



# Sun Sounds of Arizona Volunteer News

SPRING 2010

## MISSION STATEMENT

**Sun Sounds of Arizona** provides audio access to information to people in the Southwest who cannot read print because they have a disability.

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Use what talents you possess; the woods would be very silent if no birds sang there except those that sang best.

—Henry Van Dyke

## SUN SOUNDS SAYS GOODBYE TO TWO FRIENDS

On December 26th Sun Sounds lost a volunteer, a Board member and a friend. His name was **Harry Schoolitz**. Harry was a man who, once met, was never forgotten. He was bubbly, friendly, talkative and a true gentleman with a personality that could fill a room.

After the 1991 passing of his first wife, his high school sweetheart Phyllis, one love story ended. Harry was volunteering at Sun Sounds reading the evening USA Today newspaper with an attractive young woman, Diane Walker. Harry was smitten by this lovely woman. When Diane agreed to go out with him, another love story began. Harry and Diane were married in 1998. They were a couple in love and inseparable. Harry adored Diane and never missed a chance to tell people how they met. Diane would just smile sweetly – embarrassed, but loving it.

Harry was a volunteer reader for USA Today and most recently for the Wall Street Journal. He was a member of the Sun Sounds Foundation Board of Directors from 2005 until 2009 and served as Vice-Chairman. He volunteered at the Great Arizona Beer Festival with Diane every year. We will miss Harry. He was a true friend to Sun Sounds, its Foundation Board of Directors, its volunteers and its employees.

We also lost another volunteer in November, **Jennifer Colbert**. Jennifer was a dedicated and generous volunteer who read the Wall Street Journal. Jennifer led an interesting life and her experiences took her in many directions. She was a talented artist whose work was featured in many galleries in Scottsdale. We will miss the kind soul of Jennifer Colbert.

## SAVE THE DATE!

All volunteers are invited to the  
Tempe Volunteer Reception  
Tuesday, April 20, 6pm-8pm.  
More details to come.

The Tucson and Flagstaff offices will also honor volunteers in local receptions to be announced soon.

**Need to Cancel?  
Call to let us  
know!**

Tempe 480-774-8300  
Tucson 520-296-2400  
Flagstaff 928-779-1775

**ONLINE  
SEARCH  
SUPPORTS US!**

When you search online at **Good-search.com** (which uses the Yahoo search engine), and designate the Sun Sounds Foundation as your recipient charity,

**Goodsearch.com** donates a penny per search to us. Your online purchases also qualify for a donation when you use **Goodbuy.com**. Check it out the next time you are online!



A big thank you to the following establishments for providing treats to Sun Sounds Volunteers...

- BASHAS'**
- DILLY'S DELI**
- FAIRYTALE BROWNIES**
- CASA REYNOSO**
- TOM'S BBQ**

**One is not born into the world to do everything but to do something.  
- Henry David Thoreau**

**New Volunteers: Welcome to the Sun Sounds Family**

**FLAGSTAFF**

Alex Beekan, Ann Capodanno, Perry Davidson, Sally Krueger, David Lewis, Rick Lipary, Jini Trudeau

**TEMPE**

Rich Sands, Shelly Cahill, Valerie Stupar, Roger Downey, Stephen Gresser, Dawn Holtman, Naomi Richman, Steve Ullmann, Linda Wendler, David Beatty, Steven Feltner, Michael Hayden, Zachary Olsen, Thomas Edward Santilli, Susie Stevens-Briody, Kathleen Tubbs, Clifton Gray, Dale Nelson, Ann Sherman, Beth Urbach, Ted Weiss, Alison Cameron, Roy Rukkila, Dixie Walljasper, Arley Brannigan

**TUCSON**

Dan Bostic, Guillermo Charvarin, Sandy Cisneros, Jean Clark, Joan Elder, Shirley Farley, Ron Graham, Christine Hackley, Liza Hartman, John Hedgcock, Brenda Paugh, Linda Primavera, Judith Rafferty, Anthony Schavietello, Bruce Schoenberger.

