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annual 2014report

NEWS
and
IDEAS

2014 Annual Report

By GLT General Manager Bruce Bergethon



Last year, the theme of GLT's annual activity was "change." This year was more about consolidating and managing those changes, but we had our share of new activities to report – and a few unanticipated exits and entrances.

PEOPLE

Two of GLT's most distinctive voices announced their retirements from the airwaves in 2014. Don Schmidt, the GLT Dean of Green since 1996, stepped down simultaneously from his popular gardening advice show and his position in the ISU Department of Biological Sciences, in June. During the



We all feel this way about you, Delta Frank!

summer, we were able to throw a great party for Don and his lovely wife Carol at Wendell Niepagen Greenhouses & Garden Center. They're the new sponsors of GLT's *Grow*, with Patrick Murphy, who with Laura Kennedy, is creating his own distinctive profile as our gardening and landscaping expert.

An even longer tradition at GLT had been the reign of Delta Frank, GLT's very own "blues doctor." Frank Black began listening to blues in the 1950s, and by the time he approached GLT's program director, the late Tim Emmons, in the early 1980s, he had a collection of over 10,000 blues 45 rpm records. That personal collection, and Black's encyclopedic knowledge of postwar blues, formed the basis of a weekly program called *Rhythm and Blues Hall of Fame*. In 1989, Black began hosting a live blues show Friday nights from 10:00 to midnight. Within months, the public response to *Black and Blues* was so positive that the station doubled the hours of the show. Black, along with Marc Boon, formed the centerpiece of a rapid expansion of blues programming on the station, reaching its current 30 hours (the most of any station in the U.S.) by 1999. Black

worked both Friday and Saturday nights until 2009, when he moved to Saturday and Sunday afternoon blues.

Listeners to Black's programs have been among the most loyal and generous financial supporters of GLT programming. The shows he hosted developed a loyal Internet following around the world, as well as nearly every state in the U.S. Black is responsible for many signature phrases



Development Director Carlo Robustelli

of GLT blues, including "the blues blowtorch of the Midwest" and "If you don't love the blues, you got a hole in your SOUL!" We had an open house for Delta at the Castle Theater in December, and hundreds of listeners, including many musicians, paid tribute to the

man who laid the foundation of GLT Blues and Blues 24/7.

Two other GLT staffers moved on to new career opportunities in 2014. Development Director Aaron Wissmiller began work for Edward Jones (in partnership with longtime GLT business supporter Linda Kimber) in April, and Radio Business Assistant Jeremy Schultz departed in October for a job at the Morton Arboretum. We're very pleased that both of these important positions were filled with excellent new additions to the GLTeam during the fall, with new Development Director Carlo Robustelli starting his duties in September and Nicole Welsh occupying the "front desk" position in January 2015.

There was also a lot of good work done by the GLT folks who aren't in the "newbie" or "retired" categories. Once again, the GLT newsroom was honored for excellence. In March, we earned four commendations from the Illinois Associated Press (AP), including both first and second place awards for Best Newswriting. In April, we received two regional Edward R. Murrow citations from



Radio Business Assistant Nicole Welsh

the Radio Television Digital News Association (RTDNA) — one each for GLT alum Danny Hajek, now a full time reporter/producer at NPR West in Los Angeles, and the woman who took his spot in the newsroom, Judy Valente, who won for an installment of her ongoing series “Unknown Illinois.”

PARTNERSHIPS

GLT’s Sound Ideas continues to be the centerpiece of our local news programming, with a second airing of the show (at 6:00 pm) added during the summer. The variety of local politics, policy and culture covered by the Sound Ideas team, led by program director Mike McCurdy and news director Willis Kern, continues to develop. One of the most notable aspects of that mix in this second year of the show is recurring segments with the mayors of Normal and Bloomington, the president of ISU and other community leaders. Listeners are able to interact with these leaders through call-in segments of the show.

A new and exciting partnership beginning to develop as we head

into 2015 is the use of the new ISU Galleries in uptown Normal for live broadcasts. Themed shows, candidate forums and musical performances are all in the works in this beautiful and versatile space.



