



1990s



1980s



1970s

# **The WKSU Stations:**

89.7 WKSU Kent

89.1 WKSV Thompson

89.3 WKRW Wooster

90.7 WNRK Norwalk

91.5 WKRJ New Philadelphia

95.7 Ashland

107.5 Boardman

Online at wksu.org



1960s



1950s

NPR. Classical.
Other smart stuff.

89.7 WKSU

A Service of Kent State University



Celebrating 60 Years of Service

AL BARTHOLET, EXECUTIVE DIRECTOR AND
GENERAL MANAGER, CELEBRATING WKSU'S 60TH
ANNIVERSARY AT BLOSSOM MUSIC CENTER
DURING GARRISON KEILLOR'S LIVE BROADCAST
OF A PRAIRIE HOME COMPANION.

Dear Friend of WKSU,

When WKSU first went on the air in 1950, station founder Walton D. Clarke could not have envisioned the depth and breadth of our programming sixty years later. From our early days as Kent State University's ten-watt, student-operated radio station broadcasting just 25 hours a week, WKSU is now Ohio's largest FM radio signal. We continue to discover and refine ways of connecting with listeners.

From a leadership perspective, Clarke as well as John Weiser (who led the station from 1962 to 1971) would be proud of the prominence that WKSU holds in the public media arena today. Much of our outstanding

national reputation can be credited to our third general manager, John Perry, who embraced new technologies with enthusiasm; linked WKSU with NPR when that organization was formed in 1974; and broadened our signal reach by adding repeater stations in New Philadelphia, Thompson, and Wooster.

Since beginning my tenure as WKSU's general manager in 2001, we have added a repeater station in Norwalk and translators in Ashland and Boardman; successfully completed a fundraising campaign to establish the WKSU Endowment Fund; and launched Folk Alley.com, the worldwide leader for folk music content online.

These days, WKSU is as much a content provider as a radio station. Thanks to technology, listeners access our programs in ways that are unconstrained by place or time. As we look forward, technological improvements will continue to change the way we do business. To ensure that we remain the best possible public media outlet for listeners, WKSU's *Sound of the Future* Capital Campaign—the largest-ever fundraising campaign in our history—is fully moving our station into the digital age.

Thank you for supporting WKSU. Listeners and contributing members are the backbone of the station, and we are grateful to you.

# **Mission Statement**

WKSU creates a shared civic and cultural life that connects communities through a diverse mix of media and that extends the heritage of Kent State University.

# **Vision Statement**

WKSU is committed to building relationships with communities of listeners whose lives are enriched with news, information and cultural offerings that utilize appropriate media platforms. WKSU will leverage its strengths as Ohio's leading public radio station by providing distinctive regional coverage that has national appeal and that capitalizes on WKSU's increasingly valued role as a media institution for the region.

Sincerely,

Al Bartholet
Executive Director and General Manager

P.S. I hope you enjoy reading the following 60th anniversary highlights and welcome your feedback at letters@wksu.org.

# **HD/DIGITAL CONVERSION**

Approximately 180,000 individuals listen to WKSU every week. This year, we expanded listening platforms beyond the station's terrestrial signal, our online stream, and our HD channels. Now—in addition to HD-1 (our regular on-air schedule), HD-2 (Folk Alley), and HD-3 (all classical music)—we added HD-4.

HD-4 is devoted to news and information programming from WKSU, NPR, the BBC, and other public radio sources. The schedule includes programs that are unavailable on the radio in our regional market, such as *The Takeaway, On Point, Here and Now, The Story,* and *To the Point*. WKSU is the first public radio station and only the second radio station in the U.S.— public or commercial—to adopt the new technology that allows four content streams to be aired simultaneously. WKSU also developed apps for WKSU and Folk Alley on the iPhone, iPad, and Android. These apps allow listeners to tune in to any of the station's streams and to find reports from the WKSU newsroom.

Today, whether you listen to WKSU's on-air signal, our on-line streams, or on your mobile device with an app, WKSU reaches you in ways that are convenient and accessible. With every listening choice, our goal is to provide you with what you want to hear...when you want to hear it.

## **NEWS & INFORMATION**

With WKSU supplying a news feature about Northeast Ohio to NPR nearly every month, our News Department produced almost 2,000 local stories. Of those 2,000, approximately 260 were in-depth features. Kent State University Journalism and Mass Communication students assist in the production of many of the stories thanks to a unique partnership program called J-Link. This partnership exposes students to a professional newsroom and enables



WKSU COMMUNITY ADVISORY
COUNCIL MEMBER RICHIK SARKAR WITH
HIS WIFE ANDREA AT A SPRINGTIME FOLK ALLEY EVENT.

students to achieve real-life work experiences in an accomplished news department.

