



COMMUNITY REPORT 2023



July 1, 2022 – June 30, 2023



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.

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A LETTER FROM THE PRESIDENT & CEO

Dear Friends,

This year, Cincinnati Public Radio (CPR) brought several unique experiences to the Greater Cincinnati and Northern Kentucky communities. 91.7 WVXU was excited to welcome BBC *Newshour* Presenter James Menendez and the BBC crew to the Queen City from London, United Kingdom, for a live broadcast from our studios. James reported on Cincinnati and regional stories making headlines around the world.

CPR fans gathered at Miami University to meet Jennifer Jewell, the host of *Cultivating Place*. Jennifer met horticulture and sustainability students and spoke to a sold-out crowd at the Oxford Seniors Center. The event allowed us to connect our on-air program of Jennifer's radio show, which airs at 7 a.m. Saturdays, to the local community. Some fans of the show drove from Cincinnati to Oxford to meet Jennifer in person, a testament to the program's popularity.

CPR collaborated with Urbanist Media to bring you Juneteenth special programming as part of our ongoing efforts to add diverse voices in our community to our airwaves. Cincinnati-based historic preservationist of color Deqah Hussein-Wetzel, urban/architecture journalist Vanessa Quirk, and editor Connor Lynch produced the Cincinnati Black History one-hour special program and five mini-episodes.

We also gained traction on our work to introduce new and younger audiences to public radio through several outreach events, including a Classics for Kids film scoring education workshop and a field trip to listen to the CSO Pops live concert of the *Black Panther*. The first Democracy & Me Digital Leadership Day



RICHARD EISWERTH

taught visiting Girl Scout troops about careers in journalism.

I want to end this note with a special thanks to the Mayor of Cincinnati, Aftab Pureval, for the Public Radio Music Day proclamation we received from the City on October 26, 2022.

