We believe in community.
It is the common ground we all share. News, information, music, arts, and culture unify us.

We believe in connection.
Across multiple media, we believe in embracing and giving voice to the diversity of our community. We foster a dialog that aspires to link the members of Greater Cincinnati.

We believe in our city.
Ideas, passion and curiosity are woven into the character of our hometown. Together, we create a unique community that is informed, involved and inspired.
COMMUNITY REPORT

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Brood X Podcast
Trust In Local Government
Second Sunday Shakespeare

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THANK YOU 18
The COVID-19 pandemic raged on at the start of our fiscal year in July 2020. A vaccine had yet to be developed and most non-essential employees were still working from home to prevent the spread of the disease, including many of the staff at Cincinnati Public Radio (CPR).

Our mission is to bring you news, information and the classical music you love every day. We couldn’t allow the pandemic to stop us from bringing you the news you needed to stay informed or the music that may have provided comfort or a bit of normalcy during the crisis.

We’re proud to report that our team of talented news reporters, hosts, producers, writers, and editors rose to the occasion. Our engineers worked quickly to get reporters the equipment needed to set up recording booths at home, and yes, often, in their home closets for soundproofing. Our 91.7 WVXU and 88.5 WMUB reporters and producers continued to bravely cover our community news and we are thankful for their dedication to our mission to be your trusted, independent source of journalism in Greater Cincinnati.

The classical music you’ve come to rely on from WGUC 24 hours a day, seven days a week, never missed a beat. Our hosts came to the studio daily to bring you the music you love. That your favorite symphonies, music scores and concertos were there for you whether you listened on 90.9 FM, streaming from wguc.org, or from the WGUC mobile app.

The pandemic also invited more opportunities to connect with the community and bring you even more entertaining content. We partnered with the Cincinnati Shakespeare Company to bring you Second Sunday Shakespeare, a monthly series of radio plays, and our cicada podcast with internationally known cicada expert Dr. Gene Kritsky from Mount St. Joseph University.

The Cincinnati Public Radio Board of Directors adopted a Diversity and Inclusion policy this year. Our goal is to build and nurture an environment where diversity, equity, inclusion, and access are embodied in everything we touch and do. We are committed to honoring and sharing our community’s collective history and experiences through the involvement of our Community Advisory Board, programming and community engagement. At CPR, workplace diversity and inclusion are key components of our strategic plan. Two reporting positions were filled by candidates who brought diversity to the WVXU newsroom, and we continue to review and track our diverse sources.

And, then there is YOU - our valued listeners, donors, supporters, and friends who stepped up in so many ways to ensure our programming was not interrupted. Whether you increased your sustaining membership by a few dollars, called in for the first time to donate, or wrote us an email to share your appreciation, we thank you.

We believe Cincinnati Public Radio is one of the best-kept secrets in town. We don’t want it to be. Tell your friends about us. Share the link to our websites, wvxu.org, wguc.org and the link to this report. There’s something here for everyone and we’re sure they’ll find something they like from Cincinnati Public Radio.
CINCINNATI PUBLIC RADIO
BY THE NUMBERS

Cincinnati Public Radio reaches on average over 210,000 listeners each week, plus 290,000+ monthly users through its digital platforms. Listeners rely on and value local and national productions such as Cincinnati Edition and Classics for Kids®; NPR’s Morning Edition and All Things Considered; favorites like Wait Wait…Don’t Tell Me, 1A, Snap Judgement, Marketplace, and This American Life, Latino USA, and concert recordings of the Cincinnati Symphony Orchestra, Cincinnati Opera and May Festival; notable documentaries; and unique podcasts.

WEEKLY BROADCAST LISTENERS

210,000

MONTHLY USERS ON DIGITAL PLATFORMS

290,000

SOCIAL MEDIA FOLLOWERS

<table>
<thead>
<tr>
<th>Platform</th>
<th>Follows</th>
<th>Channel 1</th>
<th>Channel 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>15,148</td>
<td>@91.7 WVXU</td>
<td>@90.9 WGUC</td>
</tr>
<tr>
<td>Instagram</td>
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<td>@91.7 WVXU</td>
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</tr>
<tr>
<td>Twitter</td>
<td>26,100</td>
<td>@91.7 WVXU</td>
<td>@90.9 WGUC</td>
</tr>
<tr>
<td>YouTube</td>
<td>146</td>
<td>@91.7 WVXU</td>
<td>@90.9 WGUC</td>
</tr>
</tbody>
</table>
NEW TO WVVXU IN 2021

ROUND THE CORNER

The people and neighborhoods of our region have fascinating stories to tell, and WVVXU is committed to telling them. Round the Corner is our community storytelling initiative, shining a light on the people, businesses, history, and events that make Greater Cincinnati such a fascinating place to live, work, and raise a family. Reporter Jolene Almendarez kicked off the series with a feature on the Song Long restaurant in Roselawn. Stories air on 91.7 WVVXU and 88.5 WMUB, and stream on wvxu.org, the WVVXU mobile app, and on your smart speaker.

