

FALL 2011

Airwaves

The Newsletter for Friends and Supporters of the Kansas Audio-Reader Network

Special 40th Anniversary Issue!



FORTY YEARS OF BRINGING THE PRINTED WORD TO LIFE:
THE LEGACY OF **PETEY CERF**

A History of Audio-Reader

By Janet Campbell, Executive Director



Janet Campbell in 1990, the year she became Director of Audio-Reader.

When I turned 40, my well-meaning friends threw me an Over-The-Hill party. Good intentions abounded, but I didn't feel as though I was "past the peak of one's youthful vigor and freshness" or "too old to be useful" as defined in the Merriam-Webster dictionary.

On October 11, we celebrated a very special 40th birthday, but this birthday girl

is not Over the Hill - she just gets better with age! That's right, the birthday girl is Audio-Reader; a service that definitely is not over-the-hill, but rather up-and-coming, and, thanks to all of you, a service with a bright future.

To prepare for this milestone, I thought it fitting to have a little history lesson about this amazing service, made possible by donors like you.

Audio-Reader began broadcasting on October 11, 1971 at 8:00 a.m. in the kitchen of Sudler House (located south of our current building). Programming included readings from the Kansas City and Topeka newspapers, magazines, books and short stories. About 250 radio receivers had been distributed, and Audio-Reader operated 80 hours per week with two staff members and a handful of volunteers.

KCKS-FM in Concordia agreed to provide A-R programming to northcentral Kansas in 1976, followed in 1980 by High Plains Public Radio in Garden City, KCUR-FM in Kansas City, MO in 1988, KRPS-FM in Pittsburg in 1989 and KXCV-FM in Maryville, MO in 1994. Our newest sister provider, KTBG-FM in Warrensburg, MO and Chanute, KS began broadcasting A-R programming in 2010! The growth continues, and we won't stop until EVERY Kansan can access Audio-Reader!

Continued on page 4...

Airwaves

Fall 2011

Airwaves is a newsletter published twice a year for supporters of the Audio-Reader Network of the University of Kansas.

Brenda Berg Dyck

Editor

Feloniz Lovato-Winston

Managing Editor / Art Director

The Audio-Reader Mission

The Kansas Audio-Reader Network exists to provide print-disabled citizens with access to the printed word and other information via electronic media and other technologies.

Audio-Reader's services are provided free of charge to enable print-disabled persons the opportunity to live their lives with the greatest possible personal independence.

**Together, we strive to provide
Access.**

**Empowerment.
Self-Sufficiency.**

Kansas Audio-Reader Staff

Janet Campbell Director

Steve Kincaid Asst. Director / Chief Engineer

Nicole Banman Business Manager

Brenda Berg Dyck Development Director

Feloniz Lovato-
Winston Development Assistant

Peggy Sampson Outreach Coordinator /
Listener Liaison

Art Hadley Producer / Engineer

Lori Kesinger Program Manager

Jennifer Nigro Coordinator of Volunteers

Susan Tabor Asst. Coordinator of
Volunteers

George McCoy Telephoner Reader
Coordinator

Bruce Mensie Engineer

Gina Krause Weekend Telephone Reader
Supervisor

Janet Lee White Secretary

Questions or comments?

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Follow Audio-Reader on Twitter:

KUAudioReader



Development Corner

Updates on Fundraising Initiatives at Audio-Reader

By Brenda Berg Dyck, Director of Development

Summer Fund Drive Donors Help Us Reach Listeners in Kansas, Missouri and Beyond

A huge THANK YOU goes out to all who contributed to Audio-Reader's Summer Fund Drive campaign! A remarkable \$21,000 was raised this year.

These funds will help defray the costs of our recent expansion into several new territories including greater Warrensburg, MO, SE Kansas and Wichita.

In the past five years, more than two dozen radio reading services across the country have shut down or have ceased broadcasting due to lack of funding. Audio-Reader is helping some of these services by sharing our broadcasts for their listeners. Such is the case for the service in Birmingham, Alabama, which has reduced local programming due to budget issues and now carries Audio-Reader's signal for the bulk of their day. Our boundaries are no longer contained by

state lines.

We hope you take pride in knowing your financial support is appreciated right here as well as several states away by the thousands of blind and print-disabled persons who rely on access to news and information.

