The WKSU Stations:
89.7 WKSU Kent
89.1 WKSV Thompson
89.3 WKRW Wooster
90.7 WNRK Norwalk
91.5 WKRJ New Philadelphia
95.7 Ashland
107.5 Boardman

Online at wksu.org
July 1, 2008, through June 30, 2009—the year when HD Radio became a truly viable choice for WKSU listeners and members.

HD Radios have been available for several years; however, it was not until we focused on digital conversion as the primary component of WKSU’s Sound of the Future Capital Campaign that we could begin to convert from analog to digital technology and, thereby, offer HD Radios as a new choice for listeners. Thanks to our IT and engineering staffs, and dozens of gifts for digital conversion, we finished Phase 1 this year when we completed the HD upgrades at Copley and Norwalk by adding digital HD-2 and HD-3 to the existing HD-1 signal on those towers. In addition, WKSU installed a complete digital technology upgrade at the Wooster, New Philadelphia, and Thompson repeater stations which had no prior digital service. The completion of this work allows every WKSU listener who has an HD Radio to hear all three streams of our HD Radio programming. When we finish Phase 2 of digital conversion—which will unfold over the next few years as we promote the benefits of HD Radio while raising the additional funds needed to complete the conversion at our main broadcast facility and separate news bureaus—listeners will enjoy “CD quality” listening experiences. In short, digital conversion—coupled with our analog signal and online listening at wksu.org—has given listeners another way to enjoy WKSU’s programming.

Community Advisory Council
Jody Bacon, Akron
Nancy Baird, Cleveland
Elizabeth Bartz, Akron
James Cossler, Youngstown
Barry Dunaway, Orrville
Ann Durr, Cuyahoga Falls
Glenda Lehman Ervin, Kidron
William Feth, Akron
Jonathon Forman, Solon
Thomas Forman, Cleveland
William Gerken, Norwalk
Tom Hager, Akron and Kent
Lee Irving, Hudson
Elizabeth B. Juliano, Mayfield Heights
Joanne Kim, Cleveland
Benjamin Mathews, Cleveland
Phillip Nabors, Montrose and Solon
Thomasina Patton, Avon Lake
Paul Perantinides, Akron
Richard J. Rogen, Akron
Joseph Ruby, Uniontown
Christoph Schmid, Wooster
William Sheron, Wooster
Martin Spector, Akron
Michael Strebler, Kent
Dennis Wagner, Cleveland
Patrick Weschler, Akron
John West, Kent
Woody Woodward, Akron
Expanded choices on WKSU result in expanded listening options.

WKSU’s talented broadcast journalists are committed to reporting on news that matters to the citizens who live and work in Northeast Ohio. WKSU news bureaus—strategically positioned in Cleveland in the WKYC TV-3 studios, Akron in the United Building, and Canton in the Cultural Center for Arts—make it possible for our reporters to quickly and efficiently cover breaking stories and events from regional locations. This flexibility allows WKSU the ability to consistently provide the level of quality and content that you expect when you listen to our station.

This past fiscal year, WKSU’s Folk Alley celebrated its 5th anniversary with a party and a concert at Cain Park in Cleveland Heights featuring Harry Manx and David Francey. Folk Alley, the largest provider of folk music content in the world, launched an iPhone app in early 2009. The free application can be downloaded from the iTunes App store and allows access to Folk Alley at any time and in any place.

During fiscal year 2008-2009, classical music remained a popular choice for WKSU listeners. Hosts Sylvia Docking, Mark Pennell, and David Roden continued to collaborate with regional, cultural, and arts organizations like Apollo’s Fire while building roads to new partnerships with other cultural and arts groups. In addition, David Roden has a classical blog that is consistently in the top five on NPR’s music blog. You can read David’s blog at http://www.npr.org/music/blogs/.

The work accomplished by WKSU reporters, announcers, and staff members was recognized this year with 47 regional, state, and national awards. Among these are first-place awards from Ohio Professional Writers, Inc. and the National Federation of Press Women. In addition, WKSU’s news team received the prestigious Best News Operation in Ohio from the Society of Professional Journalists, Ohio Chapter, an organization that also named Vivian Goodman...
Best Anchor for her local hosting work on All Things Considered. A Public Radio News Director (PRNDI) first place award was also given to Jeff St. Clair for his Use of Sound on the feature Insect Orchestra.

