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GLT 24/7 Blues on HD2



GLT News & Ideas on HD3

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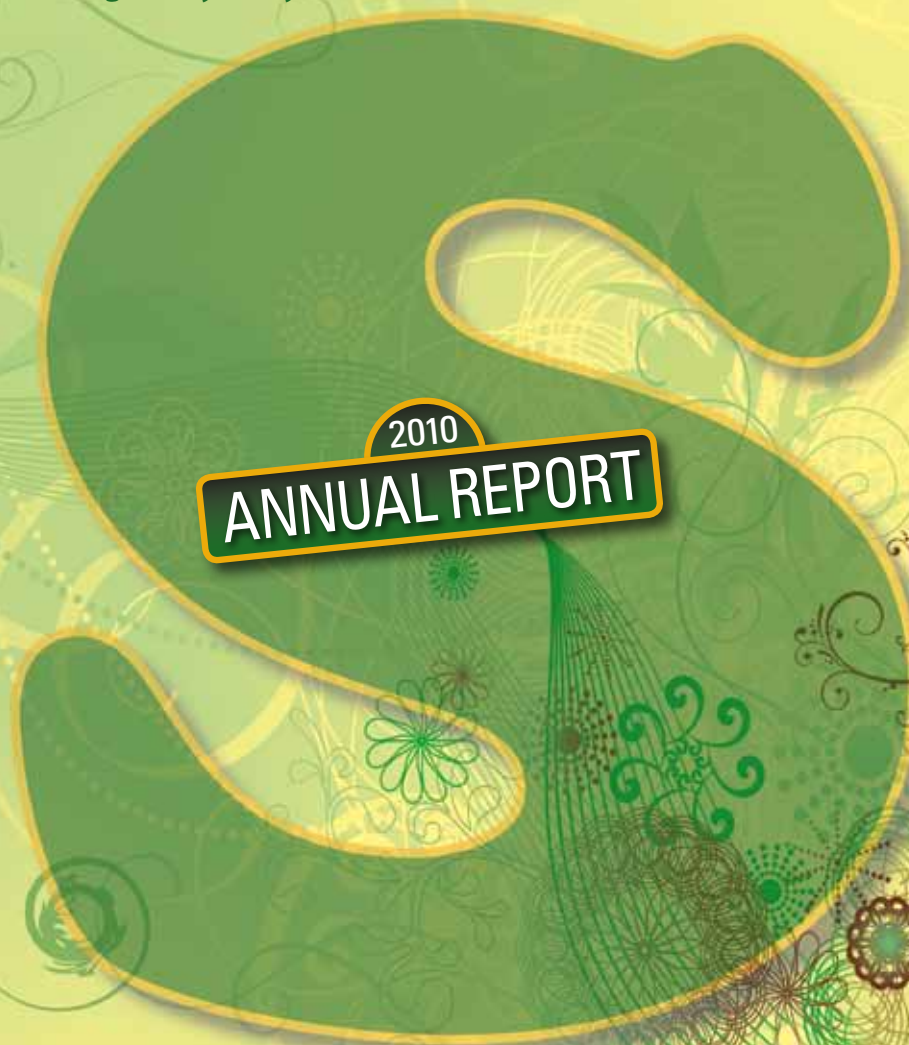
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GLT GUIDE

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brought to you by the letter...



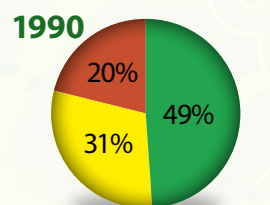
ALSO IN THIS ISSUE:

- Radiolab on GLT
- Many thanks for your support
- Last chance to enter your glasses design

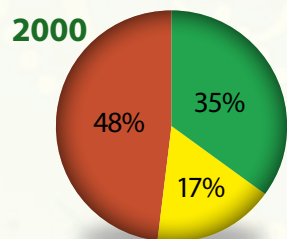
GLT Annual Report 2010

by GLT General Manager Bruce Bergethon

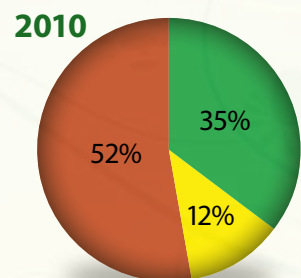
You may remember that episodes of *Sesame Street* are “brought to you by the letter ___” as part of the show’s attempt to teach young viewers the alphabet. If 2010 was an “episode” of GLT, I would have to say it was brought to you by the letter “S,” and the main two words that letter spelled would be “survival” and “sustainability.” The former described our listener-aided escape from a tough financial climate, and the latter our efforts to build for a brighter future.



Total Revenue \$616,000



Total Revenue \$1,020,000

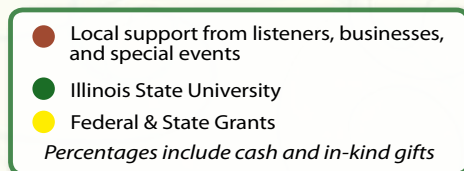


Total Revenue \$1,523,000

Financial survival

Over the last two decades, GLT has, thanks to dedicated local supporters, experienced a significant growth pattern. As the pie charts to the left demonstrate, our locally-raised dollars have gone from 20% of our income to over 52% – and that during a period when annual operating income increased 250%. Though the percentage of our income from ISU has reduced from one-half to one-third, the University continues to be our most significant single funder, a commitment for which we are deeply grateful.

