

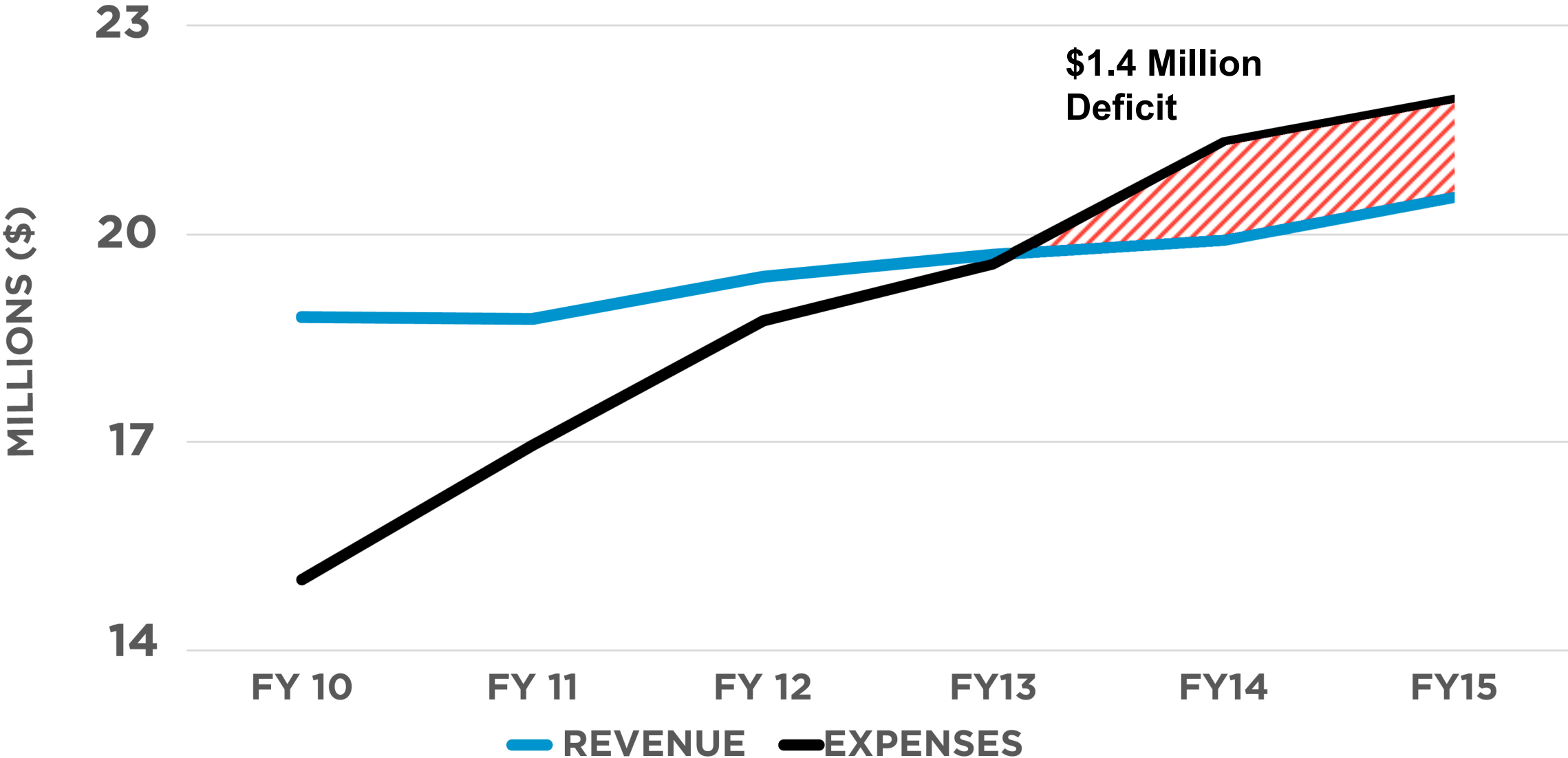


WAMU 88.5

AMERICAN UNIVERSITY

NO TURN ON RED

WAMU's 2010-2015 Revenue & Expense



Longstanding Talent *on air since...*

