



# COMMUNITY REPORT 2025

July 1, 2024 – June 30, 2025





## 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

## Dear Friends of Cincinnati Public Radio,

Monday, April 29, 2025, was anything but ordinary. It marked a historic moment for Cincinnati Public Radio as our hosts officially began broadcasting from our brand-new home at 2117 Dana Avenue in Evanston. After nearly a decade of planning, fundraising, and moving more than 65 years of radio history, we made the switch—live on air to our new broadcast studios.

This move was made possible by the incredible generosity of supporters like you. And our new building isn't just a fresh start—it's also a first: the region's first mass timber building, designed with sustainability, innovation, and our mission in mind. It's a place built for sound, for stories, for community engagement—and for you.

This isn't just a new address—it's a powerful new beginning. Our new headquarters is a symbol of what we can achieve when we come together. It's a visible, tangible investment in the future of public radio and in the communities we serve.

We celebrated this major achievement with a Welcome Weekend, where more than 20 community organizations, performers, and partners helped us open the doors to the public. There were musical performances, podcast talks, kids' activities, and food trucks. If you joined us, thank you. If you haven't visited yet, our doors are open—we'd love to show you around.

While our building is new, our mission remains unchanged: to inform, enrich, entertain, and inspire. But in today's landscape, that mission is more important—and more vulnerable—than ever.

As we look to the future, we cannot ignore the growing threats to public media. Federal support for public broadcasting is once again under threat. The consequences of these potential cuts would be profound—not just for us but for every community that relies on thoughtful journalism, classical music, and educational programming that doesn't come with a price tag.

Stations like WGUC, WVXU, and WMUB are lifelines for trustworthy news, lifelong learning, and cultural connections. Our educational outreach programs bring civic engagement, media literacy, and storytelling to students across the region. These aren't just programs—they're a public service.

Now, more than ever, we need to stand together. To protect what we've built. To invest in what matters. And to ensure that independent, community-rooted media not only survives—but thrives.

From this new home on Dana Avenue, we are energized. We are ready. And we are grateful.

Thank you for your trust, your time, and your continued support. The future of public media depends on all of us. And together, we can build something even stronger than mass timber: a future rooted in service, strengthened by community, and powered by truth.

**With deep appreciation,**

**Richard Eiswerth**  
**President & Chief Executive Officer**



**Richard Eiswerth**

# Building Connections

## THE CAMPAIGN FOR CINCINNATI PUBLIC RADIO'S NEW HOME

In 2018, Cincinnati Public Radio's Board of Directors and management committed to a bold vision: creating a permanent home for WGUC and WVXU/WMUB.

While the West End has served us well for decades, we never had true control over our space. With redevelopment in the area picking up speed, we knew it was time to take the next step for the future of public radio in Cincinnati.

A few years later, we purchased land in Keystone Parke, near the I-71 Dana Avenue exit in Evanston. We imagined a home that was:

- Environmentally friendly and welcoming to staff and guests
- Designed with flexible space to host community events and create new revenue opportunities
- Equipped with enough studios to grow our newsroom and music programming
- And—finally—offered plenty of free parking

In August 2023, we broke ground. In April 2025, we opened our doors to more than 2,000 people during our Welcome Weekend celebration. The energy and excitement we felt reaffirmed how much this space means—not just to us but to the community we serve.

Thanks to the generosity of our donors, we've raised more than \$22 million toward our goal. On April 3, 2025, CPR held a one-day on air fundraiser for the Building Connections campaign and raised more than \$230,000 for the new building in just 12 hours. As we work to close the final \$10 million gap, we'd love to include your support in this transformative project.

You can make a gift online <https://cinradio.org/building-connections/ways-to-give/> or reach out to our Director of Major & Planned Gifts, Conrad Thiede, at 513-419-7116 or [cthiede@cinradio.org](mailto:cthiede@cinradio.org) if you'd like to talk more.

**LET'S BUILD THE FUTURE OF PUBLIC RADIO TOGETHER.**

“

I was a guest this past Wednesday on the new building tour. It was really spectacular. I'm so excited about the opportunities ahead for both the station and the community. I'm an avid listener and a not-often enough contributor. I have just made a modest donation in the hope of rectifying the latter. Thank you!

”

# Wired for the Future:

## Inside the Build of CPR's Mass Timber Headquarters



It takes more than vision to build a new home for public radio—it takes engineering precision, operational strategy, and thousands of feet of wire.

Cincinnati Public Radio's new headquarters in Evanston isn't just a beautiful mass timber building—it's a high-performance broadcast facility designed for today and tomorrow. From the layout of studios to the glow of custom LED "On Air" signs, every detail reflects months of behind-the-scenes planning.

