

2022
FISCAL YEAR



*Photo From
2021 Opera
in the Park*



COMMUNITY REPORT

July 1, 2021 – June 30, 2022





CINCINNATI PUBLIC RADIO

We believe in community.

It is the common ground we all share. News, information, music, arts, and culture unify us.

We believe in connection.

Across multiple media, we believe in embracing and giving voice to the diversity of our community. We foster a dialog that aspires to link the members of Greater Cincinnati.

We believe in our city.

Ideas, passion and curiosity are woven into the character of our hometown. Together, we create a unique community that is informed, involved and inspired.

COMMUNITY REPORT

OUR BELIEFS 2

TABLE OF CONTENTS 3

A LETTER FROM THE PRESIDENT & CEO 4

Mission and Vision Statements

CINCINNATI PUBLIC RADIO BY THE NUMBERS 5

90.9 WGUC CLASSICAL MUSIC 6

Welcome, John Clare
Congratulations to Lloyd Bryant
Classics for Kids®
Opera in the Park
Make Music Monday

91.7 WVXU NEWS 9

Welcome, Lucy May
CCM Radio Theatre
Debates
Voter Guide
The Ohio Newsroom

COMMUNITY EVENTS & OUTREACH HIGHLIGHTS 12

Paddlefest
Earth Day
Make Music Day Cincinnati

AWARDS 14

FINANCIAL REPORT 16

MEMBERSHIP 17

2022 BOARD OF DIRECTORS 18

COMMUNITY ADVISORY BOARD 19

STAFF 20

A LETTER FROM THE PRESIDENT & CEO

Dear Friends,

Cincinnati Public Radio (CPR) continued to build on its brand name this fiscal year with newsworthy updates on our new building plans. The ongoing pandemic provided time for additional studies of our previously announced location at 9th and Elm Streets in downtown Cincinnati. Those studies proved invaluable, and it was determined building at the site would double the demolition and remediation costs. The search for a new location, our decision to build in the Evanston community and our return to Cincinnati City Council to seek approval for the new site made headlines.

It was exciting to be a part of the sold-out *The Moth Mainstage* live storytelling event through our partnership with Memorial Hall. The development team hosted a pre-reception where our staff members could mix and mingle with 91.7 WVMX and 88.5 WMUB donors. One of the highlights of the evening was the round of applause our Morning Edition host, Maryanne Zeleznik, received as she gave the introductory greetings to the sold-out crowd at Memorial Hall, proving once again the value of being an NPR station.

The Cincinnati Symphony Orchestra Girls Rock! - Lollipops concert allowed us to greet 90.9 WGUC listeners and introduce new families to our classical radio station and Classics for Kids radio program. Mid-day radio host Elaine Diehl was a featured presenter, and our kazooos were popular takeaways for those who stopped by our table in Music Hall.



We want to thank Otto Budig, Jr., for his commitment to this organization. Mr. Budig transitioned from board chair at the close of this fiscal year. We are grateful he will continue to contribute to Cincinnati Public Radio with his wealth of business acumen, especially as we move forward in the next steps of our new building campaign.

As we move forward with our plans to build new studios and office space, expand our digital brand and grow our audiences, we are even more excited about the future of public radio in Cincinnati. Thank you to our staff, supporters and volunteers who help us bring the great content we create to the masses. Read on to learn about CPR's work to inform, entertain, and engage with the Greater Cincinnati community through our music, News/Talk stations, community events, and educational outreach programs.

Sincerely,

Richard Eiswerth
President & Chief Executive Officer

Mission

Cincinnati Public Radio is the trusted, independent source of journalism, music and culture, empowering a vibrant, engaged and informed community.

Vision

Cincinnati Public Radio strives to engage your mind, enrich your life, and lift your spirit.