**Diane
Rehm**



1979

**Rob
Bamberger**



1980

**Ed
Walker**



1990

**Kojo
Nnamdi**



1998

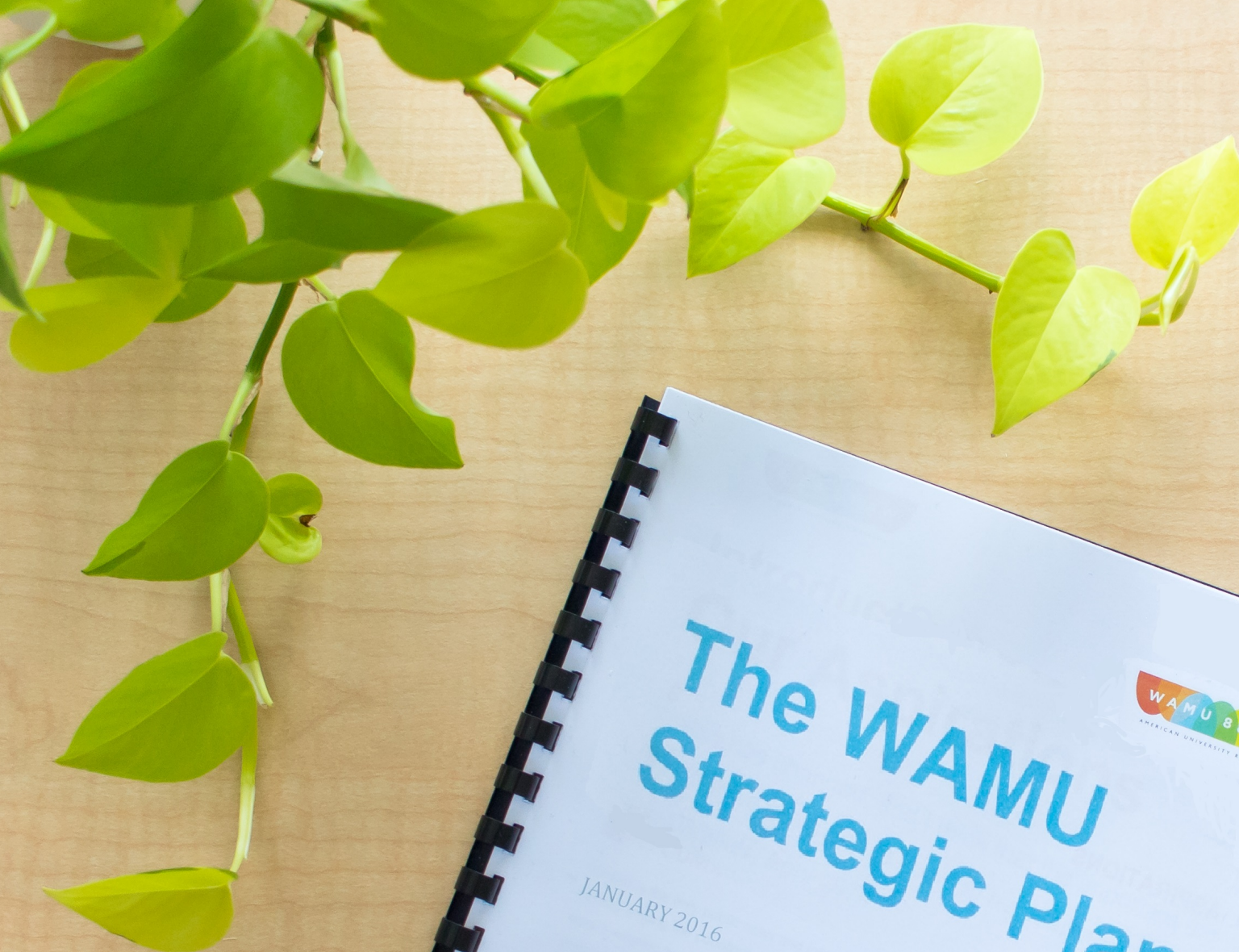
What to do?



