Every day, listeners tune to 90.9 WGUC and 91.7 WVXU for essential public radio programs that inform, enlighten, energize, inspire, relax, and entertain. These local and national programs help create a vibrant tri-state community with a more informed and enriched public, and include unrivaled local and national productions such as Cincinnati Edition and Around Cincinnati; concert recordings of the Cincinnati Symphony Orchestra, Cincinnati Opera and May Festival; NPR’s Morning Edition and All Things Considered; Wait Wait…Don’t Tell Me; The Diane Rehm Show; and A Prairie Home Companion.

With the strength of this strong program lineup and strategies for revenue enhancement, Cincinnati Public Radio continued to experience significant increases in membership, especially from sustaining members, and underwriting revenue for the seventh straight year in a row. The stations’ online audience continues to increase, and their broadcast audience numbers remain strong in the face of an increasingly crowded media environment.

Fiscal year 2013 was also marked by efforts to ensure the long-term viability of Cincinnati Public Radio through the adoption of an updated Strategic Plan and a significant redrafting of the organization’s loan agreement with bondholder AIG. Refunding the debt and its accompanying covenant changes give Cincinnati Public Radio increased financial flexibility for the remaining life of the debt. The resulting stability allows the organization to focus on strategic goals and accomplish our mission rather than adapting operations to meet difficult financial covenants.

WGUC was also the beneficiary of a generous major bequest from the late, beloved patron of the arts, Louise Dieterle Nippert. This is the largest gift ever received by Cincinnati Public Radio and places the organization on stronger financial footing.

Cincinnati Public Radio was also presented with new opportunities to expand services and community impact. Building on CPR’s relationship with NPR, WVXU and WMUB’s websites were migrated to the network’s new Core Publisher platform. This move has resulted in better news integration with NPR, opportunities to increase website usage and engagement (especially for local stories), and better utilization of NPR Digital Services.
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 showcase for additional Cincinnati classical music performances, concerts by Catacoustic Consort, Vocal Arts Ensemble, Linton Music Series, Hyde Park United Methodist Organ Concert Series, 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.

Programming Highlights

WGUC began FY 2013 with the addition of Performance Today Weekend to its Sunday evening schedule. Hosted by Fred Child, Performance Today features recent performances by the great artists of our time, as well as the next generation of classical artists, from concert halls and festivals around the globe. These timely recordings cannot be heard anywhere else. Child also presents interviews with featured musicians along with classical music news and features.

In October 2012, WGUC presented the Sunday Baroque 25th Anniversary Concert event in celebration of the program’s silver anniversary. WGUC members enjoyed a musical treat as host Suzanne Bona and pianist Sandra Rivers performed flute and piano duets in Music Hall’s Corbett Tower.

Community Partnerships

WGUC partnered with several local performing arts organizations to showcase new classical music programming and outreach to the community.

In October and November 2012, WGUC participated in the Cincinnati Symphony Orchestra’s “One City, One Symphony” celebration, encouraging our entire community to come together through music. Beethoven’s 9th Symphony, concluding with the exhilarating Ode to Joy, was the perfect vehicle to engage each other in a celebration of our shared humanity. Ahead of the Cincinnati Symphony Orchestra concerts conducted by Music Director Designate Louis Langrée, WGUC broadcast a variety of different recordings of Beethoven’s iconic classic and encouraged listeners to join the community in experiencing the music together.

WGUC’s recording and mastering engineer Chelsea VandeDrink was instrumental in several partnerships with the CSO, her recordings were released as part of the CSO CDs, American Portraits and Baltic Portraits. She also recorded Philip Glass’ Cello Concerto for commercial release with Orange Mountain and Matt Haimovitz. VandeDrink’s live concert recording of Beethoven’s Ninth Symphony and Schoenberg’s A Survivor from Warsaw from the CSO’s “One City, One Symphony” concert was made available as a free download and reached over a million radio listeners coast to coast on a broadcast of Performance Today.

WGUC production staff collaborated with Cincinnati Opera on several productions. Evans Mirageas, The Harry T. Wilks Artistic Director at Cincinnati Opera, presented weekly Opera Favorites to introduce some of his favorite opera masterworks and share his love of the art form through music and interviews.

As Cincinnati Opera prepared to present Richard Strauss’ comedy Der Rosenkavalier, stars of the Opera’s 2013 season and pianist Marcus Kuchle performed a program of Strauss songs created especially for WGUC listeners in Serenades, Love Songs, and Lullabies: The Songs of Richard Strauss.