**RFBD NEEDS VOLUNTEER READERS**

Do you have professional experience in the fields of math, medicine or physics? If so, Reading for the Blind and Dyslexic (RFBD) needs you! RFBD is a nationwide organization that records textbooks for students with dyslexia or print-disabilities.

They have two recording studios in the Valley—3627 E. Indian School, Phoenix and 9499 N. 99th Ave, Peoria.

If you are interested please contact Pam Bork at pbork@rfd.org, 602-468-9144

**GREAT LISTENER COMMENT:**

We recently heard from a listener in Green Valley who said, "I really appreciate your programming, especially the reading from the magazine "The Economist." You are the only ones that make that magazine available for the visually impaired. I've even checked with the Library of Congress."

## “SCENE” AROUND SUN SOUNDS



On November 5, 2009, Tempe volunteer reader David Frens interviewed local author Jana Bommersbach in advance of the airing of her book, “Bones in the Desert” on A Good Book. Bommersbach’s first novel, “The Trunk Murderess,” is the 2010 OneBookAZ selection.



Maggie Clayton, a Tempe Ambassador for Sun Sounds, spoke to a listener at the Vision Rehabilitation and Assistive Technology Expo last November.



Listener Viktoria Swenson, 98 (pictured with Tempe Board Operator Bruce Halperin), along with her daughters Ingrid and Chris, visited the studios of Sun Sounds in Tempe in February.

### Sun Sounds Foundation Board of Directors

Sue Berliner,  
Sweat Magazine

Paul Campbell,  
InterTech Communication  
Group

Bill Davis  
Chairman

Kim Del Barto  
Secretary  
State Farm Insurance

Sue DesParte  
Vice-Chair

Murray Everson  
UPS Logistics

Terry Flannery

Greg Fretz  
Deschutes Brewery

Diane Gardiner

Pete Kushibab

Scott Law  
Coconino Community  
College

Carl Matthusen

Linda Montgomery  
Braille & Talking Book  
Library

Jim Paluzzi  
Dean,  
Division of Public Service,  
Rio Salado College

Bill Pasco  
Director,  
Sun Sounds of Arizona

Don Philips

Rick Scott

## MADE IN THE SHADE BEER FESTIVAL

**Saturday, June 26**  
**Coconino County Fairgrounds,**  
**Fort Tuthill County Park**  
**I-17, Exit 337 south of Flagstaff**



Make plans to attend Flagstaff's premiere craft beer event AND support Sun Sounds at the same time! The Made In The Shade Beer Festival returns on Saturday, June 26, to the Coconino County Fairgrounds. Show your support by volunteering or joining us as a guest! To volunteer contact Eleanor Mooney, 928-779-1775, or [eleanor.mooney@riomail.maricopa.edu](mailto:eleanor.mooney@riomail.maricopa.edu). Tickets available at the gate or in advance at [www.azbeer.com](http://www.azbeer.com)

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## SUN SOUNDS RADIO THEATER PRESENTS "ON A NOTE OF TRIUMPH"

Sun Sounds Radio Theater volunteers recently began production of "On a Note of Triumph," an original radio play written by Norman Corwin. The program will air at 8pm on Saturday, May 8, 2010, the 65th anniversary of V-E Day, - and 10am on Memorial Day, May 31. This will be a part of several World War II recognitions during 2010.

Director: Joyce Totlis  
Announcer and Host: Valerie Stupar  
Narrator: Ron Tang  
English Woman: Julie Van Lith  
German man: Mike Hanelin  
French man: Gilbert Houseaux  
Reader 2: Candee Lewis  
Reader 3: Joyce Totlis  
Reader 4 and Rabbi: Gene Giesaking  
Reader 5: Bruce Drummond  
Reader 6 and Polish Lady: Pamela Keller  
Reader 7 and Russian Man: Clifton Gray  
Song: Mary Ellen Stepanich and her acapella group



Joyce Totlis, a Tempe volunteer and director of "On A Note of Triumph," calls for "action."