Cut Expenses

- ✓ Cut Spending Rate by \$1 Million+
- ✓ Closed Shows
- ✓ Eliminated Positions





AMERICAN UNIVERSITY RADIO

**The WAMU
Strategic Plan**

AMERICAN UNIVERSITY RADIO
WAMU 88.5

JANUARY 2016

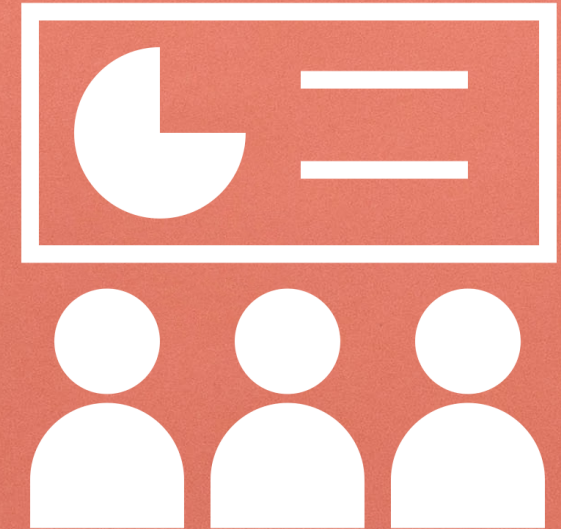
Overhaul the Revenue Engine



Create Development



Remake Membership



Outsource Underwriting

Rethinking Organizational Design

**General
Manager**

**Finance &
Admin**

Content

Technology

Development

**Marketing &
Communications**

Events

Engineering

Membership

**Digital
Content**

IT

**General
Manager**

AUG. 2017

JJ Yore

**Finance &
Admin**

Technology

Development

Content

**Marketing &
Engagement**

**Carey
Needham**

**Rob
Bertrand**

**Audrey
Johnson**

Andi McDaniel

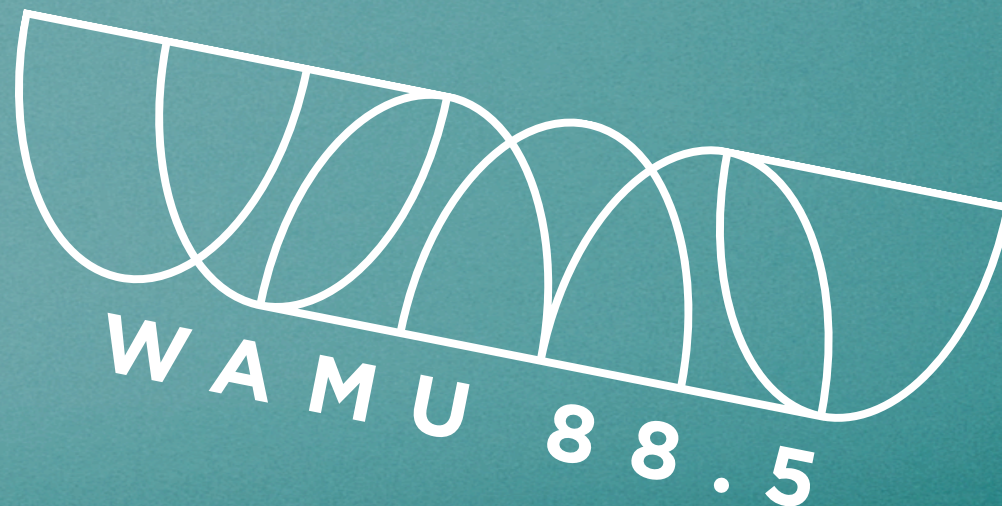


**It's all
about
the sound**

Who are We?



wtop



JULY 2014

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Midnight	BBC World Service	BBC World Service					
12:30 am	With Good Reason						
1:00 - 4:59 am	BBC World Service						
5:00 am	Morning Edition					Coastal Connection	The Animal House
6:00 am	5:50, 7:50 & 9:50 am - Art Beat 5:51 & 7:51 am - Marketplace Morning Report 6:35 am - The Writers Almanac					Bob Edwards Weekend	BackStory
7:00 am						Metro Connection	On Being
8:00 am						Weekend Edition Saturday	Weekend Edition Sunday
9:00 am							
10:00 am	The Diane Rehm Show					Car Talk	
11:00 am						Wait, Wait... Don't Tell Me	
12:00 pm	The Kojo Nnamdi Show					The Animal House	Radiolab
1:00 pm					Metro Connection	This American Life	Snap Judgment
2:00 pm	Tell Me More				Talk of the Nation: Science Friday	Studio 360	Day 6
3:00 pm	Fresh Air					The Splendid Table	On The Media
4:00 pm	All Things Considered					TED Radio Hour	Interfaith Voices
5:00 pm						All Things Considered	
6:00 pm	Marketplace					A Prairie Home Companion	Public Space
6:30 pm	All Things Considered						
7:00 pm							
8:00 pm	PRI's The World					Hot Jazz Saturday Night	
9:00 pm	On Point				The Moth Radio Hour		
10:00 pm	To The Point				Q		
11:00 pm	As It Happens					Jazz Inspired	Bullseye

AUG 2014

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Midnight	BBC World Service	BBC World Service					
12:30 am	With Good Reason						
1:00 - 4:59 am	BBC World Service						
5:00 am	Morning Edition					Coastal Connection	The Animal House
6:00 am	5:50 & 7:50 am - Art Beat 5:51 & 7:51 am - Marketplace Morning Report 6:35 am - The Writers Almanac					Bob Edwards Weekend	On Being
7:00 am						Metro Connection	Marketplace Weekend
8:00 am						Weekend Edition Saturday	Weekend Edition Sunday
9:00 am	BBC Newshour						
10:00 am	The Diane Rehm Show					Best of Car Talk	Wait, Wait... Don't Tell Me
11:00 am						Wait, Wait... Don't Tell Me	TED Radio Hour
12:00 pm	The Kojo Nnamdi Show					The Animal House	Radiolab
1:00 pm					Metro Connection	This American Life	Snap Judgment
2:00 pm	Fresh Air				Science Friday	Studio 360	BackStory
3:00 pm	Here and Now					The Splendid Table	On The Media
4:00 pm	All Things Considered					Day 6	Interfaith Voices
5:00 pm						All Things Considered	
6:00 pm	Marketplace					A Prairie Home Companion	Public Space
6:30 pm	All Things Considered						The Big Broadcast
7:00 pm							
8:00 pm	PRI's The World					Hot Jazz Saturday Night	
9:00 pm	On Point				The Moth Radio Hour		
10:00 pm	Q						
11:00 pm	As It Happens					Jazz Inspired	Bullseye

