

WKSU 2003-2004 Annual Report A Public Service Commitment...



WKSU Community Advisory Council member Lee Irving, Kent State University President Carol Cartwright, and WKSU classical music host Mark Pennell at a social gathering for Council members at Dr. Cartwright's home.



WKSU reporter/producer Mark Urycki won a National Gabriel Award from the Catholic Academy for Communication Arts Professionals for his feature "A New Blimp is Launched."



WKSU Community Advisory Council member Tom Forman (l) joins folk music host Jim Blum and general manager Al Bartholet (r) at an informal get-together with other folk fans.



Vivian Goodman, WKSU's local All Things Considered host, was a Celebrity Chef at the Northeast Ohio Adoption Services' annual fundraiser at Benihana's in Cleveland.

Working at WKSU is not just an "in-the-studio" job. Rather, the station's on-air hosts, reporters and staff members demonstrate a public service commitment to the region that extends well beyond the boundaries of WKSU's main broadcast facility in Kent and its news bureaus in Cleveland and Stark/Wayne Counties.

Volunteering in the Community...

One aspect of that commitment springs from a shared understanding that the station is responsible for providing public radio service to all of the people who live and work in the 22 Ohio counties served by WKSU. It also comes from the knowledge that WKSU's more than 206,000 listeners expect and, indeed, deserve accurate and timely national and regional news, entertaining specialty programs, and classical music and weekend folk music that otherwise would be unavailable to many radio listeners in the region.

Clearly, the WKSU Stations are sustained by public radio professionals who take seriously their responsibility as stewards of our region's public radio trust. But beyond fulfilling those professional obligations, staff members also reveal their dedication to Northeast Ohio with active community involvement.



Leonard will, WKSU's local Morning Edition host, was inducted into the Cleveland Press Club's Journalism Hall of Fame.

WKSU's Leadership Circle is comprised of listeners who contribute \$1,000 or more annually to the station. Leadership Circle members receive an 89.7 Partner Pin and other benefits.

Personal commitments—made by on-air hosts, reporters and producers, engineers, development and marketing/public relations professionals, and others who work at 89.7—truly set WKSU apart as a community-based institution that serves the entire Northeast Ohio region. Just a handful of the more than 40 organizations to which WKSU staff members consistently contribute time and talent include Leadership Akron, the Society of Broadcast Engineers, FolkNet, the Akron Roundtable, the Akron Press Club, the Radio/Television News Directors Association, Workmen's Circle Klezmer Orchestra, Akron Symphony Chorus, Portage County Park District, Ohio Professional Writers, and the Ohio Society of CPAs.



Reporter/producer Julie Grant introduced a band during one of the Downtown at Dusk summer concerts in Akron.

WKSU station staff and on-air hosts are also frequent volunteers at public events, giving them opportunities to meet WKSU listeners and members. Be it hosting an evening at the cinema...providing introductions for an orchestra...or moderating a panel discussion, WKSU's public radio professionals travel throughout Northeast and North Central Ohio to connect with people in the communities served by the station's signal coverage.



Reporting from the Field...

WKSU is committed to continuing to build relationships with communities of listeners whose lives are enriched with news, information and cultural offerings. And WKSU also will continue to leverage its strength as Ohio's leading public radio station by providing distinctive regional coverage that has national appeal and that draws upon the station's increasingly valued role as major media institution for the region.

A number of noteworthy goals were achieved during WKSU's 2003/04 fiscal year:

- WKSU's Endowment Fund was officially established when 92 donors

contributed \$570,000 to the Fund, thereby earning a \$250,000 matching gift from The GAR Foundation.

- In June 2004, WKSU's network of repeater transmitters grew when 90.7 WNRK Norwalk signed on. WNRK extends WKSU programming throughout Erie and Huron counties, and it increases WKSU's public radio service to Cleveland's western suburbs.
- In this fiscal year alone, WKSU received 69 awards from prestigious regional and national organizations (a complete list of awards won is included in this report). Among those honors are
 - *Best News Operation in Ohio* from the Ohio Chapter of the Society of Professional Journalists (Ohio SPJ).



Classical music host Sylvia Docking joins WKSU volunteers during one of the station's fundraising campaigns.



- *Best Reporter in Ohio* to WKSU Reporter/Producer Julie Grant from the Ohio SPJ.
- *Producer of the Year* to WKSU News Director Vincent Duffy from the Ohio Educational Telecommunications Network Commission.

