found that over 90% of respondents were “satisfied” or “very satisfied” with the level of GLT’s public service, finding the programming to be of “superior quality.” These results were 7 to 12% more favorable than in previous surveys. Among the most frequently cited factors contributing to the perception of valued programming was GLT’s local newsmagazine, Sound Ideas. The show has added about 250 hours of local news and arts coverage to GLT’s annual service, and has become the centerpiece of “News and Ideas.” It also provides a focus for our team of award-winning journalists. This year that team outdid its consistently excellent track record for peer awards, with two national Edward R. Murrow citations, 9 Associated Press awards, and special commendation from both the Kaleidoscope Awards and Illinois State University for excellence in reporting on diversity issues. Kudos to Willis Kern, Charlie Schlenker, Judy Valente, Jim Browne, Laura Kennedy, Jon Norton and Mike McCurdy for their daily efforts in covering a wide variety of central Illinois topics.

At the same time we have reached a new level of service to our audiences, the station has been struggling to keep pace with expenses. Some of those expenses have increased as a result of our investments in local and international news coverage, and we found ourselves making about
$35,000 in program reductions midyear in order to “right size” our menu. The reduction in state grants (over $100,000 since 2011) has had an effect; luckily federal funding through the Corporation for Public Broadcasting seems to have stabilized, albeit at the same level as our 2005 annual grant. Listener support dipped a little following our programming changes, but has resumed its previous robust level, including the best day in GLT listener-contributor activity ever during our recently concluded Giving Tuesday drive on December 1st - over $32,000 in individual gifts! Unfortunately, the level of local business support experienced three years of sub-par performance from 2011 to 2014, a major contributor to three years of unbalanced budgets. I’m happy to say that under the leadership of GLT Development Director Carlo Robustelli, and with key contributions from Linda Healy and Nicole Welsh, corporate support seems to be back on the right track, up over 30% in the current fiscal year. We anticipate that scenario will continue to improve with the addition of a new full-time corporate support manager, Liz Larson, who joined the development staff in January 2016.

During the last year, in working to help right the GLT fiscal ship, I received a lot of sound advice and moral support from the GLT Friends Council, a community advisory group that has been an important part of GLT’s community connections since 1997. Rob McDade is doing an excellent job as the Council’s chair, and I want to extend special thanks to other Council members Cat Woods, Bill Sulaski, and Carol Carey-Odekirk. (The latter two are cycling off the Council this year, after years of stalwart service.)

ENGAGEMENT AND PARTNERSHIPS
Speaking of community partners, GLT continued to benefit from the support and cooperation of enlightened local businesses and organizations in several special events and fundraising activities. These were in addition to the “regular” financial contributions, numbering in the hundreds of thousands of dollars, which local businesses ranging in size from Coffee Hound to Bob Dennison Ford/Toyota funnel into sponsorship of GLT programming:

- CEFCU made a major, ongoing commitment to one of our signature events, the annual GLT Summer Concert, allowing us to present headliners like the Hot Sardines and Jason D. Williams. CEFCU’S presentation of Summer Concert augmented its already substantial support for the music during the Town of Normal’s Sweet Corn Blues Festival.
- For the second year, Heartland Community College co-sponsored a sold-out bus trip to Chicago for a live taping of Wait, Wait... Don’t Tell Me! in May. (Tickets are on sale now for the 2016 trip – get yours ASAP at wglt.org!)
- Jack Bataoel Real Estate Group and Zimmerman & Armstrong Investment Advisors provided challenge funds to give special incentives to GLT listeners during Giving Tuesday, which resulted in nearly doubling the number of contributors.
- COUNTRY Financial continued its legacy sponsorship for Radio Faces in November, which this year featured a special appearance by NPR White House correspondent Tamara Keith. She gave a great presentation to a sold out crowd, resulting in the most successful fundraising results in the event’s history.

