WOSU completes new headquarters.

Mission
To engage, inform and inspire our diverse community.

Vision
Curiosity ignited.
Community connected.
Since its first regular broadcast in 1922, WOSU Public Media has delivered engaging local and global news and public affairs programming, provided front-row access to musical performances, and inspired over two million Central Ohioans through lifelong learning experiences.

The new headquarters – located at the corner of 14th Avenue and Pearl Street just across from The Ohio State University campus – makes WOSU more accessible and engaging to the public.

The 52,000-square-foot facility was designed to allow for change as media evolves, focusing on open spaces for creativity and knowledge-sharing. Across five floors, the building features community spaces, an expanded newsroom, TV and radio broadcast studios, a performance studio and a media learning lab. Intentionally designed to be environmentally conscious, you can read details about the headquarters’ green features at wosu.org/sustainability.

Thanks to the support of thousands of Central Ohioans, WOSU surpassed its ambitious $12 million goal to support building this new headquarters.

This is more than just a building for WOSU. It’ll be a place of community engagement, performances, debates, forums, lectures and gatherings of all types. The Ross Community Studio and media learning lab are spaces for developing new local programming and mentoring those interested in creating their own podcasts and documentaries.

The reach and influence of WOSU will continue to grow for many years to come from this new home thanks to the generosity of our dedicated supporters, friends and partners.
COVID-19 did not disappear in 2021, but vaccines arrived. Despite the hope that the end of this devastating disease was near, there were two million documented cases of the Coronavirus in Ohio by the end of 2021 with nearly 29,000 deaths. New variants of the disease continued to cause serious illness, especially to those who chose not to get one of the widely available vaccines.

The many issues related to the spread of COVID were important news stories covered by the WOSU news team and national NPR and PBS news programming in 2021. Internally, we developed new safety protocols and a hybrid work-from-home program for many staff. We also moved to the newly built WOSU headquarters at 14th and Pearl Streets thanks to the dedication of a strong technical team and support across the community. The way in which our news, music, arts, science, and educational content teams stepped up despite the many distractions was remarkable.

Our Emmy award-winning TV producing team aired a new local series, *QED with Dr. B*, in a partnership with the COSI Science Center. 89.7 NPR News became the most listened-to station in Columbus for several ratings months topping all previous audience numbers. WOSU Classroom expanded its reach through virtual professional development sessions with teachers and an award-winning video series, *Drawing with Mr. J*. The Classical 101 team grew a radio audience trying to escape the daily news grind and added to its web presence through local arts video profiles. And our digital-only offerings grew substantially including a new podcast *Small Joys* from best-selling writer and MacArthur Fellow Hanif Abdurraqib.

I couldn’t be prouder of our entire team and their constant focus on engaging, informing and inspiring our diverse community. It was a challenging fiscal year on many fronts and yet WOSU completed a $12 million capital campaign and topped 32,000 members for the first time in history. Your support through this difficult time has strengthened WOSU Public Media as we begin a second century of service in 2022!

Thank you,

*Thomas Rieland*  
Tom Rieland  
General Manager  
WOSU Public Media

*Ronnie Agnew took over for Tom Rieland who retired at the end of January 2022.*

*Photo credit Ray LaVoie*
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

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**WOSU PUBLIC MEDIA STAFF**

- Ryan Aills
- Mary Alice Akins
- Laura Baker
- Ben Bays
- Diana Bergemann
- Steve Brown
- David Carwile
- Marcus Charleston
- Greg Coulson
- Rob Dall
- Brent Davis
- Michael De Bonis
- Cheryl Dring
- Joan Duffey
- Ann Fisher
- Eric French
- Cindy Gaillard
- Bobby Gerberick
- Alysia Gobert-Smith
- Jennifer Hambrick
- Stacia Hentz
- Micolina Hernandez
- Ryan Hitchcock
- Rhonda Holland
- David Holm
- Debbie Holmes
- Nick Houser
- Amy Juravich
- Timothy Kelly
- Tara Kreider
- George Levert
- Hannah Litz
- Darrin McDonald
- Michael Meadows
- Victoria Miller
- Bill Mooney
- Chuck Oney
- Amy Palermo
- Trecia Pannell
- Casey Paris
- Courtney Paul
- Paul Peloquin
- Alexis Perrone
- Kevin Petrilla
- Jan Pollard
- John Prosek
- Christopher Purdy
- Kate Quickel
- Matthew Rand
- Mary Rathke
- Jaclyn Reith
- Thomas Rieland
- Christine Sadic
- Richard Sanders
- Karen Simms
- Susan Stonick
- Kent Teeters
- Patrick Testa
- Steven Thompson
- Michael Thompson
- Amy Tillinghast
- Rob Walker
- George Welling
- Leticia Wiggins
- Natasha Williams

