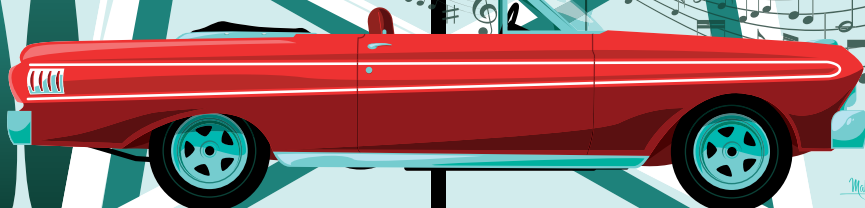


GLT

2017 Annual Report



Make



A GLT Year in Review

from General Manager RC McBride

I am pleased to share with you WGLT's 2017 Annual Report. Among all you do for GLT, taking a few minutes to read this report might be the easiest. I appreciate your time nonetheless.

This yearly update is designed to inform you—our users and contributors—about what we've been up to. It also serves as a defacto addition to the station's 50-plus year history, so we try to be comprehensive.

While 2017 has been a very successful year for GLT, it has also been extremely difficult for staff and extended family with the loss of two dear friends.

Jim Browne passed away in May after a lengthy illness. He'd only retired from GLT last year. No doubt most of you have fond memories of waking up to his baritone while he served as our *Morning Edition* host for more than a decade. He worked more than two decades on the air at WJBC prior to joining GLT. When I came to Bloomington-Normal as a college student and wannabe broadcaster, Jim was one of the first professionals to spend time with me and provide an encouraging word. We all looked up to him for his talents and his selflessness.

Former Corporate Support Director Liz Larson had vacated her position at GLT for a week—and was only one week into her new job at Hile Group in Normal—when she died in a drowning accident in August. Liz was an intelligent, vibrant professional who loved her community and made fast friends with almost everyone she encountered. We miss her.

There were other less tragic departures, but nonetheless important. Longtime News Director Willis Kern retired in April, though he's subsequently rejoined us as a part-time news correspondent. Development Director Carlo Robustelli left to take a position as director of major gifts at Illinois Wesleyan.

Bloomington-Normal broadcasting legend Don Munson decided to step away from *Radio Munson*, airing his last episode on December 28. Don's time at GLT extended more than 15 years. Prior to that, "Morning" was his middle name at WJBC dating back to 1965. No one gets the importance of local broadcasting more than Don. We're proud to call him a friend and an inspiration.

With departures come opportunities, and GLT has been on an impressive hiring winning streak—if we do say so ourselves. Charlie Schlenker had "assistant" removed from his title and was named news director May 1. Charlie's award-winning body of work at GLT speaks for itself, and we're thrilled to have him leading the news team.

After a year serving as a part-time contributor, Ryan Denham joined us in July in the new position of digital content director. Ryan has vast experience creating social media identities, doing so at the *Pantagraph*, WJBC, and ISU's University Marketing and Communications. He's making a huge impact at GLT already.

Speaking of impact, Development Director Melissa Libert hit the ground running. After an extensive career in marketing and communications, most recently at COUNTRY Financial, Melissa came aboard in August. Since then she's worked with Pat Peterson to deliver successful fall fund drive and Giving Tuesday efforts for GLT. In her spare time, she created a Giving Tuesday campaign for Illinois State's School of Communication—of which GLT is a part—that quadrupled its previous record for that day.

Melissa also made her first hire, adding Corporate Support Director Bobby Nash Castillo. Bobby joined the team in September after a few years of sales and recruiting experience in other sectors. He's a Wesleyan graduate who fell in love with Bloomington-Normal as a student and stayed. We're excited for the skills and enthusiasm he brings to GLT.

Bobby—along with Melissa, Pat, and Linda Healy—comprise the development team that led GLT to its second consecutive year of finishing in the black. We had a record year in individual giving. This year's Radio Faces event featuring NPR correspondent Don Gonyea was the second best in the history of that event.

There are a few more additions worth mentioning. Longtime *Pantagraph* Sports Editor Bryan "Lefty" Bloodworth joined our con-



Charlie Schlenker



Ryan Denham



Melissa Libert



Bobby Nash Castillo

Over the past year, we have placed a renewed emphasis on bringing student talent into the fold. The School of Communication is among the most renowned in the Midwest, and we've teamed up to ensure some of the best and brightest find their way across the Quad to intern or work for GLT.

tent team as a contributor. Lefty is a fantastic writer, and WGLT.org provides a perfect forum to showcase his skill. He has a knack for getting people to tell their personal stories.