Other community partnerships included co-hosting an ISU Watch Party with the Marriott Hotel in Uptown Normal to cheer on our Redbirds in the January football conference championship; collaborating with the League of Women Voters and University Galleries to hold a series of local City/Town Council candidate forums; partnering with The Music Shoppe and State Farm Insurance Company to present the free holiday concert Sounds of Christmas; and partnering with the Town of Normal to present a bluegrass concert at the Normal Theater in March and Light the Night bike light distribution in September.

A FOND FAREWELL
As we transition to the station’s upcoming 50th anniversary in 2016, we are planning a variety of special activities to celebrate the past AND future of the station. I look forward to seeing many of you at those events. (See pg. 7 for highlights of our celebration schedule.) Over the last few months, I’ve had a lot of opportunity to reflect on the 25 years I’ve spent at the helm of this outfit. My thanks go out to Ben Paxton, who preceded me as manager, as well as to GLT alumni like Tim Emmons, Terry Bush, Lisa Labuz, Pete Dominowski, and others whose influence continues to
permeate the whole system of public broadcasting. During the quarter century I’ve been here, we’ve experienced a lot of evolution, including two format changes, a power increase, the introduction of online and mobile services, and the continuous improvement in our commitment to local news. I’m proud of so many things, including all of the current staff – the best team at any market in the country, bar none. (I’d like to take special credit for putting Frank Black and Laura Kennedy behind microphones as live announcers – as I always used to tell Frank [to his dismay], “I love a no-brainer!”) Letting Don Munson start his show here wasn’t so difficult, either. Speaking of which, Don, who hired R.C. McBride at “another station” in town, has enthusiastically endorsed the choice of R.C. as the new GM of GLT.

Through all the changes at GLT, one thing has held constant: the enthusiastic and sustaining support of you, our audience. I will miss the daily interaction with a group of intelligent and passionate folks who provide us with a reason for being, and the means to keep pumping out the best in public radio. Knowing that you are out there gives me great hope and optimism for the future of GLT. Thanks for all you’ve done, and (to coin a phrase) “STAY TUNED!”

-Bruce

50th Anniversary Celebration - 2016
By GLT Events and Outreach Director Linda Healy

GLT turning 50 in 2016 is a momentous achievement that requires more than a single celebration. We will be marking this milestone in many ways over the course of the year. We invite you to help us celebrate with special events and on-air programming. Here are some highlights:

Friday, Feb 5th  Live Re-broadcast and Reception
10:30 am - 1:00 pm    ISU Hovey Hall 1st floor atrium
Local celebrities, past & current GLT staff, and special guests help us re-open the mic during Sound Ideas with a sign-on from 1966, resolutions, interviews, and a look back at GLT’s impressive history. Join us for an Open House reception.

Saturday, March 19th  GLT Trivia Night
7:00 - 10:00 pm    Castle Theater, Bloomington    $200/team of 8
Teams of 8 compete for fabulous prizes and bragging rights. Look for lots of historical (and hysterical) questions this year. Tickets available at wglt.org.

Sunday, May 15th  Frank Black’s Top 50 Blues Songs
1:00 - 5:00 pm during GLT Blues
Frank returns for a blues show playing his 50 favorite songs from 1966 to today.

Thursday, May 26th  Wait, Wait... Don’t Tell Me! bus trip to Chicago
11:30 am - midnight    Chicago    $160/person
Day trip to Chicago for a live taping of Wait, Wait... Don’t Tell Me! Ticket includes two meals, roundtrip bus fare, live taping, free time for shopping/sightseeing, and gratuities. Tickets available at wglt.org.

Saturday, June 11th  CEFCU presents the GLT Summer Concert
3:30 - 10:00 pm    Downtown Bloomington    Free
Look for another great lineup for our annual outdoor concert. Beer/wine garden, street dancing, festival food, and special commemorative GLT merchandise.

Saturday, July 16th  Top 50 Boon at Noon Songs with Marc Boon
1:00 - 5:00 pm during GLT Blues
Marc Boon takes us on a sentimental journey through the best blues of the last 50 years.