CINCINNATI PUBLIC RADIO BY THE NUMBERS

WEEKLY BROADCAST
LISTENERS
211,000

MONTHLY USERS ON DIGITAL PLATFORMS

258,171 Websites and Apps

119,863 Streaming Sessions

SOCIAL MEDIA FOLLOWERS



13,795

@91.7 WVXU

3,659

@90.9 WGUC



2,809

@91.7 WVXU

942

@90.9 WGUC



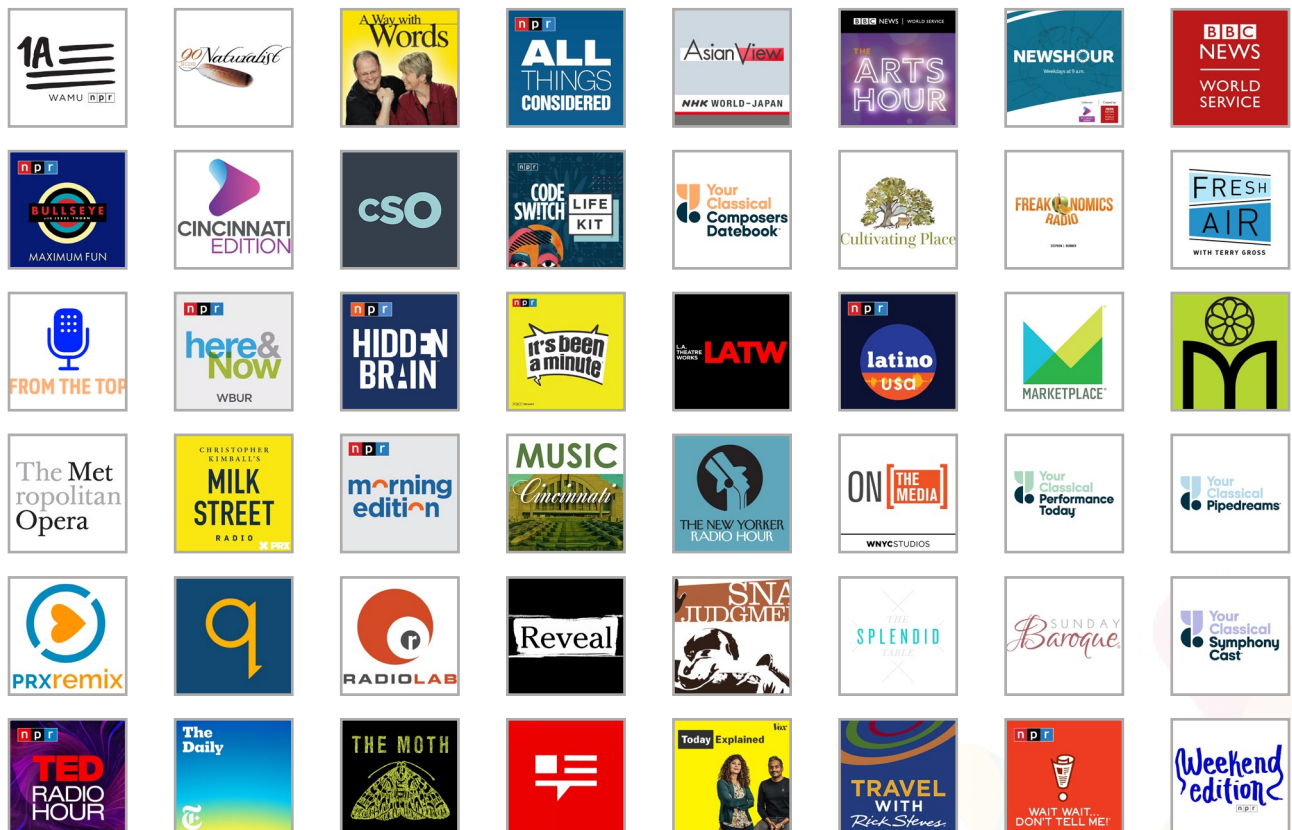
26,237

@91.7 WVXU

1,760

@90.9 WGUC

PROGRAMS ON BOTH STATIONS:



90.9 WGUC CLASSICAL MUSIC



CINCINNATI
PUBLIC RADIO

90.9 WGUC
MUSIC

Welcome, John Clare, Classical Music Director

We made headlines in the public media music world when we brought veteran Classical Music Director John Nasukaluk Clare on board. John's knowledge of classical music pieces, from the greatest composers of all time to new and diverse composers, is heard and appreciated by many of our WGUC listeners. We continue to hear from fans about how much they love hearing the new pieces of music on our airwaves. John is also a violinist and enjoys connecting with our partners at the Cincinnati Symphony Orchestra and visiting his favorite hippos at the Cincinnati Zoo.



