Cincinnati Public Radio is committed to producing, acquiring and distributing programming that meets the highest standards of public service in journalism and cultural expression with the goal to create a vibrant community with a more informed and enriched public.

Fiscal Year 2010 brought continued growth in audience and record financial support for Cincinnati Public Radio stations and provided new opportunities for added service to our audiences. At the same time, it also presented significant financial challenges as the stations worked to navigate an economy slowly recovering from the worst recession in 70 years.

Listening to the stations (WGUC, WVXU, WMUB and the HD channels) continued to grow with the total unduplicated weekly audience exceeding 332,000 listeners in Spring 2010, a new record high. In the five years since WVXU has devoted its schedule to news and information programming and WGUC has committed to fulltime classical music, WVXU’s audience has doubled and WGUC’s has remained stable. WMUB continues to provide the Miami Valley with high quality public radio programming. All three stations enjoy high listener loyalty and satisfaction.

This loyalty has translated into record-breaking listener support with $3.5 million contributed to the stations by fiscal year end. Listeners’ options for supporting Cincinnati Public Radio were expanded with the introduction of Text to Give, the ability to contribute via instant, automatic cell phone donations. Cincinnati Public Radio was one of the first public radio stations to experiment with this technology and was the first to report results from use during a fund drive.

Additional technical innovations included upgrading the stations’ live online audio streams to MP3 which allowed for the development of custom iPhone Apps for WVXU, WGUC and WMUB. These free applications permit users to hear live streams of the stations’ news and classical music programming, bookmark favorite programs, view the schedule, listen to programs on-demand, and pause and fast forward programming. Nearly 5,000 listeners have downloaded the Apps to date. WVXU also increased power to its digital HD signal under new authorization by the Federal Communications Commission and installed a power generator at its studio location.

Cincinnati Public Radio is proud of the industry accolades received by our personnel and programming. Recently, Don Danko, Vice President of Engineering, was named Public Radio Engineer of the Year and News Director Maryanne Zeleznik was honored as the top station-based journalist by the Public Radio News Directors Association. Two WVXU documentary productions earned awards by several regional and national competitions. The Who Concert: 30 Years Later, produced by Lee Hay and hosted by Brian O’Donnell, received first place honors for Radio Documentary from the Ohio Associated Press and Public Radio News Directors Inc. (PRNDI). PRNDI also honored Brian O'Donnell’s interview with Cal Levy for The Who Concert special with a First Place award.

Baseball, A Little Known Chapter, produced by Mark Heyne, Lee Hay and Kevin Rowinski, received first place from the Greater Cincinnati Chapter of the Society of Professional Journalists. The Chapter also awarded First Place to Ann Thompson’s feature The Berlin Wall. In addition, WGUC has been recognized as the Top Performing Classical Radio Station in the country. Its production The Spectacular Legacy of Erich Kunzel, produced by Naomi Lewin and Chelsea VandeDrink, received a Clarion Award by Women in Communications Inc.
WGUC

Top Performing Classical Station

WGUC’s service to its classical music audience helped earn the station recognition as the top performing classical radio station in the country in a comprehensive report issued by the Station Resource Group and the Corporation for Public Broadcasting. The report examined the performance of 30 major classical stations in 50 markets, both public and commercial, using a model that combined a station’s audience measurements with market characteristics. In the final analysis, WGUC came out on top.

In 2010, WGUC celebrated its 50th year. As a fulltime classical music radio station, 90.9 continues to fulfill the vision of its founders – Bruce Petrie, Daniel J. Ransohoff and Addison Lanier - whose persistence and hard work gave Cincinnati a station dedicated to the fine arts and public affairs. Today, WGUC hosts present a variety of local and national classical music programming, while also producing special concert broadcasts of the Cincinnati Symphony Orchestra, Cincinnati Opera, and May Festival. Music Cincinnati provides a monthly showcase for additional Cincinnati classical music performances, including concerts by Catacoustic Consort, Vocal Arts Ensemble, Linton Music Series, Cincinnati Chamber Orchestra and the Music in the Museum series.

Classics for Kids®

Music is FUN - damental!

WGUC’s Classics for Kids continues to spark the imagination of children of all ages. Host Naomi Lewin uses music to tell a composer’s story, illustrate a musical concept and pique a child’s interest in a fun way. Online, classicsforkids.com provides an interactive, multimedia musical experience that is being utilized by families and in classrooms across the globe. Sixteen stations currently broadcast Classics for Kids to their community. In 2009, total visits to the website exceeded 1 million. In 2010, WGUC re-issued the CDs Classics for Kids Volume 1 and 2, providing parents and teachers with one more resource to make sharing classical music with their children convenient and easy.
Connecting You to a World of Ideas

91.7 WVXU’s program schedule of local, national and international news and information programming continues to resonate with listeners and attract audience. WVXU’s audience estimates continue to post record highs. With a measurement of 221,500 listeners in Spring 2010, WVXU’s audience has more than doubled since 2005.

In addition to broadcasting award-winning national public radio programs, WVXU produces three hour-long local news magazine programs, Cincinnati Edition (Saturday and Sunday) and Around Cincinnati; Impact Cincinnati, an in-depth panel discussion program; and more than 100 local newscasts per week.