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
215,500

MONTHLY USERS ON DIGITAL PLATFORMS

160,381 Websites and Apps
357,302 Streaming Sessions

SOCIAL MEDIA FOLLOWERS



16,451

@91.7 WVXU

4,151

@90.9 WGUC



3,185

@91.7 WVXU

1,034

@90.9 WGUC



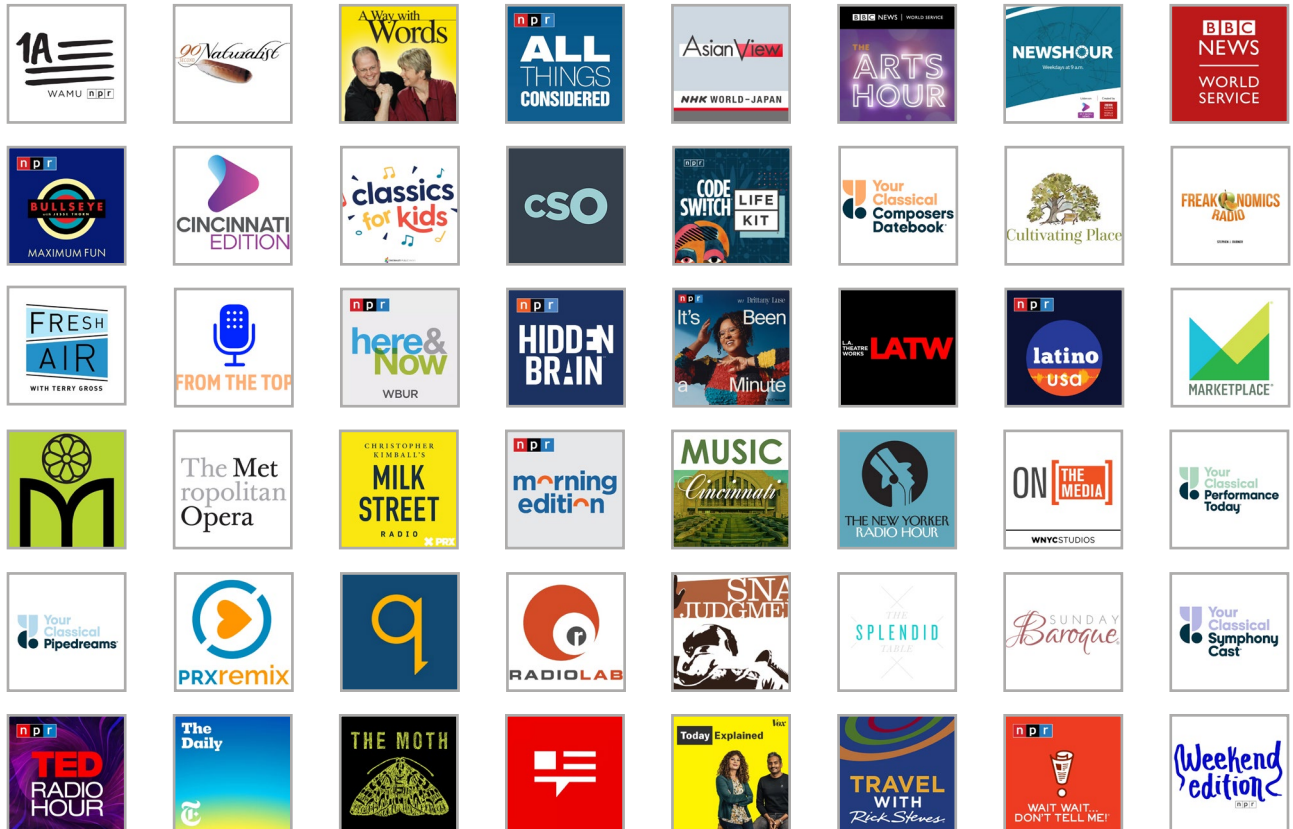
26,094

@91.7 WVXU

1,747

@90.9 WGUC

PROGRAMS ON BOTH STATIONS:





CINCINNATI
PUBLIC RADIO

90.9 WGUC
CLASSICAL

MUSIC FOR YOUR HEART, MIND AND SPIRIT

- Live! Mahler's Symphony No. 8
- Classics for Kids® Film Scoring Workshop
- Music Monday
- Aspects of Love
- Bach In The Subways



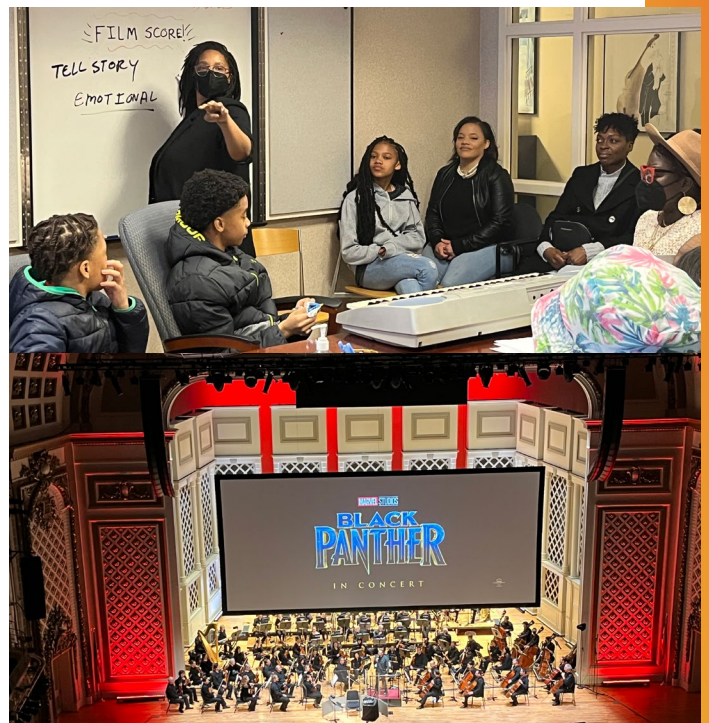
Live! Mahler's Symphony No. 8

WGUC partnered with the Cincinnati May Festival to bring listeners a live broadcast of Mahler's 8th Symphony on 90.9 WGUC. WGUC announcer Elaine Diehl and Cincinnati Edition Associate Producer Assia Johnson hosted the special program. Elaine and Assia took listeners behind the scenes with a preshow of the concert at Music Hall. Conductor James Conlon and performer Brianna Hunter shared their perspectives on the concert with Classical Music Director John Clare, who interviewed the pair for the live broadcast. Joel Crawford, Cincinnati Public Radio Recording and Mastering Engineer and Broadcast Operations Manager Dave Schermer ensured the concert was broadcast seamlessly over the radio airwaves and on our stream at WGUC.org.



