LETTER FROM THE GENERAL MANAGER
A DIGITAL TIPPING POINT

This is our final community report of a decade that has changed the way we produce, distribute and access media. This year’s digital media usage trends at WOSU are eye opening. Here are a few highlights:

You love the WOSU Passport service. This exclusive on-demand library of quality PBS and local programming for WOSU members has seen amazing growth.

You want more of your news at your fingertips. WOSU had a 66 percent increase in unique visitors to wosu.org, primarily to tap into our news content from smart phones.

You want to listen to us everywhere. All listening online, through the WOSU mobile app or smart speakers, is up substantially. Some of that is due to our exclusive digital podcasts like Rivet, StoryCorps COLUMBUS and Snollygoster.

You enjoy connecting to the local arts scene. Classical 101 saw online gains with streaming and a 92 percent increase in fans coming to our team’s thoughtful blog about topics ranging from the Notre Dame Cathedral fire to ProMusica’s concerts in local taverns.

This digital access is not taking away from the traditional listening and viewing of WOSU’s many channels, all of which remain strong. 89.7 NPR News is hitting some of its best listenership numbers with an average of 150,000 listeners weekly thanks to our intrepid news team and All Sides with Ann Fisher.

Live streaming of WOSU TV and WOSU Kids, as well as on-demand programming, are now available to YouTube TV subscribers, expanding PBS’s digital footprint and offering viewers additional ways to stream content. That was remarkable, given the many negotiations that had to occur for PBS to provide this opportunity to local stations.

All of this is a part of the growing shift to using the Internet and often your smartphone or smart TV as a primary source of news, culture and entertainment. Our commitment is to continue to go where our audience goes and to be there with quality, non-commercial content about the world and about Central Ohio.

Thank you for supporting these efforts!

Tom Rieland
General Manager, WOSU Public Media
tom.rieland@wosu.org

ON THE COVER:
The new WOSU Headquarters will include a digital media learning lab. Artistic rendering by Paul Kelley.
VALUES

trusted source
Integrity, independence and civil discourse are fundamental to our identity.

access to knowledge
Learning is embedded in all our programs, events and productions.

celebrating culture
Connecting people to experiences that enrich and entertain is at the core of our work.

VISION
Curiosity ignited. Community connected.

authenticity
Our internal environment aligns with our external commitment to collaboration, respect, openness, inclusion and creativity.

elevating voices
Sharing the richness of our community is essential to our service.

intentional innovation
We strive to be forward-thinking in all that we do.

MISSION
To engage, inform and inspire our diverse community.

IMPACT OF GIVING
WOSU’s service to our community is made possible by donors like you. Throughout this report, look for highlights of how our generous donors made an impact in 2019. For all the ways you can have an impact see page 31.
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<td>Record!</td>
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<td>New Headquarters groundbreaking</td>
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<td>Increase in Classical 101 blog traffic</td>
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<td>100th episode of Columbus Neighborhoods</td>
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<td>Ohio’s Best Radio News Operation: 89.7 NPR News</td>
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<td>Increase in All Sides with Ann Fisher blog traffic</td>
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<td>覆盖率</td>
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<td>WOSU TV channels covering over a quarter of Ohio</td>
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<tr>
<td>WOSU TV channels plus TV translator serving Mansfield</td>
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<tr>
<td>89.7 NPR News and Classical 101 plus 4 regional FM stations: Mansfield, Marion, Coshocton and Portsmouth</td>
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</table>
89.7 On-Air for 70 Years

WOSU FM 89.7 celebrated its 70th anniversary in December 2019. The station went on the air in 1949 – just four years after the FCC set aside frequencies for noncommercial radio. It took 25 years for radio manufacturers and listeners to make FM what it is today, but 89.7 was there from the start thanks to the visionary founders of WOSU.

Once again, 89.7 NPR News listeners can hear the Best News Operation in Ohio. The Society for Professional Journalists awarded the honor to the WOSU News Team in 2019. Enterprising WOSU reporters combine with their colleagues at NPR and the BBC to create Central Ohio’s premier global-local connection. Each week 150,000 people tune in, making 89.7 NPR News the most-listened-to public radio station in Ohio. Whether it’s to better understand complex issues or to hear live gavel-to-gavel coverage of the impeachment of the President, 89.7 NPR News is the place for comprehensive reporting that is unbiased, unfiltered and uncompromising.

