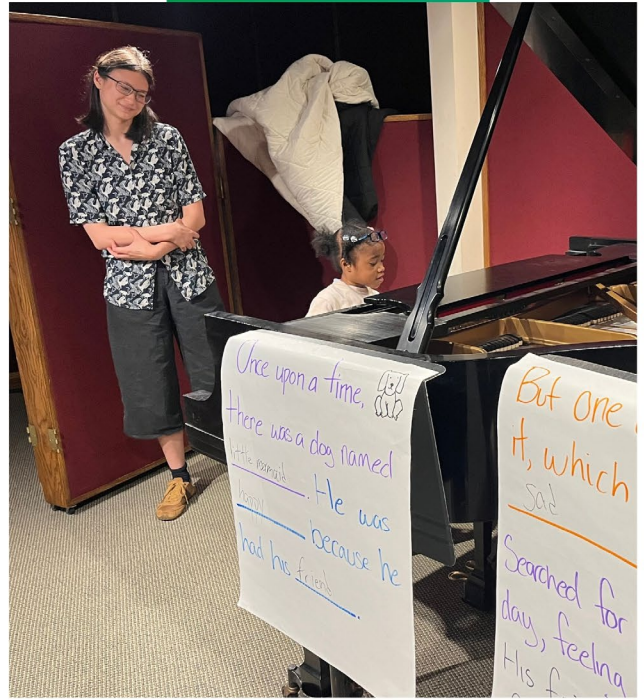




COMMUNITY REPORT 2024



July 1, 2023 – June 30, 2024



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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Letter from President & CEO

Hello Friends,

I want to take a moment to thank you for your ongoing support of Cincinnati Public Radio. We exist to serve the community, and your generosity allows us to continue this essential work. Your unique perspectives and experiences are what make our community rich, and we are committed to amplifying them through our in-depth journalism, local music programming and community outreach.

In an era when reliable information is more important than ever, Cincinnati Public Radio stands out. We continue to provide accurate, unbiased reporting on local, national, and international events with our 91.7 WVXU news team and partners, NPR and the BBC. We also bring you Today from the Ohio Newsroom, a statewide partnership with other Ohio public radio stations to connect Ohioans to news and neighbors from across the state.

Music and storytelling are at the heart of 90.9 WGUC's work. As Cincinnati's only classical music station, WGUC offers an exceptional listening experience that is dedicated to presenting the finest in classical music. From symphonies and operas to chamber music and choral works, the station curates a rich selection of timeless pieces that resonate with listeners of all ages. Our Cincinnati Spotlight segments highlight emerging local artists and timeless classics, while our feature stories on WGUC.org bring local cultural stories to you. Through special programming, live broadcasts, and in-depth interviews, WGUC also serves as a cultural bridge, connecting the community to the world of classical music and beyond.

Construction of our building marks a significant milestone and the beginning of an exciting



RICHARD EISWERTH

new chapter. This state-of-the-art facility, set to be completed in 2025, will not only provide us with the space and tools we need to bring even more high-quality programming to our listeners but also opens up new possibilities for our community. It will enhance both our broadcasting capabilities and our team's overall experience. Our new headquarters represents a significant investment in the future of public radio in Cincinnati. We can't wait to share it with you.

Thank you for being part of our community. Together, we are making a difference.

With gratitude,

Richard Eiswerth
President & Chief Executive Officer

Groundbreaking & Topping-Out Ceremonies



Cincinnati Public Radio's New Headquarters in Evanston

In August 2023, Cincinnati Public Radio celebrated a major milestone with the groundbreaking ceremony for our new headquarters in Evanston. This state-of-the-art facility marks a significant step forward in our mission to connect, inform, and inspire the Cincinnati community. The event drew local dignitaries, community supporters, and radio staff who gathered to celebrate the project's beginning and share their excitement for what this new space will bring.

Scheduled for completion in spring 2025, the new headquarters will be a dynamic hub for public radio in Cincinnati. It will house modern studios for WGUC and WVXU/WMUB, designed to support high-quality broadcasting and innovative programming. Additionally, a new public podcast studio will offer local storytellers, journalists, and content creators a platform to share their voices with a broader audience. The facility also features a

gathering space specifically designed for public performances, community events, and live programming, providing an inclusive venue for audiences to engage directly with the station and each other.

In December 2023, Cincinnati Public Radio held a "topping-out" ceremony. This event, attended by staff and supporters, highlighted the progress made since the groundbreaking and underscored the community's continued support for public radio. Once completed, the new headquarters will serve as a place where listeners and creators can come together to celebrate the spirit of public radio and the power of storytelling.