Classics for Kids® Film Scoring Workshop

Classics for Kids® hosted a film scoring education workshop and field trip experience. The day began at Cincinnati Public Radio, where students and parents from TCP World Academy participated in an interactive discussion. WGUC Host Nikea Randolph led the workshop with the Classics for Kids® intern. Students learned the basics of film scoring and participated in a listening activity where they learned how music in film helps to evoke different emotions. The workshop was followed by a studio tour and a trip to Music Hall to watch the Cincinnati Pops perform Ludwig Göransson's Oscar-winning score live to the *Black Panther* film. Our thanks to the Charles H. Dater Foundation for sponsoring Classics for Kids®.





Music Monday

We celebrated Music Monday by welcoming local musicians and ensembles to perform live music in our Corbett Studio, spotlighting the rich diversity and talent in Cincinnati’s music community. We thank Faux Frenchmen, Rick Sowash, the Antigone Quartet, and others for giving us the gift of their time and talent.



Aspects of Love

WGUC produced a new Valentine’s Day special broadcast called Aspects of Love this year. Musical selections included composers who were married to composers. We tapped some staff to read poetic words of romance and inspiration. Social Media Coordinator Brittany Mayti read a poem by Amanda Gorman, the youngest poet to read a poem at a presidential inauguration. Donor Services Manager Milan Weaver read the classic love poem by Lord Byron, She Walks In Beauty. WGUC Hosts Brian O’Donnell, Elaine Diehl and Nikea Randolph played pieces by various classic, diverse and young composers.

“Thank you for being a creative presence, not simply a player of recordings. Stories of the composer and the piece itself are a wonderful gift. Keep up the good work.”

Bach In The Subways

Bach in the Subways celebrates Johann Sebastian Bach’s birthday. WGUC participated in the birthday bash, playing music by Bach and his family. We asked our Community Events and Volunteer Coordinator, Liz Asgian, to take to social media with her violin. Liz was filmed by our Digital Platforms Manager, Ronny Salerno, and Social Media Coordinator, Brittany Mayti, playing Bach all over downtown Cincinnati, along the streetcar line and near an old subway tunnel entrance. A local all-female string quartet, Bow Vision Quartet, played some Bach pieces with the community at Rookwood Commons & Pavilion.





CINCINNATI
PUBLIC RADIO

91.7 | **88.5**
WVXU | **WMUB**

YOUR NPR STATION

- BBC, Reporting Live from Cincinnati
- Juneteenth Urban Roots
- Looking Up Returns
- Digital Leadership Day

n p r Network



BBC, Reporting Live From Cincinnati

WVXU was excited to welcome BBC *Newshour* Presenter James Menendez and the BBC crew to Cincinnati for several days in April. James reported on Cincinnati and regional stories making headlines around the world. As part of our mission to connect with the community, we took James and Newshour Deputy Editor Heba Ayoub to speak at the University of Cincinnati, Miami University in Oxford, and Northern Kentucky University. It was a rare opportunity for the students to meet this elite international journalism team and learn more about their careers.



Juneteenth With Urban Roots

CPR partnered with Urbanist Media to produce an Urban Roots Cincinnati Black History radio program for broadcast on 91.7 WVXU. Cincinnati-based historic preservationist of color Deqah Hussein-Wetzel, urban/architecture journalist Vanessa Quirk, and editor Connor Lynch made up the three-member team. Urbanist Media's initiatives are rooted in community-led storytelling and equitable preservation-based development. The Black History series was produced as part of WVXU Juneteenth special programming - 90-Second History: A sound-rich, immersive experience that drops you briefly into the life of one person or place of significance to Black Cincinnati history. Marian Spencer, Union Baptist Cemetery, Sarah Fossett, Regal Theatre, and Intersectionality at the Cotton Club were featured. The series also included a one-hour broadcast program.





Looking Up With Dean Regas Returns

The Cincinnati Public Radio astronomy podcast *Looking Up with Dean Regas* returned with a big bang this year. Vice President of Content Jenell Walton brought on Marshall Verbsky as the new podcast producer. Marshall’s curiosity about the sky and stars and Dean’s knowledge, natural wit and sense of humor helped to launch the podcast into a new stratosphere. The podcast’s editors, Derrick Smith and Ella Rowen, introduced a new sound, dropping in archival interviews and sound effects to help tell the story along with Dean and his show guests. *Looking Up with Dean Regas* is available wherever you get your podcast or CinRadio.org.