*Full-time staff as of 12/31/2021*
### 2021 AT A GLANCE

**IMPACT METRICS**

<table>
<thead>
<tr>
<th>Category</th>
<th>Metric Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Station</td>
<td>89.7 NPR News during morning commute</td>
</tr>
<tr>
<td>4 million</td>
<td>Website pageviews</td>
</tr>
<tr>
<td>40,000</td>
<td>YouTube views of American Graduate videos</td>
</tr>
<tr>
<td>245</td>
<td>Producers Club Donors</td>
</tr>
<tr>
<td>3.2 million</td>
<td>Minutes listened to on the 89.7 stream</td>
</tr>
<tr>
<td>17.3 million</td>
<td>Minutes of content viewed on WOSU Passport</td>
</tr>
<tr>
<td>22,003</td>
<td>Educators and children served by WOSU Classroom</td>
</tr>
<tr>
<td>2 million</td>
<td>Views of Broad &amp; High on YouTube</td>
</tr>
<tr>
<td>1.93 million</td>
<td>Unique website users</td>
</tr>
<tr>
<td>Ohio’s Best</td>
<td>Radio News Operation 89.7 NPR News - Ohio Associated Press</td>
</tr>
<tr>
<td>1 million</td>
<td>WOSU mobile app sessions of 30+ minutes</td>
</tr>
<tr>
<td>32,734</td>
<td>WOSU Members</td>
</tr>
<tr>
<td>5,400</td>
<td>Followers on Instagram</td>
</tr>
<tr>
<td>1.6 million</td>
<td>Pageviews of WOSU news coverage</td>
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<tr>
<td>70,000</td>
<td>All Sides with Ann Fisher average listeners per week</td>
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<tr>
<td>4</td>
<td>Emmy Awards</td>
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<tr>
<td>2,704</td>
<td>Capital Campaign Donors</td>
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<tr>
<td>190,000</td>
<td>89.7 NPR News average weekly listeners</td>
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<td>126</td>
<td>Underwriters</td>
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<tr>
<td>3.1 million</td>
<td>Website visits</td>
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<tr>
<td>65,000</td>
<td>People worldwide viewed WOSU’s livestream of OSU spring commencement</td>
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<tr>
<td>#1 Ranked</td>
<td>News/talk station in the market - 89.7 NPR News</td>
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Following the premiere of *QED with Dr. B*, WOSU hosted a live Q&A with the show’s host Dr. Frederic Bertley of COSI and WOSU’S Diana Bergemann. The hour-long Facebook Live event performed 89 times better than our other Facebook videos in terms of viewership and sparked much more comments in the form of questions for Dr. B.

Despite the challenges of the pandemic, the creative teams at WOSU and the Center of Science and Industry (COSI) came together to produce the brand-new weekly science series *QED with Dr. B*.

Hosted by Dr. Frederic Bertley (“Dr. B”), president and CEO of COSI, *QED with Dr. B* talks one-on-one with the scientists, engineers and innovators who are redefining how we interact with our world and explores and explains the latest scientific breakthroughs with stories captured right here in Central Ohio. Dr. Bertley, a thought leader in the fields of applied science, science education and community engagement, seeks to connect people to complex science topics in an easily digestible, unintimidating and exciting way.

“This TV show has been a fantastic way to keep the community engaged in really important, groundbreaking science topics and ideas in a way that only COSI and WOSU can,” said Bertley. “The feedback we’ve received – not only from people in Central Ohio but across North America – shows just how important this kind of content and programming is for people of all ages as the importance of science literacy has been squarely in the spotlight in the wake of the COVID-19 pandemic.”

There is no other time in recent history when it was more important to understand scientific advances and processes. Major funding for season one of *QED with Dr. B* is provided by the American Electric Power Foundation.
COSI and WOSU collaborated on a paid social media campaign in support of the launch of QED with Dr. B from Jan. 25–Jun. 6, 2021. The campaign successfully generated interest in the program among Facebook and Instagram users targeted based on geography, demographics and interests.

QED stands for *Quod Erat Demonstrandum* or Quite Easily Demonstrated

**QED with Dr. B Marketing Campaign Impact Metrics:**

- 448,567 impressions
- 141,459 reach
- 3,283 clicks
- 0.73% click through rate
- 3,491 post engagements
- 1,506 sessions
- 1,595 pageviews
- 1:39 average time on page

QED stands for *Quod Erat Demonstrandum* or Quite Easily Demonstrated
WOSU Classroom received a RemotEDx grant from the Ohio Department of Education to implement Belonging Through Books, a program that focuses on the need to create diverse and inclusive materials for educators and students.

With the transition to hybrid and remote learning, WOSU Classroom recognizes the challenge of teaching through physical books and plans to make literature accessible to elementary schools in different settings through this program. Belonging Through Books features engaging, digital read-along videos to make it easier for teachers, educational institutions and librarians to share these stories with their students in multiple settings.

We know that our student populations throughout Central Ohio are becoming more diverse in terms of race, ethnicity, country of origin, family composition, LGBTQIA+ status and gender expression. We strive to better reflect students’ lives and faces through representation in literature and educational materials and provide the high-quality curriculum and integration support to bring this vision to life.

- Amy Palermo, chief content director, WOSU Classroom
The *Belonging Through Books* program will serve 36 elementary schools, 36,000 underserved students, and provide training for 360 educators on how to use it in their teachings.
Hanif Abdurraqib Receives MacArthur “Genius Grant”

Hanif Abdurraqib was awarded a 2021 MacArthur Foundation “genius grant.” Abdurraqib was one of 25 winners of the John D. and Catherine T. MacArthur Foundation fellowship grants. The foundation has awarded the “genius grants” every year since 1981 to help further the pursuits of people with tremendous talent. Abdurraqib is the third winner from Columbus, following late artist Aminah Robinson (2004) and installation artist Ann Hamilton (1993).

Columbus poet, essayist and cultural critic Hanif Abdurraqib hosts the podcast Small Joys with Hanif Abdurraqib produced by WOSU Public Media.

Abdurraqib’s distinctive style of cultural and artistic criticism is applied through the lens of popular music and autobiography. His 2019 book, Go Ahead in the Rain: Notes to a Tribe Called Quest, became a New York Times Best Seller. Abdurraqib has written five books, including his latest release A Little Devil in America: Notes in Praise of Black Performance, which is a National Book Award nominee.

In Small Joys, Abdurraqib talks with writers and artists about what inspires them – an intriguing deep-dive for fans of literature, music, comic books, pop culture and anyone with an affinity for the arts.

“WOSU was the perfect platform for this, as a station that is tapped into the community here and has been serving it for many years,” Abdurraqib said. “I saw this podcast as a unique opportunity to talk to and learn from artists with local roots. I also saw it as an opportunity to have open and candid conversations with people that didn’t feel like traditional interviews – getting to the heart of what has kept people going in the past year.”

