



CINCINNATI
PUBLIC RADIO

Fiscal Year 2015 Report to the Community

Every day, listeners tune to 90.9 WGUC and 91.7 WVXU for essential public radio programs that inform, enlighten, energize, inspire, relax, entertain and accompany them throughout the day. The stations' local and national programs help create a vibrant tri-state community with a more informed and enriched public.

Cincinnati Public Radio's strategic focus is on serving the news and classical music listener well, on-air, online and via mobile devices. With unrivaled local and national productions such as *Cincinnati Edition*, *Around Cincinnati* and *The Book Club @ 91.7*; NPR's *Morning Edition* and *All Things Considered*; *Wait Wait...Don't Tell Me*, *The Diane Rehm Show*, *Fresh Air*, *Radiolab*, as well as *A Prairie Home Companion* and concert recordings of the Cincinnati Symphony Orchestra, Cincinnati Opera and May Festival, listeners can tune into the best that public radio has to offer.

Fiscal Year 2015 ended with the stations in the strongest financial position of the past decade. Underwriting revenue surpassed \$2 million, a record year that was 18% over the prior year. Development revenue also increased over the prior year by 3%. For the first time since WVXU was acquired in 2005, Cincinnati Public Radio's investments and endowment exceed its debt – a significant milestone.

WGUC and WVXU's audiences remain strong and stable. With additional focus on WVXU's online reporting, its website has experienced a 28% increase in monthly visits over the previous year. Downloads of the stations' mobile apps continue to grow. The fiscal year ended with more than 38,000 downloads.

Equipment upgrades also contributed to improving WGUC and WVXU's community service. WGUC benefitted from the installation of a new transmitter. Improvements to Production Studio B have assisted in the daily broadcast of *Cincinnati Edition* and ongoing program production.

In addition to broadcast programming, the Cincinnati Public Radio staff also produced new CDs featuring local musicians: *Queen City Bach*, *Get Real Gone* and *Radio Mozart*. These CD's are only available to public radio members. WGUC recording and mastering engineer Chelsea Vandedrink was also responsible for the editing, mixing and mastering of Cincinnati Symphony Orchestra releases *American Portraits* and *Baltic Portraits* as well as the commercial release of the Philip Glass Cello Concerto performed by Matt Haimovitz for Orange Mountain.

91.7
WVXU
CINCINNATI

wguc 90.9

88.5
WMUB
OXFORD

Music for your Heart, Mind, and Spirit

Cincinnati's Classical Public Radio

wguc 90.9



On September 21, 1960, 90.9 WGUC went on the air to serve the Greater Cincinnati community with classical music and public affairs programming. 55 years later, the station continues this mission as a full time classical music station.

Classical music reflects the best of humanity, engaging the heart, mind and spirit to provide inspiration, transform a mood, and enrich daily life. Listeners continually praise WGUC as their companion and refuge from the chaos of the day.

WGUC's music hosts present local and national classical music programming, while

also producing concert broadcasts of the Cincinnati Symphony Orchestra, Cincinnati Opera, and May Festival seasons. *Music Cincinnati* provides a showcase for additional Cincinnati classical music performances, including concerts by Linton Music Series, Hyde Park United Methodist Organ Concert Series, Music in the Museum and the Vocal Arts Ensemble.

WGUC also serves as a trusted guide to our region's arts and cultural performances, promoting our community's beloved musicians, artists, performers and arts organizations.

Programming Highlights

WGUC was proud to present a live broadcast of the Cincinnati Symphony Orchestra / Cincinnati Pops **Lumenocity** concert from Washington Park on Friday, August 1st, making the music of the phenomenally received concert available to the entire Greater Cincinnati community.

WGUC has been offering 24-hour jazz programming through its second HD Radio™ channel since 2006. This year the programming was added to WGUC's digital services as an online stream. Now, jazz fans can access the programming they love at wguc.org, wvxu.org and cinradio.org or on a mobile device with the WGUC / W VXU app.

WGUC's production staff collaborated with Cincinnati Opera on several special productions. In advance of the performance of the Pulitzer Prize winning opera *Silent Night*, "Creativity in Chaos" explored the musical creativity that arose from World War I, as it also examined the war's effect on Cincinnati and its German immigrant population. "Opera Begins Here" looked at opera's Baroque beginnings and previewed *La Calisto*.



Community Partnerships

WGUC partnered with several local performing arts organizations to showcase classical music and reach out to the community.

Classics for Kids Saturday @ The Carnegie, a day of free performances presented by talented young people for young people and their families, took place on October 4th. Featured were performances from the Cincinnati Ballet's Otto M. Budig Academy, MYCincinnati youth orchestra, NKU Music Preparatory Department, and My Nose Turns Red Youth Circus giving children the opportunity to see their peers take part in the arts. Plus, there were hands-on art projects; information on local arts organizations; chances for interaction between the performers and the kids; and the chance to browse the exhibit "With and Without Challenges." Hundreds of children and their families were in attendance.