Digital Leadership Day

Girl Scout troops participated in Democracy & Me’s first Digital Leadership Day at 91.7 WVXU. The day began with a Q & A session with Vice President of News and WVXU *Morning Edition* Host Maryanne Zeleznik and Government Reporter Becca Costello. The girls learned about public radio and careers in journalism. The girls recorded short podcasts on fast fashion and the environment, COVID safety, social media and mental health, and student-led initiatives and activism. The Girl Scouts also worked on an activity where they learned to identify credible news sources—thanks to the Charles H. Dater Foundation for sponsoring Democracy & Me.



“I’m grateful every day for the depth and quality of each show I listen to on WVXU. I’ve grown even more appreciative of the depth of local coverage the station provides through shows like Cincinnati Edition and stories from The Ohio Newsroom. Thank you!”



CINCINNATI
PUBLIC RADIO

CONNECT

COMMUNITY EVENTS & OUTREACH HIGHLIGHTS

- MLK Speech Competition
- Silent Disco at BLINK
- Democracy & Me
- Hello, TikTok!
- Cincy Cinco

MLK Speech Competition

Students at Elevated Excellence Academy participated in the inaugural Dr. Martin Luther King, Jr. speech competition as part of our educational outreach program Democracy & Me, sponsored by the Charles H. Dater Foundation. Students were asked to use Dr. King's words as inspiration to create an original speech on a current issue they felt passionate about. Violence, discrimination, environmental justice, and knowing when to stand up for what is right were topics students chose to highlight in their speeches. Students with the top scores won cash prizes!



Silent Disco Party

During the BLINK light festival, the dance floor was full all night for our Silent Disco party at Findlay Market. Visitors to our pop-up silent disco put on wireless headphones and danced the night away to a variety of dance music, including a mix of 70s, 80s, 90s, Hip-Hop, Top 40, and EDM.

Amazing light displays were along the BLINK route, and CPR was proud to participate in the festival. Thank you to our event partner, Findlay Market, for allowing us to host the silent disco at its Farmer's Shed.



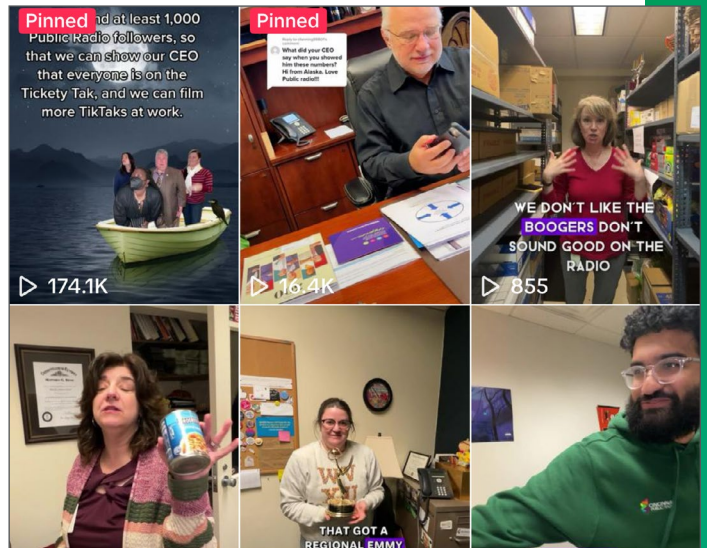
Democracy & Me

Democracy & Z podcast host Yoshie Vinton had the special opportunity to interview Filip Vanden Bulcke, the Belgian Consul General. Cincinnati Public Radio Community Advisory Board member Paul Allaer helped arrange the interview with the Consul General. Program Coordinator Kahvah Whittaker worked with Yoshie to prepare for the ambassador’s interview about the diplomatic efforts of Belgium.



Hello, TikTok!

Cincinnati Public Radio launched its TikTok channel to grand fanfare. Our social media channel collected over 6,000 followers in just a few months. We had some brave volunteers willing to take on starring roles, including President and CEO Rich Eiswerth, taking viewers behind the scenes at Cincinnati Public Radio. The social media channel is a great way to introduce ourselves to new audiences.