Promotional announcements. In addition, fall and spring fund drives were so successful that we canceled the summer fund drive. Our Vehicle Donation Program has become an important source of operating income with 251 vehicles donated, a 50% increase over the prior fiscal year. All of this support allowed WKSU to:

- present events such as the 42nd Kent State Folk Festival, featuring Grammy® award winning folk artist Nanci Griffith, sponsored by Kent State University, Dominion East Ohio, The City of Kent, and others
- coordinate with the Center for Community Solutions to create a multi-platformed initiative—

Emeriti Community Advisory Council
Bruce Akers, Pepper Pike
Ronald C. Allan, Akron
John Begala, Cleveland
Chuck Bennell, Canton
Chip Billow, Akron
Sheila Markley Black, Canton
Ann Amer Brennan, Akron
Stephen Colecchi, Ravenna
Stephen Cunliffe, Solon
Julia Fishelson, Wooster
Paul Gaston, Kent
Gerald N. Hinderhan, Valley City
Kathryn Motz Hunter, Silver Lake
William R. Joseph, Cleveland
Hershey Lerner, Streetsboro
David Lieberth, Akron
Jeff Miller, Cleveland
Walter Mirapaul, Akron
Don Philabaum, Akron
Pat Primm, Cuyahoga Falls
Ken Reichel, Hudson
Kathy Roberts, Brecksville
Justin Rogers, Akron
Ted Smithers, Port Charlotte, FL
Brian Toll, Bath
Tom Turner, Canton
Rob Vail, Navarre
Delese Wear, Rootstown

When WKSU and community partners collaborate, the entire region benefits.

WKSU is able to produce and broadcast award-winning programming because our station is generously supported by Northeast Ohio listeners, cultural organizations, and the regional business community. Over 200 companies and non-profit organizations actively collaborate with our station by purchasing underwriting and paid...
Reclaim the Dream—that document the pressures of the middle class and examines the economic impact faced by many people in our region.

- broadcast the news series NEO Development: Rebuilding Northeast Ohio that examined re-development in Northeast Ohio, sponsored by FirstEnergy
- cover the 2008 Presidential Elections with support from State and Federal Communications, Inc.
- host a reception, lecture and informal gathering of Kent State students with National Public Radio President Emeritus, Kevin Klose, at WKSU’s Cleveland News Bureau
- at Kent State University’s School of Journalism and Mass Communication.

WKSU also had a strong community presence this year promoting the station and HD Radio at concerts at PlayhouseSquare, Cain Park, Lock 3 Live, Severance Hall, Blossom Music Center, and the Akron Art Museum’s Downtown@Dusk. You may have seen the WKSU booth and staff members at festivals including the Tremont Arts and Cultural Festival, the Burning River Festival, and the Cleveland Metroparks Cedar Valley Settler’s Celebration. Station staff also traveled throughout the region as ambassadors at events such as the Hudson Library’s lecture and book signing by Weekend Edition Saturday host Scott Simon and Speaking of Faith host Krista Tippett’s lecture at Trinity Episcopal Cathedral in Cleveland.

WKSU offers tremendous value and choice for you—our listeners and members. Thank you for listening.

With so many listening opportunities and ways to experience WKSU, we are pleased to be your public radio station. It is our aim to be your steadfast choice for news, information, and other smart stuff. From on air, to online, to HD Radio—WKSU offers consistent value and we thank YOU for supporting your choice for regional public radio.

“I love WKSU’s classical music and your warm and friendly voices.”
– WKSU listener from Iran who streams audio online

NPR President Emeritus, Kevin Klose, speaks at a WKSU event at WKYC-TV 3 in Cleveland.
Royal Honey and The Worker Bees perform at Firefly as part of Folk Alley 'Round Town for the 42nd Kent State Folk Festival in Kent.
Elizabeth J. Logan
John Lombardi
James P. Louis
Gerald Mahoney
Stanley and Roberta Marks
William J. and Marna Mateer

The Folk Alley RV, a mobile recording studio, made its debut in 2009.

