Dear WKSU Supporter,

Thank you for your support in fiscal year 2017-2018. It was a year of discovering our potential and ambitiously reaching new milestones in all areas of our work - through your investment. WKSU saw growth in content offerings, in partnerships and in public participation through membership and philanthropic giving.

It’s a challenging time for journalism with the never-ending news cycle and because media organizations - particularly local - are trying to do more with fewer resources. Thankfully, WKSU’s professional journalists and student trainees are buoyed by the commitment of our colleagues and community. In 2018 we relied on the community to guide us in our most important reporting work - from coverage of our region’s approach to mental health, to the impacts of the opioid crisis, to coverage of our region’s bountiful arts and culture.

In 2018 WKSU launched its Operating Plan to provide a road map for strengthening public service in the region. The plan (outlined below) includes operational, editorial and community engagement initiatives. These activities were identified as critical “shovel-ready” projects that would propel us toward greater sustainability and impact. We are grateful to key donors who stepped up with $150,000 in catalyst funding to support the Operating Plan initiatives.

The Operating Plan lays the groundwork for a more comprehensive, collaborative and aspirational approach to making a meaningful difference in our region. Our next step is to raise our heads to the horizon and imagine how our public service approach to reporting and storytelling can benefit our region in years to come. Our focus will be on delivering content through new technologies like smart speakers and interactive dashboards, forging new collaborations in multimedia reporting and local/national journalism projects, expanding our reporting to cover more of the region, and collaborating with the Kent State University School of Journalism and Mass Communication to train the next generation of journalists.

I speak for the entire WKSU team when I express gratitude for the embrace and support of our Northeast Ohio community. We feel such clarity of purpose as we look to the future, and we are so glad you are with us on the journey. I can’t wait to continue sharing our progress and the impact of your investment in our work.

Wendy Turner
Executive Director and General Manager
KEY PERFORMANCE INDICATORS
2017-2018

AUDIENCE DATA

149,700 weekly listeners
7,900 average persons (weekdays 6-9 a.m.)
22,041 average quarter hour
57,203 average unique users per month on WKSU.org

MEMBERSHIP
8,644 total members = $1,236,000

UNDERWRITING
211 sponsors = $944,000

MAJOR GIFTS
186 major donors = $506,807
WKSU set out on an aggressive short-term Operating Plan to position WKSU for long-term sustainable growth and public service to Northeast Ohio. Here are the overview, background and top priorities of the plan:

**PURPOSE**

1. To provide a short-term road map for how to deploy limited resources.
2. To make tangible progress on key initiatives.
3. To focus attention on improving operational functions.

**PRIORITIES**

1. Create distinctive value with high-impact content initiatives.
2. Strengthen WKSU’s financial trajectory.
3. Expand the reach of our on-air and digital broadcast.
5. Develop capacity in content distribution and analytics.

In 2013, WKSU made an important format change that signaled the station’s commitment to providing high-impact public service journalism for the region.
NEW PROGRAMMING

In 2018, WKSU added new programs to the weekday and weekend schedules.

1A

Every day, host Joshua Johnson convenes a conversation about the most important issues of our time. The show takes a deep and unflinching look at America, bringing context and insight to stories unfolding across the country and the world. With a name inspired by the First Amendment, “1A” explores important issues such as policy, politics, technology and what connects us across the fissures that divide the country. The program also delves into pop culture, sports and humor. The goal of “1A” is to act as a national mirror – taking time to help America look at itself and consider what it wants to be.

“1A” airs Monday through Friday at 7 p.m. on WKSU.

Ask Me Another

“Ask Me Another” is a rambunctious live show that blends puzzles, pub trivia, comedy and music into an hour of mind-bending fun. Host Ophira Eisenberg invites guests and listeners alike to stretch their noggins, tickle their funny bones and be serenaded by house musician Jonathan Coulton. What you’ll hear resembles the casual intimacy of game night at a friend’s house – one where scores are forgotten in favor of hilarious gaffes.

“Ask Me Another” airs Saturdays at 11 a.m. on WKSU.

Planet Money/How I Built This

“Planet Money” explains the economy with playful storytelling and Peabody award-winning deep-dive, roll-up-your-sleeves journalism. The team includes Robert Smith, Jacob Goldstein, Stacey Vanek Smith, Noel King, Ailsa Chang and Kenny Malone.

Guy Raz hosts “How I Built This,” where innovators, entrepreneurs and idealists take us through the often challenging journeys they took to build their now-iconic companies. Featured guests include the founders of Lyft, Patagonia, Zappos, Spanx, Samuel Adams, Instagram and more.

“Planet Money” airs Saturdays at 4 p.m. and “How I Built This” airs Saturdays at 4:30 p.m. on WKSU.