Listen to Small Joys with Hanif Abdurraqib at wosu.org/smalljoys, on the WOSU mobile app, or wherever you get your podcasts. Funding for Small Joys is provided by The Columbus Foundation.

“WOSU was the perfect platform for this”
-Hanif Abdurraqib
Ohio Public Radio Stations Team Up To Dig Deeper

For the first time ever, Ohio’s largest public radio stations will join together to launch a new statewide reporting effort.

*The Ohio Newsroom* will tell the stories of all Ohioans, uniting us to address the issues that can make our state better for all involved. Thanks to a grant from the Corporation for Public Broadcasting, WOSU, ideastream Public Media in Cleveland, and Cincinnati Public Radio will build upon their history of working together to expand high quality, in-depth, fact-driven public service journalism on radio and digital platforms.

*The Ohio Newsroom* will reflect Ohio’s diverse population and rich culture. Listeners will hear voices from Ohio’s cities, suburbs and small towns. They will hear reports from the factory floor, the farm field, the research lab, the corporate corner office and the small business counter.

*The Ohio Newsroom* will explore issues important to Ohioans, including healthcare, education, energy, the environment and many more. The work begins with hiring an experienced managing editor who will build and lead a reporting team.

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**DRAWING WITH MR. J**

This video series helps kids in grades K–5 learn social and emotional skills through brief and engaging drawing challenges. Each video comes complete with a standards-aligned companion guide containing activities and resources for educators and parents.

[wosu.org/mrj](http://wosu.org/mrj)

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**WOSU** partnered with PBS to capture the stories of Ohio for this national storytelling initiative spotlighting what we all have in common as well as the many differences that make up the American experience.

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**SEESAM STREET in Communities**

With CPB support, WOSU Classroom provided free virtual courses for Ohio’s rural communities. Adults learned how to help the children in their care address some of life’s most traumatic experiences like parental addiction and health emergencies.

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This national initiative funded by CPB leverages the power of public media to promote inclusion for people with intellectual, developmental, and physical disabilities.

[wosu.org/movetoinclude](http://wosu.org/movetoinclude)
The year 2021 will be remembered as one for the record books thanks to the many donors, members and underwriters who provide financial support to WOSU. Your support ensures WOSU is able to provide critical programming, news and education across our great Central Ohio community — and we could not have the same reach without each of you. While the last year brought many challenges amidst the continuing COVID-19 global pandemic, with our community answering our calls for philanthropic support, we have much to celebrate!

Public media thrives on support from three pillars — membership, major donors and corporate underwriting. Community funding accounts for more than 37% of WOSU’s annual budget and allows WOSU to expand programming, reach more community members and provide the news you rely on daily. This year we were fortunate to achieve milestones in membership and our capital campaign.

In 2018 WOSU publicly launched the $12 million New Place. New Space. New Experience. capital campaign to raise funds for a new headquarters. Such a fundraising endeavor had never been taken on in WOSU’s history and we are proud to have surpassed the goal in early 2021 ahead of the move into the new headquarters. Donations of all sizes made up this tremendous campaign — a true reflection of how public media thrives as a large collective of community support.

While undergoing a capital campaign, organizations often experience a decrease in general operating support — but Central Ohio made sure we were the exception! Throughout capital campaign fundraising, our membership grew year over year to end 2021 with a record 32,734 WOSU Public Media members. This growth is a testament to your understanding of the important role public media plays in our community and your critical part in the service.

We are grateful for the trust you place in WOSU with your annual membership and special donations, and we will continue to strive to be the best stewards of your philanthropy.

With gratitude,

Laura Baker
Chief Development Officer
WOSU Public Media
Capital Campaign
In March 2021, WOSU Public Media surpassed its ambitious $12 million goal to support its new headquarters. WOSU’s success is built on the foundation of thousands of members providing annual support, and building a new headquarters is no different.

More than 2,500 donors gave to support the new headquarters, with donations of $2 up to $5 million. All these gifts made an impact in creating WOSU’s dynamic new home.

Several prime naming opportunities remain available, details at wosu.org/campaign.

Producers Club
When you make a gift of $1,200 or more annually, you join individuals who believe in the power of public media to engage, inform and inspire our diverse community. Our Producers Club donors play a crucial role in ensuring that WOSU’s important services are free and accessible to all in Central Ohio.

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

Neil Legacy Society
Neil Legacy Society members ensure that WOSU Public Media will be available for our children, grandchildren, and Central Ohio residents for generations to come. These donors have made the decision to leave a lasting legacy by naming WOSU as a beneficiary of a planned gift.

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

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 underwriters who continue to support programming and events in a year of unprecedented challenges.

View the full list of WOSU underwriters at wosu.org/2021underwriters.

-Cheryl Johnson

"I’ve always listened to NPR and now that I’m in a financial position to be a monthly sustainer, I’m glad to seize the opportunity."
-Brian Winkler

"You are a valuable asset to the community."
-Dale Vitale
Membership
The uncertainties of 2020 were just as present throughout 2021, but the dedication and importance of WOSU’s members was not one of them. As the global pandemic continued around us, 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 2021, 4,457 new households joined the WOSU family, and WOSU’s sustaining membership base remained steady at approximately 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!

Haunted Tour
WOSU Members joined All Sides host Ann Fisher, local historian and author Doreen Uhas Sauer, and Randy Rogers, President and Executive Director of the Greenlawn Cemetery Association, for a guided, Twilight-Historical walking tour of Greenlawn Cemetery in support of the 89.7 NPR News Fall 2021 Membership Drive.
Match Day 2021
Was a Success!
In 24 hours, we leveraged a $50,000 bonus pool to secure an additional $127,794 from 1,059 donors.

Of special note, WOSU received a $10,000 gift from a Classical 101 fan. In sharing “why he gives,” the donor said he and his wife summer in Columbus but primarily live in South Florida where there is not a local classical music station. They stream Classical 101 daily – no matter where they are.