Black Holes and Other Worlds:
Most-Read Stories of 2019

1 Ohio State Astronomers Capture Black Hole Shredding Star
2 Lawmaker Says He Didn't Research Ectopic Pregnancy Procedure Before Adding to Bill
3 Fentanyl Now Mixed with Crack Cocaine and Ecstasy, Causing Local Spike in Overdoses
4 New Ohio Bill Would Ban Most Private Insurance Coverage of Abortion
5 A Fracking Explosion In Ohio Created One Of Worst Methane Leaks In History

See the full list of most-read stories of 2019 at wosu.org/2019topstories
Columbus on the Record, WOSU TV’s weekly political roundtable, entered its 15th season in 2019. Host Mike Thompson and his panel of experts analyzed Governor Mike DeWine’s first year in office, a bitter campaign to subsidize nuclear power and the debate over gun legislation. Columbus on the Record ended the year with a one-on-one interview with Governor DeWine.

All Sides with Ann Fisher, WOSU’s daily radio interview show, tackled critical issues in 2019. Ann and her guests explored topics as varied as Ohio’s ongoing opioid crisis, housing affordability and pay equity for female athletes. Notable guests included Governor Mike DeWine, former Obama administration official Richard Cordray and Robert Bilot, the attorney who inspired the film Dark Waters. Each week, 48,000 people tune in to be better informed through All Sides with Ann Fisher.

Student Internships Provide Valuable Experience
Ray’Anthony Bruster knew he wanted a career in radio, so it was an easy decision to become a journalism and media analysis double major. While a senior at Ohio State, Ray was an intern with All Sides with Ann Fisher. An internship with Ann is not grabbing coffee and making copies — she expects her student interns to be radio producers, so Ray gained invaluable skills that he would not have learned in the classroom.

“I want to help support a public-sustained and unbiased news source as a way to defend our democracy and a better America.”
— Roger Reeves, Columbus, OH

“Ann Fisher always asks the questions I’m thinking.”
— Eva Provenzale McVey, Columbus

Did you know that many WOSU donors utilize their IRAs to make an impact through membership and philanthropic support?

IRA Charitable Rollover

WOSU is able to offer internships to students like Ray through generous support of our donors, like Phyllis Kile. A gift from her donor advised fund allowed Phyllis to help ensure that students have the opportunity to be inspired by public media with a valuable student experience.

Donor Advised Fund
WOSU classroom

Ohio Learning Hub

WOSU Classroom launched the Ohio Learning Hub, an online professional learning resource for educators that showcases outstanding teachers and leaders throughout Central Ohio, ohiolearninghub.org. Thanks to a generous grant from the Martha Holden Jennings Foundation, this project has brought high-quality learning resources to educators and created replicable models of innovative training programs to our schools.

“The chance to work and learn with WOSU Engineers and Audio Storytellers is going to help me in working with my students and teaching them podcasting.”
— Keith Leonard, Wellington Schools Teacher

Fred Rogers Productions

Daniel Tiger and Katerina Kittycat greeted children at Be My Neighbor Day, made possible through a partnership with PNC Bank, Moms2B and Columbus Commons. Attending families donated a variety of essential baby supplies and worked together to create greeting cards that filled over 150 diaper bags donated to Moms2B, a nonprofit program helping women at high risk for infant mortality, learn tools that will enable them to make healthier choices and deliver healthy, full-term infants.

WOSU partnered with Community Development for All People to support pregnant moms and celebrate babies who reach the 1st birthday milestone. Resources were available onsite for families to help them make sure their child enters kindergarten ready to learn.

Classroom provided 250 professional learning events, serving over 7,800 educators. One such event was a brand new summer series “Makerspace for All,” in which teachers participated in hands-on, creative ways to encourage students to design, experiment, build and invent while deeply engaged in learning. Each day, teachers focused on teaching strategies, lesson design and classroom implementation strategies through topics such as fashion technology, circuitry, simple machines and engineering.
Ready to Learn

WOSU Classroom provided over 30 workshops to help early childhood educators and providers identify personal stress triggers and develop strategies to cope with stress and practice mindfulness. Participants practiced multiple teaching strategies that support young children’s self-regulation skills and positive social behaviors.