With this new facility, Cincinnati Public Radio aims to deepen our connection with the Cincinnati community and continue our legacy of fostering informed, engaged, and connected citizens through public media.

Cincinnati Public Radio By The Numbers

Weekly Broadcast Listeners
175,300

Monthly Users On Digital Platforms

315,684 Websites and Apps
290,734 Streaming Sessions

Social Media Followers & Subscribers

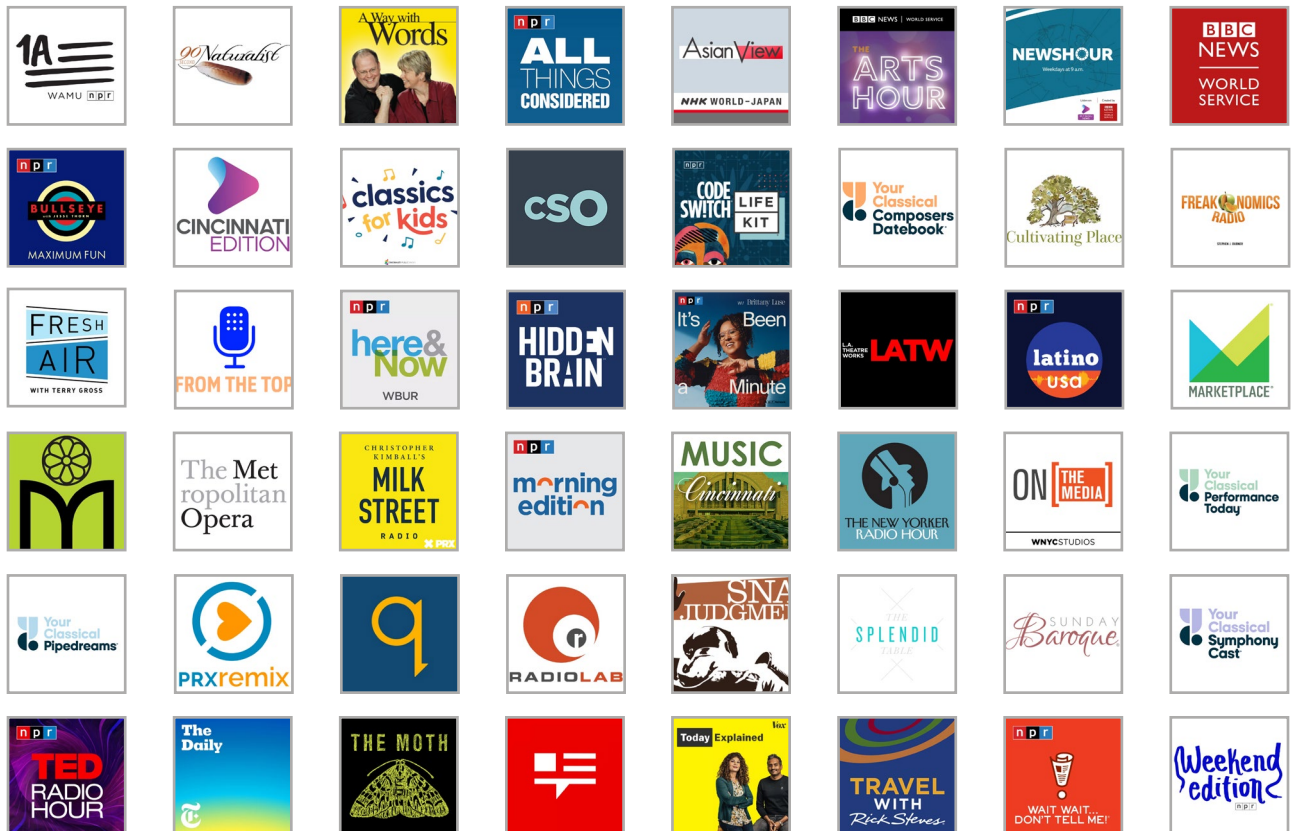

18,030
 @91.7 WVXU
5,151
 @90.9 WGUC


3,611
 @91.7 WVXU
1,138
 @90.9 WGUC


7,234
 @cincinnati publicradio


584
 @CincinnatiPublicRadio

PROGRAMS ON BOTH STATIONS:





CINCINNATI
PUBLIC RADIO

90.9 WGUC
CLASSICAL

MUSIC FOR YOUR HEART, MIND AND SPIRIT

- Concert Recordings
- Tunes From The Crypt: Next Generation
- Special Programming



Concert Recordings

As you tune in or connect with WGUC on Sunday nights for our broadcasts of the Cincinnati Symphony Orchestra, May Festival or Cincinnati Opera, do you ever wonder how that was accomplished? Would you be surprised to know it is all in the hands of one person? Recording and Mastering Engineer Joel Crawford may have an office at our station, but his real workplace is in the wings, in the attic, and on the stage of the Music Hall.