BROOD X PODCAST

WVVXU's Cory Sharber interviewed internationally known cicada expert Dr. Gene Kritsky from Mount St. Joseph University for an in-depth look at the Brood X emergence. The 10-part series was produced by WVVXU Production and Recording Engineer Josh Elstro. Excerpts of the Brood X podcast were also broadcast during the morning and afternoon drive on Morning Edition and All Things Considered with hosts Maryanne Zeleznik and Bill Rinehart.

TRUST IN LOCAL GOVERNMENT

WVVXU launched the Trust In Local Government initiative to more closely examine Cincinnati politics and the individuals who have shaped it, along with the allegations of corruption at City Hall. The WVVXU Integrity Project analyzed the council-manager form of government and the charter amendments designed to reinforce ethical standards at City Hall and also took a historical look at corruption in the Cincinnati government. There were special in-depth reports leading up to the May Primary and November 2021 election.

SECOND SUNDAY SHAKESPEARE

The pandemic shut down arts and entertainment venues around the city, so WVVXU and the Cincinnati Shakespeare Company brought the show to you with audio productions of William Shakespeare's most famous and popular plays for Second Sunday Shakespeare. People could listen to the broadcast as the name suggests on the second Sunday of the month. The seven radio plays reached 32,000 listeners during the series year-long run.
With local theaters, arts and entertainment venues closed during the pandemic, WGUC’s Cincinnati Spotlight segment, which featured upcoming concerts, performances, and events came to a screeching halt. What started as a temporary shift in programming led to an unexpected but exciting opportunity to reintroduce WGUC listeners to these wonderful arts organizations in the community. Recording and Mastering Engineer Stephen Baum could no longer record Cincinnati Symphony Orchestra concerts for our broadcasts, so he took the mic and became the temporary host of Cincinnati Spotlight Intermission. It was a fabulous run with Stephen pulling off daily weekday interviews with arts groups throughout the entire year.

Classics for Kids teamed up with the folks at Make Music Day Cincinnati to bring live music, storytelling, kazoos, and popsicles to kids in Washington Park. The idea sprung from an email sent by Make Music Day Cincinnati co-founders Brandon Voorhees and his wife Hayley. The pair sent an email to WGUC host Elaine Diehl who shared the email with our new Vice President of Content Jenell Walton. After hearing the couple’s pitch, Jenell suggested planning a music event for children and the Classics for Kids Make Music Day event was born. There were upwards of 250 children at the inaugural June event.
MAESTRO OF TOMORROW

90.9 WGUC and Classics for Kids launched the inaugural Maestro of Tomorrow competition.
A new scholarship program to identify outstanding young artists in our listening area and help them envision a career in music beyond high school activities.
• One top scholarship prize of $1,000
• Two runner-up prizes of $500 each
• One $500 prize for a music teacher

DEMOCRACY & ME

There was a return of interns, both virtually and for some in-person sessions this year.
Cincinnati Public Radio kicked off its new Democracy & Me internship program in fall 2020 with an inaugural class of students from area high schools and the University of Cincinnati. The D&Me website is an educational tool for teachers and students. Here are a few things you’ll find interesting at democracyandme.org.
• Democracy & Z Student Podcast
• Student-produced video celebrating WVXU's 50-years on the air
• Highlight achievement of local student activists
• NKU’s Dr. Childs provides lesson plans on civic engagement
COMMUNITY EVENTS

Community events presented a challenge during the pandemic, but Cincinnati Public Radio did have a safe, onsite presence at these events:

GET OUT THE VAX AT THE URBAN LEAGUE OF GREATER SOUTHWESTERN OHIO

A Sunday morning effort to make Covid-19 vaccinations easily accessible at the Urban League headquarters in Avondale. Sunday Baroque host Suzanne Bona incorporated the event into her program encouraging listeners to get vaccinated and meet WGUC host Andy Ellis and our new Community Events and Volunteer Coordinator Katie Query.

