WOSU public media
COMMUNITY REPORT
2022

A Year of Firsts

Mission
To engage, inform and inspire our diverse community.

Vision
Curiosity ignited.
Community connected.
Letter from the General Manager

2022: A Year of Change

WOSU began 2022 with a mindset of firsts and change. A physical move from the Fawcett Center to the new WOSU headquarters at 14th and Pearl was underway and the team was poised for the first general manager transition in 19 years. Our team was proud to officially open the new headquarters at the end of January, followed by the first radio broadcasts in March and the inaugural Second Saturday Kids Day in April. While COVID-19 variants continued to mean restrictions of physical events for the first part of the year, once the restrictions relaxed the Ross Community Studio was energized on a weekly - and sometimes daily basis - with WOSU, client and community partner events. Top notch programming continued with the premiere of our second season of QED with Dr. B, the launch of The Ohio Newsroom in partnership with public radio stations throughout Ohio, and the addition of two new Classical 101 programs – the From Bach to Biggie series and the JUXTA live performance in October, among others. Throughout this report you’ll see many examples of outstanding work and service to our Central Ohio community. We are grateful for our WOSU staff and community members for their agility and dedication over the past year.

Our year of transition continues into 2023 when we will welcome our next general manager, Anthony Padgett. Anthony starts as the Thomas Rieland Endowed General Manager of WOSU Public Media (endowed title pending OSU Board of Trustees approval) on March 6.

Onward to 2023 and more growth and change,

Laura Baker & Mary Alice Akins
Interim Co-General Managers
WOSU Public Media

Supporting the Future

When Andy and Sandy Ross learned that community members were coming together to honor Tom Rieland’s retirement from WOSU Public Media, they saw it as an important time for a transformational gift to the organization. More than a dozen friends had made donations to establish an endowment in Rieland’s honor and the Rosses decided to greatly enhance the endowment with a $3.4 million commitment.

These gifts will established the “Thomas Rieland Endowed WOSU General Manager” position. The endowed position will support the role of general manager at WOSU in perpetuity while providing future general managers annual discretionary funding.
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 (WOJB 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

WOSU PUBLIC MEDIA STAFF
Ryan Aills
Mary Alice Akins
Laura Baker
Ben Bays
Diana Bergemann
Carrie Beyer
Steve Brown
Jared Brown
David Carville
Marcus Charleston
Greg Coulson
Rob Dall
Michael De Bonis
Cheryl Dring
Joan Duffy
Ann Fisher
Renee Fox
Eric French
Bobby Gerberick
Alysa Cobert-Smith
Jennifer Hambrick
Stacia Hertz
Ryan Hitchcock
David Holm
Debbie Holmes
Nick Houser
Amy Juravich
Timothy Kelly
Tara Kreider
Steven Lahr
Bram Laiyman
George Levett
Hannah Litz
Darrin McDonald
Michael Meadows
Victoria Miller
Bill Mooney
Hailley Moore
Chuck Ony
Amy Palermo
Casey Paris
Paul Peloquin
Alexis Perrone
Kevin Petrilla
Jan Pollard
John Prosek
Christopher Purdy
Matthew Rand
Mary Rathke
Jaclyn Reith
Christine Sadic
Karen Simms
Susan Stonick
Sarah Sykes
Gregory Teeters
Patrick Testa
Steven Thompson
Michael Thompson
Rob Walker
George Welling
Leticia Wiggins
Erika Wilson

*Full-time staff as of 12/31/2022
Celebrating a Century of Service

WOSU Time Capsule

The passage of 25 years and our moving into a new building inspired us to open a WOSU time capsule. Some of the items seemed alien to our youngest staff members (“Look at that tape format!” “What’s a tape format?”). A reporter’s notebook—with scribbles on every page—is a reminder of our longstanding commitment to local news. An old staff photo shows that we have indeed made steps toward reflecting the diversity of our community. The absence of any evidence of a digital presence is a reminder that we are constantly exploring and embracing new technologies as we seek to serve our community. And what were the items we considered important enough to include in the new time capsule? We’ll let you know in 2047.

Above: The “official” kickoff to regular radio programming on April 24, 1922.
Right: The opening of the time capsule, the contents from 1997 including a photograph of the News Room Staff.

Centennial Celebration

On November 6, 2022, friends were invited to a Centennial Celebration honoring WOSU’s 100 years of service. History was brought to life in a performance directed by retired General Manager Tom Rieland and produced by Brent Davis.

Friends of WOSU Board members and retired staff reenacted voices of past staff members. This includes former personalities Fred Andrle and Boyce Lancaster alongside their current staff members Mike Thompson and Christopher Purdy.

Left: "Interim Co-Generic Manager Laura Baker opens the Centennial Celebration."  
TOP: On August 18, The Ohio State University placed a commemorative marker on the site of the original WOSU radio studios at the corner of W 19th St and MacGruder Avenue.
**WOSU | NEW in 2022**

**Event Series**

WOSU Public Media celebrated its 100th year with a series of Special events in the Sandy and Andy Ross Community Studio. These events focused on the tent poles of the organization that include quality journalism, arts and culture and lifelong learning.