“Oftentimes, I have to head up to Music Hall’s attic so I can lower the microphones in the correct places. It’s over 130 steps to get up there, I have to wear a headlamp to see what’s going on, and it’s a bit of balancing act 65 feet above the stage to rig them to the right spot.”
– Joel Crawford



Tunes From The Crypt: Next Generation

WGUC brought some extra Halloween magic this year with a brand-new “Tunes from the Crypt – The Next Generation” special! Hosted by our own 90.9 WGUC Classical Music Host Megan Lavilla, this spooky celebration was curated by Megan and WGUC Classical Music Director John Clare. They crafted a thrilling playlist mixing classical masterpieces with eerie soundtracks from favorite movies and TV shows. Listeners were encouraged to dive into our Cincinnati Public Radio Halloween Spotify playlist for costume inspiration, fun facts on classic villains, and goosebump-inducing movie themes. It was a hauntingly good time!

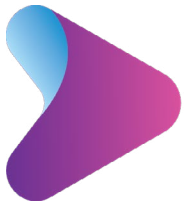




Special Programming

WGUC was thrilled to bring the vibrant voices of the May Festival LIVE from Music Hall with Haydn's *The Creation*, led by Pulitzer Prize-winning composer and the festival's first-ever Director, Julia Wolfe. This magnificent work celebrated the wonders of the earth's creation, and WGUC Midday Host Elaine Diehl, along with Cincinnati Public Radio's Community Events and Volunteer Coordinator Di Yue, served as lively guides for this special broadcast on 90.9 WGUC.

WGUC celebrated Memorial Day with the ultimate feel-good playlist! Hosts Brian O'Donnell, Elaine Diehl, and Megan Lavilla shared a musical lineup filled with uplifting tunes, summer vibes, and American classics. They honored our troops and veterans with patriotic pieces, setting the stage for the unofficial start of summer. Listeners also heard heartfelt tributes from staff and board members throughout the day, including a special message by board member Tripp Eldredge shown above with Elaine.



CINCINNATI
PUBLIC RADIO

91.7
WVXU

88.5
WMUB

n p r Network

YOUR NPR STATION

- Community Dispatch
- Today from the Ohio Newsroom
- Columbia Journalism Investigations



CINCINNATI
PUBLIC RADIO

91.7
WVXU

88.5
WMUB

Community Dispatch

WVXU rebranded Around The Corner to Community Dispatch to emphasize the focus on community coverage in the region. Through immersive reporting and compelling long-form storytelling, reporter Nick Swartsell highlights the unique experiences, concerns, and shared joys and challenges of our neighbors, offering a richer perspective on local lives and issues in our community.



Today from The Ohio Newsroom

Marking its first anniversary, The Ohio Newsroom celebrates a successful year of providing essential local and regional news through the collective efforts of public media organizations across Ohio with Today From The Ohio Newsroom. It includes a special series called “Made in Ohio,” featuring reports that explore the unique products, industries, and innovations that shape Ohio’s economy and culture. This collaboration continues to fill the gap left by the decline of traditional news outlets, ensuring that Ohioans receive independent, meaningful stories about their communities.