We're fortunate to have him alongside Willis and Colleen Reynolds on our team of part-time correspondents. The three of them have around 100 years of journalistic experience covering Bloomington-Normal. Add them to the full-time group of Charlie, Ryan, Judy Valente, Laura Kennedy, Jon Norton, and Program Director Mike McCurdy, and you have a team of content producers that could stack up to just about anyone of GLT's size and scope.

This past year alone, our team has aired multiple investigative reports, including *Landlord v. Tenant*, *Stretched Thinner*, *Homeless in Bloomington*, *Suspect Convictions: Barton McNeil*, and *How's the Water?* The latter won Judy an honor from the Associated Press for best radio investigative news story in the state of Illinois.

While the station is engaged in a wide assortment of events in the community each year, we are especially proud of our local candidate forum series held in the spring of 2017. The event gave Normal Town Council, Bloomington alderman, and mayoral candidates the opportunity to share their ideas with voters. In August, an Illinois Issues panel addressed the impact of the state budget on local municipalities and social service agencies. We look forward to an increased presence “in the field” in 2018, beginning with a 13th District Democratic Primary candidate forum in February (see page 7).

Hopefully you've noticed much more content on WGLT.org, as well as a more robust social media presence for the station. Under Ryan's leadership, we're seeing greater online engagement. For example, WGLT.org's unique page views for this past November were double November of 2016. Facebook engagement is running four to five times higher year-to-year. Another highlight is that 2017 saw GLT's first paid underwriting ad on WGLT.org, yet another opportunity we can offer to underwriters supported by a large and growing audience.

One more thing about the content/news team: over the past year, we have placed a renewed emphasis on bringing student talent into the fold. The School of Communication is among the most renowned in the Midwest and we've teamed up to ensure some of the best and brightest find their way across the Quad to intern or work for GLT. A year ago, we had one paid student reporter. That number has grown to three.

We've also created five competitive student internships, with spots in news reporting, social media, and photography. This is a great opportunity for GLT to reinforce its commitment to the University's educational mission, as the students receive outstanding mentorship and a chance to build portfolios to help launch their careers. This fall, we plan to add a paid, two-year graduate assistantship in the newsroom, with a second one to follow in fall 2019. We will recruit for this position nationally, further solidifying our standing as an incubator of world-class talent.

The next time you stop by to see us in Old Union, take a few minutes to interact with our mini Social Media Analytics Command Center (SMACC) lab. The mothership, located on the second floor of Fell Hall, is extremely impressive. The School of Communication has developed a reputation as a national leader in this area. Our partnership with SMACC is another example of how GLT and the University can strengthen our mutually beneficial relationship.

GLT's financial picture is much improved. After running in the red for four consecutive years, GLT finished in the black in fiscal years 2016 and 2017. This is a result of hard work by the entire GLT team to increase revenue, while simultaneously right-sizing our expenditure budget. We never take anything for granted—least of all you, the contributor and user—but I'm cautiously optimistic we'll be able to invest in more local and national programming in 2018.

What else is ahead for GLT? You might be aware of the University's Redbirds Rising fundraising campaign, of which GLT is a participant. We're focused on increased opportunities for students, digital innovations, and an effort to overhaul our master control and productions studios to provide a more reliable and enjoyable user experience for you.

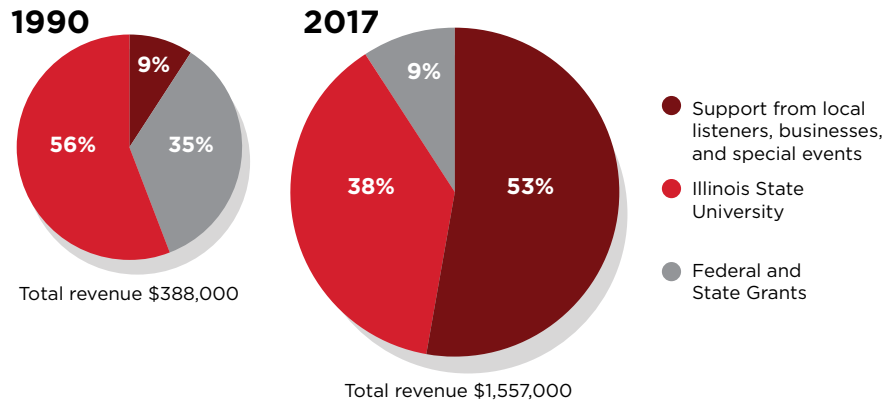
I can't wrap up without mentioning a few people I've left out so far. All are stellar examples of working outside the limelight. Nicole Welsh is our business manager, and she does a fantastic job coordinating all the station's business activities. You hear Travis Meadors on the air occasionally. His full-time work in engineering keeps all the station's equipment and computers updated and running smoothly. Without his great work—and that of now part-time broadcast engineer Mark Hill—you would not be able to hear or read any of the great work produced by the GLT staff.





