

become a corporate underwriter

The advantages of underwriting the Fine Arts Society's classical music broadcasts can first be summarized in one word – demographics. As reported in *Radio World* magazine: "What makes classical music work for a sponsor is that in a highly segmented radio market, classical music can provide a very targeted audience of upscale, affluent adults. No other format can do that as efficiently."

The typical Fine Arts Society listeners are 35 years old and up, managers or top executives at their employers, have considerable discretionary income, are in their prime earning and spending years, and 91 percent of them are college graduates.

The benefits of underwriting for corporations are that it optimizes name recognition and image enhancement across 24 Indiana counties and that it tastefully promotes your products/services to a very discriminating audience. Remember, classical music is one of the only advertising media reaching this audience.

In return for your investment, your company gets its logo and a hotlink on our website (www.fasindy.org), and your logo or company name listed annually in *Noteworthy*, our quarterly program guide/newsletter mailed to nearly 2,000 donors/members and community leaders.

We have low cost spots and huge returns for you. Please consider us when trying to reach our discriminating and loyal audience. For more information, contact Ryan Hickey, Director of Underwriting, rhickey@fasindy.org, or (317) 788-3291.

see you this summer

The Fine Arts Society will be out and about this summer with a chance for you to win prizes and much more! Be sure to stop by our booth at the Symphony on the Prairie classical concerts, Friday and Saturday, July 17 & 18 and August 7 & 8. They will take place at Conner Prairie, 13400 Allisonville Road, in Fishers, Indiana.

Also look for us in a new, more visible location at the Penrod Arts Fair, Saturday, September 12. It is held annually on the grounds of the Indianapolis Museum of Art, 4000 North Michigan Road, Indianapolis.

At our booths, you'll be able to register for a chance to win some great prizes, meet our on-air personalities and staff members, and get information on the Fine Arts Society and our classical music broadcasts for yourself and to share with your friends.

our mission

The mission of the Fine Arts Society is "to inspire passion for classical music across central Indiana through broadcast programming and education outreach."

We produce and broadcast the classical music heard on WICR, the radio station of the University of Indianapolis – on 88.7 FM, 88.7 HD-1, 88.7 HD-2 and online at www.fasindy.org (see broadcast schedule inside right).

FINE ARTS SOCIETY

Classical Music 88.7 FM/HD

PO Box 1706
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FINE ARTS SOCIETY

Classical Music 88.7 FM/HD

from the executive director:



Happy Summer! I hope everyone has recovered from our marvelous 40th Anniversary Gala. It was a wonderful party with delightful entertainment and it was terrific to meet so many of our listeners! Thank you to all who celebrated with us and shared in our pride of producing and broadcasting classical music across central Indiana for 40 years.

In addition to having the tremendous support of our friends at the Gala, the Fine Arts Society has recently been the beneficiary of a few very generous bequests ... by surprise. As you can imagine, charitable bequests are incredibly important to organizations, and their financial impacts can be profound. We're honored and humbled by these gifts; however we are saddened because without advance knowledge of these donors' specific plans or intentions, we weren't able to thank them in advance. We want to be able to thank you for your generosity!

Like the classical music we broadcast, making charitable contributions is an art. And, like any art, it is a living creative process that adapts to the changing needs and wishes of the donor. Planned giving enables a donor to make charitable contributions in a manner that maximizes their personal objectives while minimizing the after-tax cost, either during their lifetime or within their estate, or both. Whether your goal is to fulfill a philanthropic mission, to maximize your tax deductions now, or to avoid capital-gain or estate taxes, planning your charitable giving strategically can help. In addition, we want to help you make contributions with which you feel the most comfortable, and we want you to be assured we're going to invest your gifts exactly the way you'd like.

Charitable giving can be confusing, and we can help clear up misunderstandings. And if we can't answer your questions, we'll put you in touch with impartial experts who can. If you would like information on how to include the Fine Arts Society in your financial or estate plans, or on the available methods to do so now or in your will, please contact us. We'd love nothing more than the opportunity to thank you now, to work with you on a customized plan that meets your present and future goals, and to find ways to let you know how valued and appreciated you and your support truly are!