**Daniel Tiger’s Be My Neighbor Day! – March 5**
Despite the COVID-19 pandemic, we were able to safely welcome in over 600 kids and families in to get pictures with Daniel Tiger. The event collected a copious number of books for the Van Buren Center. See Page 15

**Second Saturday Kids Day**
Children get to experience learning through characters they already know and love, exploring themes that investigate art, science, math and reading. See Page 15

**The Ohio Newsroom Summit – August 5**
Public media organizations across Ohio partnered to launch The Ohio Newsroom. WOSU hosted the first in person meeting of this important organization.

**Broad and High Filming with a Live Audience – August 19**
The exciting and original weekly magazine show filmed its local music segment in front of a live studio audience.

**VIVO Music Festival – September 1**
The kickoff to the celebration of 100th year was ushered in with the sounds of the Beer and Beethoven night with amazing classical musicians

**Dialogue – September 13**
The collaborative event with the OSU Glenn College of Public Affairs returned to in person presentations of thoughtful discussions. See Page 17

**Columbus on the Record Live – October 14**
Audiences were treated to Mike Thompson and Ann Fisher hosting their original WOSU programs in front of a live studio audience.

**Halloween with the Q Files – October 19**
The queer paranormal podcast rises from the beyond – on stage. We explored the highly strange and weirdly unknown through the queer intersectional lens.

**Drag Queen Storytime with Nina West – November 7**
Children and families were delighted by the legendary Drag Queen of kindness Nina West as she did a wonderful reading of her new book The Your Kind of Kind.

**Sandy and Andy Ross Community Studio**

Designed to be flexible and with built-in, cutting-edge technology, this 2,200-square-foot space can be configured to meet the needs of a variety of events. In its first year of operation the space hosted a wide variety of 77 events and welcomed over 5,000 guests through its doors.

The space has been used for retirement parties, filming, kids’ events, author readings, meetings, screenings, poetry, music, receptions, discussions and WOSU shows live in front of an audience.

**“Love me some NPR and WOSU Public media.”**
- Elizabeth Kozelek

“Love all the programming that you make available. My husband and I can always find something new and enjoyable to view. Thank you.”
- Michael & Donna Hughes
Generous. This word encompasses the spirit of the community of WOSU supporters. To be generous is defined as “showing a readiness to give more of something, as money or time, than is strictly necessary or expected.” Our Central Ohio community has a longstanding history of generosity through membership, corporate support and other philanthropic giving to WOSU—and 2022 was no exception. We had another record setting year in our membership department—demonstrating that it takes the support of many—at all gift levels—to ensure WOSU has the critical resources to serve our community. We’re reminded of how that generosity transforms our work every day when we walk into the new WOSU headquarters, see a child light up to see their favorite PBS KIDS character at Second Saturday Kids Days or are exposed to new music or information we otherwise wouldn’t have the access to consume. Thank you for sharing your generosity with WOSU today and tomorrow.

With gratitude,
Laura Baker
Chief Development Officer
WOSU Public Media

Producers Club
The Producers Club, WOSU’s leadership giving society, is a community of our most generous and engaged donors committed to the future of WOSU Public Media. Producers Club members are true philanthropists in heart and action, each contributing a minimum of $1,200 per year to WOSU Public Media. These members are leading the way to help guarantee that WOSU Public Media will remain a vital and FREE public media resource within our community. This year, Producers Club members were offered tours of WOSU’s new headquarters and joined us for a Centennial Celebration event to celebrate WOSU’s 100 years of service. See the full listing of WOSU Producers Club members at wosu.org/support/leadership-giving/producers-club-members/.

Neil Legacy Society
Did you know you can make an impact at WOSU Public Media without opening your checkbook? A gift in your will or living trust is an effective and flexible way to support the future of public media. Neil Legacy Society members have made the decision to leave a lasting legacy by naming WOSU as a beneficiary of a planned gift. These donors ensure that WOSU Public Media will be available for our children, grandchildren, and Central Ohio residents for generations to come. Please let us know (advancement@wosu.org) if you have included WOSU in your plans or if you would like to learn more so we can recognize you in the Neil Legacy Society. See the full listing of Neil Legacy Society members at wosu.org/neillegacy.

“Always glad to support WOSU, a wonderful local asset to the community. Thank you all for being there for the rest of us.”
-Suzanne Allison

"Always glad to support WOSU, a wonderful local asset to the community. Thank you all for being there for the rest of us!"
-Suzanne Allison
Membership

2022 continued to be a record year for WOSU Membership. The year ended with over 33,000 active members contributing a total of $4,924,381. This includes 4,489 new members, 17,671 sustaining members and 219,261 individual transactions.

Membership continued to experiment with non-traditional means of fundraising in hopes of decreasing our reliance on the traditional methods. This includes an aggressive digital campaign using Google metrics to identify potential new donors, and offering additional digital content to attract a new generation of viewers and listeners and using QR codes and texting.