This gift truly shows the impact WOSU is having not only in Central Ohio, but even thousands of miles away!

“WOSU has been a lifesaver and I don’t know how I would survive without it. I love WOSU!”
-Carol J Delpropost

“I support WOSU because it is a beacon of hope. It informs and entertains 24/7.”
-Jennifer Fago

“I am supporting all three fantastic services!”
-Carlo Contreras
WOSU Classroom partnered with seven other stations and created the PBS Media Literacy Educator Certification Academy at teachercampus.org. Now more than ever, educators need support around digital media literacy skills, in both remote and traditional classroom environments. The Ohio Ed Techs joined with KQED to share the PBS Media Literacy Educator Certification with educators in this eight-month series of professional learning courses.

The Academy gives educators the skills and experience needed to connect the dots between digital citizenship, media literacy, 21st Century skills and national curriculum standards, as well as prepares them to earn the PBS Media Literacy Educator Certification.

WOSU Classroom was selected as one of 30 stations to receive the PBS KIDS STEAM Kits for families, developed and funded as part of the CPB Digital Innovations Grant. WOSU distributed 50 kits to families to extend the impact of STEAM learning.

Ohio Ready to Learn
WOSU Classroom is a proud partner of Ohio Ready To Learn, a grant funded by the Ohio Department of Job and Family Services. Through this initiative, WOSU provided free professional learning opportunities to over 650 child care providers that focused on research-based theory and practice.

This year, all classes were held virtually and focused on topics such as Discovery Science, where participants learned strategies to help children develop critical thinking skills by applying scientific inquiry methods to playful experiences, and Social Emotional Learning in Young Children, which focused on helping children with self-awareness of emotions and self-management.
Coming Out of COVID, 89.7 NPR News Is Stronger Than Ever

The past two years have tested the WOSU newsroom as much as it has been tested in decades. Reporters, hosts, editors and technicians have worked hard to keep our listeners and digital users updated on the torrent of news.

That hard work has paid off. For the second year in a row, The Ohio Associated Press named WOSU “Best Radio News Operation.” We captured first-place awards for best reporter, breaking news, continuing coverage and investigative reporting.

We hoped 2021 would mark a return to some semblance of normal, but that hope evaporated on January 6th. Throughout the insurrection, its aftermath and the impeachment and trial of then President Trump, 89.7 again was there to provide fair, trusted, thoughtful news coverage.

As more Ohioans got their COVID shots and the state reopened, the WOSU news team followed every encouraging development and discouraging setback as the delta and omicron variants emerged. Reporters dug into the causes of a spike in violence, and examined local efforts to combat climate change.

WOSU 89.7 NPR News finished #1 in the Columbus market three times in the past year and was the top-rated station during morning drive, afternoon drive and on weekends.

It’s not only award judges who recognize WOSU’s excellent work — our audience does as well. Listening to 89.7 NPR News has reached historic heights. We are consistently among the top three stations in Columbus. WOSU spent all of 2021 as the number one station during the morning commute and the number one ranked news/talk station in the market. Some 200,000 people tune in each week. WOSU is among the top 7 rated NPR News/Talk stations in the country (AQH Share - Jan-Nov, 2021).

WOSU has been a lifesaver during the past year being in Covid lockdown. Thank you for being an unfailing source of reliable, factual and unbiased news!!

-Decibia Sutherland

“Thank you for making a tough year better with fact-based journalism!”

-Sally Cody

“This is my best source of reliable information. Thank you for all you do to give us the right information.”

-Alpha Osman Jalloh

“I can’t live without All Sides with Ann Fisher!! I love the variety of topics that she covers, and her sense of humor, too!!”

-Raeann Dankovic
Meet the Newsroom
There are a few new voices on 89.7 and a few new faces in the WOSU newsroom. WOSU this year welcomed Trecia Pannell as our new digital editor, Matthew Rand, Natasha Williams and Renee Fox as new reporters, and Marcus Charleston and Bobby Gerberick as new producers for All Sides with Ann Fisher. The WOSU newsroom is more diverse than ever, filled with experienced journalists, and ready to continue a tradition of excellence.

“I rely on this station to hear measured and balanced news. That is a rare commodity and I appreciate all who are involved in creating this important service. Thank you for your work.”
- Alison McArthur

“Thank you for my not having to ‘consider the source’ when listening to your news program.”
- Danielle Ossoli
All Sides with Ann Fisher

All Sides with Ann Fisher remains the place for Central Ohio radio listeners to hear all sides of the issues and events that shape life in Central Ohio. From her weekly reporters’ roundtable, to monthly chats with Political Junkie Ken Rudin, to gardening tips with Deb Knapke, All Sides listeners always learn something new. Among Ann’s most memorable 2021 topics – an examination of legal issues faced by military veterans and an in-depth look at how opioids continue to ravage parts of Ohio. Because of Ann’s engaging style and thoughtful interviews, All Sides continues to grow its audience, averaging 70,000 listeners every week.

A Year of COVID, How the Pandemic Changed Ohio, and What’s to Come

The WOSU News team presented a series of reports and programs marking the anniversary of pandemic coverage. Special programming included an interesting update on the Battelle mask decontamination system, All Sides with Ann Fisher carried a full week of shows looking back on the pandemic, and Curious Cbus asked digital users what lingering questions they have about COVID and the vaccines.

Columbus Police Shooting of Ma’Khia Bryant

WOSU provided comprehensive coverage of the Columbus Police shooting of Ma’Khia Bryant. Reporters pulled double shifts to cover immediate reaction to the shooting and the release of the police body cam footage, producing long-form stories, including an excellent profile of Ma’Khia. All Sides with Ann Fisher adapted its shows to reflect the breaking news and Columbus on the Record featured an interesting discussion between former prosecutor Michael Miller and activist Sam Gresham – long-time friends with two very different perspectives on the shooting.

