On March 2, 2020 WOSU celebrated the addition of a new radio station to our regional network as WOSX FM Granville went on the air after an acquisition from Denison University. We had a small party at the historic Granville Inn. A week later, the first coronavirus cases were identified in Ohio.

At WOSU, like the rest of the world, life was turned upside down. We shifted most of our staff to working from home and set protocols for staff coming into the station to keep us on the air and continued to produce local programming and news. There were challenges as we navigated through the pandemic for the rest of the year, but I couldn’t be prouder of how our team came together to inform our community. Yet, the tragic deaths from COVID-19 were soon joined by another tragedy captured for all to see.

On Memorial Day evening in May, George Floyd, a 46-year-old Black man, purchased cigarettes at a grocery store in Minneapolis. A store employee believed Floyd had paid with a counterfeit $20 bill. The police were called. Floyd would soon die after a white police officer’s knee dug into his neck for nearly nine minutes. His death became part of a rallying cry in cities across the country, including Columbus, forcing the United States and all of us to finally confront the racism of our past and present.

As calls for racial justice escalated and COVID-19 continued its spread, Americans went to the polls in November in record numbers and elected a new president and the first woman and first woman of color to serve as vice president. The vote results were convincing, but President Trump challenged the election at every turn, sparking a riotous attack by his supporters on the Capitol on January 6, 2021.

We can only hope that the months and years ahead provide a time for healing, unity and a long overdue racial reckoning for our country. As you see in this report, the WOSU team has risen to the moment.

Thank you for your ongoing support and guidance through this tumultuous year.

Tom Rieland
General Manager, WOSU Public Media
tom.rieland@wosu.org
WOSU is a non-profit public service multimedia organization that distinguishes itself through a commitment to collaboration, community engagement and noncommercial, mission-driven programming. As an NPR and PBS affiliate, WOSU has grown over the years to include multiple broadcast and digital distribution platforms focused on distinctive areas of content: quality journalism, arts and culture and lifelong learning. WOSU’s current platforms include:

- **89.7 NPR News** – Central Ohio’s only 24-hour NPR station with local and global news and public affairs programming
- **Classical 101** – the premiere classical music station in Central Ohio
- **Regional Radio Network** – Mansfield (WOSV 91.7 FM), Marion (WOSB 91.1 FM), Coshocton (WOSE 91.1 FM), Portsmouth (WOSP 91.5 FM), Granville (WOSX 91.1 FM)
- **WOSU TV** – with four unique channels of public television service, including 24/7 PBS KIDS
- **WOSU Digital** – extensive online and mobile programming, podcasts and blogs
- **WOSU Classroom** – providing formal and informal educational experiences for all ages

**IMPACT METRICS**

- **2020**
- **5,081 hours** logged by student employees
- **7.1 million** visits to wosu.org, up nearly 36%
- **18% increase** in Classical 101 livestream audience
- **1+ million** sessions on the WOSU Public Media mobile app
- **Ohio’s Best Radio News Operation:** 89.7 NPR News – *Ohio Associated Press*
- **61% increase** in website traffic for news stories
- **6 Emmy Awards**
- **104 Underwriters**
- **30,593 WOSU Members**
- **215 Producers Club Donors**
A Trusted Source in Response to the CORONAVIRUS

As COVID-19 quickly spread around the world, many of the WOSU staff were sent home to shelter in place. We are grateful for the essential workers – reporters, on-air hosts, engineers, programmers and business office staff – who remained in the Fawcett Center, following strict safety protocols, to keep our radio and television stations on the air.

As Central Ohio shut down, WOSU Public Media quickly pivoted to produce new initiatives and services to meet the needs of our community.

INFORM. DON’T PANIC.

WOSU aired Ohio Governor Mike DeWine’s daily news conferences live on WOSU TV, 89.7 NPR News and online as he outlined the coronavirus situation in Ohio. Online streaming exceeded 400,000 cume with more than 271,000 listening hours. WOSU TV ratings increased five-fold during the broadcasts.

In collaboration with United Way of Central Ohio and US Together, WOSU Public Media provided Gov. DeWine’s daily press briefing in Spanish via livestream to help ensure that accurate information reached Central Ohio’s immigrant and refugee communities in a timely manner. The initiative used Zoom integrated with WOSU’s livestream technology.

This allowed the interpreters to stay safe at home while they worked. The stream attracted hundreds of viewers daily and showed how organizations came together to develop creative ways to serve our diverse community during the pandemic.

WOSU TV’s daily COVID-19 updates summarized how the coronavirus was affecting Central Ohio. The evening news briefs during PBS NewsHour detailed the virus’ spread and government’s response. WOSU’s Friday night Columbus on the Record (wosu.org/cotr) public affairs program utilized Zoom technology to allow guests to participate safely and remotely as they analyzed the week’s news.

In daily town hall forums, All Sides with Ann Fisher (wosu.org/allsides) focused on coronavirus topics. Airing live on 89.7 NPR News and on WOSU Ohio digital TV, Fisher provided crucial health information as well as updates on the economic impact of the pandemic on workers, students, health care professionals and much more.

IMPACT OF GIVING

To ensure WOSU was providing up-to-date COVID-19 coverage to our diverse community, The Columbus Foundation provided a COVID Relief Fund grant to support Spanish language interpretation services of Governor DeWine’s daily press conferences.

CORPORATE AND FOUNDATION GIFT
I’ve always relied on WOSU Public Media for unbiased information. Now, with the world changing so rapidly day by day during this pandemic, I rely on public radio more than ever to get the latest reliable information that I can relay every day to my parents (English is not their first language). Thank you so much for keeping journalism with integrity alive and well.