"VISION LOSS CAN HAPPEN TO ANYONE.

I KNOW.

IT HAPPENED TO ME."

- Dr. Harry Revels

Retired Ophthalmologist

HEA-R letter coming soon

Audio-Reader is expanding faster than ever and we're asking for your financial support to keep our doors open and services free. In the coming weeks, you'll receive a letter inviting you to make a tax-deductible contribution to our annual **Help Expand Audio-Reader (HEA-R)** campaign. **You** can help us provide vital reading and information services to the blind and print-disabled.

Save the Date!

Audio-Reader Golf Classic

Monday, May 21, 2012

Alvamar Country Club - *private side*
1809 Crossgate Drive - Lawrence, KS 66047

Audio-Reader Golf Classic

When: Monday, May 21, 2012

7:30 a.m. registration/
breakfast

8:30 a.m. tee-off

Where: Alvamar Country Club

A History of Audio-Reader, continued

Programming expanded continuously until it reached 24 hours a day and 7 days a week in the fall of 1985. Current programming includes over 100 newspapers, 50 magazines and various newsletters and pamphlets. In 2010 we broadcast over 200 books!

In 1988, Audio-Reader moved into the renovated Phi Kappa Tau Fraternity. The Baehr Audio-Reader Center was made possible by a grant from the Louis & Dolpha Baehr Foundation of Paola, Kansas. The Center enabled Audio-Reader to expand services. Small town newspaper coverage was doubled and more studios allowed us to start recording personal material for listeners through the Special Request program.

In 1994, Audio-Reader began The Lions Telephone Reader Service. Listeners can access the system 24 hours a day,

and for the first time have full control and choice in reading a newspaper. Telephone Reader has grown to provide readings from more than 124 publications using 6 toll-free phone lines.

In 1996, staff member Diana Frederick and a small group of volunteers created the Sensory Garden, which was recently named one of the most well kept secrets of The University of Kansas.

A leader in radio reading services, Audio-Reader was one of the first services worldwide to offer broadcasting around the clock. We pioneered the use of cable television for the transmission of programming in the late 1970's. In 1990, Audio-Reader's signal became available nationwide through the Kansas Lions Sight Foundation Satellite Network. In 1994, Audio-Reader became the first reading service to operate its own satellite uplink, and in 1996, Audio-Reader's

signal became available worldwide on the internet. Seventeen radio reading services across the U.S. broadcast Audio-Reader programming to their listeners.

Today, with over 350 active volunteers, thousands of low-vision and print-disabled listeners are able to access their daily newspaper, best-seller or magazine just like their sighted friends and family.

In addition to the efforts of our volunteers, this amazing success and growth was achieved thanks to the financial support of The University of Kansas and thousands of private donors.

And there is your condensed Audio-Reader history to date! Thanks to the generosity of our donors, Audio-Reader's services enable print-disabled citizens the opportunity to live their lives with the greatest possible personal independence!

40 Years and Counting: An Audio-Reader Timeline



Petey Cerf

1969 - 1971

Minnesota Talking Books is created. Petey visits them and makes plans to found Audio-Reader.



Eleanor Symons in the 1970's.

1976

Audio-Reader expands into northcentral Kansas. A trailer is purchased to house additional studios.

1965

Petey Cerf funds research on radio reading services. Experts tell her it isn't feasible.

1971

Audio-Reader's first volunteer, Eleanor Symons, begins broadcasting in the kitchen of the Sudler House.



The Audio-Reader trailer.

1985

Audio-Reader begins broadcasting 24 hours/day, 7 days/week.

Audio-Reader and the Legacy of Petey Cerf...

We asked some of Audio-Reader's former volunteers and staff members to share their memories about Petey Cerf, the "awesome lady" who founded Audio-Reader.



In 1971, Petey Cerf (right) purchased a new transmitter for KANU (pictured at left is former KANU director Dick Wright), so that Audio-Reader could broadcast off of a KANU sub-carrier.

HANK BOOTH

Radio Host, KLWN Lawrence

"Having her on the radio could be exciting because she could get a little spicy in her conversation, when she spoke of her passions. Thank God for Petey Cerf."

PATTY CAHILL

Former Director of Audio-Reader

"When I met with Petey, her vision for this new service was contagious. With her passion and her financial support, it happened, and it's still happening today! You know, when I grow up, I want to be like Petey Cerf."

nursing homes in Kansas. She was a very passionate, committed and generous person."