Cincy Cinco

CPR joined the Hispanic Chamber at their table for Cincy Cinco. We passed out bags stuffed with Mexican candy and stickers promoting our Classics for Kids® program and the radio program *Latino USA*, which airs on WVXU. New Cincinnati Public Radio board member Alfonso Cornjero, President of the Hispanic Chamber, invited us to join the organization’s table at Fountain Square. Thanks, Alfonso!



AWARDS

91.7 WVXU HONORED FOR OUTSTANDING JOURNALISM

The news team at 91.7 WVXU has received awards from the Cincinnati Chapter of the Society of Professional Journalists, the Ohio Society of Professional Journalists, the Public Media Journalists Association, and the Radio Television Digital News Association (RTDNA).

Edward R. Murrow Award from the RTDNA:

Becca Costello

WVXU's local government reporter Becca Costello was honored with the Region 7, Large Market Radio Edward R. Murrow Award for Hard News for her coverage of the sewage-contaminated water seeping into a local African American cemetery.

OHIO SOCIETY OF PROFESSIONAL JOURNALISTS - BEST OF SHOW:

First Place - Best General Assignment Reporting

Tana Weingartner

Blood Centers Look to Rejuvenate High School Donor Drives

First Place – Best Investigative Reporting

Becca Costello

Affordable housing trust is about to get another \$5M. But how affordable will that housing be?

Second Place – Best Minority Issues

Becca Costello

Sewage-contaminated water seeping into an African American cemetery. Who is responsible remains a mystery.

Second Place – Best Sports Coverage

Tana Weingartner

Cincinnati's Super Bowl and World Cup dreams.

Second Place – Best Business/Consumer Reporting

Tana Weingartner

Kroger confirms it is buying rival Albertsons.

Best Public Affairs Program

Cincinnati Edition

Best Reporter

Becca Costello

Runner-Up: Best Newscast

91.7 WVXU

AWARDS

CINCINNATI SOCIETY OF PROFESSIONAL JOURNALISTS - BEST OF SHOW:

Winner – Best Radio News Anchor

Maryanne Zeleznik

Winner – Best of Show

Lucy May, Selena Reder, Nick Swartsell

Cincinnati Edition Team

Finalist – Best Overall Broadcast Reporter

Tana Weingartner

Finalist – Best Website

Jennifer Merritt and Ronny Salerno

Finalist – Camilla Warrick Award

Tana Weingartner

Round the Corner: Lindenwald

BROADCAST CATEGORIES:

Winner – Continuing Coverage or Series

Tana Weingartner

Round the Corner: Lindenwald

Winner – Bengals Superbowl Coverage

Tana Weingartner

Year of the Tiger story

Winner – Breaking News/Deadline

Tana Weingartner

Stolen wolf statue

Winner – Education Reporting

Cory Sharber

Cincinnati Public Schools going remote for the second year

Finalist – Education Reporting

Ann Thompson

Selfies with CPS superintendent

Winner – Human Rights/Minority Issues Reporting

Becca Costello

Sewage contaminated cemetery

Finalist – Human Rights/Minority Issues Reporting

Ann Thompson

Trans/gender diverse voice coaching app

AWARDS

BROADCAST CATEGORIES (CONTINUED):

Winner – Government/Community Issues Reporting

Becca Costello

Court not enforcing evictions protections

Finalist – Environmental/Science Reporting

Ann Thompson

Local orchard project

Finalist – Environmental/Science Reporting

Ann Thompson

Marginalized workers in the green economy

Finalist – Investigative Reporting

Becca Costello

Affordable housing trust fund

PUBLIC MEDIA JOURNALISTS ASSOCIATION

Presented to the best among public radio stations across the country:

First Place – Best Interview

Tana Weingartner

“Ohio org is No. 2 in Native American artifacts required to be returned by federal law. What’s being done?”

Second Place – Best Spot News

Tana Weingartner

“Work begins to find those buried at West Price Hill’s Potter’s Field”

Second Place – Best Newscast

91.7 WVXU

FINANCIAL REPORT

Cincinnati Public Radio, Inc. - Statement of Activities
Year Ended June 30, 2023



Sources of Revenue

| | | |
|-------------------------------------|--------------|-----|
| Contributions | \$ 5,257,540 | 49% |
| Underwriting | \$ 1,941,658 | 18% |
| Federal, State and Local Grants | \$ 77,521 | 1% |
| Trade & In-Kind Donations | \$ 2,477,640 | 23% |
| Corporation for Public Broadcasting | \$ 517,799 | 4% |
| Foundations | \$ 432,515 | 4% |
| Rental, Sales & Other | \$ 108,772 | 1% |