**By Bill Pasco,  
Director,  
Sun Sounds of Arizona**

## ARE YOU SERIOUS?

A number of you have asked me lately if my fund raising letter, sent a few weeks ago, was serious, or just a means to raise extra funding. Here's the scoop.

That letter was completely serious. As you undoubtedly know, 2009 was a horrible year for the economy. When the economy fails it has a devastating effect on non-profit social service organizations.

The reasons for this are many. For one thing, demand for service usually rises during economic downturns as struggling people have fewer places to turn for help.

Secondly, grants from foundations drop sharply because the stock market, from which they earn money to donate, stops generating that money. To add insult to injury, all three of our fund raising beer festivals had 40 to 50% drops in revenue because fewer people could afford to attend, combined with vendors who were less willing to donate their products. In short, Sun Sounds is struggling financially at this time.

So far, we have managed to maintain service levels, though service delivery is coming more slowly. A half dozen reading services have gone out of business, and another half dozen are mere shadows of what they once were. We obviously do not want to go the way of

these failing organizations. It is a sign of just how healthy Sun Sounds was, and how well it handles its resources that we've come this far through the economic disaster in as good shape as we are.

I have no doubt that grants and the beer festivals will pick up in future, but for now, Sun Sounds needs everyone's help to pull through. Or, perhaps I should rephrase that: The 49,000 people who use and depend on Sun Sounds to remain functioning and tied into their communities need everyone to help.

Some of you have asked if our listeners donate. Yes, in fact many of them do. However, it is important to remember that 60% of our audience is retired, and the remaining 40% are 70% unemployed. This is true during the best of times. Consequently, our audience, though they care and they give, do not have the means to support Sun Sounds in the same way public radio stations are supported.

You, our loyal hard working Sun Sounds volunteers, give of your time and your talent, and that is extremely valuable and saves us an estimated \$600,000 per year. We are genuinely grateful for all you do, but our current needs are extremely serious, and that is why we need your financial support.

Sun Sounds is one of the best, and YOU are the biggest reason for that. We thank you for your help of both time and money, and we look forward to better days ahead.

*Email Bill at [bill.pasco@riomail.maricopa.edu](mailto:bill.pasco@riomail.maricopa.edu)*

SOUND ADVICE



By Margie Zebell,  
Operations Director, Tempe

As the Operations Manager of Sun Sounds in Tempe I am fortunate to have some really dedicated and talented staff to work with. If you are new to Sun Sounds you may not have had the pleasure yet to meet the operations staff working in the Control Room.

The operations staff is responsible for getting more than 100 shows on the air every week. Their other responsibilities include station breaks, reading public service announcements and weather updates, training new volunteers recording in the reading booths, encoding shows for audio on demand for the Sundial II service, recording interviews and special programs, downloading and uploading weekly shows from the internet, duplicating cassettes, copying CDs, writing, recording, and producing promos and one minute features, and making booth reservations.

In his spare time **Bruce Halperin** is an actor who appears regularly in various Theater projects around town. He is the host of *The Theater* a weekly show on Sun Sounds.



is

and also KJZZ-FM as a station announcer on Saturday night.

We also have volunteers working in the Control Room and currently have two exceptional individuals; **Kevin**



**Palmer** is semi-retired and is the producer of *The Quiet Rich* which can be heard on

KJZZ and Channel 12 news.



**Jeannie Ost** is a voice-over talent in the valley and hosts the *Romance* show on Sun Sounds.

**Tony Keras** has been at Sun Sounds since 1982. He got his start as an announcer in college at Kent State University then spent a few years at our sister station the Cleveland Radio Reading Service. He is a music collector with over 10,000 songs in his library.



**Sue Casey** is a retired nurse with a passion for audio visual production and creating slideshows of events such as weddings.