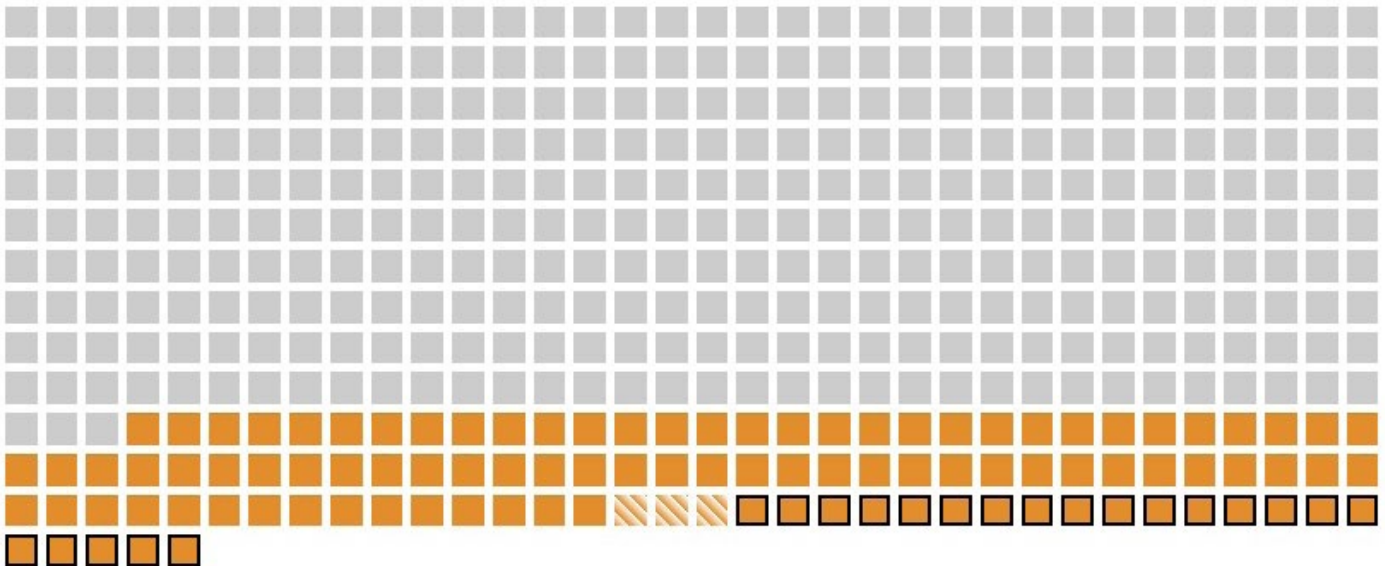


Columbia Journalism Investigations

Columbia Journalism Investigations and NPR turned to The Ohio Newsroom, WVXU, and two other Ohio public radio stations for a hard-hitting collaboration on prosecutorial misconduct and the justice system. WVXU's Nick Swartsell took on the task, spending over six months digging into the story. His report, *Improper Conduct: How the Harmless Error Doctrine Lets Prosecutors' Mistakes Slide*, aired statewide as part of *Today From The Ohio Newsroom*. Swartsell also joined forces with NPR's Cheryl W. Thompson on an investigation that aired nationally and published on NPR's website. *Improper Conduct* went on to win a First Place National Headliner Award for its gripping exploration of prosecutorial missteps hidden by the system.



- Court found no improper conduct or did not directly address the alleged misconduct
- Court found improper conduct but did not reverse the case
- Court found improper conduct but reversed the case for another reason
- Court found prosecutorial misconduct and reversed the case



Source: Columbia Journalism Investigations analysis of Ohio prosecutorial misconduct allegations from 2018 to 2021
Credit: Connie Hanzhang Jin/NPR

New Podcasts by Cincinnati Public Radio

This year, Cincinnati Public Radio expanded its podcast lineup with two exciting new shows that have resonated strongly with our community.

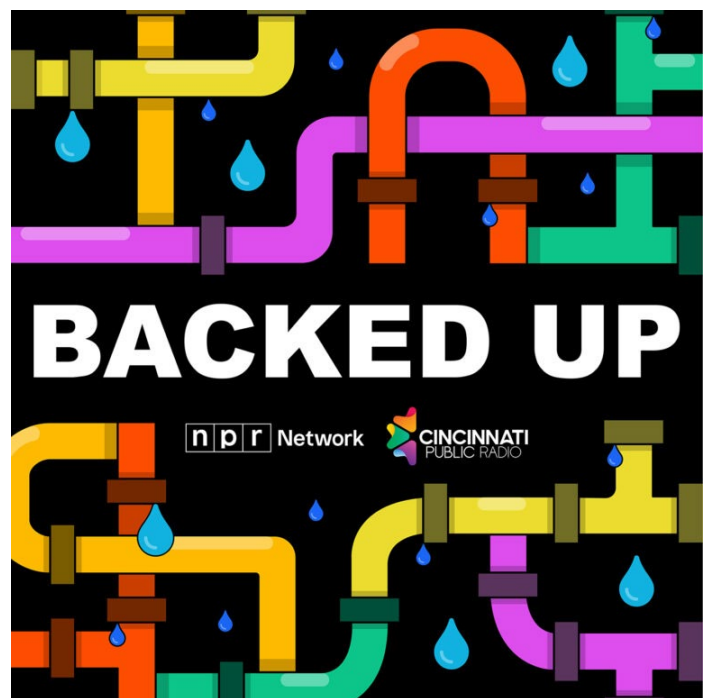
The Art Of...

The Art Of... dives into the creative process of local artists and innovators, hosted by Michael “Deuces” Cunningham. Each episode includes both an engaging audio podcast and a visually captivating video, allowing listeners and viewers to fully appreciate the stories behind Cincinnati’s vibrant arts scene. In February, the show’s premiere at the Esquire Theatre drew a sold-out crowd, reflecting the community’s enthusiasm for exploring the minds and motivations of local creatives. The Art Of... has become a platform for showcasing diverse talents and inspiring audiences with behind-the-scenes insights into the creative journey.