Friday, November 11th  Radio Faces with On Point host Tom Ashbrook
5:00 - 9:30 pm    DoubleTree Hotel    2 ticket levels
An elegant evening of conversation, cocktails, dinner, and a presentation by one of the best radio journalists in the business. Tickets go on sale September 1st.

Plus a new Bocce Ball Tournament in September, appearances at select Downtown Bloomington Farmers Markets, on-air Throwback Thursdays, limited edition 50th merchandise, and a collaborative Community Service project.

Keep listening and checking wglt.org for more details on all of our 50th anniversary celebrations.
GLT Event Sponsors - 2015

CEFCU presents the GLT Summer Concert:
Ronda Glenn Law Offices
Specs Around Town
Fox & Hounds Day Spa
Maguire’s Pub

Downtown Bloomington Association
Epiphany Farms
City of Bloomington
Bud Johnson

GLT Radio Faces with Tamara Keith
COUNTRY Financial

Wait, Wait ... Don’t Tell Me! bus trip:
Anonymous Sponsor

GLT Trivia Night:
Janet Moore
Karla & Mark Huffman

Sweet Corn Blues Festival Stage:
CEFCU

A huge thank you goes out to Ralph Weisheit, who continues to excel as an honorary GLT staffer in the role of official photographer. Most of the photos in this Report and many at our website have been expertly taken by Ralph. He generously donates his gifts of a good eye and the ability to be in the right place at just the right moment.
GLT Major Donors 2015

Like all contributing listeners, GLT major donors give generously to help ensure this public radio station has the resources it needs to inform and engage our community. Whether they contribute to the annual operating budget, invest in GLT’s future, or both, they help make the excellent programs and services GLT offers possible.

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
John Eymann

Jonathan and Lisa Rosenthal
Dr. Robert & Marilyn Sutherland
Drake Zimmerman and Jan Elfline

Leaders ($500 plus):
Anonymous (2)
Jill Attaway
Rich & Jane Beal
David Beich
Kathy Berberich & Kelly Mirsky
Barbara Bowman Wojtysiak
Harold Boyd
Amy Bradford
Kathi Davis
Bill & Kathryn Carter
Mark & Connie de Veer
Robert Delvin
E Paula Crowley & Daniel Deneen
Lynn Dunaway
& Conrad Grembowicz
Dale & Melinda Egeberg
Kim Farkas
Tom Gerschick
Joe Gibson
Christopher Golwitzer
Michael Grater
Gene Gudeman
Peter & Susan Hood
Scott & Barb Hume
Peggy Hundley
Mia Jazo-Harris,
& Warren Odekirk

GLT Leaders Circle
Thank you for your significant contributions to GLT’s annual operating fund.

Directors ($1,500 plus):
Brad & Tonya Barker
Bruce Bergethon & Jo Porter
John & Linda Chizmar
Michael & Eva DeVore
Mike Dolan
Rick & Susan Heiser
Paul & Carolyn Jarvis
Dennis Killian
Robert & Victoria King
Susan & Chris Prendergast
Jonathan & Lisa Rosenthal
Karen Schmidt & John Elterich
Susan Sears
Dan & Kathy Steadman
Dorothy Witte

Broadcasters ($1,000 plus):
Jerry Antonini
Elizabeth Burns
Sandra Bush
Carol Carey-Odekirk
& Warren Odekirk
Susan Emmerson
John & Marilyn Freese
Doug Hennessy
Scott & Jennie King
Linda Kimber
William LaBounty
Rob McDade
Eric & Diane Malchodi
Beverly & Doug Nelson
Janice Neuleib
Ronnie Patterson
James Pinder
David & Kathy Snyder
Robert and Marilyn Sutherland
Cathy Woods

Leaders (anonymous)

GLT Day Sponsors ($365):
Anonymous (2)
Wayne Aldrich
Kathy Alexander
Joseph & Susan Alford
Jim & Mary Anderson
Nancy Anderson
Roger & Becky Anderson
Sue Anderson & Carl Bennett
Elizabeth Anvick & Caroline Fox
Joseph & Nancy Armstrong
Dave Ashbrook
Charlie Bates
Jackie & Mike Bauer
Michael Baum
John & Melinda Baur
Dave Beck
We are grateful to all GLT contributors, no matter how much you are able to give. Thank you for helping to sustain outstanding public radio in central Illinois.

