90.9 WGUC and 91.7 WVXU embody the mission of Cincinnati Public Radio to inform, enlighten, energize, inspire, enrich, entertain and create a vibrant tri-state community.

Following through on its strategic choice to reach out and engage the communities we endeavor to serve each day, the stations provide the best public radio programs - on-air, online and via mobile devices - to build a more informed and enriched public,

With unrivaled local and national productions such as Cincinnati Edition, Around Cincinnati and Classics for Kids®; NPR’s Morning Edition and All Things Considered; Wait Wait…Don’t Tell Me, The Diane Rehm Show, Fresh Air, Marketplace and This American Life; concert recordings of the Cincinnati Symphony Orchestra, Cincinnati Opera and May Festival; and special documentaries; listeners can tune in for companionship, satisfy their curiosity and learn something new every day.

Fiscal Year 2016 ended with Cincinnati Public Radio in an even stronger position than last year’s record performance. Underwriting revenue surpassed $2.1 million, another record year that was 4% over FY15.

Membership revenue also increased 4% over the prior year, with total Development Revenue up 2.5%. There are now more than 7,000 sustaining members contributing more than $1.1 million.

With the 2016 Presidential campaign in full swing, WVXU carried NPR’s special coverage of the primaries and conventions. The station also conducted several listener engagement campaigns and participated in the national SPARK promotional campaign for All Thing Considered. All of these efforts helped increase audience to highs not seen in several years. WGUC also saw audience increases during the same time frame, possibly fueled by listeners looking for a refuge from the rhetoric.

A new solid state transmitter was installed for WVXU, replacing an unreliable 10 year old model. With WGUC receiving a new transmitter the previous year, Cincinnati Public Radio’s transmission plant is in excellent condition.

WGUC recording and mastering engineer Chelsea Vandedrink was also responsible for the recording, editing, mixing and mastering of the Cincinnati Pops’ CD American Originals.
WVXU is Greater Cincinnati’s only source for in-depth news and information, offering award-winning local, national and international programs that provide a variety of perspectives and keep you up-to-date on the issues and news of the day.

Listeners tune in for favorites that include NPR’s Morning Edition, All Things Considered, The Diane Rehm Show and Wait, Wait…Don’t Tell Me; local programs Cincinnati Edition, Around Cincinnati and The Book Club @91.7; as well as the BBC World Service, Marketplace, This American Life, and Radiolab.

“I don’t know what I would do without WVXU,” they say when we meet. As a forum for civil discourse, 91.7 nurtures a free flow of ideas and builds a community of informed citizens.

WVXU’s educational outreach project, Democracy and Me, funded by the Charles H. Dater Foundation, launched the website www.democracyandme.org to provide social studies teachers with access to free tools and learning experiences, as well as lesson plans, current local and national news stories and a blog – all to help students better understand the electoral process, including the roles of citizens and the media, with the goal of leading to their increased civic participation as adults.

Also, as part of the project, WVXU hosted a visit by Political Junkie Ken Rudin. He and WVXU’s Howard Wilkinson conducted master class and small group sessions with students from Future Leaders OTR, Seven Hills Upper School and Walnut Hills High School. In these sessions more than 200 students from 5 local schools learned more about the media’s role in the political process and journalism as a career. Howard also worked on regular basis throughout the school year with the journalism students at Walnut Hills High School.

The WVXU News Team increased its ability to provide local coverage by adding part time producer Belinda Cai to the Cincinnati Edition staff and adjusting reporter Tana Weingartner’s responsibilities so that she could also serve as digital editor. As a result, Cincinnati Edition has added the Friday Weekly News Review to its offerings and WVXU has improved its online and social media coverage, including increasing the amount of online-only content such as Election Guides from Howard Wilkinson.

WVXU also added John Kiesewetter’s Media Beat blog, providing a platform for local media news, to the website, as well as Podcast Central for easy access to podcasts recommended by staff and listeners.

This past year, WVXU welcomed Audie Cornish, host of NPR’s All Things Considered, for a luncheon with members, and celebrated local musicians who entered the NPR Tiny Desk Contest with a Tiny Desk Showcase at Southgate House Revival.

Specials programs produced in honor of King Records month profiled The History of King Records, Rockabilly Music and artists Orangie Hubbard, Philip Paul, and Delbert Barker.

The Hamilton County Ohioana Library Association presented their Cooper Award for commitment to books, reading and literacy to WVXU and The Book Club @91.7.