Backed Up

In June, Cincinnati Public Radio launched Backed Up, a unique podcast that brings attention to a critical but often overlooked issue: sewer backups in Greater Cincinnati. Hosted by WVXU Government Reporter Becca Costello and Podcast Coordinator Ella Rowen, Backed Up demystifies the city’s sewer system and examines potential solutions to ongoing challenges. Over the summer, the podcast invited the public to attend a live event where they could learn more about the production process and ask questions, fostering community engagement and dialogue around this essential infrastructure topic. The podcast aims to educate the community on this issue while encouraging discussions on sustainable solutions.



Expanding Connections through WGUC.org and CINRadio.org

This year, our commitment to enhancing our digital presence took a major step forward with the launch of two new websites: WGUC.org and CINRadio.org. These platforms serve as dynamic hubs for our community, providing engaging content and accessible resources that deepen our connection with listeners across Greater Cincinnati and beyond.

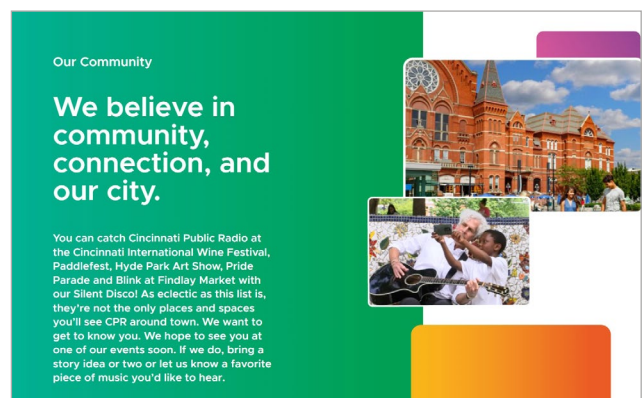
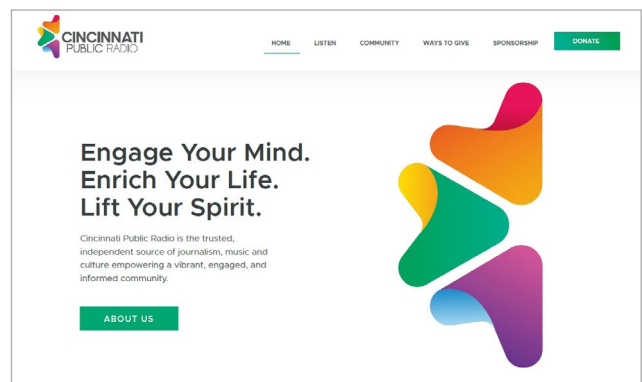
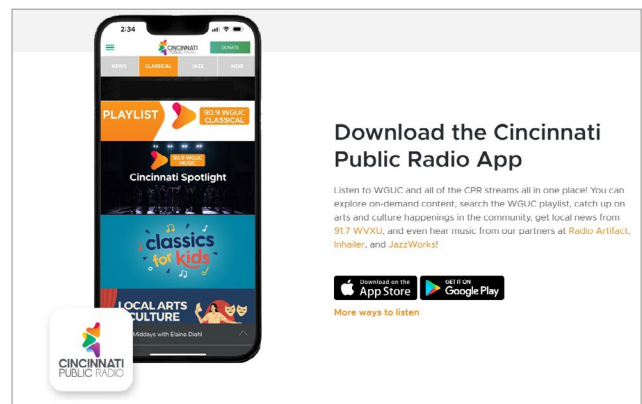
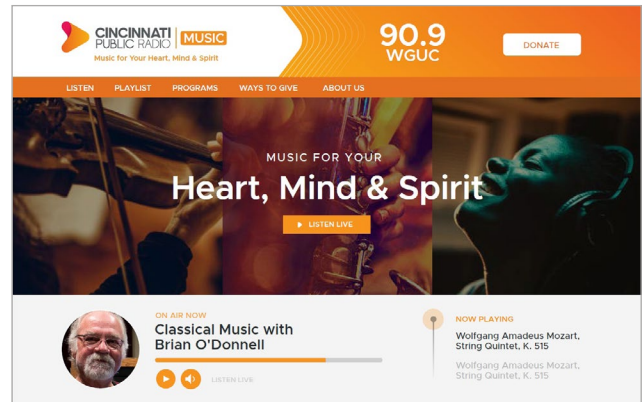
WGUC.org

WGUC.org has become a central destination for classical music lovers, offering live streaming, on-demand access to our programming, and an array of resources on composers, compositions, and music history. The site's user-friendly design invites listeners of all ages to explore and engage with the world of classical music.