Since I'm on a "thank you" roll, I'll finish by thanking all of our users, contributors, and underwriters. There are plenty of challenges facing all media, let alone public radio. I truly believe the future holds opportunity and responsibility for great community service from stations like GLT. Our foremost mission is to be the public media outlet a vibrant community like Bloomington-Normal needs and deserves. The quality of GLT's investigative reporting, day-to-day local news coverage, and continued expansion into more digital spheres makes me believe we're on the right track. But the overriding fact is this can't happen without you. Thank you for believing in us and for your continued support. You are making a difference in your community!

RC McBride



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

2018 Save the Date(s)

We're putting together another year of opportunities to engage our community and interact with you in 2018. GLT events are an important source of funding for our on-air programming. When you attend a GLT event, you support GLT. Complete event details can be found at WGLT.org.

Mark your calendars now.

Tuesday, February 6

13th Congressional District Democratic Primary Candidate Forum and Live Broadcast

6-7:30 p.m., Normal Theater, Uptown Normal, Free and open to all

Doors open at 5:30 p.m. for you to be part of the live audience during this candidate forum moderated by GLT newsroom staff. The event will be broadcast live on GLT's *Sound Ideas*, with a rebroadcast at noon, February 7.

Saturday, June 9

CEFCU presents the GLT Summer Concert

3:30-10 p.m., Downtown Bloomington, Free and family friendly

Look for another stellar lineup for our free, annual outdoor music festival with a beer/wine garden, street dancing, festival food, and the lovely ambience of the Museum Square lawn. Thanks to CEFCU for its continued sponsorship, as well as the many Downtown Bloomington businesses that have been stalwart supporters.

Saturday and Sunday, August 25-26

Sweet Corn Blues Festival

10 a.m.-5 p.m. Saturday

11 a.m.-4 p.m. Sunday, Uptown Normal, Free and family friendly

The streets will be filled with craft booths, merchant sidewalk sales, festival food, and literally tons of sweet corn. The CEFCU Festival Stage will present the best local musicians around.

September 20-26

Spotlight on London

Our next travel adventure is to London. Your trip includes visits to Big Ben, Buckingham Palace, the city of Oxford, and Blenheim Palace. Ride the London Underground, savor a traditional pub dinner, and shop at Harrods. Full itinerary, pricing and registration for our next informational meeting is at WGLT.org.

Friday, November 9

Radio Faces

5:30-9:30 p.m., DoubleTree Hotel by Hilton, Bloomington

An elegant evening of conversation, cocktails, and dinner, with a presentation by one of the best radio journalists in the business. Tickets go on sale August 1.



2017 GLT Event Sponsors

CEFCU presents the GLT Summer Concert

Bloomington Normal Young Professionals
City of Bloomington
Downtown Bloomington Association
Epiphany Farms
Fox & Hounds Day Spa
Green Top Grocery
Bud Johnson
Maguire's Pub
McLean County Museum of History
Mid-Illini Credit Union
Ronda Glenn Law Offices
Satio Wine Bar
Specs Around Town

GLT Bocce Tournament

Bronze Frog
Coffee Hound
Kevin Collins
Downtown Bloomington Association
The Garlic Press
Hile Group
Linda Kimber, Edward Jones Investments
Normandy Village
Specs Around Town
Stave Wine Bar
Town of Normal
Waiting Room Records

GLT Candidate Forum Series

Farnsworth Group
Henson Disposal & Recycling

GLT Radio Faces with Don Gonyea COUNTRY Financial

GLT Trivia Night

Castle Theatre
Janet Moore

Illinois Issues Budget Panel

AARP
The Garlic Press
Normal Theater

Sweet Corn Blues Festival Stage CEFCU

Many thanks to Ralph Weisheit, longtime honorary GLT event photographer. He's had some excellent help this year from newsroom photography interns—who in addition to capturing the essence of a news story, share the excitement of a GLT event through their photos. We thank them all for their good eyes and the ability to be in the right place at just the right moment.