89.7 NPR News Impact Metrics

- AP Ohio names WOSU 89.7 NPR News Best Radio News Operation in Ohio
- 89.7 NPR News sets audience records while becoming the #1 listened-to radio station in Columbus for several ratings periods
- WOSU’s news coverage nets 1.6 million pageviews
- 3.2 million minutes listened to on the 89.7 stream

“NPR news is one of the crucial elements holding our society together through massive divisions and entire fabricated realities. I’m proud to contribute towards the betterment and education of our society even in small ways.”

-Kolton Nay
“You are the never-changing, beautiful music we have come to rely on in our lives! Thank you!”
- Chris Eddy

“Classical 101 is my companion in the morning while driving to work and on the way home. It feels like I have good friends with me while I listen to the station.”
- Alexander Weymann

“I cannot begin to tell you how much I enjoy this station. I feel more at peace and an overall sense of calmness when listening to WOSU. Thank you for providing such a wonderful outlet.”
- Christine Heckler

Transitioning To The New HQ

In addition to creating programming, content, and engagement opportunities during a pandemic, Classical 101 worked to digitize its massive library collection of about 40,000 classical CDs.

It’s a labor-intensive process, but important as we move into the new building. Once completed, it allows access to a large digital library and makes that library available to our hosts from anywhere.

And as record labels move away from physical CDs to distribute their music digitally, we can capture and organize new releases seamlessly into this new system. This library digitization project gives us a way to move into the future while also capturing the resources of our past.

Classical 101 has also begun an intensive project of coding all the music in our library for demographics and diversity. This will allow us to generate reports that will guarantee that we are representing on air the richness and diversity that already exist in classical music and will allow us to prioritize the new music we add to our library.
In 2021, our commitment to creating and sharing diverse content included:

- **The American Sound**, Classical 101’s weekly program that often features works by American composers and performers. February shows highlighted works by important African American composers. March shows featured works by American women.

- Classical 101’s **Musica Sacra**, a weekly program that explores a topic each week through a blend of classical and contemporary compositions, often highlighting works from diverse backgrounds and faith traditions.

- The broadcast of **Lift Every Voice** for Black History Month. This special included powerful songs, stories, and interviews with some of today’s most acclaimed Black artists and scholars.

- An original WOSU video featuring UCelli performing **Four Women**, a work by Columbus composer Mark Lomax celebrating African and African American women leaders.

- An original feature about **Lowak Shoppala’ Fire and Light**, a large-scale musical/theatrical work from composer Jerod Impichchaachaaha’ Tate, who spoke about a new recording of the work he wrote to express his Chickasaw and Irish heritage.

- An original WOSU video feature about the Columbus Cultural Orchestra, an ensemble dedicated to exploring and performing R&B, jazz and hip-hop music alongside Western classical repertoire.

“**My eight-year-old son, Owen, and I love to listen to our friend Jennifer Hambrick on the air!”**
-Kristine Kinzer

“**Keep up the great work!! I particularly enjoy hearing some of the lesser-known composers from the baroque and classical periods.”**
-Kenneth Koenig

“**The Mozart Effect is real! Listening to classical music helps with memory and focus, and it significantly decreases anxiety, stress, and blood pressure. So many classical music stations are vanishing; it’s wonderful that Columbus and WOSU still offer classical music to the community!”**
-Sarah Bowes

*Follow Classical 101 on Facebook (facebook.com/classical101) for goings on in Columbus, in the arts and culture scene, at The Ohio State University, or in the wider classical music and arts world.*

Linda Kernohan is Classical 101’s graduate student intern from the OSU School of Music. She is a doctoral student in composition and works on both broadcast and digital projects. She joins David Cabrera, who returns this semester to continue his work on the library digitization project.
Saturday, February 20, 2021 marked the 65th anniversary of the debut of WOSU TV in Columbus

This photo is from the inaugural broadcast which included host John Schmidt and an OSU Vice President. To the left, melting under the hot lights, is a student choir that performed several spirituals. Viewership was likely a few hundred households in Central Ohio that had UHF converters and antennas for their TVs. WOSU TV 34 was the 19th educational television station on the air in the country.

WOSU TV

WOSU viewers continue to watch acclaimed shows from PBS such as *All Creatures Great and Small* and other MASTERPIECE classics, *Finding Your Roots*, *Antiques Roadshow*, and documentaries from Ken Burns.

Independent of PBS, WOSU acquires shows that have proven to be especially popular with local viewers. *Foyle’s War*, *Agatha Christie’s Poirot*, and *Father Brown* are just a few examples.

WOSU also seeks to present programs that reflect the community we serve. These efforts include profiling diverse artists and experts on our *Broad & High* and *QED with Dr. B* series and presenting many hours of relevant national programming including *The Black Church: This is Our Story, This is Our Song; Portrayal and Perception: African American Men and Boys; The Latino Experience; Out in Rural America*, and *American Masters: Amy Tan*.

The beautiful program *Cactus Tree* weaves the narrative of artist Alice Schille’s life told by a local independent producer through archival photos, journal entries and her paintings – with the story of the Keny Family’s multi-generation connection to the artist.

In recent years, WOSU has developed more partnerships with local filmmakers to increase the hours of programming we present about Central Ohio.

WOSU produced and directed three Ohio State University commencements in 2021 with nearly 65,000 people around the world viewing the livestream of the spring ceremony.

“Thank you so much for your wonderful programming. I grow so much because of the things I learn from public television. Keep up the excellent work!”

- Renee Lee
Columbus on the Record
Adapts to COVID, Completes 16th Season
WOSU TV’s weekly news and public affairs program kept viewers informed of the many important events of 2021.

Completion of American Graduate
The end of March marked the conclusion of activities supporting American Graduate, a CPB grant that was awarded to WOSU, ideastream in Cleveland, and CET in Cincinnati—the only statewide collaboration among the many stations that received funding.

