CELEBRATING
CINCINNATI PUBLIC RADIO
50 YEARS OF WVXU, 60 YEARS OF WGUC, 70 YEARS OF WMUB

FISCAL YEAR 2020
REPORT TO THE COMMUNITY
As the trusted, independent source of journalism, music and culture in the tri-state region, 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 24-hour jazz and independent music on its HD2 and HD3 digital channels, Cincinnati Public Radio reaches over 200,000 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 and Classics for Kids®, NPR’s Morning Edition and All Things Considered; favorites like Wait Wait…Don’t Tell Me, 1A, Marketplace and This American Life, plus new additions like Latino USA and Freakonomics; concert recordings of the Cincinnati Symphony Orchestra, Cincinnati Opera and May Festival; special documentaries; and unique podcasts.

Even as our stations reached milestone anniversaries in 2020 (70 years for WMUB, 60 for WGUC, and 50 for WVXU), the one element that had the greatest impact on FY20 and our short- and long-term operations – along with every other business, non-profit, governmental and personal enterprise this year – has been the COVID-19 pandemic. Despite the majority of our staff working from home since mid-March, the importance of our mission to provide current, factual news and comforting classical music has never been more at the forefront. Listeners knew they could rely on our stations for access to leaders and experts with updated information, as well as the respite they needed, as the days turned into weeks and months.

In addition to the pandemic, the WVXU news team had to concentrate a great amount of their efforts and resources into covering the unprecedented local, regional, national and international protests in reaction to the brutal murder of another unarmed black man at the hands of police in Minnesota, Atlanta, and elsewhere. Our reporters, along with the staff of Cincinnati Edition, worked overtime to get to the root of the story and present every conceivable viewpoint, from protesters on the streets, to representatives of the Cincinnati Police Department, to the mayor, to the governor.

On a much lighter note, Cincinnati Public Radio re-introduced our listeners to locally produced radio plays with the March debut of O’Toole From Moscow, a rare comedy about confusion between Russians and the Cincinnati Reds at the height of the “Red Scare” written by one-time Cincinnati resident Rod Serling. Our Media Beat columnist John Kiesewetter had dreamt of reviving this script since stumbling upon it some years ago. In collaboration with the University of Cincinnati – College Conservatory of Music, a cast of student actors recorded the play under the direction of Richard Hess. Rod Serling’s daughter, Anne Serling, came to town and served as the play’s narrator. Cincinnati Public Radio’s Josh Elstro produced the broadcast complete with sound effects and Russian folk music.

WGUC continued its 60-year commitment to the local arts community by initiating the new weekday feature, Cincinnati Spotlight Intermission, to highlight our area’s local arts and cultural organizations as they found new ways to serve audiences and fulfill their mission. WGUC’s Master Recording Engineer Stephen Baum produces the spotlight. The station also ended the fiscal year with a special one-day Intermission Fund Drive which helped raise over $9,000 for Artswave’s Arts Vibrancy Recovery Fund.
90.9 WGUC’s companionship and mission to provide classical music that uplifts and calms the heart, mind, and spirit was never more critical for our community than in FY2020.

The pandemic, racial tensions, and a divisive presidential race meant many were looking for respite and peace in the classical music we broadcast and stream every day.

Additionally, as many schools switched to learning-from-home models, use of WGUC’s Classics for Kids® website increased exponentially. During the 2019-2020 school year, CFK welcomed 1,508,758 unique users to classicsforkids.com, representing a 164% increase over the previous school year. The program is also working to expand its content featuring composers of color and women.

We welcomed the return of Andy Ellis to WGUC, this time as our late afternoon host. Andy, son of legendary WGUC engineer and producer Bruce Ellis, worked with us for several years before moving out of state. With the passing of Frank Johnson last year, it was comforting to welcome Andy back and he has quickly become a listener favorite. Live music from the Corbett Studio returned to WGUC’s airwaves as the station welcomed local musicians to perform during the Fall, December Days and Winter Fund Drives. The live performances were also shared on Facebook Live.

FY2020 did offer several opportunities for community engagement including a Classics for Kids® concert in partnership with My Cincinnati at the Price Hill Creative Community Festival in July, and Classics for Kids® presents Ferdinand the Bull at Books by the Banks and the Erlanger Branch of the Kenton County Library in October.