Taking Root awarded the Johnny Appleseed Award to WVXU and Cincinnati Edition for its service in providing tree and environmental information to the community.
WGUC has been Greater Cincinnati’s source for classical music for 56 years, broadcasting at 90.9 FM since September 21, 1960. The station’s music and broadcast professionals present local and national classical music programming, while also producing concert broadcasts of the Cincinnati Symphony Orchestra, Cincinnati Opera, and May Festival seasons, making the performances available to the entire community.

The program 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, Music in the Museum series and the Vocal Arts Ensemble.

WGUC also serves as a trusted guide to our region’s arts and cultural performances, sharing a daily spotlight on the wide variety of arts and cultural events presented across the region, helping these organizations expand their audiences.

Classical music reflects and celebrates the best that is in us, engaging the heart, mind and spirit to provide inspiration, transform a mood, and enrich daily life. Listeners continually praise WGUC as their valued companion and oasis in the midst of chaos.

“WGUC gets me through life.”
- Bee, longtime WGUC Listener

Programming Highlights

WGUC was proud to present the live broadcast of the Cincinnati Symphony Orchestra and Cincinnati Pops second Lumenocity concert from Washington Park on Friday, August 7, 2015, making the music of the extraordinary concert available to the entire Greater Cincinnati community. 90.9 also added the CSO’s Classical Roots concert to its concert series this year.

In October and November 2015, WGUC participated in the Cincinnati Symphony Orchestra’s third annual “One City, One Symphony” celebration designed to bring the community together through music. WGUC broadcast five different recordings of Dvorak’s Symphony No.9, “From the New World,” along with additional content about the piece.

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. New FREE lesson plans based on the music of Gustav Holst were added to the site this year.

90.9 was also happy to broadcast two special concerts by the Vocal Arts Ensemble: Candlelit Christmas and Bach’s Mass in b minor.
Cincinnati Public Radio, Inc.
Statement of Activities
Year Ended June 30, 2016

**Sources of Revenue**

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Memberships</td>
<td>$2,976,304</td>
<td>39%</td>
</tr>
<tr>
<td>Underwriting</td>
<td>$2,109,876</td>
<td>27%</td>
</tr>
<tr>
<td>Bequests</td>
<td>$714,126</td>
<td>9%</td>
</tr>
<tr>
<td>Trade &amp; In-Kind Donations</td>
<td>$689,633</td>
<td>9%</td>
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<tr>
<td>Federal, State and Local Grants</td>
<td>$583,143</td>
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<tr>
<td>Foundations</td>
<td>$350,556</td>
<td>4.5%</td>
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<tr>
<td>Investment Return</td>
<td>$158,705</td>
<td>2%</td>
</tr>
<tr>
<td>Rentals and Sales</td>
<td>$56,541</td>
<td>1%</td>
</tr>
<tr>
<td>Events</td>
<td>$50,285</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>$7,349</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$7,696,518</strong></td>
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</table>

**Expenditures**

<table>
<thead>
<tr>
<th>Expense</th>
<th>Amount</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programming, Production &amp; Transmission / Program Info and Promotion</td>
<td>$4,376,310</td>
<td>69%</td>
</tr>
<tr>
<td>Underwriting</td>
<td>$825,169</td>
<td>13%</td>
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<tr>
<td>Fundraising</td>
<td>$710,343</td>
<td>11%</td>
</tr>
<tr>
<td>Administration and General</td>
<td>$412,285</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$6,324,107</strong></td>
<td></td>
</tr>
</tbody>
</table>

[Click Here](#) for Cincinnati Public Radio’s Audited Financial Statements for FY2016:
Chair  
Mr. Murray Sinclaire Jr.  
Founding Partner/Co-Owner/President/CEO  
Ross, Sinclaire & Associates, Inc.

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

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

Secretary  
Ms. Michele Carey  
Senior Giving Strategies Officer  
The Greater Cincinnati Foundation

Community Board Chair  
Mr. William Cartwright  
Communications Business Owner  
Retired

President  
Mr. Richard N. Eiswerth  
President  
Cincinnati Public Radio

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

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Corporate Attorney  
Ohio National Financial Services

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

Mr. Justin Buckner  
Organizational Consultant

Mr. Calvin Buford  
Partner, Corporate Department  
Dinsmore & Shohl, LLP

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Director, Journalism Program  
Miami University

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President  
dmr Interactive

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President and Executive Director  
The Johnson Foundation

Mr. Jerry Kathman  
CEO  
LPK

Ms. Amanda Matusak  
VP of Brand Strategy  
Deskey

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Associate Professor, Communication Arts Department  
and Associate Professor, Gender and Diversity Studies Program  
Xavier University

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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

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

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

Mr. Ed Wolterman  
Chairman  
American Mortgage Service Company