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FAE HAS BECOME
THE MOST IMPORTANT
NEWS SOURCE FOR
THE REGION.
Opposite page:
Charlotte Talks host, Mike Collins (far left) leads a panel discussion with She Says host Sarah Delia (second from left) and a panel of experts the same evening that the acclaimed podcast released its season 1 finale.
Photo credit: Daniel Coston
Journalism that informs, enriches, and inspires.
A more knowledgeable and engaged community grounded in our shared humanity.
Exemplify the highest levels of integrity and public trust.

Serve as a national and industry model of journalistic excellence.

Be doggedly committed to telling great stories and serving the public.

Succeed through teamwork.

Include diverse people, voices, thoughts and perspectives at every level of our work.

Value and reward creativity.

Be bold and take risks in service to journalism and our mission.

Enter every room with a spirit of generosity and gratitude.
Exemplify the highest levels of **INTEGRITY AND PUBLIC TRUST.**

Serve as a national and industry model of **JOURNALISTIC EXCELLENCE.**

Tell great stories and serving the public.

Be doggedly committed to teamwork, respect, and collaboration.

Include diverse people, voices, thoughts and perspectives at every level of our work.

Value and reward creativity, curiosity, and humor.

Be bold and take risks in service to journalism and our mission.

Enter every room with a spirit of generosity and gratitude.
LETTER FROM 2018 BOARD CHAIR ED WILLIAMS

To me, 2018 was the year the new WFAE emerged after a decade of challenge and change.

The decade began with the Great Recession of 2008, a global economic disaster that hit Charlotte hard. Many businesses failed, people lost their homes and jobs vanished (one analyst said that between 2008 and 2010, the city’s finance industry lost 9 percent of its workforce). Longtime CEO Roger Sarow and his team shepherded the station through that turmoil and left WFAE healthy and ready to grow when Roger retired in 2015.

In came Joe O’Connor, an award-winning former ABC News producer who had launched the statewide public radio network in Rhode Island and was eager to replicate that success on a larger stage. By the end of 2018 his team was far along in reorganizing the station’s financial operations and bolstering its news operation.

The efforts have paid off in a booming audience, ground-breaking journalism and a third consecutive year of record revenues on all fronts – membership, underwriting and major donors.

That growth has put WFAE in a neck-and-neck race with long-dominant WBT to be the most-listened-to news/talk station in our market.

The increased revenue supported a nearly 50 percent growth in newsroom staffing. The expanded staff boosted the station’s news coverage and made possible the launch of four podcasts (Candidate ME, SouthBound, FAQ City and She Says). And Charlotte Talks, with host Mike Collins, celebrated its 20th anniversary as the must-listen-to program for those who care about what’s going on.

In addition, WFAE increased its production of community events to more than 20, many of them on serious topics (a Public Conversation on sexual assault, for example), others simply celebratory (a chocolate tasting event to celebrate Valentine’s Day).

All in all, 2018 was a banner year for WFAE, and a glimpse of the bright future ahead.

Sincerely,

Ed Williams
Board Chair
Newsrooms get a lot of random calls, and ours is no exception.

And when one sexual assault victim called News Director Greg Collard to demand better coverage, he listened. The result was the award-winning podcast *She Says* hosted by Sarah Delia. First offered in May, it has been downloaded nearly a quarter million times.

*She Says* is a bridge between survivors of sexual abuse and those of us who cannot possibly understand their pain. It is a detective story that documents one victim’s journey in search of justice.

*She Says* not only keeps collecting award nominations, but also keeps producing positive change for our community – better training for detectives, improved communication between CMPD and the state lab, state reimbursement of hospitals that provide sexual assault nurse examiners and rape kits, and a commitment to hold accountable those hospitals that offer neither.

WFAE is not merely a multiplatform news source for a growing number of users, it is a critical bridge for folks increasingly divided by politics, ethnicity, income, and zip code. It is, as our mission dictates, a source for journalism that informs, enriches and inspires action in our community.

Thanks to you, WFAE is expanding at a time when our community needs us most. The public’s options to receive information are multiplying rapidly. The advertising base that supported traditional media is eroding swiftly. Your contributions enable us to play an increasingly important role in providing programming that our democracy demands.

As a result, we have grown our content production team by 50 percent in the past year alone.

And we want to hear from you to learn how our growth has led to positive outcomes and greater community engagement.

In a time when many appear invested in division for political gain, WFAE remains determined to be curious about all points of view, to listen with empathy, and to keep a keen eye on the facts. Our goal is simple: to offer insightful journalism that builds a bridge between you and people and perspectives you might not encounter elsewhere.

Building that bridge has only been possible with your growing support.

