



WBAA

• WHAT MATTERS •

PUBLIC RADIO FROM PURDUE

**2014 ANNUAL
MEMBER REPORT**

FROM THE GENERAL MANAGER

Dear WBAA Supporter,

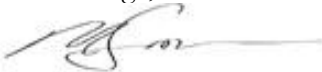
Last year I emphasized the importance of fiscal accountability for WBAA. In fiscal year 2014, we delivered on that promise. It was an outstanding year for WBAA.

Membership support increased from 23 percent of our total budget to 29 percent. We also decreased the level of university support from 52 percent to 44 percent. This is a significant and positive change for the station. We added a new news director, Stan Jastrzebski, who helped double our locally produced news content. WBAA added daily feature stories and public affairs programs including *Ask the Mayor* and the *Monthly Conversation with Purdue President Mitch Daniels*. We also created an all news format for AM 920 which has been a resounding success. We have reaffirmed our commitment to classical music on 101.3FM and added 24 hour Jazz to our FM HD service.

All of these changes and upgrades are possible thanks to support from listeners like you. Our goal over the next several years is to become even more financially independent, with membership support becoming the majority funder at WBAA. We are close and with your help, I know we can get there. When we say on the air “with your help, WBAA connects our community” we really mean that. I am grateful for your support and feedback as we work to improve our public service within the resources we are managing, and welcome the opportunity to meet you at any time.

Thank you for taking time to review this important document as it provides information on our past and charts the course for WBAA’s future. I welcome your feedback, comments and interest in how we can make WBAA the best possible public radio station.

Mike Savage,

A handwritten signature in black ink, appearing to read "Mike Savage", with a stylized flourish at the end.

Mike Savage, General Manager

MISSION

WBAA's mission is to be the most trusted and reliable source of in-depth noncommercial news, public affairs, arts and cultural programming to the people of North Central Indiana and beyond.

We accomplish this by delivering diverse programs through multiple platforms including over-the-air broadcasts, on-demand content streams on wbaa.org and mobile listening through the WBAA app.

WBAA carries out its mission by:

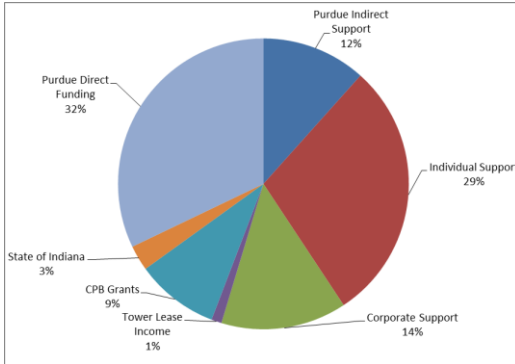
1. Producing public affairs and entertainment programming that engages an audience that is curious and socially conscious.
2. Providing listeners with high quality news and contextually relevant information about important local issues with public affairs significance.
3. Providing the finest music programming – particularly classical and jazz among other genres – to satisfy every listener's level of music appreciation.
4. Engaging with the community's interests in art and cultural affairs by providing current information on activities and accomplishments.
5. Generating sustainable funding to maintain current operating needs as well as position the station for future growth.

WBAA strives to operate in an environment that cultivates this mission by:

1. Seeking continuous improvement in everything we do.
2. Hiring and retaining the highest quality staff and empowering them to perform to the fullest extent of their capabilities.
3. Respecting, utilizing and promoting the diversity that lies within Purdue University and our listening audience.
4. Discovering and building partnership opportunities with organizations of converging or complementary missions to achieve efficiencies and enhancements.
5. Constantly refining our craft as content providers within an evolving media landscape.

WBAA INCOME & EXPENSE

WBAA Income

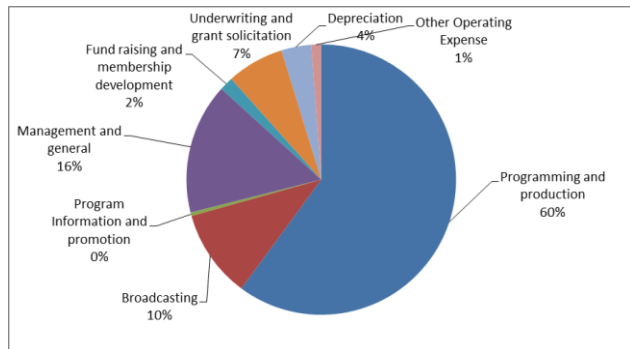


WBAA relies heavily on philanthropic support from listeners, private gifts, corporate underwriting, federal and state grants and more. In 2014, support from Purdue University fell nearly 10 percent to comprise 44 percent of WBAA's income.