Sound Opinions

“Sound Opinions” is your source for smart and engaging music criticism and conversation. Each week on the show, nationally respected rock critics Greg Kot and Jim DeRogatis interview artists, talk about pop culture and music industry news, review new record releases and give trends a historical context. And, because on “Sound Opinions” everyone’s a critic, listeners are invited to join in the debate.

“Sound Opinions” airs Sundays at noon on WKSU.
WKSU News presented “Navigating the Path to Mental Health,” a six-part news series examining access and availability issues surrounding mental health care in Northeast Ohio. This series helped identify the obstacles that stand in the path to getting help and examined the resources that are available. The six parts covered:

1. **The Path to Acceptance**  
   (changing perception, removing the stigma)  
   - Jeff St. Clair

2. **The Path to Professional Help**  
   (mental health deserts) – Tim Rudell

3. **The Path to Treatment**  
   (finding the right help, through therapy or medication) – M.L. Schultze

4. **The Path to Support for All**  
   (financial obstacles to access)  
   - Mark Arehart

5. **The Path to Better Response**  
   (better training, awareness for public safety, employers) – Kabir Bhatia

6. **The Path to Involuntary Commitment**  
   (pink slip) – Cameron Gorman

More than half of Ohio residents say they have mental health needs that aren’t being met.

43,000,000 Americans have a mental health condition.
INSIDE AKRON’S BHUTANESE COMMUNITY

WKSU’s M.L. Schultze conducted a five-part news series, in conjunction with HuffPost, on Akron’s Bhutanese community. The series discussed the 10-year integration of Bhutanese and Nepali immigrants into Akron’s North Hill neighborhood, how Bhutanese refugees are finding their place in Ohio and how this community is positively impacting the greater Akron community. Bhutanese refugees now make up the largest segment of Akron’s population growth.
WKSU NEWS SERIES

GERRYMANDERING: SHADING THE LINES
As the midterm elections neared, WKSU presented the five-part series, “Gerrymandering: Shading the Lines.” Coverage addressed issues surrounding the common practice of redrawing Congressional district lines based on political leanings instead of geography.

Series topics included:
1. Summit County Has Four Congressional Districts But Not a Member of Congress to Call Its Own – Mark Arehart
3. How Did Ohio’s Most Liberal City End Up With Its Most Conservative Congressman? – M.L. Schultze
4. Ohio Voters May See Two Anti-Gerrymandering Issues on Their Ballots Next Year – Karen Kasler
5. Ohio Is at the Center of a National Debate Over Drawing Political Lines – M.L. Schultze

WKSU EVENTS
2017-2018

HUFFPOST PRESENTED “LISTEN TO AMERICA” EVENT IN AKRON
HuffPost, in partnership with WKSU, presented a conversation with community leaders and experts about future plans for the decommissioned innerbelt highway. “Building a New Vision for Downtown Akron” was a free event at the Akron Art Museum.
WKSU EVENTS
2017-2018

THE NPR POLITICS PODCAST COMES LIVE TO CLEVELAND
In February, the NPR Politics Podcast came to the Ohio Theatre in Playhouse Square for a lively discussion on the political environment. Panelists included, from left, Tamara Keith, Domenico Montanaro, Asma Khalid and Scott Detrow.

WKSU OPEN HOUSE
To celebrate a year of successful growth and General Manager Wendy Turner’s first anniversary at the station, WKSU threw open its doors to the public for an open house. Guests enjoyed meeting WKSU staff, sharing refreshments, taking station tours and other “behind the scenes” activities.

NPR’S DAVID FOLKENFLIK IN AKRON
WKSU presented NPR media correspondent David Folkenflik at the Akron-Summit County Public Library auditorium. The free event, titled “Breaking News and Broken News: Media in the Age of Trump,” included a talk from Mr. Folkenflik followed by a Q&A. More than 300 attended. Mr. Folkenflik was also the keynote speaker earlier that day at the annual Poynter Kent State University Media Ethics Workshop.
OHIO ASSOCIATED PRESS
Ohio Associated Press Media Editors Awards (11 awards)
• Best in Show-General Excellence: WKSU News
• First Place-Best Anchor: Amanda Rabinowitz
• First Place-Best Reporter: M.L. Schultze
• Additional first-place awards for Best Broadcast Writing (M.L. Schultze), Best Sportscast (Amanda Rabinowitz and Terry Pluto), Best Use of Sound (Kabir Bhatia), Best Enterprise Reporting (M.L. Schultze) and Best Investigative Reporting (M.L. Schultze)

