now 43, didn't set out to be a reporter. “I stumbled into journalism,” she confesses. “I literally stumbled into it.”

“I went to business school,” says Ellie, “which was wonderful. It opened up this whole new world.” She spent her internship in Paris with National Cash Register, graduating in 1991 with the idea that she might become “some sort of businesswoman who would travel back and forth to France and Europe.”

But America was mired in a recession in the early 1990s, and the closest thing to France Ellie could find at the time was working as a waitress in a French restaurant in Washington, D.C. After several months, when a recruiter for Euro Disney outside of Paris offered her a marketing job, she jumped at the chance.

“I worked at the Hotel Davy Crockett but lived in the heart of Paris,” Ellie remembers. “It was the world's longest commute – 1-1/2 hours each way.” A year later, she accepted a job with the French Trade Commission back in Washington, D.C., where she researched and wrote reports on the U.S. business climate for French companies interested in investing in American industry sectors.

Then it was on to a consultancy with World Business, Inc., in Washington, helping European firms use World Bank financing for trade and investment activities and writing industry sector reports. “I still wasn't totally bilingual then, but it was good experience, and I did a lot of writing,” Ellie says.

In 1996, Eleanor Beardsley became a producer for TF1 French television in Washington. She had no television experience, but TF1, a commercial station, was looking for an American correspondent who spoke French and knew Capitol Hill. Ellie qualified on both counts. “That's where I learned to do stories,” Ellie remembers.

Kosovo and Beyond

In August 2000, she decided to use her vacation to visit a friend who was working for the United Nations Mission in Kosovo just after the end of the war there. Ellie bought her own radio equipment, and a colleague showed her how to use it. “I decided to go to Kosovo as though I were on assignment,” she remembers, “because I realized this was really what I wanted to do.”

During her trip, she got to know Albanians and Serbs, and researched several stories that she thought would work on radio. Screwing up her courage, she contacted public radio's “The World” and proposed some freelance pieces. They said yes.

“I still didn't really know how to do radio,” Ellie says. “But I went home, wrote the scripts, and did the sound. It was the most exciting day when I heard my pieces on the air.”

A job offer as a press officer for the United Nations Mission in Kosovo resulted, where she edited and wrote a bi-monthly news magazine, served as spokeswoman for the UN mission there, and designed and implemented media strategies and public information campaigns. She also put together occasional freelance pieces for various radio and print media.

In 2003, Ellie moved to Paris, where she “finally started earning a living by doing journalism.” Mixing features and hard news for National Public Radio and other media outlets, Ellie began traveling throughout France, looking for interesting stories. “It's really easy to find them in France,” she says, “because it's not your country, and you're looking at things as a foreigner, and it just hits you—that's so funny or so different.”

One of her favorite pieces for NPR—and one that her listeners loved—took place in Dans Le Noir (“In the Dark”), a quirky Paris restaurant where one eats in total, pitch blackness. The waiters and waitresses are blind, and the idea is to show patrons how it feels to live like a blind person. “I got a lot of feedback on that piece,” she says. “And I was exhausted after the meal, because I had to concentrate so hard on, for example, pouring water into a glass. It was an amazing experience.”

At Home in France

Although she returns to the United States regularly to visit her parents, brothers, and friends, Ellie doesn't envision moving back permanently—at least not in the near future. “It's a nice life in France,” she muses. “People have more vacation, more time, you eat well.”

“In a lot of ways, I feel completely at home in France,” Ellie continues. “I feel lucky that I was somehow guided by my passions, which have been speaking French and traveling in foreign countries. Somewhere I was a journalist deep down. I just didn't know it.”

Ellie lives in an apartment in the center of Paris with her husband, Ulysse Gosset, their almost 18-month-old son, Maxime, and Ulysse's two sons. We excerpted from Jan Collins' cover story for the June 2007 issue of the Moore College of Business Magazine at the University of South Carolina. Reprint permission was granted from the Public Relations Office at USC.