

TRRS Newsletter

Issue 53

November, 2011

HONORING WOODY DURHAM

TRRS Fundraising Gala a Success

Friday evening, September 23rd was a great day! 150 people gathered together at the Renaissance at North Hills for “Dinner by Candlelight/Dessert in the Dark”, and to honor Woody Durham, the Voice of the Tar Heels, for sharing his vision of the UNC games with an audience who couldn’t see the plays on the field or the court. Bob Holliday, Woody’s cohort in the broadcast booth, as well as a former WRAL sports reporter, hosted the evening, and regaled the group with several of his favorite “Woody stories”. The evening meal concluded with those present putting on sleep masks and attempting to eat their dessert without sight. The photo below shows the fun that was had by those who tried this new way of feeding themselves. Those in attendance who were blind had a good laugh at the expense of those who had never had this experience before. There were auction items available to be purchased, including a hand-made fly fishing rod, Hurricanes memorabilia, and tickets to a Panthers game. All-in-all, the event raised \$20,000 to help TRRS remain on the air, connecting people who are blind and print impaired to each other, their communities and families by delivering local news, information and other entertainment using the latest audio technology.



Trying to eat in the dark



James Benton with Woody Durham

President's Message

To our Gala attendees: Thank you for your support. I hope you enjoyed what was one of the best fundraising events we've ever had. Thanks to the volunteers who helped secure sponsors and underwriters, sell tickets, find auction items, or do one of the many tasks required to plan and implement such an evening. The number of people who worked behind the scenes was larger than ever, and the evening's success is a direct result of the combined efforts of many people. One of the highlights of this year's fundraising was the inclusion of pledge donations. This portion, alone, helped increase our total revenues by several thousand dollars. Our goal is to get enough ongoing individual and corporate donations to offset our fixed budget.

At TRRS we are used to a large number of people offering a little something to help create a much larger result. The 120 hours of local programming we produce each week requires the efforts of 150 volunteers. This way, whether a person has 2 hours a week or 2 hours a month, their valuable contributions help TRRS to continue to provide the high quality programming we make available for the benefit of our approximately 20,000 listeners.

I challenged the board this year to find ways to increase the number of listeners we serve. Since nearly 10% of the population is categorized as "print impaired", there are a lot of people who could benefit from our service who may not know anything about us. If all of you, our volunteers and friends, would use the same "networking" aspects used this year to help raise \$11,000 in sponsorships alone for the Gala, we could increase public awareness of TRRS tremendously. We do not want to be the best kept secret in the Triangle. We want every person who would benefit from our programming to know how to receive it.

If each of you will become an "advocate" for TRRS over the next year, and talk to your friends, your neighbors, your church groups, your co-workers, and help spread the word about what we do, we would significantly increase our listenership and indirectly raise more money for our budget. Need help speaking with a group? We have a growing number of people ready to make group presentations. We also encourage you to make a personal pledge of any amount

you can regularly give to TRRS, monthly, quarterly or annually. All we need are 1500 people making annual donations of \$100 and we could meet our operating budget. Then we could use other income and revenue to increase our reach to more people with more programming, and to build up our endowment fund for long term financial security.

All of your efforts made on behalf of TRRS are a valuable part of our ongoing success and you, our friends, volunteers and listeners, are our greatest asset.

Richard Dunnagan, Board President

A TOUGH RADIO READING YEAR

TRRS has been blessed. We are still here, providing a connection to the community for our listeners. Unfortunately, that is not the case across the country. In the last few months we have been informed that the radio reading service in Mobile, Alabama has gone off the air. Also the Evergreen Service in Washington State has left the airwaves, though they are still on the internet. And just last week we received word that the radio reading service in Yucaipa, California and the one serving the entire state of Montana have had to stop their services due to lack of funding. It's a really sad day when communities can no longer support people with a print disability. Here in the Triangle, we are blessed with people who know what a difference that community connection makes. Without this caring group of people TRRS might have gone the way of these other 4 services.



