This statement encapsulates the vision that guides Cincinnati Public Radio’s service to Greater Cincinnati. As the trusted, independent source of journalism, music and culture, Cincinnati Public Radio connects, informs, empowers, and engages the community, fostering a dialogue and inspiring its members.

With award-winning news from 91.7 WVXU and classical music from 90.9 WGUC, plus jazz and independent music on its HD2 digital channels, Cincinnati Public Radio reaches over 288,000 listeners each week. They enjoy and rely on 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*, *Marketplace* and *This American Life*; concert recordings of the Cincinnati Symphony Orchestra, Cincinnati Opera and May Festival; special documentaries; and unique podcasts.

Fiscal Year 2018 ended with record membership and underwriting revenue growth – for the fourth year in a row. Underwriting revenue surpassed $2.4 million, 10% over FY17. Membership revenue also increased 4% over the prior year with the sustaining membership program growing to 9548 members who contributed more than $1.5 million, 43% of total membership revenue.

As part of a newly revised strategic plan and extensive rebranding initiative guided by Deskey, Cincinnati Public Radio has articulated and visualized a unified MasterBrand supported by brand pillars for News, Music, and Community.

The WVXU News Team was honored to receive two Regional Edward R. Murrow Awards from the Radio Television Digital News Association for Overall Excellence and for the Newscast broadcast on May 23, 2017.

Cincinnati Public Radio also significantly increased its internship program and welcomed local independent music broadcaster Radio Artifact to its 91.7 WVXU HD2 channel.
Connecting You to a World of Ideas.

91.7 WVXU encourages a free flow of ideas and builds a community of informed, engaged citizens.

As Greater Cincinnati’s only source for in-depth news and information, listeners rely on WVXU for the best that public radio has to offer. Its award-winning local, national and international programs keep listeners up-to-date on the news of the day and provide a wide variety of ideas and perspectives. Favorites include Morning Edition, All Things Considered, and Wait, Wait...Don’t Tell Me from NPR; as well as Marketplace, Fresh Air, This American Life, 1A, and the BBC World Service.

Through ongoing local news coverage and the panel discussion program Cincinnati Edition, WVXU explores the issues important to our local community and fosters conversation with innovators, decision makers and voices from around the region.
WVXU’s educational outreach project, *Democracy and Me*, produced a video to help introduce high school students to the field of journalism.

*A Conversation About Journalism* featured WVXU reporters Tana Weingartner and Howard Wilkinson talking about journalism with Caroline Horvath and Nick Robertson, student reporters from Walnut Hills High School.

Caroline and Nick interviewed the veteran reporters about their work and careers to gain insight into journalism as a possible career choice. They also explored current media practices and media literacy. Democracy and Me also hosted high school visits by Howard Wilkinson and national political analyst Ken Rudin.

**PROGRAMMING HIGHLIGHTS**

In the Spring of 2017, WVXU welcomed the *StoryCorps* Mobile Booth to Cincinnati. 142 conversations between family and friends were recorded during its stay. Excerpts from the interviews were broadcast weekly between June 7, 2017 and May 31, 2018. The archive of the *StoryCorps* Cincinnati broadcasts are now available at wvxu.org.

While WVXU has been podcasting its local broadcast productions for many years, the station’s stand-alone podcast, *Looking Up*, was launched in July 2017. The podcast is hosted by Dean Regas and Anna Hehman from Cincinnati Observatory, produced by Kevin Reynolds and engineered by Josh Elstro. *Looking Up* mixes out-of-this-world topics like planets, stars, and the universe, or science and technology, with pop culture in a fun, quick-paced conversation. The podcast has been averaging 1500 downloads per month. WVXU also distributes *Start Hear*, a weekly podcast hosted by Tripp Eldredge, to help listeners discover their next podcast obsession.

With the impetus of the loss of *Car Talk*, several new programs were added to the weekend schedule: *It’s Been a Minute with Sam Sanders* (Saturday at 10:00 am); *Hidden Brain* (Saturday at 2:00 pm); *The New Yorker Radio Hour* (Sunday at 10:00 am); *Travel with Rick Steves* (moved to Sunday at 2:00 pm), and *On Point* (Weekdays at 9:00 pm).

Miami University was the site for *Cincinnati Edition’s* first off-site live broadcast. Miami hosted two programs: the first was a live broadcast discussing issues that surround America’s aging (and growing) population and the important work of Miami’s Scripps Gerontology Center; the second was recorded for broadcast the next day on the topic of journalism in this age of activism.