– Eri Hashimoto
Westerville, OH

COVID-19 Initiatives

IMPACT METRICS

• The multiple liveblog coronavirus posts have totaled 216,437 pageviews since its launch in March
• 5.1 million impressions in March from posts to the WOSU Facebook and WOSU News Twitter accounts
• Online streaming exceeded 400,000 cume with more than 271,000 listening hours
• WOSU TV ratings increased five-fold during coronavirus broadcasts
• The Learning at Home pages totaled nearly 12,000 pageviews or about 11% of traffic for all of WOSU Classroom’s webpages in 2020
• 300 teachers from Whitehall and 250 teachers from Lancaster were trained on remote learning techniques
• 996 teachers received virtual trainings that focused on remote teaching strategies from March–June
• Created 38 videos focused on remote learning for teachers that have received over 14,000 views
• More than 90,000 people from 148 countries watched WOSU’s stream of OSU’s first-ever virtual commencement
HELPING BRIDGE THE DIGITAL DIVIDE

As thousands of children across the state transitioned to at-home learning due to statewide school closures, WOSU helped provide access to the very best in educational programming and resources for families and educators.

WOSU TV radically changed its daytime schedule to air teacher-curated, in-home educational programming linked by the WOSU Classroom team to learning resources including PBS LearningMedia (wosu.pm/athome). WOSU led this statewide effort and all eight public stations responded in unison. This unique service provided grade-level, standards-based programming for Ohio students and was particularly impactful to students with limited internet access.

SUPPORTING PARENTS AND TEACHERS

In addition to educational TV programming, WOSU Classroom helped caregivers talk to their kids about coronavirus with a collection of resources for calming their fears and began deploying a daily e-newsletter for families to support their at-home learning efforts, published with partners at PBS KIDS and Detroit Public TV.

For educators who found themselves quickly transitioning to online teaching, WOSU Classroom partnered with Ohio Ed Techs to offer virtual office hours and to provide a collection of free videos (at ohioedtechs.org) for educators to support this new model.

“...I am humbled and grateful that all eight of Ohio’s public broadcasting stations have stepped up as major partners committed to delivering high-quality, grade-appropriate learning to students, complementing the amazing effort being made by Ohio’s schools and districts....

— Paolo DeMaria
Superintendent of Public Instruction
Ohio Department of Education

IMPACT OF GIVING

As WOSU Classroom pivoted to providing resources for parents and educators suddenly learning at home, Wellington School provided funding to ensure the team could curate and distribute a daily e-newsletter of age specific learning activities.

CORPORATE AND FOUNDATION GIFT
HUMAN CONNECTION IN A VIRTUAL WORLD

On May 3, 2020, WOSU produced, broadcast and livestreamed a virtual Ohio State commencement (wosu.org/osu-commencement) – incomparable in the university’s 150-year history. The ceremony included elements of a traditional graduation with musical performances and Apple CEO Tim Cook delivering the address.

WOSU launched initiatives to help keep the community connected and engaged during this time of unprecedented social distancing. Classical 101’s Quarantine Classics (facebook.com/classical101) provided respite and connected listeners with musical performances.

Through the Letters from Home (wosu.org/lettersfromhome) project, the community shared its own stories about the challenges of social distancing and the stress of dealing with the coronavirus pandemic.

In addition to developing and hosting a variety of free virtual events, WOSU also launched a virtual experiences website (wosu.org/virtual). From watching a live local music performance to a museum tour to visiting a national park, from borrowing a library book, playing some trivia, or taking a dance class, WOSU helped curate local, national and international resources and digital experiences enjoyed from the safety and comfort of home.

“NPR and PBS and WOSU are my EVERYTHING for me right now, from the only news I can tolerate to amazing television programming to daily Ohio briefings. And I am so proud of your efforts to assist parents with educational programming all day, though I admit it’s educating me, too. THANK YOU!

— Suzanne Wiles
Hilliard, OH

Virtual Letters from Home event with Columbus City Council member Elizabeth Brown and Letha Pugh, co-founder of Bake Me Happy

Columbus Neighborhoods Retrospective virtual event, commemorating the 10th anniversary of the original documentary series

OSU’s first virtual commencement
From the May 25 death of George Floyd through to the local police-involved shootings at the end of the year, 89.7 NPR News and All Sides with Ann Fisher provided ongoing coverage of the Black Lives Matter movement and calls for police reform. As protestors marched downtown and businesses were boarded up, WOSU reporters were in the streets, seeking diverse voices, listening and reporting, while wearing a mask and avoiding pepper spray. Curated resources about race, racism, bias, protests, civil rights, Black history and more are available at wosu.org/racialinjustice.

Elevating Voices for Racial Justice

Richard and Doris Berry were lifelong lovers of public media and members of WOSU Public Media since 1978. They named WOSU Public Media as a beneficiary in their estate, so future generations would benefit from WOSU’s services. Their generous foresight allows WOSU to evolve and expand services on critical topics such as racial injustice.

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PLANNED GIFT
A BRIEF SUMMARY OF ALL SIDES WITH ANN FISHER DIVERSITY PROGRAMMING

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<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tr>
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<td>The History And Legacy Of American Slavery</td>
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<td>2/17</td>
<td>African American Visual Artists In Columbus</td>
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<td>2/19</td>
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<td>4/15</td>
<td>COVID-19 Disproportionately Affects Blacks</td>
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<td>6/2</td>
<td>Racism As A Public Health Crisis – What Does That Mean?</td>
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<td>Demands To Reform Policing And End Systemic Racism</td>
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<td>7/14</td>
<td>The Medical Ethics &amp; History Of Testing Vaccinations In Black And Minority Populations</td>
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<td>8/24</td>
<td>Women Of Color In The Suffrage Movement</td>
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<td>10/6</td>
<td>Racial Sensitivity Training</td>
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<td>Kamala Harris’ Impact On Women In Politics</td>
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<td>12/23</td>
<td>Columbus Police Shooting Investigation</td>
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See the full 2020 Diversity Programming Report at wosu.org/about/diversity

WOSU Diversity, Equity, Inclusion and Accessibility Committee (DEIA)

Designing an inclusive, diverse, equitable and accessible workplace culture means creating and nurturing an environment where all employees, regardless of gender, race, age, education, disability, religion or sexual orientation feel valued, respected and able to succeed.

WOSU recognizes that we must actively work to overcome complex inequities in our community, especially focusing on the issue of endemic racism. In 2020, WOSU created the Diversity, Equity, Inclusion and Accessibility Committee (DEIA) team to develop recommendations toward advancing racial equity.

