



GLT GUIDE

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2012 ANNUAL REPORT

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2012 ANNUAL REPORT

by GLT General Manager Bruce Bergethon

Did anyone throw you a big party on your 46th birthday?

I didn't think so. Those "intermediate years" rarely receive particular attention. It was just another year.

As GLT recognizes its 46th year on the air in 2012, however, it strikes me that "just another year" does have special significance. Thanks to the support of thousands of dedicated folks like you, we're able to continue providing central Illinois – and the world – with a distinctive, high quality service. Our "status update" on Facebook would remain something like, "Hey, look w hat a good year we had ... again!"

GLT'S LOCAL SERVICES

2012 was another year of awards for the GLT newsroom. We earned four commendations from the Illinois Associated Press (AP) and two regional Edward R. Murrow citations from the Radio Television Digital News Association (RTDNA). Charlie Schlenker continued to be recognized as one of the premier news writers in the business. He'd be the first to acknowledge he's part of a team effort – as the AP and RTDNA underlined with their honoring of our series, "Since 9/11," in which five different GLT reporters looked at how central Illinois has reacted over the past decade to the terrorist attacks of 2001.

The GLT news staff also paralleled NPR's excellent coverage of an important election year. Guests in our news studios this year included all of the candidates for the redistricted offices in the GLT listening area, and many distinguished ISU professors and community leaders. Some of the latter were also interviewed in our studios for programs on NPR and the BBC. In addition to daily broadcast coverage, the GLT News website provided substantially more archived material and timely updates of breaking news coverage.



One of the "new" reporters in the news room is also our latest hire. Returning from a paid internship with NPR West in which he had more pieces on the national newsmagazines (All Things Considered® and Weekend Edition® Sunday) than any intern in NPR history, Daniel Hajek is now reporting on sustainable farming, vampire hunting, and singer/songwriters (among other subjects) for GLT. (See the Nov-Dec issue of the GLT Guide for a Q&A with Hajek.)

Listeners who enjoy GLT's distinctive voices - Laura Kennedy's morning jazz, or Jon Norton's "Talking Blues," or the incomparable Delta Frank on the week-ends - continue to hear them on WGLT HD1 and HD2. This year we added a 24 hour jazz stream to our mix of internet platforms, and launched a new website in March with notably enhanced capabilities. In addition, GLT launched a new iPhone and Android app in December that makes GLT music and news content available, mobile and "customizable" in many exciting new ways.

Along with the numerous other continuing local programs (Dean of Green, Uncommon Knowledge, Center Stage, SwingTime, Radio Munson) that make GLT unique, two for which I am personally responsible celebrated twentieth anniversaries in 2012. At the risk of immodesty, I am proud to look back on two decades of Poetry Radio and Acousticity. The former showcased poems of the prairie and highlights from the first year in 2012; the latter introduced a 24 hour webstream, and concluded with a party at The Castle featuring the band Sons of the Never Wrong (also 20 years old).



COMMUNITY ENGAGEMENT

Throwing a good party is one of our specialties at GLT. None was more celebratory in 2012 than our free Summer Concert in June. Culminating with an incendiary set by Buckwheat Zydeco, this year's Concert was the biggest ever, with crowd estimates of 6,000 to 8,000. We also had a fantastic debut of the GLT Trivia Night in March (*details of Trivia Night 2013 are on page 12*). Our Jazz Cabaret with Roderick Harper in February, Shakespeare Night in August, and Radio Faces with Nick Spitzer in November were also each successful in bringing GLT listeners together to have fun and raise funds to support continuing operations. GLT events are always made possible by generous sponsors, acknowledged on page 6-7. Please let them know you appreciate the part they play as "executive party producers."



Another type of supporter reflects the extraordinary commitment we are privileged to enjoy from GLT listeners – donations of time from hundreds of volunteers at summer festivals, the Recycled Music Sale and during our fund drives. One special group of volunteers is led by Brad Glenn, chair of our GLT Friends Council, whose ranks were doubled in the last year thanks to the work and contacts of Bill Sulaski; whose advocacy efforts were skillfully focused by Rob McDade; and whose contributions to events and outreach were ably augmented by Dr. Jerry Antonini.

