



Presorted Standard
U.S. Postage
PAID
Illinois State University

Illinois State University
Campus Box 8910
Normal, IL 61790-8910

Listener Line
(309) 438-8910

E-mail
wglit@ilstu.edu

Main Office
(309) 438-2255

Web site
www.wglit.org

Programming/News
(309) 438-2394

Membership
(309) 438-3581

Underwriting
(309) 438-2257



annual
report
2013

2013 ANNUAL REPORT

by GLT General Manager Bruce Bergethon

Usually I have to grope for a theme for these year-in-review articles. Not this year. 2013 was all about change at GLT.

We made the most significant changes to our programming in two decades. We welcomed two new folks to the GLT staff, double the number of new hires in any average year. We eliminated a service that wasn't serving many people; we bid farewell to a legacy event that had reached a point of diminishing returns. And we drafted a blueprint for the station's next five years.

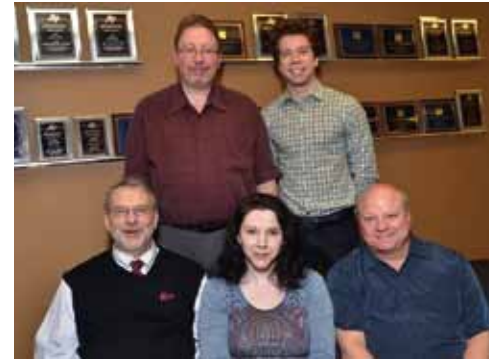
One thing that didn't change was our commitment to serve you, our listeners and investors. While we recognize that some of the changes weren't to everyone's liking, the impulse driving all of them was increased community service and impact. The thought process that led to the decisions involved lots of input from listeners and stakeholders. Service and responsiveness – these are our first principles. We also remain appreciative of your dedicated support through these changing times. **Thank you.**



PROGRAMMING SERVICES AND STAFF

The transition to GLT's new program lineup, "News and Ideas", took effect in August, but was the result of five years of research and planning. Responding to majority sentiment from listeners for more NPR-style news and information programming, with a particular emphasis on local news and culture coverage, we replaced daytime jazz with On Point, Q with Jian Ghomeshi, Here and Now, and GLT's Sound Ideas. The latter program represented an ambitious escalation of the strengths of our local news gathering team. *Read more about Sound Ideas on page 7.*

It was a banner year of awards for the GLT newsroom. In March, we earned seven commendations from the Illinois Associated Press (AP), including first place awards for Best News Series (for a five-part



front row: Jim Browne, Laura Kennedy, Willis Kern; back row: Charlie Schlenker, Daniel Hajek

report on the future of agriculture), Best Reporter (Charlie Schlenker, for the sixth time), and Outstanding News Operation overall. In April we received four regional Edward R. Murrow citations from the Radio Television Digital News Association (RTDNA), the most ever in our history. GLT coverage of the school shooting at NCHS in September 2012 was honored both by the RTDNA, and later in the year, by the Public Radio News Directors Association.

One of the Murrow Award winners was reporter Daniel Hajek, who worked for GLT while an ISU student, and as a full time staffer for a good part of fiscal year 2013. In May, Hajek was hired away from GLT by NPR West – the Los Angeles production facilities for the national network. We knew Danny was talented, but jumping from a small market like ours to the halls of NPR is a pretty dramatic indication of the caliber of his potential. We're proud to say "we knew him when."

After Danny left, we initiated a search for a full-time news reporter to augment the already strong GLT newsroom, and to contribute material to Sound Ideas. In October, we hired another strong reporter with a national reputation – Judy Valente. Valente has reported for the *Washington Post*, the *Wall Street Journal*, and has been a producer for WBEZ and PBS. We're excited to add her background in religion, ethics and cultural reporting to the existing strengths of the newsroom.

We also hired a new receptionist/business manager in mid-year. You may have encountered the friendly voice of Jeremy Schultz if you've called GLT in the last few months; if you're a business sponsor or a listener-supporter, he's also been handling your money and helping GLT management keep track of it. Jeremy is a recent ISU graduate, and the living refutation of the stereotype that technical writers and librarians are introverted.



