

Chicago Public Media.

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For Immediate Release

CHICAGO PUBLIC MEDIA'S VOCALO TO SIMULCAST *MORNING AMP* ON TWO CHICAGO-AREA COLLEGE RADIO STATIONS - - WLWU-FM/LOYOLA UNIVERSITY & WRSE-FM/ELMHURST COLLEGE- WEEKDAYS BEGINNING TUESDAY, NOVEMBER 29, FROM 8-10AM; VOCALO ALSO LAUNCHES NEW 'APP'

November 28, 2011 (Chicago, IL) – Chicago Public Media's **Vocalo (Real.Live.Radio)** is proud to announce it will simulcast its popular *Vocalo Morning Amp* program on two Chicago-area college radio stations --WLWU-FM 88.7, broadcasting from the campus of Loyola University Chicago, and WRSE-FM serving Elmhurst College, weekdays beginning Tuesday, November 29, from 8-10am. In addition, Vocalo.org has launched a free "app" for iPhone and Android, enabling listeners to stream Vocalo.org live, read blogs & tweets, scan QR codes, and find out about local events.

Vocalo Morning Amp, co-hosted by Brian Babylon and Molly Adams, is a fast-paced, call-in talk show that seamlessly blends edgy humor and progressive, culturally relevant topics ranging from headline news, pop culture, business and economy, and health and wellness. Brian Babylon is a Chicago native, comic and radio host, who graduated from Clark Atlanta University in Atlanta, GA. He has become a fixture in Chicago's rich comedy community, and has performed nationally and internationally. In addition to hosting and producing the *Vocalo Morning Amp*, he is also a new panelist on *Wait, Wait...Don't Tell Me!*, a contributor to BBC Radio, and regularly hosts The Moth Story Slam in Chicago. A native of Portland, Maine, Molly Adams started her radio career at Blunt Youth Radio, where she then went on to Colorado College, reported for the local news and managed the student-programmed channel at KRCC. Adams not only hosts and produces the *Vocalo Morning Amp*, but also curates for alt.NPR and YouthCast for the Public Radio Exchange.

"The Vocalo mission has always been to ensure that culturally diverse young people are inspired, connected and heard, and collaborating with well-established college station such as WLWU and WRSE will help reach that audience," said Vocalo.org Managing Director Silvia Rivera. "We are creating hyper-local syndicated programming that could benefit other college and community radio stations seeking product that is meaningful, engaging and rooted in the community."

Echoed Danielle Basci, WLWU-FM General Manager, "*Vocalo's Morning Amp* creates a space for live discussion and debate about local issues that is valuable to WLWU's listeners and is not a service WLWU currently does or can provide on its own. It was critical to the partnership with Vocalo that WLWU students are also provided with unmatched opportunities to work with the best professionals in Chicago and at the same time assist in generating local content of interest to a prized and underserved market of young people."

"The partnership with Vocalo and our student-led radio station, WRSE, represents an excellent opportunity to provide relevant, quality media to our local community of listeners. The fact that this collaboration exposes our students to media professionals from Chicago Public Media is especially exciting," added Ian Crone, Associate Dean of Students, Elmhurst College.

In addition to providing WL UW and WRSE with targeted local programming, Vocalo.org will offer invaluable training opportunities to Loyola University and Elmhurst College students and volunteers to intern on *Morning AMp* or other daypart programming alongside seasoned Chicago Public Media staff. Interns will get real world, hands-on experience in radio production with responsibilities including guest booking, audio editing, collecting short audio interviews, writing and web copy.

WL UW 88.7FM is the student-run radio station broadcasting from the School of Communication at Loyola University Chicago. WL UW is dedicated to broadcasting independent music and informative talk programming and is a source of learning and growth for Loyola students. WL UW seeks to extend the Loyola University core values through the medium of radio and digital media. Chicago Public Media's history with WL UW FM reaches back to 2002-2007, when Chicago Public Media provided management and fundraising support to the station.

WRSE-88.7 FM, Elmhurst College's own 320-watt station, has been on the air since 1947, and enables students to spin tunes, produce concerts, conduct interviews, or provide commentary for an Elmhurst football game. The station's updated facility in the Frick Center offers a sophisticated array of equipment, three studios, a large office, and an expansive collection of music.

Vocalo.org 89.5FM is a public media service that ensures that culturally diverse young people are inspired, connected, and heard. Vocalo airs on 89.5 FM, 91.5HD2, the two college syndicated stations, and streams on vocalo.org. Besides *Vocalo's Morning AMp*, other programming on Vocalo.org 89.5FM includes *The Overdrive* (weekdays, 4-6 pm), an afternoon drive time show with music and stories led by Luis Perez & Shantell Jamison; *The MusicVox* (weekdays, 6- 8 pm), a magazine-style show featuring newly released music, music news, and live performances, hosted by Jesse Menendez; *Live From Studio 10* (Wednesday, 8-9pm) a feature presentation of *The MusicVox* that showcases local talent; and the new *Friday Night DJ Series*, (Friday, 8pm-2am) featuring an international DJ collective.

Chicago Public Media is an institution that creates award-winning content for people seeking to learn more about the issues and ideas that affect our community, our nation, and our world. Chicago Public Media produces programs such as *This American Life*, *Sound Opinions*, *Wait, Wait...Don't Tell Me!* (a co-production with NPR), *Eight Forty-Eight*, *Worldview*, and *Radio M*. In addition to Vocalo.org, Chicago Public Media operates WBEZ 91.5 FM, one of the country's premiere public radio stations. For more information, please visit www.chicagopublicmedia.org.

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