WVXU welcomed The Capitol Steps to the Music Hall Ballroom for a sold-out performance. The station also redesigned its website to provide greater access to local, regional and national news. The conversion of the WVXU and WMUB’s online stream to MP3 and the resulting launch of iPhone Apps for the stations extended their reach to mobile devices.

This year WVXU Production Director Bruce Ellis completed restoring Oscar Treadwell’s Jazz with OT archive. The restoration involved dubbing the programs from tape to computer, a delicate process as there were programs from throughout OT’s career and some of the tapes were as much as 40 years old. The audio was then cleaned for broadcast and archived digitally. More than 100 programs were saved in this way.

Facing the Mortgage Crisis

WVXU was proud to partner with CET in presenting Facing the Mortgage Crisis, a CPB–funded community engagement program that enabled the stations to focus attention on the local impact of the foreclosure crisis, as well as provide resources for persons looking for assistance with keeping their homes. The project included individual radio and TV programs and features, as well as simulcasts between the two stations; an interactive website with local resource information; and partnerships with local community organizations. WVXU and CET became benchmark stations for the program. In the final report to CPB, the documented effectiveness of the program resulted in WVXU and CET being recognized as one of the few Top Tier stations in the program.
Cincinnati Public Radio, Inc.
Statement of Activities
Year Ended June 30, 2010

Sources of Revenue

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Memberships</td>
<td>$3,532,520</td>
<td>51%</td>
</tr>
<tr>
<td>Underwriting</td>
<td>$1,579,263</td>
<td>23%</td>
</tr>
<tr>
<td>Federal, State and Local Grants</td>
<td>$682,792</td>
<td>10%</td>
</tr>
<tr>
<td>Inkind Donations</td>
<td>$673,175</td>
<td>10%</td>
</tr>
<tr>
<td>Investment Return</td>
<td>$186,112</td>
<td>2.4%</td>
</tr>
<tr>
<td>Foundations</td>
<td>$155,303</td>
<td>2%</td>
</tr>
<tr>
<td>Events</td>
<td>$82,698</td>
<td>1%</td>
</tr>
<tr>
<td>Rentals and Services</td>
<td>$47,744</td>
<td>0.6%</td>
</tr>
<tr>
<td>Gain on Sale of Property and Equipment</td>
<td>$85</td>
<td></td>
</tr>
<tr>
<td>Net Assets released from restrictions</td>
<td>$258,650</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$6,939,692</strong></td>
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</tr>
</tbody>
</table>

Expenditures

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programming, Production &amp; Transmission / Program Information and Promotion</td>
<td>$3,854,455</td>
<td>65%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$731,094</td>
<td>12%</td>
</tr>
<tr>
<td>Underwriting</td>
<td>$621,528</td>
<td>10%</td>
</tr>
<tr>
<td>Administration and General</td>
<td>$765,833</td>
<td>13%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$5,972,910</strong></td>
<td></td>
</tr>
</tbody>
</table>

Click Here for Cincinnati Public Radio’s Audited Financial Statements for FY2010:
Chair
Mr. Richard A. Graeter II
Executive Vice President
Graeter’s, Inc.

Vice Chair
Mr. Peter Block
Author, Management Consultant

Treasurer
Mr. Brian Gillan
Attorney
Freking & Betz LLC

Secretary
Mr. Jeffrey Bickel
Vice President, Analytic Consulting
The Nielsen Company

Community Board Chair
Mr. William Cartwright
Communications Business Owner
Retired

President
Mr. Richard N. Eiswerth
President
Cincinnati Public Radio

Mr. Douglas Bolton
Managing Partner
Cincinnati and Dayton Offices Cassidy/Turley

Mr. Otto Budig Jr.
President
Budco Group, Inc.

Dr. Richard Campbell
Director, Journalism Program
Miami University

Mr. Mark G. Contreras
Senior Vice President/Newspapers
The E.W. Scripps Company

Mr. William Fee
Vice President & General Manager (retired)
WCPO-TV

Mr. William A. Fitzgerald
Vice President & General Manager
Assembly, Test & Overhaul Center of Excellence
GE Aviation

Ms. Marjorie Fox
Division Head and Associate Professor, Electronic Media
University of Cincinnati

Mr. Richard Gradone
Executive Vice President, Market Executive
National City Private Client Group
PNC Private Client Group

Dr. Stanley Hedeen
Communication Arts Department Chair
Xavier University

Ms. Jan-Michele Lemon Kearney, Esq.
Publisher
Cincinnati Herald, KY Herald and Dayton Defender

Mr. Ted McConnell
Information Technology Fellow (retired)
Procter & Gamble Company

Mr. Joe Mendelsohn
Arts Supporter

Ms. Jennifer Mooney
Vice President of Communications and Public Affairs
The Powers Agency

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

Ms. Norma Skoog
Management Consultant

Mr. James Wesner
Chief Counsel (retired)
University of Cincinnati

Mr. John “Jack” Wyant
Managing Director
Blue Chip Venture Company

Mr. Joseph A. Pichler
Board Member Emeritus
Chairman of the Board (retired)
Kroger, Inc.

Mr. Charles F. Yeiser
Board Member Emeritus
CEO, Riverside Corporation