Benjamin and
Debbie Mathews
Catherine S. Maxwell
Ted McCuade
Mark Metzger
Derek R. and Louisa Misquitta
Hellen Mitten
Susan Murphy
Lyndall L. Myers
David E. Nash
Bill O’Connor FA
John and Mary Lee Ong
Dave and Barb Partington
Thomasina B. Patton
Edward and
Sue Perkinson DC
John Perry and
Mary Varalli DC
Jon H. and Patricia Peterson
Florence J. Phillips DC

Peter Plumb
Carol Pors
Gerald Rardin
Julie Adler Raskind
Susan Rehm
Paul Rhode
Dennis and Mary Rich
Dina K. Rooney
Mark Rubin NIF
Chris and Laurel Schmid

Special gifts, beyond WKSU membership support, are noted below with the following designations.

Capital Campaign Fund = DC
Cultural Initiatives Fund = CI
Folk Alley = FA
News and Information Fund = NIF
Walton D. Clarke Founders Fund = WC
WKSU Endowment = WE
Kim Windnagel
Sheryl Yankovich DC
Three anonymous gifts

$500 – $999
The Center for
Community Solutions
Cumberland Metals
Jewish Community
   Federation of Cleveland
Taylor Winfield Foundation
Wetzel Studios, Inc.

James and Patricia Able
Barbara J. Ague
Keith Alberts
Pamela R. and
Rachel Anderson
Tom Andrews

Virginia A. Armstrong
Judith M. Arrington
Patricia Averbach
Richard and
   Nazimoon Babb FA
Charles and Norma Baker
Richard and Rebecca Beck
Robert Bedard
James Belec
Andy Bishop
John H. Blazek
Sam Bleadon and
   Linda Woodstock FA
J. Eric and Carol Blum
David J. and Karen Braun
Sarah G. Brazofsky
Jane Brice FA
Andrew Burbules
David C. and Dawn Burke

Betty Carlisle
Margaret Carter
Nancy Baker Cazan
Wade Chew FA
Brian and Constance Clark
Amanda Connell FA
Connie S. Cook
Wendy S. Dahar
Majid and Kathleen Daneshvar
Alice Farr
Pamela J. Davey
Mark R. and Karen Degalan
Henry and Mary Doll
Dustin Dornbrook
Karen Dyer
Laura and David Dzurec
Carolyn M. Elass
Judson S. and Beverly Elliott
Gerhard Falk FA
Ashley L. Faulx
Joan L. Ferris
Ann M. Fitzmaurice
Paul A. and Elizabeth Foster
Cynthia Frazee
Mary Froehlich FA
William H. and
   Barbara Fuchsman
Mark Fuerst FA
Thomas Gihlioni
William K. Gibson
Alfred B. and
   Caroline Glossbrenner
Edwin and Carol Gould
Brian Gran
Erica and Bruce Greer
Stanford W. and Helen Gregory
Tom Gregory FA
James and Claire Griffin DC
William Ondrey Gruber
Martin F. Gulbransen
John A. and Ann Haag
Gerold and Dorothy Hanck FA
John R. Hansel
Nancy J. Harries
Margaret Harris
Richard Harris FA
Barbara Heinzerling
Patrick and Jean Holden
Dorothy Honstine
Shaolin Hu

Jacqueline P. Hudson
Ellis C. Ivan
David James FA
Gennie S. Johnston
Richard Kawolics
Geoffrey Kennedy
Merele W. Kinsey
Wendell Kiser
James and Gay C. Kitson
Keith A. Klafehn
James P. and Jody Klejka
Gail W. Klise
Emilia Knoiihuiven
Stephen P. Kolozvary
Duane C. and Lenore Kuentz
Richard W. and Lorna Lauver
Patrice Leeds-Richman
Hershey Lerner
John Lerner
Gerald R. and Carol Lewis
Cheryl Libertin
H. Robert Lindesmith
David G. and Martha Litaker
Jeff Litwiler
Joseph C. Lock
Harriett R. Logan
David and Jan Logsdon
Dennis Lundell and
   Denise N. Remark-Lundell
James and Barbara Malerba
Peter Manders
Michelle Manzo
James and Claudia Markwald
Edward Martin
Robert Matkowski
Matig Mavissakalian
John and Margaret McBride
Ruth McCullough FA
Tricia McGonnell