Our sustaining members create a consistent stream of donations every year and provides WOSU flexibility with other types of fundraising.

Membership in the WOSU Business Circle provides a business with brand exposure to quality WOSU audiences, including 32,000+ members. In addition, it aligns their brand with trusted, diverse, and authentic content providers from NPR, PBS, and WOSU Public Media, that is distinctive, and mission driven. WOSU is proud to welcome its first member of the WOSU Business Circle, The Ohio State Bar Foundation.

“Most watched station. Informative, educational, and enjoyable.”

-Judith Haddox

“Always glad to support WOSU, a wonderful local asset to the community. Thank you all for being there for the rest of us!”

-Suzanne Allison

Membership Growth Past Five Years

<table>
<thead>
<tr>
<th>2022</th>
<th>2021</th>
<th>2020</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4,924,381</td>
<td>$4,617,000</td>
<td>$4,028,000</td>
<td>$3,773,400</td>
<td>$3,295,700</td>
</tr>
</tbody>
</table>

Corporate Support Past Five Years

<table>
<thead>
<tr>
<th>2022</th>
<th>2021</th>
<th>2020</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,228,000</td>
<td>$1,222,000</td>
<td>$1,177,000</td>
<td>$1,082,000</td>
<td>$1,250,000</td>
</tr>
</tbody>
</table>

WOSU business circle

In 2022, we opened an invitation to join the WOSU Business Circle. It’s a distinctive group of civic-minded business sponsors whose investment in WOSU Public Media underscores their commitment to local journalism and quality programming that is informative and educational and addresses the current and relevant issues of our community and across the nation. Joining WOSU Business Circle means business will be recognized as a philanthropic advocate for truth, information, and engagement in our community through their support of public media.

Rob Walker has been appointed to the Development Advisory Committee (DAC) at PBS. He will serve a three-year term beginning January 1, 2023.

Comprised of system leaders and influencers, the DAC provides strategic and tactical expertise and advice on fundraising issues impacting our entire system. “Given Rob’s vast experience, the positive influence he has with his system colleagues, and his forward-thinking vision of a stable and balanced fundraising foundation for Public Media, he was the ideal candidate for the DAC,” explained Jerry Liwanag, Vice President, Fundraising Strategy & Programming at PBS. “We are looking forward to his input and happy to have him as part of this group.”

Rob has been the Director of Membership since 2011. Prior to that, he was Manager of On-air fundraising.

Program Support:
A business’ marketing messaging, logo, and/or brand broadcast on various WOSU platforms. Financial support of NPR, PBS, and local WOSU programs comes from business’ marketing, media, advertising, or operations budgets.

Philanthropic Support:
Businesses support WOSU projects, programs, and/or new initiatives from their philanthropic, corporate social responsibility, human resources, and/or community relations budgets.

Community Event Sponsorship:
Business sponsorship of WOSU in-person and virtual community and member events. Business receives exposure on all WOSU platforms promoting the event.

Local Production Support:
Funding productions that WOSU creates, produces, and broadcasts on both radio and television is a sponsorship opportunity for businesses to receive funding credits during broadcasts and brand exposure on all applicable WOSU platforms.

Corporate Support

For-profit and non-profit businesses of any size provide financial support for WOSU programming and/or projects. In exchange, businesses receive marketing benefits via radio and TV broadcasts and/or digital exposure with customized, branded messaging on various WOSU platforms. There are four types of corporate support offered at WOSU.

- Program Support:
  - A business’ marketing messaging, logo, and/or brand broadcast on various WOSU platforms. Financial support of NPR, PBS, and local WOSU programs comes from business’ marketing, media, advertising, or operations budgets.

- Philanthropic Support:
  - Businesses support WOSU projects, programs, and/or new initiatives from their philanthropic, corporate social responsibility, human resources, and/or community relations budgets.

- Community Event Sponsorship:
  - Business sponsorship of WOSU in-person and virtual community and member events. Business receives exposure on all WOSU platforms promoting the event.

- Local Production Support:
  - Funding productions that WOSU creates, produces, and broadcasts on both radio and television is a sponsorship opportunity for businesses to receive funding credits during broadcasts and brand exposure on all applicable WOSU platforms.
Education

WOSU Classroom had an exciting year of ‘firsts’ in the new building and was able to engage with the community like never before thanks to support from our generous donors. In 2022, we hosted six Second Saturday Kids Days in the Ross Community studio, where we engaged 692 children and 630 adults in fun activities featuring PBS KIDS resources and other educational content. We were also able to utilize the space to bring 45 educators from around Central Ohio together for our first in-person Educational Advisory Council Meeting since 2019.