In the first phase of the grant, WOSU produced the Rivet podcast series, a half-hour television special, and created numerous interstitials about innovative paths to careers that don’t necessarily require a four-year degree. In the last year, WOSU has created four online Community Conversations and video profiles of young workers.

The three final videos that wrapped up the 39 months of work received more than 40,000 views on YouTube. WOSU supported the final phase with a robust social media and digital marketing campaign targeted at young adults and people whose careers were impacted by COVID.

American Graduate Digital Marketing Campaign Impact Metrics:
• 65,000 impressions
• 9,918 views
• 1,731 clicks
• 2.66% click-through rate

Ashleigh Rea in her role as a surgical technologist (Photo Credit Ashleigh Rea).
“I like the educational programming where I can continue to learn as an adult. Shows like NOVA and the local QED with Dr. B allow me to grow as an individual. Thank you PBS for being there my whole life!”

-Todd Walter Ruble

Local Programming

In a new major local programming initiative, WOSU is partnering with COSI to create a new weekly series: QED with Dr. B. This fun and informative science series talks one-on-one with the scientists, engineers and innovators who are redefining how we interact with our world. Dr. Frederic Bertley, immunologist and president and CEO of COSI, is the host.

More than a television show, QED with Dr. B also includes an extensive social media presence. Watch the series online or on WOSU TV. Major funding for season one of QED with Dr. B comes from the American Electric Power Foundation (read more on pages 6-7).

Working with Ohio State's Department of Public Safety, WOSU's TV production team used actors, dramatizations and expert interviews to create a series of videos designed to help students stay safe on and off campus. In addition to broadcast projects, WOSU produces high-caliber content for many organizations in Central Ohio.

For nine years Central Ohio viewers have learned about the area's artists by watching Broad & High. But the impact of this weekly series goes far beyond the state. Many of these artists receive valuable national attention when Broad & High features are selected for distribution to other PBS stations airing local arts programs.

These stories from Columbus were seen around the country in 2021:

- Lea Gray's stunning craft flowers
- Talle Bamazi's paintings that visualize the COVID-19 virus and its effect on the world
- Thom on the Porch, a modern-day Clintonville troubadour
- How people incarcerated at the Ohio Reformatory for Women in Marysville and their families are teaming up with musicians to write songs that reflect their struggles and their hopes for reconnection
- Mickalene Thomas's visual explorations of race, gender, identity and sexuality

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

WOSU Public Media Received Four Regional EMMY® Awards in 2021

Drawing with Mr. J
Category: Short Form Content

Broad & High: American Sign Museum
Category: Short Form or Long Form Content

Broad & High
Category: Magazine Program

Columbus Neighborhoods: Ohio State Fair History
Category: Long Form Content

“IOSU has done a great job with the Broad & High and Columbus Neighborhoods programs. I can always depend on great programming!”

-Marlene Briggs
Broad & High – WOSU’s original weekly magazine show – explores the character and creativity of Columbus and beyond. Watch Thursdays at 8pm on WOSU TV.

1 Hiroshi Hayakawa 2 Cartoneria 3 Bryan Moss 4 Renee Keels 5 Larry Hamill 6 Jubilee 7 American Sign Museum 8 SDR Harris 9 Roger Williams 10 Kate Quickel 11 Will Wilson
WOSU Digital Impact Metrics

- **3.1 million** website visits
- **1.93 million** unique users
- **4 million** pageviews
- **17.3 million** minutes of content viewed by WOSU Passport members, a **15% increase** over 2020
- **63%** of pageviews on wosu.org occurred on a smartphone or tablet device
- **1 million** sessions 30+ minutes on the WOSU mobile app
- **2+ million** views on videos from the WOSU and Broad & High YouTube accounts, a **7% increase** from 2020
- Nearly **9 million** all-time video views from the WOSU and Broad & High YouTube accounts
- **25,000** combined subscribers for the WOSU and Broad & High YouTube accounts

### Year in Digital

WOSU co-hosted the 2021 PBS Digital Immersion Program Virtual Fall Workshop that had 26 participants representing 22 different stations. General manager Tom Rieland provided a welcome for the participants and WOSU staffers presented sessions. Since the immersion project began, WOSU has had the most participants of any PBS station.

TV producer Leticia Wiggins will continue on in the Digital Immersion Program’s new Advanced Program.

This experience offers enhanced mentorship and leadership coaching to individuals who have shown remarkable capability in the Digital Immersion Program.

Since the start of the pandemic, the digital team has transformed the WOSU Instagram account into a news source using photos and text. The number of followers has grown to over 5,700. The largest age group (34%) following the WOSU Insta account is 25–34-year-olds, followed closely by those aged 35–44 (31%). In addition, 67% of WOSU’s followers on Instagram are women.

WOSU’s coverage of the Statehouse protests was shared by NPR on its Facebook page.

Sydney Sauer is a student worker on WOSU’s digital team. A junior at Ohio State, she is already very accomplished in the digital space. She published an essay about the youth perspective at Vox.com, is the host of a podcast, and manages corporate social media and email marketing.
Ten Most-Read Stories on wosu.org in 2021

1. Ohio State Student Government Asks School Not To Renew Wendy’s Lease

2. Some Ohio School Board Members Receive Threats Over Curriculum

3. Battelle Got Hundreds Of Millions To Clean N95 Masks. How’d That Go?

4. Man Living On Gahanna Sidewalk ‘Adopted’ By Community

5. Curious Cbus: How Do I Get The Johnson & Johnson Vaccine?

6. Thin Crowd At Ohio Statehouse Draws Few Trump Supporters, Plenty Of National Guard

7. How To Register For Ohio’s Vax-A-Million Sweepstakes

8. Columbus Residents Face Federal Charges For Pandemic Unemployment Fraud

9. Some Bonus Unemployment Checks Delayed As Ohio Continues To Update System

10. Downtown Columbus Abandoned Overpass To Come Down in 2022

Most watched on-demand shows by WOSU viewers

- PBS NewsHour
- NOVA
- All Creatures Great and Small
- FRONTLINE
- Atlantic Crossing
- Unforgotten
- Grantchester
- Finding Your Roots
- Call The Midwife
- Antiques Roadshow
WOSU Community Engagement

As the country continued to navigate through the pandemic in 2021, WOSU provided a slate of digital events along with in-person events when it was safe to do so.