Sources of Other Revenue

| | |
|--------------------------------|----------------------|
| Capital Campaign Contributions | \$ 3,897,734 |
| Investment Return, Net | \$ (889,861) |
| Total Revenues | \$ 15,601,040 |

Expenditures

| | | |
|---|--------------|-----|
| Programming & Broadcasting | \$ 5,007,108 | 71% |
| Fundraising, including Capital Campaign | \$ 874,730 | 12% |
| Underwriting | \$ 588,476 | 8% |
| Administration and General | \$ 610,592 | 9% |

Sources of Other Expenses

| | |
|-------------------------------|---------------------|
| Loss on Disposal of Equipment | \$ 3,980 |
| Total Expenditures | \$ 7,084,886 |

Change In Net Assets: \$8,516,154

Ending Net Assets at June 30, 2023: \$50,472,495

[Click Here for Cincinnati Public Radio's Audited Financial Statements for FY2023](#)

MEMBERSHIP



TOTAL MEMBERS

18,739

SUSTAINERS

9,554



Celebrating Our Volunteers

As any nonprofit organization will tell you, we could not do all we do without volunteers, and Cincinnati Public Radio is no exception. During fund drives, our volunteers take pledge calls and answer listener questions. They also work at events all over town and in all kinds of weather. They write thank-you notes to other donors to tell them we appreciate their support. Some have been helping for decades. They've become part of the Cincinnati Public Radio family.

Giving Back

As the community gives to us, we like to give back to the community. For every pledge we received in Spring 2023, we donated 370 recorders to Cincinnati Public Schools.

[**DONATE NOW**](#)

2023 BOARD OF DIRECTORS

Chair

Mr. Murray Sinclair Jr.

Founding Partner/Co-Owner/President/CEO
Ross, Sinclair & Associates, Inc.

Vice Chair

Mr. Jerry Kathman

Founder and Chairman of the Board
LPK

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The Asset Advisory Group

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Excelera Health Group

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Mr. Alex Bakkum

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Mr. Tyson Betts

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Federal Reserve Bank of Cleveland

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HR Director, HRBP
Luxottica

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Partner
Dinsmore & Shohl LLP

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Hispanic Chamber Cincinnati USA

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Professor and Chair, Department of Media, Journalism and Film
Miami University

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CEO
DMR Interactive

Mr. David Giles

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

Ms. Amy Goodwin

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The Johnson Foundation

Mr. Eric Kearney

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The Greater Cincinnati & Northern Kentucky African American Chamber of Commerce

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Regional Editor, USA TODAY Network

Dr. Wendy Maxian

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Professor, Gender and Diversity Studies Program
Xavier University

Ms. Suzanne Nelson

Director of Philanthropy
Miramar Services, Inc.

Hon. Michael J. Newman

United States Magistrate Judge
Southern District of Ohio

Dr. John Owens

Associate Professor, Electronic Media
University of Cincinnati

Mr. Edward Steiner

Partner
Squire Patton Boggs, LLP

Mr. John Young

Principal
Young Thinking

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Douglas J. Bolton

Ann Santen

Jay Brock

Norma Skoog

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Gerri Strauss

Jerri Duncan

Cynthia Walker

Fernando Figueroa

James Wesner

Pat Frew

Ed Wolterman

Richard A. Graeter II

MEET THE TEAM

PRESIDENT, GENERAL MANAGER AND CEO

Richard Eiswerth
President, G.M. & CEO

CONTENT

Jenell Walton
Vice President of Content

Liz Asgian
Community Events & Volunteer Coordinator

John Nasukaluk Clare
Classical Music Director

Elaine Diehl
Classical Music Host & Producer

Michael Grayson
Classical Music Host & Producer

Brittany Mayti
Social Media Coordinator

Brian O'Donnell
Classical Music Host & Producer

Nikea Randolph
Classical Music Host & Producer

Kevin Reynolds
Marketing Manager

Ronny Salerno
Digital Platforms Manager

Kahvah Whittaker
Program Coordinator

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Vice President of Corporate Sales

Valerie Abbott
Corporate Sales Representative

Jodi Franks
Assistant Traffic Manager

Ed Luft
Corporate Sales Representative

Robert Pearse
Corporate Sales Representative

Barbara Spiller
Traffic Manager

Juri Tults
Corporate Sales Representative

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Vice President of Development