From the Director

In the midst of the Gala preparations I received a phone call from an employee at one of the local drug stores. She was absolutely emphatic that I HAD to help her even though I tried to put her off – she could be at our studios in 15 minutes. Her urgent request? One of her customers (Mrs. C.) had come in to see if she knew someone who could repair her reading radio. The cord had been “vacuumed up”, and it had broken (thank goodness Mrs. C. didn’t get hurt doing that!). Mrs. C. was so distressed that she could no longer get her news; she convinced her friend at the drug store to contact us on her behalf. So, I waited a couple of extra minutes to give out a replacement radio. When she arrived, the drug store employee was amazed that TRRS exists! She had never heard of us until her encounter with Mrs. C. Now, she has put a supply of TRRS brochures in the drug store, she has filled out an application and is in line to become one of our reading volunteers. Do you know someone who has found TRRS to be a lifeline to the community? Unfortunately, we rarely hear these stories. I know there are many people out there who feel the same way. If TRRS didn’t exist, they would be cut off from so much of their local information. Every year, the TRRS Board finds themselves trying to put together a budget that will be realistic, and allow the organization to continue to operate and provide this basic information to people who cannot read print material. *Won’t you help us? Mrs. C. relies on your donations (she makes one to us every year, too) to keep us on the air.*

We are grateful to those people who come into our studios to read to those 20,000+ people who rely on TRRS to provide their local news. We are also grateful to those local governments who make allocations to TRRS. Thanks to the United Way of the Greater Triangle who seek donations to help TRRS annually. But the **BIGGEST THANKS** go to people like you who make a personal donation to keep TRRS on the air.

Wishing you the best holiday season possible, I am,

Linda Ornt, Director

Listeners have been calling in and been called on

TRRS is preparing to call on listeners again. It's Survey TIME! We hope to hear from everyone who has a specially tuned radio receiver, and we'd like to gather some responses from those who use our online stream and streaming on demand as well as our podcasts. Shortly, we will let you know what the results are. Stay tuned!

DONATIONS

April 1, 2011 - October 31, 2011

COMPANIES & AGENCIES

United Way of the Greater Triangle
City & County:
Carrboro
Cary
Chapel Hill
Durham County
Orange County
Raleigh

COMPANY

Down East Radio
Reading Service
Progress Energy
North Raleigh UMC
UMW of Edenton St. UMC
Raleigh Amateur Radio Society, Inc.

UNDERWRITERS

Carter Glass Insurance Company
SHIP
Eye Care Assoc. NC
Kerr Drug
Kiwanis Foundation
St. Mark's Episcopal Church

Taylor Vitreoretinal Center
Drs. Michael & Leslie Martin
The Estate of Amelia Crosby
Charles & Carolyn Kerr

CIVIC CLUBS

Lions of District 31-G
Cary Lions
Durham Lions
Garner Lions
Lake Gaston Lions
North Raleigh Lions
Oxford Lions
South Chatham Lions

INDIVIDUALS

Adcock, Kevin & Gale
Arundel, Karla
Balkite, Elizabeth
Ball, Ellen - *Memory Sue Otterbourg*
Barbour, Dallas & Jeannette
Barbour, Durwood
Barada, Placide-*Memory Sue Otterbourg*
Black, Elwood
Bradley, Statia

Brack, Fred & Kathy
Brittian, Betsy K.
Bridges, Susan
Bryland, Jean *Memory Harriette Koonce Sparlin*
Byrd, Edith
Campbell, Alex
Chodorow, Dale
Cibula, Grant
Dalbo, Patricia & John
DeLuca, Sandy & John
Dey, Leah
DiCiero, Barbara
Douglas, George
Eason, Ben - Fund of the Triangle Community Foundation
Eck, David
Fenn, Tom
Flanagan, Mary
Fuhrman, Cecily
Gaudette, Sharon
Griffey, Janet
Gronvold, Bill
Hallman, Melissa
Hauver, Dee & Bob
Hemby, Jim
Hervey, Jeanne
Hester, Susan
Hogg, Bill & Nancy
Holroyd, Mary

