our sphere of influence
our circle of friends

2014 ANNUAL REPORT
MISSION
Nevada Public Radio will be recognized as the leading independent source of information and cultural expression, and a catalyst for civic engagement.

VISION
Nevada Public Radio will enhance the quality of life and foster civic engagement by informing, educating and inspiring our growing audiences.
our sphere of influence: guiding voices

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Curating media that matters

Florence Rogers
President and CEO

What communicates more eloquently than any of our charts and graphs is the sample of testimonials in the pages ahead. People like you who have chosen to engage with us in sustaining something that matters to so many. They are the most resonant voices that speak to how much public media matters.

Thanks to our supporters listed in the following pages, we can report another year crammed full of original content on-air, online and in print. KNPR’s State of Nevada drove the narrative in reporting some uniquely Nevada stories in turn picked up by NPR and commercial outlets including MSNBC. A relentless focus on issues including education, natural resources and the economy helped us understand our emergence from recession and earned the news team a couple of local Electronic Media awards. Online traffic surged and we collectively said goodbye to an era of radio when Carl Kasell retired from Wait Wait . . . Don’t Tell Me. Desert Companion was nominated for “Maggie” Awards and won for an elegant spring fashion cover.

A new addition weekdays on News 88.9 KNPR, we welcomed Take Two from KPCC in Los Angeles. We had long wanted to increase amount of Western-based reporting voices and were proud to sign on as the first affiliate. KNPR was also one of the first wave of stations featured in i-Tunes’ NPR catalog. Also launching: NPR One, the app that blends NPR and commercial outlets including MSNBC. A relentless focus on issues including education, natural resources and the economy helped us understand our emergence from recession and earned the news team a couple of local Electronic Media awards. Online traffic surged and we collectively said goodbye to an era of radio when Carl Kasell retired from Wait Wait . . . Don’t Tell Me. Desert Companion was nominated for “Maggie” Awards and won for an elegant spring fashion cover.

Yet we have to keep our minds and hearts directed toward meeting our mission every day forward. That means being ready to cover the news through our networks and in your neighborhood, having resources to elevate the work of social and civic non-profits and cultural activities as a participant and marketing partner. We cannot do it without you, as an audience or as a supporter. Find your name in the pages ahead, and accept our heartfelt thanks for making everything we do possible.
Nevada Public Radio plays a unique role in our region. We are both a multimedia outlet for high-quality content and a partner with businesses and philanthropy in communicating locally to our shared audiences. Our governance structure provides a robust mechanism for good stewardship of the assets of Nevada Public Radio and a shared brain trust to advise management. As Chair of the Board of Directors, I count on a diverse group of leaders to chart a course for a non-profit that touches the lives of hundreds of thousands of individuals each week.

The fiscal year covered by this annual report represents the third year of a three-year plan. As the recession began to lessen its grip on our region, our challenge was to absorb the increased costs of doing business within very conservative revenue growth projections, all embracing the new reality of “NPR everywhere.” We made great progress in growing our combined audience on air, in print and online. We hit our target for 6% of our broadcast audience as traditional members. That is still below the national average, but those who contribute through our slate of benefit events and online auction creates a diversified foundation on which to build.

As local commercial journalistic capacity continues to recede, our role increases. It is one that is vital, but represents a major cost center. We also hold dear our commitment to classical music, the audience for which is the equivalent to filling the MGM Grand Garden area four times every week! We are the sole NPR affiliate in the region, but we operate in your world of podcasts, social, mobile and on-demand media. We celebrate that more people can find our content in more places. Our challenge is to sustain this new reality with appealing opportunities and invitations for individual membership, legacy giving, foundation investment and corporate sponsorship.

What is at stake is not just the financial picture you see here, it’s the trust you have in our content and the space we’ve created to be a “loudspeaker” for the communities we share; for our news, our stories, philanthropy, our cultural life and hearing one another. The Board will continue to bring its business acumen and philanthropic advocacy to the task of governing Nevada Public Radio, and we cherish the partnership of a professional staff and stakeholders that include you. If you are on our honor roll of supporters in the following pages, you have our sincere thanks. We strive to earn your continued support in the coming year.
**FISCAL YEAR TOTAL SUPPORT**

- **$5,911,175**
  - **32%** Member Support
  - **41%** Corporate Sponsorships
  - **5%** State, Local & Foundation Grants
  - **7%** Corporation for Public Broadcasting
  - **5%** Capital Grants Endowment Earnings & Investments Released
  - **10%** Special Events, Rentals and Other Income

**FISCAL YEAR TOTAL EXPENSES**

- **$5,873,240**
  - **62%** Program Services
  - **31%** Membership Development and Underwriting
  - **7%** Management and General
AUDIENCE ENGAGEMENT

BROADCAST AUDIENCE

UNIQUE ONLINE VISITORS

DESERt COMPANY READERSHIP

PAGE VIEWS

Source: Arbitron/Nielsen ratings monthly

Source: Google Analytics annual

Source: Circulation Verification Council annual audit.

Source: Google Analytics annual
The following list of donors represents payments received between the audited period October 1, 2013 through September 30, 2014. This list does not reflect pledge amounts, but rather paid amounts toward both open and fulfilled pledges.
“I am all about being efficient, and becoming a sustaining member meant that I could check off one important thing from my to-do list. Now, I don’t have to worry or stress about getting my pledge in on time and the cost spread out over the year is easy on my budget. Being a sustaining member means I can listen to my favorite programs knowing that I am a part of a community of people who care about Nevada Public Radio.”
memories triggered by classical community and I’ve been a regular listener for the past several years. I love the variety of programming and I’m proud to support a station that plays great music classical. It has been a source of great enjoyment and comfort for me and has provided a connection to friends and family. Classical music provokes those fond memories.”