"We built this place to grow with us," said Don Danko, Vice President of Engineering, who led the technical project.

"The infrastructure had to be flexible, smart, and efficient. We're running both Dante and Livewire systems under one roof—something you don't often see—but it gives us a lot of power and versatility."

From the outset, the team envisioned not just a building but a broadcast engine. With two on-air broadcast studios, a news and information studio, an arts and culture studio, four edit booths and a state-of-the-art recording studio and performance space, the technical build-out was an intricate puzzle—one that required tight coordination between architecture, engineering, and staff.

"There are literally miles of wiring running through this building," Danko explained. "Every connection—audio, data, lighting—was carefully planned. It's the kind of work no one ever sees, but it's what makes everything sound seamless on the air."

Exposed cross-laminated timber beams, made from 80- to 100-year-old spruce sourced from Canada, and wood and glass walls bring in natural light, showcasing the studio spaces.



# Wired for the Future:

## Inside the Build of CPR's Mass Timber Headquarters

"This design not only promotes a healthy work environment but also connects us to our shared responsibility towards the environment," said Chief Operations Officer and Chief Financial Officer Dan Smith.

And while the physical structure is impressive, both Danko and Smith point to the collaboration behind the scenes as what truly made this possible.

"This wasn't just a construction project," said Smith. "It was a mission-driven build. We weren't just creating a place to work—we were creating a space that reflects the heart of public radio."

As CPR settles into its forever home, that heart will be beating behind glass walls, under timber beams—and through every carefully run cable.



“

The new space is very impressive! I spent a lot of time feeling those wooden beams, rubbing them, or knocking on them. The performance studio with the outdoor amphitheater that abuts the park is an impressive addition that will contribute to the neighborhood.


”

# Wired for the Future:

## Building Specs

Structure: First modern mass timber broadcast facility in the country

 Square Footage: 35,225 sq ft

 Design Emphasis: Natural light, open office spaces, sustainable materials, LEED Gold application pending

## Studio Count


 2 On-Air Studios

 2 Interview Studios + Control Rooms

 4 Edit Pods + 1 Audio Audition Pod

 1 Performance Studio with Isolation Booth


 1 Podcast Studio

 Video Control Room + Audio Control Room


## Tech Specs


 Tens of thousands of feet of cabling installed


 Dual AoIP Systems: Dante + Livewire

 Custom SAS Consoles with candy apple red frames

 ProCraft Media LED Studio Signs

 Avid S6 console + Surround Sound in performance studio

 Vizrt 4K UHD PTZ cameras in every studio and performance spaces

 Steinway D Concert & Baldwin Piano on-site

## Partners & Contributors

 Architecture: emersion Design

 Construction: Skanska USA

 Development: Neyer Properties

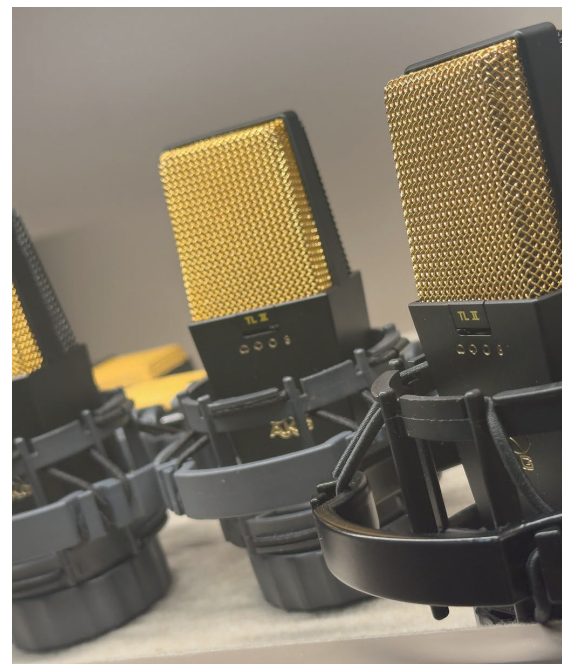
 Studio Design: WSDG

 Integration: ProCraft Media

 Studio Furniture: Cabinet Works Unlimited

 Office Furniture: RJE Business Interiors

 Engineering: Schaefer (structural), CMTA (MEP)



# Sharing the Music

As WGUC prepared to move into its new home, we faced the enormous task of relocating our extensive CD library—tens of thousands of recordings collected over decades. Instead of letting this cherished collection sit in storage, we chose to share the music with the community that helped build it.

