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Annual Report
2015

GLT 2015 Annual Report

By GLT General Manager (emeritus) Bruce Bergethon

As many of you know, this will be the last annual report that I get to write. GLT goes into its 50th anniversary year in 2016 with a full plate of celebratory events, and a new interim General Manager, R.C. McBride. The last several months have been something of a blur for me – one stores up a lot of stuff in 25 years, including memories – but I’m looking forward to retirement. In looking back over this and the preceding years, I also feel a lot of pride in GLT’s accomplishments, and the special relationship we’ve enjoyed with this community.



Interim GM R.C. McBride

FINANCES AND SERVICE

Like most public broadcasting entities, GLT relies on community support – and for us, local listeners and businesses have provided more than 50% of our operating budget since 2004. We thank those of you who are contributors, which includes many people otherwise unconnected to Illinois State University. Some listeners believe that GLT is totally funded by ISU, which is not true. But the 40% of our annual operating funds and in-kind services provided by Illinois State does make the difference in allowing the station to exist. The accompanying chart (*see page 6*) summarizes not only the growth in private funding that has occurred in the last 25 years, but also the continuing commitment that our licensee has made to this public radio service.

As a unit of the School of Communication at ISU, GLT is periodically required to perform a “Program Review,” or self-study, to determine if the unit is accountable for meeting its service objectives. Our fourth such study, completed in the fall of 2015, concluded that in the years just past, GLT has achieved its highest level of service, at the same time as it has been facing significant financial challenges.

Providing evidence for the quality of service was a survey of GLT listener-contributors conducted during the summer. Replicating many of the same questions that had been asked in a similar survey 8 years earlier, the study

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



Reporter Judy Valente and News Director Willis Kern with a small sampling of awards earned in 2015

\$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.



Liz Larson

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.



COUNTRY Financial's Rob McDade, NPR's Tamara Keith, and GLT's Bruce Bergethon

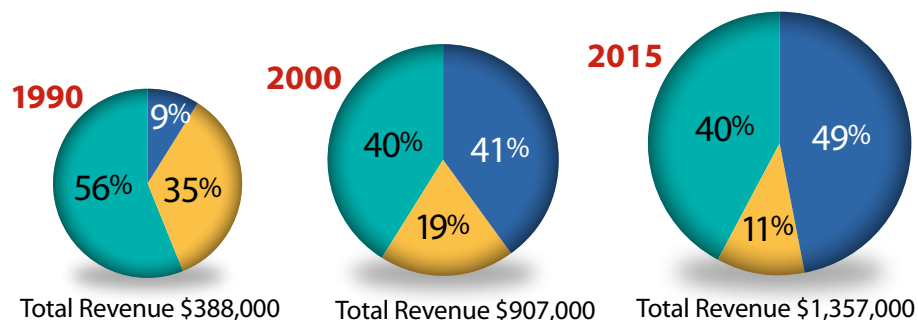
A FOND FAREWELL

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



- Local support from listeners, businesses, and special events
- Illinois State University
- Federal & State Grants

All figures from fiscal year audits/Audit results available at wgl.org

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 wgl.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 wgl.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 wgl.org for more details on all of our 50th anniversary celebrations.



GLT Event Sponsors - 2015



GLT Trivia Night:
Janet Moore
Karla & Mark Huffman



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



Sweet Corn Blues Festival Stage:
CEFCU

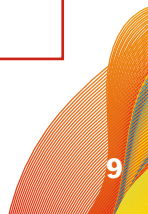


CEFCU presents the GLT Summer Concert:
Ronda Glenn Law Offices
Specs Around Town
Fox & Hounds Day Spa
Maguire's Pub
Downtown Bloomington Association
Epiphany Farms
City of Bloomington
Bud Johnson



GLT Radio Faces with Tamara Keith
COUNTRY Financial

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.

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The Attaway-Griffin Family
John Eymann

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

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

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Linda Kimber
Julie Kubsch
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Julie Payne
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Alan Sender
Carl Sneed
Bill Sulaski
Gary Wilson
Jeff Woodard
Cat Woods
Heather Young

*Chair

**Vice Chair

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