So we partied like it was 1969!

WYSU marks a big birthday on October 23. That is the date the station first went on the air in 1969. This past August station staffers and supporters got a jump on the celebration by gathering for an anniversary party at the Tyler History Center in downtown Youngstown. The crowd of 200 enjoyed a cocktail party with a menu that reflected parties of the late 1960s and music of the era by the local trio Following June. Some guests even took the theme to another level by dressing for the period! Thank you to all of our supporters and YSU friends who came out to celebrate with us.

Enjoy the pictures!
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**Classical Music**
- Midnight - 5 a.m. (Mon. - Fri.)
- 2 a.m. - 6 a.m. (Sat. - Sun.)

**Morning Edition**
- 5 a.m. - 9 a.m.

**Classical Music with Barbara Krauss**
- 9 a.m. - 1 p.m.

**Classical Music with Gary Sexton**
- 1 p.m. - 3 p.m.

**Performance Today**
- 1 p.m. - 3 p.m.

**Fresh Air**
- 3 p.m. - 4 p.m.

**All Things Considered**
- 4 p.m. - 6:30 p.m.

**Marketplace**
- 6:30 p.m. - 7 p.m.

**Fresh Air**
- 7 p.m. - 8 p.m.

**Looking Out, 7 - 7:30 a.m.**
- The Allegheny Front

**World of Opera**
- 8 p.m. - 11 p.m.

**Performance Today**
- 8 p.m. - 11 p.m.

**The Jazz Sofa with Rick Popovich**
- 8 p.m. - 11 p.m.

**The Jazz Sofa with Rick Popovich**
- 8 p.m. - 11 p.m.

**The Allegheny Front**
- 7 - 7:30

**Jazz**
- 11 p.m. - Midnight

**Now's the Time**
- 11 p.m. - Midnight

**Classical Music**
- Midnight - 5 a.m. (Mon. - Fri.)
- 2 a.m. - 6 a.m. (Sat. - Sun.)

**Hearts of Space**
- 6 a.m. - 7 a.m.

**Alternative Radio**
- 6 a.m. - 7 a.m.

**On the Media**
- 7 a.m. - 8 a.m.

**On Being**
- 7 a.m. - 8 a.m.

**Weekend Edition**
- 8 a.m. - 10 a.m.

**Weekend Edition**
- 8 a.m. - 10 a.m.

**Car Talk**
- 10 a.m. - 11 a.m.
- 10 a.m. - Noon

**A Prairie Home Companion**
- 10 a.m. - Noon

**TED Radio Hour**
- Noon - 1 p.m.

**Car Talk**
- Noon - 1 p.m.

**Fresh Air Weekend**
- 1 p.m. - 2 p.m.
- 1 p.m. - 2 p.m.

**Travel with Rick Steves**
- 2 p.m. - 3 p.m.

**Says You!**
- 2 p.m. - 3 p.m.

**Sound Medicine**
- 3 p.m. - 4 p.m.

**A Way with Words**
- 3 p.m. - 4 p.m.

**Only A Game**
- 4 p.m. - 5 p.m.

**The Splendid Table**
- 4 p.m. - 5 p.m.

**Weekend ATC**
- 5 p.m. - 6 p.m.

**A Prairie Home Companion**
- 10 a.m. - Noon

**On the Media**
- 7 a.m. - 8 a.m.

**Thistle and Shamrock**
- 7 a.m. - 8 p.m.

**On Being**
- 7 a.m. - 8 a.m.

**Harmonia**
- 10 p.m. - 11 p.m.

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As WYSU marks this anniversary during a challenging year, we think it is important to reflect on what we do and why we matter, and to share these thoughts with you, our valued friends and supporters.

- **Who we are.** Youngstown State University owns and operates WYSU-FM, a 50,000-watt radio station at 88.5 FM, that serves the Mahoning and Shenango Valley region from its studios in Cushwa Hall. The station primarily broadcasts a mix of news and information, classical music and jazz on its main analog channel, and a 24-hour classical music service on its HD2 channel.

- **WYSU’s reputation.** WYSU-FM is non-commercial, listener-supported, community-based public radio, which has built a reputation over the past 45 years as the region’s leading source for quality programming. Its mission to provide trusted, in-depth news; engaging conversation on important issues; and music that stimulates the mind and spirit, has earned it the reputation of being a cultural and intellectual bastion for this area.

