Cincinnati Public Radio’s service to Greater Cincinnati is guided by a vision that speaks to making a difference in the lives of our neighbors.

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 250,000 listeners each week, plus an additional 200,000+ monthly users through its digital platforms. Listeners rely on and value 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, 1A, Marketplace and This American Life; concert recordings of the Cincinnati Symphony Orchestra, Cincinnati Opera and May Festival; special documentaries; and unique podcasts.

FY2019, perhaps more than any other year in the history of Cincinnati Public Radio, focused as much on the future as the present. Under the guidance and direction of its Board of Directors, Cincinnati Public Radio launched its first major capital campaign to fund the acquisition and construction of a new facility. The architects at emersion DESIGN are developing a visionary and sustainable design that will accommodate state of the art studios, a collaborative work environment and a welcoming and vibrant public space.

On a much more somber note, one of the staff people who pledged his support to the building project did so knowing he would never benefit from its potential to engage his audience. After a year-long battle with the disease, WGUC host Frank Johnson succumbed to cancer in March. A veteran of Cincinnati radio and a 20-year member of the WGUC staff, Frank was loved and admired for his easy-going manner, understated good humor, sharing nature and encyclopedic knowledge of the cinema and music. He was a good friend and is greatly missed.

FY2019 also saw the launch of Cincinnati Public Radio’s unified MasterBrand across all platforms and services. The extensive rebranding initiative was developed by Deskey and resulted in a total redesign of all websites, social media, stationary, email and print publications, signage and promotions, bringing the brand to life across the organization.

We are happy to share the following highlights from the year.
Since 1970, 91.7 WVXU has been Greater Cincinnati’s source for in-depth news and information, committed to bringing you the best in local and national public radio programs, while offering fresh perspectives for curious minds.

Listeners learn something new every day from favorite programs such as Morning Edition and All Things Considered; and are more connected to the city by listening to Cincinnati Edition and Around Cincinnati.

Cincinnati Edition is currently serving an important role in the arena of civic discussion. After a nationwide search, WVXU began 2019 by welcoming experienced journalist and online publisher Michael Monks as the new host of Cincinnati Edition.

Because of the dedication and professionalism of interim host Dan Hurley, Cincinnati Public Radio’s search committee had the time to find the right person for the job. It was with sincere thanks that CPR wished Dan well in his retirement.

The program is now on a growth trajectory as it strives to keep Greater Cincinnatians well informed on the issues and events vital to daily life in our region.
PROGRAMMING HIGHLIGHTS

MUSIC AND CIVIL RIGHTS
As the year began, Blues host Lee Hay explored the work of musicians who were also civil rights activists. Special programs included *Odetta: The Voice of The Civil Rights Movement; Josh White: Blues Musician/Civil Rights Activist*; and an evening of blues co-hosted with Dion Brown, President and Chief Operating Officer of the National Underground Railroad Freedom Center.

DEMOCRACY & ME
WVXU’s educational outreach project, *Democracy and Me*, funded by the Charles H. Dater Foundation, provided free resources and tools to teachers while helping students grasp subjects like the electoral process, the role of the media, and civic responsibility.

Dr. David Childs from Northern Kentucky University is authoring blog content and new lesson plans to increase resources. WVXU also hosted two *Democracy and Me Educational Teacher Workshops* with one focusing on problem-based learning and the other, podcasting in the classroom. A *Student Essay Competition* was also instituted with three students and a teacher receiving awards.

THE DAILY VIEW
In the Spring, WVXU introduced *The Daily View* newsletter. The daily email has more than 1,000 subscribers. Every morning at 6 a.m., the newsletter arrives in subscribers’ inboxes with links to WVXU’s major stories and other regional news. The newsletter is currently performing well above industry standard.
90.9 WGUC is looking forward to its 60th year as Greater Cincinnati’s only broadcast source for inspirational and soothing classical music.