WVXU was also excited to host Ira Flatow for a live broadcast of *Science Friday* from Cincinnati Public Radio’s Corbett Studio in April, 2018. After the broadcast, Ira also participated in a Facebook Live event with WVXU listeners.
Music for Your Heart, Mind, and Spirit

90.9 WGUC has been Greater Cincinnati’s broadcast source for inspirational and soothing classical music for 58 years.

WGUC’s programming celebrates the best that is in us, transforms your mood, and enriches daily life. Listeners value the station as their treasured companion and refuge in the midst of chaos.

WGUC also serves as a trusted guide to our area’s vibrant arts community, sharing a daily spotlight on the remarkable array of performances and cultural opportunities available throughout the region, helping these local organizations expand their audiences.

CSO in Concert

The WGUC / Cincinnati Symphony Orchestra concert broadcast partnership expanded its collaboration with concerts heard on 90.9 on Sunday evenings and on-demand streaming of the concert recordings for a week following the broadcast, allowing even more fans to experience the Orchestra’s performances.
The Classics for Kids® website, classicsforkids.com, was totally redesigned so that it is responsive to any device, including mobile phones and tablets – extending the reach and portability of the site’s multimedia resources.

This included the redesign and re-programming of all the interactive games and features. A new set of Classics for Kids® broadcasts were also produced by Naomi Lewin for Women’s History Month and WGUC hosted the sold-out Classics for Kids® Live event featuring Naomi Lewin and musicians from CCM at The Children’s Theatre.

**PROGRAMMING HIGHLIGHTS**

**Music Hall: Welcome Home**
WGUC was proud to celebrate the re-opening of Music Hall with the special program *Music Hall: Welcome Home*, a two-hour broadcast produced by the WGUC Content staff. The program told the story of Music Hall’s rich history, its extensive renovation and its future. The renovation included a new studio for recording the Cincinnati Symphony Orchestra, Cincinnati Opera and May Festival for broadcast on WGUC.

**100 Days of Bernstein**
WGUC’s celebration of the 100th Anniversary of Leonard Bernstein’s birth featured 100 days of programming related to Bernstein; special Bernstein content in the blog *Clef Notes*; the special WGUC-produced program *Leonard Bernstein: A Legacy*; two CSO Encore broadcasts featuring the music of Bernstein; and a birthday brunch celebration at The Transept.

**Jazz on HD2**
WGUC’s HD2 channel continued to provide Greater Cincinnati’s only broadcast source for jazz music.

The 24-hour service can be accessed with an HD Radio™ receiver, online at wguc.org, and through the WGUC mobile app.
## Sources of Revenue

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<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Individual Memberships</td>
<td>$3,604,183</td>
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<tr>
<td>Underwriting</td>
<td>$2,456,294</td>
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<tr>
<td>Trade &amp; In-Kind Donations</td>
<td>$898,983</td>
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<tr>
<td>Federal, State and Local Grants</td>
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<td>Foundations</td>
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<td>Rentals and Sales</td>
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<td>Events</td>
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<td>Other</td>
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<td><strong>Total</strong></td>
<td><strong>$7,833,863</strong></td>
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## Expenditures

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<td>Programming, Production &amp; Transmission</td>
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<td>/ Program Information and Promotion</td>
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<td>Underwriting</td>
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<td>Fundraising</td>
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<td>Administration and General</td>
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<td><strong>Total</strong></td>
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[Click Here for Cincinnati Public Radio's Audited Financial Statements for FY2018]
Chair
Mr. Otto Budig Jr.
President
Budco Group, Inc.

Vice-Chair
Mr. Jerry Kathman
CEO
LPK

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Ms. Emily Bae
AVP and Senior Counsel
Fifth Third Bank

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Senior Giving Strategies Officer
The Greater Cincinnati Foundation

Community Board Chair
Mr. Brian Gillan
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Freking & Betz, LLC

President
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President
Cincinnati Public Radio

Board Member Emeritus
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Chairman of the Board (retired)
Kroger, Inc.

Mr. Justin Buckner
Organizational Consultant

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

Dr. Richard Campbell
Director, Journalism Program
Miami University

Mr. Martin Chavez
Partner in Chavez Properties
President of Parking Company of America, Inc.

Mr. Chris DeSimio
Senior Vice President-Investment Officer
Wells Fargo Advisors, LLC

Mr. David Giles
Vice President / Deputy General Counsel and
Chief Ethics Officer
The E.W. Scripps Company

Ms. Amy Goodwin
President and Executive Director
The Johnson Foundation

Ms. Eva Grandison
Community Volunteer

Ms. Virginia Kuertz
Community Volunteer

Ms. Amanda Matusak
VP of Brand Strategy
Deskey

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

Ms. Suzanne Nelson
Associate, Trust & Estate Settlement
U.S. Bank Private Wealth Management

Mr. Chris Ostoich
Co-Founder
LISNR

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

Mr. Chip Workman
President
The Asset Advisory Group

Mr. John Young
Principal
Young ThinkingSouthern District of Ohio