We also enjoyed the support and cooperation of enlightened local businesses and organizations in several special events and fundraising activities conducted by the station in 2014. These were in addition to the “regular” financial contributions, numbering in the hundreds of thousands of dollars, which local businesses ranging in size from the Garlic Press to State Farm funnel into sponsorship of GLT programming:

- Brad Barker Honda contributed hundreds of free meals in conjunction with Home Sweet Home Mission during GLT’s special February fund drive.
- Heartland Community College co-sponsored a sold-out bus trip to Chicago for a live performance of Wait, Wait ... Don’t Tell Me! in May. (This also turned out to be Carl Kasell’s last performance as the show’s scorekeeper and included an in-house celebration with cake and the public-radio version of the Rockettes.)

- The Friends of the Trail and Vitesse Cycle worked with GLT to present free live music along the length of the Constitution Trail during our September Trail Crawl honoring its twenty-fifth anniversary.
- Dennison Ford-Toyota, Brad Barker Honda (again), First Allied Securities and Illinois State University provided challenge funds to give special incentives to GLT listeners during Giving Tuesday, which resulted in the single largest number of contributors in one day we’ve ever experienced.
- COUNTRY Financial increased its support for Radio Faces in November, which this year featured a special appearance by local radio legend Don Munson, to a capacity crowd at the DoubleTree Hotel. Munson lauded the way in which GLT has evolved, as it has become the only “locally-owned and operated” media outlet in Bloomington/Normal.
- At the end of 2014, CEFCU committed to an unprecedented, and multi-year, level of stage sponsorship for our annual GLT Summer Concert, thus ensuring the continuation of a signature community event.

Our most significant partner continues to be Illinois State University, which has remained supportive of GLT’s operations through challenging times that only appear to be getting “more so” in the year ahead. I’ve publicly said many times – because it’s true – that without the University there would be no GLT. The accompanying chart (*see pg 6*) gives a twenty year snapshot of the way in which the pieces of our financial situation have shifted over the years, with the most dramatic growth coming from local sources. Federal and state grants have significantly diminished, but ISU has stood firm, creating a dynamic partnership with the extraordinary generosity of many local listeners and business supporters.

PROSPECTS

As we look ahead to the station’s upcoming 50th anniversary in 2016, we are following a five-year strategic plan that calls for greater entrepreneurial activity to “enhance GLT’s financial circumstances and the development of a sustainable long-range business model.” This is always a challenge, but increasingly so in a landscape with multiplying media and information options, and systems for delivering our distinctive content that were “sci-fi scenarios” when GLT first went on the air.

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 Trivia Night and Radio Faces. Brad is stepping down after an extended tenure as chair (to be replaced by Rob McDade) and we thank him profusely for his good humor and great leadership (not necessarily in that order).

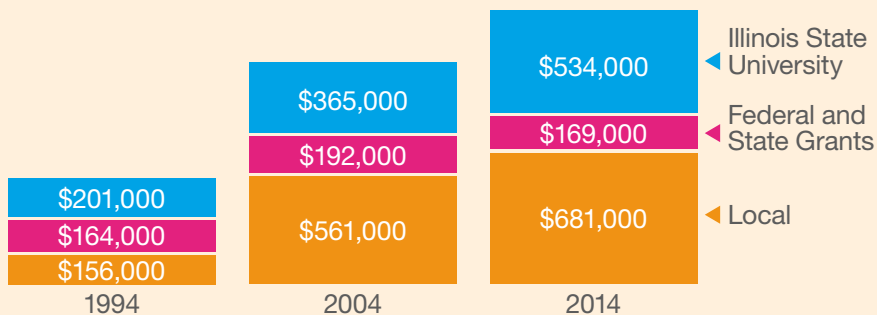
GLT listeners were more generous than ever before during 2014, and that's part of the reason we are sustained — in the broadest, most

emotionally satisfying way — as we look to the future. We are always glad to hear from you about whatever's on your mind. Feel free to contact me at bruce@wglft.org, and thanks.



Pam Muirhead was part of GLT's social media push during the Fall Fund Drive

Revenue Sources 1994-2014



All figures from fiscal year audits | Audit results available at wglft.org

Sound Ideas – Come Watch Radio

By GLT Program Director Mike McCurdy

Every month, we're expanding the boundaries of the station as well as our signature local news magazine, *Sound Ideas*, into the community by broadcasting live from the beautiful new University Galleries at the corner of Broadway and Beaufort in Uptown Normal.

From the very beginning, *Sound Ideas* has been about audience participation. We solicit your phone calls and Facebook questions when our guests are live in the studio. We ask for your emails and Tweets. We added weekly interviews with the community's mayors and monthly interviews with the Chairman of the McLean County Board and the President of ISU to keep you up on municipal, county and University issues, as well as to provide you the opportunity to interact directly with community leaders.