In addition to daily classical music programming, WGUC records and broadcasts the concert seasons of the Cincinnati Symphony Orchestra, Cincinnati Opera and May Festival.

Also on our broadcast calendar are concerts by additional local performing arts organizations such as the Linton Chamber Music Series, Vocal Arts Ensemble, Cincinnati Pops, and Hyde Park Community Methodist Organ Series.

During the Christmas holiday, WGUC broadcast a full performance of Handel’s Messiah from Collegium Cincinnati.
NEW AT NOON
Every weekday, Elaine Diehl begins the Noon hour with the newest music in our library, introducing new CDs, up-and-coming performers, and tracks never shared before. New At Noon highlights the latest from today’s performing artists and allows listeners to discover music they may have never heard before.

YOUR CLASSICAL CHOICE
Your Classical Choice asks the question “If you were WGUC’s Music Director, what music would you add to the playlist?” This weekly feature encourages listeners to tell us what they would like to hear. Listener suggestions are highlighted every Thursday afternoon in the 3 o’clock hour, giving listeners the opportunity to participate in the programming they love.

CELEBRATING BERNSTEIN
WGUC celebrated the 100th anniversary of Leonard Bernstein’s birth by producing Leonard Bernstein: A Legacy, which told the story of Bernstein’s life and music, including his many connections to Cincinnati. WGUC also presented 100 Days of Bernstein with daily music by the composer, conductor and pianist as well as special online content, two CSO Encore broadcasts that featured his music, and a sold-out birthday brunch event.
Cincinnati Public Radio, Inc.
Statement of Activities
Year Ended June 30, 2019

Sources of Revenue

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$4,025,660</td>
<td>49%</td>
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<tr>
<td>Underwriting</td>
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<td>29%</td>
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<tr>
<td>Trade &amp; In-Kind Donations</td>
<td>$702,257</td>
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<tr>
<td>Federal, State and Local Grants</td>
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<td>Foundations</td>
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<tr>
<td>Capital Campaign Contributions</td>
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<tr>
<td>Events</td>
<td>$52,470</td>
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<tr>
<td>Rentals and Sales</td>
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<tr>
<td>Other</td>
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<tr>
<td><strong>Total</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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<tbody>
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<td>Programming, Production &amp; Transmission / Program Information and Promotion</td>
<td>$4,618,819</td>
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<td>Fundraising</td>
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<td>Underwriting</td>
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<td>Administration and General</td>
<td>$394,210</td>
<td>5%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$6,830,908</strong></td>
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</tbody>
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Click Here for Cincinnati Public Radio’s Audited Financial Statements for FY2019
Chair
Mr. Otto Budig Jr.
President
Budco Group, Inc.

Vice-Chair
Mr. Jerry Kathman
CEO
LPK

Treasurer
Ms. Emily Bae
AVP and Senior Counsel
Fifth Third Bank

Secretary
Ms. Michele Carey
Director, Professional Advisor Relations
Greater Cincinnati Foundation

Community Board Chair
Mr. Brian Gillan
Attorney
Freking Myers & Reul Attorneys

President
Mr. Richard N. Eiswerth
President
Cincinnati Public Radio

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

Mr. Justin Buckner
Organizational Consultant

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

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

Dr. Bruce Drushel
Professor and Chair, Department of Media, Journalism and Film
Miami University

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

Ms. Eva Grandison
Community Volunteer

Ms. Virginia Kuertz
Managing Director
JPMorganCaseBank, N.A.

Ms. Amanda Matusak
VP of Brand Strategy
Deskey

Dr. Wendy Maxian
Associate Professor, Communication Arts Department and Associate Professor, Gender and Diversity Studies Program
Xavier University

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

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

Mr. Chris Ostoich
Co-Founder
LISNR

Dr. John Owens
Associate Professor, Electronic Media
University of Cincinnati

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

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

Mr. Chip Workman
President
The Asset Advisory Group

Mr. John Young
Principal
Young Thinking