CINRadio.org

CINRadio.org serves as a broader portal, showcasing the diverse offerings from our network, including Cincinnati Public Radio's news and cultural programming. This site highlights our commitment to quality, locally produced content, connecting visitors to the stories, events, and people that define our community.

These new websites empower us to better understand and serve our audience by enabling interactive features like listener feedback, event calendars, and access to exclusive online content. With enhanced accessibility across devices, WGUC.org and CINRadio.org make it easier than ever for listeners to engage with our stations, share their favorite programming, and become active participants in our community.



Awards

Cincinnati Society of Professional Journalists

Broadcast Categories:

BEST OVERALL BROADCAST REPORTER

FIRST PLACE: “Tana Weingartner”

ENTRANT: Tana Weingartner

BEST RADIO NEWS ANCHOR

FIRST PLACE: “Maryanne Zeleznik”

ENTRANT: Maryanne Zeleznik

BEST RADIO NEWSCAST OR NEWS PROGRAM

FIRST PLACE: “Cincinnati Edition: Trailblazer Study”

ENTRANTS: Lucy May, Selena Reder & Derrick Smith

FEATURE STORY

FIRST PLACE: “Ohio’s Hopewell Ceremonial Earthworks Are Now UNESCO World Heritage Sites”

ENTRANT: Tana Weingartner

EDUCATION REPORTING

FIRST PLACE: “Miami + Myaamia: Reflecting On 50 Years of Partnership”

ENTRANT: Tana Weingartner

GENERAL ASSIGNMENT NEWS STORY

FINALIST: “Massive Richmond, Ind. Fire Prompts Evacuations and Concerns”

ENTRANT: Tana Weingartner

INVESTIGATIVE REPORTING

FINALIST: “Improper Conduct: How The Harmless Error Doctrine Lets Prosecutors’ Mistakes Slide”

ENTRANTS: Nick Swartzell, Patricia Martinez Sastre & Cameron Oakes

JUDGE’S COMMENT: “Great job in helping Ohioans.”

Awards

HUMAN RIGHTS/MINORITY ISSUES REPORTING

FINALIST: “Cincinnati Officials Will Apologize For Tearing Down A Large Swath of the West End Decades Ago”

ENTRANT: Nick Swartsell

FINALIST: “Federal Act Inspired By Cincinnati Cemetery Means Funding For Black Burial Grounds Across The Nation”

ENTRANT: Tana Weingartner

BUSINESS/CONSUMER REPORTING

FINALIST: “Swift Success: Cincinnati Weekend A Statement To The World of What We Can Do Here”

ENTRANT: Tana Weingartner

SPORTS/SPORTS FEATURE REPORTING

FINALIST: “Meet The Two Cincinnatians On The USA World Cup Team”

ENTRANT: Tana Weingartner

BEST RADIO NEWSCAST OR NEWS PROGRAM

FINALIST: “WVXU”

ENTRANT: WVXU News Team

FINALIST: “Cincinnati Edition: Can Coloring Books Help Heal Trauma?”

ENTRANTS: Lucy May, Selena Reder, Assia Johnson & Derrick Smith

Freelance Categories:

FEATURE REPORTING

FIRST PLACE: “Juneteenth Cincinnati Shorts: Sarah Fossett”

ENTRANTS: Deqah Hussein-Wetzell, Vanessa Maria Quirk & Connor Lynch

FINALIST: “Cincinnati Ballet Encourages Black Dancers To Be Their Authentic Selves”

ENTRANT: Joi Dean

ARTS/ENTERTAINMENT REPORTING/CRITIQUE

FIRST PLACE: “That Girl Lay Lay In Cincinnati”

ENTRANTS: Brittany Mayti, Ronny Salerno & Will Staffan

Awards

HEALTH/MEDICAL/SCIENCE/ENVIRONMENTAL REPORTING

FIRST PLACE: “Maria Mitchell’s Comet”

ENTRANTS: Dean Regas & Ella Rowen

BEST WEBSITE

FINALIST: “Classics For Kids”

ENTRANTS: Jenell Walton, Ronny Salerno & Kahvah Whittaker

Ohio Society of Professional Journalists:

BEST NEWSCAST

First Place - Staff of WVXU

BEST PUBLIC AFFAIRS PROGRAM

First Place - Cincinnati Edition (Are researchers closing in on functional cure for HIV?) Lucy May, Selena Reder, Derrick Smith

Second Place - Cincinnati Edition (Can coloring books help heal trauma?) Lucy May, Selena Reder, Assia Johnson

BEST GENERAL ASSIGNMENT REPORTING

Second Place - Tana Weingartner (How an Ohio tissue bank is helping Hawai'i fire survivors.)

