



Marc Sophos • Executive Director, WDFH
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WDFH-FM 90.3 — Community Radio by the People, for the People

“In community radio, listeners are more than just listeners. They are the programmers, producers, technicians, designers, hosts, sound engineers, studio managers, webmasters, and podcast editors who do just about everything that needs doing.”

— Marc Sophos, founder and executive director of WDFH

What *is* community radio? Not public radio, not college radio, certainly not commercial radio... Community radio has its own unique and distinctive flavor: grassroots, local, nonprofit, commercial-free, driven by volunteers, and guided by a mission that focuses on building connections in local communities and serving as a high quality alternative to mainstream media. It's also a rare medium: there are only a few hundred community radio stations nationwide, and WDFH is the only one in the Lower Hudson Valley. Thanks to our imminent signal expansion, WDFH will soon reach **more than 400,000** local residents with programming and news from right here in the Hudson Valley. That's a lot of community to connect!

Why community radio WDFH?

WDFH FM 90.3...

- helps build a **more informed electorate** through programming that provides **in-depth coverage** of events right in our own communities — going far beyond the headlines to provide **historical context** and delving into **why and how**, not just the who-what-where-when.
- **connects nonprofit organizations** with each other and the public at large, **strengthening our rich regional network** of environmental, social justice, arts, music, theatre, and cultural groups, as well as libraries, hospitals, and community service organizations.
- broadcasts **without commercials** and provides **important public benefits at minimal cost**, especially now that **deregulated corporate media** pander to the lowest common denominator.
- **empowers community volunteers** to become **active media participants** rather than passive media consumers. WDFH's volunteers bring an astounding range of knowledge and talent to the airwaves.
- **promotes community events** such as film festivals, theatrical and musical performances, and art gallery openings, helping to build a **vibrant, connected cultural community** in the Lower Hudson Valley.
- provides a **forum for local and regional musicians** who regularly visit WDFH for live in-studio interviews and performances.
- introduces listeners to a **wide variety of music** they might never have discovered, through a music library of more than 100,000 recordings.

And that's not all. We broadcast in-depth documentaries, extensive political coverage (our 2004 coverage drew national recognition), special programming to connect underrepresented constituencies with a wide audience, daily newsmagazines from Pacifica, and carefully selected public affairs programs from other community stations and independent producers. Our on-air offerings, combined with coming enhancements to our website, will become a key information hub for the entire region.

The time is now!

We've been working for years to expand our signal, and the FCC recently approved the project. It will enable us to reach more than 400,000 potential listeners, and we are on track to complete it by the end of 2008. This project is coinciding with our efforts to create new studios — so there's much work to be done.

With our new studios and larger signal, WDFH will develop into a powerful voice to enhance social, cultural, and political awareness in the Lower Hudson Valley. Join us and help ensure that WDFH can continue to grow into its role as a significant institution in our region!





For more information about WDFH: Please visit our web site at <http://wdfh.org>.

To make a tax-deductible contribution: Please send a check to WDFH, 21 Brookside Lane, Dobbs Ferry, New York 10522. The check can be made out either to WDFH or to Hudson Valley Community Radio, Inc., WDFH's 501(c)(3) nonprofit parent organization. (Your contribution will be tax-deductible either way.)

Contact Info: Marc Sophos, WDFH's Executive Director, can be reached at: (212) 924-9833 (best) • (914) 674-0900 • marc@wdfh.org

Additional resources:

- Articles from The New York Times and other press clippings: http://wdfh.org/proposal/press_150dpi.pdf
- 2004 political convention coverage: <http://wdfh.org/convention.htm>

Audio and video samples:

- Our 2006 documentary on Midnight Run, a Westchester-based nonprofit organization that provides food and clothing for the homeless (this program was broadcast nationally on Pacifica) (approximately 30 minutes): http://wdfh.org/audio/wdfh_midnightrun.mp3
- Interview with Medea Benjamin, internationally-known peace and social justice activist (approximately 35 minutes): http://wdfh.org/audio/wdfh_medeabenjamin.mp3
- *Recovery Talk*, WDFH's pioneering weekly program about all aspects of recovery: <http://wdfh.org/audio/recoverytalk.mp3>
- Video slideshow of our nationally recognized 2004 political convention coverage (approximately 8 minutes): <http://wdfh.org/convention.mov>
- Video slideshow of excerpt from in-studio performance and interview by Westchester-based singer-songwriter Dania (approximately 5 minutes): <http://wdfh.org/dania.mov>
- Quick edit video slideshow of convention coverage and in-studio musicians (approximately 5 minutes): <http://wdfh.org/quickedit.mov>

Note: the video (.mov) files play back using Quicktime, which may already be on your computer. If it's not, try the free Quicktime alternative, available at http://www.free-codecs.com/download/quicktime_alternative.htm

Contents of this folder: (for sharing with others) <http://wdfh.org/folder.htm>

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Local news and public affairs programming at WDFH is organic, coming from the very soil of the community, where the roots of ideas, movements, and awareness take hold and grow.