Thousands of CDs were donated to the Friends of the Cincinnati and Hamilton County Public Library, where they'll continue to inspire and delight music lovers across the region.

And in true public radio spirit, we turned the move into a celebration. Outside our former studios, we hosted a joyful community giveaway—cars lined up, trunks popped open, and boxes of CDs found new homes. It was a day filled with smiles, stories, and shared appreciation for the power of music to connect us all.



# Sharing the Music



# Welcome Weekend

*An Evening With NPR's Steve Inskeep*

April 24, 2025



# Welcome Weekend

*An Evening With The Rodney Marsalis Philadelphia Big Brass*

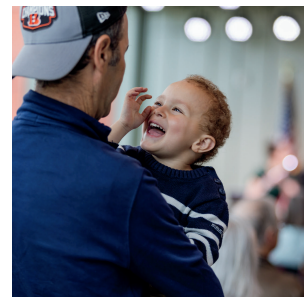
April 25, 2025



# Welcome Weekend

Public Opening Saturday

April 26, 2025



# Welcome Weekend

Public Opening Saturday

April 26, 2025



# Welcome Weekend

*An Evening With NPR's Domenico Montanaro*

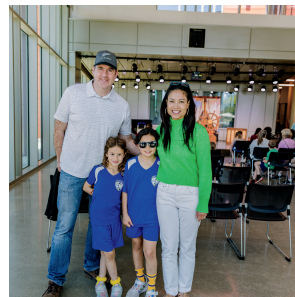
April 26, 2025



# Welcome Weekend

*Public Opening Sunday*

**April 27, 2025**



# Welcome Weekend

*Public Opening Sunday*

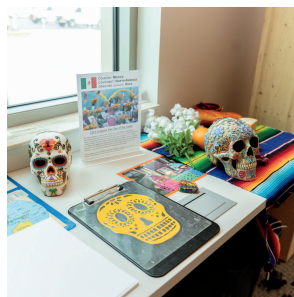
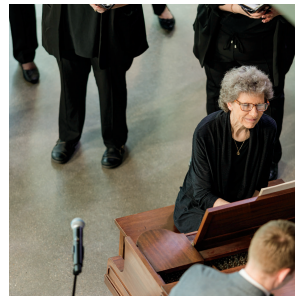
**April 27, 2025**