As I said, I work with some really talented people who all love what they do here at Sun Sounds.

If you have any questions, want to reserve a booth, need some technical assistance, or want to just stop by for a chat, the Sun Sounds operations staff are great people to know.



**Bryan Houston** does double duty working both at Sun Sounds

Email Margie at  
marge.zebell@  
riomail.maricopa.edu

## HOW SOCIAL ARE YOU?

Are you all a - Twitter about how to be LinkedIn on Facebook? If you just understood what I said, you are a part of the social networking phenomenon that has been taking up time in people's days; it is a way to stay connected.



**By Andrea Pasquale,  
Manager of Program-  
ming and Volunteers**



LinkedIn is the social networking of business - think of it as a networking event online. The business cards you used to collect are now people's online business profiles.



Twitter is a way to stay connected NOW! Whether it's phone or e-mail, you can find out who is doing or thinking what at any moment. Following and being followed are what it's about. Do you want the news now? Follow CNN.com. Do you want to find out what new brewer just signed up for the Great Arizona Beer Festival? Follow [www.twitter.com/greatazbeer](http://www.twitter.com/greatazbeer).



Facebook has become the most popular social networking site among adults. On Facebook you have many "friends." You can connect with old friends from high school and college, the neighbor that moved away or business colleagues in another state. You can catch up on their lives, their families and you can share photos. Sun Sounds uses Facebook and Twitter to promote the Great Arizona Beer Festival. With some of our younger volunteers it easier to make connections on Facebook than with the cell phone. We have connected on Facebook with many of our colleagues from across the country. We can not only keep up with what is going on professionally, but also with their personal lives. The IAAIS, our International organization, even has its own Facebook page as do many of the other reading services. It's just a matter of time before Sun Sounds joins the Facebook family. We will keep you posted. When we do, we hope you will keep up with us by joining Facebook and becoming our "friend".

*Email Andrea at [andrea.pasquale@riomail.maricopa.edu](mailto:andrea.pasquale@riomail.maricopa.edu)*

## Underwriters

Arizona Library,  
Archives and Public  
Records  
Bring Funeral Home  
Catholic Healthcare  
West

County Fair White  
Elephant  
Diamond Foundation  
Dreyfus Foundation  
Friends of Public Ra-  
dio

Goodsearch.com  
Goodshop.com  
Kathleen E. Davids  
Trust  
Lions Clubs of Arizona  
Listeners of Sun  
Sounds  
Maricopa Community  
College Employees

Nina Mason Pulliam  
Charitable Trust  
Rio Salado College  
Sun Sounds  
Foundation  
Tucson Electric Power  
United Way—donor  
choice  
US Airways  
Volunteers of Sun  
Sounds  
Westover Trust

And a special thanks  
to our public and  
commercial radio  
partners who help  
deliver our signal  
throughout Arizona:  
KJZZ FM Tempe  
KUAT FM Tucson  
KNAU FM Flagstaff  
KTTI FM Yuma

We would also like to  
thank **Time Warner  
Cable in Yuma**  
for their unwavering sup-  
port and transmission  
of Sun Sounds' pro-  
gramming on cable  
channel 70.



**By Heidi Capriotti,  
Marketing  
Coordinator, Tempe**

## THE LITTLE RADIO THAT CAME BACK

In January we enjoyed a rare event. A listener walked into Sun Sounds and returned a radio.

So what? you're thinking. That happens a lot, right? Well, yes, but THIS listener returned his radio because he got his sight back. And in the institutional memory of Sun Sounds we can count on one hand the number of times THAT has happened.

"I'm grateful for the  
volunteers at Sun  
Sounds...This is a terrific  
resource for anyone with  
a vision disability."  
- Dave, Tempe

Last year, Dave, in his mid-50s, developed cataracts which progressed so quickly that within the year he had lost all his vision. After meeting with several specialists he finally found an ophthalmologist who was willing to

perform an especially difficult cataract surgery. "For this doctor it was routine surgery; for me it was a miracle," he said.