- **WYSU is the University’s most powerful ambassador.** As one of Youngstown State University’s strongest daily links to the community, WYSU strives to be a valuable asset to that community by providing a forum that promotes the artistic and intellectual activities and values of the university, its faculty and personnel. Thousands of listeners throughout Northeastern Ohio and Western Pennsylvania equate WYSU – and by extension, Youngstown State University – with integrity, cultural growth and intellectual advancement.

- **WYSU reaches deep into the community.** WYSU reaches more members of the community on a daily and weekly basis than any other entity of YSU, and it disseminates information about campus and community activities completely free of charge.

- **WYSU provides valuable experience for students.** Youngstown State University students whose qualifications meet professional broadcasting standards are employed to support various aspects of the station’s operations, including air work, providing them with valuable hands-on learning experiences that add substantially to their future work resumes. There are many opportunities for students to supplement their formal education with the daily in-depth news and information services provided by WYSU. These public radio programs are also often used in classrooms.

- **WYSU advances YSU’s mission.** WYSU directly supports the mission and strategic goals of Youngstown State University in the following ways:
  - Being a key disseminator of knowledge to the region at large
  - Fostering collaboration to enrich the region and the world
  - Integrating teaching, learning, scholarship, and civic engagement
  - Fostering understanding of diversity, sustainability, and global perspectives
  - Advancing the intellectual and cultural life of the city, region and world.

- **WYSU educates.** As the university teaches through classes, WYSU teaches the community by means of its programming. Through commentaries provided by university personnel and the community at large, as well as high quality local public affairs and news and information programs, WYSU encourages thoughtful discussion and offers a forum for civil discourse. The station provides an atmosphere of fairness and openness necessary for the critical-thinking person to make important decisions about politics, social culture and human awareness, and provides an opportunity for the free exchange of ideas in a respectful and scholarly atmosphere.

- **WYSU is a university for the public.** WYSU makes learning accessible to everyone. WYSU helps listeners in their life-long learning pursuits, helps them grow, make more informed decisions, lead more fulfilling lives, become better and more involved citizens, and helps make northeast Ohio and western Pennsylvania a better place to live.

- **WYSU provides a home for classical music.** WYSU is the community’s sole radio source for classical music, one of the treasures of our culture. With the steady decline of fine arts instruction in our schools today, WYSU may well be the only readily available source for classical music.

- **WYSU operates efficiently.** Twenty-four hour per day radio coverage on two major channels is managed by a staff of seven highly motivated and dedicated full-time professional personnel who work together to cover air shifts, marketing and underwriting, engineering, IT and clerical duties for the station. (It may be worth noting that this number is significantly below the staffing enjoyed by other public radio stations serving similar sized markets.)

continued on page 4
Who We Are at 45

- **WYSU is an excellent investment.** The quantitative return on YSU’s investment in WYSU is 4 – 1.* For every dollar YSU invests in WYSU, WYSU returns $4 in public service and public relations annual value to Youngstown State University. That equates to around $2.1 million per year.

- **Listener support and corporate underwriting contribute greatly to the station’s self-sustainability.** Membership support for WYSU-FM accounts for about 25%, and business support through underwriting for about 12% of the station’s operating budget. The strategy for FY2015 is to increase membership by 10% over FY2014, underwriting by 10% over 2014, and to establish a major gift support program for general operations, thus lessening the financial responsibility on Youngstown State University.

- **WYSU’s economic outlook.** These are extremely challenging economic times for YSU, and for WYSU. WYSU has already reduced its operating budget by $74,294, or 12.2%, and the ongoing pursuit of increasing our audience and corporate support will no doubt be critical in addressing future financial demands. It will be a difficult endeavor, considering the economic realities of this area, but WYSU is constantly striving to find ways to increase exposure and revenue, and if past experience is an indicator, our loyal audience will prove pivotal to our success.

  *University Station Alliance Quantitative Worth Study, July 2013

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**Alaskan Cruise**

is on the Horizon for WYSU Tour!

by Barbara Krauss

If you’ve ever dreamed of visiting Alaska, your chance is coming up, and as hundreds of past travelers can tell you, there is simply no better way to do it than with the WYSU tour group!

Everything is managed by the travel experts at Go Ahead Tours out of Boston, and this package is almost entirely inclusive, covering round trip airfare, most of your meals, a full time tour guide and passage on the Royal Caribbean’s Celestial Solstice for a tour along Alaska’s western coastline.

