



90.3 WCPN helps Northeast Ohioans connect with their world. The schedule includes news, talk, information and variety programs, complemented by arts and cultural coverage and musical offerings with an emphasis on jazz.

Whether people tune in for award-winning, locally-produced reports on the important news events in Northeast Ohio, or they hear national and international news coverage or talk shows from trusted sources like NPR, PRI, APM or CBC, listeners know the news and information programming on 90.3 WCPN will be intelligent and balanced, delivered by diverse voices with a range of perspectives.

90.3 WCPN also helps people connect with entertainment and recreation. Audiences know the music, arts, and cultural programming on 90.3 WCPN features artists and commentators whose insights, opinions and expressions are enlightening, inspiring, or just plain fun. Clearly, 90.3 WCPN offers a balanced diet of **All Day Brain FoodSM**, and loyal listeners love **The Sound of IdeasSM**.



90.3 WCPN Programming

From *Around Noon*, *All Things Considered*, *Car Talk* and *The Diane Rehm Show*, to *Talk of the Nation*, *Marketplace*, *A Prairie Home Companion*, *Jazz from the North Coast* and *Weekend Edition*, 90.3 WCPN ideastream brings listeners a wide range of the best radio available.

Every weekday, ***Morning Edition*** serves up a stimulating blend of international, national and local news reports; economic and political analysis; sports, human interest and arts features. 90.3 WCPN and NPR hosts bring listeners up to speed on breaking news and guide them through in-depth analysis of the important trends and issues affecting the world, the nation and Northeast Ohio.

The Sound of Ideas™, heard weekday mornings, is hosted by Dan Moulthrop and Regina Brett. Focusing on topics and issues of significance to Northeast Ohio, the daily discussions on ***The Sound of Ideas*** are led by listener comments and questions, complemented by special guest experts who offer insight and opinion. Highlights of

the show have included: job and economic outlooks; alternative energy; education, school funding and youth issues; regionalism; current reform efforts in the adult and juvenile justice systems; and ongoing coverage of local and state politics.

Through intelligent interviews, energetic live in-studio performances and eclectic special features, ***Around Noon*** explores the cultural and entertainment panorama of Northeast Ohio. Listeners are introduced to local, national and international arts luminaries who review, preview or simply highlight the area's arts and entertainment events.

Jazz from the North Coast, Monday through Thursday evenings on 90.3 WCPN, features a well-blended mix of music from all periods of jazz, appealing to both casual listeners and serious students of the genre. Whether featuring a new album by a contemporary artist, exploring the connection between old school players, or introducing audiences to a local talent, *Jazz from the North Coast* presents music and perspective that keeps the audience tuned in all night long.



90.3 WCPN relies on the **BBC World Service**, a distinguished source of news and information, to help bring the news of the world to Northeast Ohio through their global network of correspondents. In addition to the early morning weekday news reports, this service also includes the live, global, interactive program **World Have Your Say (WHYS)**, a daily worldwide call-in, which airs weekday afternoons. **WHYS** has made stops in Cleveland, including in November, 2006 and March, 2007, during which they broadcast live to their worldwide audience.

Audiences throughout Northeast Ohio tune to 90.3 WCPN on weekends to connect with their roots, discover world music, and hear about community events through special nationality programming presented by ideastream. Often produced in the native language, programs (two hours on Saturday and seven hours on Sunday) include British and Irish, German, Hungarian, Lithuanian, Polish, Serbian, Slovak, Slovenian, and Ukrainian.

Nationally-produced programs heard daily or weekly on 90.3 WCPN include:

Morning Edition with Steve Inskeep and Renée Montagne, heard weekday mornings, and **Weekend Edition** with Scott Simon and Liane Hansen, on weekends, prepare listeners for the day ahead with up-to-the-minute news, background analysis, commentary and coverage of arts and sports.

Car Talk with Tom and Ray Magliozzi, Saturday mornings, examines the human condition as it is influenced by the automobile. Hosted by the MIT-educated mechanics, the program is filled with warmth, good advice and bad puns.

Sunday afternoons are a place to have fun with some of the best in public radio comedy, satire and audience participation shows, including **Says You!**, **My Word, Le Show**, **Wait Wait...Don't Tell Me** and **Vinyl Café**. (**Says You!** host Richard Sher and his panelists visited 90.3 WCPN in October, 2006 for two nights of taping before live studio audiences.)

Fresh Air with Terry Gross, weekday evenings. Terry Gross is regarded as one of today's most perceptive, insightful and creative interviewers. The one-hour program features prominent cultural and entertainment figures and experts on current affairs and news.

All Things Considered heard every afternoon with weekday and weekend editions. Hosts Robert Siegel, Michele Norris and Melissa Block present a mix of news, interviews, commentaries, reviews, and offbeat features.

The Diane Rehm Show, weekday mornings. A lively mix of current events and public affairs programming ranging from hard news analysis of politics to in-depth examinations of religious issues, health news, and parenting.

90.3 WCPN ideastream: The Facts

- Every day, 90.3 WCPN ideastream broadcasts 24 hours of outstanding news, information and cultural programming available to all through free, over-the-air broadcasting.
- National news, information, talk and variety programming includes broadcasts of *All Things Considered*, *Morning Edition* and *Weekend Edition*, *Talk of the Nation*, *BBC World Service*, *Marketplace*, *The World*, *Fresh Air*, *As It Happens*, *Whad'Ya Know?*, *A Prairie Home Companion* and *Car Talk*.
- National music program offerings include: *Jazz After Hours*, *Jazz at Lincoln Center*, *Marian McPartland's Piano Jazz* and *Vinyl Café*.
- Local programming includes *The Sound of Ideas*, *Around Noon* and *Jazz from the North Coast*. Every weekday, ideastream's award-winning journalists produce regionally-focused special reports and newscasts
- 90.3 WCPN broadcasts nine hours of specialty programming each week, produced by and for Northeast Ohio's culturally diverse communities.
- According to Fall 2006 Arbitron data, over 280,000 people tune in to 90.3 WCPN in an average month.
- The broadcast signal reaches the Cleveland-Akron Total Service Area, including the Northeastern Ohio counties of Ashland, Ashtabula, Carroll, Cuyahoga, Erie, Geauga, Holmes, Huron, Lake, Lorain, Medina, Portage, Stark, Summit, Trumbull and Wayne.