However, institutional support remains an important part of WBAA's income. WBAA will continue to strive to become more financially independent by increasing private support through membership contributions from our listener base.

WBAA Expense

Programming and operations accounted for the largest portion of WBAA's expenses (76%), a slight increase from fiscal year 2013 (75%).



These expenses include the costs of airing NPR's flagship news programs, *Morning Edition* and *All Things Considered*; a variety of information, entertainment, and music programs; content provider fees; technical expenses associated with running the stations; and general depreciation. Content, operating, and equipment costs will continue to drive the need for private support. Management and day-to-day costs of the station accounted for 16 percent of expenses, and 9 percent of our expenses were associated with membership development, a 3 percent drop from fiscal year 2013, which includes promotion, fundraising, and underwriting efforts.

PROGRAMMING

2014 has been another year of growth and opportunity for WBAA! On June 30, we inaugurated WBAA Jazz, a new channel bringing 24 hours of great jazz to the Greater Lafayette Community. We will be expanding this service in 2015, so stay tuned!

WBAA also continues to bring local voices to you every day, including stories and features from our award-winning news department and previews of upcoming musical events in the Greater Lafayette area. In addition to *Ask the Mayor* and other local news offerings, we continue to present outstanding local music programming including: *Morning Classics*, *Afternoon Classics*, *Acoustic Blend*, *Inside Jazz with Don Seybold*, and *The Bluegrass Connection Show*.

In conjunction with our Indiana Public Broadcasting partners, this past year we presented several concerts from the New Harmony Music Festival and School and the Indiana University Chamber Orchestra, as well as exclusive interviews with cellist Yo-Yo Ma and pianist Simone Dinnerstein.

We also continued to offer in-depth, diverse news, and public affairs programming from National Public Radio (NPR), Public Radio International (PRI), American Public Media (APM) and other independent sources. These esteemed national programs, in high demand among WBAA's listeners, make up about half of WBAA's annual expenses. We are happy to continue providing you with this excellent selection of local and national programming in 2015, with the help of your membership and corporate support.

We have also had many positive responses about the WBAA *Arts Spotlight*, a monthly series focusing on area arts organizations, including Purdue Convocations, the Indiana Fiddlers Gathering, the Lafayette Symphony and many others. The WBAA *Arts Spotlight* can be heard the first Wednesday of each month at 7:51 a.m. and 6:20 p.m. on WBAA News on AM 920 and 101.3 FM.

Thank you for making all of this possible. Thoughts, comments, questions and suggestions for programming are always welcome and appreciated.

NEWS DEPARTMENT

The WBAA News Department made great strides in 2014, adding a news director and renewing its focus on public affairs programming that serves North Central Indiana. Shortly after news director Stan Jastrzebski was hired in the spring, he added several news programs to the WBAA lineup:

- The station added regular interviews with the mayors of Lafayette, West Lafayette, Crawfordsville and Frankfort. Each mayor is interviewed once per month on a rotating basis. *Ask the Mayor*, a listener call-in show, offers residents first-hand access to their leaders. The program has generated dozens of calls, e-mails and tweets with questions for each of the mayors, who appreciate the outreach to constituents they may not otherwise easily reach.
- WBAA introduced a new sports talk show, *Off the Field* with Morgan Burke, featuring a biweekly conversation with Purdue's athletic director. The show is a broad sports discussion, rather than a focus on specific teams or after-the-fact commentary.
- WBAA has also expanded its *Monthly Conversation with Purdue President Mitch Daniels*, extending the format to a full half hour each month. This allows a deeper discussion and exploration of topics relevant to the Purdue community. In addition, the two Indiana Public Broadcasting affiliate stations air the discussion: WFYI in Indianapolis and Lakeshore Public Radio in Merrillville.

With the changes to the public affairs schedule came changes to newscasts as well. Previously, news stories were repeated on the air four and five times per day. The news department not only curtailed this repetition, but also added a daily news feature story, four-to-five minutes in length, to its daily repertoire.

These changes have meant the number of minutes of locally-produced news programming on WBAA each month has more than doubled. In addition, the local news features and public affairs shows help WBAA serve the NPR goal of better integrating local programming into the NPR model of programming, which tends to feature more in-depth conversation, analysis and storytelling.

WBAA continues to be active online, as well. The news department is tweeting more than ever before, posts all its stories to Facebook and has started a news blog (WBAAnews.wordpress.com) to better connect listeners with the "behind the scenes" stories that tell how the news makes it onto the air.