# Welcome Weekend

Public Opening Sunday

April 27, 2025



# CINCINNATI PUBLIC RADIO BY THE NUMBERS

WEEKLY BROADCAST  
LISTENERS

**191,300**

MONTHLY USERS ON  
DIGITAL PLATFORMS

**315,684** Websites & Apps

**290,734** Streaming Sessions

## SOCIAL MEDIA FOLLOWERS

@cincinnatipublicradio



**23,000**  
followers



**724**  
subscribers

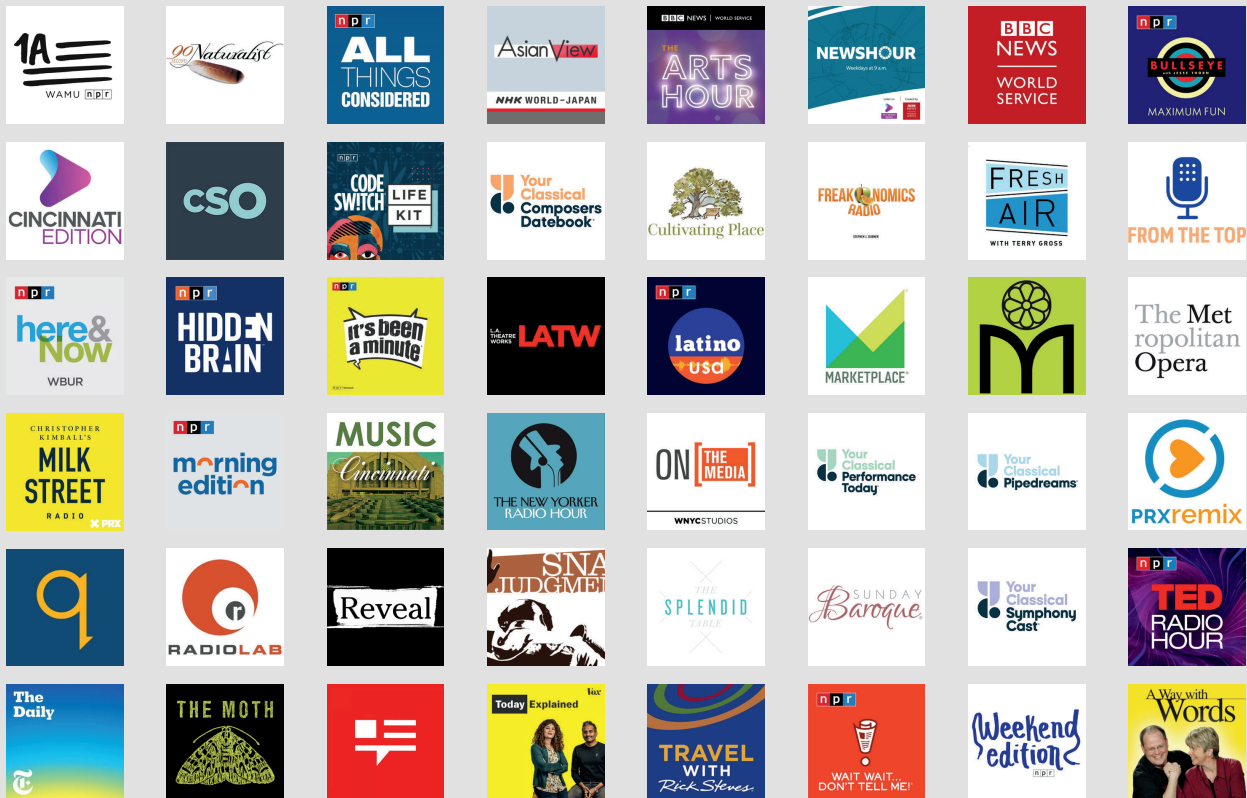


**5,658**  
followers



**7,503**  
followers

## PROGRAMS ON BOTH STATIONS





**CINCINNATI**  
PUBLIC RADIO

91.7  
WVXU

88.5  
WMUB

**n p r** Network

# YOUR LOCAL NPR STATION

- Growing Local Journalism
- Next Gen Radio
- OKI Wanna Know
- Cincinnati Edition





**CINCINNATI**  
PUBLIC RADIO

91.7  
WVXU

88.5  
WMUB

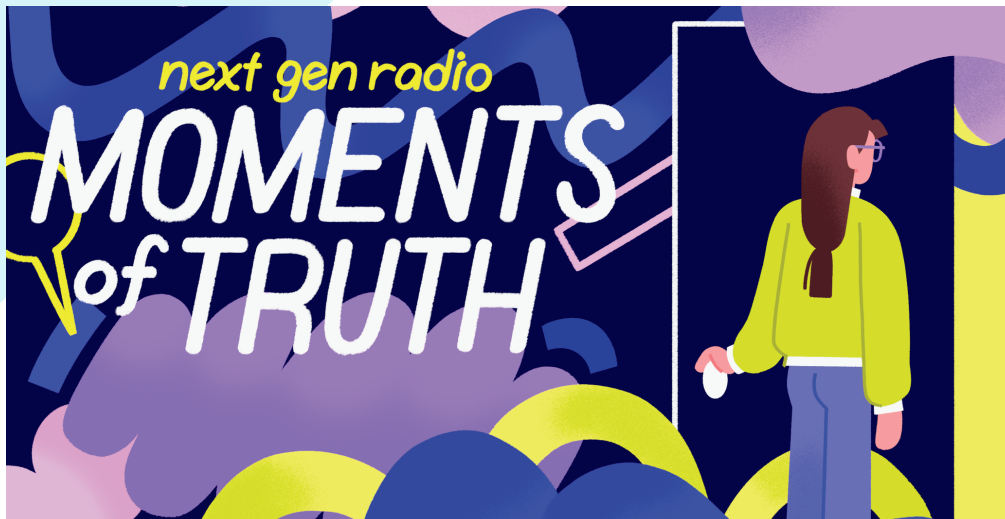
## Growing Local Journalism: Fellowship Program Launching This Fall

Thanks to a generous grant from the Adam R. Scripps Foundation, Cincinnati Public Radio is launching a new fellowship program in October 2025. The program is designed to expand our newsroom by bringing in early-career journalists to focus on under-covered beats in the Greater Cincinnati region.

A managing editor will be hired this summer to help establish the program, working closely with Vice President of News and Morning Edition host Maryanne Zeleznik and Deputy and Digital Editor Jennifer Merritt. With the added space in our new headquarters, we're excited to grow our newsroom and deepen our local reporting through this important initiative.

### Next Gen Radio:

We're thrilled to host NPR's Next Gen Radio at our new headquarters, a five-day digital journalism training program for emerging reporters. WVXU's Tana Weingartner and Becca Costello will serve as mentors alongside journalists from around the country.