Vincent Polywoda
WDFH Volunteer

WDFH is a presence that helps provide a sense of community in a time when the hustle and bustle of life disconnects us from community. There's no other radio station in the lower Hudson River valley where you can hear a neighbor delivering the news, or bringing you music, or letting you know what's going on around town during the weekend. Providing a sense of community for people leads to healthier and stronger communities.

Vincent Polywoda
WDFH Volunteer

Having a local radio station in Ossining helps develop a sense of community, becoming a valued asset to the cultural and business enterprises located within the greater Ossining community. It is the type of activity that adds significantly to the quality of life reputation that this Hudson Valley community continues to nourish.

Richard Wishnie
*Westchester County Legislator
(now retired)*

WDFH has repeatedly emphasized its commitment to public service, and although it is in its infancy, it has already provided important services to our community. It will, if it can survive, become an important link in drawing people to our community and in strengthening the economy in the whole area.

John Pasquerella
Former Mayor of Ossining



In a community as diverse as ours, WDFH offers us a place to talk about community events, ideas and projects in the works to better our environment. It allows the citizens a place to discuss differing opinions that impact on our lives.



Marc Sophos

Founder, Executive Director, Chief Engineer, Program Director

Marc Sophos founded WDFH through an effort that spanned decades. He serves as the Executive Director, Chief Engineer, and Program Director of WDFH. He is also the founder and Chairman of the Board of Directors of Hudson Valley Community Radio, Inc., the nonprofit corporation that owns and operates WDFH.

While he was a student at Dobbs Ferry High School, Marc led a trailblazing two year effort to establish a community radio station at the school. This effort gained the enthusiastic support of the school administration and the Board of Education, but ultimately it did not succeed because Dobbs Ferry is too close to New York City and there was simply no room on the crowded FM dial. However, the effort marked the beginning of Marc's 20 year quest for an FM license, which eventually succeeded in the mid 1990s, when WDFH's license was granted by the FCC.

Later, Marc earned a BA in Telecommunication from Michigan State University, one of the nation's leading institutions in telecommunication policy research. While in East Lansing, he studied broadcast management, programming theory, ratings, the federal structure of broadcast regulation, the politics of broadcast regulation, news and public affairs programming, journalism, linguistics, the science of sound (including acoustical environments, acoustics of speech, acoustics of music, how we hear), electrical engineering, political science, the business structures and practices of commercial and noncommercial broadcast entities, and at a Ph.D. level, public broadcasting and broadcast news. He minored in Spanish and was heavily involved as pianist and musical director in the rich college and regional musical theatre environment. He also gained tremendous experience at the university's WKAR-AM/FM, a major public radio station serving a large area of mid-Michigan.

Marc holds a JD from the Pace University School of Law. Academic honors included Dean's List and Ranking Scholar. He was a Managing Editor of the Pace Law Review, and he wrote and published an article about the negative effects of broadcast deregulation, *The Public Interest, Convenience, or Necessity: A Dead Standard in the Era of Broadcast Deregulation?*, available in law libraries, on Westlaw, and on WDFH's web site. He's an attorney admitted to practice law in New York State and before the US Supreme Court. He's cited in *Who's Who* in the *Media and Communications*.

Marc has operated WDFH, one form or another, since 1968. His broadcast experience includes on-air work (program host/announcer), news, production, promotion, and engineering (including satellite uplink and downlink operations; location recording; live music recording (classical, rock, jazz, theater); studio design, construction, maintenance and repair; transmitter site design, construction, maintenance and repair) at:

- WDFH;
- National Public Radio (New York Bureau);
- NPR member station WKAR-AM/FM, East Lansing, Michigan;
- WALK-AM/FM, Patchogue, New York;
- WGLI, Babylon, New York;
- WGSM, Huntington, New York;
- WCTO, Smithtown, New York;
- WMCA, New York City; and
- WVOX (AM) and WRTN (FM), New Rochelle, New York.

Outside of an educational and professional setting, Marc is an accomplished classical pianist. Both parents were professional musicians. He started his piano studies with his mother, who continues to teach in private practice in Dobbs Ferry. His studies continued with the concert pianist Joel Rosen between 1969 and 1978, and later with Edith Kraft at Michigan State University and Benning Dexter at the University of Michigan. He has also served as musical director, conductor, and rehearsal and performance pianist for many theatrical musicals in school, college, community, regional, and professional theatre. In addition, he has worked as a sound technician for a number of Off-Broadway shows in New York.

Marc grew up in Dobbs Ferry and now lives in Manhattan with his partner, Doug Koch.

Information about other WDFH staff members can be found online at <http://wdfh.org>



The New York Times/Joyce Dopkeen