BEST SPORTS COVERAGE

Second Place - Zack Carreon (As the University of Cincinnati enters the Big 12, top student athletes hope to cash in.)

City Beat – Best Of Cincinnati 2024:

BEST RADIO STATION

#1 91.7 WVXU

BEST RADIO SHOW

#2 All Things Considered

#3 Cincinnati Edition

BEST RADIO TALK SHOW HOST

#2 Maryanne Zeleznik

#3 Lucy May

BEST JOURNALIST

#3 Tana Weingartner

Financial Report

Cincinnati Public Radio, Inc. - Statement of Activities
Year Ended June 30, 2024



Sources of Revenue

Contributions	\$ 4,412,983	57%
Underwriting	\$ 1,749,177	23%
Trade & In-Kind Donations	\$ 578,042	7%
Corporation for Public Broadcasting	\$ 444,975	6%
Foundations	\$ 371,562	5%
Rental, Sales & Other	\$ 131,131	1%
Federal, State and Local Grants	\$ 84,089	1%

Sources of Other Revenue

Capital Campaign Contributions	\$ 1,574,705
Investment Return, Net	\$ 1,236,479
Employee Retention Credits	\$ 582,281
Gain on Disposal of Equipment	\$ 26,131
Total Revenues	\$ 11,191,555

Expenditures

Programming & Broadcasting	\$ 5,295,590	71%
Fundraising, including Capital Campaign	\$ 871,517	12%
Administration and General	\$ 624,636	9%
Underwriting	\$ 610,592	8%

Sources of Other Expenses

N/A	
Total Expenses	\$ 7,414,508

Change In Net Assets: \$3,777,047

Ending Net Assets at June 30, 2024: \$54,249,542

[Click Here for Cincinnati Public Radio's Audited Financial Statements for FY2024](#)

Membership



TOTAL MEMBERS

15,983

SUSTAINERS

9,018

Support Cincinnati Public Radio By Donating Your Car

Donating your car to Cincinnati Public Radio is a simple and impactful way to support the programming you love. By donating your car, truck, or motorcycle you're directly helping to fund your source for news and classical music. The process is easy, and your donation may be tax-deductible! It's a meaningful way to support your local public radio stations and drive positive change in Cincinnati.

[**DONATE NOW**](#)





CINCINNATI
PUBLIC RADIO

**COMMUNITY
CONNECT**

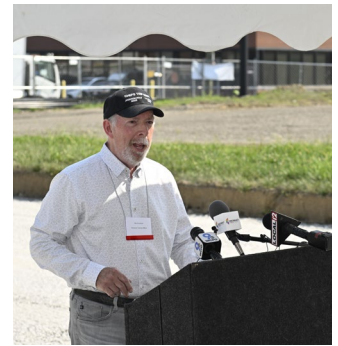
IN THE COMMUNITY

- Groundbreaking
- Construction & Topping-Off Ceremony
- Backed Up Podcast Producers Visit Greater Cincinnati Water Works Plant
- The Art Of... Podcast Premiere Party At The Esquire Theatre
- Classics For Kids & Democracy & Me
- Earth Day & Pride Parade

Groundbreaking



Groundbreaking



Construction & Topping-Off Ceremony



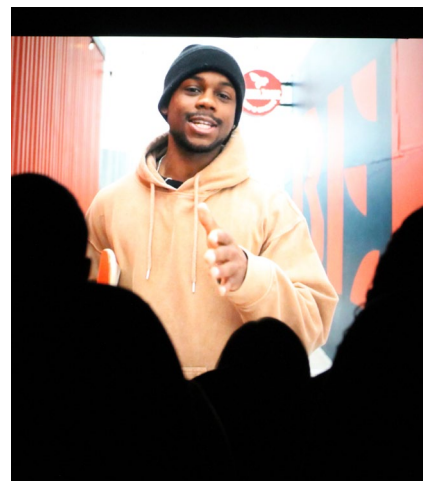
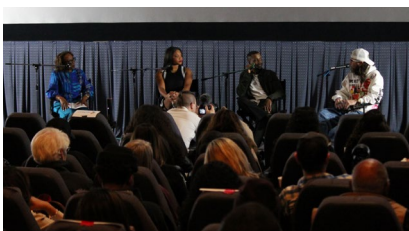
Backed Up Podcast

Producers Visit Greater Cincinnati Water Works Plant



The Art Of... Podcast

Premiere Party At The Esquire Theatre



The Art Of... Podcast

Premiere Party At The Esquire Theatre



Classics For Kids



Democracy & Me



Earth Day



Pride Parade



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Founding Partner/Co-Owner/President/CEO
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Chairman and Founder
LPK

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Mr. Chip Workman

President
The Asset Advisory Group

Secretary

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President
Budco Group, Inc.