JOHN CLARE

Congratulations to Lloyd Bryant for 40 Years at WGUC

WGUC Sunday evening host Lloyd Bryant retired after working part-time at the station for four decades. Lloyd selected as his final farewell piece Igor Stravinsky's *The Firebird Suite*.

Classical music is truly in Lloyd's blood. Lloyd shared this sentiment with the staff on his 81st birthday. "For years, I had wanted to be a deejay (DJ, host, personality, etc., etc.) on a classical radio station. In the early '80s, I was driving in Cincinnati one night, heard part of a WGUC fundraiser, and thought to myself, 'Wouldn't it be great to be part of a radio station like that?' It has been and is, and you and your predecessors made it happen."

We thank Lloyd for 40 years of providing the best classical music to WGUC listeners near and far.



LLOYD BRYANT



Classics for Kids®

Sporting a fresh new look, new logo and new features, Cincinnati Public Radio's Classics for Kids® (CFK) website (classicsforkids.com) is even more fun and engaging for children, parents and teachers than ever before!

The website features a new look from Deskey, Cincinnati Public Radio's design partner, and our new contributor, Miami University Musicology professor Dr. Tammy Kernodle whose new blog celebrates diverse composers and players. We hosted a Zoom event introducing the new website to users with CFK Host Naomi Lewin, Dr. Tammy and Educational Outreach Coordinator Julie Coppens.

We thank the Charles H. Dater Foundation for its ongoing support of classical music and for helping us share this music with children in Cincinnati/Northern Kentucky and around the world.



Opera in the Park

Cincinnati Opera's season premier concert, Opera in the Park, was a fast sell-out, but thanks to our partnership, 90.9 WGUC broadcast the concert live from the beautiful Summit Park in Blue Ash. Hosts Evans Mirageas (The Harry T. Wilks Artistic Director of the Cincinnati Opera) and Suzanne Bona (host and producer of Sunday Baroque) guided visitors and radio listeners through a preview of the Opera's upcoming season, including performances from *Tosca*, *Carmen* and *The Barber of Seville*. Summit Park was home to the 2021 Cincinnati Opera season, with a scaled-down production presented in a socially distanced setting. Audio Recording and Mastering Engineer Stephen Baum, VP of Engineering Don Danko and Classics for Kids intern Derrick Smith worked behind the scenes to bring the music to our radio listeners.





Make Music Monday

Corbett Studio was full of live music for our first-ever Make Music Monday event in May. WGUC announcers Brian O'Donnell, Elaine Diehl and Andy Ellis conducted interviews with local musicians as part of the live performances. Listeners were excited to learn that we donated a recorder to a Cincinnati Public Schools student for every donation made that day. Nearly 70 recorders were donated on behalf of our listeners and WGUC.

"I'm a sustainer but wanted to participate in Make Music Monday. What an excellent gesture to the community!"



Welcome, Lucy May, Cincinnati Edition Host

Award-winning journalist and self-proclaimed NPR Nerd Lucy May took over as host of *Cincinnati Edition* after Michael Monks announced his resignation. Lucy brings 25 years of reporting experience to our flagship news magazine show, airing weekdays at noon and 8 p.m. Lucy's experience covering some of the most challenging community issues in Cincinnati has not gone unnoticed by listeners who have commented on her ability to ask questions that get to the heart of the matter and walk them through complex stories with understanding and ease.



LUCY MAY

CCM Radio Theatre

WVXU and U.C.'s College-Conservatory of Music joined forces for a new radio play competition – CCM Radio Theatre. The contest was opened to current and former U.C. students who submitted an original short play for a chance to win cash prizes. U.C. alumnus Cedric Rose was named the CCM Radio Theatre playwright competition winner with his play *Ketchup*. The winning plays were produced by CCM Playwrights and performed by CCM students inside a WVXU studio and broadcast on 91.7 WVXU. Vice President of Content Jenell Walton thanks CCM Acting Professor Brant Russell and the judges from the arts community. You can [listen](#) to the plays on demand.