Changes

WAMU Productions

DEC 2014

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Midnight	BBC World Service	BBC World Service					
12:30 am	With Good Reason						
1:00 - 4:59 am	BBC World Service						
5:00 am	Morning Edition					With Good Reason	Public Space
6:00 am	5:50 & 7:50 am - Art Beat 5:51 & 7:51 am - Marketplace Morning Report 6:45 am - The Writers Almanac					Coastal Connection	On Being
7:00 am						Metro Connection	Marketplace Weekend
8:00 am						Weekend Edition Saturday	Weekend Edition Sunday
9:00 am	BBC Newshour						
10:00 am	The Diane Rehm Show					Best of Car Talk	Wait, Wait... Don't Tell Me
11:00 am						Wait, Wait... Don't Tell Me	TED Radio Hour
12:00 pm	The Kojo Nnamdi Show					The Dinner Party Download	Radiolab
1:00 pm					Metro Connection	This American Life	Snap Judgment
2:00 pm	Fresh Air				Science Friday	Studio 360	BackStory
3:00 pm	Here and Now					The Splendid Table	On The Media
4:00 pm	All Things Considered					Day 6	Interfaith Voices
5:00 pm						All Things Considered	
6:00 pm	Marketplace					A Prairie Home Companion	Public Space
6:30 pm	All Things Considered						The Big Broadcast
7:00 pm							
8:00 pm	PRI's The World					Hot Jazz Saturday Night	
9:00 pm	On Point				The Moth Radio Hour		
10:00 pm	Q						
11:00 pm	As It Happens					Jazz Inspired	Bullseye

■ Changes
 ■ WAMU Productions

FEB 2015

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Midnight	BBC World Service	BBC World Service					
12:30 am	With Good Reason						
1:00 - 4:59 am	BBC World Service						
5:00 am	Morning Edition					With Good Reason	Interfaith Voices
6:00 am	5:50 & 7:50 am - Art Beat 5:51 & 7:51 am - Marketplace Morning Report 6:45 am - The Writers Almanac					Latino USA	On Being
7:00 am						Metro Connection	Marketplace Weekend
8:00 am						Weekend Edition Saturday	Weekend Edition Sunday
9:00 am	BBC Newshour						
10:00 am	The Diane Rehm Show					Best of Car Talk	Wait, Wait... Don't Tell Me
11:00 am						Wait, Wait... Don't Tell Me	TED Radio Hour
12:00 pm	The Kojo Nnamdi Show					The Dinner Party Download	Radiolab
1:00 pm					Metro Connection	This American Life	Snap Judgment
2:00 pm	Fresh Air				Science Friday	Studio 360	BackStory
3:00 pm	Here and Now					The Splendid Table	On The Media
4:00 pm	All Things Considered					Day 6	Interfaith Voices
5:00 pm						All Things Considered	
6:00 pm	Marketplace					A Prairie Home Companion	Public Space
6:30 pm	All Things Considered						The Big Broadcast
7:00 pm							
8:00 pm	PRI's The World					Hot Jazz Saturday Night	
9:00 pm	On Point				The Moth Radio Hour		
10:00 pm	Q						
11:00 pm	As It Happens					Jazz Inspired	Bullseye

■ Changes
 ■ WAMU Productions

JAN 2016

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Midnight	BBC World Service	BBC World Service					
12:30 am	With Good Reason						
1:00 - 4:59 am	BBC World Service						
5:00 am	Morning Edition					With Good Reason	Interfaith Voices
6:00 am	5:51 am - Marketplace Morning Report 6:45 am - The Writers Almanac 7:51 am - Marketplace Morning Report					Latino USA	Marketplace Weekend
7:00 am						On The Media	On Being
8:00 am						Weekend Edition Saturday	Weekend Edition Sunday
9:00 am	BBC Newshour						
10:00 am	The Diane Rehm Show					Best of Car Talk	Wait, Wait... Don't Tell Me
11:00 am						Wait, Wait... Don't Tell Me	TED Radio Hour
12:00 pm	The Kojo Nnamdi Show					Ask Me Another	Radiolab
1:00 pm	Here and Now				Here and Now	This American Life	Freakonomics Radio
2:00 pm					Science Friday	Snap Judgment	Studio 360
3:00 pm	Fresh Air					The Moth Radio Hour	The New Yorker Radio Hour
4:00 pm	All Things Considered					Radiolab	Reveal
5:00 pm						All Things Considered	
6:00 pm	Marketplace					A Prairie Home Companion	Public Space
6:30 pm	All Things Considered						
7:00 pm						The Big Broadcast	
8:00 pm	TED Radio Hour	Freakonomics Radio	This American Life	Reveal	The Dinner Party Download	Hot Jazz Saturday Night	
9:00 pm	On Point				The Moth Radio Hour		
10:00 pm	PRI's The World						
11:00 pm	As It Happens					Jazz Inspired	Bullseye

Changes
 WAMU Productions

OCT 2016 & JAN 2017

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Midnight	BBC World Service	BBC World Service					
12:30 am	With Good Reason						
1:00 - 4:59 am	BBC World Service						
5:00 am	Morning Edition					With Good Reason	Interfaith Voices
6:00 am	5:51 am - Marketplace Morning Report 6:45 am - The Writers Almanac 7:51 am - Marketplace Morning Report					Latino USA	Marketplace Weekend
7:00 am						On The Media	On Being
8:00 am						Weekend Edition Saturday	Weekend Edition Sunday
9:00 am	BBC Newshour						
10:00 am	1A					Best of Car Talk	Wait, Wait... Don't Tell Me
11:00 am						Wait, Wait... Don't Tell Me	TED Radio Hour
12:00 pm	The Kojo Nnamdi Show					Ask Me Another	Radiolab
1:00 pm	Here and Now				Here and Now	This American Life	Freakonomics Radio
2:00 pm					Science Friday	Snap Judgment	Studio 360
3:00 pm	Fresh Air					The Moth Radio Hour	The New Yorker Radio Hour
4:00 pm	All Things Considered					The Big Listen	Reveal
5:00 pm	All Things Considered						
6:00 pm	Marketplace					A Prairie Home Companion	The Big Listen
6:30 pm	All Things Considered						The Big Broadcast
7:00 pm							
8:00 pm	TED Radio Hour	Freakonomics Radio	This American Life	Reveal	The Dinner Party Download	Hot Jazz Saturday Night	
9:00 pm	On Point				The Moth Radio Hour		
10:00 pm	PRI's The World						
11:00 pm	As It Happens					Jazz Inspired	Bullseye