Now we're inviting you to *watch* radio ... and participate on location. In 2015, we're bringing you a show on local libraries. In February and March, we'll bring you live candidate forums as the community decides its next slate of Councilmen and Aldermen in Normal and Bloomington.

We began our live location broadcasts in November with a look at Uptown Normal. You heard Mayor Chris Koos and consultant Doug Farr talk about changes in Uptown and answer questions about what Koos is calling "Uptown 2.0" (a plan to guide uptown for the next decade).

In December, Willis Kern hosted a show on local biking. We spoke with year-round bike commuters, Bloomington's Public Works Director about a bike master plan, and representatives from the Town of Normal, Illinois Wesleyan and Bloomington Cycle and Fitness, all recognized as "bicycle friendly" by the League of American Bicyclists.

Watch our Facebook page (facebook.com/WGLTFM) to keep up on our broadcasts from University Galleries. And thanks to Barry Blinderman and the College of Fine Arts for allowing GLT to use this space that we're quickly beginning to think of as our *Sound Ideas* home away from home.



Show on local biking at University Galleries

GLT Event Sponsors 2015

GLT Jazz Cabaret
with Roberta Donnay:
**Cortese Foot &
Ankle Clinic**



GLT Trivia Night:
**Janet Moore
Karla & Mark Huffman**

GLT Radio Faces
with Don Munson:
COUNTRY Financial



Dean of Green
Garden Party:
**Wendell Niepagen
Greenhouses &
Garden Center**

*A nod of
gratitude to
Ralph Weisheit,
who continues to
excel as official GLT
photographer. Most of the
photos in this Report and many at
our website have been expertly taken
by Ralph.*

GLT Summer Concert:
**Ronda Glenn Law Offices
Downtown Bloomington Assoc.
Specs Around Town
Fox & Hounds Day Spa
City of Bloomington
Maguire's Pub**



Sweet Corn Blues
Festival Stage:
CEFCU



GLT Trail Crawl:
**Vitesse Cycle Shop
Friends of the
Constitution Trail**



GLT Night at
Illinois Shakespeare
Festival:
Busey Bank

Save the Date
for 2015
GLT Events

MARCH 21
GLT Trivia Night
(tickets at wgl.t.org)

MAY 14
Wait, Wait bus trip
to Chicago
*(tickets at
wgl.t.org)*

JUNE 13
CEFCU presents:
GLT Summer Concert
(info at wgl.t.org)

GLT Major Donors 2014

On behalf of the thousands of listeners who depend on this public radio station, thank you to GLT's major donors. Whether they have invested in our annual operating budget, made commitments to help ensure GLT's future or both, they, like all GLT contributors, make the programs and services we offer possible.

GLT Legacy Donors

Thank you for helping sustain GLT's public service into the future 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)

Jonathan and Lisa Rosenthal

The Attaway-Griffin Family

Dr. Robert & Marilyn Sutherland

Drake Zimmerman and Jan Elflin

Leaders Circle

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

Directors (\$1500 plus)

Brad & Tonya Barker

Bruce Bergethon & Jo Porter

Michael & Eva DeVore

Mike Dolan

Dennis Fox

Linda Kimber

Robert & Victoria King

Jonathan & Lisa Rosenthal

Karen Schmidt & John Elterich

Susan Sears

Dan & Kathy Steadman

Dorothy Witte

Broadcasters (\$1000 plus)

Jerry Antonini

Elizabeth Burns

Carol Carey-Odekirk & Warren Odekirk

Susan Emmerson

John & Marilyn Freese

Michael Grater



Nancy Anderson

Contributing listener since 1999

"GLT gives to me every day. So it's only natural that I give back. The news is balanced and timely, whether it is local, nation or international. I am a better citizen of the world because of GLT."

Broadcasters (\$1000 plus) *continued*

Paul & Carolyn Jarvis

Dennis Killian

Scott & Jennie King

William LaBounty

James Pinder

Susan & Chris Prendergast

David & Kathy Snyder

Lawrence Solum & Alison Bailey

Brandon Wardell



Rhonda Glan

Contributing listener since 1998

"I wasn't sure about the program changes in the past year, but have grown to really like the local program, Sound Ideas. And I love the Saturday morning programs."