PRESS CLUB OF CLEVELAND
Ohio Excellence in Journalism Awards (9 awards)
• Best in Show-Radio Newscast, Major Market: Amanda Rabinowitz – “Morning Edition”
• First Place-Public Service: M.L. Schultze, Mark Arehart, Kabir Bhatia, Karen Kasler – “Gerrymandering: Shading the Lines”
• First Place-Human Interest: Amanda Rabinowitz – “Shuffle: Sofar Sounds Marks Three Years of Secret, Intimate Concerts in Cleveland”
• Additional first-place awards for News Writing (M.L. Schultze), Use of Sound (Kabir Bhatia) and Radio News (M.L. Schultze)

SOCIETY OF PROFESSIONAL JOURNALISTS
OHIO CHAPTERS
Ohio’s Best Journalism Awards (13 awards)
• Best in Show-Best News Operation: WKSU Staff
• Best in Show-Best Reporter: M.L. Schultze
• Best in Show-Best Anchor: Amanda Rabinowitz
• Best in Show-Best Newscast: “Morning Edition”
• First Place-Best Continuing Coverage: WKSU Staff – “Opioids: Turning the Tide in the Crisis”
• First Place-Best General Assignment Reporting: WKSU Staff – “Remembering Ralph Regula”
• Additional first-place awards for Best Consumer Reporting (Kabir Bhatia), Best Government Reporting (Staff), Best Health Care Feature Reporting (Jeff St. Clair) and Best Sports Reporting (Amanda Rabinowitz and Terry Pluto)
2017-2018 COMMUNITY ADVISORY COUNCIL MEMBERS

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E. Douglas Beach
Glenda Lehman Ervin
William (Bill) Feth
Dan Flowers
Jonathan (Jon) Forman
Fred Glock
Richard Janus
Doug Lane
Lara Mancinelli
Linda McDonald
Paul Perantinides
Andrea Perry
Joe Ruby
Richik Sarkar
Marilyn Shea-Stonum
Kenneth Walker

WKSU STAFF

Sabra Aaron - Sales Associate
Mark Arehart - Arts Reporter
Kabir Bhatia - Senior Reporter
Ele Ellis - Program Director
Linda Fahey - Director of Folk Alley
Joe Gunderman - Senior Producer
Lindsay Kuntzman Hilewick - Membership Director
Rachel Huntley - Membership Database Coordinator
Joyce Johnson-Ostapowicz - On-Air Host
Dan Kuznicki - IT Administrator
Matthew Lupica - On-Air Host
Andrew Meyer - News Director
Linda Moore - Accounting Specialist
Kandy Neal - Traffic Manager
Jon Nungesser - Folk Alley Producer
Mark Pennell - On-Air Host
Natalie Pillsbury - Associate Director of Development
Chuck Poulton - Director of IT and Engineering
Mary Ellen Powers - Fiscal Manager
Amanda Rabinowitz - On-Air Host/Reporter
Benjamin Rancman - Sales Associate
Tim Rudell - Senior Reporter
M.L. Schultze - Senior Reporter/Web Editor
Sherry Sommers - Receptionist
Jeff S. Clair - On-Air Host/Reporter
Mark Syroney - Senior Director of Sales and Marketing
Scott Thanasiu - Sales Associate
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Judy Yasenosky - Special Assistant
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ANNUAL REPORT
MEMBERSHIP
INFORMATION
FISCAL YEAR
2017-2018

$5,000+

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INFORMATION
FISCAL YEAR
2017-2018

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Dr. Joseph Zarconi
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Akron Bar Association
Akron-Canton Airport
Akron Children’s Hospital
Akron Civic Theatre
Akron Community Foundation
Akron General Hospital
Akron-Summit County Public Library
Akron Symphony Orchestra
American Red Cross
American Wood Reface
Apollo’s Fire
Arts In Stark
Audio-Technica
Baker & Roszczyk
Baldwin Wallace University
Ballet Excel Ohio
Beck Center for the Arts
Better Together Solar
Billow Funeral Homes & Crematory
Boston Mills/Brandywine
Burton D. Morgan Foundation
Butler Institute
Cain Park
Camo
Camp Nuhop
Canton Museum of Art
Canton Palace Theatre
Canton Regional Chamber of Commerce
Canton Symphony Orchestra
Cascade Auto Group
Case Western Reserve University
Casey’s Countryside Furniture
Cathedral of St. John
Chagrin Documentary Film Festival
Chagrin Falls Popcorn Shop
Christ Presbyterian Church
Cleveland Ballet
Cleveland International Film Festival
Cleveland Institute of Art
Cleveland Jazz Orchestra
Cleveland Memorial Society
Cleveland Museum of Art
Cleveland Museum of Natural History
The Cleveland Orchestra
Coleman Professional Services
College of Wooster
Columbia Gas of Ohio
COSE
Countryside Conservancy
Cowan’s Auctions
Crohn’s & Colitis Foundation of Northeast Ohio
Crooked River Arts Council
Crown Point Ecology Center
Culinary Occasions
Cuyahoga Community College
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Dance Cleveland
Dave Walter BMW
Diebold Nixdorf
Direction Home Akron Canton
Dittrick Medical History Center
Dominion East Ohio
Don Drumm Studios
Downtown Akron Partnership
Downtown Cleveland Alliance
Dublin Rocks LLC
Dunn-Quigley Funeral Homes
Edith Chase Symposium
The Elevation Group
Fairlawn Lutheran Church
FireFish Festival
First Energy Corporation
First Federal Lakewood
First Night Akron
Foxfield Preserve
Gatehouse Media
Geauga Fresh Farmers Market
Gervasi Vineyard
Great Decisions Of Wayne County
Great Lakes Brewery
GroundWorks Dance Theater
Hale Farm & Village
Hartzler Family Dairy
Highland Square Neighborhood Association
Hiram College
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2017-2018