The Cleveland Orchestra performs at Severance Hall in Cleveland.
Walter and Teri Ruf
Sara Hayes Runkel
William and Cheryl Russo
Katherine K. Russum
Lewis C. and Kate Sage
Linda J. Saif
Alvin Sattler
Frank Scanio, III FA
Susan G. Schmidt
Walter J. and
Cynthia Schostak
Denise A. Seachrist
Nan Sersig
George and
Melody Shackelford
Ken and Jill Shafer
William and
Carolyn Sheron DC
Debra S. Shifrin
Linda K. Singleton
Sarah N. Steiner
Sally Stone
Elaine Strassburger
John G. and
Mary Alice Streeter
Thomas D. Strickler and
Margo W. Curl
Steve and Pat Strnad
Donald J. Styer
Kenneth Taylor
Glenn and Jay Thomas
Jane Timmons-Mitchell
Brian M. Toll and
Marina Gorenshteyn
Pang Tsui
Peter B. Turk
David Tyckoson FA
Robert F. and Beverly Vail
John H. and Denise Vinton
Iva Walker
Ruth Wallart
John and Maaja Washington
Barbara R. Watson
Patrick Watts
David B. Weed
Daniel T. and Judy Weidenthal
Frederick and Elizabeth Welfel
Steve Wendelken
Ira J. Westerman
Susan I. Williams
Karen Willis
Charles and Martha Wilson
Kenneth R. and Gail Wolfe
Edgar Woodward FA
David and Stacy Yaniglos
Walter M. Zurko
One anonymous gift

Guests enjoy a picnic lunch and an evening performance under the stars at Blossom Music Center in Cuyahoga Falls.

Special gifts, beyond WKSU membership support, are noted below with the following designations.

Capital Campaign Fund = DC
Cultural Initiatives Fund = CI
Folk Alley = FA
News and Information Fund = NIF
Walton D. Clarke Founders Fund = WC
WKSU Endowment = WE
2008

eTech Ohio—Ohio Public Broadcasting Awards
First Place—Public Information, Major Promotional Projects & Campaigns, Al Bartholet, Bob Burford, and Deborah Frazier—“Whad’Ya Know? at the Canton Palace”
First Place—Public Information, Short Promotions, Bob Burford, Pamela R. Anderson, and Joe Gunderman—“Leonard Will Farewell”
First Place—Public Information, Program/Project Website, Bob Burford, Scott Sharp, and Zak Kuszynski—“Rock ‘n’ Roll Memories”
First Place—Development, Off-air Development, Al Bartholet, Linda Fahey, and Chris Boros—“Folk Alley Membership Drive”
Honorable Mention—News & Public Affairs, News Magazine or Anthology Series, Kevin Niedermier, Vivian Goodman, and Daniel Hockensmith—“Here Goes the Neighborhood”

Radio-Television News Directors Association—Regional Murrow Awards
Feature: Hard News, Amanda Rabinowitz—“A Soldier’s Friends”
Sports Reporting, Vivian Goodman—“African American First Family of Golf”
Broadcast-affiliated Website, Chuck Poulton and Scott Sharp—“WKSU.org”

Cleveland Advertising Association—Cleveland ADDY Awards
Silver Award—Consumer or Trade Publication, Less Than Four-color, Bob Burford and Marcus Thomas Advertising—“Fraction Ad”
Bronze Award—Elements of Advertising/Illustration, Single, Bob Burford and Marcus Thomas Advertising—“Michael Feldman Illustration”
Bronze Award—Out-of-Home/Site, Interior, Bob Burford and Marcus Thomas Advertising—“Listening Procedures Billboard”

Horizon Interactive Awards
Silver Award—Entertainment, Linda Fahey, Chuck Poulton, Scott Sharp, and Ann VerWiebe—“FolkAlley.com”

Ohio Associated Press
First Place—Best Anchor, Vivian Goodman—“All Things Considered”
First Place—Best Reporter, Large Market, Amanda Rabinowitz
Second Place—Outstanding News Operation, Large Market, M.L. Schultzze and News Staff
Second Place—Best Documentary or Series, Amanda Rabinowitz—“World War II on the Homefront”
Second Place—Best Enterprise Reporting, Karen Schaefer—“Asian Businesses Respond”

