90.9 WGUC and 91.7 WVXU broadcasts provide essential and unrivaled public radio programs that help create a vibrant tri-state community with a more informed and enriched public. These local and national programs include concert recordings of the Cincinnati Symphony Orchestra, Cincinnati Opera and May Festival; Impact Cincinnati, Cincinnati Edition and Around Cincinnati; NPR’s Morning Edition and All Things Considered; Fresh Air, The Diane Rehm Show and A Prairie Home Companion.

Because of this strong program line-up, Cincinnati Public Radio experienced continued growth in audience, as well as underwriting and membership support, during Fiscal Year 2012. It also acted upon new opportunities for additional service in order to expand community impact.

After making a major commitment to expand coverage of local, state and regional news, WVXU was fortunate to seize a unique opportunity. Respected political reporter, writer, and Cincinnati Reds fan Howard Wilkinson was hired by Cincinnati Public Radio after being offered an early buy-out by The Cincinnati Enquirer following a distinguished 29-year career at the newspaper.

Howard joined the WVXU staff barely two weeks into his “retirement” as our political blogger and reporter. The recipient of numerous awards, including induction into the Cincinnati Society of Professional Journalism’s Hall of Fame, Howard quickly became an integral member of the news department, significantly raising the regional and national recognition of our news operation in a presidential election year.

Cincinnati Public Radio was also invited by NPR to serve on the steering committee created to inaugurate and execute the Public Radio Music Month in April, 2012. Public Radio Music Month was created to recognize and celebrate the vital role public radio stations play in promoting and preserving our nation’s rich musical heritage. As a result, WGUC’s recording and broadcast of the Cincinnati Symphony Orchestra concert featuring a performance by pianist Jonathan Biss received national recognition.

Cincinnati Public Radio’s Sustaining Membership Program exploded during the year – doubling the number of sustainers (and tripling the income received) in just 12 months. Sustaining donors permit the station to automatically renew their contribution on their credit or debit card until they terminate the arrangement. It instantly increases the renewal rate by more than 20%. The sustaining program has grown to 19% of our total membership in the past several years.

The Cincinnati Public Radio underwriting team also continued its successful operations with 5% revenue growth for Fiscal Year 2012 in a market where commercial radio spending declined 3.5%.

The year also brought about a partnership with Public Media Connect, the operator of CET/Cincinnati and Think TV/Dayton, to share the time, talent – and salary – of Cincinnati Public Radio’s Chief Financial Officer. The first year was navigated successfully and all parties are committed to continue this arrangement past this experimental stage.

To assist in the goal of strengthening relationships with listeners, Cincinnati Public Radio conducted a groundbreaking Points of Passion Study that identified areas of intense interest among listeners and now provides the foundation for creating opportunities to build greater engagement with those listeners. The study also led to a focused social media strategy to support this goal. Greater focus on digital opportunities continues to drive Cincinnati Public Radio’s activities.

Additional new initiatives for the year included Local Exposure, a new podcast and blog at wvxu.org celebrating Greater Cincinnati’s neighborhoods; and WGUC’s participation in the Cincinnati Symphony Orchestra CD releases: American Portraits and Baltic Portraits.

Fiscal Year 2012 concluded with the submission of all the required paperwork and filings associated with the renewal of the broadcast licenses for WVXU, WGUC and WMUB. The renewals were granted by the Federal Communications Commission in September, 2012, which will keep the broadcast licenses in effect through to 2020.
On September 21, 1960, 90.9 WGUC began as a broadcast home for classical music and public affairs programming. More than 50 years later, its mission to enrich our community and present the finest in classical music programming continues to this day. Today, WGUC’s music and broadcast professionals 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. And, the station serves as a friendly guide to the wealth of arts performances and cultural opportunities throughout the tri-state area, promoting our community’s most valuable assets, its musicians, artists and performers.

Classical music reflects the best of human nature, speaking to the heart, mind and spirit to provide inspiration; transform a mood; and enrich every day life. Listeners continually praise WGUC as their companion and refuge from the chaos of the day. Their loyalty is reflected in the growth of the station’s audience to 144,000 weekly listeners.

Classics for Kids®

Intrinsic to WGUC’s mission is introducing a new generation of listeners to classical music. The multimedia educational outreach program, Classics for Kids®, helps WGUC fulfill this mission with a national syndicated radio show; podcasts; multimedia website and free lesson plans and educational resources for teachers. The newest lesson plans based on Edvard Grieg, Aaron Copland and Ludwig van Beethoven were developed in Fiscal year 2012. Two dozen stations currently broadcast Classics for Kids® with WOSU in Columbus, OH; WGTE in Toledo, OH; WHQR in Wilmington, NC; and WQXR in New York City adding the program to their schedules in 2012.

How Porgy and Bess Came to Be

WGUC’s production staff collaborated with Evans Mirageas, The Harry T. Wilks Artistic Director at Cincinnati Opera, on a special WGUC-Cincinnati Opera radio program, “How ‘Porgy and Bess’ Came to Be” to tell the story of the Gershwins’ great American opera in preparation for the Cincinnati Opera’s summer production - the full operatic version of Porgy and Bess for the first time on the Cincinnati Opera stage. The program was broadcast in May 2012.
WVXU is Greater Cincinnati’s dependable in-depth source for news from around the block and around the world. National, international and local programs all have a home at 91.7 FM and include award-winning programs from NPR such as Morning Edition, All Things Considered, The Diane Rehm Show and Fresh Air; local public affairs and magazine programs Impact Cincinnati, Cincinnati Edition and Around Cincinnati; as well as the BBC World Service, PRI’s The World and Q. WVXU’s schedule of the highest quality news, information and entertainment programming resonates with listeners and continues to propel audience growth with more than 200,000 people listening each week.