And we’ve only just begun.

Onward!

Joe O’Connor
President and CEO
"This was the more than any other year that I've been on the board that we have shaped WFAE for the future."
THE YEAR THAN ANY YEAR THAT I HAVE SHAPED THE BOARD, THE FUTURE.
For WFAE, **2018 MEANT SERVING THE COMMUNITY WITH MORE NEWS IN NEW WAYS** and engaging in more opportunities to interact directly with WFAE. The station, **DEPLOYED NEW RESOURCES, BOOSTED DIGITAL OFFERINGS AND GARNERED INTERNATIONAL ATTENTION.**

Most significantly for the future, Fiscal Year 2018 marked the moment when **WFAE PRESENTED THE COMMUNITY WITH MORE PATHWAYS TO INVALUABLE CONTENT** beyond its popular on-air broadcast reports as it became a multi-platform news service.

“This was the year, more than any other year that I’ve been on the board, that we have shaped WFAE for the future,” said Ed Williams, award-winning journalist and WFAE Board Chair. This report shares WFAE’s journey from July 1, 2017 to June 30, 2018 as the station intentionally followed the strategic roadmap to create the most trusted source for journalistic excellence.
Falfurrias Capital Chairman/Charlotte philanthropist, Hugh McColl sat for an interview with Mike Collins (left) as WFAE celebrated the 20th anniversary of Charlotte Talks. Photo credit: Jeff Cravotta
Photo credit: Daniel Coston
WHAT MADE FY18 SO SPECIAL?

THE STATION LAUNCHED FOUR NEW PODCASTS, including She Says, its first investigative podcast that immediately WON CRITICAL ACCLAIM. WFAE developed more digital on-ramps to distribute news, post it online, share it on social media and find it on your mobile devices. Indeed, NPR RANKED THE STATION AS AMONG THE NATION’S TOP 25 IN DIGITAL GROWTH for the first quarter of 2018. News reports became more substantive with MORE REPORTERS ON STAFF, MORE AGGRESSIVE LOCAL REPORTING and the introduction of new national programming. WFAE also opened more routes for directly engaging with community members, convening more than 20 COMMUNITY EVENTS – FROM LARGE PUBLIC CONVERSATIONS TO SMALL PUB GATHERINGS. The station LAUNCHED CALL-OUTS, URGING LISTENERS TO SEND IN THEIR QUESTIONS and then followed up with reporting on suggested topics. It also began inviting local music producers, songwriters and artists to submit their work so WFAE can amplify Charlotte’s sound as part of a podcast series exploring the Charlotte music scene. Listeners responded in major ways. AVERAGE CUMULATIVE AUDIENCE GREW TO MORE THAN 220,000, a 9 percent increase over fiscal 2017 and a 47 percent increase in two years. WFAE also posted its third consecutive year of RECORD OVERALL REVENUES. “We engaged our community and listened to their needs.” Said Ju-Don Marshall, Chief Content Officer. “It resulted not only in better coverage, but also in digital and broadcast ratings gains!”
EXCELLENCE IS THE NEW NORMAL.

THINGS ARE REALLY COOKING.
EXCELLENCE IS THE NORM. THINGS ARE REALLY COOKING.
Asma Khalid, co-Host of the NPR Politics Podcast speaks with WFAE supporters before a live event at Spirit Square in Charlotte.

Photo credit: Chuck Eaton
ROADMAP

WFAE is serving users and listeners better every day. Key to our success is producing timely and relevant news in ways our audiences want. Nowadays, that involves more than listening to on-air radio. So we have **Expanded our digital footprint** by incorporating more daily news and breaking news coverage on our website and social platforms. In addition, **Our journalists are engaging in more long-form and investigative storytelling** with podcasts. We are developing new ways to connect with local residents through their smart phones. We are deploying social media channels in new ways, like offering **Live Video of Charlotte Talks**. For busy listeners, WFAE has begun recapping news events of the week in a weekly email newsletter. “**We are now working as a multiplatform service, not just a radio station,**” said Board Chair Ed Williams. At the heart of our journalism is a deep desire to better serve our community. That intention is reflected in many of the initiatives and coverage outlined in this report.” Said Chief Content Officer, Ju-Don Marshall. WFAE also participated in a Knight-Lenfest News Initiative training this year. This program seeks to help news outlets move to the “next level” in digital news production and community engagement. Takeaways included recommendations for best practices now used by national news leaders. As part of the current roadmap, **Our journalists are intentionally reaching out more frequently to diverse voices.** That involves taking programs or podcasts on the road – attending more community meetings, including “pop-ups” at senior centers, libraries, schools and more.
**“SHE SAYS IS A HIT FOR US. IT ECLIPSES EVERYTHING ELSE WE’VE DONE.”**

**JU-DON MARSHALL, CHIEF CONTENT OFFICER**

**SHE SAYS**

*She Says* was the station’s first investigative podcast. It follows the story of a sexual assault survivor doing her own detective work as she navigates the criminal justice system.