Debates

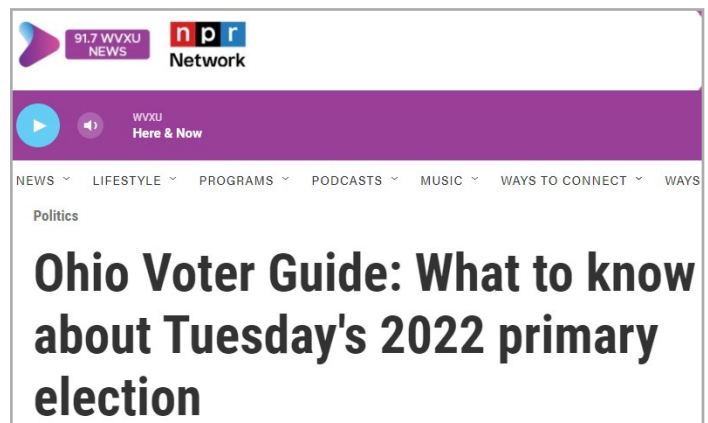
WVXU brought you two candidate debates in partnership with The Ohio Debate Commission. Lucy May, the host of WVXU's Cincinnati Edition, served as moderator for the Ohio Gubernatorial Democratic primary debate between former Cincinnati mayor John Cranley and former Dayton mayor Nan Whaley. WVXU aired the hour-long debate live on-air and online. WVXU also broadcast the Commission's debates for Ohio's open U.S. Senate seat.

WVXU Local Government Reporter Becca Costello served on the panel for the Cincinnati Enquirer-sponsored debate between David Mann and Aftab Pureval. 91.7 WVXU also brought this debate to listeners live on-air and online.



Voter Guide

There was strong interest in the WVXU Voter Guide. The voter guide's website page had nearly 6,500 unique visitors leading up to the November election. The voter guide provided information for the 2021 Cincinnati City Council, Cincinnati Public Schools Board and Hamilton County ballot issues. The report, *A voter guide to where 2021 Cincinnati Council candidates stand on the issues*, by Local Government Reporter Becca Costello was a popular read with nearly 16,000 views of the article.





The Ohio Newsroom

One of the most significant collaborative efforts from Ohio public radio stations launched this year with the establishment of The Ohio Newsroom (TON), the largest statewide radio and digital news service in the Buckeye State. In many cities and towns across the country, newspapers and television stations are dwindling, limiting the number of viable options for those seeking unbiased local news, information, and community. TON will help tell the stories from Ohio's news deserts and produce reports of statewide significance. Cincinnati Public Radio, Ideastream (Cleveland), WOSU Public Media (Columbus); and WYSO (Yellow Springs) are founding members. WGTE (Toledo); WCSU (Wilberforce); and WYSU (Youngstown) have joined as participating stations. Cincinnati Public Radio Digital Platform Manager Jim Nolan designed the TON logo.

“WVXU, NPR and their dedicated staff are a vital news and information lifeline in a time when accurate news and information are more important than ever. I have tremendous respect for the folks at WVXU. Thank you.”



ERIN GOTTSACKER



KENDALL CRAWFORD

COMMUNITY EVENTS & OUTREACH HIGHLIGHTS



CINCINNATI
PUBLIC RADIO

COMMUNITY
CONNECT

At the start of our fiscal year in July 2021, the pandemic continued to play a part in our community outreach plans. CPR managed to attend more than a dozen community events, reaching a wide variety of neighborhoods in our listening range from Price Hill to Oxford. Volunteers represented CPR at several of these events and on-air hosts also attended and did meet and greets with many communities. We also hosted a listening session in Lincoln Heights in partnership with the Round the Corner series.



Paddlefest

Cincinnati Edition Host Michael Monks emceed the Paddlefest show Friday evening with over 2,000 people in attendance. CPR staff paddled the river on Saturday with their cleverly named team, “Mooring Edition.”