Leaders (\$500 plus)

Anonymous (2)

Nancy Anderson

Roger & Becky Anderson

Jill Attaway

Amy Bradford

Lisa Brown

Bill & Kathryn Carter

Jack & Linda Chizmar

Catharine Crockett

Lynn Dunaway & Conrad Grembowicz

Mark & Connie de Veer

Dale & Melinda Egeberg

Debby & Stephen Michael Funk

Tim Garvey & Paula Aschim

Tom Gerschick

Joe Gibson

Sandra & Fred Groves

Gene Gudeman

Doug Hennessy

Jeanne Howard & Rhondal McKinney

Mia Jazo-Harris, Dave & Micaela Harris

David & Pearle Jeffries

Marshall & Marianne Kaisner

Scott Lage

Larry & Penny Long

Emily Martin

Karen & Bill McConnell

Mary McCulley

Rob McDade

Tom & Maryann Mellor

Ron Mixer

Barb & Fred Moore

Don & Carol Munson

John & Pamela Muirhead

Mike Mustard

Beverly & Doug Nelson

Oliver Ngo

Joe & Mary Novotny

Janice Neuleib

Paul & Kathy Packard

Ron Patterson

Ben & Anne Paxton

Kate Pole

John Pryor & Hannah Eisner

Carlo Robustelli & Emily Kelahan

Kari Sandhaas & Mike Matejka

Ralph & Ellen Smith

Missy & Ray Smock

Bill & Susan Sulaski

Robert & Marilyn Sutherland

Jean Swee & Paul Bailey

Charlotte & Joe Talkington

Ralph Turner

Phyllis Versteegh

Cathy & Brad Wallace

Barry & Marge Weaver

Marcia & Glynn Wilson

Debra Wozniak

Mark & Eva Wyman

Steve Youngren

Day Sponsors (\$365)

Anonymous (1)
Wayne Aldrich
Jim & Mary Anderson
Sue Anderson & Carl Bennett
Elizabeth Anvick & Caroline Fox
Dave Ashbrook
Charlie Bates
Jacqueline & Michael Bauer
John & Cindy Beurskens
Tom & Joanne Bierma
John Blank
Richard & Penny Boser
Christopher Bower
Robert Broad & Julie Hile
Tom & Nancy Brokaw
Larry & Carroll Bross
Charlotte Brown & William Morris
Sandra Bush
George & Kristine Byrns
Karyl Carlson
James & Diane Carter
Jason & Jessica Chambers
Bruce & Janet Chandler



Elizabeth Anvick & Caroline Fox with daughters Akierra & Addie

Contributing listeners since 2000

"We love the new format. Listen to Morning Edition every day on the way to work — that's our main source of information! We love the Saturday morning lineup too: Wait, Wait, Ask Me Another, etc., and often listen in the car ... as we're running errands. Thanks for all the hard work throughout the year!"



Mike Steinkoenig

Contributing listener since 2012

"I am a big fan of Radio Munson (thanks Don!), as well as GLT jazz and blues. I also love the station's commitment to the Bloomington/Normal community."

Todd & Corin Chapman
Jennifer & John Chizmar
Craig & Jill Colledge
Anders Dahlgren & Marcia Thomas
Kathi Davis
Mercy & Bill Davison
Daniel & Paula Deneen
Paul Dennhardt
Larry & Marlene Dietz
Don & Karen Durham
Binoy & Jocelyn Edathiparambil
Mike Fields & Judy Adleman
Kevin Fogarty
Ron Frazier & Tom McCulley
Jim & Debbie Ginzkey
Allison & Scott Goodyear
Mary & Tom Haynes
Dave & Marcia Hirst
Robert Hoy
Peggy Hundley
Mark Jackson
Duane Jessee
Jon & Linda Johnston
Qazi & Karen Khusro
Scott & Cathy Kiel
Scott Koets
Elizabeth Larson & Nathan Stien
Joyce Lawless
Alan & Juliene Longworth
Tami Martin & Roger Day
Sonya Mau
Karen McCarey
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Elyse Nelson-Winger & Stewart Winger
Nancy Niebur-Parente
Bob Norman
Sharon O'Donnell
Alice Obert
Ken Ota
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John Ringer & Cindy Ross-Ringer
Laura Robinson
William Robitske
William Sendlak
Michael & Susan Shirley
Debra Smitley
Joe Strano & Janine Toth
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Karyn Turner
Kevin & Sue Tuuk
Judith Valente
Greg Vogel & Cathy Mullen Vogel
Mary & Greg West
Don & Karen Wettstein
John & Laurie Wollrab
Angela & Daniel Yandel
Jim Zaleschuk & Susan Hillabold
Louise Ziemann

2014 GLT Friends Council

Jerry Antonini
Phani Aytam
Rich Beal
Nancy Brokaw
Alex Cardona
Mercy Davison
Brad Glenn (*Chair*)
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
Bill Sulaski
Gary Wilson
Jeff Woodard
Cat Woods
Heather Young
Drake Zimmerman



Joan Brehm

Contributing listener since 2008

"I love Morning Edition and TED Radio. We are so lucky to have such quality public radio in the Bloomington/Normal community."