Host Sarah Delia took a year to report the series. Scarcely three episodes after it launched in late May, it cracked the Top 200 of the more than half-million podcasts Apple offers. It also ranked in the Top 50 in Apple’s Society and Culture podcast category. The series was recently nominated for an Online News Association Award, among other industry accolades.

The series originated when a woman called the station to inquire about the backlog of sexual-assault evidence kits at the Charlotte-Mecklenburg Police Department (CMPD).

*She Says*, the fourth WFAE podcast of the year, brought together the station’s content and marketing staffs to promote the series on national podcast venues.

“I am extremely proud of every minute of work that went into the creation of *She Says,*” said host/reporter Sarah Delia. “I believe that investigative journalism is a necessity, not a luxury and I’m proud the station took this leap of faith with my vision for the podcast. The reaction to *She Says* has been overwhelming especially from the listeners who called us every week with their personal stories of sexual assault. It’s my hope that this first season of *She Says* is just the beginning of investigative work at WFAE and I hope we continue that work with future seasons.”

At the time of this report, *She Says* had more than a quarter-million downloads and scores of listeners tuning in from around the world. “It’s a hit for us,” said Ju-Don Marshall, WFAE’s Chief Content Officer. “It eclipses everything else we’ve done.”

As a result of *She Says*, CMPD indicated that there had been changes in the way the lab communicates with them when there are problems with a DNA sample. CMPD also indicated that they will provide additional training on conducting “trauma-informed investigation” and are streamlining their process around DNA testing.

*She Says* opened the door to more reporting by Sarah Delia and Alex Olgin on what happens to rape evidence kits and how quickly local police were analyzing them. Olgin discovered that little more than half of the 121 hospitals licensed by the state had kits on hand and nurses trained to collect evidence. The podcast also prompted reporter/FAQ City host Nick de la Canal to revisit why CMPD destroyed some 1,000 of the kits between 2000 and 2006.

The quality bar was set high for *She Says*, following in the footsteps of the station’s well-received SouthBound podcast.

To learn more or subscribe to *She Says*, visit WFAE.org/She Says.
Surviving Sexual Assault in Charlotte.

Sarah Delia (bottom) hosts WFAE’s She Says, which follows the story of a Charlotte area sexual assault survivor. The podcast reached the Top 200 of the half-million podcasts offered by Apple Podcasts.

Photo credit: Logan Cyrus
She Says logo design: Matthew Scott
ARTISTS. ATHLETES. POLITICIANS. PREACHERS.

Tommy Tomlinson (top) hosts WFAE’s critically acclaimed SouthBound podcast.
Photo credit: Jeff Cravotta
SouthBound logo design: Matthew Scott
“Tomlinson’s gravely, threadbare murmur has become one of the loudest and most prominent voices in journalism.”

Tony Rehagen, Columbia Journalism Review

SOUTHBOUND

Another hit for WFAE is the distinctively southern podcast SouthBound, which launched in November 2017 under the stewardship of author and Pulitzer Prize nominee Tommy Tomlinson. Tomlinson unearths unique stories that turn his biweekly podcast into intimate conversations with notable Southerners.

Whether probing mental health issues with former NASCAR driver Dale Earnhardt Jr., mining the exuberance of North Carolina native and fashion guru Andre DeLeon Talley, or unpacking the LGBTQ movement in the South with historian Joshua Burford, Tomlinson digs beneath Southern stereotypes to reveal genuine life experiences.

SouthBound won accolades from the Columbia Journalism Review’s Tony Rehagen, who wrote “Tomlinson’s gravely, threadbare murmur has become one of the loudest and most prominent voices in journalism.” Further praise came from Newseum COO Scott Williams, who tweeted “This week’s recommended podcast is SouthBound from WFAE with host Tommy Tomlinson. He has conversations with notable Southerners from all walks of life. Some really great content to keep my mind off the Washington DC traffic.”

Tomlinson, who spent 23 years as a reporter and columnist for The Charlotte Observer, brings to SouthBound a unique portfolio of experiences. He has written for such national publications as Esquire, ESPN the Magazine, Sports Illustrated, Forbes and Garden & Gun. He’s been cited for best American sports writing and newspaper writing. In 2005, he was a finalist for the Pulitzer Prize in commentary.

His book The Elephant In the Room, a memoir about life as an overweight man in a growing America, will be published in January 2019 by Simon and Schuster.