Judy Valente



Jeremy Schultz

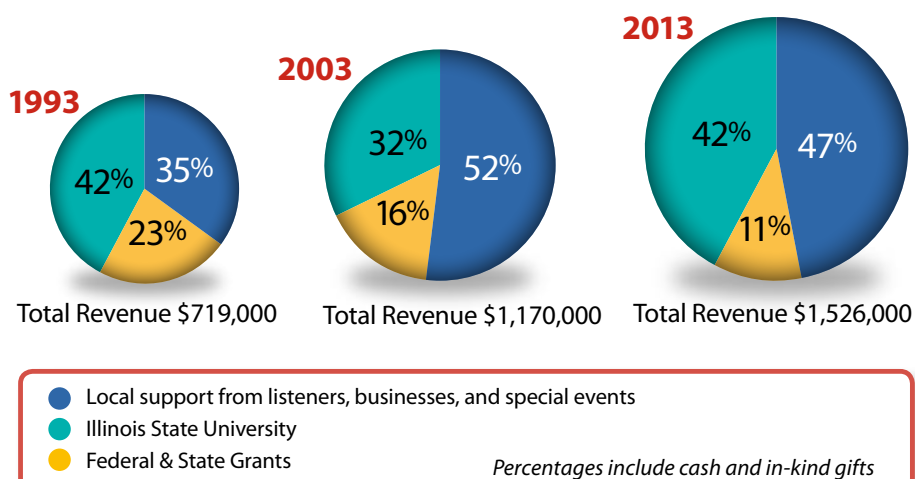


FINANCES AND PLANNING

Sustainability, in the broadest sense, was much on our minds in 2013. Last year in this report, I mentioned our concern, shared with many fellow public broadcasters, about the apparent leveling-off of audience growth to traditional radio. Similarly, there has been a decline in the numbers of contributors, both individuals and businesses, to public stations. Our programming format changes were fueled, in part, by such considerations, the hope being that we will see increased listening and contributions after an initial adjustment. Our underwriting support in 2013 was down 10%, and fewer individual donors generously contributed more, almost matching our fund drive total dollars for the prior year. While we are grateful to those supporters, this is a worrisome and continuing pattern that we cannot allow to continue without becoming unsustainable in the conventional business sense.

In this context, we are encouraged by the continued, significant support of Illinois State University and the extraordinary generosity of many local listeners and business supporters. The accompanying charts give a 20-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.

This year we also finalized our five year strategic plan update, with the help of The Hile Group. The plan focuses on five goals: 1) implementation of a programming shift; 2) implementation of internal efficiencies based on our 2012 capacity analysis; 3) improvement of our financial circumstances and the establishment of a sufficient operating reserve; 4) expansion of the GLT audience through effective marketing; and 5) enhanced attention to partnerships and community relationships.



COMMUNITY ENGAGEMENT

Helping us with many of the goals outlined in our strategic plan is a group of community volunteers called the GLT Friends Council. Ably chaired by Brad Glenn, the Council took an active part this year in the success of several signature events, including Jazz Cabaret and Radio Faces. Toward the end of the year, we added a half dozen new members to Council, and we look forward to new levels of advocacy and financial enhancement in the years ahead.



Brad Glenn

In addition to Radio Faces (with Audie Cornish), GLT Night at the Illinois Shakespeare Festival, Trivia Night, and Jazz Cabaret were excellent as both fun and fund raising events. The annual GLT Summer Concert was, as always, well-attended, and we appreciate the multiple sponsors (*see photos on pages 8-9*) that make that event free to the public.

Though we made money in the liquidation of a multi-year inventory at this year's Recycled Music Sale, we had decided after 2012's RMS that 2013 would be the last year for the sale. The Sale had always been extremely labor-intensive, as myriad volunteers and GLT staff will attest, and the net receipts have been dropping steadily for the last five years. We felt it had finally passed the point of diminishing returns – a difficult decision because of the event's long tradition and overall (as Brian Wilson would say) "Good Vibrations." *See page 6 for some of our favorite photos.*

Another difficult decision we made this year was to abandon our experiment with Hybrid Digital (HD) radio. When we signed on the HD channels in 2007, it was with the intention of multiplying our streams of programming, with an all-blues and all-news channel. But HD radio has really never caught on with the public. In our 2010 audience research, HD usage by our audience was lower than 10%, while online listening to wgl.org was over 30%. Those trends continued in 2011 and 2012, while in early 2013 repairs to our HD digital transmission equipment exceeded \$20,000 within a few months. With the probability of ongoing maintenance costs and the reality of extremely limited service provided by the HD channels, we made the call that discontinuing HD service was the most responsible stewardship of limited (and listener-generated) resources.

Decisions are always more difficult when they involve limited resources, and genuine questions of service. One of the satisfactions of working for constituents like you is that we are acutely aware of your passions about our service,





as we remain continuously grateful for your support. This year, we made some changes that we think will serve you better in the decade ahead, and we are always glad to hear from you about the wisdom of those changes. Feel free to contact me at bruce@wgl.org.