Another major accomplishment was achieved in September 2003, when WKSU launched *FolkAlley.com*, a 24/7 online music service that features folk, world, and acoustic music. *FolkAlley.com* is just one step in WKSU's overall web integration strategy. News interviews, more and more frequently accompanied by supplementary photographs, can be heard in their entirety at wksu.org. Information about music being played and the "faces behind the voices" add a dimension to WKSU's public radio service that was not previously possible. As the station's web strategy continues to develop, more features will be added and refined.

WKSU reporter/producer Vivian Goodman won a 3rd place National Headliner Award from the Press Club of Atlantic City for her feature: "Ebony's Story."

Assisting and Supporting WKSU Volunteers...

WKSU's Community Advisory Council members offer guidance and support to station management in its efforts to continually improve the quality of WKSU's programming. Council members also work with station management to ensure that disciplines are in place so that station members' pledges and gifts are subjected to proper financial controls, and they are advocates for WKSU in the communities where they live and work. The following individuals are members of WKSU's Community Advisory Council:

Ronald C. Allan (Akron)**
Jody Bacon (Akron)**
John Begala (Cleveland)
Charles H. Bennell, Jr. (Canton)
Charles Billow (Akron)**
Sheila Black (Canton)**
Barry C. Dunaway (Orrville)**
Thomas Forman (Pepper Pike)**
Paul Gaston (Kent)
Tom Hager (Akron and Kent)*
Gerald N. Hinderhan (Valley City)
Kathryn Motz Hunter (Akron)**
Lee Irving (Cleveland)**
William R. Joseph (Cleveland)
Hershey Lerner (Streetsboro)
David A. Lieberth (Akron)
Walter Mirapaul (Akron)
Phillip Nabors (Montrose and Solon)
Paul Perantinides (Akron)



WKSU's local Morning Edition host Leonard Will is joined by his daughter 1991 Kent State University graduate Stephanie Ching at the Kent State Airport during "Experience Kent Day."

Pat Primm (Cuyahoga Falls)
Kathy Roberts (Brecksville)
Richard Jay Rogen (Akron)*
Christoph Schmid (Wooster)**
Marty Spector (Akron)*
Brian Toll (Bath)
Tom Turner (Akron)
Rob Vail (Navarre)
Woody Woodward (Akron)



Dr. Kathy Stafford,
*Kent State University Vice President for
University Relations and Development*

Al Bartholet,
*WKSU Executive Director and
General Manager*

* Member of the Advisory Council's Finance Committee

** Member of the Advisory Council's Executive Committee

WKSU Awards: Fiscal 2003-2004

2003

Society of Professional Journalists— Sigma Delta Chi Awards

Public Service in Radio Journalism, Vincent Duffy and Mark Urycki—
“A Place for Me: Adoption and Foster Care in Ohio”

Society of Professional Journalists-Ohio Chapter— SPJ Awards

Best in Show—*Best News Operation in Ohio*, News Staff

Best in Show—*Best Reporter in Ohio*, Julie Grant

First Place—*Best Consumer Reporting*, Mark Urycki—“Digital Cinema”

First Place—*Best Coverage of Minority Issues*, Julie Grant—“Veils”

First Place—*Best Human Interest Coverage*, Mark Urycki and Kevin Niedermier—“Dominick Farinacci,” “Polka Museum,” and other stories

First Place—*Best Web Site*, Chris Duncan and Chuck Poulton—
“www.wksu.org”

Second Place—*Best Investigative Reporting*, Michelle Chyatte—
“Uniontown Landfill: What Lies Below?”

Second Place—*Best Coverage of Children’s Issues*, Mark Urycki and
Vincent Duffy—“A Place for Me: Adoption and Foster Care in Ohio”

Second Place—*Best Consumer Reporting*, Kevin Niedermier—
“Net Metering”

National Federation of Press Women— Communications Contest

First Place—*Prepared Report*, Vincent Duffy—“Selling LeBron”

First Place—*Special Programming*, Vincent Duffy and Mark Urycki—
“A Place for Me: Adoption and Foster Care in Ohio”

First Place—*Special Reporting Series*, Michelle Chyatte—
“Uniontown Landfill: What Lies Below?”

Second Place—*Television Campaign Built Around One Subject*,
Bob Burford and Marcus Thomas Advertising—“Thanks for Listening!”

