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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

**CHARLOTTE
TALKS**
WITH MIKE COLLINS

WFAE PRESENTS
**SHE
SAYS**
HOSTED BY
DANIEL HELLMAN

WFAE Presents
A Public Conversation:
Beyond She Says:
Sexual Assault in Charlotte
#WFAESheSays #WFAEPubCon

WFAE
90.7



Journalism
that
informs,
enriches,
and
inspires.

A more
knowledgeable
and engaged
community
grounded in our
shared humanity.

Exemplify the highest levels

Serve as a national and industry

Be doggedly committed to **TELLING OUR STORY**

Succeed through **TEAMWORK**

INCLUDE DIVERSE PEOPLE, VOICES, THOUGHTS AND IDEAS

Value and reward **CREATIVITY**

BE BOLD AND TAKE RISKS in service

Enter every room with **A SPIRIT OF COURAGE**

of **INTEGRITY AND PUBLIC TRUST.**

model of **JOURNALISTIC EXCELLENCE.**

GREAT STORIES AND SERVING THE PUBLIC.

, RESPECT, AND COLLABORATION.

AND PERSPECTIVES at every level of our work.

IVITY, CURIOSITY, AND HUMOR.

to journalism and our mission.

TRIT OF GENEROSITY AND GRATITUDE.

ES

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



LETTER FROM JOE O'CONNOR

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



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THE YEAR,
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THE BOARD,
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OVERVIEW

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

WFAE reporters covered Charlotte's March for Our Lives rally in Uptown on March 24, 2018.
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!"

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EXCELLENCE
IS THE
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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 *SheSays*, visit WFAE.org/SheSays.

SURVIVING SEXUAL ASSAULT IN CHARLOTTE.

SHE
SAYS



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.**

**SOUTH
BOUND**


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 gravelly, 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.

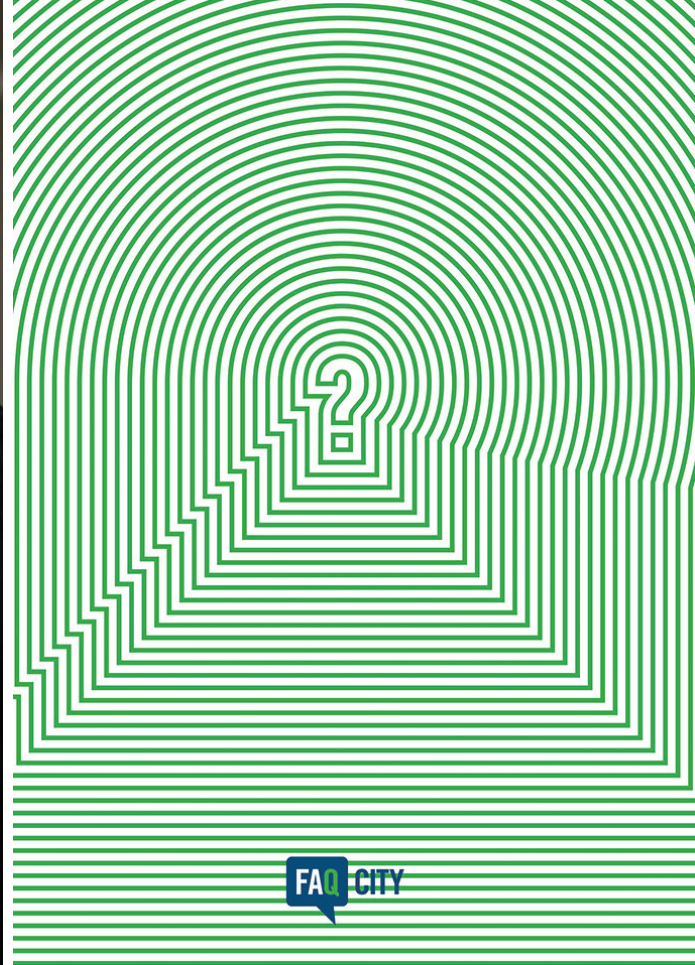
For instance, the podcast played a key role in the station's coverage of 287(g), a voluntary program in which the Mecklenburg County Sheriff's Office agreed to alert Immigration and Customs Enforcement (ICE) whenever it took into custody immigrants living

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.



