The WKSU Stations
89.7 WKSU Kent
89.1 WKSV Thompson
89.3 WKRW Wooster
90.7 WNKR Norwalk
91.5 WKBJ New Philadelphia
95.7 Ashland

Online at WKSU.org

2011-2012 Annual Report

89.7 WKSU
A Service of Kent State University
Dear Friends of WKSU,

The end of the year is a great time to reflect on the past while looking ahead toward new endeavors. As I contemplate the past 32 years of my life, I cannot think of a better way to have spent my time than serving as the executive director and general manager of WKSU. Together, the station and I have grown immensely, beginning with my time as a Kent State student employee at WKSU to today. What began as Kent State University’s 10-watt, student-operated radio station is now Ohio’s largest FM radio signal, and Ohio’s leading public radio station. I must say I am truly proud of our success.

Moving forward, this clearly will be a year of change. In the world of public radio where the accelerating pace of technology gives listeners control over their radio experiences, I know that change is ongoing. The most exciting piece of these advances is the variety and access now granted to public radio fans. An increasing number of listeners now stream our signal to hear uninterrupted news, classical or folk music with the assistance of technologies such as HD Radio and mobile devices.

As WKSU strives to remain relevant in this new digitalized era, please take the time to enjoy WKSU from a variety of platforms in 2013. Without limitations of time or location, make your choice; it is available to you from WKSU.

Please also accept my personal thanks for your support during WKSU fund-drives, CPB challenge grants, capital campaigns and special projects. Thanks to you, our public service will continue to be strong.

Regards,

Allen E. Bartholet
Executive Director and General Manager
WKSU
How is WKSU approaching the new digital age when listeners have an insatiable thirst for information?

The answer is simple: WKSU is available whenever and wherever listeners are available. The digital revolution has reached radio, and the industry is challenged as the demand for instant access to information continues to grow. As radio broadens its reach, listeners are no longer required to tune in at a certain time or within signal range. To that end, WKSU is dedicated to expanding listener choices.

You choose how you listen

While continuing to provide award-winning news and high-quality programming, WKSU has optimized listening choice. You can now access WKSU’s HD signals on your radio at home or in your car; streamed live at WKSU.org; and/or apps for iPhone, iPad, iPod Touch and Android devices. WKSU listeners now have more control.

News and Information

During the past fiscal year, WKSU reporters, announcers and other radio professionals received more than 40 awards from renowned regional, state and national organizations.

With listener expectations for more information and substantive content as its guide, WKSU’s News Department created innovative ways to satisfy each listener’s unique interests. As a result, the News Department launched “Quick Bites,” a weekly segment that focuses on the food scene in Northeast Ohio. Reporters also solidified the StateImpact Ohio: Eye on Education collaboration with 90.3 WCPN ideastream and WOSU Public Media. This NPR initiative provides the most comprehensive coverage of education issues in Ohio.


Reporter /Producer Vivian Goodman created Quick Bites.
Multiplatform Listening

With HD Radio listeners in mind, WKSU’s Broadcast Engineering and Information Technology departments installed new digital transmitters at the station’s main transmitter site in Copley and at its WKRW Wooster repeater station. This improvement substantially increased the HD Radio signal power and coverage from each of the stations.

In a thriving environment where technology continues to evolve, WKSU is keeping up with the pace. To give listeners the flexibility of readily accessible information, iPhone and iPad app updates featured enhanced on-demand news content, along with new bookmarking and lock screen capabilities.

Folk Alley and Classical Music

The Information Technology and Broadcast Engineering departments successfully completed remote Folk Alley webcasts. These webcasts featured audio and video content in live and on-demand formats from a variety of festivals and events around the country. Collaborations with KMFA public radio station in Austin, Texas, where Folk Alley has a new studio, and NPR in Washington, D.C. keep Folk Alley on the cutting edge with live interviews and live national broadcasts.

Like Folk Alley, Classical Music hosts continue to develop strong partnerships. Through a lasting partnership with The Cleveland Orchestra Youth Orchestra, WKSU’s Vivian Goodman joined Youth Orchestra members on its first international tour and provided up-to-the-minute reports for WKSU news programs. The European tour included concerts in Prague, Vienna, and Salzburg.

The Cleveland Orchestra also sponsored five WKSU listener nights at Blossom Music Center where classical music enthusiasts received half-price tickets to various performances.
WKSU celebrated the most successful fundraising campaign in the station’s history: the Sound of the Future Capital Campaign. The campaign concluded with $3.2 million for digital conversion, news programming and Folk Alley. In addition, a number of listeners designated WKSU in their estate plans with nearly $2 million in bequests formalized.