(Indivisible aired Mon-Thur 8pm in January-April 2017)

Changes

WAMU Productions

JUNE 2017

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
Midnight	BBC World Service	PRI's The World						BBC World Service
12:30 am	With Good Reason							
1:00 - 4:59 am	BBC World Service							
5:00 am	Morning Edition					With Good Reason	Interfaith Voices	
6:00 am	5:51 am - Marketplace Morning Report 6:45 am - The Writers Almanac 7:51 am - Marketplace Morning Report					Latino USA	Marketplace Weekend	
7:00 am						On The Media	On Being	
8:00 am						Weekend Edition Saturday	Weekend Edition Sunday	
9:00 am	BBC Newshour							
10:00 am	1A					Best of Car Talk	Wait, Wait... Don't Tell Me	
11:00 am						Wait, Wait... Don't Tell Me	TED Radio Hour	
12:00 pm	The Kojo Nnamdi Show					Ask Me Another	Radiolab	
1:00 pm	Here and Now				Here and Now	This American Life	Freakonomics Radio	
2:00 pm						Science Friday	Snap Judgment	Studio 360
3:00 pm	Fresh Air					The Moth Radio Hour	The New Yorker Radio Hour	
4:00 pm	All Things Considered					The Big Listen	Reveal	
5:00 pm						All Things Considered		
6:00 pm	Marketplace					A Prairie Home Companion	The Big Listen	
6:30 pm	All Things Considered							
7:00 pm							The Big Broadcast	
8:00 pm	1A					Hot Jazz Saturday Night		
9:00 pm	TED Radio Hour	Special Programming	This American Life	Reveal	The Dinner Party Download			
10:00 pm	On Point				The Moth Radio Hour			
11:00 pm	As It Happens					Jazz Inspired	Bullseye	

Changes
 WAMU Productions

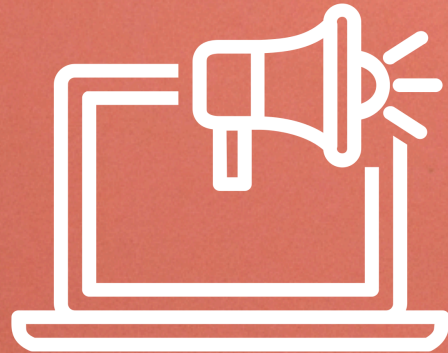
Local News – August 2014

- ✓ Traffic updates 4x/hour
- ✓ Weather by commercial TV meteorologist
- ✓ Statehouse coverage of VA & MD
- ✓ 130 local newscasts/week
- ✓ Commodity news

