90.9 WGUC and 91.7 WVXU play essential roles in the Greater Cincinnati community, providing news, public affairs and music programs that inform, enlighten, energize, inspire, relax, and entertain. Local productions such as Cincinnati Edition and Around Cincinnati, as well as concert recordings of the Cincinnati Symphony Orchestra, Cincinnati Opera and May Festival, join national public radio favorites Morning Edition, All Things Considered, Wait Wait...Don’t Tell Me, The Diane Rehm Show, Fresh Air, This American Life and A Prairie Home Companion to enrich listeners’ lives and help create a vibrant and more informed tri-state community.

With the strength of this program line-up and strategic focus on serving the news and classical music listener well, the stations’ experienced significant audience growth during several months of the year, posting some of their largest market shares in history. WGUC performed exceptionally well, especially in the fall of 2013. The stations continued to grow digital audience as well with updates to its mobile apps, which now have more than 33,000 downloads; more visitors to online news content; and the presence of station streams on the iHeart Radio platform.

With the cancellation of two national programs, Talk of the Nation and The Story, WVXU expanded and re-launched its weekend Cincinnati Edition program as a daily interview and discussion program with opportunities for listener interaction through phone calls, social media and email. New NPR programs Here and Now, Radiolab, and TED Radio Hour were also added to the WVXU schedule.

WGUC was proud to participate in Cincy in NYC, the coordinated road trip that introduced Cincinnati’s arts and business community to New York City, by broadcasting the Cincinnati Symphony Orchestra and May Festival live from Carnegie Hall.

Cincinnati Public Radio’s financial position was strengthened during FY2014 thanks to the receipt of several landmark bequests and the negotiation of an additional principal payment to AIG to continue to lower the organization’s debt. This continuing stability allows Cincinnati Public Radio to focus on accomplishing our mission and growing audience by enhancing its service to the community.

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On September 21, 1960, 90.9 WGUC began as a broadcast home for classical music and public affairs programming. Its mission to enrich our community with 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 annual concert broadcasts of the Cincinnati Symphony Orchestra, Cincinnati Opera, and May Festival seasons. Music Cincinnati provides a monthly showcase for additional Cincinnati classical music performances, including concerts by Linton Music Series, Hyde Park United Methodist Organ Concert Series, and the Music in the Museum series. National series included performances from the Mozart Festival and Carnegie Hall Live. WGUC also 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 oasis amidst the chaos of daily life.

Programming Highlights

WGUC added to its popular series of All Hallows Eve soundtracks with a new program for Halloween 2013, Tunes from the Crypt: Lucky 13. Lucky 13 celebrated the 13th anniversary of the national distribution of this creepy collection of classical and movie music, fit for the little ghosts and goblins (and the big ones as well.)

In May 2014, WGUC was proud to participate in Cincy in NYC, the coordinated road trip that introduced Cincinnati’s arts and business community to New York City, by broadcasting the CSO and May Festival Chorus concert Live from Carnegie Hall. Leading up to the concert WGUC featured music performed by the CSO, POPs, May Festival and Cincinnati Ballet Orchestra and a special program about the showcase hosted and produced by Mark Perzel.

In the last year, WGUC was fortunate to receive the largest single bequest gift ever received by the station from the estate of Louise Dieterle Nippert. In recognition of her generous support of the arts in Greater Cincinnati, WGUC produced the special program, Remembering Louise Nippert, a tribute to her life and love of classical music.

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 2013, WGUC participated in the Cincinnati Symphony Orchestra’s second annual “One City, One Symphony” celebration. Tchaikovsky’s Symphony No. 4 was the music chosen by new Music Director Louis Langrée for the community project. Ahead of the CSO concerts conducted by Maestro Langrée, WGUC broadcast a variety of different recordings of the piece and encouraged listeners to join the community in experiencing the music together.

WGUC’s 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 the Opera prepared to present its 2014 season, which included Pulitzer Prize winning opera Silent Night and their first production of a Baroque Opera, La Calisto, two special programs were produced. Creativity in Chaos was an exploration of the musical creativity that arose from World War I, as well as a look at the war’s effect on Cincinnati and its German immigrant population. Opera Begins Here explored opera’s Baroque beginnings and previewed La Calisto. Mirageas hosted both productions.

Digital Expansion

To enhance the WGUC listeners’ experience and foster conversation about WGUC’s classical music programming, Music Director Jessica Lorey launched Clef Notes, an educational music blog filled with a wealth of information about the music and composers heard on the station. The blog also serves as a means to answer music related questions and build community among Greater Cincinnati’s music lovers.

WGUC’s mobile app was redesigned and updated to provide better access to WGUC’s live online stream, as well as the WGUC playlist, Cincinnati Spotlight and other local arts information.
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. Listener favorites include NPR’s 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, Marketplace, This American Life, and PRI’s The World.