2017 GLT Major Donors

Like all contributors, 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

Generous donors are helping to sustain the future of quality public radio in central Illinois by establishing and investing in one of the GLT endowments. These include the WGLT Future Fund; the Dr. Robert & Marilyn Sutherland Endowment for WGLT; and the Albert N. Attaway WGLT Endowment. Others have made substantial commitments to GLT through planned giving.

Directors (\$1,500-plus)

Anonymous (1)
Brad and Tonya Barker
Jack and Linda Chizmar
Galen and Gail Crow
Michael and Eva DeVore
Mike Dolan
John Eymann
Dennis Fox
Scott and Jennie King
Victoria and Robert King
Tom and Maryann Mellor
John and Pamela Muirhead
Janice Neuleib
Susan and Christopher Prendergast
Jonathan and Lisa Rosenthal
Karen Schmidt and John Elterich
David and Kathy Snyder
Dan and Kathy Steadman
Robert and Marilyn Sutherland

Broadcasters (\$1,000–\$1,499)

Anonymous (1)
Jerry Antonini
Bruce Bergethon and Jo Porter
Sandra Bush
Luc Dore and Peg Patchett
Lynn Dunaway and Conrad Grembowicz
John and Marilyn Freese

Joe Gibson
Michael Grater
Doug Hennessy
Paul and Carolyn Jarvis
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Dennis Killian
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Eric and Diane Malchodi
Rob and Katie McDade
Ted Morris and Charlotte Brown
Doug and Beverly Nelson
Susan O'Rourke
Sally Pancrazio
James Pinder and Allyson Frink
Ben and Nancy Pounds
Jean Swee and Paul Bailey
Ralph Turner

Leaders (\$500–\$999)

Anonymous (6)
Wayne Aldrich
Sue and Julius Alexander
Roger and Becky Anderson
Krishna Balakrishnan
Levi and Sheree Bauer
Rich and Jane Beal
Kathy Berberich and Kelly Mirsky
Kenneth and Laura Berk

J. Gordon and Sandra Bidner
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Marie Bosché and Randy Sharer
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Todd Bugg
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Kathryn and Bill Carter
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Barry and Marge Weaver
Bob and Mary Williams
Debra Wozniak

GLT Day Sponsors (\$365)

Anonymous (1)
Joseph and Susan Alford
Nancy Anderson
Nancy and Joe Armstrong
Jacqueline and Michael Bauer
Michael Baum
John and Melinda Baur
David Beck

Become a GLT Ongoing Contributor

Ongoing monthly contributions are convenient for you and GLT. Your automatic monthly contribution from your bank account or credit card provides GLT with a reliable, steady stream of financial support. It's a comfortable way to fit your support for GLT into your budget. Because your ongoing contribution continues until you say otherwise, you don't have to remember to renew. Set up your monthly contribution today at wgl.org/contribute. Thanks!

David Bentlin
 Laurie and Ray Bergner
 John and Cindy Beurskens
 Tom and Joanne Bierma
 Katie and Hans Bishop
 Richard and Penny Boser
 Frank Boyd and Kathleen Montgomery
 Harold Boyd
 Larry and Carroll Bross
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 Karyl Carlson
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 Gail and Ronnie Scogin
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 Rich and Mary Strle
 Janet and John Tulley
 Mary and Greg West
 Don and Karen Wettstein
 Bob and Linda White
 Terry Wiebenga
 Laurie and John Wollrab
 Mark and Eva Wyman
 Angela and Dan Yandel
 Jim Zaleschuk and Susan Hillabold
 John Zeman and Katie Lenzini
 Ronald Zielinski

We're grateful for all GLT contributors, no matter how much you are able to give. Thank you for helping to sustain outstanding public media in Central Illinois. We try to include all 2017 major donors in this acknowledgment but, due to press deadlines, we may have inadvertently left out some names. Please call (309) 438-3581 with additions or corrections.

2017 GLT Friends Council

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 Jack Bataoel
 Rich Beal
 Bruce Bergethon
 Alex Cardona
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 Denise Geske
 Curtis Hayden
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 Linda Kimber
 Julie Kubsch
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 Julie Payne
 Alan Sender
 Mary-Margart Simpson
 Jeff Woodard
 Cat Woods**
 Heather Young

*chair

**vice chair

Underwriter Spotlights

We receive so many positive comments from our business supporters throughout the year. They value community involvement, support the things they believe in, and are proud to help bring the public radio station to central Illinois



Luther Oaks empowers people to live vibrant, grace-filled lives every day. The first residents were welcomed in 2007 to the facility that offers independent living, short-term rehabilitation, assisted living, residential healthcare, and memory care.