Megan McKinney

opera on saturday afternoons on 88.7 FM

The Fine Arts Society continues broadcasting the best in opera performances through our broadcasts of recordings of 2008/2009 season performances of the Los Angeles Opera 7/4 through 8/8, followed by the same from San Francisco Opera from 8/15 through 9/26. All operas will be broadcast beginning at 1 p.m., Saturdays on WICR (88.7 FM, 88.7 HD-1, and online – www.fasindy.org).

Los Angeles Opera:

- 7/4 – *The Fly*, by Howard Shore
- 7/11 – *Das Rheingold*, by Richard Wagner
- 7/18 – *Die Walkure*, by Richard Wagner
- 7/25 – *The Birds*, by Walter Braunfels
- 8/1 – *Rise and Fall of the City of Mahagonny*, by Kurt Weill & Bertolt Brecht
- 8/8 – Giuseppe Verdi's *Requiem*

San Francisco Opera:

- 8/15 – *Simon Boccanegra*, by Giuseppe Verdi
- 8/22 – *The Bonesetter's Daughter*, by Stewart Wallace
- 8/29 – *Die Tote Stadt*, by Erich Wolfgang Korngold
- 9/5 – *Idomeneo*, by Wolfgang Amadeus Mozart
- 9/12 – *Boris Godunov*, by Modesto Mussorgsky
- 9/19 – *The Elixir of Love*, by Gaetano Donizetti
- 9/26 – *La Boheme*, by Giacomo Puccini

Dated Material
Please deliver before the first of the month.

new member benefits

We are pleased to announce our new member benefits, available to annual donor/members of \$50 or more. All donors of \$50+ receive our Donor Discount Card (good for discounts on arts performances by more than a dozen top-tier central Indiana professional performing arts organizations) and *Noteworthy* without impacting the tax-deductibility of gifts. These additional member benefits are available for donors of \$100 or more:

Giving Level	Additional Member Benefits	Deductible Portion of Gift
<i>Serenade Society</i> \$100 - \$249	<ul style="list-style-type: none"> Fine Arts Society insulated 16 oz. travel mug <i>OR</i> Fine Arts Society insulated compact cooler/lunch caddy 	All
<i>Fantasia Society</i> \$250 - \$499	<ul style="list-style-type: none"> Choice of one or both of the premiums above 	All
<i>Rhapsody Society</i> \$500 - \$999	<ul style="list-style-type: none"> Choice of one or both of the premiums above <i>AND</i> Sony tabletop HD radio alarm clock with iPhone iPod dock 	All except \$150
<i>Founders Society</i> \$1,000 & up	<ul style="list-style-type: none"> Choice of any of the three premiums above <i>AND</i> On-air credit as a program underwriter 	See above All except \$225

Thank you for your ongoing support of the Fine Arts Society. We hope you take advantage of and enjoy your membership benefits!

welcome, mass ave wine shoppe!

The Fine Arts Society welcomes its newest underwriter, the Mass Ave Wine Shoppe. Owner Jill Ditmire generously donated all the table wine for our recent 40th Anniversary Gala. In addition, she donated a Mass Ave East End Wine & Art Tasting Tour for eight to the Gala's silent auction. That experience consists of stops at and wine selected for those visits to GC Lucas Gallery, Best Chocolate in Town, Art Bank, McFee Gallery, then back to Mass Ave Wine Shoppe for more food and wine. She has also signed on as a on-air underwriter of our classical music broadcasts.

The Mass Ave Wine Shoppe features The Wall of Wine with more than 100 of them under \$15 per bottle, craft beers, unique sandwiches, soups, and homemade eats known as "MAWS Favorites". Jill also works to incorporate local art and live music into the wining and dining experience. MAWS is located at 878 Massachusetts Avenue, Indianapolis and is open Monday through Saturday from 12 Noon to 9 p.m., (317) 972-7966. Please visit and support them soon. Our thanks to Jill Ditmire and the Mass Ave Wine Shoppe for their support!

fas@fasindy.org | (317) 788-3291
www.fasindy.org



program additions and updates

Returning to the Fine Arts Society's classical music broadcast schedule on 88.7 FM, HD-1 and online (www.fasindy.org) this quarter are *Santa Fe Chamber Music*, Saturdays at noon and repeating Sundays at noon on HD-2, *Chicago Chamber Musicians*, Sundays at 6 p.m. and repeating on HD-2 Saturdays at 11 p.m., *UIndy Faculty Artists Concerts*, Sundays at 7 p.m. and repeating on HD-2 Saturdays at 7 p.m., *Concerts from the Library of Congress*, Wednesdays at 10 p.m. and the *Milwaukee Symphony Orchestra*, Thursdays at 10 p.m.