In May, WFAE brought Tomlinson on board as a full-time staff member. He has flourished in the role, already launching a weekly commentary titled “On My Mind”, as well as regular analyses of the news.

To learn more or subscribe to SouthBound, visit WFAE.org/SouthBound.
FAQ CITY

In January, WFAE began employing an engagement platform called Hearken to solicit questions from listeners for a new podcast named FAQ City.

Hosted by Nick de la Canal, the bi-weekly podcast seeks to find the answers to questions, both hard-hitting and light-hearted, that matter to listeners.

WFAE staffers also use FAQ City as a reporting tool to solicit questions and explain the background on developing news stories.

For instance, the podcast played a key role in the station’s coverage of 287(g), a voluntary program in which the Mecklenburg County Sheriff’s Office agreed to alert Immigration and Customs Enforcement (ICE) whenever it took into custody immigrants living illegally in the United States. The program contributed to more than 15,000 people being deported from Mecklenburg County since 2006.

Coverage of the controversy roused many members of the community and contributed to the election in 2017 of a new sheriff who refused to participate in the program.

FAQ City also took questions from She Says listeners who wanted more information on why the Charlotte-Mecklenburg Police Department destroyed some 1,000 sexual assault evidence kits between 2000 and 2016.

To learn more or subscribe to FAQ City, visit WFAE.org/FAQCity.
FAQ City host, Nick de la Canal.
Photo credit: Jeff Cravota
FAQ City logo design: Matthew Scott
CANDIDATE ME

The year started with the launch of the Candidate ME podcast, hosted by former political reporter Tom Bullock. The podcast followed a hypothetical mayoral candidate’s journey to get elected.

As an odd numbered year, 2017 was a year where politics was very local with contests for school board, town and city councils and, of course mayors. Over 11 episodes, Candidate ME followed Bullock and his “fake campaign” for Charlotte Mayor as he explored the key issues of the election season.

The series went past the crafted messages and public face of campaigns to reveal the art, science and shenanigans of campaigning – from dark money groups to the world of social media, from yard signs to how people craft attack ads.

Candidate ME regularly featured political consultants Dan McCorkle (D) and Larry Shaheen (R) to get their take on the Charlotte city, and surrounding community elections.

To learn more, visit WFAE.org/CandidateME.

Candidate ME logo design: Matthew Scott
FAKE CANDIDATE. REAL NEWS.
“IF YOU CARE ABOUT CHARLOTTE, OR JUST LIKE GOOD MUSIC, YOU SHOULD CHECK OUT #WFAEAMPLIFIER. ANY PODCAST THAT COVERS PUNK ROCK TO CLASSICAL PIANO IS WORTH LISTENING TO. SUCH A RICH MUSIC SCENE HERE - ACROSS ALL GENRES - THAT DOESN’T GET ENOUGH ACKNOWLEDGEMENT!”

@CHUCKMCSHANE ON TWITTER

AMPLIFIER

Building on the success of FY’18, WFAE kicked off the 2019 fiscal year with callouts to inaugurate a new music podcast, Amplifier. With a laser focus on the Charlotte region’s music scene, WFAE is inviting listeners to nominate local producers, songwriters, artists and musicians to be featured.

“We care about local music. It can build community,” said Joni Deutsch, a Gracie Award-winning producer/interviewer, who hosts Amplifier.

WFAE launched the series at the start of the 2019 fiscal year with 20 episodes over 20 weekdays in September 2018 to wide-acclaim, reaching the Top 25 of all music podcasts offered by Apple Podcasts.

To learn more or subscribe to Amplifier, visit WFAE.org/Amplifier.
Joni Deutsch (top) serves as host of the Amplifier podcast in addition to producing numerous other WFAE podcasts.

Photo credit: Chuck Eaton
Amplifier logo/graphic design: Matthew Scott
Top:
Mike Collins celebrated 20 years as host of Charlotte Talks in 2018.
Photo credit: Kori Hoffman Photography

Bottom:
Mike Collins and Charlotte Mayor Vi Lyles.
Photo credit: Erin Keever, WFAE
Mike and the Mayor logo design: Matthew Scott
“Over the last two decades, we’ve become the place where Charlotteans turn to learn about our city, whether it’s our history, the latest in what’s happening now or where we’re going.”

WENDY HERKEY, EXECUTIVE PRODUCER - CHARLOTTE TALKS

CHARLOTTE TALKS

On April 19, 2018, Charlotte Talks, the venerable daily news program and podcast hosted by Mike Collins, celebrated its 20th anniversary. It was a time to take stock of the program’s role in the community.