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Excelera Health Group

President

Mr. Richard N. Eiswerth

President & General Manager
Cincinnati Public Radio

Mr. Alex Bakkum

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Owner
Investment Analytics, LLC

Mr. Craig Beachler

Coronary District Sales Manager
Cardiovascular Systems, Inc.

Mr. Tyson Betts

Vice President, Design
The Procter & Gamble Company

Mr. Mark Clement

President and Chief Executive Officer
TriHealth

Mr. Alfonso Cornejo

President
Hispanic Chamber Cincinnati USA

Honorable Judge Susan Dlott

Southern District of Ohio

Ms. Allison Dubbs

Senior Vice President, Marketing Leader
Heritage Bank

Mr. Tripp Eldredge

CEO
DMR Interactive

Ms. Amy Goodwin

CEO
The Johnson Foundation

Ms. Elizabeth House

Business Banker
First Financial Bank

Mr. Eric Kearney

President & CEO
The Greater Cincinnati & Northern Kentucky African American Chamber of Commerce

Mr. Beryl Love

Editor and Vice President of News, The Enquirer | Cincinnati.com
Regional Editor, USA TODAY Network

Dr. Wendy Maxian

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

Honorable Michael J. Newman

United States District Judge
Southern District of Ohio

Dr. John Owens

Associate Professor, Electronic Media
University of Cincinnati

Dr. Rosemary Pennington

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

Mr. Edward Steiner

Partner
Squire Patton Boggs, LLP

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Brian P. Gillan

Paul Allaer

Mark Huller

Robert Ausdenmoore

Alisa Jenny

Andrew Bernier, PhD

Sue MacDonald

Douglas J. Bolton

Quinn Marker

Jay Brock

Ethan Nichols

John T. Dominic

Brant Russell

Pat Frew

Ann Santen

Olivia Greer

Gerri Strauss

Emily Hampp

Sarah Spurling

William B. Hardigg

Cynthia Walker

Daniel J. Hoffheimer

Meet The Team

PRESIDENT

Richard Eiswerth
General Manager & CEO

ADMINISTRATION / OPERATIONS

Dan Smith
Chief Operating Officer & Chief Financial Officer

Dave Schermer
Broadcast Operations Manager

Samantha Graham
Staff Accountant

CONTENT

Jenell Walton
Vice President of Content

Di Yue
Community Events & Volunteer Coordinator

Elaine Diehl
Classical Music Host & Producer

Michael Grayson
Classical Music Host & Producer

Megan Lavilla
Classical Music Host & Producer

Brittany Mayti
Social Media Coordinator

Brian O'Donnell
Classical Music Host & Producer

Ronny Salerno
Digital Platforms Manager

Kevin Reynolds
Communication Manager

Kahvah Whittaker
Program Coordinator

CORPORATE SUPPORT

Peter Pickering
Vice President of Corporate Sales

Valerie Abbott
Corporate Sales Representative

Jodi Franks
Assistant Traffic Manager

CORPORATE SUPPORT (cont'd)

Ed Luft
Corporate Sales Representative

Robert Pearse
Corporate Sales Representative

Juri Tufts
Corporate Sales Representative

Barbara Spiller
Traffic Manager

DEVELOPMENT

Sherri Mancini
Vice President of Development

Aron Back
Membership Manager

Conrad Thiede
Director of Major & Planned Giving

Milan Weaver
Donor Services Manager

ENGINEERING

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

Marshall Verbsky
Technical Director and Production Engineer

NEWS

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

Zack Carreon
Education Reporter

Becca Costello
Local Government Reporter

NEWS (cont'd)

John Kiesewetter
Media Beat

Assia M. Johnson
Associate Producer, 'Cincinnati Edition'

Lucy May
Host of 'Cincinnati Edition'

Jennifer Merritt
Deputy Editor / Digital Editor

Selena Reder
Producer, 'Cincinnati Edition'

Isabel Nissley
Environment Reporter

Bill Rinehart
Reporter/Host of 'All Things Considered'

Nick Swartzell
Community Dispatch Reporter

Tana Weingartner
Senior Editor/ Reporter

Howard Wilkinson
Senior Political Analyst

PART-TIME TALENT AND BOARD OPERATORS

Jeff Hood

Katie Mussio

AshLee Reed

Oakley Scott

Pam Temple

Tony Parks

THE OHIO NEWSROOM

Clare Roth
Managing Editor

Kendall Crawford
Reporter

Erin Gottsacker
Reporter

Kyle Wilson
Director of Statewide Sponsorships



CINCINNATI PUBLIC RADIO

Thank You

www.cinradio.org