Among the continuing outreach and engagement activities that distinguish the station is our sustainable transportation project, Good to Go. This year, the centerpiece event of GTG, the third annual Commuter Challenge, increased by 50% its participation and partnership rates. Good to Go also works with the Friends of the Constitution Trail to facilitate valet bike parking at Sugar Creek and Sweet Corn Festivals, which has become a valued addition to both events. We won a Team Excellence award from ISU for the way we worked closely with ISU student organizations, classes and campus units to promote sustainable transportation at the University, and in fact, donated the award money we shared with our ISU partner Institutional Web Support to Zimride, a new program encouraging student, faculty, and staff ridesharing.

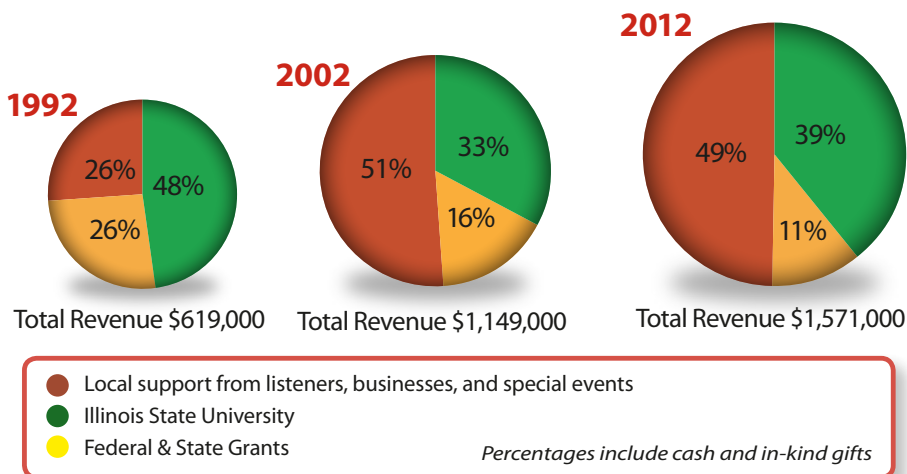
FINANCES AND PLANNING

Sustainability in the broadest sense is much on our minds as we look to 2013. Like many of our fellow public stations, we are concerned about the apparent leveling-off of audience growth to traditional radio. Similarly, there is a decline in the numbers of contributors, both individuals and

businesses, to public stations. Our underwriting support is down 10%. Happily, 2012 income from individual donors matched 2011 income, but the number of contributors has decreased. While we are grateful to those supporters, this is a worrisome and continuing pattern.



In this context, we are encouraged by the continued support of Illinois State University and the extraordinary generosity of many local listeners and business supporters. The accompanying charts give a twenty year snapshot of the way in which the pieces of our financial pie have shifted over the years, with the most dramatic growth coming from local sources.



We are also heartened by growth in long term giving to the station. The 2011 establishment of two GLT endowments, from Robert and Marilyn Sutherland and (through a gift from the late Laura Sullivan) the GLT Future Fund, was augmented by the Albert N. Attaway named endowment in 2012. Several generous supporters also contributed or designated substantial amounts to the Future Fund - to which any GLT supporter can make a contribution in any amount.

In 2012, GLT began work on updating its five year strategic plan, responding to the challenges of the present and future with goals that are rooted in sustainability, stewardship and service. The initial process was a year-long “capacity analysis” that looked at the ways in which we allocate our human, creative, and financial resources. As you know from reading this Guide, we have already decided to eliminate the costly printing and mailing of the GLT Guide in favor of less expensive and more eco-friendly electronic communications and smaller print pieces. We will also be examining our program organization on the “family” of GLT platforms, including traditional radio, internet and mobile. That may lead to some significant changes, which will be based in large part on audience research conducted over the last several years.

As we look to the future, we will continue with a pattern from the past: we intend to involve a variety of stakeholders from the community and the University in our analysis and action. Thanks to you, we will be building on a variety of strengths and resources that would be the envy of public stations in much larger communities. We appreciate your support, and will keep you in the loop as we forge ahead. In the meantime, feel free to contact me anytime (bruce@wgl.t.org) with your questions and concerns.