“Over the last two decades, we’ve become the place where Charlotteans turn to learn about our city, whether it’s our history, the latest in what’s happening now or where we’re going,” said Wendy Herkey, the program’s Executive Producer who has worked alongside Collins for 19 of the show’s 20 years. Charlotte Talks airs at 9 a.m. weekday mornings and repeats of the program were moved to an earlier evening slot at 7 p.m. to better serve the WFAE audience with local content.

Even after 20 years, Charlotte Talks shows no sign of slowing down. It hosted a record 12 public gatherings, including four Public Conversations discussing Charlotte’s rising homicide rate, challenges to building an inclusive city and interviews with candidates for the mayoral election. A two-hour live broadcast on the one-year anniversary of the Keith Lamont Scott shooting probed the aftermath of the shooting and public protests.

Smaller events called “News & Brews” bring together the show and its guests with the community for a live evening taping at local breweries, with the program airing on WFAE the next morning.

Charlotte Talks can also now be watched through Facebook live, making the program available anywhere.

In February, Charlotte Talks launched the “Mike and the Mayor” series in which Collins interviews Mayor Vi Lyles, who was elected in November 2017 as the city’s first African-American female mayor. It airs on the second Thursday of the month.

To learn more, or subscribe to the Charlotte Talks podcast, visit WFAE.org/CharlotteTalks.
Oliver Merino, an immigrant activist based in Charlotte, speaks to the media at a news conference outside the Mecklenburg County Sheriff’s Office on March 13.

Photo credit: Nick de la Canal / WFAE
This past year, WFAE worked to increase local news reports on air and online. One area of coverage had notable impact for both the city and the station. Coverage of the controversy over the 287(G) program not only informed citizens who voted to oust Mecklenburg-County Sheriff, Irwin Carmichael (who had participated in the program), but city election officials also registered a notable spike in the number of Latinos who cast ballots in that election. WFAE itself observed a significant uptick in its Latino audience from January 2018, when Latinos comprised about 2 percent of its audience, to May when the Latino audience surged to 23 percent. WFAE credits some of that increase to its efforts to do explanatory journalism around the 287(G) program, particularly inviting listeners to ask questions that the station answered via FAQ City. With so much news to deliver, WFAE also launched a “Best of” weekly email newsletter, recapping top stories to help keep listeners abreast of developments in their community. As 2018 came to a close, Charlotte won the right to host the Republican National Convention in 2020. WFAE journalists immediately began planning to cover what will be both a critical local and national event. The plan includes the launch of a new podcast titled RNCLT. For more highlights, visit WFAE.org.
NEWS HIGHLIGHTS

- A Public Conversation discussed policing, activism and economic opportunity on the one-year anniversary of the 2016 police shooting of Keith Lamont Scott that prompted a week of protests. In addition, as WFAE kept hearing that community members were dissatisfied with police accounts of the shooting, we worked to listen to and report on their concerns.
- A Public Conversation examining the spike in Charlotte homicide rates.
- Ongoing coverage of the spending controversies that led to the state takeover of Cardinal Innovations Healthcare, a leading provider to residents with intellectual or behavioral disabilities.
- Contract disputes and lawsuits involving doctors at Atrium Health’s Mecklenburg Medical Group.
- Disputes over who will pay to clean up Duke Energy’s coal ash waste.
- A gerrymandering case asking the U.S. Supreme Court to rule on a North Carolina challenge to congressional maps drawn in 2016 by a Republican-controlled legislature.
- The opening of the Blue Line light-rail extension connecting uptown Charlotte with UNC Charlotte.

For more highlights, visit WFAE.org.
Opposite page:
A speaker at the Charlotte March for Our Lives protest.
Photo credit: Daniel Coston

This page left:
WFAE's Nick de la Canal interviews attendees at the Charlotte March for Our Lives protest.
Photo credit: Daniel Coston

This page right:
Former President Bill Clinton speaks at the funeral of Reverend Billy Graham.
Photo credit: Jeff Cravotta
886,000
15,800
13,888
2.3 MILLION
TOTAL WEBSITE VISITS
A 24% INCREASE

TOTAL PAGE VIEWS
A 34% INCREASE

FACEBOOK FOLLOWERS
A 12% INCREASE

TWITTER FOLLOWERS
AN 8% INCREASE

888 BILLION
888,000

15,800
13,888

2.3 MILLION
THE NUMBERS ARE PHENOMENAL. THERE'S DRAMATIC GROWTH ON ALL FRONTS.
MEMBERSHIPS ARE PHENOMENAL. THERE'S BEEN DRAMATIC GROWTH ON ALL FRONTS.
NEW NATIONAL PROGRAMMING