JAN DEAN

Audio-Reader Volunteer

"I can remember that one time someone here really needed a break, and she (Petey) let them go stay in her cabin, a wonderful place to stay, to recover. And it made me love her."

BARBARA BRAA

Petey's Former Assistant

"When she hired me, she told me, I don't know exactly what you'll be doing, but you'll have to take care of all these blankety-blank numbers and financial things (you can fill in the blankety-blank.) Of course, Petey knew everything she needed to know about those "blankety-blank" numbers. She just preferred to spend her time on other things, like Audio-Reader."

TOM DOYLE

Former engineer, KANU

"I remember being struck by Petey's unwavering commitment to serve the handicapped. Thinking about it now, the words that come to mind are "one awesome lady."

BRUCE ROBERTS

Audio-Reader Volunteer

"She was instrumental in creating the Trinity Foster Home, a group home for children. I also knew her for her role in improving



The gazebo in the Audio-Reader Sensory Garden.

1988

Audio-Reader moves into its current building.



The Kansas Lions Sight Foundation has supported Audio-Reader for over 20 years.

1994

Audio-Reader engineer Steve Kincaid designs Telephone Reader, made possible by a grant from the Kansas Lions.



The Baehr Audio-Reader Center

1990

The Kansas Lions Sight Foundation Satellite Network allows our signal to reach across the nation.

1996

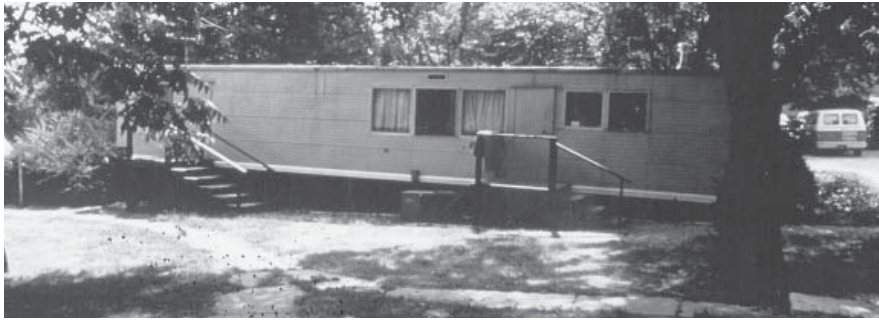
The Sensory Garden is created by volunteers and staff on "Make a Difference Day".

2010-2011

Audio-Reader reaches new territory in Warrensburg, MO, Wichita, KS and Chanute, KS.

“Home is home, be it ever so humble...”

Some Audio-Reader volunteers share their memories of one of Audio-Reader’s first homes, a cramped trailer, where they recorded on reel-to-reel machines for over 10 years.



Audio-Reader volunteers read in the trailer from 1976-1988.

“When it rained (while you were reading in the trailer) you had to stop because it had a metal roof and it would make a noise like ‘boink, boink, boink,’ which you recorded.”

- Erika Binns

“One of the things that used to bother us was when the squirrels got on top of the trailer and started rolling nuts around. We had no way of stopping them.”

- Wade Dexter

“I was reading an article about the drought (in the trailer) and the rain started coming down super-hard on the tin roof!”

- Eleanor Symons

“My dad liked being able to just go back to a spot and find it. Later on the system became more digitized. He preferred the reel-to-reel.”

- Paul Dexter,
Wade Dexter’s son



Left: Before Audio-Reader went digital, volunteers recorded onto reel-to-reel machines. Right: the trailer’s live broadcast studio.

“We went through a spell where we were re-using the reels, and they were very scratchy and it wasn’t much fun.”

- Eleanor Symons

Left: Producer Art Hadley assisting an announcer in the trailer in the 1970’s.



Eleanor Symons is Audio-Reader’s first volunteer! She started reading in 1971 and is still reading today. **Wade Dexter** volunteered from 1982-2010 and **Erika Binns** read from 1985-2000. We thank them for their service!