Dave could have mailed that radio back, but he wanted to thank us in person for the service we provided to him when he needed it most. "I'm grateful for the volunteers at Sun Sounds and I enjoyed Bookworld, A Good Book and the short stories. This is a terrific resource for anyone with a vision disability."



Do not doubt that you make a difference to people like Dave and to the thousands of others who will not get their sight back.

Keep up the great work!

Email Heidi at [heidi.capriotti@riomail.maricopa.edu](mailto:heidi.capriotti@riomail.maricopa.edu)

## **A VOLUNTEER MEMORY**

By Molly Stockton  
Tucson Volunteer Manager

We all, of a certain age, remember where we were when President John F. Kennedy was shot. That day lives with us. That day holds a special memory for Tucson volunteer Guillermo Chavarin. Guillermo and his mom lived in Mexico, but would frequently come across the border to the United States to go shopping. When he was 12 years old they were in the US at the time the President was shot. The bor-

ders were suddenly closed with no way for Guillermo and his mother to get back home to Mexico. They had to stay. During this tragic time for America, people across the border united. Guillermo and his mother, like many people stranded in the United States were given hospitality at hotels and restaurants. This was also done for those stranded in Mexico. The pair made it back to Mexico. As an adult, he eventually moved to Tucson in 1971 where he's been ever since. His recent journey has led him to volunteer at Sun Sounds, where he is a Spanish language reader in Tucson.

## **SAVING FOR CHARITY**

By Margaret VanCleve  
Sun Sounds Flagstaff Volunteer



In this struggling economy, everyone is affected. Double digit unemployment, the collapse of the housing markets in some sectors of the country, and falling stock market prices in 2009 forced Americans to rethink spending and giving to charity.

I have always tried to shop sales, buying only what I would buy anyway. That along with coupon clipping for groceries has increased my savings. I have not paid full price for milk or eggs for over a year. On groceries, with the store specials and coupons (up to the value of \$1), I often save 40% on my grocery bill. As a result, I seem to have enough money to support charities that need help. I also apply for rebates and will answer a 10 minute questionnaire for a \$10 gift card, spending on items I need.

As for shopping in department stores, again I shop sales and use the coupons in the paper that might save \$10 for spending \$50 or more. My biggest bargain was a wool coat. It originally sold for \$200 and was marked down to \$59.99. Using the \$10 store coupon from the newspaper and a 15% off coupon that I received for doing a survey, I only spent \$38 plus tax.

Knowing that non-profit organizations such as Sun Sounds are seeing less in donations, I decided to use some of my savings to donate at the end of the year to organizations I knew relied heavily on monetary gifts. Making a game of tracking my savings, I was astounded how much I saved. Then I used the savings to make charitable gifts, which because of my savings tracking I have more to give to my favorite charities instead of less.

My donations have helped local non-profits as well as national ones. That amount of giving can be written off, helping to reduce my income tax bill. This has been a win-win situation for the charities and for me. So save and then give!



**By Eleanor  
Mooney,  
Flagstaff Station  
Manager**

## NEWS FROM THE NORTH

Many of us in Flagstaff are ready for the sunshine and would prefer to not shovel any more snow. There has been a lot of it this year, causing the studio to shut down on one occasion for the safety of all involved.

We continue to have a steady stream of interesting people coming into the studio to be interviewed for North Country Conversations our local interview program. And more interesting people arrive to audition and become steady readers at the Flagstaff station.

Recent additions include: David Lewis, Alex Beeker, Ann Capidanno, Sally Krueger, Rick Lipary, Jini Trudeau, Elliot Liles, Rebecca Hubbard and Edward Altherr. Welcome and thank you.