In addition to covering local news more aggressively, WFAE ADDED MORE NATIONAL NEWS PROGRAMS TO THE LINEUP. On weekdays, **The Station Brought in 1A**, with Joshua Johnson, a program addressing the issues in a changing America. It airs at 10 a.m. after *Charlotte Talks*. **The Daily Podcast from The New York Times Was Also Added.** On weekends, **Listeners Can Now Tune In to The BBC Newshour and The New Yorker Radio Hour.** WFAE is also planning ways to add more local news stories into *Morning Edition and All Things Considered.*
AWARDS AND RECOGNITIONS

WFAE NEWSROOM AND BUSINESS OFFICE STAFF WERE HONORED IN MANY DIFFERENT WAYS throughout the year. WFAE was honored with **TWO REGIONAL EDWARD R. MURROW AWARDS FOR EXCELLENCE**, for Sarah Delia’s reporting around the police involved shooting death of Rueben Galindo and Lisa Worf’s reporting on the Charlotte School of Law. **CHARLOTTE MAGAZINE NAMED WFAE AS THE CITY’S BEST MEDIA OUTLET** in its “Best Of” issue, citing the station’s growth in revenues and staff members. A *Charlotte Talks* program, “Addiction, Recovery and the Human Toll of the Opioid Epidemic,” hosted by Mike Collins and produced by Erin Keever, scored **SECOND-PLACE HONORS IN NEWS AND PUBLIC AFFAIRS PROGRAMS FROM PUBLIC RADIO NEWS DIRECTORS INC.** (PRNDI). PRNDI also recognized “Charlotte School of Law’s Fall” coverage by Lisa Worf and Gwendolyn Glenn won **SECOND PLACE IN THE ENTERPRISE/INVESTIGATIVE CATEGORY.** WFAE Chief Operating and Financial Officer, Jean Zoutewelle was named **NON-PROFIT CFO OF THE YEAR** by the *Charlotte Business Journal.*
REGIONAL MURROW AWARD
In April, Sarah Delia, Reporter and She Says Host, was awarded a Regional Murrow Award for Excellence in reporting for her coverage of the September 2017 death of Rueben Galindo, a 29-year-old father of five, who was fatally shot by police after he called them to surrender an unloaded gun.

PRNDI AWARD

PRNDI AWARD
Reporter Gwendolyn Glenn (photo above) and Assistant News Director Lisa Worf were recognized by the Public Radio News Directors Inc. with a second place prize in their Enterprise/Investigative category for coverage of the Charlotte School of Law.

REGIONAL MURROW AWARD
Assistant News Director Lisa Worf was awarded a Regional Murrow Award for Excellence for her coverage of the Charlotte School of Law’s efforts to pay students not to take the bar exam.

NON-PROFIT CFO OF THE YEAR
WFAE’s Chief Operating and Financial Officer Jean Zoutewelle was named Non-profit CFO of the Year by the Charlotte Business Journal.
WFAE’S INNOVATIVE PROGRAMMING AND AWARD-WINNING JOURNALISM HAS RAISED THE STATION’S PROFILE IN THE PUBLIC MEDIA WORLD. As a result, WFAE is discovering that more quality journalists want to join the team. IN FY18, THE ADDITION OF FIVE IMPORTANT HIRES HELPED BUILD THE STATION’S CAPACITY to post stories with more urgency and build ways for people to get the news however or whenever they want it. With a new membership database and staff in the development office adding fundraising capacity, more content and newsroom hires are planned for the 2019 fiscal year to further enhance WFAE’s service to the Charlotte region.
FULL TIME NEWSROOM STAFF

Chief Content Officer
Ju-Don Marshall

Operations Manager
Tena Simmons

News Director
Greg Collard

Assistant News Director
Lisa Worf

Morning Edition Host
Marshall Terry

All Things Considered Host
Mark Rumsey

Newscaster and FAQ City Host
Nick de la Canal

Managing Editor
Zuri Berry

On-Demand Content & Audience Engagement Producer - Joni Deutsch
Jennifer Lang

Web Manager

Assistant Digital News Editor
Jessa O’Connor

Reporter
David Boraks

Reporter and SheSays Host
Sarah Delia

Reporter
Gwendolyn Glenn

Reporter
Alexandra Olgin

Reporter, SouthBound Host and Columnist - Tommy Tomlinson

Charlotte Talks Host
Mike Collins

Charlotte Talks Executive Producer - Wendy Herkey

Charlotte Talks Producer
Erin Keever

Charlotte Talks Producer
Chris Miller

Charlotte Talks Assistant Producer - Ryan McFadin
WE ARE FOCUSING ON DEEP COMMUNITY LISTENING AND PUTTING THE COMMUNITY AT THE CENTER OF OUR NEWS.
FOCUSING COMMUNITY AND PUTTING COMMUNITY AT CENTER OF OUR REPORTS.
Top:
Charlotte Talks host Mike Collins (far left) and Q City Metro editor Glenn Burkins co-hosted a WFAE Public Conversation with African-American leaders including Mayor Vi Lyles (center), District Attorney Spencer Merriweather, City Manager Marcus Jones, and Police Chief Kerr Putney.
Photo credit: Erin Keever, WFAE