As a public media organization, WOSU plays an essential role in reporting and producing content that examines these critical issues, encourages thoughtful dialogue and interaction and has the potential to prompt change. Refer to the WOSU Public Media diversity report (wosu.org/about/diversity).
RACIAL INJUSTICE: EXPRESSION, EDUCATION AND ELEVATION

We can all learn invaluable lessons from exploring and listening to the people of our diverse, creative city.

- WOSU’s **Community Conversations** digital series provides discussions with local residents who speak authentically on subjects including racism and police accountability
- WOSU’s “Chasing the Dream: Poverty and Opportunity in America” shares stories of Black families striving to get a foothold out of poverty
- WOSU is a partner and collaborator with the King Arts Complex in the **HeART of Protest** community-wide arts initiative designed as a catalyst for expression of the social justice movement
- From Black history and preservation to Black community, outreach and mentorship, **Columbus Neighborhoods** showcases the uniqueness of the city we call home
- **Broad & High** highlights the character and creativity of Columbus through featuring Central Ohio artists and their work
- **WOSU TV** brought national programming from *American Masters*, *PBS NewsHour* and PBS KIDS to help educate viewers on racism in America and encourage conversation and change
- **WOSU Classroom** gathered and provided resources from PBS LearningMedia that supported discussion about race, racism, protesting, civil rights, Black history and more
- See the full **2020 Diversity Programming Report** at wosu.org/about/diversity
#ARTUNITESCBUS

#ArtUnitesCbus is an initiative to employ Columbus-based visual artists to paint murals on the plywood installed over the windows throughout Columbus. This city-wide movement was supported by businesses, artists and individuals who wanted to express their support for the protests and hope for the future. Classical 101 host Jennifer Hambrick spoke with the artists as they painted.

Keep Going, Keep Growing

Artist: Katie Golenka (@cherryvalleypaint)

“The windows are kind of representative of being stuck somewhere, and the plants are a way of finding a way to outgrow old ways of life and into something brighter and better.”
— Katie Golenka

Our Lady Justice

Collaborative Poem Authors:
Dionne Custer Edwards,
Tyiesha Radford Shorts,
Cynthia Amoah,
Bahirah Malik,
Nafisah Malik and
Barbara Fant

Model: Kayneisha Holloway

Artist: Stephanie Rond

“The poem speaks to strength, it speaks to the Black voice, Black freedom, Black joy. We wanted to be able to uplift joy, I think, in this space.”
— Barbara Fant

Pan African Love

Artist: Bryant Anthony (Bee1ne)

“This year marks a hundred years since Marcus Garvey created the Pan-African flag. I wanted African Americans and people of all ethnicities to learn about Marcus Garvey. I wanted my piece of the protest to be something informational.”
— Bryant Anthony (Bee1ne)
2020 was always going to be a monumental year for the WOSU news team and 89.7 NPR News. The president’s impeachment trial would begin the year and his bid for re-election would end it. No one could foresee that those would become subplots to the COVID-19 pandemic that shut down the country and the racial injustice protests that spurred a new civil rights movement.

Through it all, WOSU journalists provided our audience thoughtful, fact-based accounts of the year’s events.

**COVID** required balancing the health and safety of reporters with the need to anchor newscasts, host programs and cover crucial events. Reporters used to seeing things firsthand and interacting with newsmakers face-to-face had to cover stories remotely to protect themselves and their sources.

All WOSU news platforms, 89.7 NPR News, WOSU TV, wosu.org and the mobile app, carried Governor DeWine’s daily COVID briefings live. WOSU TV provided nightly COVID-19 updates during *PBS NewsHour*. WOSU’s website continuously updated its live *Coronavirus in Ohio* blog (wosu.pm/coronavirusliveblog).

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The Extraordinary Year that
**TESTED THE NEWSROOM**

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Keep up the amazing work. In this time of extreme partisanship, it is the consistent reporting that you provide that keeps me sane. I appreciate all of your continued coverage on COVID-19 as well as other news. Thank you!

– Preston Thompson
Columbus, OH
June’s Racial injustice protests provided additional tests. Reporters had to cover the demonstrations in person to objectively document the actions of protesters and police. WOSU journalists wore masks to help prevent the spread of the virus and eye protection to protect themselves from tear gas and pepper spray. They kept their distance and stayed safe while accurately and vividly documenting the passion of the protesters.

All Sides with Ann Fisher became a vital link for listeners looking for trusted information about the virus, and later a place for civil discussions about systemic racism and the strained relationship between police and people of color. Ann and her stable of experts dug deep into the science and underlying issues. All Sides (wosu.org/allsides) gave voice to members of our community.

I appreciate the quality and integrity of WOSU News. I listen nearly every day and feel financial support is not only a civil obligation but also a privilege. Thank you!

– Cathy Wehner
Worthington, OH

THE 2020 ELECTION WAS LIKE NONE OTHER

While candidates’ positions on the issues were important, the act of casting a ballot became the biggest story of the campaign (wosu.org/election2020). Roughly half of Ohio voters chose to cast early ballots by mail or at a voting center. The WOSU team created a simple “How to Vote” guide (wosu.org/voterguide) which took people through the process step-by-step. All Sides partnered with the League of Women Voters and hosted several voter-information programs which answered scores of listener questions. WOSU TV’s Columbus on the Record (wosu.org/cotr) kept viewers up-to-date each week with thoughtful analysis. Throughout the campaign and until the races were decided, WOSU provided balanced and fair coverage of the candidates and issues.
WOSU’s partnership with OSU’s John Glenn College of Public Affairs continued important community conversations through its Dialogue series (wosu.org/dialogue). Rather than host in-person events, the Dialogue series went virtual. Zoom discussions on systemic racism and election security attracted hundreds of viewers.