This year was also a successful year for grants, and the Classroom team was able to host a variety of grant-funded events in the new space. In March, we held Daniel Tiger’s Be My Neighbor Day, which hosted over 200 families who donated 1,061 books to our book drive to benefit the Van Buren Center. Throughout the summer and well into winter, we hosted several meetings of the Ohio Learns 360 cohort, which included our counterparts from the other 7 Ohio PBS stations as well as 104 educators who attended our train-the-trainer sessions.

WOSU Classroom has partnered with SOITA and CET PBS, our counterparts in Dayton, to update our shared virtual professional learning platform, Teacher Campus, with all new content designed to fit the busy schedules and unique needs of PreK-12 educators across Ohio. In an effort to make this valuable content accessible to all school districts, we formed the Teacher Campus Community of Learning Initiative to offer unlimited access to all live and self-paced courses to participating school districts.

Second Saturday

WOSU Second Saturday Kids Days are free events that take place in the Ross Community Studio at the WOSU headquarters. Kids and families are invited to take part in hands-on educational activities, watch PBS KIDS programs, and visit with special guests straight from PBS! Major funding for Second Saturday Kids Days is provided by The DiMarco Family Fund of The Columbus Foundation.

PBS Kids STEAM Kits

WOSU Classroom was selected as one of 25 PBS stations to engage families, caregivers and community partners with learning resources through PBS KIDS STEAM Kits, which was supported by the CPB Digital Innovations Grant. The PBS KIDS STEAM Kit program is a 6-week family engagement experience exploring Science, Technology, Engineering, Art, Math (STEAM) concepts.

Thrive to Five

WOSU Classroom partnered with Thrive to Five and engaged families on the South side of Columbus in multi-generational, hands-on family engagement designed to promote learning, science inquiry and the engineering and design process. Throughout the series, families saw how learning can be fostered through everyday interactions that include a variety of media and real-world objects working in concert to support learning.

“...support public radio as a sustaining member & hope my kids have fond memories of the programming when they reflect on their childhoods.”

-Ellen Bailey

• WOSU Classroom served 1,615 educators through online courses, in-person workshops, meetings, and events
• Second Saturday: 1,322 attendees
• Daniel Tiger’s Be My Neighbor Day: 200 families attended the in-person event to collect their activity kits; 80 families attended the virtual component. 1,061 books donated
• Ohio Ready to Learn: 40 workshops attended by 701 participants who serve a total of 14,998 children

Drawing with Mr. J

Eight new episodes, along with a companion guide for educators, were released with season three of Drawing With Mr. J.
Rumored for months, the blockbuster deal was announced in the first days of 2022. Intel Corporation would spend up to $20 billion to build two microchip factories in New Albany. The factories could create 3,000 jobs, with a promised average salary of $130,000. The project did not come without significant government help. Ohio and local governments chipped in $2 billion dollars in incentives to lure Intel to Central Ohio. Intel executives say federal incentives will allow it to build even more factories, bringing the total investment to $100 billion. The project could transform Ohio’s economy, possibly creating a Silicon Heartland, centered in Columbus.

Rethinking Elections Dialogue Explores Alternatives

With the nation so deeply polarized and candidates racing to their parties’ extremes, some are looking for different ways to run elections and pick those who represent us. November’s edition of Dialogue, presented by WOSU and OSU’s John Glenn College of Public Affairs, explored many options — from the simple to the extreme. Moderator Mike Thompson and an expert panel examined top-two open primaries, ranked choice voting, ending gerrymandering, and abolishing the Electoral College. It was an engaging discussion that left everyone with something to think about.

Award-winning journalist Clare Roth was chosen to lead The Ohio Newsroom, becoming the first managing editor to take the editorial reins for Ohio’s largest daily statewide news collaborative. Roth, a seasoned journalist, will coordinate the journalistic work of Ohio’s network of public radio newsrooms to cover the many “news deserts” in the state that typically don’t have coverage and pull stories that would not have otherwise been told, and share them statewide.

2022 Top Story – Intel Comes To Ohio

Rumored for months, the blockbuster deal was announced in the first days of 2022. Intel Corporation would spend up to $20 billion to build two microchip factories in New Albany. The factories could create 3,000 jobs, with a promised average salary of $130,000. The project did not come without significant government help. Ohio and local governments chipped in $2 billion dollars in incentives to lure Intel to Central Ohio. Intel executives say federal incentives will allow it to build even more factories, bringing the total investment to $100 billion. The project could transform Ohio’s economy, possibly creating a Silicon Heartland, centered in Columbus.

“Truth matters. I get my truth from NPR on WOSU. WOSU matters.”
-Larry McClatchey

“I just love NPR and I really appreciate the diversity. The new coverage is such a quality.”
-Anne Wayant

“All my radio needs is an on/off button, a volume knob and 89.7 on the display and I’m good to go.”
-Lawrence Watkins

Award-winning journalist Clare Roth was chosen to lead The Ohio Newsroom, becoming the first managing editor to take the editorial reins for Ohio’s largest daily statewide news collaborative. Roth, a seasoned journalist, will coordinate the journalistic work of Ohio’s network of public radio newsrooms to cover the many “news deserts” in the state that typically don’t have coverage and pull stories that would not have otherwise been told, and share them statewide.