Recycled Music Sale: Good Vibrations for a lot of years - thanks.

A One-Hour Aural Snapshot of Central Illinois

By GLT News Director Willis Kern



For several years, my award-winning colleagues have produced excellent sound-rich stories on important central Illinois issues and cultural goings-on, and we've conducted provocative interviews with newsmakers and interesting people. It's been clear based on feedback from listeners and financial supporters that you've wanted more. Now, with GLT's Sound Ideas every weekday from 11:00 am-Noon, that's just what you get.



Host Mike McCurdy



Judy Valente interviews social activist Sister Simone Campbell

A one-hour daily news magazine show gives us the opportunity to expand on the excellence you've expected for a long time. Our daily 5 minute depth reports, features and interviews can finally be "unpacked", giving us the freedom to explore a topic for 8 to 10 minutes. There are regular jazz, blues and acoustic music features, produced by GLT staffers who are experts in the genres.

"We were a leg up on producing a show like this because we were already producing a lot of interesting, entertaining programs – some of which were podcast only and never heard on-air," said GLT Program Director and show host Mike McCurdy. "Sound Ideas gives some of these pieces the air time they deserve. We've also upgraded our phone system to allow for live listener participation, and encourage social media input."



Willis Kern with Audie Cornish

There's a regular series on finance called "Sound Money." Jon Norton talks with local record store owners for the series "What's on Your Turntable" and Judy Valente visits out-of-the-way destinations called "Unknown Illinois." Jim Browne regularly gets in the kitchen with area chefs for "Dishing It Up"; Laura Kennedy's "Animal House" focuses on pet care; and Charlie Schlenker produces "McHistory", with McLean County Museum of History staff reading letters from their archives.

If you haven't already, we hope you'll give Sound Ideas a listen. We think you'll like what you hear.

GLT Event Sponsors - 2013



GLT Jazz Cabaret with Matt Belsante:
Cortese Foot & Ankle Clinic



GLT Night at the
Illinois Shakespeare Festival:
Busey Bank



GLT Trivia Night:
Castle Theater
Janet & Pete Moore
Karla & Mark Huffman



Sweet Corn Blues Festival Stage:
CEFCU



GLT Summer Concert:
Ronda Glenn Law Offices
Specs Around Town
Eastland Chiropractic and Wellness Center
Fox & Hounds Day Spa



GLT Radio Faces
with Audie Cornish
COUNTRY Financial

And a special thank you to Ralph Weisheit, who continues to serve as the official GLT photographer. Most of the photos in this Report and many at our website have been expertly taken by Ralph.

GLT Major Donors 2013

To the GLT major donors acknowledged here and to everyone else who contributes what they can, thank you for your thoughtful generosity and sustaining friendship.

All major contributors, from GLT Day Sponsor to GLT Legacy Donor, have the opportunity to create a personal on-air announcement. We've included some quotes taken from those announcements which open with, "Today's programming is made possible by ..."

GLT Legacy Donors

Thank you for helping to sustain the future of quality public radio in central Illinois by investing in one of the GLT endowments: the WGLT Future Fund; the Dr. Robert & Marilyn Sutherland Endowment for WGLT; or the Albert N. Attaway WGLT Endowment.

Anonymous (1)
The Attaway-Griffin Family

Jonathan & Lisa Rosenthal
Robert & Marilyn Sutherland
Drake Zimmerman & Jan Elfline

GLT Leaders Circle

Thank you for your significant contributions to GLT's annual operating fund.

Directors (\$1,500 plus):

W. Brad & Tonya Barker
Bruce Bergethon & Jo Porter
Michael & Eva DeVore
Mike Dolan
John Elterich & Karen Schmidt
Dennis Fox
Robert & Victoria King
Dan & Kathy Steadman
Jonathan & Lisa Rosenthal
Dorothy Witte

... honoring his darling wife Linda's birthday and GLT's service to our community.

... in honor of the 16th birthday of a remarkable young man, their son Jonas. John and Karen are grateful to WGLT for keeping them well-informed and occasionally one step ahead of Jonas' wit, humor and knowledge.

