

NEVADA
PUBLIC
RADIO®



ANNUAL REPORT 2019

NEVADA
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RADIO®



Community Strong



Jerry Nadal
Interim President, CEO
Nevada Public Radio

In many ways, 2019 was a great year for Nevada Public Radio. We continued to attract more listeners to our signals and streams, more people than ever are actively engaging with us online, and we grew our membership roll by nearly 13% - the largest year-over-year increase in a decade.

2019 also saw the renovation and modernization of our newsroom, studios and performance space thanks to the Give Voice major gift initiative launched in September of 2018. Our broadcast hub's best-in-class design and increased capacity will keep us agile for the next decade and beyond.

We also remain focused on strengthening the relationship with our members and the community through events, gatherings, and conversations about the issues that matter most to this community.

For all of this progress, the year wasn't without its challenges. In September, our Board members and staff worked together on a necessary reorganization of Nevada Public Radio in response to years of fundraising shortfalls and fiscal irresponsibility. We head into a new year positioned to succeed, committed to transparency, and pointed in the right direction on our roadmap to fiscal stability and sustainability.

The road ahead shines and our mission is clear: To put the power of information directly into the hands of everyone in the communities we serve - at every level of society - and empower them to act.

Nevada Public Radio is prepared for the future.



Anthony Pearl
Board Chair
General Counsel,
Chief Compliance Officer,
The Cosmopolitan
of Las Vegas

None of us at Nevada Public Radio could have anticipated the challenges we faced in the Summer of 2019. Closing our doors was a real possibility and unpaid debts - from power bills to programming fees - stretched back years.

In the face of this crisis, our Board, our interim CEO Jerry Nadal, and the staff at Nevada Public Radio have begun taking steps to save the organization. We endeavor to not only live within our means, but also establish a complete and accurate financial picture of the organization. This will mean taking prudent, yet aggressive steps to ensure that Nevada Public Radio will always be here to inform, educate, and inspire its audiences.

I am so proud and fortunate to be witnessing firsthand the incredible efforts of everyone involved with this organization. It is that collective effort that makes me optimistic as we head into our 40th anniversary year in 2020. It will be a future of journalistic excellence, fiscal responsibility, and innovative methods of fundraising.

What won't ever change is the fact that we couldn't do any of it without all of you.

The artwork featured in this annual report was created by Klai Juba Wald Architects graphic design specialist and NVPR Community Advisory Board member, Jose Davalos. His work is also on display throughout KNPR's renovated studio and gathering spaces inside the Donald W. Reynolds Broadcast Center.

MONTHLY RADIO LISTENERS (audit verified by Nielson®)

295,000

MONTHLY SOCIAL MEDIA IMPRESSIONS

236,500

MONTHLY SOCIAL MEDIA ENGAGEMENTS

32,000

HOURS OF CONTENT STREAMED MONTHLY

200,000

MONTHLY UNIQUE WEBPAGE VIEWS

235,000

MONTHLY DESERT COMPANION MAGAZINE READERS

(audit verified by CVC audit)