WKSU applied for and received its Friends of WKSU 501(c)(3) status. With this designation, the station paves the way to securing additional foundation support in the future.

In addition to transitioning from analog radio to pocket size sources of information, WKSU maintained its dedication to enriching communities through arts and culture. This past year, WKSU’s corporate support team generated more than $1,010,000 for station programming and events, exceeding the previous year’s support by 2.7 percent. Fifty-six of the 214 active accounts were new to our air.

The team also developed partnerships that allowed WKSU to be part of the Northeast Ohio community as a media sponsor. To that end, WKSU continued to sponsor cultural events throughout Northeast Ohio, including Cedar Valley Settlers Celebration, EarthFest, Scarlet Gray & Green in Wooster, the Kent Blues Fest, the Glenmoor Gathering of Significant Automobiles and the Cleveland International Film Festival. Additionally, the station provided media support to the Cleveland Museum of Natural History, the Akron Symphony, the Canton Symphony, Tuesday Musical Association, Magical Theatre Company, Stan Hywet Hall & Gardens and Weathervane Playhouse.

In June, WKSU teamed with WCPN to entertain hundreds of public radio fans by presenting a live broadcast of NPR’s Wait Wait … Don’t Tell Me! with special guest Drew Carey at the State Theatre in PlayhouseSquare.

### Membership

<table>
<thead>
<tr>
<th>The Membership Department celebrated another successful year raising a total of $1.6 million.</th>
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<tbody>
<tr>
<td>Fall Fund Drive 2011</td>
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<tr>
<td>Hunger Challenge Fund Drive 2011</td>
</tr>
<tr>
<td>Spring Fund Drive 2012</td>
</tr>
<tr>
<td>Vehicle Donations</td>
</tr>
<tr>
<td>Renewals, Additional, Lapsed and Matching gifts</td>
</tr>
</tbody>
</table>

Ann VerWiebe, Acting Director of Marketing and Public Relations, at Kent’s Art in the Park.

Above: Wait…Wait… Don’t Tell Me! special guest Drew Carey. Left: Wait Wait… Don’t Tell Me! Judge and Score Keeper Carl Kasell and Host Peter Sagal on stage at the State Theatre in PlayhouseSquare.
Members & Special Gifts

Special gifts received between July 1, 2011 and June 30, 2012, in addition to WKSU membership support, are noted below with the following designations

Sound of the Future Capital Campaign = SOF
Folk Alley = FA
News and Information Fund = NIF
Cultural Initiatives Fund = CI
Elizabeth B. Juliano Fund for Folk Alley = FFA
Walton D. Clarke Founders Fund = WC

$5,000 – Plus
Anonymous (4) NIF
Lisle M. Buckingham Endowment Fund of the Akron Community Foundation NIF, SOF
Walter H. Freygang Family Foundation
The GAR Foundation
Kel Tec
Kismet Foundation
The Lubrizol Foundation SOF
Mirapaul Foundation NIF
The David and Alice Noble Foundation CI
Romich Foundation SOF
Wayne Homes NIF
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Memorial Foundation
Lloyd L. & Louise K. Smith Foundation CI

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Marty Spector
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Dennis Wagner
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Yvonne Williams
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Ted Smithers**
Brian Toll
Thomas Turner
Robert Vail
Delese Wear
John West
Ted Williams**
Edgar Woodward

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Donate Your Vehicle

Your old car, truck, boat, van, motorcycle, or RV can be turned into operating support for WKSU. Call toll-free 1-877-897-9578 and a representative will arrange to pick up your vehicle and auction it at no cost to you. WKSU receives the proceeds and you can take advantage of the tax benefits of the charitable donation. For more information about vehicle donation please visit http://www.wksu.org/support/vehicledonation/
Awards

2011

National Federation of Press Women—Communications Contest
- First Place-Special Programming, Radio, Vivian Goodman — “Mean Kids”
- First Place-Special Reporting Series, M.L. Schultze and staff — “May 4th Remembered”
- First Place-Prepared Report, Amanda Rabinowitz — “The Amish Budget”
- Second Place-Online Newsletters, Ann VerWiebe — “Folk Alley Chat”
- Second Place-Interview, Vivian Goodman — “The Kite Runner”