Aron Back
Membership Manager

Conrad Thiede
Director of Major & Planned Giving

Milan Weaver
Donor Services Manager

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Don Danko
Vice President of Engineering

Stephen Baum
Production Director

Joel Crawford
Recording & Mastering Engineer

Ella Rowen
Production Assistant & Podcast Coordinator

Will Staffan
Chief Engineer

Derrick Smith
Production Assistant

NEWS

Maryanne Zeleznik
Vice President of News and *Morning Edition* Host

Zack Carreon
Reporter

Becca Costello
Local Government Reporter

Lucy May
Host, *Cincinnati Edition*

Assia M. Johnson
Associate Producer, *Cincinnati Edition*

Jennifer Merritt
Deputy Editor / Digital Editor

Bill Rinehart
Reporter Host

Selena Reder
Producer, *Cincinnati Edition*

NEWS (Continued)

Nick Swartzell
General Assignment Reporter

Tana Weingartner
General Assignment Reporter

Howard Wilkinson
Senior Political Analyst

OPERATIONS

Dan Smith
Chief Operating Officer & Chief Financial Officer

Samantha Graham
Staff Accountant

Dave Schermer
Broadcast Operations Manager

PART-TIME TALENT AND BOARD OPERATORS

Jeff Hood

Tyler Kline

Ella Rowen