In addition, Family and Community Learning events, sponsored by PNC Bank, engaged families in a series of classes that focused on foundational math concepts. With resources from PEG+CAT, an animated series featuring Peg and Cat, families worked together to solve challenges that required arithmetic and problem-solving skills.

Statistics

- Preschoolers from low-income communities who participated in a PBS KIDS media-rich curriculum outscored their peers who did not participate in the curriculum on all tested measures of early literacy
- After using PBS KIDS content, the mathematical knowledge of children from low-income families rose to the pre-test level of children from higher-income families
- Children who used media content from PBS KIDS’ series PEG+CAT showed improvement in critical math areas involving ordinal numbers, spatial relationships and 3D shapes
- Children who watched SUPER WHY! scored 46% higher on standardized tests than those who did not watch the show
For the last two years, WOSU Public Media participated in the Corporation for Public Broadcasting’s (CPB) American Graduate: Getting to Work initiative. This project explores and promotes viable but often little-known career pathways that may not require a four-year degree. Through Rivet, an innovative podcast designed for the target audience — people aged 16-26 — and through radio news stories, All Sides with Ann Fisher segments, social media, video features and a televised town hall with high school students, WOSU has explained how internships, certificate programs, apprenticeships and two-year degrees can lead to rewarding careers.

While a college degree remains a great way to get ahead, our work on this project has featured young people who have had success with other career pathways. Danavan McIntosh took advantage of free training from Goodwill to move from a physically demanding warehouse job to work as an IT technician at Nationwide Children’s Hospital. Erica Miller’s interest in technology led her to a two-year degree at Columbus State — and then to a job maintaining robots and other complex systems at Stanley Electric in London, Ohio. Sierra Roberts didn’t know much about insurance, a field with many in-demand jobs, until she discovered a love for computer programming — a career pathway that doesn’t always require a four-year degree.

In addition to collaborating with other public media organizations in Ohio, WOSU forged local partnerships that led to the initiative’s success. Among our local partners are Columbus State, The Past Foundation, Paul Werth Associates, Jewish Family Services, Central Ohio/Columbus Building Trades, and Boys and Girls Club of Central Ohio. Here’s one measure of our success: WOSU was among a handful of public media organizations selected by the CPB to continue this important work for an additional year beyond the original grant.

MARCELITA HASKINS
Marcelita Haskins retired as learning and public engagement director after 40 years with WOSU in 2019.
“I want to thank you and the rest of the WOSU team for creating this conversation on workforce development. I hope that our area educators are able to share this event with their students and have a dialogue of their own on career pathways. And thank you for allowing Honda to be a significant part of the conversation!”

— Scot McLemore, Honda

It’s one of the longest-running television shows in Columbus, and once again, students representing 64 area high schools rang in with answers for the 37th season of In the Know. This fast-paced quiz show, produced with the financial support of American Electric Power, recognizes many of the brightest and best students in local schools.

**2018-2019 In The Know Top 8 Schools**

- Olentangy Liberty High School: Champion
- Hilliard Darby High School: Finalist
- Bexley High School: Semifinalist
- Dublin Coffman High School: Semifinalist
- William V. Fisher Catholic High School: Quarterfinalist
- Olentangy Orange High School: Quarterfinalist
- Olentangy High School: Quarterfinalist
- Dublin Jerome High School: Quarterfinalist

WOSU Public Media would like to thank AEP for their generous support of In the Know and The Ohio State University Office of Financial Aid for offering academic scholarships to the students from the top four teams.

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**Rivet Reflection by Chloe Nelson**

College ended up being the right fit for me; however, my time with Rivet has showed me this is not the case for everyone. Working for Rivet, I found myself exposed to an entirely different world — one full of coding bootcamps, internship pipelines, career fast-tracks and more. The fact that people my own age had already settled into well-paying, long-term careers blew my mind.

The contrast with my own life (full of student debt and ramen noodles) was stark to say the least. Don’t get me wrong — I’m excited to see where my degree takes me, but a part of me wonders where I’d be had I taken the road less traveled by.
“Last night on WOSU Public TV they had the Broadway show 42nd Street. It was one of the most spectacular things I’ve ever seen on television… The singing, dancing and overall performance was as good as it gets. Also last month the Ken Burns Country Music series was also spectacular. Of course his previous shows on the Civil War, World War II, baseball and the Vietnam War were also very special. Why would anyone be against the funding of public television and radio when they put out shows like this? It’s the best thing you can put in front of your children to watch and hear.”
— viewer email
Country Music: A Film by Ken Burns

It turns out that Ken Burns is such a master storyteller that you didn’t have to be a country music fan to get pulled into *Country Music: A Film by Ken Burns*, the latest documentary series from the acclaimed producer/director. Columbus was one of the top five cities in the nation for viewership of the series. It had more than twice as many viewers as *Capitol Fourth*, last year’s most popular show on WOSU TV.