The pandemic did force a pause in our recording schedule as the Cincinnati Symphony, Cincinnati Pops, May Festival, and Cincinnati Opera all cut short or cancelled their seasons altogether.

Working in tandem with these organizations, we have been able to provide our listeners the opportunity to enjoy encore broadcasts of past performances as we await the reopening of local venues for live music once again.
Our community’s need for a source of local, trusted, and timely news was never more evident than during the multitude of events in FY2020.

Worldwide, the pandemic impacted every aspect of our lives: work, school, healthcare, the arts, business, the economy, even families.

Nationally, there was the impeachment of a president; hearings for Supreme Court nominees; a contentious presidential race; and the racial unrest arising from the murder of George Floyd in Minneapolis.

Locally, along with the protests and rallies, often happening just outside our building, the City of Cincinnati saw an arrest of a sitting City Council member on charges of bribery and corruption; a pivotal role in the development of a future COVID-19 vaccine; and myriad challenges faced by all local school districts.

All of these stories were covered in-depth by WVXU’s team of journalists for on-air and online stories, and by the Cincinnati Edition talk show team, allowing for decision-makers to explain situations and responses, and for the community to ask questions of them directly.

WVXU also broadcast Ohio Governor Mike DeWine’s press conferences and addresses to the state live, with timely reports about the statistics and orders from Kentucky and Indiana.

With the 2020 presidential election in full force, politics was top of mind throughout the year. WVXU launched *Counterpoints*, a weekly election-centric email newsletter from Senior Political Analyst Howard Wilkinson, to provide additional perspective on local, regional and national races.

The newsletter’s open rate, 49%, is much higher than the industry average of 20% and its click through rate, 6%, is higher than the industry average of 2%.

A hallmark of this year’s Democracy and Me activities was the launch of the student podcast *Democracy & Z*. In partnership with Elementz, the podcast provides an outlet for students to talk about the issues that impact their lives, now and in the future.

*Democracy & Z* covers topics like racism, immigration, voting rights, educational equity, the election, climate change, and life in quarantine.

Youth artists and staff from Elementz provided the podcast’s theme music (Noah Hawes) and logo (Yoni Lee). The podcast has been downloaded around the U.S. as well as Australia, Iran, China, and other countries.
Cincinnati Public Radio, Inc.
Statement of Activities
Year Ended June 30, 2020

### Sources of Revenue

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$4,083,703</td>
<td>50%</td>
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<tr>
<td>Underwriting</td>
<td>$1,899,413</td>
<td>24%</td>
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<tr>
<td>Federal, State and Local Grants</td>
<td>$661,466</td>
<td>7%</td>
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<tr>
<td>Trade &amp; In-Kind Donations</td>
<td>$605,158</td>
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<tr>
<td>Corporation for Public Broadcasting</td>
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<tr>
<td>Foundations</td>
<td>$312,469</td>
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<tr>
<td>Rental, Sales &amp; Other</td>
<td>$45,248</td>
<td>1%</td>
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### Sources of Other Revenue

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<tr>
<th>Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Capital Campaign Contributions</td>
<td>$6,738,641</td>
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<tr>
<td>Investment Return, Net</td>
<td>$200,982</td>
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<tr>
<td>Loss on Disposal of Equipment</td>
<td>$(54,053)</td>
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<tr>
<td><strong>Total Revenues</strong></td>
<td><strong>$14,991,387</strong></td>
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### Expenditures

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<tr>
<th>Category</th>
<th>Amount</th>
<th>%</th>
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<tbody>
<tr>
<td>Programming &amp; Broadcasting</td>
<td>$4,774,733</td>
<td>71%</td>
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<tr>
<td>Fundraising</td>
<td>$912,861</td>
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<tr>
<td>Underwriting</td>
<td>$610,489</td>
<td>9%</td>
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<td>Administration and General</td>
<td>$400,717</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$6,698,800</strong></td>
<td></td>
</tr>
</tbody>
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**Change In Net Assets:** $8,292,587

Click Here for Cincinnati Public Radio’s Audited Financial Statements for FY2019
BOARD OF DIRECTORS

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Deskey

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Southern District of Ohio

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Associate Professor, Electronic Media
University of Cincinnati

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

Mr. Chip Workman
President
The Asset Advisory Group

Mr. John Young
Principal
Young Thinking