WGUC’s Classics for Kids® entered into a unique partnership with the Linton Music Series’ Peanut Butter & Jam Sessions to promote continued listening to classical music by their preschool concert attendees and their families. Families were encouraged to tune into WGUC days after attending a concert to hear a featured composer or piece of music. If they could answer a question relating to the broadcast they would receive a Classics for Kids CD as a prize. The project promoted additional listening by families and gave them the opportunity to receive more classical music to share with their children. During this first season, 82 families participated and received CDs.

Music for your Heart, Mind, and Spirit
Connecting You to a World of Ideas

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 programs 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 loyalty and growth.

New Program Initiative

NPR’s decision to cease production of Talk of the Nation provided Cincinnati Public Radio with the rare opportunity to launch new weekday programming during the midday. Instead of scheduling another program from NPR, CPR decided to take a bold step and develop a new local program that would engage listeners and focus on the issues and conversations important to the citizens of Greater Cincinnati. Cincinnati Edition now airs Monday through Thursday at 2:00 pm. From regional government, to business, education, health and the arts, listeners can weigh-in, share their thoughts and ask questions of decision makers, authors, and voices from around the region.

Special Programs and Events

During Fiscal Year 2013, WVXU welcomed Lynne Rossetto Kasper, host of The Splendid Table, and Diane Rehm, host of The Diane Rehm Show, to Cincinnati for successful donor cultivation and fundraising events. WVXU also hosted the BBC program World Update for a live broadcast focused on the U.S. economy in advance of the 2012 election.

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, Cincinnati Public Schools’ Innovations, and Job Training.

Political reporter Howard Wilkinson expanded WVXU’s election coverage 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.

WVXU’s Lee Hay and colleagues also produced several local specials Rosemary Clooney: Big Band Singer, Saluting Big Klu and Cincinnati Reds: Baseball Wives. The Baseball Hall of Fame was so impressed with Cincinnati Reds: Baseball Wives that it asked for copies of it, and all WVXU’s Cincinnati Baseball specials, for addition to its archives.

On January 1, 2013, several new weekly programs were added to WVXU’s Sunday evening schedule: The Moth Radio Hour and Song Travels with Michael Feinstein. Both programs enjoyed previous success as limited specials and are now able to be enjoyed by listeners on a regular basis every Sunday evening.

Journalism Awards of Excellence

The Public Radio News Directors Association named WVXU newsroom’s election analysis on November 7, 2012 as Best Newscast; and honored Cincinnati Edition: Heroin Abuse with the First Place Award for News / Public Affairs Program.
Cincinnati Public Radio, Inc.
Statement of Activities
Year Ended June 30, 2013

**Sources of Revenue**

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Memberships</td>
<td>$2,986,250</td>
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<tr>
<td>Bequests</td>
<td>$3,614,133</td>
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<td>Underwriting</td>
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<tr>
<td>In-Kind Donations</td>
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<td>Federal, State and Local Grants</td>
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<td>Foundations</td>
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<td>Investment Return</td>
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<td>Events</td>
<td>$57,495</td>
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<tr>
<td>Rentals and Services</td>
<td>$66,562</td>
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<tr>
<td>Loss on Sale of Property and Equipment</td>
<td>$(88,685)</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$10,085,091</strong></td>
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**Expenditures**

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<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
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<tr>
<td>Programming, Production &amp; Transmission / Program Information and Promotion</td>
<td>$3,935,255</td>
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<tr>
<td>Fundraising</td>
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<tr>
<td>Underwriting</td>
<td>$792,814</td>
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<tr>
<td>Administration and General</td>
<td>$442,128</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$5,933,002</strong></td>
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[Click Here](#) for Cincinnati Public Radio’s Audited Financial Statements for FY2013:
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  
Ms. Marjorie Fox  
Division Head and Associate Professor  
of Electronic Media (retired)  
University of Cincinnati

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. Jeffrey Bickel  
Vice President, Analytic Consulting  
The Nielsen Company

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

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

Ms. Amy Goodwin  
President and Executive Director  
The Johnson Foundation

Dr. Gwyn Mellinger  
Chair, Associate Professor, Communication Arts  
Xavier University

Mr. Joe Mendelsohn  
Arts Supporter

Ms. Jennifer Mooney  
Founder and President  
The Mooney Group, LLC

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

Ms. Gerri Strauss  
Realtor  
Coldwell Banker West Shell

Ms. Hagit Limor Sunberg  
Professor, Electronic Media Division  
University of Cincinnati

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 Emeritis  
Chairman of the Board (retired)  
Kroger, Inc