In partnership with Ohio State’s John Glenn College of Public Affairs, WOSU produces Dialogue — a series of provocative discussions about the most challenging issues facing our community and country. At the start of the pandemic, the series moved to a free virtual format, and WOSU produced six events across 2021. All these discussions are archived for future viewing at wosu.org/dialogue.

Dialogue: The Future of K-12 Education | Feb. 9
Dr. Talisa Dixon, superintendent of Columbus Public Schools and Paolo DeMaria, Ohio’s superintendent of public instruction

Dialogue: Race and Police – Healing the Divide | March 9
Columbus minister Jeffery Kee and veteran Ohio police officer Angel Tucker

Dialogue: The Climate Change Tipping Point | April 28
Leading climate scientists Lonnie Thompson and Ellen Mosley-Thompson from Ohio State’s Byrd Polar and Climate Research Center

Dialogue: Post Pandemic Arts and Culture | Sep. 14
Johanna Burton, Executive Director, Wexner Center for the Arts, Janet Chen, CEO, ProMusica Chamber Orchestra and Jevon Collins, Performing Arts Director, The King Arts Complex

Dialogue: The Affordability of Living in Columbus | Oct. 12
Stephanie Hightower, president and CEO of Columbus Urban League, Stephanie Moulton, housing and consumer finance professor at Ohio State University’s Glenn College of Public Affairs, and Robert Vogt, real estate analyst at Vogt Strategic Insights

Dialogue: New Leadership for Columbus Police | Nov. 9
Elaine Bryant, Columbus Police Chief and Robert Clark, Columbus Public Safety Director

“Keep up the great work! We love having WOSU in the community.”
-Elaine Luttrull
Other 2021 virtual events included:

• **Myth Busting the Rural/Urban Divide in Ohio | March 31**
  Part of the PBS American Portrait initiative
  **Dr. Jackie Wilkins**, associate dean and director of the Ohio State University Extension, **DaVonti D. Haynes**, graduate research associate in Strategic Initiatives and Urban Engagement in the College of Food, Agricultural and Environmental Sciences
  **Dr. Shawnté Elbert**, associate vice president for health and well-being at the Ohio State University Office of Student Life

  398 registered

• **COSI Science Festival WOSU virtual event | May 6**
  Cindy Gaillard, Dr. Marci Howdyshell and Frederic Bertley (“Dr. B”)
  The science of storytelling and how WOSU produces the TV show *QED with Dr. B*

• **Cancer Survivorship in the LGBTQ+ Community: Considerations and Resources | June 17**
  Virtual event in partnership with the Equitas Health Institute

When safe, WOSU participated in in-person events, including:

1. **WOSU Family Day at the Columbus Clippers | August 8**

2. **Storybook Village at Ohio History Connection | August 14**

3. **Kit Kat Club | November 16** (The first community event to be hosted in the Ross Community Studio!)

4. **GCAC Annual Public Forum | December 9**
“As an immigrant studying in the US, NPR and the WOSU team helped my English and helped me better engage with people around me.”

-Faisal Almadhi

A Continued Focus on Diversity, Equity, Inclusion and Accessibility

The WOSU Diversity, Equity, Inclusion and Accessibility (DEIA) team strives to help create and maintain a workplace environment that is welcoming, safe and equitable. The team helps produce and implement policies, training and safe spaces that positively impact the overall culture, education and accountability of WOSU Public Media to all aspects of DEIA. Our team has already accomplished so much!

Our team knows there is still much work to be done. The drive to become and sustain a more diverse, inclusive, equitable and accessible workplace is never complete, but we are confident the work we have done in 2021 has helped put us on the right path to foster a workplace where DEIA is at the forefront of our organization and practices.

2021 Highlights Include:

• Providing a staff self-assessment which gave all staff an opportunity to self-identify across a broad range of diversity categories and helped provide a more detailed view of the diversity within our organization.

• Implementation of providing WOSU DEIA Team members on every hiring committee to help actively seek “culture adds” and not “culture fits” in potential candidates, in hopes of gaining talent that share WOSU’s values but also add something new that will positively contribute to our culture.

• Working with Raising the Bar Performance Group to offer a Cultural Climate Audit that was used to take a deeper look into the organization’s employee readiness; the perception of current culture; and what steps are needed to move forward. This helped the team better prioritize goals and work toward implementing efforts that will have the biggest impacts.

• Development of a source tracking test model. The initial model is being used to track sources for QED with Dr. B on WOSU TV. The next goal is to have a source tracking model specific to each individual department so that we can provide data on all types of diversity tracking.

On the set of QED with Dr. B exploring the science of taste with Dr. Bertley and Jeni’s Splendid Ice Creams CEO Jeni Britton Bauer.
Members of the DEIA Advisory Team:
Casey Paris (Radio) serving as Chair, Cheryl Dring (Classical 101), Debbie Holmes (News), George Levert (TV), Leticia Wiggins (Digital) and senior director Mary Alice Akins (Business).

The team is supported by WOSU Board Member and Raising the Bar Performance Group CEO, Courtnee Carrigan.

Team Mission Statement
Create and foster a workplace where Diversity, Equity, Inclusion and Accessibility are at the forefront of our organization and practices.