We try to include all 2015 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**

We receive so many positive comments from our Corporate Supporters throughout the year. We wanted to share a few of their thoughts here.

I’ve been a proud WGLT sponsor and avid listener for years. The name recognition our sponsorship provides is invaluable. People are always telling me ‘I heard you on WGLT!’ So I know being a WGLT underwriting sponsor is an effective marketing strategy for my real estate company.

- **Jack Bataeol, Owner, Jack Bataeol Real Estate Group**

Being an financial contributor since 2002 both personally with my husband Steve, and as a business - Specs Around Town - gives us a great feeling knowing we’re supporting public radio. Specs Around Town has sponsored the GLT Summer Concert in Downtown Bloomington since 2004 and it’s the best concert on a square anywhere!!! We are thanked year round for supporting Summer Concert and WGLT. It’s great to get a thank you from people who understand what public radio means to our community and appreciate those who contribute. In regard to my business no other form of advertising (underwriting) delivers this kind of results!

- **Julie & Steve Kubsch, Owners, Specs Around Town**

Supporting GLT through underwriting over the many years has been important to Heritage Health/Heritage Enterprises because, while we have the opportunity to promote our services alongside their quality programming, it is also a show of support for the excellent news and entertainment programming for which GLT is known. We are proud to be a GLT supporter.

- **Melissa Beavers, Vice President Community Relations & Marketing, Heritage Health**

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

Bloomington Center for Performing Arts  
Bloomington/Normal Birthing Center  
Bloomington/Normal Convention and Visitors Bureau  
Brad Barker Honda  
C-U Folk and Roots Festival  
CEFCU  
Central Illinois Regional Airport  
Cheese and Crackers  
Community Cancer Center  
COUNTRY Financial  
Dennison Ford-Toyota  
DMA Properties  
Double Tree Hotel & Conference Center  
Downtown Bloomington Association  
Ecology Action Center  
Edward Jones  
Ensenberger Building Corporation  
Epiphany Farms / Anju Above  
Farmer City Antiques Merchants  
Forget Me Not Flowers  
Fox and Hounds Day Spa  
Gastrointestinal Institute  
Gingerbread House  
Harper College  
Havana Chamber of Commerce  
Heartland Community College  
Heritage Enterprises  
The Hile Group  
Illinois Community Prairie Foundation  
Illinois Shakespeare Festival  
ISU CAST/Gamma Phi Circus  
ISU School of Theatre  
Jack Bataeol Real Estate Group at Keller Williams  
Jay Goldberg Events  
Jazz Upfront  
Kurt’s Autobody  
Limelight  
Martin’s Home Furniture  
McLean County Arts Center  
Mid Central Community Action  
Mid-Illini Credit Union  
Mulberry School  
Music Shoppe/Pro-Sound Center  
Often Running  
OhmFit Activewear  
OSF St. Joseph Medical Center  
Outback Concerts  
Paradise Pet Hotel & Day Spa  
Performance Growth Partners, Inc.  
Prairie Fire Theatre  
Prairie Oak Veterinary Center  
Red Raccoon Games  
Ronda Glenn Law Offices  
Sangamon Auditorium  
Specs Around Town  
The Garlic Press & Market Café  
Town of Normal  
Twin City Self Storage  
Vitesse Cycle  
Wendell Niepagen Garden Center  
Westminster Presbyterian Church  
Westminster Village