Bottom:
Charlotte Talks host Mike Collins (left) & UNC-TV's Deborah Holt Noel convened a community conversation on confederate monuments in November of 2017.
Photo credit: Chris Miller, WFAE
PARTNERSHIPS

WFAE's activities throughout the year opened the door to partnerships with other community groups and news outlets. The station is in talks with WNCW, the public radio station based at Isothermal Community College in Spindale, NC. Ideas being pursued with the station, which specializes in adult album alternative music, include hosting live bands, co-producing music festivals, and cross promotions.

Meanwhile, Charlotte Talks has developed a range of partnerships. It produced a TV and radio special on Confederate monuments in partnership with UNC-TV. Q City Metro editor Glenn Burkins hosted a Public Conversation with Mike Collins on building an inclusive city. And joint activities have been undertaken with Spectrum News, The Charlotte Observer, the Charlotte Business Journal and Time-Warner Cable. Other partners include WUNC radio; the investigative publication Carolina Public Press; The Conversation, a commentary and analysis publication; and UNC Chapel Hill's Reese News Lab, which focuses on journalism innovation, and more.

COMMUNITY

As WFAE works to reflect issues stemming from Charlotte's rapid growth and changing demographics, it is fostering more face-to-face interaction with community members. Charlotte Talks Public Conversations regularly draw some 200 participants. But smaller gatherings – from pub events to meetings at community centers – also enable WFAE journalists to hear concerns and explain the news.

Although the station produced more than 20 events this year, new ones are in the pipeline. The station would like to take Charlotte Talks and FAQ City on the road, producing programs from remote locations, said Ju-Don Marshall, chief content officer. “We are trying to focus on deep community listening and more community engagement,” she said.

The station has also been very intentional about trying to represent diverse voices. Efforts have included minority media outreach to senior centers in east Charlotte to arts institutions.

The station hopes to move forward with a podcast accelerator, priming members of the community to come up with their own podcast ideas and providing training, and a podcast conference for podcast producers.

“We are better using the ways we have of connecting with listeners other than on-air broadcasting,” said Ed Williams, WFAE’s board chair.
WFAE BY THE NUMBERS

WFAE’s audience responded to its enhanced content efforts by tuning in more than ever before and with increased support from members, major donors, foundations and corporate underwriters. **WFAE’s Audience Increase to 220,808** annual cumulative average, which was **an increase of 9 percent over FY17 and a 47 percent increase in the last two years.** Revenues increased by about 8 percent over FY17, growing to $7.04 million. Audited numbers will be available in the annual audited financial statements. This year’s revenues include income from a loan assigned to the station, said Jean Zoutewelle, chief operating and financial officer. **Membership Reached 19,964 Members in June and Increased Revenue to $2.96 Million.** 47 percent of WFAE’s contributors (9,374 of 19,964) support WFAE as sustaining members - individuals who agree to contribute to WFAE on a monthly basis in perpetuity. **Underwriting Revenue Also Increased by 12 percent, Rising to $2.34 Million. Major Donor Income rose 9 percent,** to $1.02 million from $725,356. The station found underwriters to help support all four of its new podcasts. **A $50,000 Knight Foundation Contribution Provided Support for WFAE’s Podcasts, Mobile and Community Engagement Initiatives.**
TOTAL 2018 AUDIENCE
A 47% INCREASE FROM 2016

TOTAL 2018 REVENUE
AN 8% INCREASE FROM FY17

2018 UNDERWRITING REVENUE
A 12% INCREASE FROM 2017

CONTRIBUTED REVENUE
A 9% INCREASE FROM FY17

WFAE MEMBER COUNT ON
JUNE 30, 2018 - 9,374
(47% OF ALL DONORS)
ARE SUSTAINING MEMBERS
A 47% INCREASE FROM 2017

19,964
2,348
$4,034
.704
80,482
7,222
$4,430
.347
2,951
1,996
$1,996
9,374
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“By investing in new talent, technologies, podcasts, and live events, WFAE delivers programming we trust in a fresh and engaging format, congruent with our growing city and the evolving media landscape. As we watched WFAE expand their reach and become increasingly more relevant to new, existing, and younger audiences in the Carolinas, we wanted to be right there with them. OrthoCarolina is a trusted brand that is invested in the advancement of our community, and we’re proud to support an organization that shares in those values.”