A PODCAST WITH
TOM BULLOCK

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!”

@CHUCKMC SHANE 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.



amplifier

POWERED BY: OrthoCarolina

WFAE
90.7



ARSENA
SCHROEDER

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

CHARLOTTE
TALKS
WITH MIKE COLLINS



**MIKE AND THE
MAYOR**

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 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

NEWS HIGHLIGHTS

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



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 15,8

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10000

TOTAL WEBSITE VISITS
A 24% INCREASE

1 MILLION

TOTAL PAGE VIEWS
A 34% INCREASE

8000

TWITTER FOLLOWERS
AN 8% INCREASE

8888

FACEBOOK FOLLOWERS
A 12% INCREASE

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NEW NATIONAL PROGRAMMING

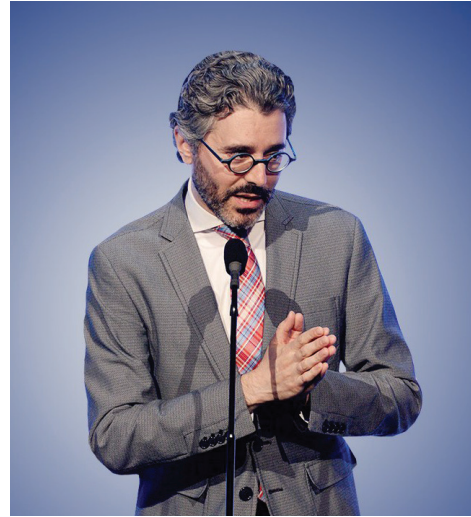
In addition to covering local news more aggressively, **WFAE ADDED MORE NATIONAL NEWS PROGRAMS TO THE LINEUP.** On weekdays, **THE STATION BROUGHT IN 1A,** with Joshua Johnson, a program addressing the issues in a changing America. It airs at 10 a.m. after *Charlotte Talks*. **THE DAILY PODCAST FROM THE NEW YORK TIMES WAS ALSO ADDED.** On weekends, **LISTENERS CAN NOW TUNE IN TO THE BBC NEWS HOUR AND THE NEW YORKER RADIO HOUR.** WFAE is also planning ways to add more local news stories into *Morning Edition* and *All Things Considered*.

Opposite page - Clockwise from top left:
1A host Joshua Johnson.
Photo credit: Stephen Voss

BBC Newshour host Razia Iqbal.
Photo credit: Henry Iddon

The Daily host Michael Barbaro.
Photo credit: Andrew Toth/Getty Images

New Yorker Radio Hour host David Remnick
talks with former FBI director James Comey.
Photo credit: Janice Yi



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

46 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

A *Charlotte Talks* program, "Addiction, Recovery and the Human Toll of the Opioid Epidemic," hosted by Mike Collins and produced by Erin Kever (photo above) scored second-place honors in News and Public Affairs Programs from Public Radio News Directors Inc. (PRNDI).



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*.

NEWSROOM GROWTH

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



Web Manager
Jennifer Lang



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

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THE GEN
OUR NEWS

FOCUSING
COMMUNITY
AND PUTTING
COMMUNITY AT
CENTER OF
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

220,808

TOTAL 2018 REVENUE
AN 8% INCREASE FROM FY17

\$7.04M

CONTRIBUTED REVENUE
A 9% INCREASE FROM FY17

\$4.03M

2018 UNDERWRITING REVENUE
A 12% INCREASE FROM 2017

\$2.34M

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

19,964

44

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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