STUDENT & COMMUNITY ENGAGEMENT



In 2014, WBAA resumed its student internship program, thanks to a fruitful new partnership with Purdue University's Brian Lamb School of Communication. WBAA staffers now regularly visit communication classes during the first weeks of each semester to make presentations directly to students about the benefits of interning at the station. The efforts of the News Department in this regard have also benefited other WBAA departments, as interns have joined the station interested to learn sound production, announcing skills and board

operation, in addition to news production.

WBAA has found a particularly skilled intern in Charlotte Tuggle. Charlotte joined WBAA during her first semester on campus and was already an avowed NPR fan before she joined the news department. She has quickly become a part of the team and serves as an outstanding example for other interns to follow. She has broken news of statewide importance, has begun producing feature stories, covering Purdue sporting events and has proven herself a valuable addition. She has given the news department an ideal to strive for in picking future interns

We continue to engage community volunteers to assist with administrative tasks at the station. In addition, several volunteers offered their time to help staff the information booth during Art on the Wabash. With a new membership director in place, we look to expand our community outreach and volunteer engagement in 2105.

CORPORATE SUPPORT

Corporate support comes from hundreds of organizations that not only believe in the mission of WBAA, but also value the exposure to WBAA's audience. Corporate support partners are currently recognized on-air through brief announcements. Special thanks to the following organizations that provided direct financial support or other services in 2014.

\$5,000 or more

Arni's	Kirby Risk
ART of Framing, Inc.	KL Art Gallery
Bob Rohrman Auto Group	Lafayette Savings Bank/Old National Bank
Carpetland USA	Dr. Khoa D Lai, MD
Delta Dental	Nine Irish Brothers
Duke Energy	Purdue Convocations
Franciscan St. Elizabeth Health	Purdue Federal Credit Union
Dr. Vincent Guido, DDS	Purdue Memorial Union
IU Health Arnett	Stuart & Branigin LLP
Ivy Tech	

\$1,000 - \$4,999

Allstate—Jan Nielsen Agency	Lafayette Heating & Cooling
Art Museum of Greater Lafayette	Montessori School of Greater Lafayette
Bach Chorale Singers	NutriPledge, LLC
Big Brothers Big Sisters of GL	Park West Fitness
Bistro 501	Prairie View Farms Produce
City Bus	Puccini's Smiling Teeth Pizza and Pasta
Crittersitters of Lafayette Inc.	Purdue Bands
Fuel	Purdue Center for Cancer Research
Goodrich Quality Theatres	Reiling Teder & Shrier, LLC
Grateful Heart Gallery & Gifts	Schumann Custom Building and Landscaping
Henriott Group	Sunspot Natural Market
Indianapolis Museum of Art	Susie Gibbs Framing & Art
Interior Objects	Speedpro Imaging
KM Davis Interiors	Technical Recruiting Solutions
Lafayette Printing	United Way of Greater Lafayette
Lafayette Symphony	Unity Healthcare
Lafayette Chamber Singers	University Book Store
Lafayette Diversity News.com/ Front Runner Politics.com	Weichert Realtors-Len Wilson Associates
La Scala Italian Restaurant	Williamsport Nursing and Rehabilitation
Lafayette Hearing Center	Wintek Corporation

WBAA'S BROADCAST REACH

WBAA provides diverse programming through multiple platforms, including over-the-air broadcasts, on-demand content streams on wbaa.org and mobile listening through the WBAA app.

WBAA AM and FM provide public radio programming to thousands of North Central Indiana and East Central Illinois listeners. The daytime broadcast radius of WBAA-AM is about 70 miles, making it accessible to more than half the population of Indiana. WBAA FM has a broadcast radius of about 30 miles, including Tippecanoe and most contiguous counties. WBAA FM-2 broadcasts at 101.3-2 FM on an HD radio.

On-air and on-demand content – available both online at wbaa.org or on mobile devices through the WBAA app – make it possible to tune into WBAA from anywhere in the world. All platforms deliver programming twenty-four hours a day, seven day a week.

WBAA STAFF

Mike Savage. General Manager
Chrissie Ankerberg. Director of Development
Bette Carson Mogridge. Operations Manager
Brian Garrity. Corporate Support Manager
Sue Hill. Secretary
Jenny Hood. Traffic Coordinator
Stan Jastrzebski. News Director
Roy Johnson. Corporate Support
Greg Kostraba. Content Director
Kristin Malavenda. Host & News Producer
Brandy Royer. Business Services
Courtney Schmidt. Director of Membership and Events
Jan Simon. Host & Producer
Charlotte Tuggle. Intern

WBAA — Public Radio from Purdue University
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