With many working from home, listeners turned to digital channels. Instead of listening to 89.7 on the car radio, they used their phones, PCs and smart speakers. Digital listening levels exploded. Governor DeWine’s afternoon briefings became the highest rated hours on TV and radio as Central Ohio tuned in for the latest on the virus. WOSU’s audience appreciated our newsroom’s work. 89.7 NPR News ended 2020 with its highest radio ratings ever. The wosu.org news website saw its traffic increase 61%.

2020 was exhausting but immensely rewarding for WOSU journalists. They rose to the historic occasion to serve our audiences and community.

**OHIO NEWS COLLABORATIVE**

WOSU and other Ohio Public Radio stations look to expand service in 2021. With the assistance of a grant from the Corporation for Public Broadcasting, the stations are exploring a new collaboration that will tell stories from underserved parts of the state and increase in-depth and investigative reporting.

In November 2020, 89.7 NPR News is the number-one rated radio station in Columbus. More than 183,000 listeners tuned in each week during November. WOSU’s ratings exceed the success other NPR stations have seen in the months surrounding the election.

Nielsen AQH Share, Monday–Sunday, 6am–12am, December 2020 ratings period

"I’ve started listening to NPR in the mornings now that I work from home more often and it’s a great start to my day. It’s engaging content and I feel like a more informed person now that I’m a listener. Thank you for the great reporting and interesting stories!"

— Erica Clouse
Hilliard, OH

"We feel supporting WOSU and NPR is tantamount to supporting our democracy. Courageous, in-depth news coverage and analysis is necessary for an informed electorate. Without information, you just have voting."

— Robert & Mariellen Sinsheimer
Westerville, OH

WOSU 89.7 NPR News reporter Paige Pfleger’s tweet about Columbus-based Battelle’s work to disinfect personal protection equipment was retweeted by President Trump

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— Erica Clouse
Hilliard, OH
TEN MOST-READ STORIES ON WOSU.ORG IN 2020

• Ohio Voting Guide: What To Know About The 2020 Election
• Body Camera Footage Shows Columbus Police Officers Pointing Guns, Tasing ATF Agent
• 24,000 Ohioans Must Return Unemployment Overpayments
• Marysville Honda Plant Forces Office Employees To Work The Assembly Line
• Coronavirus In Ohio: Hobby Lobby To Reclose Stores After Cease-And-Desist Letter
• Coronavirus In Ohio: DeWine Closes Restaurants And Bars In Ohio
• Coronavirus In Ohio: Protesters Gather Outside Statehouse To Criticize Shutdowns
• Coronavirus In Ohio: Up To 20,000 Barbers And Stylists Can’t Access Unemployment
• Ohio To Pay Out Extra $300 In Unemployment Benefits Under Trump
• Columbus Mayor Signs Executive Order Requiring Face Masks In Public

In this time of the pandemic and financial crises happening, it is important for us to have the facts and to hear reassuring voices of what our path forward can be. Thanks for all the great reporting.

– Stephen Kostelnik
Columbus, OH

89.7 NPR News
IMPACT METRICS

• 89.7 NPR News ended 2020 with its highest ratings ever
• 61% increase in website traffic for news stories
• WOSU News Team named Ohio’s Best Radio News Operation – Ohio Associated Press
• Best Reporter, Paige Pfleger – Ohio Associated Press
• Best Anchor, Clare Roth – Ohio Associated Press
• Best Digital Presence, WOSU – Ohio Associated Press
• WOSU’s first-ever digital marketing campaign reached new audiences
• 430,000 users on the 89.7 stream with 361,313 total listening hours for all dayparts and all days in March
• Average 245,765 users a month, a 39.85% increase for the year
• Average of 280,906 hours listened each month, a 41% increase for the year

IMPACT OF GIVING
Thanks to members like Stephen Kostelnik and many more, WOSU was able to continue safely reporting without significant change due to a reliable membership base.

MEMBERSHIP
During the unprecedented time of stay-at-home orders, the Classical 101 hosts (wosu.org/classical101) pivoted to produce important services for Central Ohio.

Through Quarantine Classics, on-air hosts shared their favorite music and provided excellent reporting on the effects of COVID-19 on the local arts and music scene via the Classical 101 Facebook page (facebook.com/classical101).

Classical 101 partnered with the Columbus Museum of Art and Replenish Spa for a sold-out evening Music + Yoga class and guided meditation with live music from cellist Cora Kuyvenhoven on Thursday, January 16.

Classical 101 hosted performances from Columbus musicians recorded during the pandemic and conducted Zoom interviews as part of the Greater Columbus Arts Council’s 2020 Arts Fest in Place virtual event.

Classical 101’s partners at the Columbus Music Commission hosted the Gift of Music musical instrument drive. As in the past, the 747 instruments were donated to Columbus City Schools’ students.

“I love the classical station. Christopher Purdy is a gift to Columbus. Thanks to all of you for being here to bring such comfort, joy and beautiful music to our area.”

– Alison McArthur
Dublin, OH

“I now work at home, I’ve been able to listen to Classical 101 every day on my smart speaker. Thank you for helping me keep sane during these crazy times!”

– Jennifer Smither
Columbus, OH

First Recording of Final Major Work by Suffragette Composer

On the 100th anniversary of the passing of the 19th Amendment to the U.S. Constitution, a much-neglected work, The Prison, by British suffragette and composer Ethel Smyth was released.
In a year like none other, viewers turned to WOSU TV (wosu.org/television) for both information about the many pressing issues of the day and for relief from those nearly overwhelming concerns. Exceptional national programs this year included presidential debates and coverage of the two most unusual political conventions in recent memory.

To provoke thought and foster discussion in the wake of the killing of George Floyd, WOSU broadcast “Race Matters,” a PBS Newshour special in addition to other topical special programming. “The Chavis Chronicles,” a new weekly discussion show hosted by Dr. Benjamin Chavis, an award-winning journalist and civil rights icon, is now part of WOSU TV’s Friday night public affairs lineup.

When PBS stepped in to secure the rights, WOSU was able to broadcast the Peanuts holiday specials, with “A Charlie Brown Thanksgiving” attracting the largest audience of the year to WOSU TV.