UNDERWRITERS

A Sign of the Times
AAA
AC Entertainment
Acadia Shutters
Acosta
Actor's Theatre of Charlotte
AEG Live
Aix En Provence
Aldersgate
Alpine Ski Center
Alzheimer's Association -
 Western North Carolina
Anson County Arts Council
Anuvia
Appalachian Sustainable
 Agriculture Project
Ashe County Chamber
Asheville Wine & Food Festival
Assistance League Charlotte
Atrium Animal Hospital
Audio Advice
AutoBell Car Wash
Baby and Company
Bank of America
Barnstock
BB & T
Be Yoga
Bechtler Museum
Better Business Bureau
BGW CPA PLLC
Biggs Camera
Birdhouse on the Greenway
Birdsong Brewing Company
Bitsbox
Blue Cross Blue Shield of NC
Blue Ridge Music Center
Blumenthal Performing Arts
Bob Nocek Presents, LLC
Bojangles'
Book Marks
Bradley
Bragg Financial Advisors
British International Schools
Brixx Wood-Fired Pizza
Burke Arts Council
Cabarrus Arts Council
Caldwell Arts Council
Cannon School
Canopy Education Inc.
Carolina Asthma & Allergy Center
Carolina BioOncology Institute
Carolina Clay Matters
Carolina Neurosurgery & Spine
Carolina Pain Associates
Carolina Pest Management
Carolina Pottery Festival
Carolina Renaissance Festival
Carolina Sinus Center
Carolina Urban Lumber
Carolina Voices
Carolinas Aviation Museum
Carolinas Healthcare System
Caromont Health
Carpe Diem Restaurant
Catawba College
Catawba Lands Conservancy
Catawba Science Center
Catt Wealth
Celebration of Seagrove Potters
Celtic Women
Center for Prevention Services
Centralina Area Agency on Aging
Centralina Volunteer
 Transportation Services
CEO Focus
CFA Society North Carolina
Char - Meck School System
Char - Meck Storm Water Services
Charlotte Arena Operations
Charlotte Art League
Charlotte Ballet
Charlotte Center City Partners
Charlotte Center for Legal Advocacy
Charlotte Concerts
Charlotte Country Day School
Charlotte Eye Ear Nose Throat
Charlotte Film Society
Charlotte Folk Society
Charlotte Latin School
Charlotte Magazine
Charlotte Mecklenburg
 Health Department
Charlotte Museum of History
Charlotte Observer
Charlotte Prime, LLC
Charlotte Radiology
Charlotte Regional Partnership
Charlotte Restaurant Week
Charlotte Symphony
Charlotte Works
CharlotteLIT
Children's Home Society
City of Charlotte Regional
 Visitors Authority
City and County of Lancaster
City of Rock Hill
Clayworks Inc.
Clean Air Carolina
Cleveland County Arts Council
ClickFold Plastics
CLT Airport
College Foundation of NC/NC529
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
 Folkmoot 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
 McIlveen Law Firm
 McLean Developers
 MDC Benefit Bank of NC
 Mecklenburg Area Catholic School
 Mecklenburg County Solid Waste
 Mecklenburg County
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 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
 South State Bank
 Southeast Radiation
 Oncology Group
 Southminister Retirement
 Community
 Spruce Pine Potters Market
 St. Martin's Press
 St. Mary's School

Steinway Piano Gallery
Stifel Nicolaus
SunTrust Bank
Sycamore Brewing
Taylor Richards & Conger
Teach for America
TEDx Charlotte
Telware
TFM Carolinas
The Employers Association
The Fresh Market
The Iron Yard Academy
The Pump House Restaurant
The Secret Chocolatier, LLC
The Umstead Hotel and Spa
Theatre Charlotte
Thirsty Nomad Brewing
Tindol Subaru
Tom Bush Law Group
Tosco Music
Town of Abingdon
Town of Matthews
Trinity Episcopal School
Trinity Partners
Turner Media Group
UNCC - Atkins Library
UNCC - Cato College of Education
UNCC - College of Arts &
Architecture
UNCC - Data Science Initiative
UNCG - Division of Continual
Learning
UNC-TV
UnitedHealth Group
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