



GLT Annual Report 2007

by GLT General Manager Bruce Bergethon

In the year 2006, GLT looked back, with a hearty celebration of our 40th year heritage. By contrast, in 2007, we looked ahead, trying to lay the groundwork for an even healthier 50th birthday in 2016. The word that summarizes the station's last year is "planning."

Planning and vision

In the fall of 2007, when people asked me, "What's been going on at the station?" my answer was, "We've been doing strategic planning — and it's been great!" Most of them looked at me as if I had just told them I enjoyed root canals. But this process, for us, was the highlight of our activity this year.

Literally at the center of 2007, from May to August, we undertook an intense strategic planning process that involved the entire GLT staff. In a series of meetings and work sessions, we tried to envision where our enterprise is headed in a dynamic and challenging environment. That environment includes changes in funding, and rapid shifts in media usage and expectations.

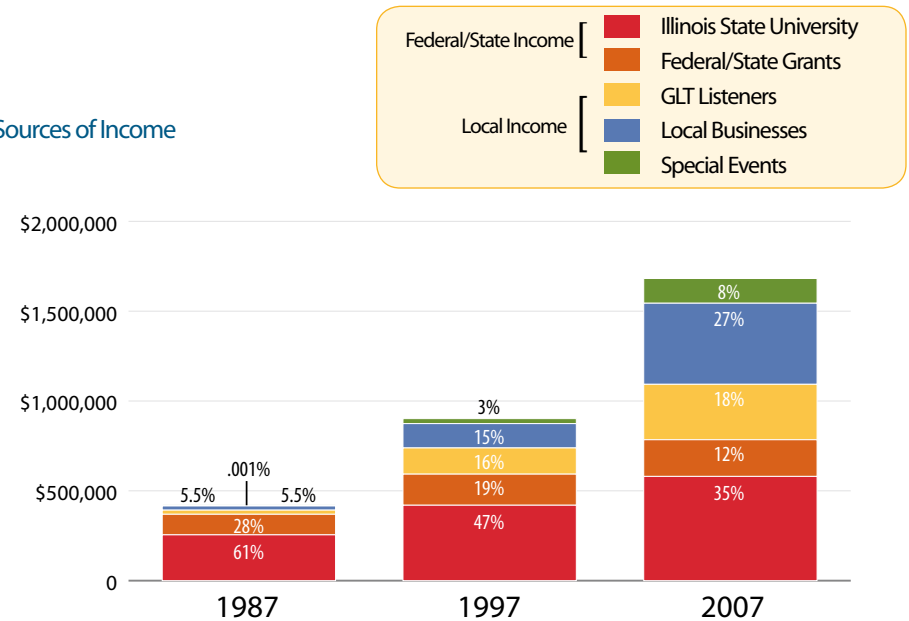
On the latter score, we wrestled with the question, "What will radio mean?" a decade hence, with personal media like the iPod and the cell phone on the ascendant, the Internet a major distribution channel for information and entertainment, and the assumption that everything we need to hear (and know) should be available "on demand."

With regard to funding, we recognized that not only is public radio different from our commercial counterparts, but we're changing our own business model as we go along. As you can see from the accompanying chart, GLT had a very different funding mix twenty years ago than it does today. In 1987 (the year before I began working at GLT), the station was largely subsidized by Illinois State University and external grants. This fiscal year (2007), while we literally could not exist without the significant support of the University, the majority (53%) of our operating revenues come from local businesses and listeners like you.

The GLT strategic planning process tried to imagine how these shifts would continue in the decade ahead, and what the entity we call "GLT" will have to become in order to survive and thrive. To answer these questions, the staff did a lot of navel-gazing, landscape-watching, and paradigm-shifting. It wasn't just us doing all the thinking though. We had a lot of help from The Hile Group, a local and extraordinarily capable management consulting firm. We met with literally dozens of local community and business leaders, including all the members of our dedicated Friends Council. Key ISU administrators, like Vice Presidents Steve Bragg and Dianne Ashby and College of Arts and Sciences Dean Gary Olson, also contributed substantially to the planning process.

The result of our planning is a vision of the station as "more than radio." We believe that we must become an even more effective catalyst for "ideas, entertainment, and engagement" — a place, in both the literal and metaphorical sense, "vital to connected community." This means more platforms for delivering distinctive programming, more opportunities for the community to interact with and through GLT, and (we hope) a new physical location for all that to happen. It's an exciting and daunting blueprint, which we also translated into a new mission statement, and a five-year action plan — believing that we must be accountable not only to our "owners" at ISU, but to the entire community we serve.