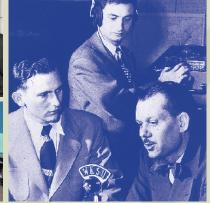
In addition, at regional and national recognition ceremonies throughout the fiscal year, WKSU reporters, announcers, and other radio professionals collected 44 awards. In the past decade, WKSU staffers have won nearly 550 major awards. Highlights this year include:

- Ohio Chapters of the Society of Professional Journalists (SPJ) for:
  - Best News Operation in Ohio (large market)
  - Best Anchor, presented to WKSU All Things Considered local host Vivian Goodman
- Regional Edward R. Murrow awards for:
  - The hour-long documentary "Good Jobs in Bad Times" which was comprised of eight stories by Vivian Goodman, Kevin Niedermier, Amanda Rabinowitz, Tim Rudell, Karen Schaefer, M.L. Schultze, and Jeff St. Clair.











 Reporter/Producer Amanda Rabinowitz's sports feature on Katie Spotz, the 22-year-old adventurer, as she prepared to become the youngest person—and only woman—to row solo across the Atlantic Ocean.

In the past eight years, the Ohio SPJ named the WKSU newsroom Best News Operation five times and handed out Best Reporter in Ohio recognition to eight WKSU journalists.

# **CLASSICAL MUSIC**

Classical music staff—Assistant Director of Programming for Music, David Roden and Hosts Sylvia Docking and Mark



REPORTER/
PRODUCER AMANDA RABINOWITZ
AND KANDY NEAL, TRAFFIC ASSISTANT, AT
BLOSSOM MUSIC CENTER DURING GARRISON
KEILLOR'S A PRAIRIE HOME COMPANION.

Pennell—engaged listeners on-air and online. In the classroom, Sylvia visited fifth graders at Charles W. Eliot Middle School in Cleveland, introducing them to classical music for a career day experience that focused on public radio.

took classical music out of the classroom when WKSU, Kent State's College of the Arts, and the Hugh A.

We also

Glauser School of Music joined together to create the *WKSU Players*. Thanks to this partnership, two student string

quartets—*The President's Quartet* and the *Nexus String Quartet*—shared classical music during impromptu performances in the Kent Student Center, Jazzman's Café, the Student Recreation and Wellness Center, and the Library as well as at the School of Art Downtown Gallery in the city of Kent. In the coming year, this classical music outreach will be expanded with additional student soloists and performance groups from Kent's School of Music.

#### **FOLK NEWS**

In March, FolkAlley.com welcomed its 100,000th registered user, giving folk music's online home one more reason to celebrate. In August, the Folk Alley motor coach traveled to the 50th George Wein Newport Folk Festival in Newport, Rhode Island. WKSU was the official folk music content provider for NPR, and we helped to record and broadcast the Festival live over NPR's music site, NPRMusic.org.

The WKSU-produced 43rd Kent State Folk Festival continued a tradition of bringing together legends of folk and roots music musicians. This year the lineup included Puerto Rican icon Edwin Colón Zayas, singer/songwriter Greg Brown, and youth favorites Old Crow Medicine Show and Edward Sharpe and the Magnetic Zeros. In addition, Folk Alley 'Round Town—the Festival's town and gown event—was a musical hit when more than 35 folk musicians presented free concerts at art galleries, coffee shops, restaurants, bars, and other venues throughout the city of Kent.

Throughout the year, Folk Music Host Jim Blum interviewed and recorded many prominent and up-and-coming folk musicians, including John Gorka and Susan Werner, and Solas. Each of these and other musicians were recorded and taped during live performances by students in Kent State University's Franklin Hall, a state-of-the-art television studio and home of the School of Journalism and Mass Communication (JMC). The videos and recordings of the live performances by JMC students receive national attention each month when they are featured on NPRMusic.org.

# **Community Advisory Council**

Jody Bacon, Akron
Nancy Baird, Cleveland
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John West, Kent
Woody Woodward, Akron

BLOSSOM MUSIC CENTER IN CUYAHOGA FALLS, OHIO.



#### **FUND DRIVES AND PARTNERSHIPS**

Approximately 75% of WKSU's operating budget comes from the community with an additional 10% of direct support coming from Kent State University. Other funding sources for WKSU include the Corporation for Public Broadcasting and eTech Ohio. Of WKSU's 10,000 contributing members, 13% have been supporting the station for 20 years or more. Thanks to overwhelming response, our fall fund and spring fund drives were successful and nearly 4,500 listeners pledged during the drives.