Rethinking Elections Dialogue Explores Alternatives

With the nation so deeply polarized and candidates racing to their parties’ extremes, some are looking for different ways to run elections and pick those who represent us. November’s edition of Dialogue, presented by WOSU and OSU’s John Glenn College of Public Affairs, explored many options — from the simple to the extreme. Moderator Mike Thompson and an expert panel examined top-two open primaries, ranked choice voting, ending gerrymandering, and abolishing the Electoral College. It was an engaging discussion that left everyone with something to think about.

Award-winning journalist Clare Roth was chosen to lead The Ohio Newsroom, becoming the first managing editor to take the editorial reins for Ohio’s largest daily statewide news collaborative. Roth, a seasoned journalist, will coordinate the journalistic work of Ohio’s network of public radio newsrooms to cover the many “news deserts” in the state that typically don’t have coverage and pull stories that would not have otherwise been told, and share them statewide.

Rethinking Elections Dialogue Explores Alternatives

With the nation so deeply polarized and candidates racing to their parties’ extremes, some are looking for different ways to run elections and pick those who represent us. November’s edition of Dialogue, presented by WOSU and OSU’s John Glenn College of Public Affairs, explored many options — from the simple to the extreme. Moderator Mike Thompson and an expert panel examined top-two open primaries, ranked choice voting, ending gerrymandering, and abolishing the Electoral College. It was an engaging discussion that left everyone with something to think about.

Award-winning journalist Clare Roth was chosen to lead The Ohio Newsroom, becoming the first managing editor to take the editorial reins for Ohio’s largest daily statewide news collaborative. Roth, a seasoned journalist, will coordinate the journalistic work of Ohio’s network of public radio newsrooms to cover the many “news deserts” in the state that typically don’t have coverage and pull stories that would not have otherwise been told, and share them statewide.

Rethinking Elections Dialogue Explores Alternatives

With the nation so deeply polarized and candidates racing to their parties’ extremes, some are looking for different ways to run elections and pick those who represent us. November’s edition of Dialogue, presented by WOSU and OSU’s John Glenn College of Public Affairs, explored many options — from the simple to the extreme. Moderator Mike Thompson and an expert panel examined top-two open primaries, ranked choice voting, ending gerrymandering, and abolishing the Electoral College. It was an engaging discussion that left everyone with something to think about.

Award-winning journalist Clare Roth was chosen to lead The Ohio Newsroom, becoming the first managing editor to take the editorial reins for Ohio’s largest daily statewide news collaborative. Roth, a seasoned journalist, will coordinate the journalistic work of Ohio’s network of public radio newsrooms to cover the many “news deserts” in the state that typically don’t have coverage and pull stories that would not have otherwise been told, and share them statewide.

Rethinking Elections Dialogue Explores Alternatives

With the nation so deeply polarized and candidates racing to their parties’ extremes, some are looking for different ways to run elections and pick those who represent us. November’s edition of Dialogue, presented by WOSU and OSU’s John Glenn College of Public Affairs, explored many options — from the simple to the extreme. Moderator Mike Thompson and an expert panel examined top-two open primaries, ranked choice voting, ending gerrymandering, and abolishing the Electoral College. It was an engaging discussion that left everyone with something to think about.

Award-winning journalist Clare Roth was chosen to lead The Ohio Newsroom, becoming the first managing editor to take the editorial reins for Ohio’s largest daily statewide news collaborative. Roth, a seasoned journalist, will coordinate the journalistic work of Ohio’s network of public radio newsrooms to cover the many “news deserts” in the state that typically don’t have coverage and pull stories that would not have otherwise been told, and share them statewide.
“We listen 24/7, literally. We love all the music.”
- Robert Sholis

“Love listening to Christopher Purdy in the morning! He’s the best!”
- Linda Schellkopf

“I enjoy many of the programs throughout the day and night and appreciate the hosts and their interesting knowledge of the music and composers. Thank you so much.”
- Jean Cossey

On average, more than 170,000 people listen to Classical 101 each week, and for more than 60% of them, Classical 101 is their first-choice station.

Classical 101 signed on in the new WOSU Public Media headquarters on February 23 with Kent Teeters on air playing Beethoven’s Fifth Symphony. The other hosts quickly followed suit, and we began to explore ways to fill the new space with music. Also in the Ross this fall, the VIVO Music Festival gave the first full classical concert in our new space with Beer and Beethoven. Violinist Stephen Spottswood also played on our rooftop terrace as part of an ongoing video series that Jennifer Hambrick has been producing, featuring music throughout our building. Tubist Tony Zilincik explored the acoustics in our back stairwell, members of Chamber Brews performed in the 2nd floor collaboration space. Those videos and more live online at wosu.org/classical.

Regular broadcasts like Music in Mid Ohio, ProMusica Chamber Orchestra, Columbus Symphony, and Chamber Music Columbus in Concert strengthen our ties to the local arts community. Concerts at Ohio State showcase performances from the music ensembles at OSU.