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Flagstaff is gearing up for the 18th Annual Made in the Shade Festival to be held again at Fort Tuthill County Park at the Coconino County Fairgrounds on **June 26th**. Individuals who would like to be part of the planning team and help coordinate the festival are welcome to join us. Just call the Flagstaff station.

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We are also looking for new members to join our local advisory board and engage in the satisfying task of guiding Sun Sounds Flagstaff to the greatest impact on the local community. This includes collaborations with other non-profit organizations, as well as, finding all the individuals who are qualified for, and want to receive the Sun Sounds broadcast. The board also gets to be involved with this year's Made in the Shade Beer Festival. If event planning and making things happen is your thing, then you'll want to be a part of planning this fun event.

Along with the other Sun Sounds stations, we have launched the new show *Arizona Life*. In Flagstaff we read, *Mountain Living Magazine*, *Sedona Monthly*, *The Sedona Experience*, *Lifestyles of Sedona*, *Kudos*, *Earth Odyssey* and *Four Corners Magazine*. The show gives information about the goings on throughout northern Arizona. *Arizona Life* airs on Saturday evening at 6:00pm

Email Eleanor at [eleanor.mooney@riomail.maricopa.edu](mailto:eleanor.mooney@riomail.maricopa.edu)

# TUCSON: News From the Old Pueblo

## INSIDE THE STUDIO

By Doug Martz  
Tucson Operations Director

I would like everyone to know how valuable **Molly Stockton** has become to the Tucson Station and its operation. As a volunteer, she has taken over as Volunteer Coordinator and we have not experienced even a minor mishap under her watch. She is easy to reach, quick in her response, and highly entertaining on occasion. So I say "Thank you too much" to our Wacky Brit Molly Stockton.

In the past few months we have lost "key" people, and I would like to THANK everyone for filling the gaps during this time.

Special thanks to **Jeff Grant**, who is always ready to save the day. Many a time, Jeff filled in both morning and evening reading and running the studio for our broadcast. Special thanks also to **Dan Bostick**, who came on board during this time and filled several gaps for us, and is still doing so.

Again, thanks to all our volunteers for getting us through a difficult time.

*Email Doug at [doug.martz@riomail.maricopa.edu](mailto:doug.martz@riomail.maricopa.edu)*

## Mitzi's Desk

Our Volunteer Coordinator **Molly Stockton** will be leaving us in give or take 6 months. Molly has been a volunteer since December 2005. In the time she has been with us Molly has done a wonderful job. She started as a volunteer reader until she began to have trouble with her eyesight. Molly then volunteered in the office doing various tasks before she accepted the position of Volunteer Coordinator auditioning new volunteers and scheduling our volunteer readers, Molly has helped with the Beer Festival, helped us get silent auction items



donated, and was great at doing listener surveys. Molly will be returning to her beloved home in South Hampton, England. We are very happy for her, but sorry to see her go.



**By Mitzi Tharin,  
Tucson Station  
Manager**

*Email Mitzi at [mitzi.tharin@riomail.maricopa.edu](mailto:mitzi.tharin@riomail.maricopa.edu)*



Sun Sounds  
of Arizona

**Flagstaff**

1300 S. Milton #202  
Flagstaff, AZ 86001  
928-779-1775

**Tempe**

2323 W. 14th St  
Tempe, AZ 85281  
480-774-8300

**Tucson**

7290 E. Broadway #166  
Tucson, AZ 85710  
520-296-2400

**Yuma**

1929 S. Arizona Avenue, Ste. 15  
Yuma, AZ 85364  
928-329-6681 x20

## Vision Statement

**Sun Sounds of Arizona** will make creative use of technology and talent to ensure that every disabled person has the opportunity to access the current and local information necessary to a self-directed, productive life. As a result, the inability to read print will no longer be considered a disabling condition. Sun sounds of Arizona will continue to be a leader in the field of information access services and a willing partner to organizations with like goals. Sun Sounds of Arizona is innovative, committed to quality and to customer satisfaction

Sun Sounds of Arizona  
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