177,300



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NEVADA

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desert
COMPANION

Pool

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HOTEL

NEVADA
PUBLIC
RADIO®

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CLASSICAL

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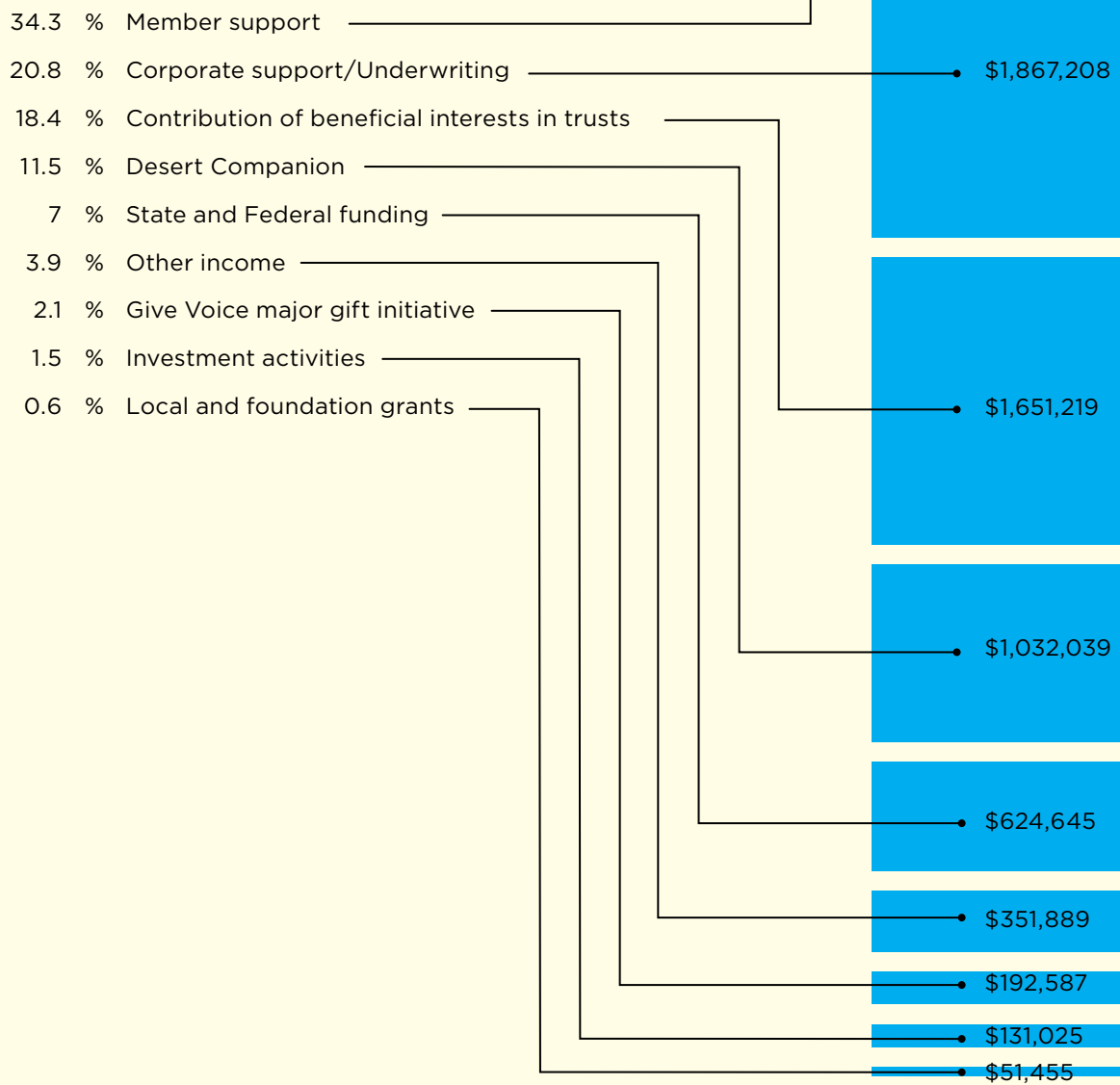
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Funding Sources