There will be an opportunity to experience some of Alaska’s winding waterways, some magnificent towering blue glaciers and rushing waterfalls, and whale sighting is practically guaranteed! If that is not enough for you, Gold Rush history, spectacular cities from Seattle to Skagway, and the blooming gardens of Victoria, British Columbia, are all part of this wonderful trip.

Departure is next July, but our roster is filling up fast, so please call or write for a free brochure today: 330-941-3363, or e-mail krauss@wysu.org for more details.

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**More Staff Flashbacks**

For our Staff Flashback this month – and just in time to give you some ideas for a Halloween costume – we have a great group shot at some now forgotten event circa 1991.

Can you guess who the current or past WYSU employees are in this photo?
The Youngstown Symphony Orchestra
• at the DeYor Performing Arts Center •
Randall Craig Fleischer, Music Director

John S. and Doris M. Andrews
The Classics
September 20, 2014
Opening Concert

March 21, 2015
City Lights

April 18, 2015
Hometown Heroes

John W. and Dorothy B. Ford
The Pops
October 18, 2014
One Singular Sensation:
A Tribute to the Music of
Marvin Hamlisch

November 1, 2014
Ghostly Stories

December 13, 2014
A Holiday Celebration

February 14, 2015
Symphonic Valentine – Symphony Idol

Tickets: 330.744.0264 or
www.YoungstownSymphony.com

2014 | 2015 Season

Opera Western Reserve & Friends Present

Don Juan in Hell: GB Shaw
OCT. 10 & 11, 7:30 PM | Free
McDonough Museum
330-480-0693
Re-Broadcast on WYSU:TBA

Don Juan: Silent Movie
OCT. 19, 1:00 PM | Free
Butler Institute of American Art

Don Giovanni: Arias & Brunch
OCT. 26, 12:30 PM | $25
Stambaugh Auditorium
330-259-0555

The Stone Guest’s Banquet: Gluck
NOV. 9, 3:00 PM | STBA
Warren Philharmonic Orchestra
330-399-3606

Don Giovanni: Mozart Opera
NOV. 14, 7:30 PM | $20 - $75
Stambaugh Auditorium
330-259-0555
More photos from the 45th Anniversary Party
So what were WYSU folks up to this summer?

Take a look!

Gary and Sue Sexton at the Fellows Riverside Gardens Party

Rick Popovich and Tricia Perry at the Summer Festival of the Arts

Bill George at Art On The Green, Hudson, Ohio

Gina Marinelli at the McDonough Museum for the STORYCORPS PROJECT

Gina Marinelli at the McDonough Museum for the STORYCORPS PROJECT

Blossom Musical Festival

Blossom Musical Festival

88.5 FM WYSU

OUR REGION’S LEADING SOURCE FOR...

- Trusted news and information
- Engaging conversation
- Music that stimulates the mind and spirit
CHANGES COMING FOR ASHTABULA OPERATION
by Ron Krauss

Very shortly, our operation in the Ashtabula region will undergo some changes. W211AL - 90.1 will be changing to W201DP - 88.1. We are making these changes to avoid potential interferences to other licensed broadcasters in the area.

In order for this move to take place, engineering studies have been completed, and a displacement application has been filed and approved with the Federal Communications Commission resulting in the granting of a construction permit. Replacement equipment has been ordered, and it is anticipated that the work should be completed by the end of September. Any outage experienced in the Ashtabula area is expected to be a brief one while awaiting final Commission approval after all the equipment is installed and operating as outlined in our construction permit.

If you live in the Ashtabula area or otherwise use our Ashtabula transmitter, we invite you to submit any reception reports to engineering@wysu.org (the engineer) after the frequency change has taken place.

Where is Lisa Long Going and Why?

This past spring we were excited to introduce you to Lisa Long, who filled the position of WYSU’s Development Director after Ed Goist departed. Unfortunately Lisa’s time here has ended all too soon, and we said good-bye to her at the end of August. We want you to know this was not OUR plan, nor was it Lisa’s. Budget cuts campus-wide moved people out of their jobs, and depending on their seniority status in YSU’s labor unions, some of those people had the ability to bump into other positions on campus. That is what has happened here at WYSU. While we are sad to say good-bye to Lisa, we are happy to report that she has found a great job as the head of Advancement at Salem Regional Health Center. We wish her well!