Tax-based funding for the station, in the form of federal and state grants, has decreased from 31% of our budget in 1990 to only 12% this last year. State funding was cut in half over the last two years, and the prospect for continued state funding is unpredictable, but not encouraging.



Our local fundraising reached its highest point in Fiscal Year 2008, largely due to a substantial increase in local business support. During the last two years, in the generally moribund economy, that revenue stream weakened. Combined with the loss of state funding, in early 2010 we faced the potential loss of personnel or programming (our two largest expenditures). You will remember the spring fund drive, which we couched as a campaign to “save programs and people.” The survival of the GLT status quo was literally on the line.



Uber-volunteer Bill Charles takes a pledge

Your response in the spring was spectacular. In four days fewer than anticipated, we reached – and exceeded by 15% – our financial goals. Then, in the fall, listeners again responded to an increased financial goal, resulting in our two best days ever of on-air fundraising at the end of the drive, and a substantial amount of money coming in after the on-air drive ended in an online “grace period” of an additional week. The generous support of individuals such as you, especially during a recession, is deeply inspiring to the GLT staff.

We can’t thank you enough.

Many individuals have increased their commitment to GLT during the last year, and the rolls of major donors (listed on pages 6-7) are significantly longer than in previous years. We also thank a dozen new members of the community-based GLT Friends Council, some of whom were profiled in the pages of the *GLT Guide* during the past year.

Building for a sustainable future

One aspect of a sustainable community institution is the economic model of diversified support that GLT enjoys. This year we also made an effort to partner with various entities to encourage sustainable environmental practices. Two collaborations with ISU’s Office of Sustainability set the pattern for the future. We launched a project called Good to Go, which promotes healthy living and alternative transportation, with the first Commuter Challenge in September. A greatly expanded version will occur in May 2011, with more community



participation and campus components suggested by two ISU Communication classes. As a leadup to the Commuter Challenge, GLT partnered with Friends of the Constitution Trail to coordinate free bicycle parking at summer festivals, doubling the usage at the Sweet Corn Blues Festival from the (earlier) Sugar Creek Arts Festival.



Secure bike parking at Sweet Corn Blues Festival

A second collaboration with ISU enhanced our already well-established GLT Night at the Illinois Shakespeare Festival. This year, before enjoying *The Three Musketeers*, patrons took part in a pilot project to reduce landfill



Compost at the ISU Farm

waste, diverting their food and paper waste into agricultural compost to be used at the ISU Farm. We transformed what would ordinarily be 60-100 bags of trash to less than half of one bag! We also recycled 25 huge bags of aluminum, glass, and plastic. Our thanks to ISU's Mike O'Grady and Enid Cardinal for helping coordinate these efforts.

Other GLT summer events did more than raise funds for the station (which is always a primary function of our activities). For instance, we added on a day of staff time to the Recycled Music Sale breakdown to more effectively sort discarded LP jackets and recycle plastics and unsold electronics, diverting over 3 tons from the landfill. Our tenth annual Summer Concert, notable not only for the rain, the outlandish fun of The Gas House Gorillas, and the fact that it remains free, included additional recycling coordinated with The Ecology Action Center. And we spent several days "Packing the Bus," partnering with Office Depot and numerous community groups to help collect school supplies for kids in need.

Programming services for the future

GLT's community activities are a highly valued part of our service, according to research we conducted during the spring and summer of 2010. GLT alum Peter Dominowski, a national leader in public radio research, wrote the online survey that over 400 of you completed, and augmented its findings by conducting focus groups in August. In his final report, he marveled at the strong connections that GLT listeners feel with the station – an observation we find deeply affirmative. The research gave us many insights into the diverse benefits listeners derive from GLT's multiple services, and no easy answer to the question of how we might improve them.

In the meantime, we added several noteworthy touches to our regular programming this year. Our unparalleled blues programming is enhanced by Jon Norton's weekly interview with a leading blues musician, **Talkin' Blues** is heard Saturdays at 7:00 pm on GLT, with two additional broadcasts on Blues Radio 24/7 (GLT HD 2 and online at wgl.org.) We let you vote for your favorite blues with our 2010 edition of Mojo Madness in April, and carried a live broadcast of the Blues Blast Music Awards in October from Buddy Guy's Legends in Chicago.

"Award-winning" continues to characterize our news department, honored in the spring with 9 Illinois Associated Press citations and 3 regional Edward R. Murrow awards. We actually had to redesign the news room to accommodate all the plaques assembled over the last few years by Willis Kern, Charlie Schlenker, Jim Browne, and Laura Kennedy – come up and see the updated room sometime!

On our News and Ideas channel (GLT HD 3 and online at wgl.org), we added a number of programs that listeners suggested, including PRI's **The World, Living on Earth, Bob Edwards Weekend**, and **WireTap**. In November, we enjoyed a provocative evening with Robert Krulwich, NPR science correspondent and "most curious journalist in the world," as the featured speaker for GLT Radio Faces 2010. In January of this year, we'll be adding his amazing Radiolab program (previously heard only on HD 3) to our main channel lineup – see the article and an interview with Krulwich on page 14.

So, to Summarize the 2010 edition of GLT, using the letter "S":

We **S**urvived because you, **S**imply, **S**aved us.

Sustainability became **S**ynonymous with **S**OP.

Stay tuned, and thanks for your **S**tupendous **S**upport.

