

KVNO remains committed to classical music format and student-focused mission

As Omaha’s premier public radio station, KVNO serves and enriches the community and the university. As an integral part of the university, Classical 90.7 enhances the academic mission by providing students with unique educational and professional opportunities.

Our student-centered focus is just one of the reasons we are excited about enriched public affairs program offerings and our new partnership with UNO Athletics. On its 37th birthday, August 27, 2009, the station will become the home and away voice of Maverick football, hockey, and men’s and women’s basketball.

Public radio fans in Omaha will no longer have to settle for a weekly hour of syndicated, anecdotal bits about teams that don’t matter to them. KVNO will broadcast live, entire sporting events, featuring none other than Omaha’s team. You simply cannot get this programming anywhere else on the radio.

Mav sports broadcasts on KVNO present a multitude of benefits to our athletes, their families and friends, our staff and students, and the community.

Of course, another practical reason for this partnership boils down to money. As the university continues to grapple with urgent budget challenges, we need to look for new sources of income while identifying cost-saving measures.

It makes fiscal sense for a university-owned radio station to serve its campus and its student athletes by broadcasting sporting events for the listening enjoyment of Maverick fans everywhere, whether they tune into Classical 90.7 KVNO or listen online at kvno.org.

We understand that the addition of sports and public affairs programming is upsetting to some of our core constituency -- those who consider KVNO and its classical music format to be an integral part of their daily lives.

The Omaha World-Herald story, “Mavs find a home on KVNO,” published Tuesday, July 21, 2009, stated that “many of KVNO’s supporters and classical music fans are upset, in large part because they felt blindsided.”

We regret that some of the publicity surrounding the change in program-

ming has led to false rumors and misinformation. The rumor that KVNO would eliminate or substantially reduce its classical music programming simply isn’t true.

On the busiest sports broadcast days, the station will play no less than 18 hours of classical music. During a number of weeks of the year, the format will approach 90 percent classical music. We remain committed to our academic mission, while providing programming that enlightens, entertains and informs.

With classical music radio stations across the country disappearing at an alarming rate, we are fortunate to be part of a collaborative community that understands the importance of sustaining this unparalleled public service.

Our partnership with UNO Athletics is an excellent example of collaboration in action. Our students, faculty and staff will have a unique opportunity to work together in delivering Maverick sporting events to the larger community. This exciting partnership allows us to continue to provide classical music while also expanding our audience.

Classical 90.7 Tempo

A PUBLICATION FOR SUPPORTERS OF PUBLIC RADIO STATION CLASSICAL 90.7 KVNO

SUMMER 2009 EDITION

UNO COLLEGE OF COMMUNICATION, FINE ARTS AND MEDIA

UNO Television wins again

Celebrated documentaries earn two Silver Tellys

UNO Television has received two Silver Telly Awards for “Madagascar: Conservation vs. Survival” and “The War Comes to Nebraska.”

The Silver Telly Council is comprised of top industry professionals that are past winners of a Silver Telly. More than 13,000 entries worldwide for productions spanning the past 30 years, and by previous Telly winners, competed to celebrate the 30th anniversary of the awards.

This is the second Silver Telly for the Madagascar documentary; the first was awarded in 2007 for its premiere. The program also received a Davie Award and a Regional Emmy.

“The War Comes to Nebraska” was originally released in 1997 and at that time was recognized by the American Association for State and Local History and also received a Gold CASE award.

“Madagascar” details the extreme struggle the country faces as it works with researchers from Omaha’s Henry Doorly Zoo, while trying to balance feeding a growing population with preserving highly endangered and globally unique habitats. Danny Glover narrates the one-hour documentary with original music composed by Peter Buffett.

The War Comes to Nebraska explores the significant contributions made by the men and women of Nebraska in the effort to win World War II. For more information, please visit: unotv.unomaha.edu

Omaha’s only classical music station scores big

KVNO becomes voice of Maverick football, hockey and basketball

Omaha’s only classical radio station will broadcast University of Nebraska at Omaha sporting events beginning on Aug. 27 with the first home football game.



The kick-off between the Mavericks and East Central University of Oklahoma is set for 7 p.m. at Al Caniglia Field. The Mavs are coming off a 7-4 season and a third-place finish in the Mid-America Intercollegiate Athletics Association. They were chosen 4th in the MIAA’s preseason media poll and 6th in the league’s coaches poll released on Aug. 3.

“We are looking forward to partnering with KVNO to bring UNO athletics to a broader audience and further our mission of UNO as Omaha’s team,” said Trev Alberts, UNO athletics director. “KVNO will give fans of Maverick Athletics one spot on the dial that they can tune to for action all year long. We also hope to grow our audience by inviting regular Classical 90.7 KVNO listeners to tune in for Maverick athletics.”