SUMMERFAIR

The pandemic had shut down activities, so we couldn't get out in the community as much as we would have liked to connect with our fans and to have an opportunity to introduce our radio stations to new listeners. However, with the return of Summerfair Cincinnati in person this year, it felt like the first day of school when everyone is buzzing with enthusiasm and a joy to be together again. Thank you to our staff and volunteers who handed out Cincinnati Public Radio swag and program schedules to guests who stopped by our table to say hello.

WESTWOOD SECOND SATURDAY & OXFORD FRIDAY

Cincinnati Public Radio (CPR) visited Westwood Second Saturday and Oxford Friday, a community event in Butler County, for the first time this year. The outdoor events were a great way to introduce CPR to new listeners.
VIRTUAL EVENTS

CALL TO MIND

Cincinnati Edition producer Selena Reder, host Michael Monks, Assistant Producer Nick Swartsell and Production and Recording Engineer Josh Elstro joined forces with the producers of Call to Mind: Live; Preventing Teen Suicide in a Pandemic of Isolation, part of the WELL BEINGS national mental health campaign from WETA in conjunction with American Public Media. Mental health experts and teenagers spoke of the challenges being faced as schools closed and remote learning became the norm.

WHAT CAN WE LEARN FROM CICADAS?

It was the summer of Brood X, the emergence of the 17-year cicadas in trees throughout our area and many parts of the country, so we decided to have some bug fun with our littlest radio fans and their parents. Thank you to all of the teachers, parents, kids, and bug-lovers who joined us and Dr. Gene Kritsky for an hour of six-legged fun and inspiration for our ZOOM event: What Can We Learn From Cicadas? a family-friendly hour of crafts, songs, and cicada information and stories from bug expert, Dr. Gene Kritsky from Mount St. Joseph University. The archived video of the event is available here – Click the link to WATCH with your favorite bug fan!
The Society of Professional Journalists is the nation's most broad-based journalism organization, dedicated to encouraging the free practice of journalism and stimulating high standards of ethical behavior.

<table>
<thead>
<tr>
<th>Award Category</th>
<th>First Place</th>
<th>Second Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best Of Show Radio</td>
<td>Tana Weingartner</td>
<td>Ann Thompson</td>
</tr>
<tr>
<td>Best Continuing Coverage</td>
<td>Tana Weingartner</td>
<td>Ann Thompson</td>
</tr>
<tr>
<td>Best Education Issues</td>
<td>Tana Weingartner</td>
<td>Tana Weingartner</td>
</tr>
<tr>
<td>Best Enterprise Reporting</td>
<td>Tana Weingartner</td>
<td>Tana Weingartner</td>
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<tr>
<td>Best General Assignment Reporting</td>
<td>Tana Weingartner</td>
<td>Tana Weingartner</td>
</tr>
<tr>
<td>Best Website</td>
<td>Jennifer Merritt</td>
<td>Maryanne Zeleznik</td>
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<tr>
<td>Best of Show, Best Public Affairs Show</td>
<td>Cincinnati Edition</td>
<td>WVVXU News Team</td>
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<tr>
<td>Best Business Reporting</td>
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<tr>
<td>Best Science/Medical Reporting</td>
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<tr>
<td>Best Feature Reporting</td>
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<tr>
<td>Best Minority Issues Coverage</td>
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<tr>
<td>Best Spot News</td>
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<td>Best of Show Radio-Best Anchor</td>
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### Sources of Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Contributions</td>
<td>$4,039,939</td>
<td>54%</td>
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<tr>
<td>Underwriting</td>
<td>$1,706,814</td>
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<tr>
<td>Federal, State and Local Grants</td>
<td>$68,257</td>
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<tr>
<td>Trade &amp; In-Kind Donations</td>
<td>$479,594</td>
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<td>Corporation for Public Broadcasting</td>
<td>$699,755</td>
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<tr>
<td>Foundations</td>
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<tr>
<td>Rental, Sales &amp; Other</td>
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### Sources of Other Revenue

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<td>Capital Campaign Contributions</td>
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<tr>
<td>Investment Return, Net</td>
<td>$1,220,881</td>
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<td>Gain on Disposal of Equipment</td>
<td>$27</td>
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<tr>
<td><strong>Total Revenues</strong></td>
<td><strong>$9,284,414</strong></td>
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### Expenditures

<table>
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<th>Description</th>
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<tbody>
<tr>
<td>Programming &amp; Broadcasting</td>
<td>$4,411,584</td>
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<td>Fundraising, including Capital Campaign</td>
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<tr>
<td>Underwriting</td>
<td>$592,348</td>
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<tr>
<td>Administration and General</td>
<td>$392,092</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$6,278,030</strong></td>
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### Change In Net Assets: $3,006,384