Resetting the Strategy



Regionality



Storytelling
Innovation



Solution-Driven



Accessible

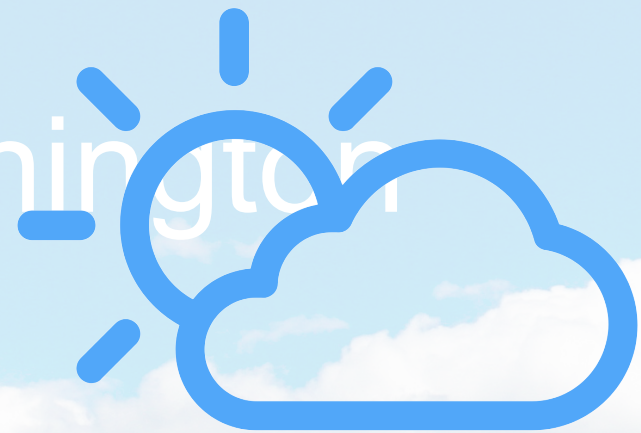
Sounds like Washington



Sports Scores



Traffic as News



Capital Weather Gang



Local Music



Inclusive Sound



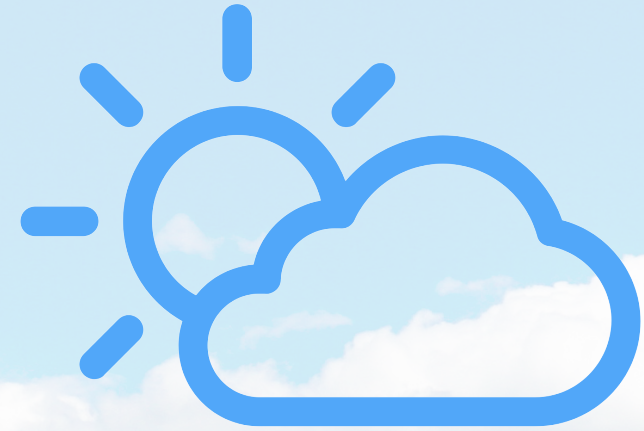
Anacostia Unmapped



Sports Scores



Traffic as News



Capital Weather Gang



Local Music



Inclusive Sound



Anacostia Unmapped





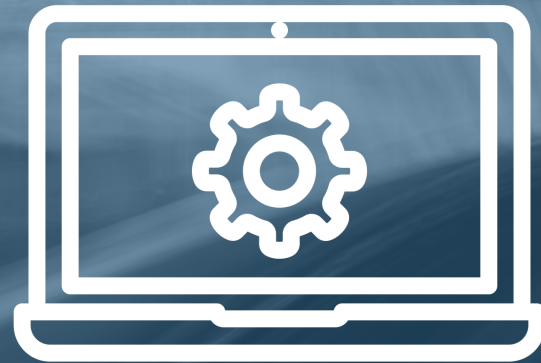
THE
DIANE
REHM
SHOW



Along the Way ...



**New home
for BGC**




**New
Website**



**Expanded
Live Events**



**Reduced
Fulltime
Staff 25%**

A top-down view of a wooden desk. In the upper left, a clear glass mug filled with dark coffee sits on a light-colored square coaster. To the right of the mug is a white keyboard with visible keys like 'T', 'Q', 'S', 'D', 'V', 'A', 'X', 'C', 'Z', 'cmd', and 'ctrl'. In the lower right, a dark-colored laptop is partially visible, showing its trackpad and several function keys. The text 'So What's Happened?' is overlaid in the bottom right quadrant in a large, white, sans-serif font.

**So What's
Happened?**

Listenership is UP!

Mon-Sun 6a-Mid P6+	June 2014
DC Metro AQH Share/Rank	6.2 (#2T)
*AQH Persons	24,300
*Daily Cume	332,700
*Weekly Cume	719,900

* = DC + Baltimore

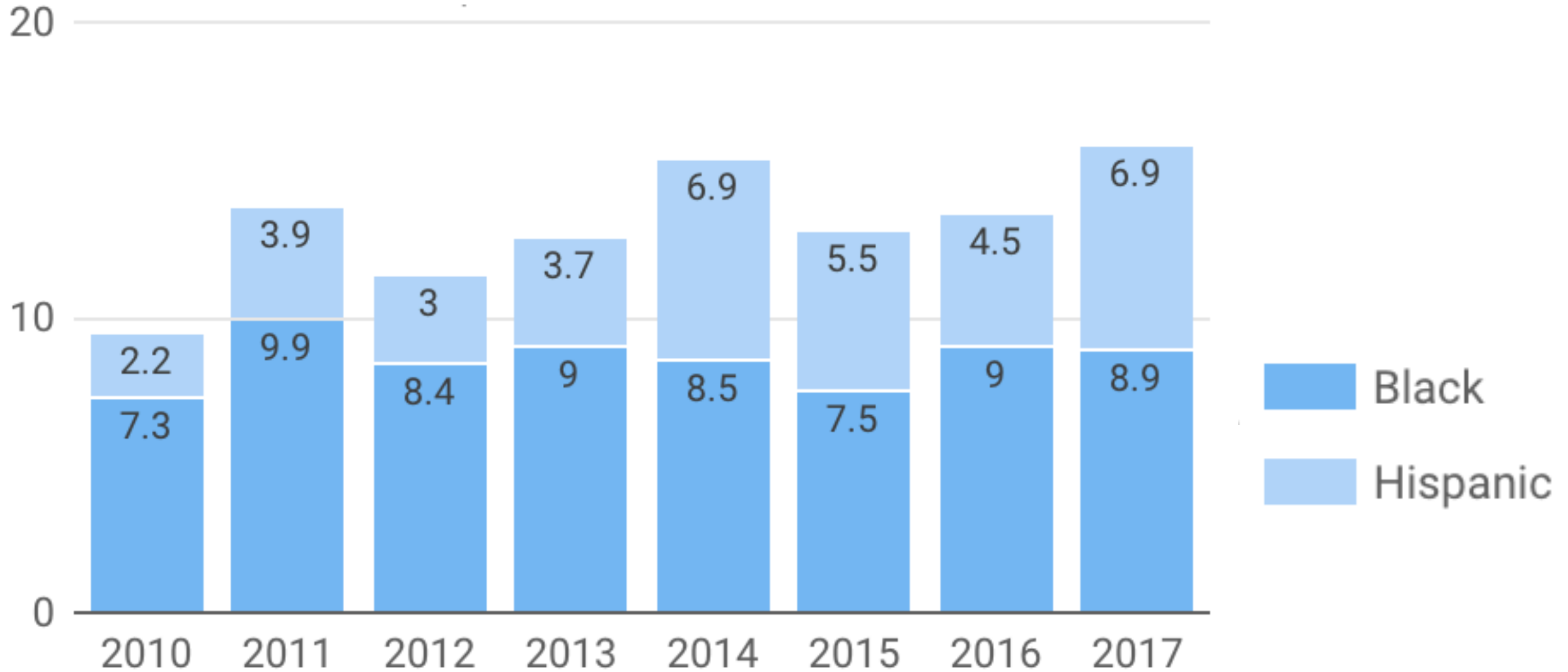
Listenership is UP!