Dr. Robert Franklin, media operations director, calls the collaboration a “win-win situation” that helps to increase Classical 90.7 KVNO’s audience and provides an additional revenue stream. He wants to reassure KVNO members and listeners that the station remains “100 percent committed to the classical music format.”



Classical 90.7 KVNO assistant development director, Patti Aroneseno and student intern, Liz Miller chat with Mavs Head Coach, Pat Behrms at the Maverick Football Media Day Aug. 5.

Broadcasting on KVNO will save the UNO athletic department about \$8,000 annually and provide a unified base of operation for Maverick sporting events previously broadcast on different local AM radio stations.

KVNO’s new digital channel, KVNO HD2 (90.7-2), will broadcast some Mavs basketball games later this year. The digital station, “MavRadio,” will begin broadcasting on Sept. 9. Listeners will need an HD radio to pick up the signal. All games can be heard live online at kvno.org and omavs.com.

Omaha’s team will welcome the community to Mav Fest 2009 on Sunday, Aug. 23 from 12:30 to 2:30 p.m. at Caniglia Field. This free, family-oriented event offers guests the chance to meet UNO athletes and coaches before the 2009-2010 season starts. Members of each team will staff various stations on the field where fans can participate in contests relative to each individual sport. All of UNO’s 13 teams as well as the dance team, cheer-leading squad and athletic trainers will participate. While you’re on campus, stop by the KVNO studios and say ‘hello!’



Calling all volunteers: past, present and future!

- What:** A reception in your honor! Feel free to bring a friend or significant other!
- When:** Saturday, September 19
9:00 - 10:00 a.m. Meet and greet
10:00 - 10:30 a.m. Presentation/Q&A
10:30 - 11:00 a.m. Radio station tours
- Where:** University of Nebraska at Omaha
6001 Dodge Street
Milo Bail Student Center Ballroom
- Why:** To thank you for/welcome your service!
To get (re)acquainted!
To meet new KVNO enthusiasts!
To learn about volunteer opportunities!
- How:** Please RSVP to Kim or Patti at (402) 559-5866 by 5:00 p.m. on Wednesday, September 16. Refreshments will be served!

Nebraska Broadcasters Association honors media unit

The Nebraska Broadcasters Association presented five awards to UNO Television and Classical 90.7 KVNO at the 2009 convention and awards ceremony on Aug. 13 in La Vista. These professional departments of the College of Communication, Fine Arts and Media were honored as follows:

Service to Community, Public Service Program or Program Series: “Consider This...” (UNO Television producers Michael Pacholski and Cathy Wyatt)

Service to Community, Public Service Project or Program (Non-Broadcast): “Omaha Kids Coalition” (Dr. Robert Franklin, media operations director)

Service to Business/Industry/Govt/Education: “Inside Art” (UNO’s TV II Production Class, under the direction of UNO Television executive producer, Gary Repair)

Service to Children, Program or Program Series: “Hola Amigos! Hello Friends” (produced by OPS with assistance from UNO television producer, BJ Huchtemann)

Broadcast News, Best In Depth or Investigative Story or Series: “Street Children” (KVNO producer-production coordinator, Josh Krohn)

“I am extremely proud of the professional and student staff at UNO Television and KVNO for recognition by the Nebraska Broadcasters Association on their outstanding video and audio productions,” said Dr. Robert Franklin, media operations director. “Our commitment to academic and broadcasting excellence remains high. These statewide awards underscore that commitment.”

A heartfelt thanks to our Spring 2009 food donors!

Blue Planet Natural Grill 63rd & Center	Jimmy Johns 72nd & Jones	Qdoba 72nd & Pacific
Bruegger’s Bagels 40th & Dodge	Krispy Kreme Donuts 120th & Center	Sam & Louie’s 76th & Cass
Bruegger’s Bagels 114th & Burke Blvd.	Mama’s Pizza on N. Saddle Creek	Sam’s Club
Buffalo Wild Wings 76th & Dodge	Market Basket 87th & Pacific	Spirit World 76th & Pacific
Denny’s on S. 84th	Ming’s Tara Plaza in Papillion	Starbucks 72nd & Hwy. 370
Don & Millie’s 44th & Farnam	Old Country Buffet 75th & Dodge	Taco Bell 70th & Dodge
Donut Professor 71st & Pacific	Pepsi Cola Bottling Co.	Vic’s Cornpopper 144th & Center
Eileen’s Colossal Cookies 71st & Pacific	Krispy Kreme Donuts 120th & Center	Wheatfields 1 Pacific Place
Fuddrucker’s 72nd & Dodge	Mama’s Pizza Saddle Creek	Whole Foods Regency
Great Harvest Rockbrook	Market Basket 87th & Pacific	

Thank you!