In December during the station's annual Hunger Challenge Fund Drive, WKSU received 1,130 pledges that brought in \$182,810.63. It was a record-breaker for this Challenge, which matches membership pledges with corporate and individual gifts to the Akron-Canton Regional Foodbank, the Cleveland Foodbank, and Second Harvest Food Bank of North Central Ohio.

Partnerships with cultural organizations and the business community provide support to WKSU that is needed to produce and broadcast our award-winning programming. These partners—over 200 businesses and non-profit organizations—are the backbone of WKSU.

Other partnerships in the community lead WKSU announcers, reporters, and other staff members to participate in many regional community events, including EarthFest at the Cleveland Metroparks Zoo; Cleveland Orchestra performances at Severance Hall and Blossom Music Center; Cleveland International Film Society; tables at Apollo's Fire; Akron Symphony Orchestra performances; Downtown@Dusk at the Akron Art Museum; Ohio State University's Wooster Campus Scarlet, Gray and Green Fair; and Garrison Keillor's A Prairie Home Companion at Blossom Music Center. WKSU staff was also involved with a number of summer festivals, including Art by the Falls in Chagrin Falls and the Cedar Valley Settlers Festival in the Cleveland Metroparks.



DRUMMER CLYDE
STUBBLEFIELD OF THE WHAD' YA KNOW...?
BAND AT THE WOOSTER INN FOR PARTY ON THE PATIO.

#### **WKSU AND YOU**

In 60 years, WKSU has become the largest FM signal in the state of Ohio, is the first public radio station to implement the technology that allows four content streams to be aired concurrently, and has won awards year after year. The WKSU staff—from reporters to on-air hosts to engineers to producers and others—endeavors to achieve excellence every day. It is our mission to provide you with balanced, in-depth news; classical music that touches your heart; folk music that is fun and interesting; and special programs that entertain you while expanding your knowledge. At WKSU, it is all about quality, choice, and community connections.

Thank you for listening, supporting, and taking the journey with WKSU. We hope you will join us as we navigate our way through the next 60 years.

















#### \$5,000 - Plus

One Anonymous Gift Brennan Family Foundation **SOF** The DiGirolamo Family Fund **WC** 



WKSU VOLUNTEER
FRED GLOCK OUTSIDE THE
FOLK ALLEY MOTOR COACH.

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Special gifts, in addition to WKSU membership support, are noted below with the following designations:

Sound of the Future Capital
Campaign Fund = SOF
Cultural Initiatives Fund = CI
Folk Alley = FA
News and Information Fund = NIF
Walton D. Clarke Founders Fund = WC
WKSU Endowment = WE
Sears Family Endowment = SE

















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#### **\$500 - \$999**

One Anonymous Gift The Taylor-Winfield Foundation

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REPORTER/PRODUCER

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AT A KENT STATE UNIVERSITY CAMPUS PERFORMANCE.

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Ruth McCullough FA







**lanet Richison** 

William F. and Roberta Ross











#### 2009

## National Federation of Press Women—Communications Contest

First Place—Prepared Report, Vivian Goodman—"40th Anniversary of the Glenville Riots"

First Place—Best Presentation, Radio, Vivian Goodman—"All Things Considered"

First Place—Special Reporting Series, M.L. Schultze—"The Scorched Earth of Evergreen"

First Place—Online Newsletters, Ann VerWiebe—"WKSU E-Notes"

First Place—Four-color Brochure, Ann VerWiebe—"Folk Alley Anniversary Brochure"

Second Place—Interview, Vivian Goodman—"Louis Stokes"

Honorable Mention—Entertainment Podcast, Chris Boros—"The AlleyCast"

# Society of Professional Journalists— Ohio Chapter—SPJ Awards

Best of Show—Best News Operation in Ohio, Large Market, News Staff

Best of Show—Best Anchor, Large Market, Vivian Goodman

Best of Show—Best Web Site, Large Market, Chuck Poulton and Scott Sharp

Best of Show—Second Place—Best Reporter in Ohio, Large Market, M.L. Schultze

First Place—Best Consumer Reporting, Kevin Niedermier—"Making Buildings Green" First Place—Best Environmental Reporting, Karen Schaefer—"Natural Burial"

First Place— Best Feature Reporting, Jeff St. Clair—"Insect Orchestra"

First Place— Best General Assignment, Amanda Rabinowitz— "Bridgestone Firestone Stays in Akron"

First Place—Best Health Care Feature Reporting, Vivian Goodman—"Music and the Brain"

First Place—Best Investigative Reporting, M.L. Schultze—"Scorched Earth of Evergreen"

Second Place—Best Minority Issues Coverage, Vivian Goodman—"The 40th Anniversary of the Glennville Riots"

#### 2010

# Radio-Television News Directors Association—Regional Murrow Awards

News Documentary, M.L. Schultze and Staff—"Good Jobs in Bad Times"

Sports Reporting, Amanda Rabinowitz—"Katie Spotz"



MUSIC HOST, INTERVIEWING FOLK
ALLEY PERFORMERS AT KENT STATE UNIVERSITY'S
FRANKLIN HALL—A STUDENT RUN VIDEO AND RECORDING STUDIO.