Earth Day

Cincinnati Public Radio was excited to participate in the Greater Cincinnati Earth Day Celebration at Blue Ash's Summit Park on Saturday, April 23. Guests met our staff and received a pack of wildflower seeds for their garden. Cincinnati Edition Host Lucy May emceed the event.



Make Music Day Cincinnati

Make Music Day Cincinnati and Classics for Kids® teamed up to bring the music to Washington Park on June 21. We had more than 200 kids join us for this Cincinnati Public Radio signature event. We invited summer camps from Cincinnati Recreation Center and Project Connect. There were many musical activities for the children, including bucket drumming sessions, an instrument petting zoo with Antonio Violins, Peanut Butter Jam Session with Linton Chamber Music, and so much more! Thank you to our food sponsor, Camp Washington Chili, for donating coneys and chips. We had Kona Ice, who delivered snow cones to cool the kids down with a sweet treat. Classical Music Director John Clare hosted the event. Naomi Lewin, the host of CFK, traveled to summer day camps to read *Ferdinand the Bull* and was accompanied by violinist Yu-Kun Hsiang.



AWARDS

2022 OHIO SOCIETY OF PROFESSIONAL JOURNALISTS

The Society of Professional Journalists is the nation's most broad-based journalism organization, dedicated to encouraging the free practice of journalism and stimulating high standards of ethical behavior.

First Place Best Business/Consumer Reporting

Ann Thompson

A Look at Continuing Effects of Covid on Amusement Parks

First Place Best Public Affairs Program

Cincinnati Edition

Michael Monks, Selena Reder, Nick Swartsell

Second Place Best Reporter

Ann Thompson

Second Place Best Continuing Coverage

Truth in Local Government

Jolene Almendarez, Becca Costello, Michael Monks, Selena Reder, Nick Swartsell, Howard Wilkinson

First Place Best Continuing Coverage

20th Anniversary of 2001 Civil Unrest in Cincinnati:

Jolene Almendarez, Becca Costello, Jennifer Merritt, Michael Monks, Selena Reder, Cory Sharber, Nick Swartsell, Ann Thompson, Tana Weingartner, Howard Wilkinson, Maryanne Zeleznik

First Place Best Education Issues Reporting

Cory Sharber

From 'Excited' To 'Nerve-Racking': How CPS Students Feel About Returning To The Classroom

Second Place Best Feature Reporting

Ann Thompson

How RFID is Helping Penguins Swim More

First Place Best General Assignment Reporter

Tana Weingartner

A complete act of betrayal': CAIR-Ohio executive director fired for allegedly spying for an anti-Muslim hate group

AWARDS

2022 OHIO SOCIETY OF PROFESSIONAL JOURNALISTS

First Place Best Investigative Reporting

Jolene Almendarez, WVXU

No-Knock Warrants: Black Cincinnatians More Often The Focus As Use Decreases Overall

First Place Best Science Reporting

Ann Thompson

Miami University licenses the manufacturing of psychedelic drugs

Second Place Best Sport Reporting

Cory Sharber

NKU Project Measures Just How Heated - Or Lopsided - Sports Rivalries Can Be

First Place Best Spot News

Tana Weingartner

Second Place Best News Operation

Jolene Almendarez, Becca Costello, Jennifer Merritt, Michael Monks, Selena Reder, Bill Rinehart, Cory Sharber, Nick Swartzell, Ann Thompson, Tana Weingartner, Howard Wilkinson, Maryanne Zeleznik

Second Place Best Newscast

Jolene Almendarez, Becca Costello, Bill Rinehart, Cory Sharber, Ann Thompson, Tana Weingartner, Maryanne Zeleznik

First Place Best Website WVXU.org

Jennifer Merritt

Second Place Best Anchor

Maryanne Zeleznik



FINANCIAL REPORT

Cincinnati Public Radio, Inc. - Statement of Activities
Year Ended June 30, 2022



Sources of Revenue

Contributions	\$ 4,069,051	52%
Underwriting	\$ 1,958,023	25%
Federal, State and Local Grants	\$ 178,946	2%
Trade & In-Kind Donations	\$ 518,242	7%
Corporation for Public Broadcasting	\$ 666,485	8%
Foundations	\$ 373,487	5%
Rental, Sales & Other	\$ 67,146	1%