Broadcasters (\$1,000 plus):

Anonymous (1)
Jerry Antonini
Susan Emmerson
John and Marilyn Freese
Jeff & Brenda Hartweg
Paul & Carolyn Jarvis
William LaBounty
Carol & Warren Odekirk
Jim Pinder
Chris & Susan Prendergast
Susan Sears
David & Kathy Snyder
Ross & Linda Wear

Leaders (\$500 plus):

Anonymous (3)
Roger & Becky Anderson
Jill Attaway
David Beich
Richard & Penny Boser
Amy Bradford
Bill & Kathryn Carter
Linda & Jack Chizmar
Kathi Davis
Mary Dellorto & Paul Blackwell
Lynn Dunaway &
Conrad Grembowicz
Dale & Melinda Egeberg
Tom Gerschick
Joe Gibson
William & Ruth Gnagey
Gene Gudeman
Doug Hennessy
Scott & Barb Hume
Mia Jazo-Harris, Dave &
Micaela Harris
David & Pearle Jeffries
Dennis Killian
Linda Kimber
Scott & Jennie King
Larry & Penny Long
Emily Martin
Karen & Bill McConnell
Rob McDade
John & Pamela Muirhead
Don & Carol Munson
Beverly & Doug Nelson
Janice Neuleib
Oliver Ngo
Paul & Kathy Packard
Ron Patterson

... in memory of her brother, Tim Emmons, on what would have been his 55th birthday. Tim's love and support of public radio started at WGLT, where his influence is still felt today.

Ben & Anne Paxton
Tarry & John Plattner
Kate Pole
John Pryor & Hannah Eisner
Tamarra Rennick
Pamela Rosa
William Semlak
Karyn Smith
Joe Strano & Janine Toth

... celebrating their first 20 years of marriage and 21 years of supporting WGLT.

Bill & Susan Sulaski
Robert & Marilyn Sutherland
Jean Swee & Paul Bailey
Ralph Turner
Phylis VerSteegh
Barry & Marge Weaver
Gail & John Winkler
Deb Wozniak
Mark & Eva Wyman
Steve Youngren
Louise Ziemann

GLT Day Sponsors (\$365 a year)

Thank you for supporting GLT every day of the year.

Anonymous (3)
Sue & Julius Alexander
Nancy Anderson
Elizabeth Anvick & Caroline Fox
David Ashbrook
Charlie Bates
Rich & Jane Beal
Kathy Berberich & Kelly Mirsky
John & Cindy Beurskens
Tom & Bierma
John Blank
Robert Broad & Julie Hile
Tom & Nancy Brokaw
Larry & Carroll Bross
Larry Bush
George & Kristine Byrns
Karyl Carlson
James & Diane Carter
Jessica & Jason Chambers
Bruce & Janet Chandler
Jen & John Chizmar
Craig & Jill Colledge
Anders Dahlgren & Marcia Thomas
Mercedes & Bill Davison
Daniel & Paula Deneen
Paul Dennhardt
Binoy & Joceline Edathiparambil
Heather Evert & Andrew Shallue
Mike Fields & Judy Adelman
Elizabeth Friedman
Daniel Galvin
Jim & Debbie Ginzkey
Scott & Allison Goodyear
Janet Harden
Tom & Mary Haynes
Gilbert Hensey
David & Marcia Hirst
Craig Holmes
Philip & Laura Holverson

... celebrating Lori Jackson's birthday by sending Lori a public radio 'shout out', saying every year is even better than the last.

Robert Hoy
Peggy Hundley
Mark Jackson
Duane Jessee
Jon & Linda Johnston
Marshall & Marianne Kaisner
Qazi & Karen Khusro
Scott & Kathy Kiel
Tim Klieber
Joseph Knaus
Scott Koets
Scott & Theresa Lage
Elizabeth Larson & Nathan Stien
Joyce Lawless
Beverly Long
Rebecca Lysohir
Tami Martin & Roger Day
Sonya Mau
Karen McCarey
Tim & Sarah McCubbins
Mary McCullagh & Rex Reu
Mary McCulley
Tom McCulley & Ron Frazier
Tom & Maryann Mellor
John & Linda Miller
Erin Minne
Bill & Kathy Neil
Elyse Nelson-Winger & Stewart Winger
Michael Nettleton
Alice Obert
Tony & Pamela Overmier
Monica Pepple
Carla & Harold Pohl
Adriane Powell
Charles Proesel
Lisa Putnam Cole
Ed & Sarah Riehl
John Ringer & Cindy Ross-Ringer

... celebrating Ava Koet's birthday and encouraging other young listeners to enjoy all that GLT has to offer.

... who are celebrating their 35th wedding anniversary and want to remind you today to tell your family that you love them.

... encouraging you to attend "Doctors in Concert" showcasing the many musical talents of local physicians and benefiting the Children's Discovery Museum.