“I just want to thank WOSU for airing the Ken Burns *Country Music* documentary. It is SPECTACULAR and a must-see for all music fans ... I and many of my fellow music-loving friends are thoroughly enjoying this documentary.”
— viewer Kim Fiebig

WOSU Receives Record 6 Regional EMMY® Awards

- *Broad & High* Julia Hamilton: In Loving Color
- *Columbus Neighborhoods* Milo Grogan
- *Columbus Neighborhoods* Pleasant Litchford
- *Columbus Neighborhoods* Florence Kenyon Hayden Rector
- *Surviving an Active Aggressor* produced in partnership with the OSU Department of Public Safety
- *Columbus Makes Art* (April Sumani – Mixed Media Painting, Ryan Scarlata – Actor/Director, Michael Sayre – Dancer, BalletMet)

2019 TOP PROGRAMS

Even as Columbus grows, the number of television broadcast viewers declines as more people turn to broadband. And as of December 2019, viewers can live stream WOSU TV and WOSU Kids on YouTube TV. Despite this trend, WOSU saw an increase in viewers in 2019.

The most-viewed programs in 2019:
1. *Country Music: A Film by Ken Burns*
2. *Victoria Season 3*
3. *Call the Midwife*
4. *The Feud: American Experience*
5. *Les Misérables on Masterpiece*

TRAC Media reviewed the 2018-19 television season compared to the previous year. It shows that 21 PBS stations beat the Primetime audience average of all PBS stations in the country. WOSU TV was one of those stations with a 17 percent increase in Primetime viewing over the previous year.
2019 Highlights

Debuting way back in 2013, Broad & High entered its seventh season in 2019, airing a total of 211 original episodes to date. The weekly art magazine show is funded by the Greater Columbus Arts Council with contributing sponsors PNC Bank and the Bill & Mae McCorkle Foundation.

Exploring the character and creativity of Columbus, this season of Broad & High featured these artists, stories and local music, along with many more:

- Granville-based artist Christian Faur, who creates stunning works of pointillistic art with his handmade crayons. This visually intense story was picked up by PBS NewsHour and shared nationwide.
- An interview with legendary cult filmmaker John Waters, whose work was being showcased at the Wex.
- A Goodwill artist who created a fictional town filled with lovable characters.
- A digital-first story with behind-the-scenes footage of the arrival of the historic Paganini violin to Columbus (from Genoa, Italy) also aired nationwide on PBS NewsHour.
- In 2019, we showcased 25 local music acts on Broad & High Presents.
- After a year spent documenting the making of Modern Head, we debuted our story on the latest public-art sculpture in Columbus by renowned pop artist Roy Lichtenstein.

Award-Winning

Broad & High won an EMMY Award for the 2018 segment: Julia Hamilton: In Loving Color
"I’ve just watched the Shared Vision segment of tonight’s episode. I have no words, however, I’ve shed a couple, (or perhaps a couple thousand), tears. This video is powerful and lovely. You have brought a brilliant and beautiful light into our studio and into the grand community of Ohio, USA, Earth. Thank you so much.”

— Deborah Griffing, director of Goodwill Art Studio & Gallery in Columbus
Outreach and Engagement

It was a strong year for Classical 101 as we continued to meet our listeners where they are, both on and off the air. In addition to regular appearances at local concerts and festivals, Classical 101 has instituted two ongoing engagement opportunities that bear our brand.

MUSIC +
This year Classical 101 started a new partnership with the Columbus Museum of Art that we call Music +. The programs will bring together classical music and unique museum experiences. The inaugural program was held back in January in conjunction with the museum’s Harlem Renaissance exhibit. The Music + Brunch program featured “Portraits of Langston,” a concert of works by two important African American composers—William Grant Still and Valerie Coleman. The program culminated in a performance of Still’s “Portraits of Langston” highlighting texts by Langston Hughes. Concert highlights later aired on Classical 101. The Music + project with CMA will expand in 2020.