Society of Professional Journalists-Ohio Chapter—SPJ Awards
- Best of Show-Best Reporter, Large Market, Vivian Goodman
- Best of Show-Best Web Site, Large Market, Chuck Poulton, Joe Linstrum and Renee Volchko
- First Place-Best Criminal Justice Reporting, WKSU News Staff — “Cuyahoga County Corruption”
- First Place-Best Documentary, Vivian Goodman — “Mean Kids”
- First Place-Best General Assignment Reporting, Vivian Goodman — “Perspective on the Cleveland Orchestra Strike”
- First Place-Best Medical/Science Reporting, Jeff St. Clair — “Cancer, Flies and Dark Matter”
- First Place-Best Minority Issues Reporting, Vivian Goodman — “Dana and Desiree”
- Second Place-Best Sports Profile, WKSU News Staff — “WKSU on Sports”
- Second Place-Best Environment Reporting, Tim Rudell — “Stealth Neighbors”
- Second Place-Continuing Coverage, WKSU News Staff — “May 4th Remembered”
- Second Place-Feature Reporting, Amanda Rabinowitz — “Coast Guard Cutter”

2012

Radio-Television News Directors Association—Regional Murrow Awards
- Continuing Coverage, Tim Rudell — “Fracking”
- Broadcast-Affiliated Website, Chuck Poulton and Joe Linstrum — “WKSU.org”

Cleveland Advertising Association—Cleveland ADDY Awards
- Silver Award-Non-Traditional Advertising Campaign, Ann VerWiebe and Marcus Thomas Advertising — “WKSU 45th Kent State Folk Festival”
- Bronze Award-Mixed/Multiple Media Campaign, Ann VerWiebe and Marcus Thomas Advertising — “WKSU 45th Kent State Folk Festival”
- Bronze Award-Interior Still or Static, Ann VerWiebe and Marcus Thomas Advertising — “Rest - Mobile”
- Bronze Award-Interior Still or Static, Ann VerWiebe and Marcus Thomas Advertising — “Rest - Online”

Ohio Professional Writers, Inc.—Communications Contest
- First Place-Prepared Report, Amanda Rabinowitz — “Women Who Rock”
- First Place-Special Reporting Series, Vivian Goodman — “Gay in Ohio”
- First Place-Interview, Vivian Goodman — “Paul Stankard’s Glass Paperweights”
- First Place-Talk Show, Regina Brett and Sarah Taylor — “The Regina Brett Show”
- First Place-Best Presentation, Amanda Rabinowitz — “Morning Edition”
- First Place-Newsletter, Electronic, Ann VerWiebe — “WKSU E-Notes”
- First Place-Single Sheet Poster, Renee Volchko — “45th Kent State Folk Festival — Marc’s”
- Second Place-Prepared Report, Kabir Bhatia — “Professional Cars”
- Second Place-Special Reporting Series, WKSU Staff — “The Billion-Dollar Bet”

Ohio Associated Press Broadcasters Excellence in Journalism Awards
- Best in Show-Best Radio Newscast in Ohio, Major Market, Amanda Rabinowitz and Jeff St. Clair — “Morning Edition”
- First Place-9/11 Anniversary Coverage, WKSU News Staff — “9/11 Ten Years Later”
- First Place-Use of Sound, Jeff St. Clair — “Exploradio — The Natural Origins of Music”
- First Place-Public Service, Vivian Goodman — “Gay in Ohio”
- First Place-Best Spot News, Kevin Niedermier — “German Wind Turbine”
- Second Place-General News, Kevin Niedermier — “West Side Market”
## Financials

### Statement of Revenue, Expenses and Changes in Net Assets

<table>
<thead>
<tr>
<th>June 30</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>-</td>
<td>96,980</td>
</tr>
<tr>
<td>Accounts receivable, less allowance for doubtful accounts of $8,124 and $10,181 for June 30, 2012 and 2011, respectively</td>
<td>132,651</td>
<td>80,845</td>
</tr>
<tr>
<td>Member pledges receivable, less allowance for uncollectible pledges of $5,935 and $10,073 for June 30, 2012 and 2011, respectively</td>
<td>121,279</td>
<td>151,033</td>
</tr>
<tr>
<td>Major gift pledges receivable, less allowance for uncollectible pledges of $9,106 and $7,725 for June 30, 2012 and 2011, respectively</td>
<td>81,959</td>
<td>69,525</td>
</tr>
<tr>
<td>Due from Kent State University Foundation - Net</td>
<td>274,080</td>
<td>259,937</td>
</tr>
<tr>
<td>Prepaid expense and other assets</td>
<td>125,674</td>
<td>71,032</td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td>735,643</td>
<td>729,352</td>
</tr>
</tbody>
</table>