KVNO Mission Statement

As Omaha’s premier public radio station, KVNO serves and enriches the community and university through quality programming that enlightens, entertains and informs.

KVNO is an integral part of the university, providing unique educational opportunities to students through training and employment in a professional environment.

The KVNO staff is committed to involving an increasing number of listeners, to advancing the excellence and growth of the arts, to maximizing the value of our services through communication technologies, and to assuming a national leadership role in public broadcasting.

Please Note: KVNO is grateful for your financial support. Annual acknowledgments for contributions made in 2009 will be mailed by January 15, 2010.

Please contact Anne Hellbusch, Classical 90.7 marketing manager, at 559-5866 to learn about underwriting and sponsorship opportunities on KVNO.

UNIVERSITY OF
Nebraska
Omaha

COLLEGE OF COMMUNICATION, FINE ARTS AND MEDIA

Classical 90.7 KVNO-HD1
MavRadio 90.7 KVN0-HD2
6001 Dodge St., CB 200
Omaha, NE 68182-0564
kvno.org
facebook.com search KVNO
kvnotempo.blogspot.com

Classical 90.7 Tempo
EDITORIAL STAFF

Dr. Robert Franklin - media operations director
Kim Balkovec - media development director
Patti Aroneseno - assistant development director
James Arey - music mirector
JoAnn Kratky - business manager
Rose Kohler - assistant television programmer
Dana Buckingham - operations manager

KVNO Regular Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday		
12 a.m.									
1 a.m.									
2 a.m.									
3 a.m.									
4 a.m.									
5 a.m.									
6 a.m.									
7 a.m.									
8 a.m.									
9 a.m.									
10 a.m.									
11 a.m.									
12 p.m.									
1 p.m.									
2 p.m.									
3 p.m.									
4 p.m.									
5 p.m.									
6 p.m.									
7 p.m.									
8 p.m.									
9 p.m.									
10 p.m.									
11 p.m.									

- ☐ Classical music programming
- ☐ Fine arts, science and public affairs programming

Find more program information at:
kvno.org and omavs.com

Maverick Sports Schedule

Date	Sport/Opponent	Game	Pre-Game Show
THU 8/27	Football vs. East Central	7 p.m.	6:45 p.m.
SAT 9/5	Football at Nebraska-Kearney	12 p.m.	11:45 p.m.
SAT 9/12	Football vs. Truman State	6 p.m.	5:45 p.m.
SAT 9/19	Football at Northwest Missouri State	1 p.m.	12:45 p.m.
SAT 9/26	Football at Missouri Southern	2 p.m.	1:45 p.m.
SAT 10/3	Football at Emporia State	1 p.m.	12:45 p.m.
MON 10/5	Hockey vs. Univ. of Lethbridge	7 p.m.	6:45 p.m.
FRI 10/9	Hockey vs. Army	7:30 p.m.	7:15 p.m.
SAT 10/10	Football vs. Washburn	1 p.m.	12:45 p.m.
SAT 10/10	Hockey vs. St. Lawrence/UMass Lowell	4/7 p.m.	3:45/6:45 p.m.
FRI 10/16	Hockey at Colgate	7:30 p.m.	7:15 p.m.
SAT 10/17	Football at Fort Hays State	2 p.m.	1:45 p.m.
SAT10/17	Hockey at Colgate	6 p.m.	5:45 p.m.
SAT 10/24	Football vs. Central Missouri	1 p.m.	12:45 p.m.
FRI 10/30	Hockey vs. Bowling Green	7:30 p.m.	7:15 p.m.
SAT 10/31	Football vs. Pittsburg State	1 p.m.	12:45 p.m.
SAT 10/31	Hockey vs. Bowling Green	7 p.m.	6:45 p.m.
FRI 11/13	Hockey vs. Lake Superior State	7:30 p.m.	7:15 p.m.
SAT 11/14	Hockey vs. Lake Superior State	7 p.m.	6:45 p.m.
FRI 11/20	Hockey at Northern Michigan	7:30 p.m.	7:15 p.m.
SAT 11/21	Hockey at Northern Michigan	6:30 p.m.	6:15 p.m.
FRI 11/27	Hockey vs. Western Michigan	7:30 p.m.	7:15 p.m.
SAT 11/28	Hockey vs. Western Michigan	7 p.m.	6:45 p.m.



Classical 90.7 KVNO’s Fall 2009 Pledge Drive runs Tuesday, October 6 through Friday, October 16!

Classical 90.7 KVNO’s Fall 2009 Pledge Drive runs Tuesday, October 6 through Friday, October 16!