“For Your EARS Only” 2011

“For Your EARS Only” (FYEO) 2011, our annual benefit sale of music and audio equipment, grossed over \$20,000! Special thanks to Janis Hutchison and Michael Davidson for organizing nearly 9,000 records, Dave Dunford for preparing over 250 pieces of audio equipment, Mike Krings, Lee Young, Molly Mulloy and Ruthie Hatfield for serving on our planning committee and the dozens of other volunteers (nearly 70!) who worked so hard to make the sale a success.

FYEO 2011 was made possible by the following businesses and donors.

LAWRENCE

JOURNAL-WORLD AD

Capitol Federal Savings & Loan

Central National Bank
Del Monte Pet Products
Douglas County Bank
Fairlawn Plaza Shopping Center

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Minuteman Press
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Maceli’s
Chikako Mochizuki
Pizza Hut
Rudy’s Pizzeria
Wheat State Pizza
Wheatfields Cafe

PROMOTION AND DROP SITES

Dillons at Fairlawn Plaza
Kansas Public Radio
KCUR 89.3
KJHK
KLWN News & Talk



Listener Chris Frahm (left) checked out the musical instruments with the help of her assistant.



Audio-Reader listener and advocate Chikako Mochizuki (center) arrived at the sale with her new guide dog, Kara!

There's No Place Like Audio-Reader....

Audio-Reader's Listener Liaison and Outreach Coordinator explores the significance of our "Ruby Anniversary"

By Peggy Sampson



*"Close your eyes and tap your heels together three times.
And think to yourself, there's no place like home."*

- The Wizard of Oz by L. Frank Baum

Do you remember back when etiquette required that the 25th anniversary was to be celebrated with a silver gift and the fiftieth anniversary was supposed to receive gold?

I don't think it is still fashionable to observe the traditional anniversary gifts these days, but I looked up what the 40th anniversary symbol happened to be because Audio-Reader celebrated 40 years of service in October. The symbol for the 40th is the ruby. Ruby! The jewelry lover in me went on full alert when I discovered that. If you look it up, you can find that the ruby is the day stone for Tuesday, the season stone for summer and the birthstone for July. They are mined in Africa, Myanmar (Burma), Vietnam, Thailand and North Carolina, of all places! They are one of the top four gems in the world that holds the title as "precious".

The ruby was thought to be a symbol for love, passion, integrity, success and promise. So, what does the ruby really have to do with Audio-Reader?

Well, the volunteers



The ruby stands for love, passion, integrity, success and promise.

and staff who have worked to launch and maintain Audio-Reader for 40 years certainly have shown their love and passion for this place and its mission. We have always tried to perform with integrity, treating our listeners and donors with respect and hon-

esty. Because we have, over the years, worked efficiently and economically and used your generous donations to us wisely, we have enjoyed success and longevity.

At a time when non-profits are struggling, cutting staff members, or disappearing entirely, Audio-Reader continues to grow in size and programming. We add more and more listeners every year. With your continued support, we will keep our promise to SHARE THE

GIFT OF
SIGHT
THROUGH
SOUND for
another 40

years. Oh, yes, and the ruby slippers of "Wizard of Oz" fame helped Dorothy get back to Kansas because "There is no place like home."

On behalf of our "home" in Kansas, we at Audio-Reader thank you for 40 years of support.

KU Professor honored for service collaboration with Audio Reader

By Amanda Schwegler, KU Center for Service Learning

University of Kansas Associate Professor Cheryl Lester received the Excellence in Community-Based Teaching and Scholarship Award during the 2011 Campus Compact Heartland Conference, which was Sept. 22-23 in Overland Park, KS.

The award recognizes successful use of service learning, a teaching method that integrates meaningful community service into the curriculum and incorporates student reflection to enrich the learning experience. Nominees from Kansas, Missouri and Oklahoma Campus Compact

member institutions were eligible to receive this inaugural award, and one faculty member from each state was recognized at this year's regional conference.

Lester was recognized for her continual collaboration with Audio-Reader.

Since 2006, Lester has incorporated service to Audio-Reader in her Jewish American Literature and Culture classes. Initially involving her students as readers of Jewish content to be made available to listeners, Lester has continually progressed her students' service learning experiences with

Audio-Reader to benefit both the organization and the students' learning.



Cheryl Lester is an Associate Professor of English and American Studies at the University of Kansas.