**CINCINNATI**  
PUBLIC RADIO

91.7  
WVXU

88.5  
WMUB

## OKI Wanna Know

Bill Rinehart continues to dig into listener-submitted questions through our popular OKI Wanna Know segment. These twice-monthly stories explore everything from quirky local history to regional curiosities and remain some of our most engaging and requested content.





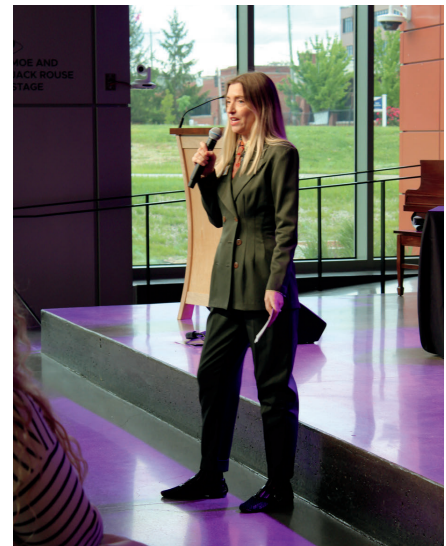
**CINCINNATI**  
PUBLIC RADIO

91.7  
WVXU

88.5  
WMUB

## Cincinnati Edition

This spring, we hosted a special live taping of Cincinnati Edition called Garden Revival, bringing together local gardening experts and enthusiasts at our new Dana Avenue headquarters. Hosted by Lucy May, the event was free and open to the public. It was the first time we broadcast from the new building in front of a live studio audience - just one of the ways we open our doors and connect directly with our listeners.



# From Dirty Dancing to Drainpipes: A Year in Podcasts

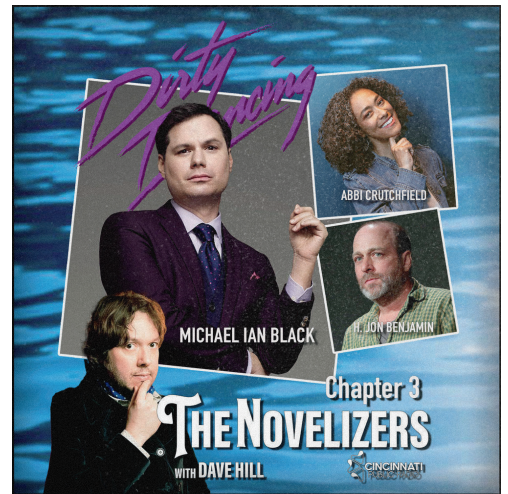
This year, Cincinnati Public Radio deepened its commitment to original storytelling through podcasting—with new voices, bold topics, and fun community engagement.

We partnered with the creative minds behind *The Novelizers*, a podcast that transforms movie novelizations into scripted audio series. This season: *Dirty Dancing*. Yes, that *Dirty Dancing*. Nobody puts Baby—or a podcast—into a corner.

We also launched Season 2 of *The Art of*, hosted by the ever-curious Deuces. This season features a range of voices, including celebrity chef Christian Gill, Miami University professor and cultural critic Annie Burke, and immersive theater creator Danielle Rasmussen—each offering their unique perspectives on creativity and expression.

And we brought listeners behind the scenes of *Backed Up*, our podcast about Cincinnati’s sewer system. At a special live event at the station—also streamed on Facebook Live—community members asked questions and gained a deeper understanding of both the infrastructure beneath their feet and the storytelling process behind the mic with podcast host and producers Becca Costello and Ella Rowen.

Our podcast work continues to grow, and at its core is a simple goal: bringing listeners closer to the stories, voices, and ideas that shape our region.



# Awards

## Cincinnati Society of Professional Journalists

### NEWS DEPARTMENT

- **Broadcast Communications Feature Story**  
*First Place: Tana Weingartner*
- **Broadcast Communications Education Reporting**  
*First Place: Tana Weingartner*
- **Best of Show Best Overall Broadcast Reporter**  
*First Place: Tana Weingartner*
- **Best of Show Best Radio Newscast/News Program**  
*First Place: Cincinnati Edition*  
*Finalist: WVXU Newscast*
- **Best of Show Radio News Anchor**  
*First Place: Maryanne Zeleznik*
- **Broadcast Communication Sports/Sports Feature Reporting**  
*Finalist: Tana Weingartner*
- **Broadcast Communication Business/ Consumer News Reporting**  
*Finalist: Tana Weingartner*
- **Broadcast Communication Human Rights/Minority Issues**  
*Finalist: Tana Weingartner & Nick Swartsell*
- **Broadcast Communication General Assignment News Story**  
*Finalist: Tana Weingartner & Nick Swartsell*
- **Broadcast Communication Investigative Reporting**  
*Finalist: Nick Swartsell*