Sources of Income



Programming (broadcast and otherwise)

While the staff of GLT spent a good part of the year imagining our future, we also put a lot of energy into the here and now. For us, of course, that means great radio — news, blues, jazz, and more.

The GLT news service is comprised of a mix of local and NPR offerings, and both continued their legacy of quality in 2007. GLT's local news staff was again honored for its excellence. In March, the Illinois Associated Press awarded GLT three first-place awards — more than any other downstate public radio station. It was the sixth straight year that the three-person GLT news team had won multiple awards. GLT was awarded Best Newswriter (Charlie Schlenker), Best Sports (Charlie Schlenker), Best Hard News Feature (Willis Kern). In early April, Schlenker also won his third consecutive regional Edward R. Murrow Award from the Radio-Television News Directors Association.

Among the outstanding new programming initiated by NPR in 2007 was “Climate Connections,” a year-long series on the relationships between humans and their environment, aired during Morning Edition®, All Things Considered®, and Weekend Edition®. Continuing during the network's signature news magazines were the independently produced *This I Believe* and *StoryCorps*, the latter of which was honored with the Corporation for Public Broadcasting's Murrow Award in September.



GLT Blues expanded in 2007 to include an ever-wider circle of listeners to GLT's online Blues 24/7, from Japan to Brazil to Alabama. (We particularly enjoyed corresponding with a French listener, as he improved his English by listening to blues lyrics.) GLT Jazz also went international with the “Year of the Bossa,” offering both on-air programming and the live performances of Eliane Elias, Brazilian Voyager and the Craig Russo Latin Jazz Project at GLT events.

Podcasting — free on-demand subscriptions that allow listeners to hear GLT programming at their convenience — is an area where the station was particularly active in 2007. Blues and jazz listeners everywhere benefited from new podcasts JazzNext™ and BluesNext™ which bring exclusive tracks and information to subscribers.



In addition, we brought you First Person Normal™ (a celebration of ISU legacy during the University's Sesquicentennial), plus GLT News of the Week, and ISU-based programming like GLT's Dean of Green™, Uncommon Knowledge™, and Poetry Radio™. In late 2007, we introduced GLT Ticket™ (a podcast about GLT events), and in early 2008, we'll be making available a Dean of Green™ Gardening Almanac show.



GLT Program Director Mike McCurdy has shown special initiative in creating

many of our podcasts, and is personally responsible for First Person Normal™, Uncommon Knowledge™, Mouth of the South™, and GLT Ticket™. Kudos also go out to GLT producers (and regular on-air hosts) Laura Kennedy, Willis Kern, and Jon Norton.

2007 was a particularly significant year for Poetry Radio™. We welcomed a new co-host, Kirstin Hotelling Zona, who brought a fresh voice and a raft of new readers to the show. In October, the program celebrated its 15th anniversary with a retrospective of readers from Jim McGowan to Utah Phillips, and in April, GLT staff read their favorite verse for National Poetry Month. Poetry Radio™ also retooled its format, and ranked 4th on the iTunes poetry podcast hit list.

GLT Mission Statement

WGLT, in partnership with Illinois State University, offers diverse programming on multiple platforms for a growing audience.

WGLT builds relationships by providing valuable services to all of its customers: listeners, sponsors, and the community.

WGLT provides the community with world-class programming and events. The community provides WGLT with financial support to keep the station free from commercial constraints.

As a business, WGLT maintains the highest standards of integrity, fiscal stability, and social responsibility.

Guided by the University-wide strategic plan, *Educating Illinois*, WGLT is a unit of Illinois State University's College of Arts and Sciences School of Communication. WGLT is proud of this partnership and its role as one of the University's most important points of contact with the community.

Our Wednesday night spotlight on the music of Hollywood and Broadway, another longstanding GLT program, got a name change — to Center Stage — and a new host, Sandi James. While continuing to bring you the best of the musical theatre genre, Center Stage turned up the spotlight on local productions this year, and brought you special programming focused on nationally significant performers and composers.