The Prairie Band Potawatomi Nation: Committed to Community



Representatives from Audio-Reader recently attended the Charitable Contributions awards ceremony at the Prairie Band Casino and Resort in Mayetta, KS where Development Director Brenda Berg Dyck was presented with a check for \$1,000 to fund closed circuit radios. Twenty-seven worthy organizations were awarded a total of \$88,807 at this inspiring event!

Audio-Reader is proud to be affiliated with such an altruistic organization. From the Prairie Band Potawatomi website: "The Nation continually strives to build relationships with neighboring communities in which we live and do business. We strive to be responsible citizens. Today we feel we can achieve this goal by sponsoring community events and organizations."

Thank you, Prairie Band Potawatomi Nation! Your culture enriches our community and your generosity improves the lives of all Kansans.

To learn more about the Prairie Band Potawatomi Nation, visit pbpindiantribe.com.

A Dream Come True

Audio-Reader volunteers gather to celebrate 40 years of service at annual banquet.

By Jen Nigro, Coordinator of Volunteers

If Petey Cerf could have been there for Audio-Reader's Volunteer Appreciation dinner October 11 at Maceli's she would have been smiling. The banquet hall was packed to the gills with nearly 250 Audio-Reader volunteers, guests and staff members. These attendees, who were also there to mark our 40th anniversary, were proof positive that Petey's dream of making printed materials widely accessible to the print-disabled came true, and the fruits of her labor are here to stay.

Our evening included many highlights: a speech by **Chancellor Bernadette Gray-Little**, commending volunteers for their contributions to KU and the community and encouraging them to carry on for another 40; a poem written and read by volunteer **Harlan Roedel** (soon be available in audio format on our website); and the recognition of 48 volunteers

who, between them, have spent 600 years volunteering for Audio-Reader. **SIX-HUNDRED YEARS!** Our 40-year honoree, **Eleanor Symons**, started volunteering for Audio-Reader before we even went on the air on October 11, 1971!

We have not only our volunteers to thank for reaching this milestone, but our donors as well. Thanks to your contributions, our volunteers and listeners have been able to access new technology and we have been able to expand our signal coverage. This ability to adapt and change is vital to our continued longevity.

Apple co-founder Steve Jobs once said, "The only way to do great work is to love what you do." We are doing great things here at Audio-Reader because of the love shown to us by our volunteers, donors and the community at large for the last 40 years. Here's to another 40!



40 Years of Service!

Eleanor Symons poses with Chancellor Bernadette Gray-Little



30 Years of Service

Calder Pickett and Harold Asner



20 Years of Service

Rob and Susan Tabor, Jim and Thelma Taylor, Carol Jones and Randy Austin



15 Years of Service

Gerri Fordice, Jackie Hilton, Don Frey, Pat Ashley-Hiscock and Carolyn Brauer



10 Years of Service

Mary Ann Saunders, Jane Tedder, Nancy Colyer, Jo Anne Kready, Sarah Kanning and Molly Mulloy



5 Years of Service

Marilyn Epp, Merilee Dymacek and Barbara Paris



Jennifer Nigro, Coordinator of Volunteers, was Master of Ceremonies.



Harlan Roedel penned and read an original poem for our 40th Anniversary!



Frank Day was all smiles while talking to Austin Turney.



Janet Campbell caught up with Sue Nishikawa during the social/cocktail hour.

Volunteers not pictured

20 Years of Service:

Kris Shields

15 Years of Service:

Lucy Bednekoff

Bob Gent

Helen Kriegsmann

Sheila Marque

Ruth Short

Rosalie Talley

10 Years of Service:

Jeff Blair

Susan Hoefer

Cindy Koester

Jane Pennington

Cindy Penzler

Barbara Schountz

5 Years of Service:

David Dunford

Jack Ferguson

Steve Gladstone

Tom Goetz

Jonathan Haynes

Thomas Howe

Sonia Juola

Rebecca Jordan

Mike Lewis

Keith Sevedge

Samantha Snyder

Bill Vermooten

**THANK YOU
for ALL you
do!**



That's dedication! Jean Van Lew and Harold Asner have been readers for 30+ years.

*Audio-Reader Volunteer Banquet
Tuesday, October 11, 2011*

Meet me in St. Louis, Louis....