As viewing habits have changed, WOSU in partnership with PBS now offers its viewers the option to livestream WOSU TV at wosu.org/watchlive, the WOSU mobile app, pbs.org, PBS’ mobile app, and on PBS apps on the internet through connected devices like Roku, Amazon Fire TV, Apple TV and select Samsung Smart TVs.

ROCK MILL: SAVING AN ORIGINAL

WOSU often works with independent local producers. In 2020, this production chronicling the restoration of a long-abandoned mill in Lancaster, Ohio was among our top 10 most-watched shows.

IMPACT OF GIVING

Dr. Ada Lindsey’s late husband, George Thomas Lindsey, was a writer, producer and director of numerous documentaries – many for WOSU Public Media. To honor his legacy, Dr. Lindsey named WOSU Public Media as a benefactor of their estate.

PLANNED GIFT
Creating essential local TV content is a fundamental part of WOSU’s mission. In 2020, serving the Central Ohio community required confronting unprecedented challenges.

Editors, videographers and producers quickly adapted to working from home and incorporated new, virtual technologies into productions. Instead of coming into the Columbus on the Record studio, panelists participated in a streamlined production from home via Zoom.

Two of WOSU’s long-running signature local productions reacted swiftly and thoughtfully to the drastic circumstances imposed by COVID-19.

**Broad & High** ([wosu.org/broadandhigh](http://wosu.org/broadandhigh)), the recipient of three Emmy awards this fall, explored how local artists and arts organizations are responding to the challenges of empty seats and closed museums as the pandemic disrupted normal life. The series also looked at the creative ways local artists are addressing issues that have come to the forefront in the wake of the racial injustice movement.

Major funding for **Broad & High** is provided by the Greater Columbus Arts Council, with contributing funding from the Bill & Mae McCorkle Foundation.

Frustrated by the lack of diversity in children’s literature, Columbus author and educator Carlotta Penn decided to write a book of her own. **Broad & High** featured Penn’s recently published second children’s book, *The Turtle with an Afro*, which encourages Black girls to love and embrace the versatility of their hair.
Columbus Neighborhoods (wosu.org/columbusneighborhoods), the weekly TV series that explores Central Ohio’s history and people, won two Emmy awards in 2020. Its producers incorporated virtual production and storytelling techniques to continue providing relevant and timely content. Columbus Neighborhoods is made possible through the support of: Capital Sponsors: American Electric Power Foundation, OhioHealth Hometown Sponsor: Bailey Cavalieri

A new online series, Community Conversations (wosu.org/communityconversations), provided discussions with local residents who speak authentically on subjects including racism, efforts to feed people who have lost work and are hungry, job opportunities in a challenged economy, police accountability and struggles with at-home learning.

WOSU Public Media postponed the 2020-21 season of the popular high school student quiz show In the Know due to the pandemic, but production resumes next fall at WOSU’s new headquarters. Support is provided by American Electric Power. The Ohio State University awards scholarships to the top four high school teams.

CELEBRATING A SESQUICENTENNIAL

For Ohio State’s 150th birthday celebration (150.osu.edu) WOSU produced six mini-documentaries exploring the university’s land grant mission and its commitment to education through citizenship. The series, titled Our Stories, Our Future, features faculty, staff, students, alumni and community members sharing inspiring stories of impact, tradition and transformation.

Columbus Neighborhoods (wosu.org/columbusneighborhoods) production photo

AMERICAN GRADUATE

WOSU continued its collaboration with fellow public media organizations in Cleveland and Cincinnati on American Graduate, a multi-platform initiative from CPB that helps young people explore career pathways to rewarding and in-demand jobs.

WOSU received an Emmy Award for the American Graduate documentary, “The Career Path Less Taken.”

The pandemic made it clear to many young adults looking for a career change or reboot while sheltering in place that American Graduate content was valuable.

American Graduate production photo

Mary Rathke (pictured above), WOSU senior TV producer/director was recognized with the Silver Circle Award, one of the highest honors given by the National Academy of Television Arts & Sciences

IN THE KNOW

For Ohio State’s 150th birthday celebration (150.osu.edu) WOSU produced six mini-documentaries exploring the university’s land grant mission and its commitment to education through citizenship. The series, titled Our Stories, Our Future, features faculty, staff, students, alumni and community members sharing inspiring stories of impact, tradition and transformation.

Columbus Neighborhoods (wosu.org/columbusneighborhoods) production photo

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Columbus Neighborhoods (wosu.org/columbusneighborhoods) production photo

IN THE KNOW
Supporting Educators and Families with High-Quality Educational Resources

WOSU Classroom (wosu.org/classroom) stepped up in a major way during the pandemic to support the transition to at-home learning and provide access to the very best in educational programming and resources.

WOSU Classroom launched teachercampus.org, an online series of professional learning opportunities for pre-Kindergarten to grade 12 educators. These virtual self-paced courses created and instructed by experts from Ed Tech Agencies and public media stations enable teachers to personalize their learning plans to achieve their unique professional goals.

With the WOSU TV production team, WOSU Classroom developed the Drawing with Mr. J (wosu.org/mrj) video series for grades K–5 focusing on social and emotional learning. These videos are funded through the State of Ohio and hosted by Jon Juravich, the 2018 Ohio Teacher of the Year.

In conjunction with eleven schools and districts across the state, WOSU Classroom launched a rigorous curriculum to help ensure students can make safe, healthy and positive decisions in this technology-rich world. The WOSU Classroom Digital Wellness program (wosu.org/digitalwellness) provides free resources for schools and parents.

The Be My Neighbor Day event received baby item donations for the non-profit Moms2B and included virtual family events related to the PBS program Daniel Tiger’s Neighborhood. Thanks to PNC Bank and Fred Rogers Productions for their support.

IMPACT OF GIVING

PNC Bank has long been a friend of WOSU and with the expansion of WOSU Classroom activities, PNC has been able to provide further support through Ready to Learn programming grants and the Daniel Tiger Be My Neighbor Day in partnership with Fred Rogers Productions.