Mon-Sun 6a-Mid P6+	June 2014	June 2017	% of change
DC Metro AQH Share/Rank	6.2 (#2T)	9.3 (#1)	50%
*AQH Persons	24,300	33,400	37%
*Daily Cume	332,700	418,700	26%
*Weekly Cume	719,900	912,600	27%

* = DC + Baltimore

Audience Composition

% OF LISTENERS





30%

Membership

66%

Underwriting

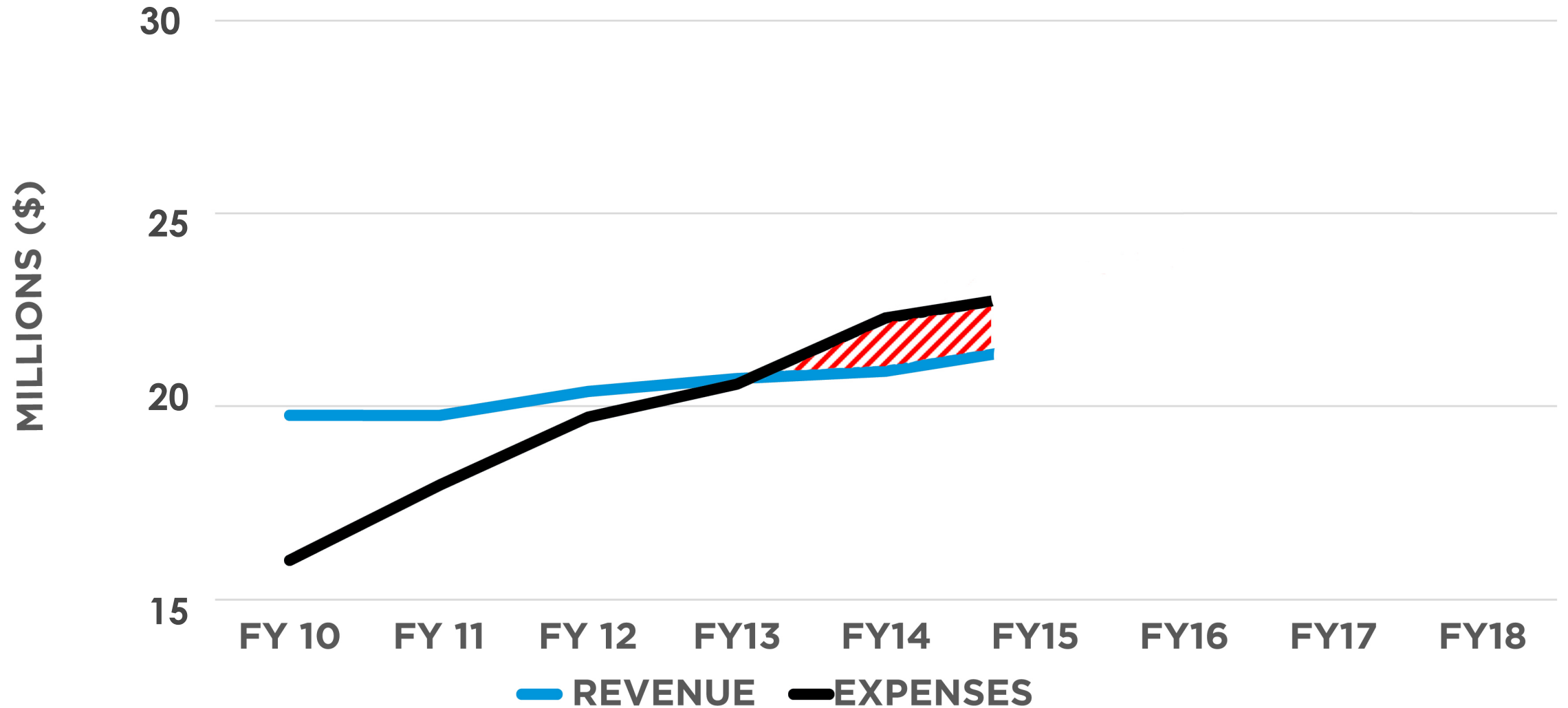
700%

Foundations

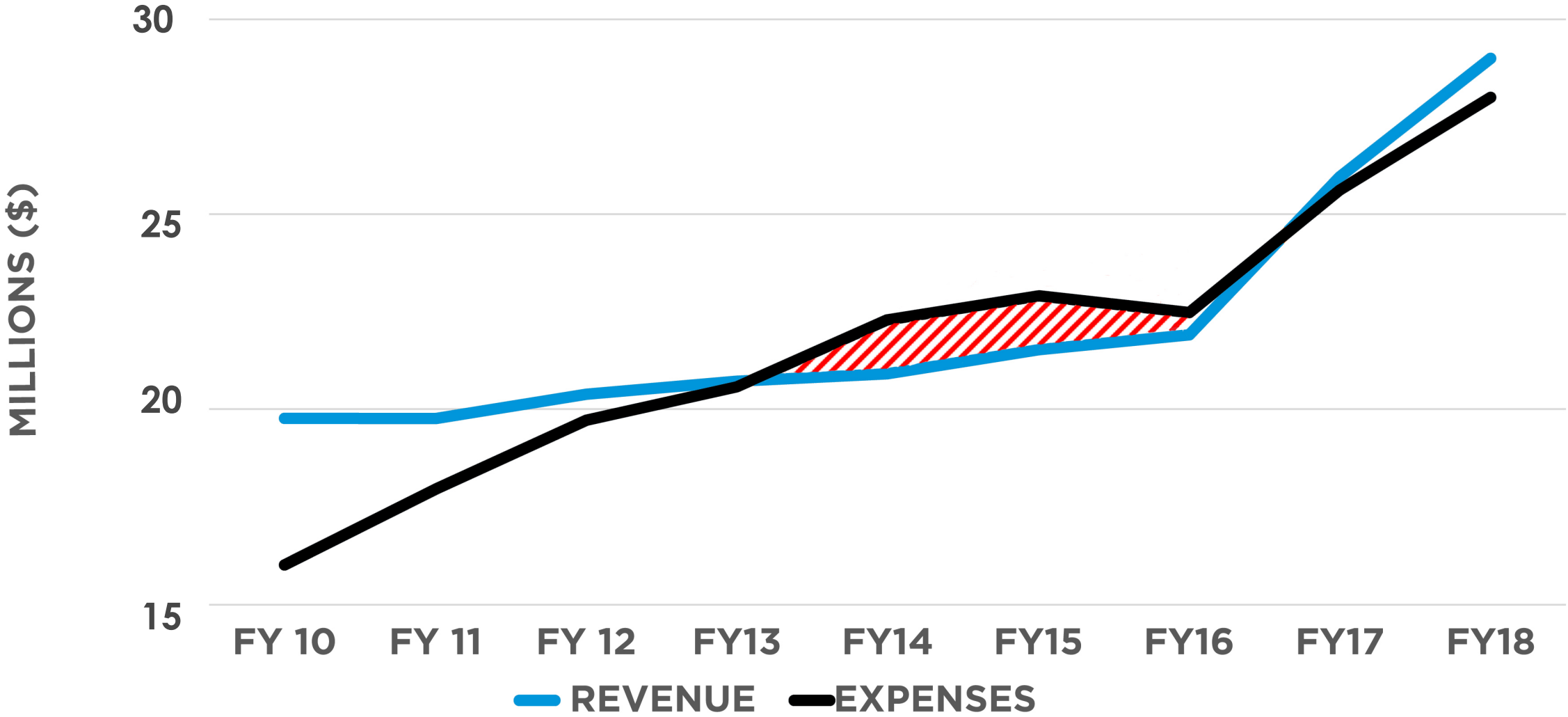
230%

Major Giving

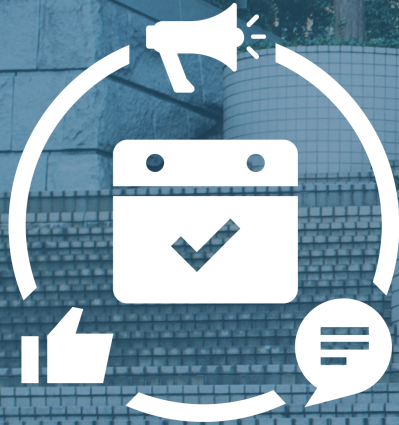
WAMU's 2010-2015 Revenue & Expense



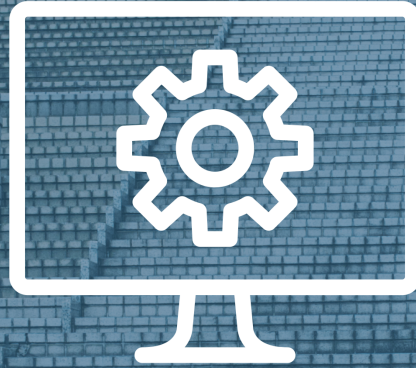
WAMU's 2010-2017 Revenue & Expense



Lots left to do!



Digital strategy



Systems



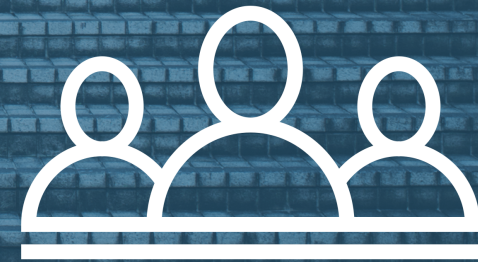
Branding



University Relationship



Financial Stability



Board

A wide, multi-level stone staircase made of grey rectangular tiles leads up a hill. A person in a dark coat is walking up the right side of the stairs. The scene is set in a park with trees and a stone wall on the right. The word "FIN" is overlaid in the center of the image.

FIN

August 2014

Managing Editor, News

Reporter

**Special
Correspondent**

Reporter

**Managing
Producer, MC**

**Senior Editor,
News**

**Senior News Editor,
Special Projects**

Host/Producer

**Host, Morning
Edition**

Host/Reporter

**Host, All Things
Considered**

Reporter

News Anchor/Host

Reporter

News Anchor/Host

Editorial Director