Press Club of Cleveland—Ohio Excellence in Journalism Awards
First Place—Radio News Web Site, Chuck Poulton and M.L. Schultzze—“WKSU.org/news”
First Place—General News, Amanda Rabinowitz—“Small Town Immigration Raid”
First Place—Documentary, Amanda Rabinowitz—“World War II on the Homefront”
Second Place—General News, Kevin Niedermier—“Changes in Medical School Classrooms”
Second Place—Public Service, Karen Schaefer—“Getting the Lead Out”
Second Place—Use of Sound, Vivian Goodman—“Mountain Biking in Public Parks”
Second Place—Radio Show, M.L. Schultzze and Daniel Hockensmith—“Your Way Home”

Ohio Professional Writers, Inc.—Communications Contest
First Place—Prepared Report, Amanda Rabinowitz—“A Soldier’s Friends”
First Place—Special Programming, Radio, Amanda Rabinowitz—“World War II on the Homefront”
First Place—Special Reporting Series, Kevin Niedermier—“Changes in Medical School Classrooms”
First Place—Interview, Vivian Goodman—“Mitsuko Uchida”
First Place—Presentation, Radio, Vivian Goodman—“All Things Considered”
First Place—Newsletter, Electronic, Ann VerWiebe—“WKSU E-Notes”
First Place—Color Brochure, Bob Burford—“Kent State Folk Festival Program Guide”
Second Place—Prepared Report, Chris Boros—“Jandek”

Kent State University students enjoy the weather outside student housing.

 “… writing from the other side of the planet...Australia. Thank you for your wonderful music. It is a delight — day or night.”

– WKSU listener from South Brisbane, Australia who streams audio online
“WKSU outdid yourself this year. I thought the Christmas music was the most extensive and beautiful ever. Thank you so much for adding to our celebration.”

- WKSU listener

WKSU fans with HD Radios can effortlessly move between the station’s popular mix of music, news and classical music programs and two new music-centered side-channels — one all folk and the other classical music.
First Place—Interview, Vivian Goodman—“Louis Stokes”
First Place—Presentation, Vivian Goodman—“All Things Considered”
First Place—Entertainment Podcast, Chris Boros—“The AlleyCast”
First Place—Online Newsletters, Ann VerWiebe—“WKSU E-Notes”
First Place—Single-Sheet Poster, Bob Burford—“42nd Kent State Folk Festival”
First Place—Four-Color Brochure, Ann VerWiebe—“Folk Alley Anniversary Brochure”

Second Place—Prepared Report, Jeff St. Clair—“Insect Orchestra”
Second Place—Four-Color Brochure, Bob Burford—“Kent State Folk Festival Program Guide”

Third Place—Prepared Report, Amanda Rabinowitz—“YouTube Politics”

**Press Club of Cleveland—Ohio Excellence in Journalism Awards**

First Place—Radio-Web Site Design, Chuck Poulton and M.L. Schultze—“NEO Development: Rebuilding Northeast Ohio”
First Place—Spot News, Amanda Rabinowitz—“Bridgestone Firestone Stays in Akron”
First Place—General News, Kevin Niedermier—“Making Buildings Green”
First Place—Use of Sound, Jeff St. Clair—“Insect Orchestra”

Second Place—Best Web Site in Ohio, Chuck Poulton and Scott Sharp—“WKSU.org”
Second Place—Ongoing Coverage, WKSU Newsroom—“NEO Development: Rebuilding Northeast Ohio”
Second Place—Investigative Reporting, M.L. Schultze—“The Scorched Earth of Evergreen”

**Public Radio News Director, Inc—PRNDI Awards**

First Place—Use of Sound, Jeff St. Clair—“Insect Orchestra”

**National Federation of Press Women—Communications Contest**

First Place—Prepared Report, Vivian Goodman—“40th Anniversary of the Glenville Riots”
First Place—Best Presentation, Radio, Vivian Goodman—“All Things Considered”
First Place—Special Reporting Series, M.L. Schultze—“The Scorched Earth of Evergreen”
First Place—Online Newsletters, Ann VerWiebe—“WKSU E-Notes”
First Place—Four-Color Brochure, Ann VerWiebe—“Folk Alley Anniversary Brochure”