Hollander, Missy
Holle, Dee & Jim
Ishaq, Khalid
Irvin, Jim & Gay
Jameson, Jessica -
Memory Sue Otterbourg
Jones, L Merrit & Susan
Jones, Julian
Kilian, Roberta
King II, James
Kosak, Roger & Pat
Koss, Max
Kruger, Bob
Kruger, Doris-*Honor Bob Kruger*
Lamb, Martha & Bill
Lawrence, Brent
Leith, Carolyn
Lewis, Kirby
Lininger, Hal
Lyons, Stella
Mannix, Tim
Martell, John & Stephanie
McCoy, Louise
McFeeters, Jo
McGowan, Dennis
Millstein, Lloyd
Monroe, Terry
Murphy, Jaimee Dean
Nelson, Thelma
Ornt, Linda & Ace-
Memory Sue Otterbourg & Richard Paschal's mother
Otten, Kim & Mark
Otterbourg, Bob
Pastore, John & Marian
Patel, Ashok & Smita

Patterson, Bettina
Pearsall, Mary Helen
Peterson, Tim & Charlene
Perry, Wendy
Philipps, Liz
Powell, Gina
Reaugh, Peggy
Reed, Pat & Jack
Reed, Susan
Roman, Gina
Rosenbaum, Phyllis & Don
Ross, Cynthia & Al
Rubidge, Bruce
Russell, Reid & Laura
Schultz, Robert & Debra
Scoggin, William & Gail
Siegel, Gladys
Skehan, Mike & Pat
Stacey, Shonda
Starling, Paul
Stone, Gayle
Thomas, Arthur & Catherleen
Thompson, Ross
Tran, May & Quang-
Memory of Richard Paschal's mother
Uttrup, Eleen
Valadao, Celina-*Memory Sue Otterbourg*
Valentine, Ed & Dottie
Van Scoyoc, Peggy
Vance, Jon
Weller, Ann
White, Michele

IN-KIND

Ashburn, Jeff
Capitol Coffee System
Douglas, George
Hoyle, Brian & Mandy
Koeppen, Karl & Pat
Marbet, Manny
Mattson, Ruth & John
Misiano, Marge
Somers, Jo
Thomson, Randy
GALA SPONSORS
Amelia Crosby Estate
Baird Wealth
Management
CBC/WRAL Community
Fund of the Triangle
Community Foundation
Eye Care Associates NC
Kerr Drug
Springmoor Retirement
Community
Wells Fargo

THANKS TO EVERYONE WHO ATTENDED THE GALA SEPTEMBER 23rd, 2011.

Triangle Radio
Reading Service
211E. Six Forks Rd.
Raleigh NC 27609-

919 832-5138

trserv@nc.rr.com

Director: Linda Ornt

Editor: May Tran

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TRRS MISSION STATEMENT

The Triangle Radio Reading Service is a non-profit information agency connecting people who are blind and print impaired to each other, their communities and families by delivering news, information, entertainment and special features using the latest audio technology.

I WANT TO JOIN THE "1983 SOCIETY"

Enclosed is my donation of

\$50 – 10,000 Watt club

\$500 – 100,000 Watt club

\$100 – 50,000 Watt club

Other amount

Charge MasterCard/Visa/Discover (Circle one)

My check is enclosed

Card Number _____ Expiration Date _____

Signature _____

This is an ongoing pledge: _____ Monthly, _____ Quarterly, _____ Annually

Name _____ Phone Number _____

Address _____

City _____ State _____ ZIP _____

All donations to TRRS are tax deductible – no gifts or services were received

Please check with your employer regarding matching gift forms or opportunities

I can receive this information electronically. Email address: _____

Radio Reading Service, Inc., dba:

TRIANGLE RADIO READING SERVICE

211 EAST SIX FORKS ROAD, SUITE 103

RALEIGH, NC 27609-7743

[RETURN SERVICE REQUESTED](#)

NON-PROFIT ORG.

U.S.POSTAGE PAID

RALEIGH, NC

PERMIT #178



Triangle Radio Reading Service

Connecting people who are blind and print impaired to each other, their community and family using the latest audio technology

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