Oakley Scott

Pam Temple

Marshall Verbsky

THE OHIO NEWSROOM

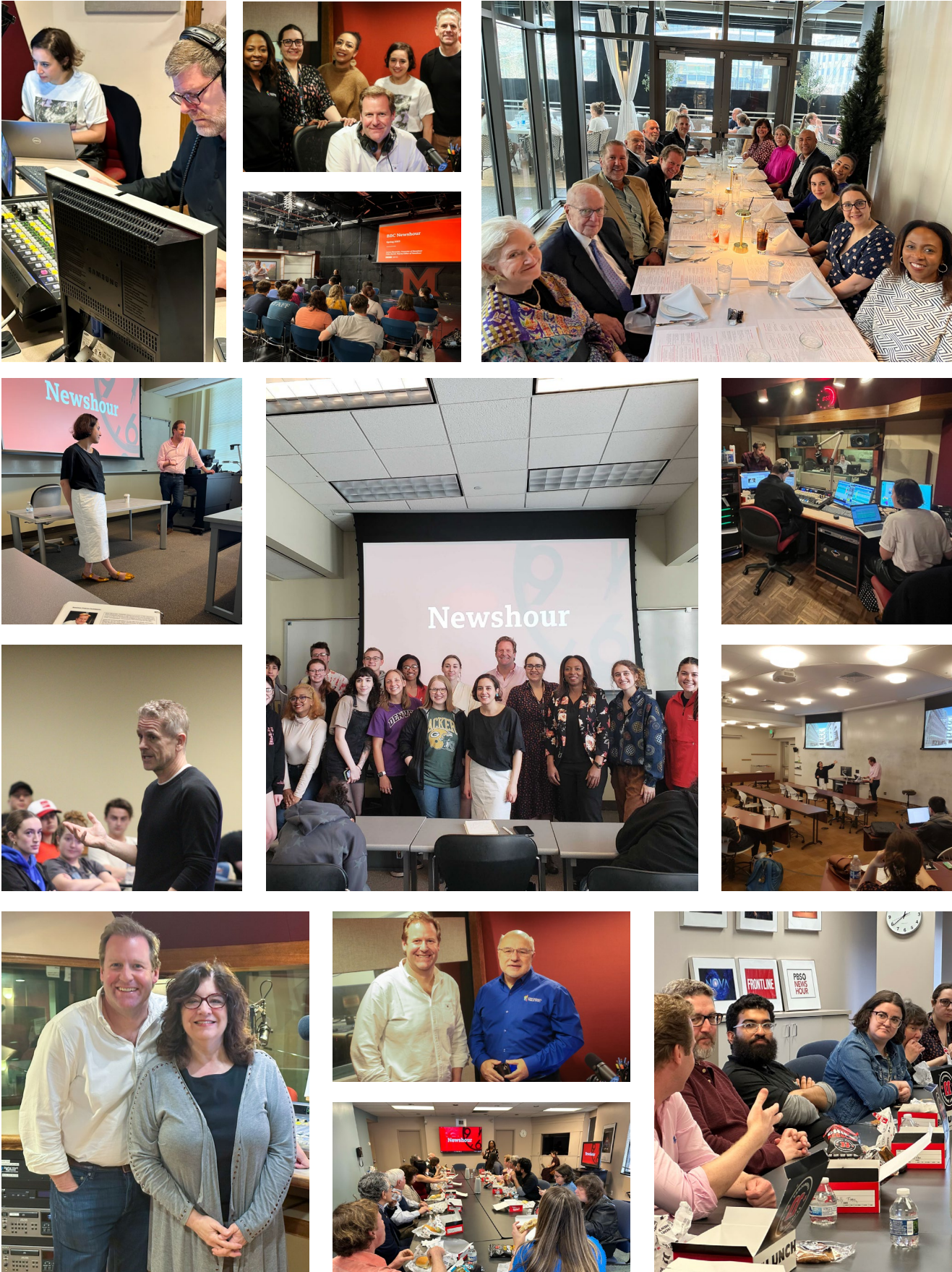
Kendall Crawford
Reporter

Erin Gottsacker
Reporter

Clare Roth
Managing Editor

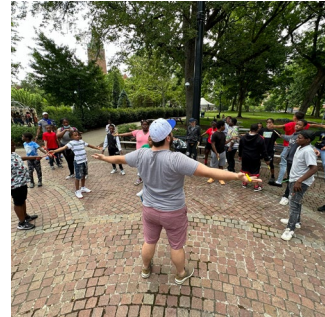
Kyle Wilson
Director of Statewide Sponsorships

BBC NEWSHOUR IN CINCY



Photography by Ronny Salerno

MAKE MUSIC DAY AT WASHINGTON PARK



Photography by Ronny Salerno

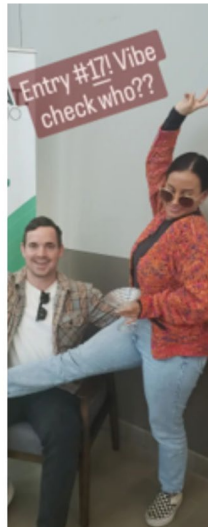
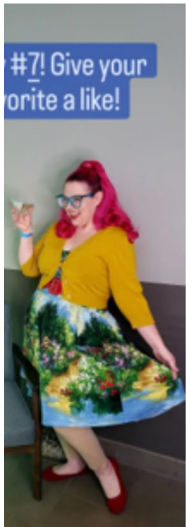
IN THE COMMUNITY

SILENT DISCO AT BLINK



IN THE COMMUNITY

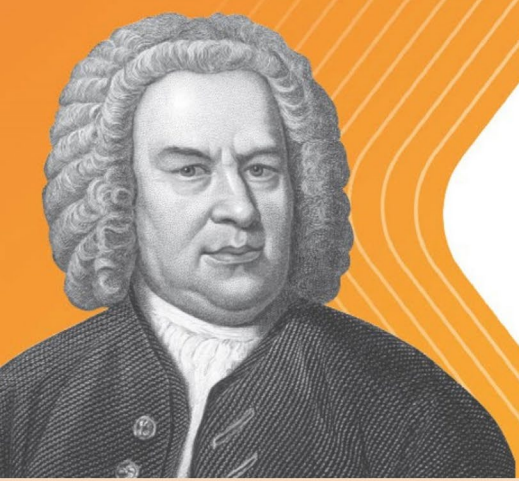
CULTIVATING PLACE HOST JENNIFER JEWELL AT MIAMI UNIVERSITY



20TH CENTURY CINCINNATI

CINCINNATI INTERNATIONAL WINE FESTIVAL





**WE'RE
BRINGING
SEXY
BACH**

*Cincinnati Public
Radio Billboard
Marketing
Campaign*



**SO YOU LIKE
CLASSICAL MUSIC?**

**LISTEN TO
FLORENCE,
Y'ALL!**



CINCINNATI PUBLIC RADIO

Thank You – www.cinradio.org

**As iconic
as chili on
spaghetti.**



**CINCINNATI
PUBLIC RADIO
91.7 WVXU
NEWS**

**Facts matter.
Details matter.
Local matters.**



**CINCINNATI
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91.7 WVXU
NEWS**