**CINCINNATI**  
PUBLIC RADIO

91.7 WVXU  
NEWS

# Awards

## Cincinnati Society of Professional Journalists

### CONTENT DEPARTMENT

- **Freelance Arts/Entertainment Reporting Critique**  
*First Place: Brittany Mayti, Ronny Salerno & Will Staffan*  
“That Girl Lay Lay in Cincinnati”
- **Freelance Feature Story**  
*First Place: Deqah Hussein-Wetzel, Vanessa Maria Quirk & Connor Lynch*  
“Juneteenth Cincinnati Shorts: Sarah Fossett”
- **Freelance Health/Medical/Science/Environmental Reporting**  
*Finalist: Dean Regas & Ella Rowen*  
“Maria Mitchell’s Comet”
- **Freelance Feature Story**  
*Finalist: Joi Dean*  
“Cincinnati Ballet Encourages Black Dancers To Be Their Authentic Selves”
- **Best Website**  
*Finalist: Jenell Walton, Ronny Salerno & Kahvah Whittaker*  
“Classics for Kids”



**CINCINNATI**  
PUBLIC RADIO

**90.9 WGUC**  
MUSIC

# Awards

## Ohio Associated Press Awards

- **Best Coverage of a Scheduled Event**  
*First Place: Tana Weingartner*  
“Miami + Myaamia: Reflecting on 50 years of Partnership ”
- **Best Documentary or Series**  
*First Place: Nick Swartzell*  
“Round the Corner: Camp Washington”
- **Best Newscast**  
*First Place: WVXU News Team*
- **Best Anchor / News Host (Radio Only)**  
*First Place Host: Maryanne Zeleznik*

## Ohio Society of Professional Journalists Awards

- **Best Newscast in Ohio**  
*First Place: WVXU*
- **Best Public Affairs Program in Ohio**  
*First Place: Cincinnati Edition*  
*Runner Up: Cincinnati Edition*
- **Best General Assignment Radio**  
*Second Place: Tana Weingartner*
- **Best Sports Reporting Radio**  
*Second Place: Zack Carreon*



**CINCINNATI**  
PUBLIC RADIO

91.7 WVXU  
NEWS

# Awards

## National Headliner Award

- **Feature and Human-Interest Story**  
*First Place: (won with NPR and CJI) Improper Conduct*

## 2024 Indigenous Media Awards

- **Best Feature Story**  
*Third Place: Tana Weingartner*

## CityBeat Best of Cincinnati

- **Best Radio Station**  
*First Place: WVXU*
- **Best Radio Show**  
*Second Place: All Things Considered*  
*Third Place: Cincinnati Edition*
- **Best Talk Show Host**  
*Second Place: Maryanne Zeleznik*  
*Third Place: Lucy May*
- **Best Journalist**  
*Third Place: Tana Weingartner*

