

Lionel E. Deimel
828 Rockwood Avenue
Pittsburgh, Pennsylvania 15234

July 4, 2010

Studio 360
WNYC Radio
160 Varick Street
New York, New York 10013

Dear *Studio 360*:

I was one of the contributors to the *Studio 360* Redesign The National Anthem challenge. I am proud of my contribution, “Out of Many, One,” and I am not regretful of the many hours I spent writing, composing, performing, learning how to produce a video, and putting everything together to submit to *Studio 360*. However, I was seduced into thinking that your statement that “[w]e’ll present your best ideas, along with an expert opinion, on our show which airs the week-end of the Fourth” constituted something of a contract with your listeners.

Apparently, it did not. Like other contributors to The National Anthem challenge, I was both bewildered and disappointed by the fact that, although you spent a good of air time discussing and announcing winners of the companion challenge involving Uncle Sam—a rather less radio-friendly competition than that for a song—you did not so much as mention the 20 or so contributors to The National Anthem challenge. Instead, you solicited what turned out to be a shallow “anthem” from a rock group, The Apples in stereo, whose primary function seemed to be to promote their appearance on next week’s show.

In short, you treated your listeners who had invested much hard work in responding to your challenge with utter disdain, implicitly disparaging their work and playing sycophant to an obscure band that apparently put little effort into their own song, “Beauty of America.”

Public radio relies on the good will of the listening public for its survival. *Studio 360*, in the way it handled its National Anthem challenge, has shown a disregard for its constituency bordering on the suicidal.

I believe that, at the very least, your listeners—not just the contributors to The National Anthem challenge—deserve an explanation and apology for how that challenge was handled on the show posted on your Web site July 1. I suggest that it would be prudent to do on a future show what you promised to do on this week’s show, namely to comment intelligently on the listener submissions and to pick winners of the challenge from those submissions. It would be particularly appropriate to do that next week instead of a segment on The Apples in stereo.

Sincerely,

Lionel E. Deimel, Ph.D.

cc: WNYC Radio

Public Radio International

WDUQ-FM

(412) 343-5337 • 343-6816 Fax • 512-9087 • lionel@deimel.org • <http://www.deimel.org>