In October and November 2014, WGUC participated in the Cincinnati Symphony Orchestra's third annual "**One City, One Symphony**" celebration designed to bring the community together through music. WGUC broadcast six different recordings of the music on the program – Mahler's "Titan" Symphony, Beethoven's *Coriolan* Overture, and Magnard's *Hymne à la Justice*.



Connecting You to a World of Ideas

WVXU is Greater Cincinnati's only source for in-depth news and information from around the block and around the world. Award-winning local, national and international programs provide a broad perspective and keep you up-to-date on the issues and news events of the day.

Its high quality news, information and entertainment programming resonates with listeners and is the foundation for audience loyalty and satisfaction.

Increased Local Service

The fiscal year began with WVXU in the midst of a search for a permanent host for *Cincinnati Edition* to improve the consistency of the program and maintain the quality of our local news reporting. The search confirmed that we had the host within our talented staff and **Mark Heyne** began this new responsibility in October. WVXU also extended the reach of *Cincinnati Edition* by adding an encore presentation on Sunday mornings at 7am.

With Mark Heyne's move to *Cincinnati Edition* fulltime, Bill Rinehart joined the WVXU News team as reporter / *All Things Considered* host. In addition, WVXU sought to capitalize on Mark Perzel's love of books and reading to create the new program *The Book Club @91.7*. WVXU's listeners have demonstrated a similar love of books and the new program gives the station a good start to the weekend, airing on Saturday mornings at 7am.

Special Programs, Projects and Events

In June 2015, WVXU welcomed *Science Friday* host **Ira Flatow** for an evening entitled "Science is Sexy." Nine hundred WVXU members enjoyed the event, with sustaining members having the opportunity to meet Ira Flatow before the show.

With funding from the Charles H. Dater Foundation, WVXU embarked on a new educational outreach initiative to provide social studies teachers with tools and learning experiences to help make students aware of the role of journalism and the value of participating in the electoral process. During its pilot year, the Democracy and Me project included:

- A live *Cincinnati Edition* broadcast featuring **Ken Rudin**, "The Political Junkie", and **Neal Conan**, former host of *Talk of the Nation*. Students from Hughes High School attended, prepared questions and stayed after the live broadcast for a Master Class with the hosts and **Howard Wilkinson**, WVXU's political reporter, talking to them about journalism and politics.
- *The Political Junkie Roadshow Event* with **Ken Rudin** and **Neal Conan** at the Masonic Center with more than 200 guests.
- Classroom visits by WVXU's Politics Reporter **Howard Wilkinson** to discuss journalism and its impact on government and politics

WVXU Music Director Lee Hay produced and hosted the special program *Mary Ellen Tanner: Girl Singer*, as well as special profiles of Janis Joplin and Billie Holiday on *The Blues with Lee Hay*.

Journalism Awards of Excellence

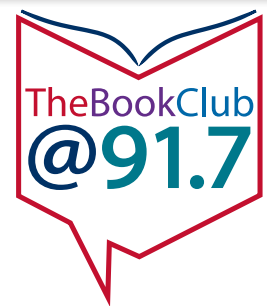
RTDNA 2015 Edward R. Murrow Awards recognized WVXU's Tana Weingartner as a regional winner for **Best Continuing Coverage** for her reports on the Icon Sales Tax Debate and Votes.

The WVXU newscast from August 6, 2014 was recognized as **Best Newscast** by Ohio AP, The Public Radio News Directors INC (PRNDI), Ohio Society of Professional Journalists and Society of Professional Journalists Greater Cincinnati Pro Chapter. The Ohio SPJ also recognized News Director Marianne Zeleznik as **Best Anchor**; Music Director Lee Hay as **Best Producer**; *Cincinnati Edition* as **Best Public Affairs Program** (Mark Heyne and Pete Rightmire); and awarded WVXU first place honors for **Best Continuing Coverage** (Ann Thompson, Tana Weingartner) and **Best Spot News** (Tana Weingartner).

WVXU reporters Ann Thompson and Jay Hanselman and *Around Cincinnati* contributor David Lewis also received **first place honors** for their work from the Greater Cincinnati Chapter.

91.7
WVXU
CINCINNATI

cincinnati
edition



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with Ira Flatow





Statement of Activities

Cincinnati Public Radio, Inc.
 Statement of Activities
 Year Ended June 30, 2015

Sources of Revenue

Individual Memberships	\$2,958,352	35%
Underwriting	\$2,027,921	24%
Bequests	\$1,642,932	19%
In-Kind Donations	\$666,963	8%
Federal, State and Local Grants	\$631,678	7%
Foundations	\$303,855	4%
Investment Return	121,924	1.4%
Rentals and Services	\$69,236	1%
Events	\$46,822	0.6%
Other	\$4,574	
Total	\$8,474,257	

Expenditures

Programming, Production & Transmission / Program Information and Promotion	\$4,257,004	69%
Underwriting	\$812,160	13%
Fundraising	\$719,691	12%
Administration and General	\$392,590	6%
Total	\$6,181,445	
Total Net Assets	\$25,509,825	

[Click Here](#) for Cincinnati Public Radio's Audited Financial Statements for FY2015:



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