The last programming note I need to sound is a sour one. As many of you noticed throughout the year, and as we were all painfully aware on staff, GLT delivery of some important programming — especially on weekend mornings and during weekday Fresh Air® — was plagued with numerous technical problems. There were dropouts, random repeats, and entirely missing program segments or hours. Some of you have criticized us for not being more forthcoming about the problems. We knew that the problems had to do with two transitional technical areas: one in the delivery system from NPR, and one in our outmoded digital storage system at GLT. Frankly, we kept thinking we had patchwork solutions worked out during the transitions, which were ongoing for a good part of the year.

As I write this (in November 2007), we are confident that GLT program delivery will be more consistent in 2008. NPR has switched completely to their new, web-based delivery service. GLT has activated a new digital storage and coordination software program to work together with the national programming. We apologize for the program interruptions and failures you experienced last year, and thank you for your patience as we move to renewed, reliable delivery.

Staff and support

Part of the reason we are confident is because of a new staff person who came on board in mid-November and has already made a difference in our technical operations. Kevin Trueblood is GLT's latest hire, filling a position with the encompassing job title of Broadcast Technologist. We prefer to think of him as "Geek Supreme," and you'll find out more about him in a program guide profile in early 2008. Kevin brings substantial experience in computer and broadcast applications, with a diverse background in commercial media that belies his relatively young age.

Kevin, along with our other new staffer in 2007, Travis Meadors, has lowered the average age of the GLT staff by about a full decade. Travis, our utility infielder (as Administrative Assistant he answers the phone, orders supplies, does the daily logs, billing, and data entry) is an MVP-level contributor to better operations in the GLT front office. You'll see him at many of GLT's events as well — he's the slim, cheerful one.

Though technically not part of the GLT staff, State Farm Art Director Christine Schuring is a significant new contributor to the quality of your GLT experience, assuming that your experience includes reading this publication. Christine is the designer of the *GLT Guide*, which is edited in-house by Linda Healy, but is largely produced by our good friends at State Farm Creative Services. We've benefited from a lot of wonderful designers at State Farm over the last fourteen years, but it's been a particular joy to work with Christine, who's unfailingly flexible, professional, and (obviously) creative.

Over the past eighteen years, it's also been a joy for me to work with Development Director Kathryn Carter. She was my first hire as GLT's General Manager. In those days, she was the entire development department at GLT, handling fund drives, business underwriting, publicity and marketing, event coordination — all the things we do to raise operating funds for the station. Over the years, Kathryn has built up the local fundraising component of GLT's budget from about 15% (around \$50,000) when she started, to (this year) over 50%, with cash and in-kind contributions of almost \$900,000. She's also brought on board an extraordinarily dynamic staff of three, including Pat Peterson, Linda Healy, and Aaron Wissmiller, to do the jobs she used to do herself. During all this growth, Kathryn has been a tireless contributor to both the GLTeam's direction and morale, and a key component to our success as a community institution.

Kathryn is officially retiring in January 2008, and I'm already tired of answering the question, "What will you do without her?" In the short term, we'll be lucky to have the benefit of her continued work for the station as a consultant during most of the coming year. After that, we're hoping that she'll be working on a very exciting station project that will significantly contribute to the achievement of our vision statement. Still, we're beginning to anticipate missing her unmatched ebullience and her personification of GLT. I hope you'll take a moment to thank Kathryn for her service in making the station what it is today.

And a final note of thanks to you, for doing that same thing. Without the support of GLT listeners and business sponsors, there would be no future for us to have contemplated during 2007, and no reason for us to want to do a better job a decade hence. You literally are the reason we come to work every day, and we can't thank you enough for making it possible for that work to be (we hope) so satisfying on both sides of the microphone.



Carter says goodbye after 18 years



Travis Meadors (l) and Kevin Trueblood (r) join the GLTeam

GLT Major Donors 2007

GLT major donors — like all GLT contributors — recognize the station as much more than radio. They believe GLT is an essential place in the community: a place to learn, a place to connect, a place to enjoy. On behalf of thousands of GLT listeners here in central Illinois, across the country and around the globe, we thank them for their commitment and generosity.

from GLT Membership Director Pat Peterson

GLT Leaders Circle

Directors (\$1500 plus):

Anonymous (1)
 Kathryn and Bill Carter
 James and Ruth Knecht
 Cody Sokolski and Marci Dodds
 Bruce Bergethon and Jo Porter

Broadcasters (\$1000 plus):