For our fall membership drive, Classical 101 partnered with the Mid Ohio Food Collective to help provide meals for our neighbors facing hunger. Our members helped us provide more than 2,000 pounds of food. Christopher Purdy and Jennifer Hambrick are much in demand around the area as speakers, emcees, hosts and adjudicators. They are trusted faces of Classical 101 in our community.

Beginning with Beethoven

WOSU presented a world premiere in our new concert series JUXTA. Made possible by funding from the Johnstone Fund for New Music, the JUXTA concert brought together some notable Columbus creatives. Black Odes: A Reclamation Suite was a newly commissioned work by Mark Lomax II and Scott Woods, with visual art by Duarte Brown and an exciting performance by the Urban Art Ensemble on stage in the Ross Community Center.

The title refers to the Black Codes of post-Civil War America, a series of laws designed to limit the freedom of African Americans. Black Odes celebrates the creative space where that freedom may be found. “(The challenge was) to create a ‘reclamation suite’ that really is focused not on pain and trauma but on joy, and forgiveness, redemption,” said composer Lomax. “So we’re reclaiming that space.”

New Perspectives

Classical 101 offered a new series of radio programs called New Perspectives: From Bach to Biggie hosted by Stephen Spottswood. Audiences loved it and there are plans in the works for more episodes.

Harpist Alix Raspe-Gray was the first to perform in the gorgeous acoustics of our new Performance Studio.

“Signing On”

“Signing On”
We saw changes in the Columbus market with Broadband Only Homes reaching 30% by the end of the year. WOSU TV was added to the Direct TV Streaming service, making our services available on two streaming platforms including YouTube. Our Saturday night line-up of British comedy and mystery series was the highest viewed night of the week.

The WOSU TV content team went back into full swing in 2022 and had 4 local series season premieres in the fall.

This year the Columbus Neighborhoods team was able to take advantage of the new WOSU headquarters by transforming the History Lobby in the Lower Level to record host wraps with Charlene Brown and Javier Sanchez.

Broad & High premiered its 10th season on WOSU TV in 2022, and Broad & High’s new producer Carrie Beyer didn’t miss a beat. Along with producing new artist profiles and Kate’s Quick Bites, the Broad & High team was busy in the new Ross Community Studio hosting local bands for Broad & High Presents.

QED with Dr. B premiered its 2nd season with all new shows focused on cutting-edge scientific research. This year the QED with Dr. B team traveled to the Johnson Space Center to get an up-close look at astronaut training. Host Dr. Frederic Bertley and co-host Diana Bergemann moved their host wrap location from COSI into the new Ross Community Studio this year.

Three departments came together to refresh the look of WOSU TV’s weekly political show, Columbus on the Record. WOSU’s marketing team and journalists worked with TV producers to develop on-screen graphics and set elements, select new theme music, and produce a fresh open. The result is a look that matches WOSU’s state-of-the-art new headquarters.

**Viewership**

The viewership of WOSU and PBS on-demand videos continued to grow at record rates in 2022. Viewership of PBS general audience and WOSU Passport, the member-benefit video library, combined to record 1.8 million video streams in 2022. This marked a 70% increase over the previous record set in 2021.

**Most Watched**

On-Demand Programs Among WOSU Viewers:

- All Creatures Great and Small
- PBS NewsHour
- NOVA
- Sanditon
- Antiques Roadshow

**TV Top 5 Rated Programs for 2022:**

- Benjamin Franklin
- All Creatures Great and Small on Masterpiece
- Call The Midwife
- Finding Your Roots
- Agatha Christie’s Poirot

“Thank you for bringing great content to southern Ohio! ”
- Adrienne Boggs

**Columbus on the Record Gets New Look Through Collaboration**

Three departments came together to refresh the look of WOSU TV’s weekly political show, Columbus on the Record. WOSU’s marketing team and journalists worked with TV producers to develop on-screen graphics and set elements, select new theme music, and produce a fresh open. The result is a look that matches WOSU’s state-of-the-art new headquarters.
Year in Digital

**CURIOUS CBUS**

Curious Cbus continued to explore the audience’s curiosity in 2022. Curious Cbus is a digital-first written series that also provides content for 89.7 NPR News, Columbus Neighborhoods and digital video platforms.

Since the series started in 2016, Curious Cbus has received more questions about three mysterious stone monoliths alongside Interstate 70 and near Scioto Audubon Metro Park than anything else in the city. It took a while to fully unearth their story, but we discovered the pillars were part of an art installation created in 1989 to beautify the land surrounding a newly-built electrical substation. We talked to Ohio State University landscape architecture students who collaborated with a group of engineers to design and build the 16-foot monoliths to finally answer this question.

Curious Cbus also completed ground-breaking reporting on Sherman Hamlin Guss, who was the first Black graduate of Ohio State University in 1892; QUBE which was an ahead of its time cable service that started in Columbus in 1977, as well as the history of Columbus first shopping malls.