REPLAY!
Music is a generous art, and this past summer music lovers in Columbus demonstrated that generosity during Replay! Classical 101’s instrument drive wrapped up its third year of providing instruments for kids in Columbus City School music programs having collected 291 instruments.

This marked the first year that new community partners joined WOSU Public Media in collecting instruments and promoting the drive. Randy Malloy and the staff at CD102.5 helped promote Replay! on air and at Arts Fest, and also provided a drop-off location at their studios in German Village. Bruce Garfield and Music Columbus were a powerful liaison in pulling together partners and getting the word out beyond the WOSU audience.

A FEW STATS FROM THE DRIVE

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staff retirements

BOYCE LANCASTER
Longtime Classical 101 morning host Boyce Lancaster retired in 2019 after 35 years with WOSU Public Media.
Content and Platforms

It’s not just about radio. Our hosts produce podcasts, conduct in-studio interviews and performance videos and write compelling blog posts about classical music... both local topics and international stories we think our listeners will find engaging.

Classical 101’s blog saw a 92% increase in traffic in 2019, with topical posts around cultural issues like the Notre Dame Cathedral fire.

Some of our important audience indicators showed steady growth and the metrics for our Classical 101 blog and social media were impressive. Over the past four years, the average weekly time spent listening (TSL) by our radio audience has grown from 2 hours and 15 minutes to three hours this year. Many listeners have discovered the convenience of our online stream with an average of 40,455 listeners each month. And our Facebook page now has nearly 3,800 followers.

This broader focus is beginning to show in our audience demographics, as well. We’ve seen a shift to a slightly younger and more diverse audience, which means we’re doing what we aim to do - share a love of classical music with as many different people as possible.

In October, one of WOSU’s great friends Jane Werum passed away. Jane was a founding member of the Friends of WOSU Board and an active volunteer at WOSU Public Media. Her radio was tuned in to Classical 101 day and night. Jane’s legacy and generosity will live on through an estate gift, making Classical 101 and other WOSU Public Media programs available for her Central Ohio community.

Jane shared her legacy gift intentions during her lifetime. Tell WOSU about your impact wishes today and become a Neil Legacy Society Member.
A Productive Partnership: The Ohio State University

Nearly every week, WOSU provides valuable production assistance to non-profit programs and initiatives at The Ohio State University and in the community. As Ohio State celebrates its sesquicentennial, WOSU is producing top quality content for the celebration, including a series of “mini-documentaries” exploring the purpose and promise of a land grant university in the 21st century.

WOSU provides livestreaming and production support for many lectures, panel discussions and presentations by Ohio State faculty and staff. Among these events in 2019 were speeches by the president and provost; the College of Optometry White Coat ceremony; the Fisher College of Business graduation activities; and the annual presentation of Ohio State engagement awards. Most Fridays of the year, WOSU provides staff, facilities and technical assistance for the creation of continuing education videos for physicians produced by the Wexner Medical Center. WOSU also coordinates video coverage of Ohio State’s commencement, which is seen on screens in the stadium or arena and streamed to people all around the world. Commencements are also broadcast on WOSU TV.

WOSU also employs OSU students in key positions and the WOSU Student Fellowship provides select students a variety of experiences across multiple departments at WOSU.

A former WOSU All Sides with Ann Fisher student is working on the popular national podcast SERIAL. Emmanuel Dzotsi said he never considered a career in journalism before his internship at WOSU. As he neared graduation from OSU in 2015, he applied for and received a fellowship with This American Life and later was hired on. He says, “WOSU is a great place for someone interested in broadcast journalism, radio or podcasting to get started” as a student.

Impact Metrics

5,000+
Hours of OSU student worktime supported by WOSU in 2019

80
Appearances by OSU faculty and leadership on All Sides with Ann Fisher in 2019

1+ million
Views for the EMMY Award winning Surviving an Active Aggressor video

20,000
Online viewers from 43 countries watched the 2019 Spring Commencement
Community Engagement

Community engagement is a priority for WOSU Public Media every year, but 2019 stands out as a banner year for events that sparked debate, inspired attendees and connected WOSU personalities with their audience members.

