



ideastream®

# PUBLIC RADIO



## The All-Day Brain Food®

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

### 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* and *Weekend Edition*, 90.3 WCPN ideastream brings listeners a wide range of the best radio available.

Every weekday, ***Morning Edition*** serves up a blend of international, national and local news reports; economic and political analysis; and sports, human interest and arts features.

***The Sound of Ideas***®, heard weekday mornings and hosted by Dan Moulthrop and Regina Brett, focuses on issues of significance to Northeast Ohio 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.

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 from the world's greatest network of correspondents. In addition to early morning weekday news reports, this service also includes the live, global and interactive program, ***World Have Your Say (WHYS)***.

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, often in their native languages. Programs include British and Irish, German, Hungarian, Lithuanian, Polish, Serbian, Slovak, Slovenian and Ukranian.

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.

**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 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**.

Terry Gross, host of **Fresh Air** on weekday evenings, is regarded as one of today's most perceptive, insightful and creative interviewers.

**All Things Considered**, heard Monday through Saturday afternoons, presents a mix of news, interviews, commentaries, reviews, and offbeat features.

**The Diane Rehm Show**, which airs weekday mornings, is lively, up to the minute conversation about current events, public affairs and ideas of importance.

### 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*, *World Have Your Say*, *Marketplace*, *The World*, *The Tavis Smiley Show*, *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 *Jazz with Bob Parlocha*.
- Local programming includes *The Sound of Ideas*® and *Around Noon*. 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 Spring 2009 Arbitron data, over 300,000 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.
- In November 2009, 90.3 WCPN began transmitting with a new digital transmitter allowing the station to simulcast its analog signal with a hyper digital signal available over the air at WCPN HD1 using a digital radio receiver.