Fiscal Year Total Support \$8,980,946



NEVADA
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HOLIDAYS

SON
STATE OF NEVADA

KNPR

NEWS 88.9-FM

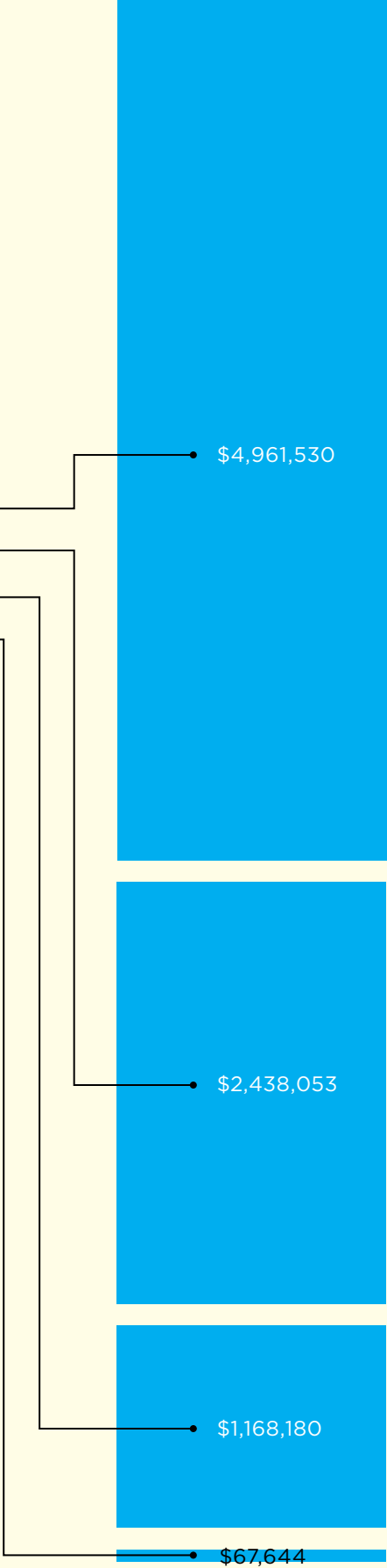
Ambassador
Fast

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Expenses

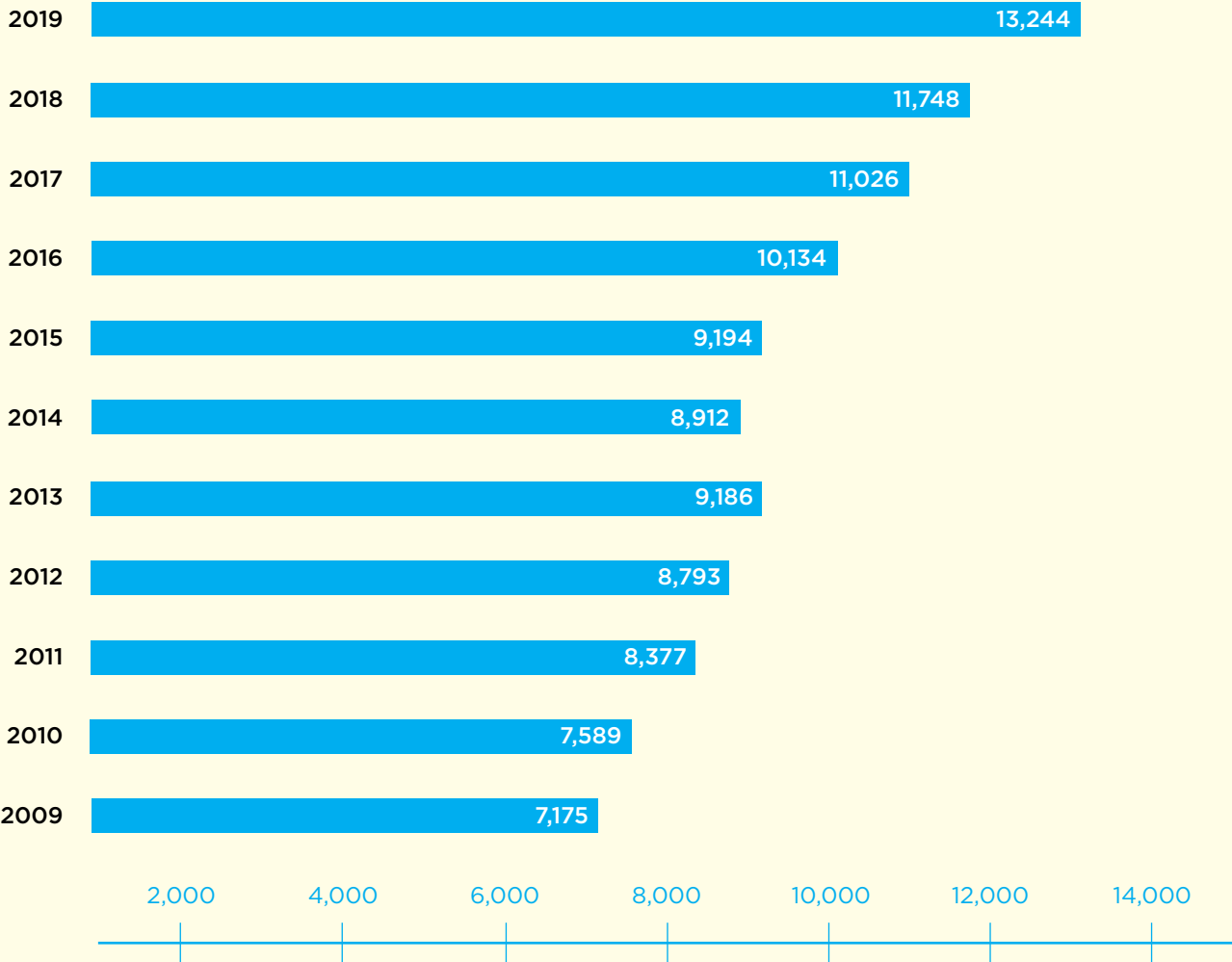
Fiscal Year Total Expenses \$8,635,407

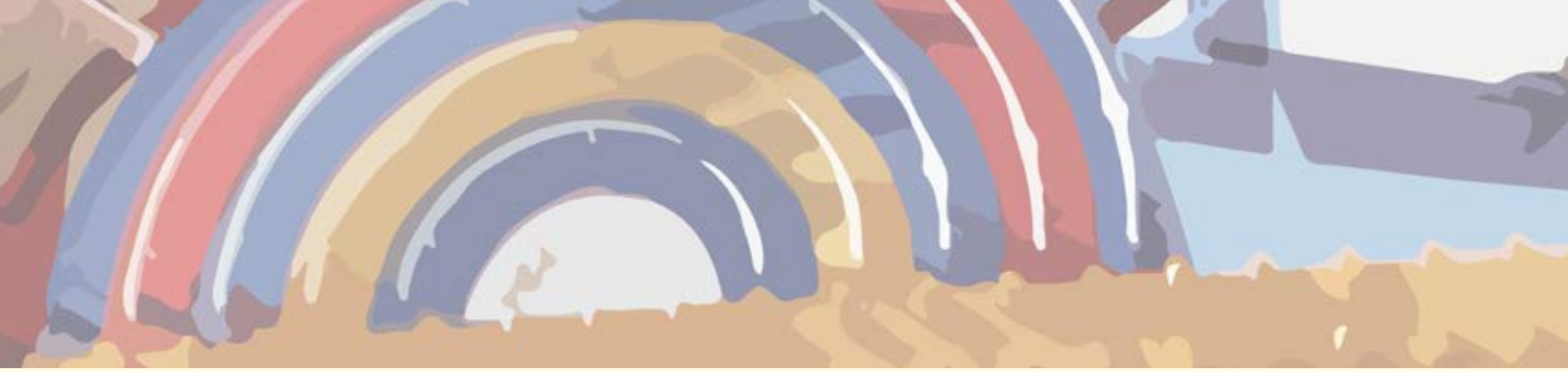
- 57.5 % Program services
- 28.2 % Fundraising