Second Place—*Annual Report-External*, Pamela R. Anderson and
yDesign—“89.7 WKSU 2001-2002 Annual Report”

Third Place—*Interview*, Vivian Goodman—“Christoph von Dohnanyi”

Third Place—*Magazine Campaign Built Around One Subject-Image*,
Bob Burford and Marcus Thomas Advertising—“Tune In, Go Places:
The Campaign”

Third Place—*Feature Release-Single Release*, Ann VerWiebe—
“WKSU Mourns the Loss of Janet Price”

Association for Women in Communications— National Clarion Awards

Radio Documentary Series-Public Radio, Vincent Duffy and Mark
Urycki—“A Place for Me: Adoption and Foster Care in Ohio”

Catholic Academy for Communication Arts Professionals—National Gabriel Award

Short Feature-Markets 1-25, Mark Urycki—“A New Blimp is Launched”

Press Club of Cleveland— Press Club Journalism Hall of Fame

Inductee: Leonard Will

2004

Cleveland Advertising Association— Cleveland ADDY Awards

Silver Award—*Consumer Magazine, Full Page: Four-color*, Bob Burford
and Marcus Thomas Advertising—“VW in the Desert— Magazine”

Citation Award—*Consumer Magazine Campaign, Less than four-color*,
Bob Burford and Marcus Thomas Advertising—“Time Spent Listening”

Citation Award—*Consumer Magazine, Four-color*, Bob Burford and
Marcus Thomas Advertising—“Clone”

Citation Award—*Newspaper, Fractional page-color*, Bob Burford and
Marcus Thomas Advertising—“VW in the Desert—Newspaper”

Radio-Television News Directors Association— Regional Murrow Award

Best Use of Sound, Mark Urycki—“Maple Syrup”

Horizon Interactive Awards

Gold-Public Service Website, Chris Duncan—“Class in America:
The Unspoken Divide”

Gold-Entertainment Website, Chris Duncan—“FolkAlley.com:
All Folk. All the Time.”

Press Club of Atlantic City—National Headliner Awards

Third Place—*Feature or Human Interest*, Vivian Goodman—
“Ebony’s Story”

Ohio Professional Writers, Inc.—Communications Contest

First Place—*Special Programming*, Vincent Duffy and the News Staff—
“Class in America: The Unspoken Divide”

First Place—*Interview*, Vivian Goodman—“Angela Johnson”

First Place—*Personal Column on the Air*, Diana Keough—
“Deathwatch”

First Place—*Prepared Report*, Mark Urycki—“Paczki Day”

First Place—*Advertising, Single Ad, Institutional or Image*,
Bob Burford and Marcus Thomas Advertising—“VW in the Desert”

First Place—*Advertising Campaign, Institutional or Image*,
Bob Burford and Marcus Thomas Advertising—“Time Spent Listening”

First Place—*News or Feature Release, Single Release, Feature*,
Ann VerWiebe—“WKSU Launches FolkAlley.com”

Second Place—*On the Scene Spot Report, Radio*, Michelle Chyatte—
“Northcoast Blackout”

Second Place—*Prepared Report, Radio*, Julie Grant—
“A Song for Peace”

Second Place—*Special Reporting Series*, Kevin Niedermier—
“Life Among the Amish”

Second Place—*News or Feature Release—Single Release, News*,
Ann VerWiebe—“WKSU Asks ‘Who is Harvey Pekar’ the Week
of Aug. 11”

Second Place—*News or Feature Release-Multiple Releases*,
Ann VerWiebe—“WKSU Presents ‘Whad’Ya Know’” press releases

Second Place—*Annual Report*, Pamela R. Anderson and yDesign—
“2003 Annual Report”

Second Place—*Web Site Development/Creation, Not-for-profit or
Educational Sites*, Chris Duncan—“Class in America Web site”

Third Place—*Prepared Report, Radio*, Kevin Niedermier—
“Bob Hope Obituary”

Nearly 14,000 listeners are contributing members of WKSU.

The Public Radio Program Directors Association honored WKSU with their Core Values Bake-off Award, given for the best application of core values research in news and classical music programming, on-air fundraising, and promotions and station imaging.

More than 206,000 people in Northeast and North Central Ohio listen to WKSU each week.



Prior to the November elections, WKSU News Director Vincent Duffy prepares to moderate a candidate forum on mental health issues.



Jeff St. Clair, WKSU's development producer and classical music host, admires juggler Kevin Delagrangue's skills at "Homegrown Saturday Mornin'."