Second Place—Interview, Vivian Goodman—“Louis Stokes”
Honorable Mention—Entertainment Podcast, Chris Boros—“The AlleyCast”

**Society of Professional Journalists—Ohio Chapter—SPJ Awards**

Best of Show—Best News Operation in Ohio, Large Market, News Staff
Best of Show—Best Anchor, Large Market, Vivian Goodman
Best of Show—Best Web Site, Large Market, Chuck Poulton and Scott Sharp
Best of Show: Second Place—Best Reporter in Ohio, Large Market, M.L. Schultze
First Place—Best Consumer Reporting, Kevin Niedermier—“Making Buildings Green”
First Place—Best Environmental Reporting, Karen Schaefer—“Natural Burial”

**Weekend Edition Saturday**

host Scott Simon speaks at the Hudson Library.

"I'm serving in the military in South Korea; and I was listening to WKSU online while working late tonight. I pledged $60 and was very flattered that you mentioned me on air..."

- WKSU Member, stationed in South Korea, 2LT, Army

Follow WKSU on Facebook and Twitter.
### Operating Revenues:

<table>
<thead>
<tr>
<th>Source</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>WKSU pledges and contributions</td>
<td>1,550,648</td>
<td>1,623,135</td>
</tr>
<tr>
<td>Folk Alley pledges and contributions</td>
<td>206,566</td>
<td>406,537</td>
</tr>
<tr>
<td>Underwriting contributions</td>
<td>1,030,875</td>
<td>1,049,206</td>
</tr>
<tr>
<td>In-kind contributions</td>
<td>587,732</td>
<td>753,267</td>
</tr>
<tr>
<td>Donated administration</td>
<td>1,133,910</td>
<td>1,072,541</td>
</tr>
<tr>
<td>Grant revenue</td>
<td>659,079</td>
<td>477,724</td>
</tr>
<tr>
<td>Other income</td>
<td>139,503</td>
<td>556,274</td>
</tr>
<tr>
<td><strong>Total operating revenues</strong></td>
<td>5,308,313</td>
<td>5,938,684</td>
</tr>
</tbody>
</table>

### Nonoperating Revenues:

<table>
<thead>
<tr>
<th>Source</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted gifts</td>
<td>345,428</td>
<td>562,154</td>
</tr>
<tr>
<td>Kent State University appropriations</td>
<td>455,815</td>
<td>705,815</td>
</tr>
<tr>
<td><strong>Total nonoperating revenue</strong></td>
<td>801,243</td>
<td>1,267,969</td>
</tr>
<tr>
<td><strong>Total revenues</strong></td>
<td>6,109,556</td>
<td>7,206,653</td>
</tr>
</tbody>
</table>

### Operating Expenses:

<table>
<thead>
<tr>
<th>Category</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programming and production</td>
<td>3,655,136</td>
<td>3,336,342</td>
</tr>
<tr>
<td>Public information</td>
<td>628,624</td>
<td>634,027</td>
</tr>
<tr>
<td>Management and general</td>
<td>638,703</td>
<td>647,780</td>
</tr>
<tr>
<td>Depreciation</td>
<td>247,922</td>
<td>229,454</td>
</tr>
<tr>
<td>Fund-raising</td>
<td>1,322,953</td>
<td>1,312,847</td>
</tr>
<tr>
<td>Underwriting</td>
<td>367,712</td>
<td>473,491</td>
</tr>
<tr>
<td><strong>Total operating expenses</strong></td>
<td>6,861,050</td>
<td>6,633,941</td>
</tr>
</tbody>
</table>

**(Decrease) Increase in Net Assets**

<table>
<thead>
<tr>
<th>Source</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(Decrease) Increase in Net Assets</strong></td>
<td>(751,494)</td>
<td>572,712</td>
</tr>
<tr>
<td><strong>Net assets at beginning of year</strong></td>
<td>5,920,623</td>
<td>5,347,911</td>
</tr>
<tr>
<td><strong>Net assets at end of year</strong></td>
<td>5,169,129</td>
<td>5,920,623</td>
</tr>
</tbody>
</table>

* Derived from audited statement of revenues, expenses and changes in net assets.

** Large increase in revenue due to WKSU’s Sound of the Future Campaign.