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Home Savings Bank
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Hudson Society of Artists
Ingenuity Fest
J.M. Smucker Company
Jay Auto Group
John S. Knight Center
JumpStart Inc.
Karamu House
Kempton Motors
Kent Parks and Recreation
Kent State University
Kent State University Trumbull
Kent State University Alumni Relations
Kent State University Athletics
Kent State University Center for Corporate and Professional Development
Kent State University College of Arts and Sciences
Kent State University College of Business Administration
Kent State University College of Communication and Information
Kent State University Department of Psychological Sciences
Kent State University Division of Diversity, Equity and Inclusion
Kent State University LaunchNET
Kent State University Office of Continuing and Distance Education
Kent State University School of Theatre and Dance
Kent State University School of Music
Kent State Univeristy Tuscarawus Performing Arts Center
Kent State University Division of University Relations
Knight Foundation
Kollman’s Greenhouse
Lakeside Association
Lasas Sanctuary
Laurel Lake
Layman Shirman & Associates
Legacy Village
Lehman’s
Levin Furniture
Lippman School
Live Nation
Magical Theatre Company
Magnet
Malone University
Maltz Museum
Maplewood Senior Living
Massillon Museum
Masterminds
Mercury Theatre
Metro RTA
Miller Livestock
Montessori High School
National Shows 2
Nature Conservancy
Neos Dance Theatre
New World Performance Laboratory
Nine Muses Art Gallery
North Canton Chamber of Commerce
Northern Ohio Bibliophilic Society
Oberlin Conservatory
Ohio Craft Brewers Association
Ohio Hardwood Furniture
Ohio Light Opera
Ohio Shakespeare Festival
Ohio State Chiropractic Association
Ohio State University Wooster
Ohio Station Outlets
Ohio’s Hospice LifeCare
Old Trail School
Omnova Foundation
1in6 Foundation
ORMACO
P&Q Safety Engineering
Perantinides & Nolan
Pine Tree Barn
Players Guild Theatre
Playhouse Square Foundation
Rainbow Run Theater
Rainbow Steps Limited
Raising Cane’s
Redmon Funeral Home
Renaissance Theatre
Ruffing Montessori School
Saffron Patch in the Valley
Sanctuary Marketing Group
SARTA
SPONSORS

ANNUAL REPORT MEMBERSHIP INFORMATION

FISCAL YEAR
2017-2018

Smith Dairy
St. Martin’s Press
Stan Hywet Hall
Stark County Board of Developmental Disabilities
Stark County Library
Stark State College
State and Federal Communications
Stocker Arts Center
SummaCare
Summit Artspace
The Summit Lapidary Club
Summit Metro Parks
Suncrest Gardens
Textile & Timber
Tree City Coffee
Tremont West Development
Tuesday Musical
Tuscarawas Philharmonic Orchestra
United Way Of Summit County
University of Akron
University of Akron College of Arts & Sciences
University of Mount Union
Valley Art Center
VNTG Home
Vodco, LLC
Voices Of Canton
Wayne County Sustainable Energy Network
Wayne Garage Door

Wayside Furniture
Weathervane Community Playhouse
Weaver Industries
West Point Market
Western Pennsylvania Conservancy & Fallingwater
Western Reserve Folk Arts
Wooster Chamber Music
Wooster Symphony Orchestra
Yankee Peddler Festival
Yoga Central
Zoar Community Association
WKSU ON-AIR HOSTS
2017-2018

1. Mark Arehart, On-air Host/Reporter
2. Kabir Bhatia, Reporter/Producer and Weekend Host
3. Ele Ellis, Program Director
4. Joyce Johnson, On-air Host
5. Matt Lupica, On-air Host
6. Andrew Meyer, News Director
7. Mark Pennell, On-air Host
8. Amanda Rabinowitz, Morning Edition On-air Host/Reporter
9. Tim Rudell, Reporter
10. M.L. Shultze, Reporter
11. Jeff St. Clair, On-air Host/Reporter