Julie Campbell - Marketing Manager at OrthoCarolina
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Acosta
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AEG Live
Aix En Provence
Aldersgate
Alpine Ski Center
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Anson County Arts Council
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Appalachian Sustainable Agriculture Project
Ashe County Chamber
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Assistance League Charlotte
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Communities in Schools
Charlotte Mecklenburg
Community Blood Center of the Carolinas
Community Building Initiative
Compact Car Service
Concord Downtown Development
Connect Couples Counseling
Connecticut School of Broadcasting
Contemplative Rebellion
COR365
Corkscrew @ Birkdale
Coves at Mountain River Club
CPCC
CPCC - Services Corporation
CPCC - Small Business Center
CPCC Computer Technology Institute
CPCC Sensoria
CPCC Test Prep
CPCC Theatre
Cravotta Photography
Creative Loafing
Crescent Properties
Crisis Assistance Ministry
Culture & Heritage Museum of York County
Dakota Bear/Heafner Financial
UNDERWRITERS (CONT.)

Daniel Coston Photography
Daniel Stowe Botanical Garden
David Weekley Homes
Davidson Community Players
Diamonds Direct Southpark
Dilworth Home Tour
Discovery Place
Doctor’s Making House Calls
Donald Haack Diamonds
Doyle Auctions
Duke Energy
Eastern Band of Cherokee Indians
Eastern Music Festival
Emory Law
Emory University
Eseeola Lodge at Linville
Everything But The House
Facet Foundry Jewelry Studio
Fellowship for Performing Arts
Festival in the Park
Focus Features
Folkmeot Festival
Foundation for the Carolina
Fresh Air Technologies
FreshDental
FS Food Group
Gardner-Webb University
Gaston County Public Health
Gay Men’s Chorus of Charlotte
Grandfather Mountain
Great Outdoor Provision
GreerWalker LLP
Habitat for Humanity Charlotte
Harvey B. Gantt Center
Healthy Home Market
Heart Math Tutoring
Heartwood Tree Service
Henderson Properties
Hendrick Acura
Hendrick Automotive Group
Hendrick VW
Hickory Choral Society
Hickory Museum of Art
Hickory Nut Gap Farm
Hind’s Feet Farm
Historic Concord Preservation
HopeWay Foundation
Horack Talley
Hyatt Gun / Hyatt Coin
Imagine One Events
India Association of Charlotte
Infosys
Iredell Museums
Iron Mountain
The Jazz Arts Initiative
J.E. Broyhill Civic Center
Jesse Brown’s
Justice Initiatives, Inc.
Keffer Genesis
Keffer Hyundai
Knight Foundation
Lake Norman Group RE/MAX
Legacy Health and Wellness
Leland Little
Lennar Homes
Levine Museum of the New South
Little Theater of Gastonia
Live Nation
Lorien Academy of the Arts
Lenoir-Rhyne University
Visiting Writers Series
Main Street Books
Marketplace Events
Matthews Community
Farmers Market
Mazda of South Charlotte
Mclveen Law Firm
McLean Developers
MDC Benefit Bank of NC
Mecklenburg Area Catholic School
Mecklenburg County Solid Waste
Mecklenburg County
Parks & Recreation
Miles McClellan Construction
Mint Museum of Art
Modern Fabrics
Modul Marble
Morningstar Properties
Myers Park Baptist Church
Nantahala Outdoor Center
Napa on Providence
NC Court System
NC Dept of Transportation
NC Green Power
NC Preventing Underage Drinking Initiative
NC Warn
Nexsen Pruet
Nobel Learning Systems
North Carolina Arts Council
North Carolina Museum of Art
Northeast Digestive Health Center
Novant Health
One Voice Chorus
Opera Carolina
Original Mattress Factory
Our Towns of North Mecklenburg
Habitat for Humanity
OurHealth
Pachyderm Music Lab
Parsec Financial
People’s Bank
Perry’s at Southpark
Pharmaceutical Research
Playworks NC
PNC Bank
Porcupine Provisions
Progressive
Providence Day School
Queens University of Charlotte
Queen City Plastic Surgery
Renewable Energy Design Group
Reynolda House Museum
Robinson Bradshaw & Hinson
Rowan Museum Incorporated
Salvation Army
San Francisco Gay Men’s Chorus
SEPI Engineering
Sharon Luggage
SHERPA LLC
Shiel Sexton
Sleepy Poet Antique Malls
Sock Club
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