## Public Media Journalists Association

- **Students News Feature**  
*Frank Zhou*

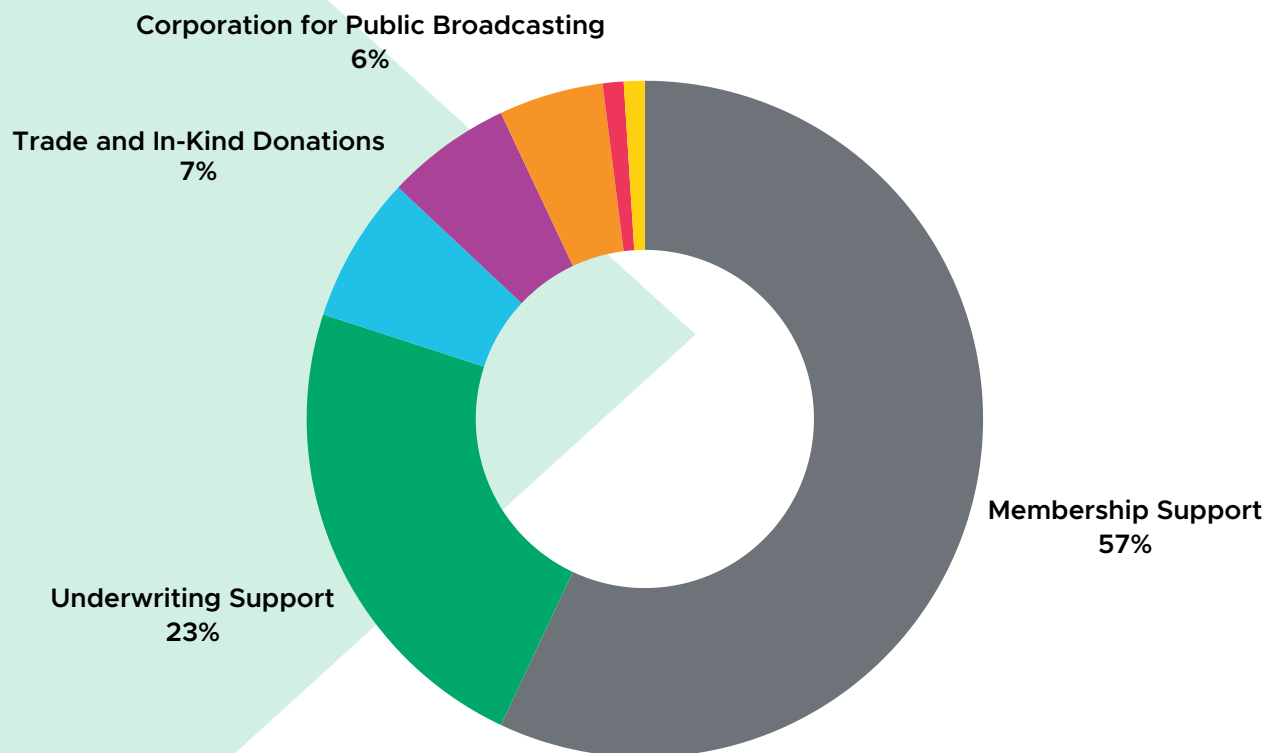


**CINCINNATI**  
PUBLIC RADIO

91.7 WVXU  
NEWS

# Financial Report

## Operating Revenue



### Key

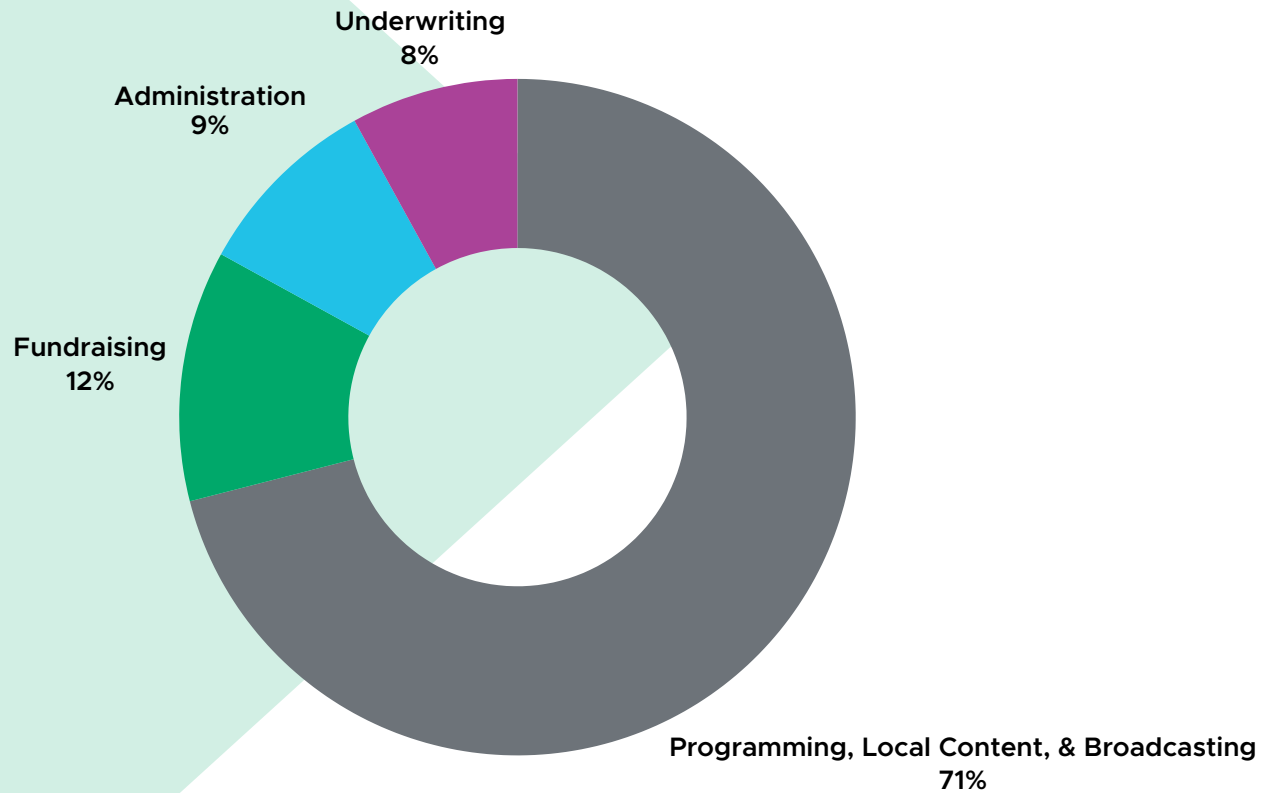
- Membership Support
- Underwriting Support
- Trade and In-Kind Donations (Individual)
- Corporation for Public Broadcasting (Federal)
- Foundation Support
- Ohio Broadcast Education Media Committee (State)
- Other Support & Earned Revenue