Listeners turn to Wait, Wait...Don’t Tell Me, A Prairie Home Companion, Car Talk and Jazz with OT to relax and enjoy the weekend.

WVXU’s schedule of the highest quality news, information and entertainment programming resonates with listeners and continues to propel audience loyalty and growth.

Cincinnati Edition

Beginning July 1, 2013, following NPR’s decision to cease production of Talk of the Nation, WVXU launched the new daily discussion show Cincinnati Edition. The program engages listeners and focuses on the issues and conversations important to Greater Cincinnati. With topics ranging from regional government, to business, education, health and the arts, listeners weigh-in, share their thoughts and ask questions of decision makers, authors, and experts from around the region. Over the course of a year the program has grown in audience, impact and quality under a system of rotating hosts. The fiscal year ended with a plan in place to add an additional staff member so the program could have one full-time host.

Special Programs, Projects and Events

During Fiscal Year 2014, WVXU welcomed Wait, Wait...Don’t Tell Me to Music Hall for a sold out live broadcast recording. Two hundred VIP ticket holders enjoyed the show and then had the opportunity to meet the cast at a post-performance reception.

The WVXU News Team partnered with WCPO Digital on Liquid Assets: Tapping the Region’s Water Cash Flow, a series of broadcast and web reporting about what is perhaps the greatest, most profitable resource in the Cincinnati area - water. This was the first such collaboration between WCPO and WVXU, and this topic was chosen because of its dramatic impact to this entire region, both in terms of the daily need and use of water, but also because water technology, distribution, and related entrepreneurship is a growing component of the local economy.

The News Team also expanded its social media reporting by live tweeting many events, meetings, hearings, etc. Since the live tweeting began WVXU reporters are regularly retweeted and often given credit for being the best source to follow on major issues like the parking lease, streetcar, budget hearings and election night coverage.

The fiscal year began with several new weekly programs added to the Saturday afternoon schedule: Radiolab, which enjoyed previous success as a limited series, and TED Radio Hour.

NPR’s Here and Now joined the weekday line-up when The Story ceased production.

WVXU’s mobile app was redesigned and updated to provide better access to local news stories, Cincinnati Edition discussions and features, Around Cincinnati and Local Exposure interviews, WVXU’s live online stream, and NPR newscasts. WVXU’s live stream is also now available through the iTunes Radio and iHeart Radio platforms.

Journalism Awards of Excellence

RTDNA 2014 Edward R. Murrow Awards named the WVXU News Team a Regional winner for Best Newscast for its election analysis on November 6, 2013. The newscast was also recognized as Best by the Ohio Society of Professional Journalists and the Greater Cincinnati Society of Professional Journalists. The Ohio SPJ awarded first place honors to the WVXU News Team for government reporting and best website; and recognized News Director Maryanne Zeleznik as best anchor. WVXU reporters Ann Thompson, Tana Weingartner, Jay Hanselman and Around Cincinnati contributors Brian O’Donnell and David Lewis also received first place honors for their work from the Greater Cincinnati Chapter.
Cincinnati Public Radio, Inc.
Statement of Activities
Year Ended June 30, 2014

Sources of Revenue

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<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Individual Memberships</td>
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<td>Underwriting</td>
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<td>Bequests</td>
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<td>In-Kind Donations</td>
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<td>Foundations</td>
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<td>Events</td>
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<tr>
<td>Rentals and Services</td>
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<td>Other</td>
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Expenditures

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<th>Category</th>
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<td>Programming, Production &amp; Transmission / Program Information and Promotion</td>
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<td>Fundraising</td>
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<td>Administration and General</td>
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<td>Total</td>
<td>$5,808,234</td>
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Click Here for Cincinnati Public Radio’s Audited Financial Statements for FY2014:
Mr. Murray Sinclaire Jr.
Founding Partner/Co-Owner/President/CEO
Ross, Sinclaire & Associates, Inc.

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

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

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

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

Mr. William Cartwright
Communications Business Owner
Retired

Mr. Richard N. Eiswerth
President
Cincinnati Public Radio

Ms. Emily Bae
Corporate Attorney
Ohio National Financial Services

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

Dr. Richard Campbell
Director, Journalism Program
Miami University

Mr. Tripp Eldredge
President
dmr Interactive

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

Ms. Amy Goodwin
President and Executive Director
The Johnson Foundation

Mr. Richard Gradone
Director
Deloitte Consulting

Ms. Amanda Matusak
VP of Brand Strategy
Deskey

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

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
Sibcy Cline Realtors

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

Ms. Ellen van der Horst
President and CEO (retired)
Cincinnati USA Regional Chamber

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.