



2024-2025

ANNUAL REPORT

Discover Classical celebrates and advances classical music and the fine arts using multiple technologies to enrich the lives of our listeners.

LETTER FROM THE PRESIDENT

Looking back on the 2024–2025 fiscal year, it’s hard not to be amazed. The numbers alone are eye-popping—it was truly an unprecedented year of fundraising for Discover Classical. But as always, numbers only tell part of the story. This year brought moments that reminded us why this work matters. We were honored to be the exclusive broadcaster of the Concert for Peace, a powerful collaboration between the Dayton Philharmonic Orchestra and the Sarajevo Philharmonic, conducted by the incomparable Marin Alsop. We also began airing GamePlay, a weekly show celebrating the artistry and emotion of video game music—proof that classical inspiration lives in unexpected places. I think about one listener, a long-time supporter, who touched our hearts when she shared that, because she can’t get around as easily anymore, she treasures and listens to Discover Classical more than ever—and chose to make a generous gift from her donor-advised fund (DAF) to ensure the music continues.

Of course, the year wasn’t without its challenges. Congress’s decision to rescind all federal funding for public media meant a loss of \$140,000 for our station. But even in the face of that setback, our community of listeners rose to the occasion, proving once again that Discover Classical belongs to all of us.

We could easily sit back and celebrate, but we have bigger plans in mind. As we celebrate our 40th anniversary this year, we’re composing the next movement in the symphony that is Discover Classical by building a 21st-century media hub in the heart of downtown Dayton. Thanks to you, our future remains bright—a future filled with music, connection, and a shared belief in the power of classical music and public radio to uplift and inspire.

~ Shaun Yu, President and CEO

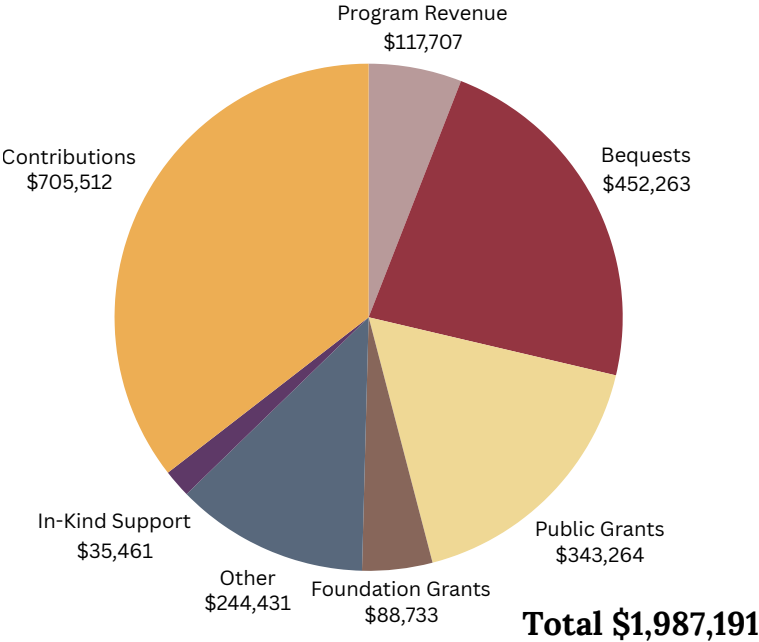


MISSION AND VISION

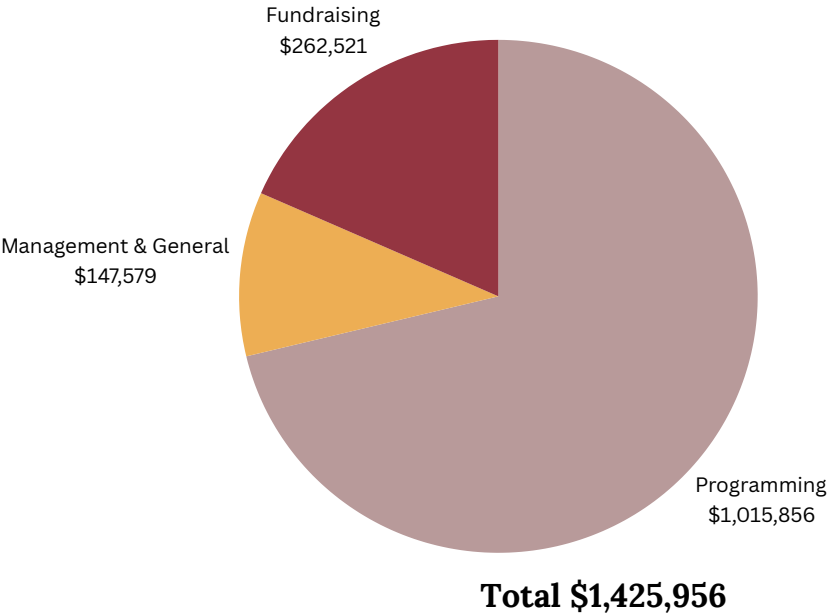
Our mission is to celebrate and advance classical music and the fine arts to enrich the lives of our listeners. Discover Classical will use multiple platforms to break down boundaries—geographical, technological, cultural, and perceived—building community among music lovers and guiding them to greater knowledge, appreciation, and enjoyment of classical music.



2024-2025 OPERATING REVENUES



2024-2025 OPERATING EXPENSES



HIGHLIGHTS OF THE YEAR

- Celebrated 40 years of broadcasting classical music!
- Replaced the original antenna broadcasting 89.9 WDPG Greenville.
- Had our best instrument drive in five years, collecting over 100 instruments for area students.
- Launched our new member portal, My Discover Classical.
- Welcomed 200+ guests to the Rising Stars Gala to celebrate four Young Talent Search winners and the return of past winner Eva Skanse.
- Welcomed “With Heart and Voice,” “GamePlay,” and “A Musical Offering” to our program schedule.
- Held our first Sustainers Night with The Human Race Theatre Company.
- Improved and upgraded our mobile app.
- Welcomed Susan Daly as our Member Engagement Associate.
- Held two record-breaking pledge drives.
- Finalized plans to move our office and studio location to 130 W. 2nd Street.
- Continued to be a source of tranquility and uninterrupted music in a noisy world.



“I have adored Discover Classical for so long, and with each passing year I understand more and more how much of a valuable contributor to the local culture that this station is.”

“I can’t imagine a day without Discover Classical playing in my car, on my tuner at home, or streaming at work or at a travel destination.”

“Discover Classical raises my spirits every day, introducing me to new music and beloved works. I love what I learn from the hosts.”

— Listener comments from the March 2025 pledge drive



2024-2025 Board of Trustees

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Discover Classical 88.1, 89.1, & 89.9 FM Staff

Shaun Yu, President/CEO
Adam Alonzo, Afternoon Host/Webmaster
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Linda Menz, Underwriting Director
Aaron Mood, Weekends/Host of Opera House
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Sylvia Stein, Finance Manager
Jim Stitt, Chief Engineer

OUR THANKS



Discover Classical is here because of the unwavering support of our listeners. We share this art form with our community—journeying as a companion with our listeners as we make connections within our shared cultural heritage. We have but one feeling for all who graciously support us: **GRATITUDE**.