Special Program Initiatives

During Fiscal Year 2012, WVXU welcomed Talk of the Nation to town for a live broadcast from the CET studios. WVXU supporters had the opportunity to be in the audience to enjoy the discussion and see behind the scenes of a call-in radio show. WVXU listeners also had the opportunity to enjoy live events featuring The Capitol Steps and trivia from Mental Floss.

WVXU also collaborated with CET to implement a special CPB funded public affairs program partnership, American Graduate –Let’s Make it Happen, to examine the high school dropout crisis, and highlight local solutions. WVXU/WMUB broadcast numerous Impact Cincinnati and Cincinnati Edition programs and features exploring all aspects of the issue, including interviews and segments on mentoring, Success by Six, Early Childhood Development, Third Grade Reading Levels, The Strive Partnership and Job Training.

With the addition of former Cincinnati Enquirer political reporter Howard Wilkinson to the WVXU News Team, WVXU’s election coverage increased significantly both online and on-air during the presidential election year, providing more information and analysis for Greater Cincinnati’s citizens and raising the regional and national profile the station’s news operation. Howard reported live from both presidential political conventions, and held on-line chats with listeners from each as well – an online first for WVXU.

Journalism Awards of Excellence

The WVXU newsroom’s election analysis on November 9, 2011 was honored as Best Newscast by the Public Radio News Directors Association and Ohio’s Society for Professional Journalists. The Greater Cincinnati Chapter of the Society for Professional Journalists awarded a First Place Award for Public Affairs to WVXU’s Impact Cincinnati: Cincinnati Collaborative Agreement (Maryanne Zeleznik, Host and Pete Rightmire, Producer) and a First Place Award for Radio Sports Coverage to Mark Heyne’s report on The Stadium Deal.

Additional honors received included an Ohio Associated Press award for WVXU’s “Crosley Field” retrospective (Lee Hay, Producer; Mark Heyne, Host; Kevin Rowinski, Audio Engineer); a Gabriel Awards Certificate of Merit to Lee Hay for The Journey from Within; and recognition from the Ohio Society for Professional Journalists to the WVXU News Staff for the series on 10th Anniversary of Riots in Cincinnati, and to Jay Hanselman for reporting on Cincinnati City Council.
Cincinnati Public Radio, Inc.
Statement of Activities
Year Ended June 30, 2012

**Sources of Revenue**

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Memberships</td>
<td>$3,230,848</td>
<td>48%</td>
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<tr>
<td>Underwriting</td>
<td>$1,860,714</td>
<td>28%</td>
</tr>
<tr>
<td>Inkind Donations</td>
<td>$630,632</td>
<td>9%</td>
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<tr>
<td>Federal, State and Local Grants</td>
<td>$542,497</td>
<td>8%</td>
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<tr>
<td>Foundations</td>
<td>$236,477</td>
<td>4%</td>
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<tr>
<td>Investment Return</td>
<td>$97,221</td>
<td>2%</td>
</tr>
<tr>
<td>Events</td>
<td>$91,220</td>
<td>1%</td>
</tr>
<tr>
<td>Rentals and Services</td>
<td>$59,188</td>
<td>0.1%</td>
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<tr>
<td>Gain on Sale of Property and Equipment</td>
<td>($5,000)</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$6,753,797</strong></td>
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**Expenditures**

<table>
<thead>
<tr>
<th>Expenditure</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programming, Production &amp; Transmission / Program Information and Promotion</td>
<td>$3,855,053</td>
<td>65%</td>
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<tr>
<td>Fundraising</td>
<td>$809,527</td>
<td>14%</td>
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<tr>
<td>Underwriting</td>
<td>$772,196</td>
<td>13%</td>
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<tr>
<td>Administration and General</td>
<td>$495,517</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$5,932,293</strong></td>
<td></td>
</tr>
</tbody>
</table>

[Click Here for Cincinnati Public Radio's Audited Financial Statements for FY2012:](#)
Chair
Mr. William Fee
Vice President & General Manager (retired)
WCPO-TV

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

Treasurer
Mr. Richard Gradone
Director
Deloitte Consulting

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. Tysson Betts
Associate Design Director
P&G Brand Franchise Organization

Mr. Peter Block
Author, Management Consultant

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

Dr. Richard Campbell
Director, Journalism Program
Miami University

Mr. Tripp Eldredge
President
dmr Interactive

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

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

Mr. Victor F. Garcia MD
Professor of Pediatric & Thoracic Surgery
Cincinnati Children’s Hospital

Ms. Robin Harvey
Litigation Coordinator
Baker Hostetler

Dr. Stanley Hedeen
Communication Arts Department Chair
Xavier University

Mr. Joe Mendelsohn
Arts Supporter

Ms. Jennifer Mooney
Executive Communications Director
Northlich

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

Ms. Gerry Strauss
Realtor
Coldwell Banker West Shell

Mr. Adam Symson
Chief Digital Officer
E.W. Scripps Company

Mr. Ed Wolterman
Chairman
American Mortgage Service Company

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

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