Join us for Doing Good hosted by Gina Marinelli Tuesdays at 6:45 and 8:45 a.m. on 88.5 WYSU. From council meetings to community gardens to the latest news at YSU, this interview program highlights those making a positive difference in the Mahoning Valley.

Dr. Donna DeBlasio, YSU History Department and Gina Marinelli
10/4 Art Blakey. Forceful, ebullient drummer and leader, with several generations of his Jazz Messengers and in other settings.

10/11 Wayne Shorter. Influential saxophonist, one of the many Messengers alumni.

10/18 Jazz and the Second World War - Traditional Revival. A boom in original formula New Orleans and Chicago styles challenges the dominance of the big bands.

10/25 Jazz and the War – Bop. A revolutionary new idiom emerges.

11/1 Stan Kenton. The modern jazz big band, sometimes really big, but the polish didn't drown out the liveliness.

11/8 Zoot Sims. A strong, forceful personal development of the Lester Young linear approach to jazz tenor saxophone.

11/15 Sean Jones. Trumpeter, one of our own, quickly risen to great eminence, including his latest and most spontaneous recording.

11/22 Orrin Evans. Rising star as pianist and leader, frequent colleague of Sean Jones.

11/29 Kenny Burrell. Modern mainstream guitarist, as leader and sideman.

12/6 Chuck Berry. One of the great tenor saxophonists of the ’30s, including several recordings with the Cab Calloway band; a brilliant career cut short by a car crash in the WYSU-FM listening area.

12/13 Joe Henderson. One of the most proficient and prolific tenormen of the modern era.

12/20 Ray Brown. Revered modern bassist, who played with everybody he deemed worthy; we can't explore all of his associations, but we'll sample widely.

12/27 Charles Mingus. Bassist and leader, including material from the posthumous Revenge release.

DO YOU HAVE AN EVENT? WE HAVE A CALENDAR!

Did you know WYSU provides a Community Calendar page as a public service? You can enter your event by going to our website – wysu.org. Everyone is welcome to submit events to the calendar, though not everyone’s submission will be published or announced on air. We specialize in fine and performing art events, large community events and YSU events.

This is a free service to the public, but as such, we do not promise airing frequency or location. You can contact Tricia at 330-941-1777 if you would like something more guaranteed, such as underwriting or a day sponsorship.

It is easy to enter your event. Go to wysu.org and visit the Community Calendar page under the COMMUNITY menu. Remember to input all the necessary information, including a contact number or email address.

10/12 Country Cookin’, Part XIIIIC. From Old Crow Medicine Show to Lefty Frizzell, from Tad Marks to Bob Wills; the recipes’ ingredients are long-lasting.

10/19 Folk Sampler. A folk music potpourri. Show your support for Folk Festival, which I have hosted since 1969, by listening and becoming a member.

10/26 Supernatural Tales, Part II. A Halloween collection of magical and menacing tales with Steeleye Span, Roberts & Barrand, Gordon Bok and Archie Fisher.

11/2 Forty-Five Years and Still Counting. I began Folk Festival on November 1, 1969, so this features folk music from then to the 46th year!

11/9 Animal Folk. Dogs, cats, frogs, manatees, elephants, and certainly penguins are subjects or objects in this musical toast to the animal kingdom.

11/16 Extended Sets, Part VL. Rambling Jack Elliott, Townes Van Zandt, and the New Lost City Ramblers, each in 30-minute segments.

11/23 Folk Sampler, Part CXIX. Old and new sounds with the Carolina Chocolate Drops and Dom Flemons with 1920s blues updates. Much more.


12/7 Pearl Harbor: A Day of Infamy. Relive the dark days of December, 1941, and the brighter days that would follow with a musical trip back to World War II.

12/14 Play it again, Sam, Part IX. Contrasts two or more versions of the same song, including “Sam Bass,” “Rolling Home,” “This Land Is Your Land.”

12/21 A Christmas Celebration. Appropriate folk and religious music in keeping with the season.

12/28 Celebration Fortieth – Update. An encore with five additional years added at the end.

World of Opera
Monday, 8:00 pm

World of Opera listings were not available at press time.

All programs are subject to change without notice.

This newsletter is printed on recycled paper.
Reach out to WYSU’s unique audience through program underwriting! It’s an economical and effective way to convey your message and express your support for a first-class community resource.

Contact the Development Office: 330-941-3364

YOUNGSTOWN STATE UNIVERSITY FOUNDATION