Audio-Reader Staffers Travel to St. Louis for Annual Conference



A core group of Audio-Reader staff members traveled to St. Louis, MO earlier this year to attend the International Association of Audio Information Services (IAAIS) conference. The annual meeting allowed staff to attend cutting-edge workshops and exchange ideas with representatives from reading services across the country. The trip culminated with a banquet and awards ceremony, where Audio-Reader was presented with three awards in following categories:

2010 Program of the Year: Entertainment

“The American Past”
(read by Calder Pickett)

2010 Program of the Year: Information I

“Mail Order Catalogs”
(read by Mary Ann Saunders)

2010 Public Awareness Award

“For Your Ears Only”
(key volunteers Janis Hutchison
and Dave Dunford)

Pictured above: Brenda Berg Dyck, Lori Kesinger, Peggy Sampson, Art Hadley and Jennifer Nigro at the IAAIS conference in St. Louis.

Special Message from the KU Chancellor!

Audio-Reader listeners are enjoying a special treat right now. University of Kansas Chancellor Bernadette Gray-Little has recorded a special message commemorating Audio-Reader’s 40th Anniversary! The message is now a regular part of the Audio-Reader broadcast.



Above: Chancellor Gray-Little prepares to read in an Audio-Reader studio.

AUDIO-READER: THERE’S AN APP FOR THAT!



Listeners can access Audio-Reader’s free broadcasts using their smartphones by downloading the iBlink radio app, developed by Serotek Corp.

Donor List

Our gratitude is extended to the following donors whose contributions have supported the work of the Kansas Audio-Reader Network. Please note that Audio-Reader publishes two separate donor lists each year. This list reflects only those donations received between April 1, 2011 and September 30, 2011.

Underwriters

Douglas County Community Foundation	Gaylen & Deborah Koons Lawrence Rotary Club Leavenworth Noon Lions Club	Philip & Patricia Love McDaniel Knutson Financial Partners Maxine Mayhew Orrick Lions Club On the Border (Lawrence) Dr. Mark Praeger Rotary Club of Topeka Security Benefit Stephen B. Sofro & Marji Bailey Sofro Kevan & Gail Vick Jack and Judy Wright	Colene DeHoff & Gene Botts Douglas County Community Foundation Laurence Draper* Econ-O-Print Charlee Glinka & Gregory Shipe Gary L. Grunewald Kathleen Hall Lawrence & Ruth E. Hatfield Horton Lion's Club Independence Host Lions Club Elizabeth Jones Faye Jones Cal & Janice Karlin Paul K. Kincaid Ken L. Kneebone Virginia M. Kurata Lansing Lions Club Liberty Lions Club Maize Lions Club Jane Wofford Malin McCune Lions Club Connie I. Meyer Michael & Carol Nauman
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Kansas Public Radio			
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FTJ FundChoice
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Cheryl B. Lester
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Larry Bensch
Darlyne Sheppeard
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Robert G. Simmermon
Wilber & Mary Lou
Spalding
William Stapp

Donor Reception Cancelled Due to Budget Cuts

It is with deep regret that we announce there will be no Donor Reception in 2012. Audio-Reader had to make several difficult budgetary cutbacks this year. One of them was to forgo the Donor Reception usually held in March. This was a very difficult decision as it is the only time of year we have an opportunity to visit with some of you. We greatly appreciate your understanding. Please know how much your support means to us! If you haven't been to Audio-Reader in awhile, stop in and see us. We'd love to visit with you.

**Producers,
continued
\$100 - \$249.00**

Nancy Bishop Struble
& Andrew Struble
Carolyn Swift
Jim & Thelma Taylor
Twentieth Century
Club
Eleanor Unruh
Thomas & Nancy
VanHoozer
Barbara J. Wagner
Christopher Lee Wease
Elaine & Donald Webb
Kay Wertzberger

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\$25 - \$99.99**

(*denotes deceased)

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Olathe Noon Lions
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Rounda
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Darcy Schild
Gregory & Eva
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Douglas Sheafor
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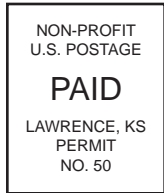
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Inside this issue of Airwaves:

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- Memories of Petey Cerf (pg. 5)
- Volunteer Banquet (pg. 10)



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Cover photograph: Audio-Reader founder Petey Cerf (left) with former director of KANU Dick Wright in front of the Sudler House, Audio-Reader's first building, in the 1970's.

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