Learn more about Curious Cbus and submit your own question at wosu.org/curious.

Video producer Leticia Wiggins completed PBS’ Digital Immersion Advanced Program in October. To cap off the program, PBS invited her and the other program participants to the new PBS headquarters in Washington, D.C.

Leticia was invited to join this program, which included enhanced mentorship and leadership coaching, after showing remarkable capability in the initial Digital Immersion Program in 2021. As a part of this program, Leticia developed processes for streamlining the uploading of digital video by the TV producers to several digital platforms.

Leticia is the third WOSU staff member to participate in the Digital Immersion Program since it started in 2017.

Ten Most-Read Stories on wosu.org in 2022

1. Ohio bill would allow pregnant people to sue men for unintended pregnancies
2. Suspicious fire destroys plans for a contested assisted living facility in a Dublin neighborhood
3. Columbus police provide update after 5-month-old recovered following Short North abduction; officers searching for second child
4. William Husel found not guilty in one of Ohio’s largest murder cases
5. One baby recovered, another still missing after Short North abduction
6. Gahanna police say Short North kidnapping suspect threatened to take another baby in custody dispute
7. Two Columbus residents set to open the city’s first sober bar
8. The history of Columbus’ first shopping malls
9. Curious Cbus: What are the three monoliths near Scioto Audubon Metro Park
10. Ohio Election Results: 2022 Statewide Races
WOSU Community Engagement

The Sandy and Andy Ross Community Studio located within the headquarters at WOSU provides a community space for the public, University community, and all Central Ohio.

WOSU can provide a full multimedia experience including livestreaming capabilities. Our team is ready to help you with your meeting needs.

If you are interested in using this space for a community event, contact us at 614-292-9678.

Ohio Poetry Out Loud 2022 State Championship 3/4/2022
League of Women Voters Voter Registration Week 3/21-24/22
The International Live Events Association (ILEA) Regional Meeting 5/10/2022
Michael Wilkos, United Way of Central Ohio: Demographics in Columbus 6/29/22
VIVO Music Festival, Beer and Beethoven 9/1/2022
Articulation 9/23/2022
The Big Table 10/6/2022
UN World Food Day + Ohio Food Policy Summit 2022 10/16/2022
Leadership Columbus 11/17/2022

Retirements

Tom Rieland
In over 19 years as General Manager at WOSU Public Media, Tom Rieland re-invigorated our commitment to local programming, redoubled WOSU’s local news mission, and re-imagined our educational role. He led many community collaborations, such as WOSU@COSI, and directed the creation of our $32 million headquarters. “Tom Rieland has positioned WOSU for sustained success,” said Jay Kasey, Ohio State’s senior vice president in the Office of Administration and Planning.

Brent Davis
Arts, Life, and Culture Content Director Brent Davis retired in August, 2022, having served at WOSU for 18 years and for 37 years in public broadcasting. Columbus on the Record, Broad & High, and Columbus Neighborhoods—three of WOSU’s longest-running and most popular local programs—were created during his tenure, and still air. Davis also supervised Classical 101 and hosted and produced events for The Bluegrass Ramble.

Dave Carwile
David Carwile served many vital roles in his 36 years with WOSU, including Director of Radio Programming and then Station Manager for WOSU Radio. As Senior Director of Planning and Initiatives, he led first-in-the-nation projects in digital radio and TV datacast-based public emergency alerting systems. During his WOSU tenure, Carwile also volunteered as Announcer for the Ohio State Marching Band. He continues to serve as the Administrator for the Ohio Education Television Stations group.
“We appreciate WOSU programming, thank you for the efforts to offer a wide variety of features.”
-Tim Lawlis

Friends of WOSU Board

New Friends of WOSU

Craig Friedman
Vice President, Regional Communications, The PNC Financial Services Group

Nora Gerber
Executive Director, University District Organization

Jennifer Monnin
Vice President, Marketing Integration, Nationwide

Marshall Shorts
Principal, Artfluential

Leisan Smith
Chief Equity Officer, Columbus School for Girls

Shiloh Todorov
Development & Communications Director, Move to Prosper

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. Directors share information and opinions on issues and community needs, advise on appropriate programmatic approaches, and volunteer at community and WOSU events. In 2022, the Friends Board was excited to introduce new standing committees including outreach, experiences and development and will utilize these committees to engage non-Board members in a volunteer capacity.