- 13.5 % Management and general
- 0.8 % Give Voice major gift initiative



Membership

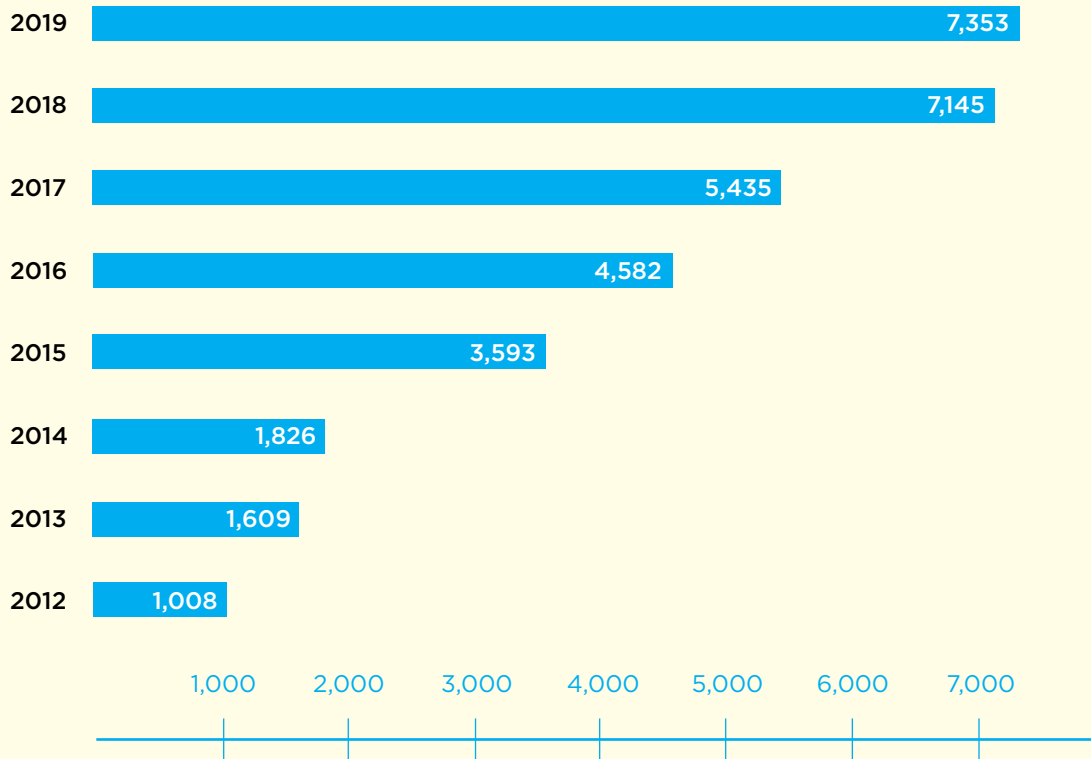
Nevada Public Radio members are the force that drives our independence. Member support is vital and, together, we've generated 40 years of momentum through a daily connection where we discover new things to explore and ideas to follow up on. It's a validation of things we care about and it's how we quench our curiosity.