Third Place—*Newsletter*, Pamela R. Anderson and yDesign—*"StationBreak"* newsletter

Honorable Mention—*Prepared Report*, Radio, Michelle Chyatte—*"Kids Battle for Norton Schools"*

Ohio Associated Press

First Place—*Investigative Reporting*, Kevin Niedermier—*"Exploring the Amish Lifestyle"*

First Place—*Broadcast Writing*, David Giffels and Eric Nuzum—*"On Playing the Tuba"*

Second Place—*Enterprise Reporting*, Vincent Duffy—*"Catholic Dance"*

Second Place—*Feature Reporting*, Mark Urycki—*"American Splendor"*

Honorable Mention—*Extraordinary Coverage of a Scheduled Event*, Mark Urycki and David Roden—*"The Cleveland Orchestra Visits Vienna"*

Honorable Mention—*Use of Sound*, Julie Grant—*"Bird Watching"*

Ohio Educational Telecommunications Network Commission

Producer of the Year, Vincent Duffy

First Place—*Technical Achievement*, Chuck Poulton and Chris Duncan—*"WKSU News Content Management and Audio Conversion System"*

First Place—*Development Award*, Division A, Ruth Krise—*"Non-profit PPA Program"*

First Place—*News & Public Affairs*, Division B, Vivian Goodman—*"Ebony's Story"*

First Place—*Arts & Cultural Affairs*, Division A, Eric Nuzum—*"Who is Harvey Pekar?"*

Honorable Mention—*Development*, Division B, Al Barthelet, Trish Gerber and Pamela R. Anderson—*"WKSU Endowment Fund Campaign"*

Honorable Mention—*Program of the Year*, Eric Nuzum—*"Who is Harvey Pekar?"*

Press Club of Cleveland—Ohio Excellence in Journalism Awards

First Place—*Web Page Design*, Chris Duncan—*"Class in America: The Unspoken Divide"*

First Place—*Documentary*, Vivian Goodman—*"Ebony's Story"*

First Place—*Human Interest*, Mark Urycki—*"Paczki Day"*

First Place—*News Writing*, David Giffels—*"On Playing the Tuba"*

First Place—*Public Service*, Newsroom—*"Class in America: The Unspoken Divide"*

First Place—*Use of Sound*, Julie Grant—*"Bird Watching"*

Second Place—*General News*, Vivian Goodman—*"Patriotism for Profit"*

Second Place—*Human Interest*, Vincent Duffy—*"Catholic Dance"*

Second Place—*News Oriented Traffic Reporting*, Michelle Chyatte—*"Northcoast Blackout"*

Second Place—*Spot News*, Kevin Niedermier—*"Capitol Hill Lockdown"*

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89.7 WKSU
A Service of Kent State University

WKSU's signal coverage is larger than any other FM radio station in Ohio.

WKSU Radio Station Statements of Activities

Years ended June 30, 2004 and 2003

Congratulations to The Cleveland Orchestra, WKSU's Janet Price Memorial Underwriter of the Year 2004.

Revenues and other additions:	2004*	2003**
Pledges and contributions	\$1,681,395	\$1,820,110
Kent State University appropriations	465,815	515,815
Underwriting contributions	985,230	893,639
In-kind contributions	366,484	337,107
Donated administration	563,074	558,212
*** Grant revenue	721,347	528,904
Other income	141,699	233,627
Total revenues and other additions	4,925,043	4,887,414
Expenses and other deductions:		
Program and production	1,917,938	1,941,056
Broadcasting	564,762	546,197
Depreciation	227,052	259,360
Public information	342,719	383,003
Management and general	543,866	558,507
Fundraising	727,970	772,502
Underwriting	361,182	338,204
Total expenses and other deductions	4,685,489	4,798,829
Change in accounting estimate for property, plant and equipment	—	308,872
Excess revenues over (under) expenses	239,554	397,457

* From draft of FY04 unaudited Financial Statements. These numbers are preliminary, pending conclusion of the financial audit.

** 2003 activities reflect the final, audited Financial Statements.

*** Included are \$395,991 (FY04) and \$376,018 (FY03) from the Corporation for Public Broadcasting and \$87,874 (FY04) and \$87,304 (FY03) from the Ohio Educational Telecommunications Network Commission.

WKSU's cost to raise a dollar is 22 cents. The average for public broadcasting is 34 cents.

Special thanks to yDesign and Star Printing, who contributed select design and printing services for this report.

Photos by Bob Christy.

WKSU is a Service of Kent State University with NPR. Classical. Other smart stuff.

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89.7 WKSU

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WKSU's external auditor is PricewaterhouseCoopers LLP.

