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WFCR Taps Kerry L. Dietz and Nancy Urbschat to Co-Chair its Capital Campaign

[Friday, October 11, 2008 - Amherst, MA] Officials at 88.5FM WFCR - NPR news and music for western New England - announced today that Kerry L. Dietz, Principal of Dietz & Company Architects in Springfield and Nancy Urbschat, Principal of TSM Design, also in Springfield, have been named co-chairs of WFCR's Sustaining Success capital campaign. Long-time Campaign Chair Sandy Pearson will step down after seeing the campaign to its current \$1.6MM raised.

"This natural transition comes as we enter a new phase of this important campaign," said Jerry S. Moore, Director of Development for the station, "when a secure groundwork has been laid for the next couple of years. Sandy's expertise and leadership have brought WFCR and WNNZ to a new plateau of development," he continued, "and Nancy and Kerry will take over the reins at a time when our new broadcast facility in Springfield will come on line."

Dietz and Urbschat will bring renewed vigor to an already inspired and focused effort. Building on the initial campaign from 2001-2006, the campaign, has the strength and the momentum needed to succeed. Since its reorganization in 2007, with its goals of building a new studio space in Springfield, rehabilitating the entire Hampshire House headquarters and programming space, and the creation of a Program Innovation Fund, support for the effort has grown continually. To date, WFCR has raised \$1.6M in cash and pledges toward the campaign goal of \$4.2M, leaving a balance of just above \$2.6M. The current fiscal year's budget will raise nearly \$1M of that total.

The first phase of renovations of Hampshire House are completed and WFCR's new studio facility in Springfield is scheduled to open in mid-winter. The WFCR/WNNZ Springfield bureau will enable WFCR to offer a whole new level of service to the Springfield area and will be staffed full time by members of WFCR's newsroom. The second phase of renovations at WFCR's main headquarters at Hampshire House on the University of Massachusetts campus, will include the addition of a new studio, production and editing suite, digital equipment upgrades, and new acoustic treatments for the current studios and editing rooms.

In addition to the immediate building projects in Springfield and Amherst, the WFCR capital campaign seeks to address the long-term sustainability of the organization and its vital programming. Two funds set up as part of the campaign specifically address this goal: the Maintenance Fund which will provide annual and long-term operations and maintenance of the station's Springfield studio, and the Program Innovation Fund which will provide for WFCR's capacity to grow locally produced programming options and expand its community outreach initiatives.

Kerry L. Dietz, founder and Principal of Dietz & Company Architects brings immense experience to her new role as Co-Chair having served on numerous boards and committees throughout the region including the Springfield Planning Board, the Pioneer Valley Planning Commission, and the Women's Fund of Western Massachusetts. Dietz & Company Architects, the largest full service architecture firm in western

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Massachusetts, has a regional practice throughout New England with a portfolio that includes a variety of housing, education, healthcare, commercial and historic preservation projects. Like Dietz, Nancy Urbschat has served on numerous boards and committees including leadership roles. She has served as board president at the Community Music School of Springfield and the YWCA of Western Massachusetts. She sits on the executive board of the Springfield Chamber of Commerce and the Springfield Symphony Board of Directors. She is a member of the Women Presidents Organization. She is the owner of TSM Design, a marketing, advertising and design firm in downtown Springfield. Founded in 1985, the agency is known for smart concepts and exceptional design. The firm's clients include financial services, higher education, consumer products, public utilities, and not-for-profit agencies.

Both women share a deep commitment to the city of Springfield and its revitalization. The steps which WFCR and the University of Massachusetts Amherst have made toward renewing its commitment to their city, including WFCR's new broadcast facility and its plans to hire a bilingual (Spanish-speaking) reporter are of significant importance to both Dietz and Urbschat.

88.5FM WFCR, NPR News and Music for Western New England, is an affiliate of National Public Radio, American Public Media, and Public Radio International serving nearly 200,000 listeners in Massachusetts, Connecticut, Vermont, and New Hampshire with regional news and information, and locally produced classical, jazz, and world music programming at 88.5FM, 101.1FM (Adams, MA), 96.3 (Williamstown, MA), 98.7FM (Great Barrington), 98.3FM (Lee), 93.9FM (Pittsfield/Lenox) on the FM band via HD Radio (TM) on 88.5FM WFCR HD2, and on 640AM WNNZ. The University of Massachusetts is the license holder for 88.5FM WFCR, which operates with the advice and support of Amherst, Hampshire, Mount Holyoke, and Smith Colleges, and the University of Massachusetts Amherst. For more information about 88.5FM WFCR's programs and services, call 413-545-0100 or visit our website at www.wfcr.org.

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