Our Dialogue series, a partnership with OSU’s John Glenn College of Public Affairs, presented meaningful conversations about topics ranging from space and sports to media literacy and vaccination policies. Politics and a Pint, another successful event series, united people from both sides of the political aisle over craft beer to discuss current events and politics with WOSU’s own Mike Thompson and Ann Fisher.

Collaborating with arts and education partners and connecting with our diverse community drove our events strategy. May found us at COSI’s Big Science Celebration with more than 40,000 attendees learning about science and technology through interactive games and activities. We continued our partnership with the Greater Columbus Arts Council by representing WOSU at the Columbus Arts Festival for three days in June, then hosted our fourth WOSU Kids Day at the Ohio State Fair in July. In September, we welcomed more than 1,000 children and families to the Columbus Commons for Daniel Tiger’s Be My Neighbor Day benefiting Moms2B. In December we kicked off a new event series, LGBTQIA+ Storytelling, offering a community-building, storytelling platform.

“WOSU has aided Dialogue in reaching a wider audience and recruiting an impressive slate of expert panelists and moderators.”
— Trevor Brown, Dean, John Glenn College of Public Affairs
WOSU’s online news audience, which has rapidly grown over the last two years, kept growing in 2019 with a mix of thought-provoking stories about issues in the community, breaking news and features that sparked curiosity.

For the first time in the history of WOSU’s website, we exceeded 6.9 million pageviews, a 23% increase over 2018. Online stories for Classical 101 and All Sides with Ann Fisher also experienced growth of 93% and 27% respectively.

The changing consumption habits of media were reflected in the usage of the member-exclusive streaming library WOSU Passport. In 2019, WOSU Passport members viewed more than 10 million minutes of content. Passport favorites included *Downton Abbey*, *Victoria* and *Country Music: A Film by Ken Burns*. Local content available in the on demand library from the WOSU archives includes the original *Columbus Neighborhoods* documentaries, *The Birth of Ohio Stadium* and *Ohio State Football Classics*.

**WOSU|Passport**

**TOP 10 SHOWS FOR 2019**

1. *Downton Abbey*
2. *Victoria*
3. *Poldark*
4. *Country Music*
5. *NOVA*
6. *Grantchester*
7. *Endeavour*
8. *Jamestown*
9. *Unforgotten*
10. *American Experience*
Friends of WOSU Board

The Friends of WOSU Board, an advisory group of Central Ohio citizens, acts as a liaison between WOSU Public Media and the community. Over the past year, the board has worked with WOSU leadership on a strategic planning process and assisted with the capital campaign for the new WOSU Headquarters:

President: Kathy McGinnis
Vice-President: Kyle Anderson
Secretary/Treasurer: Mac Joseph

William Ballenger, Jason Beehler, Ann DiMarco, Jeri Grier, Jon Hsu, Karen Ickes, Ray LaVoie, Trip Lazarus, Kurt Lykins, Melissa McHenry, Christine Mortine, Betsy Pandora, Stacy Rastauskas, Tom Rieland, Katy Rigsby, Guadalupe Velasquez

Special thanks to Friends Board member and photographer Ray LaVoie, whose many photographs are throughout the pages of this report.

2019 Higgy Tyler Award: Ann Fisher

Since 1997, the Higgy Tyler Award has been presented by the Friends of WOSU Board to recognize a WOSU staff member who enhances the quality of work-life within WOSU and exemplifies the qualities of initiative and creativity in service to the mission of WOSU. The 2019 recipient, Ann Fisher, has become the voice of 89.7 NPR News, but it’s the work she does in the community that has made her the face of 89.7. Her work to connect with listeners where they live, work and play helps WOSU shine in Central Ohio. Congratulations to Ann and thanks to the Friends of WOSU Board for supporting this annual staff award.
StoryCorps in Columbus

StoryCorps, the groundbreaking oral history project spent a month in Columbus over the summer collecting nearly 150 stories from the community. The StoryCorps MobileBooth Airstream trailer studio was parked in the Short North Arts District as part of a cross-country mobile storytelling journey.

StoryCorps has had a lasting impact on Columbus storytelling, as WOSU Public Media collaborated with the Mobile Tour to curate and broadcast a selection of the local stories captured in our city for StoryCorps COLUMBUS.

StoryCorps COLUMBUS delivers a collection of stories from Central Ohioans discussing some of the most important moments of their lives through a podcast and 89.7 NPR News.