Ending Net Assets at June 30, 2021: $43,192,788

Click Here for Cincinnati Public Radio's Audited Financial Statements for FY2021
MEMBERSHIP

TOTAL MEMBERS

20,400

SUSTAINERS

11,300

Thank You

DONATE NOW

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Ms. Michele Carey
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Community Board Chair
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Attorney
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Mr. Richard N. Eiswerth
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Professor and Chair, Department of Media, Journalism and Film
Miami University

Mr. Tripp Eldredge
CEO
DMR Interactive

Mr. David Giles
Vice President / Deputy General Counsel and Chief Ethics Officer
The E.W. Scripps Company

Ms. Amy Goodwin
President & CEO
The Johnson Foundation

Ms. Eva Grandison
Community Volunteer

Ms. Virginia Kuertz
Managing Director (Retired)
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Editor and Vice President of News,
The Enquirer | Cincinnati.com
Regional Editor, USA TODAY Network

Ms. Amanda Matusak
VP of Brand Strategy
Deskey

Dr. Wendy Maxian
Associate Professor, Communication Arts Department and Associate Professor, Gender and Diversity Studies Program
Xavier University

Ms. Suzanne Nelson
Associate, Trust & Estate Settlement
U.S. Bank Private Wealth Management

Hon. Michael J. Newman
United States Magistrate Judge
Southern District of Ohio

Dr. John Owens
Associate Professor, Electronic Media
University of Cincinnati

Mr. Murray Sinclaire Jr.
Founding Partner/Co-Owner/President/CEO
Ross, Sinclaire & Associates, Inc.

Ms. Cynthia Walker
Vice President, Area Research (retired)
Macy’s Inc.

Mr. Chip Workman
President
The Asset Advisory Group

Mr. John Young
Principal
Young Thinking
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Ann Santen
Norma Skoog
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Adam Symson

Jim Tarbell
Cynthia Walker
James Wesner
Ed Wolterman
Richard Eiswerth  
President & CEO

Christine Trenholm  
Chief Financial Officer

Dan Danko  
Vice President of Engineering

Chris Phelps  
Vice President of Content  
*Retired

Pete Pickering  
Vice President of Underwriting

Sherri Mancini  
Vice President of Development

Jenell Walton  
Vice President of Content

Maryanne Zeleznik  
Vice President of News

---

**CONTENT**

Julie Coppens  
Education Outreach Coordinator

Elaine Diehl  
WGUC Announcer

Andy Ellis  
WGUC Announcer

Josh Elstro  
Production/Recording Engineer

Naomi Lewin  
Host/Writer/Producer Classics for Kids

Jim Nolan  
Website Manager and Digital Platforms Coordinator

Brian O’Donnell  
WGUC Announcer

Katie Query  
Community Events and Volunteer Coordinator

Kevin Reynolds  
Marketing Manager

Ronny Salerno  
Social Media Coordinator

---

**CORPORATE SUPPORT**

Valerie Abbott  
Corporate Sales Representative

Jodi Franks  
Assistant Traffic Associate

Ed Luft  
Corporate Sales Representative

Robert Pearse  
Corporate Sales Representative

Barbara Spiller  
Traffic Manager

Juri Tults  
Corporate Sales Representative

---

**DEVELOPMENT**

Aron Back  
Development Manager

Conrad Thiede  
Director of Major & Planned Gifts

Milan Weaver  
Development Services Coordinator
STAFF (PAGE 2/2)

ENGINEERING
Rick Andress
Production Director
Stephen Baum
Recording/Mastering Engineer
Bill Dean
Broadcast Engineer
Mike McAninch
IT Manager
Dave Schermer
Production Assistant

NEWS
Jolene Almendarez
Reporter
Becca Costello
Local Government Reporter
John Kiesewetter
TV/Media Reporter/Media Beat Blogger
Jenn Merritt
Deputy News Editor and Digital Editor
Michael Monks
Cincinnati Edition Host
Selena Reder
Producer, Cincinnati Edition
Bill Rinehart
Reporter/Anchor
Cory Sharber
Reporter
Nick Swartsell
Assistant Producer, Cincinnati Edition
Ann Thompson
News Host, Reporter
Tana Weingartner
Senior Editor/Reporter
Howard Wilkinson
Senior Political Analyst

On-Air Announcers
Timyka Artist
WGUC
Suzanne Bona
Executive Producer, Sunday Baroque
Lloyd Bryant
WGUC
Michael Grayson
WGUC
Jeff Hood
WGUC
Oakley Scot
WGUC
Pam Temple
WGUC
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