WOSU’s Winning Team

Regional EMMY® Awards in 2022

Drawing with Mr. J
Category: Short Form Content

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

Broad & High:
The Art of Traditional Mexican Cartonera,
Category: Arts/Entertainment - Short Form Content

QED with Dr. B:
The Science of Taste
Category: Environment/Science - Long Form Content

QED with Dr. B:
Exercise
Category: Health/Medical – Long Form Content

Curious Cbus Awarded 2022 Champions of Curiosity Award

The “This Wouldn’t Have Been Covered Otherwise” Editorial Award was awarded to WOSU for history reporting on the first Black graduate of OSU and same-sex marriage statutes. The Champions of Curiosity Awards is Hearken’s celebration of community listening, community building, and needs-based service approaches that make the world a better place.
WOSU DEIA Progress

The WOSU Diversity, Equity, Inclusion & 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, trainings and safe spaces that positively impact the overall culture, education and accountability of WOSU to all aspects of DEIA. Our team highlights in 2022 include:

- Staff Lunch and Learns with community partners, such as Columbus Cultural Orchestra and Columbus Gives Back, to help educate staff on various DEIA related topics that directly correlated to WOSU’s impact on the community.
- An internal DEIA Podcast featuring staff spotlights, monthly challenges to encourage inclusion and belonging, and a rundown of DEIA related campus and community trainings.
- Partnership with The Ohio State University Office of Diversity & Inclusion to offer Inclusive Hiring Practices Training to all staff, coupled with an ongoing evaluation and update of policies and procedures directly related to WOSU’s hiring.
- Joint efforts with other OSU Administration & Planning Units to develop DEIA related events and trainings available to other units outside of WOSU.

Our team continues to focus on efforts that will have the strongest and longest lasting impact on the organization. The work that goes into not just creating, but maintaining a more diverse, inclusive, equitable and accessible workplace is constant and always top of mind in our planning and goal setting. We will continue to build on our 2022 highlights as well as implement new objectives for 2023. The DEIA Team has the utmost confidence in WOSU’s unlimited potential to foster a workplace where Diversity, Equity, Inclusion & Accessibility are at the forefront of our organization and practices and remain grateful for the opportunity to serve WOSU in this capacity.

2022 Higgy-Tyler Award: Casey Paris

Congratulations to Casey Paris, the 2022 recipient of the WOSU Higgy/Tyler Award.

The Higgy/Tyler award honors an outstanding employee for their contribution and service to WOSU Public Media. Service can be extended over a long period of time or be project oriented. The award is given for exceptional accomplishments, demonstrated excellence, commitment, and service to WOSU Public Media.

As the Radio Traffic Coordinator, Casey’s main role in the Radio Operations and Engineering department is to schedule programing and other on-air elements for both 89.7 NPR News and Classical 101.

In addition to the demands of her job and her exemplary performance of these tasks, Casey also is the lead of WOSU’s DEIA Committee formed in 2020. Casey has held a longstanding commitment to diversity as a member of OSU A&P’s Diversity Council since 2018 and was named chair in 2022. The WOSU Friends Board awards a cash gift of $3,000 to the winning recipient.

“Thanks for being such a great part of our community!”
-Wendy Hepker
Fiscal Year 2022 Highlights

A review of WOSU Public Media’s fiscal year ending June 30, 2022, shows a relatively flat year-to-revenue.

WOSU continued to increase in overall membership revenue, as well as showed increases in In-Kind/Donated Services from the Ohio State University, Broadcast Educational Media Commission and State and Local funding increased due to the awarding of an Ohio Department of Education Grant for WOSU Classroom. While these line items showed an increase, they are offset by the loss on WOSU’s overall investments in FY22, as well as the finalization of the FCC Repack project and conclusion of the federal COVID assistance programs.

Of note, in 2022 the Thomas Rieland Endowed WOSU General Manager fund was established and is recognized in the Earned Revenue category showing an unusual and one-time earned revenue increase.

A diverse mix of revenue streams is important in an environment of reduced federal, state and university support. Fiscal year 2022 was a transition year as WOSU moved into new facilities and began to operate with a fiscal model that includes new operational expenses. WOSU staff returned to the new building in September 2021 and therefore were utilizing the building at a higher capacity which in turn increased costs related to utilities and maintenance. Additionally, the return to a post-COVID normalcy saw WOSU promoting the building and all its assets which incurred additional marketing and event costs. These expenses are expected to translate into future increased earned revenue.

WOSU Public Media continues to target the growth of its annual membership, program support, major giving, planned gifts and grant revenues.

WOSU Public Media 2021-2022 Financial Review

2022 Operating Revenue: $17,512,000

- Community Funding: 36% $6,308,000
- Earned Revenue: 23% $4,029,000
- Federal Grants: 16% $2,876,000
- The Ohio State University: 9% $1,581,000
- State and Local Grants: 9% $1,495,000
- In Kind Support: 7% $1,223,000

2022 Operating Expenses: $11,915,000

- Content, Programming, Distribution: 55% $6,504,000
- General and Administrative: 25% $2,962,000
- Fundraising: 17% $2,080,000
- Promotion and Marketing: 3% $369,000

Data Source: Audited Financial Statements from Forvis LLP for the fiscal year ending June 30, 2022. Not included: annual depreciation costs and revenue from the capital campaign. WOSU Public Media posts its entire audited financial statement online at https://wosu.org/about/reports-to-the-public/.

WOSU Public Media
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!

Volunteer: Donate your time and talents to help WOSU Public Media.

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