| **Noncurrent Assets** | | |
| Major gift pledges receivable, less allowance for uncollectible pledges of $41,756 and $57,360 and discounts of $12,594 and $25,817 for June 30, 2012 and 2011, respectively | 375,800 | 516,243 |
| Temporarily restricted cash | 423,750 | 363,666 |
| Investments | 1,081,435 | 1,190,604 |
| Property, plant, and equipment - At cost: | | |
| Building | 2,432,121 | 2,432,121 |
| Equipment and other | 4,404,626 | 4,107,774 |
| Furniture and fixtures | 146,248 | 158,190 |
| **Total** | 6,982,995 | 6,698,085 |
| Less accumulated depreciation | (3,825,286) | (3,498,374) |
| Property, plant, and equipment - Net | 3,157,709 | 3,199,711 |
| **Total assets** | **$ 5,774,337** | **$ 5,999,576** |

| **Liabilities** | | |
| Accounts payable | 48,922 | 115,016 |
| Accrued expenses | 353,863 | 333,023 |
| Due to Kent State University - Net | 322,773 | 259,937 |
| Deferred revenue | 86,227 | 139,344 |
| **Total liabilities** | 813,785 | 847,320 |

| **Net Assets** | | |
| Invested in capital assets - Net of related debt | 3,157,709 | 3,199,711 |
| Restricted - Expendable | 1,325,480 | 1,687,021 |
| Restricted - Nonexpendable | 15,235 | 15,235 |
| Unrestricted | 462,128 | 250,289 |
| **Total net assets** | 4,960,552 | 5,152,256 |
| **Total liabilities and net assets** | **$ 5,774,337** | **$ 5,999,576** |
Statement of Revenue, Expenses and Changes in Net Assets

<table>
<thead>
<tr>
<th></th>
<th>Year Ended June 30</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2012</td>
</tr>
<tr>
<td></td>
<td>2011</td>
</tr>
<tr>
<td><strong>Operating Revenue</strong></td>
<td></td>
</tr>
<tr>
<td>WKSU pledges and contributions</td>
<td>$ 1,575,734</td>
</tr>
<tr>
<td>Folk Alley pledges and contributions</td>
<td>278,626</td>
</tr>
<tr>
<td>Underwriting contributions</td>
<td>1,103,414</td>
</tr>
<tr>
<td>In-kind contributions</td>
<td>445,555</td>
</tr>
<tr>
<td>Donated administration</td>
<td>1,016,035</td>
</tr>
<tr>
<td>Grant revenue</td>
<td>592,863</td>
</tr>
<tr>
<td>Other income</td>
<td>269,607</td>
</tr>
<tr>
<td><strong>Total operating revenue</strong></td>
<td>5,281,834</td>
</tr>
<tr>
<td><strong>Operating Expenses</strong></td>
<td></td>
</tr>
<tr>
<td>Program and production</td>
<td>2,463,717</td>
</tr>
<tr>
<td>Broadcasting</td>
<td>598,647</td>
</tr>
<tr>
<td>Depreciation</td>
<td>326,912</td>
</tr>
<tr>
<td>Public information</td>
<td>373,506</td>
</tr>
<tr>
<td>Management and general</td>
<td>563,852</td>
</tr>
<tr>
<td>Fundraising</td>
<td>877,952</td>
</tr>
<tr>
<td>Underwriting</td>
<td>426,451</td>
</tr>
<tr>
<td>Folk Alley expenses</td>
<td>411,188</td>
</tr>
<tr>
<td><strong>Total operating expenses</strong></td>
<td>6,042,225</td>
</tr>
<tr>
<td><strong>Operating Loss</strong></td>
<td>(760,391)</td>
</tr>
<tr>
<td><strong>Nonoperating Revenue (Expense)</strong></td>
<td></td>
</tr>
<tr>
<td>Restricted gifts</td>
<td>165,614</td>
</tr>
<tr>
<td>Kent State University appropriations</td>
<td>457,218</td>
</tr>
<tr>
<td>Investment (loss) income</td>
<td>(54,145)</td>
</tr>
<tr>
<td><strong>Total nonoperating revenue</strong></td>
<td>568,687</td>
</tr>
<tr>
<td>(191,704)</td>
<td>418,040</td>
</tr>
<tr>
<td><strong>Net Assets - Beginning of year</strong></td>
<td>5,152,256</td>
</tr>
<tr>
<td><strong>Net Assets - End of year</strong></td>
<td>$ 4,960,552</td>
</tr>
</tbody>
</table>
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