Stephanie Smith
Supporter

“I love the great music Classical 89.7 provides for this community and I’ve been supporting the station long before it gained its own channel. As a musician, I have scores of memories triggered by classical music and I’m proud to support a station that provokes those fond memories.”

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annual report | 2015
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“When my morning commute gets hectic, I turn on Classical 89.7 to help soothe my nerves and take the edge off the day ahead of me. People seem to forget how complex yet beautiful classic music has remained over the years. If you believe music is an art form, then you might appreciate how much more beautiful it is by keeping it on the air.”
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Supporter

“One of the most important social skills I teach all day long to my students is personal responsibility. My personal responsibility is to pay for my public radio listening. Because I pay for my listening, I am able to listen and talk about what I hear on News 88.9 KNPR with pride and completely guilt free. I feel like I own a piece of Nevada Public Radio and that I am partly responsible for it being on the air every day.”

annual report 2015
our circle of friends: members

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“As a sustaining member, I am someone Nevada Public Radio can count on each and every month. No uncertainty as to whether I will call or renew next year. I have the confidence in knowing my regular contribution helps sustain the programs I love with the convenience of an automatic withdrawal from my bank account. Being a sustaining member is easy, convenient and helps Nevada Public Radio plan for the year.”

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Supporter

“I have been listening to Nevada Public Radio for 10 years, and I wanted to make a more permanent commitment to make sure Nevada Public Radio stays on the air. I truly have “put my money where my mouth is”!” When I tell people about the wonderful programming on Nevada Public Radio and encourage them to become members, I know my sustaining membership is setting an example of support to the programming I love.”
Doug Phillips Dollar-a-Day Member

Often when I listen to pledge drives I wonder why more listeners who are members or just becoming members do not see the advantage of sustaining membership. I smile to myself knowing that I am a continuous supporter and don’t need to “pick up that phone and call”. It gives me a sense of pride and satisfaction that I am not only supporting the National programming that comes to me via NPR but local broadcasting as well.”
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“Las Vegas seems to have more trouble than anywhere I have lived when it comes to getting folks to contribute. Why? I know you and I both want Nevada Public Radio to survive and thrive here. That’s why I became a sustaining member. I know I’m doing my part to keep this awesome and much needed station on the radio.”
Now in my permanent home of Las Vegas where I have built a career, a family, and a life; I continue to enjoy all the great stories I hear every day on air. I’m sure my experiences are shared by many other transplants in this city. No matter where we live NPR will always be a constant in our lives. I’ve been a daily listener to public radio for about 10 years now. I always felt guilty about not contributing when stories I hear every day on air. I’m sure I was a student so I make it up now.
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"I love the music and the enlightening comments. I don’t want to have to live without this station, which is why I have recommended Classical 89.7 to all of my friends and urged them to step up and become members."

Judy Braecklein
Supporter
I became a sustaining member because I wanted to support bringing the arts to people who may not be able to afford it. It is my opportunity to make the world a better, smarter, and more meaningful place. By helping to elevate our culture you are rewarding yourself.
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Sheel Lawna
Ellen Ward

Marilyn Raines
Contributor

“Recently, I joined an “on demand” video streaming service for a short time at $10.00 a month and realized there was very little worth watching. I thought that if I listen to News 88.9 KNPR most of the time, why not give that same $10.00 a month to Nevada Public Radio as a sustaining member? If you want true facts about current events, if you want to be thoroughly entertained with unique stories and if you want to laugh your head off at other times, then Nevada Public Radio is the place and a sustaining membership is right for you.”

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CJ Walker
David Walker
Dorothy Walker
Lindsey Walker
Mable Walker
Richard Walker
Morgan Ladestra
Walker-Morgan
Ronald Wall
Andrew Walker
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Jo & Yon Wang
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Celeste Wara
Sheel Lawna
Ellen Ward

annual report | 2015
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I realized I was paying $10 a month for a music service that provided me a similar service as News 889 KNPR, which I listened to just as frequently. In fact, I was using the music service just for pleasure, while KNPR was providing news and information that keeps me up-to-date every day. I don't have the time to read the newspaper, so in essence KNPR is my "Morning and Afternoon newspaper". Would I elect to pay for one and not the other? We pay for music services, newspapers, cable television, etc. Why would you not support News 88.9 KNPR?"
our circle of friends: members
I love classical music and by becoming a sustaining member I know I am keeping Classical 89.7 and the music available in the Las Vegas area. Become a sustaining member today to keep Las Vegas thriving as an arts community.
Underwriting on Nevada Public Radio offers businesses a chance to support public radio and the opportunity to access an audience most notably distinguished by its education level and professional success.

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Bank of America Foundation
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Cultural Affairs
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Clinical Cleveland
Liu Rivo Center
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Summerlin/The Ridges in Summerlin
Sunburst Shutters
Suncoast Hotel & Casino
Super Room
Surgical Weight Control Center
Susan G. Komen for the Cure of Southern Nevada
Table 34
T-Bird Jewels
Ted Moody
The Cosmopolitan of Las Vegas
The District at Green Valley
The Harwood Institute
The Howard Hughes Corporation
The Joint at the Hard Rock
The Karl Foundation
The Last City Museum
The Mob Museum
The Smith Center
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## Our Circle of Friends: Events

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<td>David Gray at The Joint inside the Hard Rock Las Vegas (AEG Live)</td>
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<td>David Sedaris at The Smith Center</td>
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Jaco Manjorjan
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Sondra D. McCurry
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Electa McGrath-Skiskyewski
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McIntosh
Caroline McIntosh
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Marsha McKenney
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Floyd Meeks
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