Anonymous (1)
 W. Brad and Tonya Barker
 Bruce and Jeannie Breitweiser
 Michael and Eva DeVore
 The Efav Family Foundation
 Dennis Fox
 Mona Gardner
 Jerry Kats
 Robert and Victoria King
 Eric and Chona Miller
 Carol Carey-Odekirk
 & Warren Odekirk
 James Pinder
 Chris and Susan Prendergast

Leaders (\$500 plus)

Anonymous (2)
 Jerry Antonini
 Jill Attaway
 Chris and Kelly Black
 Mary Dellorto and Paul Blackwell
 Gregory Bruhl

Debra and Mark Ciskey
 Linda Davis
 Rhonda Diggs
 Dale and Melinda Egeberg
 John Elterich and Karen Schmidt
 Tom Gerschick and Rebecca Rossi
 Jeff and Brenda Hartweg
 David and Pearle Jeffries
 Charles Kearney
 Victoria Kilhoffer
 William LaBounty
 Miriam Lapham
 Steve and Judy Lehman
 Karen McConnell
 G. Robert Mecherle
 David Oost
 Charlene Orr
 Ben and Anne Paxton
 David Penn
 Catherine Pratt and David Templeton
 James Reid
 Jonathan and Lisa Rosenthal
 Leonard Sachs
 Dean and Susan Sears
 David Sedaris
 Dan and Kathy Steadman
 Laura Sullivan
 University High School Thespians
 Jim and Sharon Walker
 Marge and Barry Weaver
 Douglas and Margaret Williams
 Deb Wozniack
 Dorothy Witte
 Louise Ziemann

GLT Day Sponsors (\$365 or more each year):

Anonymous (2)
 Mike Bagby and Aaron McQuillan
 Rich and Mary Jane Beal
 Thomas and Joanne Bierma
 John Blank
 Andrew and Becky Braun
 Tom and Nancy Brokaw
 Benjamin Brucker
 Gregg Chadwick and Robyn Walter
 Kelly Cochran
 Stephanie Company
 Mercy and Bill Davison
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 Mary Beth Trakinat
 James and Sally Turner
 Marty Vanags
 Ross and Linda Wear
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 Linda Kimber Weber and Greg Weber
 Don and Karen Wettstein
 Brian and Jane Wilkinson
 Jim Zaleschuk and Susan Hillabold

We'd like to extend this thank you to every GLT contributing listener. By choosing to do the right thing and invest in your public radio station, you are helping to preserve GLT as a vibrant and vital place for us all. We are proud to work with you today and in the years to come.

An Event-filled Year

2007 was another banner year for GLT as we were out and about in the community — seemingly every weekend. We loved spending time with you at this year's multitude of festivals, concerts, and special events and look forward to sharing another action-packed year with you in 2008.

While we thoroughly enjoy all of our GLT events, together they also make up an important piece of funding for the station. The GLT Equipment Fund benefits from every event you participate in, which helps keep the mechanical side of GLT up and running.

Congratulations on a successful year! Take an opportunity to check out the two GLT events coming up in February — see the next page for details on Top of the Class Antique Show, and page 14 for ticket information and an interview with this year's GLT Jazz Master Bill Charlap.

Thank You to our 2007 Event Sponsors



GLT Jazz Masters concert with Eliane Elias:
Dunbar, Breitweiser, & Co, LLP

GLT Summer Concert:
Specs Around Town Optical Boutique
Fox & Hounds Day Spa
Ronda Glenn Law Offices
Eastland Chiropractic and Wellness Center
Downtown Bloomington Association



Sweet Corn Blues Festival Stage:
CEFCU



GLT Recycled Music Sale:
Crossroads Center



GLT Night at the Illinois Shakespeare Festival:
Busey Bank



GLT Radio Faces with Don Gonyea:
Country Insurance & Financial Services

Top of the Class Antiques Show and Sale

February 8 – 10, 2008

ISU Bone Student Center Ballroom & Circus Room
100 N University St, Normal, IL

40 top quality antiques dealers, lectures of local interest

Friday, February 8

5 – 6 pm Early Buyers —
\$10 admission at the door

6 – 9 pm Show open to the public —
\$5 admission
(good for any or all 3 days)*

Saturday, February 9

10 am – 6 pm

Sunday, February 10

10 am – 4 pm

*Download a coupon worth \$1 off admission at wgl.t.org