Annilee Rohrscheib
John Runge
Jim & Ann Sallen
Joe & Tammy Sarmiento
Rich & Janet Schroeder
Mike & Susan Shirley
Debra Smitley
Rich & Mary Strle
Tracey Sullivan Covert
Charlotte & Joe Talkington
Susan Thetard
Janet & John Tulley
James & Sally Turner
Karyn Turner
Judith Valente
Greg Vogel & Cathy Mullen Vogel
Cathy & Brad Wallace
Beth & Greg West
Don & Karen Wettstein
Aaron Wissmiller
Angela & Dan Yandel
Jim Zaleschuk & Susan Hillabold

GLT Friends Council

Jerry Antonini
Phani Aytam
Rich Beal
Nancy Brokaw
Alex Cardona
Carmen Chase
Mercy Davison
Brad Glenn (Chair)
Al Goldfarb
Curtis Hayden
Mia Jazo-Harris
Linda Kimber
Julie Kubsch
Jeff McCollum
Rob McDade (Vice Chair)
Don Munson
Sue Necessary
Carol Carey Odekirk
Cathy Pratt
Jonathan Rosenthal
Alan Sender
Carl Sneed
David Snyder
Bill Sulaski
Gary Wilson
Jeff Woodard
Cat Woods
Heather Young
Drake Zimmerman

To all GLT contributors, no matter how much you are able to give, thank you for your generous support of your public radio station.

We work very hard to include all 2013 GLT major donors in this acknowledgement, but due to press deadlines, we may have inadvertently left out some names. Please contact GLT Member Services with additions or corrections at 309-438-3581. Thanks.

Underwriter Spotlights

Over the years, we've spotlighted various businesses and organizations that provide financial support for the station as corporate underwriters. We'd like to identify those whose support spans decades. Make it a point to go into their business and say thanks.

Economic Development Council

L to R: Angie Huonker, Amy Denham,
Mike O'Grady, Ken Springer



Gastrointestinal Institute

Dr. Steve Matter

Dennison Ford/Toyota

Mike Hagerty



Specs Around Town

Julie Kubsch



COUNTRY Financial

Rob McDade



The following list identifies additional businesses and organizations that have supported GLT financially in the past year.

Abraham Lincoln Presidential Library
& Museum
Adkins Pilates
Advanced Women's Healthcare
Alligator Records
Ameren IP
BCPA
Beyond The Books Educational Foundation
Bloomington Public Library
Brad Barker Honda
Bradley University - EMBA
Busey Bank
Carl's Ice Cream Factory
CEFCU
Central Illinois Regional Airport at B/N
Children's Discovery Museum
College Illinois
Community Cancer Center
Connect Transit
Corn Belt Energy
Cortese Foot & Ankle Clinic
COUNTRY Financial
Crossroads
Culligan Water Conditioning
Dennison Ford-Toyota
Deoskar Integrative Health
Destihl
Downtown Bloomington Association
Dr. Kirk Noraian
Drake Zimmerman
Eastland Chiropractic and Wellness Center
Ecology Action Center
Economic Development Council
Farmer City Antiques Merchants
First Allied Securities
Forget Me Not Flowers
Fox & Hounds Day Spa
Friar Tuck Beverage
The Garlic Press & Market Café
Gastrointestinal Institute
Green Top Grocery
Guthoff, Mehall, Allen & Company
Harper College
Heartland Bank & Trust
Heartland Community College
Heritage Health
Illinois Symphony Orchestra
ISU College of Applied Science &
Technology
ISU College of Arts & Sciences
ISU Center for Math/Science/Technology
ISU College of Business
ISU College of Fine Arts
ISU Foundation
ISU Marketing & Communication
ISU Motorcycle Safety Program
Jack Conlisk
Jam Productions
Jimmy John's
Kidder Music
Kurt's Autobody Repair Shop
Marriott Hotel & Conference Center
Martin's Home Furniture
Matthew Curry & The Fury
Mavidea Technology Group
McLean County Museum of History
Mid Central Community Action
Monster Pawn
Music Shoppe/Pro-Sound Center
O'Brien Mitsubishi
Often Running/Vitesse Cycle
OSF St Joseph Medical Center
Peoria Civic Center
Prairie Pride Coalition
Prenzler Outdoor Advertising
Ronda Glenn Law Offices
Sangamon Auditorium
Shoppes at College Hills
Specs Around Town
State Farm Insurance Companies
Station 220
Sulaski & Webb
Terra Firma Landscape
The Castle Theatre
Twin City Self Storage
University of Notre Dame
Uptown Partners
Wellsprings Health Resources
Westminster Village
YWCA