CORPORATE AND FOUNDATION GIFT
READY TO LEARN

WOSU Classroom provided 36 workshops to help early childhood educators and providers identify personal stress triggers and develop strategies to cope with stress and practice mindfulness. Over 500 teacher participants practiced multiple teaching strategies that support young children’s self-regulation skills and positive social behaviors.

In addition, WOSU Classroom provided 27 educational events for families, reaching over 1,700 children. 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.

In partnership with the National Veterans Memorial and Museum, WOSU Classroom published an oral history project for kids in grades 5–8 called Stories of the Brave (wosu.org/stories-of-the-brave) funded by the Stewart Malquist Fund.

Keith Leonard, a teacher at The Wellington School, received the 2020 Classroom Impact Award (wosu.org/impactaward) for his student podcast experience. The annual award highlights the variety of ways educators directly translate their professional learning through WOSU Classroom’s programs into their own teaching.

IMPACT OF GIVING

Jack and Carol Conner steward Stewart Malquist’s legacy through the Stewart and Bernice Malquist Fund at The Columbus Foundation. Knowing the importance of work with our country’s veterans, they provided pilot program funding to launch the Malquist Oral History Project.

DONOR ADVISED FUND

21
A Record-Breaking YEAR IN DIGITAL

The circumstances of 2020 brought a historic increase in usage on WOSU’s digital platforms as Ohioans sought trusted news and info at their fingertips.

The Ohio Voting Guide (wosu.org/voterguide), informed voters on all things election-related, from where and how to vote, to the seats, races and issues on the ballot. The Ohio Voting Guide became the most-viewed page in the history of WOSU’s website with over 464,000 pageviews.

Throughout 2020, wosu.org continued to provide the latest updates on the COVID-19 pandemic, protests around racial injustice, the Ohio nuclear bailout bribery scandal and the election.

SOCIAL MEDIA

As the twists and turns of the year unfolded, WOSU kept Central Ohioans informed with constant updates about the latest news through social media. The WOSU News Twitter account reached a record-high audience in 2020. From the start of the pandemic in March with 1.6 million impressions to the presidential election in November with 2.5 million impressions.

Overall, WOSU had a 26% increase in social media impressions in 2020, with more than 32 million impressions throughout the year.

IMPROF OF GIVING

Program support from underwriting clients such as Bright Beginnings helps WOSU’s digital platforms flourish. Through underwriting support, WOSU Public Media creates a strong, meaningful connection for businesses and non-profit organizations with viewers, listeners and members – the most educated, influential, cultural and community-minded audiences in Central Ohio.

CORPORATE AND FOUNDATION GIFT

“Thanks for your excellence in journalism and the easy-to-use website. I check the website for news almost daily. And I’ve been streaming the radio online since I began work from home in March.”

– Thomas Middleton
Columbus, OH
RADIO LIVESTREAMING

WOSU radio stations’ livestream listening continued to grow in 2020. In March, as the pandemic arrived in Ohio and more people were staying home, the 89.7 NPR News livestream audience more than doubled over the previous month and the Classical 101 streaming audience grew by 72%. Throughout the year, listening hours on the 89.7 NPR News livestream grew by 41%. Classical 101 saw an increase of 18% in the number of unique listeners.

CURIOUS CBUS

Curious Cbus continued to help satisfy Central Ohio’s curiosity by answering 21 questions this year. Early in the pandemic, Curious Cbus helped answer questions about wearing masks, contact tracing and resources for single parents.

WOSU MOBILE APP AND PUSH NOTIFICATIONS

During the rapidly changing events of 2020, WOSU utilized push notifications in the WOSU Public Media mobile app to provide the latest updates and information. The number of app users who enabled push notifications grew 8.7%. The number of push notifications opened increased 584%. In 2020, the mobile app had 1,091,985 sessions over 30 minutes, up 43% from 2019.

PODCASTS

The StoryCorps COLUMBUS podcast concluded its run in 2020 with 20 episodes stemming from StoryCorps’ month-long visit to Columbus in July 2019. In 2020, the series featured tales of an Ohio National Guard soldier who was deployed to Ohio State during Vietnam War protests, a groundbreaking Black woman journalist who reported from the White House and episodes from the podcast have repeatedly been shared on social media by StoryCorps.

Digital IMPACT METRICS

- The Ohio Voting Guide became the most-viewed page in the history of WOSU’s website with over 464,000 pageviews (new record!)
- 7.1 million website visits, up 36% over 2019 (new record!)
- 4.8 million unique users, up 28% over 2019 (new record!)
- 9.1 million pageviews, up 32% over 2019 (new record!)
- 13.8 million minutes of content viewed by WOSU Passport members
- 26% increase in social media impressions
- 73.82% of pageviews on wosu.org occurred on a smartphone or tablet device (all-time high!)
- 584% increase in number of push notifications opened
- 8.7% increase in number of users who enabled push notifications
- 1+ million sessions 30+ minutes on the WOSU mobile app, up 43% over 2019
Community Engagement and EVENTS

Pre-pandemic, WOSU hosted live events with a variety of topics and audiences and over 450 attendees. Early in the year, Classical 101 hosted a sold-out Music + Yoga event, and a Dialogue program offered a compelling conversation about access to Medicare. Some of our members enjoyed a Bob Ross painting class, and families with young children were treated to an interactive day of fun at WOSU’s exhibit space at COSI. Shortly before transitioning to virtual events, we welcomed WOSX into WOSU’s regional radio network with a special reception in Granville.

When in-person events came to a halt in March, that didn’t stop meaningful engagement with our members and community. WOSU’s events team reimagined the events and outreach strategy by embracing digital platforms and highlighting local virtual events. Events bring people together and that remains true even when it’s through a screen. In all, WOSU produced 14 virtual events in 2020 with more than 1,000 attendees.

New and compelling virtual events were created, like the Columbus Neighborhoods Retrospective, virtual tours of WOSU’s new headquarters under construction and interactive interviews and performances for the Greater Columbus Arts Council’s Arts Fest in Place virtual festival. By moving to a virtual platform, familiar events like the popular Dialogue series and the family-friendly Daniel Tiger’s Be My Neighbor Day events continued.