We are grateful to all GLT contributors, no matter how much you are able to give. You make excellent public radio possible. **Thank you.**

We work very hard to include all 2014 GLT major donors in this acknowledgement but, due to press deadlines, we may have inadvertently left out some names. Please contact GLT Contributor Services with additions or corrections at 309-438-3581. **Thanks.**

UNDERWRITER SPOTLIGHTS

In every annual report we spotlight a few organizations whose generosity as corporate underwriters helps make News & Ideas on GLT a reality.

We thank these community partners for their support.



CEFCU and GLT have a lot in common. Both are member-owned and both are non-profits with deep ties to our community. Since 1937 CEFCU has been serving credit union members in central Illinois, and now California, by providing quality financial products and top-notch customer service. CEFCU understands the well-being of a community is important and the credit union, as a stakeholder in the community, should be involved in its direction and development.

We are proud to have CEFCU as an underwriter on GLT and honored to have their long-time sponsorship of the CEFCU Sweet Corn Blues Festival stage.

We are also thrilled to announce our new partnership as we roll out *CEFCU presents: GLT Summer Concert*, a sponsorship allowing GLT to continue the tradition of bringing amazing live music to Bloomington – FREE.



The first Niepagen greenhouse was opened by Charles in 1910 and as the business expanded, it passed from grandfather to sons, to grandsons and granddaughters. To date, five generations of Niepagens have been involved in the business, so when they say “You’re more than a customer, you’re a friend,” they’re talking about many decades of making friends in central Illinois.

When they expanded their buildings several years ago on Fox Creek Road in Bloomington, the driving force was to provide the highest level of quality plants, garden products, and individualized customer attention. They work hard to help every customer become a successful gardener.

It was a natural fit for them to become the sponsor of GLT’s GROW, a weekly gardening show with ISU horticulturist Patrick Murphy and GLT’s green thumb Laura Kennedy. Many thanks to Anne and Lee of Wendell Niepagen Greenhouses & Garden Center for their support.

GLT thanks the underwriters who make our programs and community engagement possible. Each of these businesses contributed significantly to GLT during the past year.

- | | |
|---|---------------------------------------|
| Adkins Pilates | GROWMARK, Inc. |
| BCPA | Harper College |
| Bloomington Public Library | Heartland Community College |
| Busey Bank | Heritage Health |
| Brad Barker Honda | Hile Group |
| The Castle Theatre | Kidder Music |
| Carl’s Ice Cream | Kurt’s Autobody |
| CEFCU | Marriott Hotel & Conference Center |
| Central Illinois Regional Airport | Martin’s Home Furniture |
| Children’s Discovery Museum | McLean County Chamber of Commerce |
| Community Cancer Center | McLean County Museum of History |
| Connect Transit | Mid Central Community Action |
| Dr. Cortese Foot & Ankle Clinic | Mid-Illini Credit Union |
| COUNTRY Financial | Music Shoppe/Pro-Sound Center |
| Crossroads Handcrafts of the World | Often Running |
| CU Folk & Roots Fest | OSF St. Joseph Medical Center |
| Culligan Water Conditioning | Parke Regency Hotel |
| Dennison Ford-Toyota | Prairie Oak Veterinary Center |
| Destihl | Ronda Glenn Law Offices |
| Eastland Chiropractic and Wellness Center | Sangamon Auditorium |
| Ecology Action Center | Specs Around Town |
| Economic Development Council | State Farm Insurance Company |
| Edward Jones & Co, Linda Kimber | Sulaski & Webb |
| Epiphany Farms | Twin City Self Storage |
| First Allied Securities | Two Blokes and a Bus |
| Forget Me Not Flowers | University of Illinois at Springfield |
| Fox & Hounds Day Spa | University Program Board |
| Friends of the Constitution Trail | Vitesse Cycle Shop |
| The Garlic Press & Market Cafe | Wendell Niepagen Greenhouses |
| Gastrointestinal Institute | Westminster Village |