Sources of Other Revenue

Capital Campaign Contributions	\$ 216,165
Investment Return, Net	\$ (628,091)
Total Revenues	\$ 7,419,454

Expenditures

Programming & Broadcasting	\$ 4,609,615	71%
Fundraising, including Capital Campaign	\$ 797,813	12%
Underwriting	\$ 605,767	9%
Administration and General	\$ 522,970	8%

Sources of Other Expenses

Loss on Disposal of Equipment	\$ 2,119,736
Total Expenditures	\$ 8,655,901

Change In Net Assets: (\$1,236,447)

Ending Net Assets at June 30, 2022: \$41,956,341

[Click Here for Cincinnati Public Radio's Audited Financial Statements for FY2022](#)

MEMBERSHIP

Cincinnati Public Radio, Inc. - Statement of Activities
Year Ended June 30, 2022



TOTAL MEMBERS

21,411

SUSTAINERS

9,741

[DONATE NOW](#)

The support we receive from listeners represents more than half of Cincinnati Public Radio's revenue every year. Your donations keep classical music and local concert broadcasts, plus **Cincinnati Spotlight** and **90 Second Naturalist** on WGUC and **Cincinnati Edition**, **All Things Considered** and **Fresh Air** on WVXU and WMUB. WVXU has an award-winning news team with decades of experience reporting on what matters most to you and WGUC serves as the Voice of the Arts, amplifying and promoting arts events all over town thanks to our donors. With this support we can also offer streaming and our station apps, and we're growing the next generation of public radio listeners through educational outreach programs like Classics for Kids® and Democracy & Me. For more than 10 years, both Cincinnati Public Radio stations have been broadcasting using HD Radio technology. HD improves the broadcast sound and allows us to offer unique subchannels of music not readily available over the airways. On WVXU HD2, we air Radio Artifact, a local alternative station. On WGUC HD2, it's a 24-hour jazz service; on WGUC HD3, it's Inhaler Radio, another local alternative station. These stations are available on HD Radios and streaming on our websites. Without listener support we would not have been able to install new state-of-the-art transmitters for WGUC, WVXU and WMUB to provide strong and reliable signals. Every story on WVXU and every piece of classical music on WGUC is made possible by listeners. **Thank you for supporting Cincinnati Public Radio.**

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University of Cincinnati

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Vice President of Development

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(Joined Winter 2022)

Christine Trenholm

Chief Financial Officer

(Departure Fall 2021)

Jenell Walton

Vice President of Content

Maryanne Zeleznik

Vice President of News

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Julie Coppens

Education Outreach Coordinator

Elaine Diehl

WGUC Announcer

Andy Ellis

WGUC Announcer

Josh Elstro

Production and Recording Engineer

Naomi Lewin

Host/Writer/Producer Classics for Kids

Jim Nolan

Website Manager and Digital Platforms

Coordinator

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WGUC Announcer

Katie Query

Community Events and Volunteer

Coordinator

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Development Manager

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Milan Weaver

Development Services Coordinator

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Dave Schermer

Production Assistant

Derrick Smith

Production and Recording Engineer

Will Staffan

Chief Engineer

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Staff Accountant

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Jolene Almendarez

Reporter

Becca Costello

Local Government Reporter

John Kiesewetter

TV/Media Reporter/Media Beat Blogger

Lucy May

Host, Cincinnati Edition

Jenn Merritt

Deputy News Editor and Digital Editor

Selena Reder

Producer, Cincinnati Edition

Bill Rinehart

Reporter/Anchor

Cory Sharber

Reporter

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Assistant Producer, Cincinnati Edition

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News Host, Reporter

Tana Weingartner

Senior Editor/Reporter

Howard Wilkinson

Senior Political Analyst

Part-Time Talent

Timyka Artist

On-Air Host

Lloyd Bryant

On-Air Host

Michael Grayson

On-Air Host

Jeff Hood

On-Air Host

Dave Schermer

On-Air Host

Oakley Scot

On-Air Host

Pam Temple

On-Air Host



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THANK YOU

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