Arts Fest in Place virtual festival - CSO Concertmaster Joanna Frankel virtual performance for Classical 101

Carpe Diem String Quartet livestream from First Community Church

Daniel Tiger’s Be My Neighbor Day virtual event
Through Dialogue, in collaboration with The John Glenn College of Public Affairs, WOSU produced and broadcast hour-long programs featuring local thought leaders on topics of importance this year, including racial equality in the age of COVID-19, and a reasoned and in-depth discussion of election laws and procedures. Virtual Dialogue events have seen the highest attendance numbers for the series.

Staying connected to members during this difficult time has been paramount, so WOSU hosted special virtual events exclusively for WOSU supporters. In October, Ann Fisher welcomed Pulitzer Prize-winning journalist and author Connie Schultz for a virtual talk about her new novel. A series of special virtual events for Producers Club members included a sneak peek at WOSU and COSI’s new science show, QED with Dr. B, an exclusive election preview discussion with Ann Fisher and a conversation with Classical 101 hosts Jennifer Hambrick and Christopher Purdy, which included a special live performance by award-winning pianist Orlay Alonso.

WOSU Public Media partnered with Stonewall Columbus to present Black Gay Men’s Lives Matter: Then & Now, an intergenerational conversation about the unique lives of Black Gay men in light of the social unrest of 2020. The event is part of WOSU Public Media’s LGBTQIA+ Storytelling Project.

Virtual talk for WOSU supporters with Ann Fisher and Connie Schultz
NEW WOSU HEADQUARTERS
Nears Completion

WOSU’s new headquarters and studios near OSU’s campus will open during the summer of 2021. The building made great progress over the past year due to the joint efforts of the WOSU team, Meyers+Associates Architects, Messer Construction and Campus Partners.

By the end of 2020, the headquarters was entirely enclosed and most of the work focused on the requirements of a broadcast media facility: specialized acoustics for studios, lighting grids and broadcast lighting, special design elements and audiovisual support, fiber and satellite dishes to move broadcast capabilities and miles of cable to interconnect all of WOSU’s radio, television and digital resources.

WOSU is thrilled that the support from so many has made it possible to move from OSU’s Fawcett Center to a custom-built new headquarters that will allow public media to serve the community for many decades to come.

CAPITAL CAMPAIGN
Throughout 2020, WOSU neared completion of a $12 million capital campaign (wosu.org/campaign) to support the new WOSU headquarters. The new headquarters located at 14th and Pearl as part of the new 15+HIGH University District near OSU’s campus is looking to open in Summer 2021 and donor support has been essential to the project’s success. As of December 31, 2020, $11,860,687 has been secured by generous donors in Central Ohio.

IMPACT OF GIVING
Capital support comes from many sources. Donors like Bill Schiffman and Lynn Aronson have often used appreciated securities to make their gifts including funding their commitment to the New Place. New Space. New Experience. capital campaign.
COMMUNITY SUPPORTS NEW WOSU HEADQUARTERS THROUGH SPECIAL GIVING OPPORTUNITIES

WOSU’s success is built on the foundation of thousands of members providing annual support ... and building a new headquarters is no different. The entire community came together to support the capital campaign. In 2020, the community not only continued operating support, but also answered the call for additional support directed toward the new building during Match Day, The Big Give and the Ross Year-End Match Challenge.

DIMARCO FAMILY KIDS DAY

The Ross Community Studio will be an innovative civic space filled with lively discussions, engaging performances and educational workshops. And once a month it will be a place of laughter, fun and learning thanks to the generosity of Ann and Tom DiMarco and family.

MATCH DAY

964 donors
$92,177

THE BIG GIVE

812 donors
$107,414

ROSS YEAR-END MATCH CHALLENGE

947 donors
$110,823

We are so excited for WOSU’s new headquarters and the programs that will happen because of this new space. When we were asked to support the building and to create a monthly kids day series, we knew we had to do it.

– Ann DiMarco

IMPACT OF GIVING

The Central Ohio Community and 1,945 WOSU members stepped up to make additional gifts to the New Place. New Space. New Experience. capital campaign. Forty donors took a leadership role in the campaign through gifts of $25,000 or more to ensure WOSU’s campaign success.

LEADERSHIP GIVING
SUPPORT

PRODUCERS CLUB

WOSU is grateful for the generous contributions from our many members who give $1,200 or more annually. In this climate of rapid change for public media, this resource means more than ever. This year, Producers Club members were thanked through a variety of virtual experiences such as a Q&A with Ann Fisher, a sneak peek of QED with Dr. B, and a private Classical 101 performance.

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

MEMBERSHIP

There were many uncertainties throughout 2020, but the dedication and importance of WOSU’s members was not one of them. In the wake of the global pandemic, our community supported WOSU Public Media with record fundraising. Many members cited the commitment to unfiltered news and high-quality programming for their decision to give.

Members are essential to the success of WOSU. In 2020, 4,623 new households joined the WOSU family, and WOSU’s sustaining membership base increased to over 50% of our active membership. Sustainer giving allows a consistent stream of donations every year and provides WOSU flexibility with other types of fundraising. Sustainers are crucial to providing an ongoing base of community support that we can rely on, so you can continue to rely on WOSU.

Thank you for demonstrating your faith in WOSU through giving!

IMPACT OF GIVING

Producers Club donors Dr. Andy Thomas and his wife Lisa make their gift as monthly sustainers. Sustaining Membership is an easy and efficient way to support all the national and local programs you rely on each day.

MEMBERSHIP

I am celebrating my 87th birthday by contributing to the station that brings me so much joy and interesting programming throughout the day. Thank you so much for your commitment and fine service.

— Richard A. Cross
NEIL LEGACY SOCIETY

The Neil Legacy Society honors those who have made the ultimate gift to WOSU, an estate gift. These donors have made the decision to leave a lasting legacy by naming WOSU as a beneficiary of a planned gift.

By notifying The Office of Advancement of your gift commitment, you will be included among the donors recognized by the Neil Legacy Society. We are deeply grateful for these gifts and know they will enhance the programming and outreach of WOSU Public Media.