StoryCorps COLUMBUS episode about resident Katie Byrnes was amplified nationally on StoryCorps social channels

6,898 number of podcast downloads

129 stories recorded

346 registered for the Listening Event
It's a Pod World

The popularity of podcasts is growing by the day. Over half of all Americans have listened to at least one podcast and a research firm has found over 750,000 podcast shows and more than 30 million episodes to choose from.

WOSU’s podcast presence continued to expand in 2019 with a focus on storytelling throughout Central Ohio. We premiered the StoryCorps COLUMBUS podcast to go along with a second season of Rivet, which spotlighted more stories of area students discovering how their interests translate to jobs without a four-year college degree.

These two series along with Snollygoster, WOSU’s weekly political podcast, and All Sides with Ann Fisher, combined to average more than 26,000 podcast downloads each month in 2019. Listen to all these podcasts in the WOSU mobile app or on your favorite podcast app.

Snollygoster: “This has been probably the best political podcast I’ve found. I honestly don’t know which political party this podcast favors, but they also don’t allow false statements or ‘fake news.’ They interview both parties with the same depth.”
— VncentLIFE on Apple Podcasts

Rivet: “My kids love listening to how other young adults their age succeeded without a college degree. Informative and interesting podcast!”
— Supermom10000 on Apple Podcasts

WOSU’s podcast presence continued to expand in 2019 with a focus on storytelling throughout Central Ohio. We premiered the StoryCorps COLUMBUS podcast to go along with a second season of Rivet, which spotlighted more stories of area students discovering how their interests translate to jobs without a four-year college degree.

These two series along with Snollygoster, WOSU’s weekly political podcast, and All Sides with Ann Fisher, combined to average more than 26,000 podcast downloads each month in 2019. Listen to all these podcasts in the WOSU mobile app or on your favorite podcast app.

Snollygoster: “This has been probably the best political podcast I’ve found. I honestly don’t know which political party this podcast favors, but they also don’t allow false statements or ‘fake news.’ They interview both parties with the same depth.”
— VncentLIFE on Apple Podcasts

Rivet: “My kids love listening to how other young adults their age succeeded without a college degree. Informative and interesting podcast!”
— Supermom10000 on Apple Podcasts
After three years of planning and development, WOSU broke ground on April 11, 2019 to create a new WOSU headquarters at the corner of 14th Street and Pearl Alley just off The Ohio State University campus. The project moved forward steadily in 2019 including an interesting overnight milestone on October 30th when Messer Construction had 150 cement truck runs pumping five million pounds of concrete to lay the foundation of WOSU’s future.

Several WOSU teams composed of staff and board members spent the year brainstorming and strategizing the type of internal environment we wanted to create for both staff and visitors, how best to energize the new facility for the public and what partnerships should be built to better connect WOSU to the community and campus. It has been exhilarating to see the building start to emerge from the ground and to work closely with the top-notch firms involved: Meyers + Associates Architecture, Messer Construction and Campus Partners. The new WOSU at 1800 Pearl should be completed by early 2021.
Thanks to the generosity of the Central Ohio community, WOSU is well on our way to completing the New Place. New Space. New Experience. capital campaign to make the vision of a new WOSU headquarters a reality (see page 24). We are excited to have secured $10.4 million in philanthropic commitments toward our $12 million goal, and with your help we will close the gap in 2020.

Now more than ever, WOSU needs your support. Show your dedication to trusted, impartial journalism, quality local content and arts programming, training and support for children, educators and caregivers and a place to convene, connect and create with a gift to support the new WOSU headquarters.

Some nerdy data about the October 30 foundation project:

- 5 million pounds of concrete pumped into the space
- 8 hours to lay the foundation
- 150 runs of cement from 30 cement trucks

Capital support comes from many sources. Donors like Dana Navin and Hugh Schultz utilized an appreciated securities transfer to fund their commitment.
SUPPORT

Producers Club
The Producers Club, WOSU’s leadership giving society, is a community of our most generous and engaged donors committed to the future of WOSU Public Media. These donors also build a stronger relationship with WOSU Public Media through exclusive events and behind-the-scenes newsletters. This year, our Producers Club members shared drinks with Kate Quickel, had dinner with Ann Fisher and saw an early screening of A Beautiful Day in the Neighborhood.

See full listing of Producers Club members at wosu.org/producersclubmembers.