“When the topic of using radio to promote Luther Oaks came up, our team knew we wanted to contact WGLT. We were familiar with GLT and its listener base, and felt it was a good fit for who we wanted to reach with our marketing efforts. Luther Oaks is proud to support WGLT in bringing honest and fair programming to the listeners in our community.”—Karen Coughlin, Luther Oaks Marketing Services Director

Fox & Hounds Day Spa will mark 47 years of business in 2018, with 27 of them under the ownership of the Tilton family. Tim and Vicki are still very involved, along with their children. Daughters Denise Geske and Casey Pirtle, along with son Joel Neal, handle much of the day-to-day management. They are all active in making Bloomington-Normal a better place.



Owners of Fox & Hounds Day Spa, left to right, are Tim, Vicki, Joel, Denise, and Casey.

“The community involvement that GLT shows supporting Uptown, Downtown and all around town is a big reason we support the station. We’re firm believers we’re not Normal or Bloomington. We’re one community and should be supporting events and businesses on both sides of Division Street.

GLT represents that well.”—Vicki Tilton



The four ophthalmologists at Eye Surgical Associates are experienced in a wide range of vision correction and treatment options. When they wanted to build awareness of their services, they turned to GLT.

“GLT has been an excellent resource for ESA, or Eye Surgical Associates. Dr. Brownstone, Dr. Crockett and Dr. Pinter have very positive reputations and great name recognition in our community. However, our practice is often mistaken for other medical practices with “eye” in their name. The underwriting spots on GLT were the perfect tool to connect a wonderfully loyal audience to our doctors and the ESA brand.”—Julie Payne, ESA Practice Administrator

2017 Underwriters

GLT thanks the business supporters who contributed significantly last year to making our programs and community engagement possible.

AARP
 Advocate BroMenn Medical Center
 Alligator Records
 Axline Pharmacy
 Jack Bataoel Real Estate Group
 (Keller Williams)
 B-N Area Convention and Visitors
 Bureau
 BEER NUTS
 Bloomington Center for the
 Performing Arts
 Bloomington Cycle and Fitness
 Bloomington Public Library
 Justin M. Boyd (COUNTRY Financial)
 Brad Barker Honda
 Castle Theatre
 CEFCU
 Center for Youth & Family Solutions
 Central Illinois Regional Airport
 Charles Schwab Independent Branch, Mark
 Brownlee
 Coffee Hound
 Community Cancer Center
 Community Players Theatre
 Connect Transit
 COUNTRY Financial
 DoubleTree by Hilton Hotel,
 Bloomington
 Downtown Bloomington Association
 Ecology Action Center
 Economic Development Council
 Epiphany Farms Hospitality Group
 Eye Surgical Associates
 Farmer City Antiques Merchants
 Forget Me Not Flowers
 Fox & Hounds Day Spa
 The Garlic Press
 Gastrointestinal Institute
 Gingerbread House
 Gould Marketing
 Green Top Grocery
 Grinnell Mutual
 Heartland Community College
 Heritage Health Therapy & Senior Care
 Hile Group
 Illinois Prairie Community Foundation
 Illinois Shakespeare Festival
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 Illinois State University CAST—Gamma
 Phi Circus
 Illinois State University Printing Services
 Illinois Symphony Orchestra
 Jazz UpFront
 LaSalle Business Association
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 Kurt’s Autobody Repair Shop Inc.
 Limelight
 Luther Oaks
 Martin’s Home Furniture
 McLean County Arts Center
 McLean County Chamber of Commerce
 McLean County Museum of History
 Mid-Central Community Action
 Mid-Illini Credit Union
 Mucky Duck Marina
 Multicultural Leadership Program
 The Music Shoppe & Pro-Sound Center
 Normal Parks & Recreation Department
 The Normal Theater
 OSF St. Joseph Medical Center
 Often Running
 Peoria Civic Center
 Peoria Riverfront Museum
 PIP Printing
 Prairie Oak Veterinary Center
 Prairie Pride Coalition
 Red Raccoon Games
 Retrofit Culture
 Ronda Glenn Law Office
 Sangamon Auditorium
 Soderstrom Skin Institute
 Specs Around Town
 State Farm Bank
 State Farm Insurance Company
 Sugar Creek Orthodontics
 Sulaski & Webb, CPAs
 Town of Normal
 Transitions Business Group
 Twin City Self Storage
 Uptown Partners
 Vitesse Cycle Shop
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