Team Vision Statement
Provide vital support to WOSU Public Media in advancing a culture of Diversity, Equity, Inclusion and Accessibility.

WOSU recognizes that to achieve our mission and vision we must actively work to overcome complex inequities in our community, especially focusing on the issue of endemic racism. 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.

To accomplish this work, WOSU must hold itself accountable, embracing transparency through regular reporting of our own initiatives to build a more diverse, equitable, inclusive and accessible organization.

Read WOSU Public Media’s detailed 2021 Diversity Programming Review at wosu.org/about/diversity.

“I just want to say how much my wife, Mary Ann, and I enjoyed the program “Lift Every Voice” that was featured in celebration of Juneteenth. We loved the music and the commentary about Dr. W.E.B DuBois. It was a most uplifting exhibition of the excellence of African American music. Thanks again and all the best.”

Courtnee Carrigan
CEO
Raising the Bar Performance Group
The Friends of WOSU Board exists to support WOSU Public Media in fulfilling its mission in service to the community. Throughout 2021, that support included leading stewardship efforts to successfully close out the capital campaign for the new headquarters and contributing our individual talents and passions in support of programming and staff initiatives.

We welcomed two talented new members to the board: Johanna DeStefano, former OSU professor, and James Ferguson, director of employee relations at Apple. To improve communication and coordination of board activities, we transitioned to a new board management tool called OnBoard.

Many board members supported WOSU by sharing their talents and expertise. Courtnee Carrigan assisted WOSU's Diversity, Equity, Inclusion and Accessibility (DEIA) Committee in producing a cultural climate audit of the organization. Ray LaVoie contributed his expertise in photography by capturing images of the new headquarters and the announcement of a major gift by Andy and Sandy Ross that supports a new endowment. The board even involved a number of board members’ children, who participated in a WOSU Second Saturday Kids Day video production.

I was honored to have represented the board as a member of the search committee for WOSU’s new general manager. During the search, it quickly became evident that Tom Rieland is a highly respected leader throughout the national public media system and his leadership has positioned WOSU Public Media as one of the premiere organizations in the country.

We thank Tom for his nearly 20 years of leadership and look forward to supporting Ronnie Agnew in his new role.
Friends of WOSU Board

The Friends of WOSU Board, an advisory group of Central Ohio citizens, has been an important liaison between WOSU Public Media and the community since 1973.

The board serves as a link to and from the community-at-large, sharing information and opinions on issues and community needs and advising on appropriate programmatic approaches.

The board cultivates sources of funding while promoting memberships, sponsorships and donations through special events and other activities and supports communication of WOSU goals among members of the Friends of WOSU, the larger community and The Ohio State University.

2021 Higgy-Tyler Award: Mary Alice Akins

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 innovation and creativity in service to the mission of WOSU.

Many WOSU employees contributed mightily to the new WOSU headquarters. Mary Alice Akins interpreted and implemented the big picture ideals of the team into concrete reality in the building. Over the past year and under extreme circumstances, Mary Alice has done extraordinary work in the effort to move the staff, install furniture and equipment, coordinate suppliers, and troubleshoot every step of the way.

Congratulations to Mary Alice and thanks to the Friends of WOSU Board for supporting this annual staff award.

President:
Kyle Anderson

Vice President:
Mac Joseph

Secretary/Treasurer:
Betsy Pandora

Members:
Courtnee Carrigan
Johanna DeStefano
Ann DiMarco
Erik Farley
James Ferguson
Jeri Grier
Jon Hsu
Julie Keckstein
Ray LaVoie
Trip Lazarus
Kurt Lykins
Kathy McGinnis
Melissa McHenry
Christine Mortine
Stacy Rastauskas
Tom Rieland
Bill Schiffman
Erin Davis Shedd

Welcome our newest members, joining the Friends of WOSU Board in 2021:

Johanna DeStefano
James Ferguson
FISCAL YEAR HIGHLIGHTS

A review of WOSU Public Media’s fiscal year ending June 30, 2021, shows the difference a world pandemic made to the organization.

WOSU saw an increase in membership as more Central Ohioans discovered the WOSU broadcast and digital services. But WOSU experienced a reduction in underwriting program support and earned revenue.

Federal support of about $800,000 came through the CARES Act and the Corporation for Public Broadcasting, which helped WOSU recover and produce some of the special programming outlined in this community report.

Another unusual revenue source during the fiscal year was the FCC reimbursements of over $2 million related to the WOSU TV transition to a new broadcast channel. Expenses for mandated new transmission equipment were taken the previous fiscal year and the reimbursement shows up under earned revenue.

General operational expenses were down considerably through the year, especially in areas such as travel and marketing, which accounts for the lower operating costs. Funds from the capital campaign for the new WOSU headquarters are not included in the annual operating data. The campaign topped its goal of $12 million in early 2021.

WOSU Public Media 2020-2021 FINANCIAL REVIEW

2021 OPERATING REVENUE:
$17,192,000

- Community Funding: 37% $6,295,000
- Earned Revenue: 31% $5,273,000
- Federal Grants: 15% $2,539,000
- The Ohio State University: 7% $1,288,000
- State and Local Grants: 5% $937,000
- In-Kind Support: 5% $860,000

2021 OPERATING EXPENSES:
$8,181,000

- Content, Programming, Distribution: 66% $5,376,000
- General and Administrative: 17% $1,408,000
- Fundraising: 14% $1,143,000
- Promotion and Marketing: 3% $254,000

Data Source: Audited Financial Statements (unfinalized at time of publication) from PriceWaterhouse Coopers LLP for fiscal year ending June 30, 2021. Not included: annual depreciation costs and revenue from the capital campaign. WOSU Public Media posts its entire audited financial statement online at wosu.org/about/reports-to-the-public
MAKE YOUR IMPACT

MEMBERSHIP: Gifts made to continually sustain the programming and day-to-day operations of WOSU

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

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

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

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

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

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

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