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

WOSU Public Media is an important part of my daily life. I’ve learned so many things over the years and have enjoyed so many entertaining programs that it only seems right to give something back. That’s why I’m leaving a bequest to WOSU Public Media.

– Mike Schmidt

UNDERWRITING

The programs Central Ohioans see and hear on WOSU are supported by listeners, viewers and by local businesses and organizations that underwrite the programming. Support of public media is viewed as an important service to the community because public trust and confidence in public media remains strong.

WOSU thanks all of the corporate, foundation and educational supporters who continue to support programming and events in a year of unprecedented challenges.

View the full list at wosu.org/2020underwriters

MAKE YOUR IMPACT

MEMBERSHIP: Gifts made to continually sustain the programming and day-to-day operations of WOSU | See page 15, 28

LEADERSHIP GIFT: Gifts from individuals (usually paid over a multi-year pledge) to support a specific program or initiative at WOSU | See page 18, 27, 29

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 8, 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 See page 21

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 16

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 4, 6, 20, 22, 25

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!

Contact the WOSU Office of Advancement to discuss your impact: 614-292-9678 | advancement@wosu.org
A NOTE FROM
THE BOARD CHAIR

From volunteer support for Match Day 2020 to 100% participation in the capital campaign for WOSU’s new headquarters, the Friends of WOSU Board is committed to supporting the mission of WOSU Public Media. Among the ways we responded to the challenges and opportunities of the times in which we live was by committing to support diversity and inclusion within the community, which in 2020 included an interactive conversation on race.

In 2020, the board welcomed four outstanding new board members: Courtnee Carrigan, CEO and executive trainer with Raising the Bar Performance Group; Erik Farley, dean of student leadership and community engagement at Denison University; Julie Keckstein, vice president and senior wealth management banking advisor at PNC Bank; and Erin Davis Shedd, system vice president and associate general counsel at OhioHealth. We also welcomed the return of past president Bill Schiffman, a principal with W3 Wealth Management and long-time host of WOSU’s In The Know.

In 2021, the Friends of WOSU will continue to serve as an extension and supporter of WOSU Public Media in its service to the community.

Kyle Anderson
Chair, Friends of WOSU Board

2020 HIGGY-TYLER AWARD:
STEVE BROWN

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.

Among those who adapted and thrived during a tumultuous year, WOSU News Managing Editor Steve Brown stood out. He not only led the newsroom to extraordinary coverage of COVID, but he also led by example. Congratulations to Steve and thanks to the Friends of WOSU Board for supporting this annual staff award.

Kyle Anderson
Chair, Friends of WOSU Board
2020 TECHNOLOGY UPDATE

WOSU’s technical team, led by Mike Meadows, had a very busy year as long planned transmitter replacements were accomplished for WOSU TV and Classical 101 radio. The TV transmitter replacement was mandated and paid for by the FCC as we moved our frequency to digital channel 16. WOSU also added WOSX FM Granville to its network of regional radio stations by purchasing the license from Denison University. Special thanks to Mike Meadows, Tim Kelly and Rick Hood for their engineering prowess!

FISCAL YEAR HIGHLIGHTS

WOSU was on pace to have a strong fiscal year ending June 30, 2020, but the pandemic negatively impacted the fourth quarter and into the 2020-21 fiscal year. Reductions in grants and other funding from the State of Ohio, university funding cuts, and losses in earned revenue and program support from corporations and small businesses led to a hiring freeze and other cost-saving measures that continue into 2021. WOSU’s membership contributions have remained strong despite the economic uncertainty. Federal grants include the American Graduate: Getting to Work initiative.

WOSU headquarters capital campaign figures are not included in the general operating data. As the fiscal year ended, the campaign had crossed the $11 million mark in commitments nearing its goal of $12 million.

Data Source: Audited Financial Statements by PricewaterhouseCoopers LLP for fiscal year ending June 30, 2020. Not included: depreciation costs ($237,374) and revenue from capital campaign. WOSU posts its entire financial statement online under at wosu.org/reports.
MISSION
To engage, inform and inspire our diverse community.

VISION
Curiosity ignited. Community connected.

VALUES

TRUSTED SOURCE
Integrity, independence and civil discourse are fundamental to our identity

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

ACCESS TO KNOWLEDGE
Learning is embedded in all our programs, events and productions

ELEVATING VOICES
Sharing the richness of our community is essential to our service

CELEBRATING CULTURE
Connecting people to experiences that enrich and entertain is at the core of our work

INTENTIONAL INNOVATION
We strive to be forward-thinking in all that we do

WOSU PUBLIC MEDIA STAFF

Ryan Aills  Cheryl Dring  Rhonda Holland  Darrin McDonald  Jan Pollard  Jacquelyn Shafer
Mary Alice Akins  Joan Duffey  David Holm  Michael Meadows  John Prosek  Karen Simms
Laura Baker  Nicholas Evans  Deborah Holmes  Victoria Miller  Christopher Purdy  Susan Stonick
Ben Bays  Ann Fisher  Nicholas Houser  William Mooney  Kate Quickel  Gregory Teeters
Diana Bergemann  Eric French  Amy Juravich  Adora Namigadde  Mary Rathke  Patrick Testa
Stephen Brown  Cindy Gaillard  Timothy Kelly  Charles Oney  Jaclyn Reith  Michael Thompson
David Carwile  Aylsia Gobert-Smith  Tara Kreider  Amy Palermo  Thomas Rieland  Steven Thompson
Greg Coulson  Jennifer Hambrick  George Levert  Casey Paris  Gabriel Rosenberg  Amy Tillinghast
Robert Dall  Stacia Rentz  Hannah Litz  Courtney Paul  Clare Roth  Robert Walker
Brent Davis  Micolina Hernandez  Dana Mack  Paul Peloquin  Paul Pellico  George Welling
Michael DeBonis  Ryan Hitchcock  Amanda Marshall  Kevin Petrilla  Richard Sanders  Leticia Wiggins

*Full-time staff as of 12/31/20