# Cleveland Advertising Association— Cleveland ADDY Awards

Silver Award—Interactive Media, Bob Burford and Marcus Thomas Advertising—"Kent State Folk Fest website"

Bronze Award—Elements of Advertising/ Illustration, Single, Bob Burford and Marcus Thomas Advertising—"Kent State Folk Fest poster"

# Ohio Professional Writers, Inc.— Communications Contest

First Place—Prepared Report, Vivian Goodman—"Gimme Rewrite Sweetheart!"

First Place—Interview, Amanda Rabinowitz—"Terry Pluto on Delonte West"

"Just wanted to drop a line to say thanks. Tonight we are driving north through Georgia listening to WKSU folk music on my iPhone. What a treat! We live in Florida but grew up in NE Ohio and have never stopped listening. It's the perfect start to our visit home. Thanks again."

- -Derrak & Melanie, Florida
- "...Listening to your station now on my computer here in South Africa. Beautiful, beautiful, beautiful! Thank you for this music."
- -Hazel, South Africa

FOLK ALLEYS
All Foll
The Time. \*

THE FOLK ALLEY MOTOR COACH ENGULFED BY CROWDS AT THE NEWPORT FOLK FESTIVAL. WKSU Awards continued...

First Place—Special Reporting Series, M.L. Schultze and Staff—"Good Jobs in Bad Times"

First Place—Interview, Vivian Goodman—"Mitsuko Uchida"



WKSU COMMUNITY ADVISORY
COUNCIL MEMBER GLENDA LEHMAN ERVIN
AND HER DAUGHTER ALLISON AT A WKSU EVENT.

First Place—Presentation, Radio, Vivian Goodman—"All Things Considered"

First Place—Newsletter, Electronic, Ann VerWiebe—"Folk Alley Chat"

First Place—Color Brochure, Ann VerWiebe and Bob Burford—"43rd Kent State Folk Festival Program Guide"

First Place—News Releases, Multiple Releases, Ann VerWiebe—"43rd Kent State Folk Festival" First Place—Radio Campaign, Mark Pennell—"Catchy Classical Promos"

Second Place—Interview, Vivian

Goodman—"Isabel and Ruben Toledo"

Second Place—Prepared Report, Jeff St. Clair— "A Wizard, a True Star"

Second Place—*Prepared Report*, Amanda
Rabinowitz—"Palliative
Care"

# Ohio Associated Press Broadcasters

First Place—Best Reporter, Large Market, Vivian Goodman

First Place—Best Use of Sound, Mark Urycki—"A Perfect Day in Akron"

First Place—Best Breaking News Coverage, Large Market, M.L. Schultze—"LeBron James Named MVP"

First Place—*Best Enterprise Reporting,* Large Market, Vivian Goodman— "Father and Son Songwriters"

Second Place—Best Feature Reporting, Large Market, Jeff St. Clair—"A Wizard, a True Star"

Second Place—Best Breaking News Coverage, Large Market, Tim Rudell— "Twinsburg Plant Closes" Second Place—Best Anchor, Large Market, Jeff St. Clair

# Press Club of Cleveland—Ohio Excellence in Journalism Awards

First Place—Spot News, Tim Rudell—"Chrysler Dealer Survives"

First Place—General News, Tim Rudell—"Racinos"

First Place—*Public Service*, M.L. Schultze and Staff—"Vital Signs: Diagnosing Health Care in Northeast Ohio"

First Place—Documentary, M.L. Schultze and Staff —"Good Jobs in Bad Times"

First Place—Human Interest, Vivian Goodman—"Gimme Rewrite Sweetheart"

First Place—*Use of Sound,* Mark Urycki— "A Perfect Day in Akron"

Second Place—Radio Web Site Design, Joe Linstrum and Renee Volchko— "WKSU.org"

Second Place—On-Going Coverage, M.L. Schultze and Staff—"The Ups and Downs of the Auto Industry"

Second Place—General News, Kevin Niedermier—"A History of Cleveland Corruption"

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