\*Figures above are for the previous fiscal year, but in-line with current fiscal year budget and historical percentages.

\*For up-to-date financial statements and more information, please see our [Reports and Filings](#) section of our website.

# Financial Report

## Operating Expenses



### Key

- Programming, Local Content, & Broadcasting
- Fundraising
- Administration
- Underwriting

\*Figures above are for the previous fiscal year, but in-line with current fiscal year budget and historical percentages.

\*For up-to-date financial statements and more information, please see our Reports and Filings section of our website.

# Board of Directors

## Chair

**Mr. Murray Sinclair Jr.**  
Chairman & CEO  
*Sinclair Family Office*

## Vice-Chair

**Mr. Jerry Kathman**  
Founder  
*LPK*

## Treasurer

**Mr. Chip Workman**  
President  
*The Asset Advisory Group*

## Secretary

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

## Board Member Emeritus

**Mr. Otto Budig Jr.**  
President  
*Budco Group, Inc.*

## Community Board Chair

**Mr. Brian Gillan**  
General Counsel and Chief Compliance Officer  
*Excelera Health Group*

## President

**Mr. Richard N. Eiswerth**  
President & General Manager  
*Cincinnati Public Radio*

**Mr. Alex Bakkum**  
*Miramar Charitable*

**Mr. Peter Barrett**  
Owner  
*Investment Analytics, LLC*

**Mr. Craig Beachler**  
Coronary District Sales Manager  
*Cardiovascular Systems, Inc*

**Mr. Tyson Betts**  
Founder  
*Ministry of DESIGN, LLC*

**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*

# Community Advisory Board

*Sincere gratitude to former Chair Brian P. Gillan as we welcome our new Chair, Sue MacDonald.*

Sue MacDonald, **CHAIR**

Paul Allaer

Robert Ausdenmoore

Andrew Bernier, PhD

Douglas J. Bolton

Jay Brock

Maryellen Daston

John T. Dominic

Pat Frew

Olivia Greer

Emily Hampp

Daniel J. Hoffheimer

Mark Huller

Alisa Jenny

Quinn Marker

Ethan Nichols

Brant Russell

Ann Santen

Gerri Strauss

Sarah Spurling

Cynthia Walker

# Meet The Team

## President

**Richard Eiswerth**

*General Manager & CEO*

## 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*

**Megan Lavilla**

*Classical Music Host & Producer*

**Hannah McFarland**

*Digital Marketing & Social Media Coordinator*

**Michael Krall**

*Classical Music Director*

**Brian O'Donnell**

*Classical Music Host & Producer*

**Ronny Salerno**

*Digital Platforms Manager*

**Kevin Reynolds**

*Communications Manager*

**Kahvah Whittaker**

*Program Coordinator*

## Corporate Support

**Peter Pickering**

*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*

**Juri Tults**

*Corporate Sales Representative*

**Barb Spiller**

*Traffic Manager*

# Meet The Team

## 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*

**Carlos López Cornu**

*CE Technical Director and Production Engineer*

**Joel Crawford**

*Recording & Mastering Engineer*

**Brian Niesz**

*Recording 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*

**John Keisewetter**

*Media Beat*

**Harper Carlton**

*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 Swartsell**

*Community Dispatch Reporter*

**Tana Weingartner**

*Senior Editor/Reporter*

**Howard Wilkinson**

*Senior Political Analyst*

# Meet The Team

## Part-Time Talent and Board Operators

Jeff Hood

Katie Mussio

AshLee Reed

Oakley Scott

Pam Temple

Tony Parks

Nataly Wickham

## The Ohio Newsroom

Clare Roth

*Managing Editor*

Kendall Crawford

*Reporter*

Erin Gottsacker

*Reporter*



**CINCINNATI**  
PUBLIC RADIO

# Our First Live Broadcast From Dana Avenue