In addition, on Saturday, July 4, in celebration of Independence Day and the 25th anniversary of our locally produced *Concert Band Hour with Bob Hughes*, we'll be devoting the entire 6 a.m. to 9 a.m. broadcast schedule to concert band and patriotic music!

For more information on the Fine Arts Society broadcast programs, go to www.fasindy.org and click on "Explore Our Programming" or contact our program director, Michael Toulouse, mtoulouse@fasindy.org, (317) 788-6202.

on-air fund drives

The Fine Arts Society annual spring on-air fund drive in April was a great success. We thank all the new and renewing individual Society member donors who called in to pledge during the drive.

Our annual fall on-air fund drive is usually in late September. Be listening during that time for your opportunity to renew your Fine Arts Society membership, to become a new member, or to make an added gift! Our two on-air fund drives annually are critical to our ability to bring you the most broadcast hours of, and the highest-quality, classical music broadcasts you depend on every day and night.

Ask your friends, family members, neighbors, and co-workers to join you as supporters of our classical music broadcasts. Individual Society memberships constitute more than 30 percent of the Society's annual operating budget.

Renew or join (or make an added gift) online at www.fasindy.org (click on "Donate"), via the enclosed envelope, or call us during weekday working hours, (317) 788-3291. Thank you for your membership support of the Fine Arts Society!

thanks, gala sponsors!

As we go to press with this issue of Noteworthy, our 40th Anniversary Gala has just occurred. We again thank our gala sponsors for their support of the Fine Arts Society's classical music broadcasts. Through their generous donations, our 2009 gala was even more successful!



Fine Arts Society Broadcast Schedule, July - September 2009
on 88.7 FM, 88.7 HD-1, and online at www.fasindy.org (white background),
and on 88.7 HD-2 (shaded background)

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
6 am	Classical Music with Kathryn Ryan						
7	(programs in white background are on 88.7 FM, 88.7 HD-1 & online - www.fasindy.org)						
8	Choral Colors						Concert Band Hour
9	Classical Music with Michael Toulouse						
10	(programs in shaded background are on 88.7 HD-2)						
11	Classical Music with Michael Toulouse & Meredith Granger						
12 pm	Santa Fe Chamber Music	Exploring Music with Bill McGlaughlin					Santa Fe Chamber Music
1	Los Angeles Opera (7/5 - 8/9)	San Francisco Symphony Orchestra	Chicago Symphony Orchestra	New York Philharmonic Orchestra	Cleveland Orchestra	Live! at the Concertgebouw	Los Angeles Opera (7/4 - 8/8)
2	San Francisco Opera (8/16 - 9/27)	Classical Music with Meredith Granger					San Francisco Opera (8/15 - 9/26)
3		Classical Music with Michael Toulouse & Meredith Granger					
4		Classical Music with Michael Toulouse & Meredith Granger					
5	Millennium of Music						Concert Band Hour
6	Chicago Chamber Musicians	Inside Indy Arts		Art for Ears	Inside Indy Arts	Christ Church Choral Evensong*	Christ Church Choral Evensong*
6:30	UIndy Faculty Artists Concerts	Exploring Music with Bill McGlaughlin					UIndy Faculty Artists Concerts
7	Chicago Symphony Orchestra	New York Philharmonic Orchestra	Live! at the Concertgebouw	Masterworks	Listener's Choice	Masterworks	Milwaukee Symphony Orchestra
8	San Francisco Symphony Orchestra	Classical Guitar Alive!	Cleveland Orchestra	Concerts from the Library of Congress	Milwaukee Symphony Orchestra	Classical Music with Peter Van De Graaff	Romantic Hours
9		Romantic Hours		Millennium of Music			Chicago Chamber Musicians
10							
11							
Midnight - 6 am	Classical Music with Peter Van De Graaff						

* Christ Church Choral Evensong is on hiatus in July and August but returns in September.

on 88.7 FM, 88.7 HD-1 & online - www.fasindy.org

on 88.7 HD-2