Neil Legacy Society
The Neil Legacy Society honors those who have invested in WOSU’s tradition of excellence long into the future. This special group of supporters have named WOSU as a beneficiary of a planned gift. This year, Neil Legacy Society members were thanked at a special dinner at the Ohio Union.

See full listing of Neil Legacy Society members at wosu.org/neillegacy.

“NPR is the soundtrack to my life and I’m happy to support the wonderful programming at WOSU.”
— Tracy Dickens from Columbus, OH
2019 Membership Events

Member events are designed to both raise money at a higher rate and offer members experiences and exclusive access to events. Our goal is for everyone to leave the experience with a closer connection to WOSU Public Media.

- 18 events including concerts/meet & greets, Haunted Victorian Lantern Tour, Birding Tour, Architectural Tour, Drinks & Dirt(s), and Bob Ross Paint Event
- Averaging $10,477 gross earned per event, and $90.90 earned per member
- 2,091 total attendees
- $188,590 total raised

“...was a lot of fun! I have my artwork on display on my fireplace mantle. I sat at a table of folks that I didn’t know and within minutes we exchanged names and were laughing about our painting skills. The entire evening was a big success, I loved it!”
— Nanci McCorkle

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2019 Operating Revenue: $13,775,866

- Community Funding ........................................ 43% $5,952,256
- The Ohio State University .............................. 15% $2,032,089
- Earned Revenue .............................................. 12% $1,647,567
- Federal Grants .............................................. 12% $1,637,488
- In-Kind Donations ........................................... 12% $1,628,250
- State and Local Grants ................................. 6% $890,881

2019 Operating Expenses: $13,973,815

- Content, Programming, Distribution ..................... 66% $9,262,598
- General and Administrative ............................. 16% $2,281,137
- Fundraising ...................................................... 15% $2,024,144
- Promotion and Marketing ................................ 3% $405,936

The fiscal audit for 2019 doesn’t reflect the great success of the New Place. New Space. New Experience. capital campaign in raising $10.4 million toward our $12 million goal. The campaign revenue is not part of this report, though the costs are included in the operating expenses. WOSU is building a special fund for broadcast equipment costs expected when the new headquarters is completed in 2021.

$5.9 million in community funding reflects strong membership and program support. WOSU had 28,000+ members at the end of the fiscal year. Grants allowed WOSU to complete the two-year American Graduate: Getting to Work initiative and grow our early learning and teacher professional development efforts.

Source: Audited Financial Statements for fiscal year ending June 30, 2019. Not included: Depreciation costs ($148,369) and revenue from capital fundraising for the new WOSU headquarters.
MAKE YOUR IMPACT

MEMBERSHIP: Gifts made to continually sustain the programming and day-to-day operations of WOSU Public Media | See page 20

LEADERSHIP GIFT: Gifts from individuals (usually paid over a multi-year pledge) to support a specific program or initiative at WOSU Public Media | See page 23

PLANNED GIFT: Any giving related to an individual’s estate planning, including bequests, charitable remainder trusts and annuities; many supporters utilize planned giving to make a larger gift than is possible during their lifetimes | See page 17

DONOR ADVISED FUND: A fund established at a community foundation or brokerage where a donor gives money to the fund and usually receives an immediate tax deduction; the donor can then recommend grants from the fund over time to WOSU Public Media or other charities | See page 7

IRA CHARITABLE ROLLOVER: The gifting of a required distribution for an Individual Retirement Account, this can often have positive benefits for an individual’s tax liability See page 6

STOCK TRANSFER: The direct gifting of a security, which is then sold by the university to generate income, this can often have positive benefits for an individual’s tax liability See page 26

CORPORATE AND FOUNDATION GIFT: Support provided by corporations or foundation for on-air underwriting, philanthropy or event/production sponsorship | See page 11

MATCHING GIFT: A gift from an employer that matches a gift made by an employee of that organization, this is a great way to increase the impact of your philanthropy to WOSU Public Media!

Contact the WOSU Office of Advancement to discuss your impact: 614-292-9678 | advancement@wosu.org
HOW YOU CAN HELP

CONNECT

Watch, listen and engage – WOSU Public Media is everywhere you go

INVEST

Help build the future of public media in Central Ohio by supporting the new WOSU headquarters

MEMBERSHIP

Join the more than 28,000 annual members who support WOSU