



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
wglt@ilstu.edu

Main Office
(309) 438-2255

Web site
www.wglt.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.

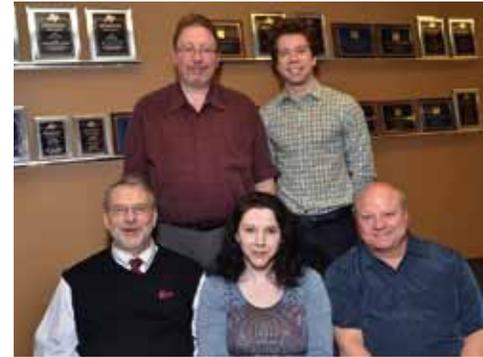
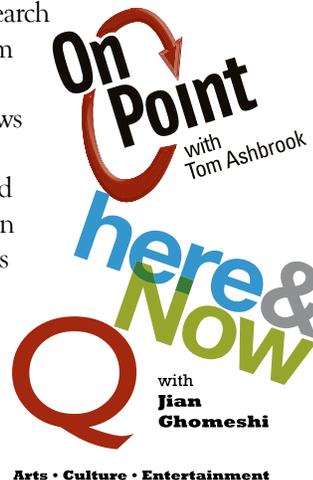
One thing that didn't change was our commitment to serve you, our listeners and investors. While we recognize that some of the changes weren't to everyone's liking, the impulse driving all of them was increased community service and impact. The thought process that led to the decisions involved lots 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

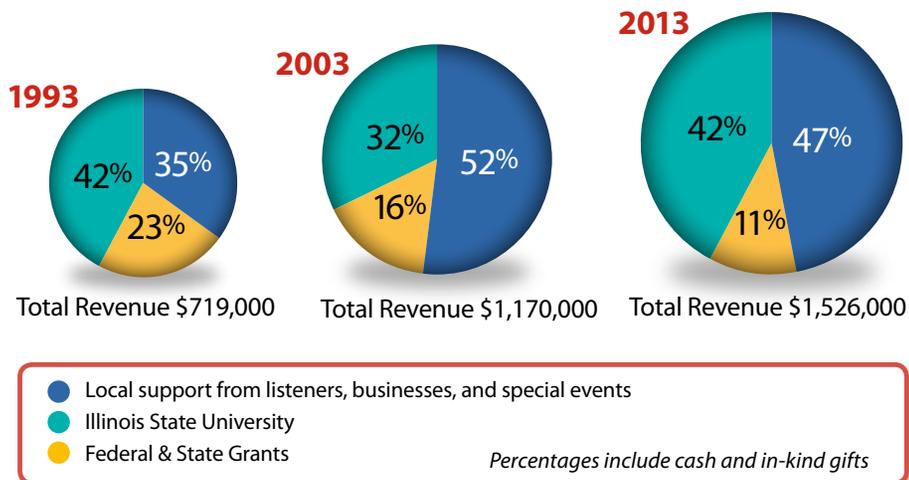


FINANCES AND PLANNING

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.

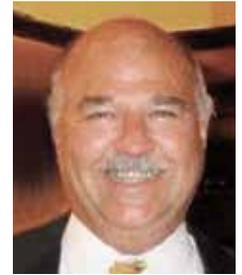
In this context, we are encouraged by the continued, significant support of Illinois State University and the extraordinary generosity of many local listeners and business supporters. The accompanying charts give a 20-year snapshot of the way in which the pieces of our financial pie have shifted over 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

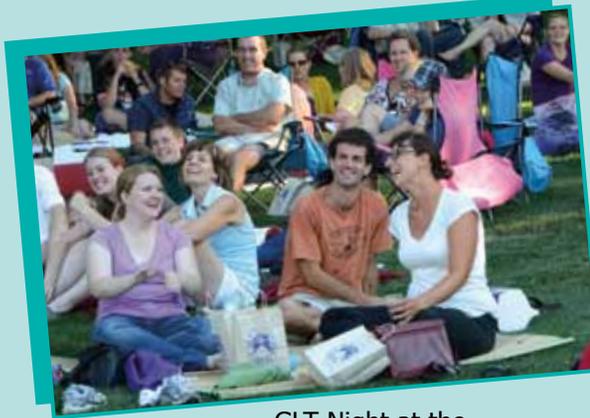


GLT Jazz Cabaret with Matt Belsante:
Cortese Foot & Ankle Clinic

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



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



GLT Night at the
Illinois Shakespeare Festival:
Busey Bank



Sweet Corn Blues Festival Stage:
CEFCU



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

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

... 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.

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

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 Sendlak
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

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

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

... 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

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

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
- Open 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