Sustainable growth

Established in 2015, the Nevada Public Radio Sustaining Member Matching Fund allows members who automatically renew annually to have their dollars matched – leading not only to a significant increase in members but also a reliable funding model to plan and shape the future of Nevada Public Radio.



Membership has proven to be resilient in spite of changes in economic climate and political atmosphere. Continued support of a robust independent public media remains critical in strengthening our signature national programs, growing our local content, and sustaining this essential service.

NEVADA PUBLIC RADIO STAFF

SENIOR MANAGEMENT

Jerry Nadal
Interim President, CEO

Dave Becker
Director of Programming

Phil Burger
Director of Broadcast Operations

Shirley Cohen-Matthew
Director of Finance

KNPR NEWS

Joe Schoenmann
News Director

Rachel Christiansen
Senior Producer

Mike Prevatt
Producer

Doug Puppel
Producer

Chris Sieroty
Producer

Bert Johnson
Legislative Reporter

Natalie Cullen
Online Editor

ON THE AIR

Rick Andrews
Announcer

Jay Bartos
Announcer

Nikole Robinson Carroll
Morning Edition Host

Zachary Green
Announcer

Nicholas Seemann
Announcer

DESERT COMPANION

Andrew Kiraly
Editor

Scott Dickensheets
Deputy Editor

Heidi Kyser
Senior Writer and Producer

Christopher Smith
Art Director

Scott Lien
Senior Designer

Brent Holmes
Graphic Artist

SPONSORSHIP, UNDERWRITING AND DESERT COMPANION ADVERTISING

Favian Perez
Director of Corporate Support

Sharon Clifton
Account Manager

Markus Van't Hul
Major Account Manager

Susan Henry
Account Executive

Jimmy Hoadrea
Account Executive

Justine Spencer
Account Executive

Kimberly Trevino
Account Executive

Crystal Jepson
Sales Coordinator

DEVELOPMENT, MEMBERSHIP AND SPECIAL EVENTS

Lisa Kelly
Director of Development

Caitlin Foley
Donor Relations Manager

Amanda Edwardson
Member Relations Coordinator

James Burgett
Development Specialist

Nicholas Smith
Development Specialist

Alexis Allen
Development Coordinator

Shine Soriano
Development Coordinator

MARKETING

Donovan Resh
Marketing Manager

BUSINESS, ADMINISTRATIVE AND ONLINE SUPPORT

Andrea Wellborn
Administrative Manager

Marc Boozer
IT Manager

Danielle Branton
Web Content Coordinator

Ashleigh Lake
Human Resources Manager

Michael Martinez
*Accounts Receivable/Accounts
Payable Coordinator*

Stephanie Madrid
Receptionist/Administrative Assistant



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PURPLE SAGE

FAMILY UNITS
COLOR TV DBLS

1958

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NEVADA PUBLIC RADIO BOARD OF DIRECTORS

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Kathleen M. Nysten, Treasurer	Retired

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Bill Mason	Treasurer/Project Executive, Taylor International
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Renee Yackira	

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Mark Ricciardi	Regional Managing Partner Las Vegas, Fisher & Phillips, LLP
Mickey Roemer	President, Roemer Gaming
Tim Wong	President & CEO, Arcata Associates

NEVADA PUBLIC RADIO COMMUNITY ADVISORY BOARD MEMBERS

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Megan Jones	MKJ Consulting
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Candy Schneider	VP of Education & Outreach, The Smith Center for the Performing Arts
Howard Skolnik	Retired
Stephanie Smith	Retired
Bob Stoldal	Consultant
Kate Turner-Whiteley	VP of Production & Talent Relations, Caesars Entertainment
Brent Wright	CEO, Wright Structural Engineers



NEVADA PUBLIC RADIO®

an **npr** member

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