



NEVADA PUBLIC RADIO

NPR /// News 88.9 KNPR /// “State of Nevada”
Classical 89.7 /// NV89 /// Desert Companion Magazine

ANNUAL REPORT 2017



Florence Rogers
President + CEO

Letters

The financial year we report to you here was the third in a three-year plan that served as a compass in a rapidly changing environment: relentless focus on audience service and creating original locally relevant and unduplicated content.

In April of 2017 Nevada Public Radio debuted NV89 in Reno and Carson City with studios in the heart of the Reno redevelopment district. This expansion does more than bring our signal to 93% of the state's population (Nevada Public Radio at last!); we join a cohort of NPR music stations nationwide that champion emerging artists locally and nationally and invite an entirely new audience to engage with public radio.

Despite the proliferation of ways to access our combined local national NPR content (play NPR Alexa!); broadcast radio remains the engine of reach and revenue. Audience figures continue to surge long after the usual election lift, making KNPR the highest rated radio news outlet in the Las Vegas market. In these three years our audience for original broadcast content increased by 54% (source Nielsen) and Desert Companion magazine thrives with "Maggie Award" honors as Best Consumer Magazine in the western US..

Locally, our combined editorial staff gives voice to the experiences and issues that are shaping our community. Nationwide, public radio news and entertainment continues to evolve and attract new audiences and tell the stories of a changing world.

In the following pages we present the top line financial data of the revenue that supports all that Nevada Public Radio delivers to so many. If you are a member, contributed via a special event or affiliated with our corporate supporters and grant funders; you have our sincere thanks. You have funded so much more than just the content you use; you make everything we do possible. Thank you.

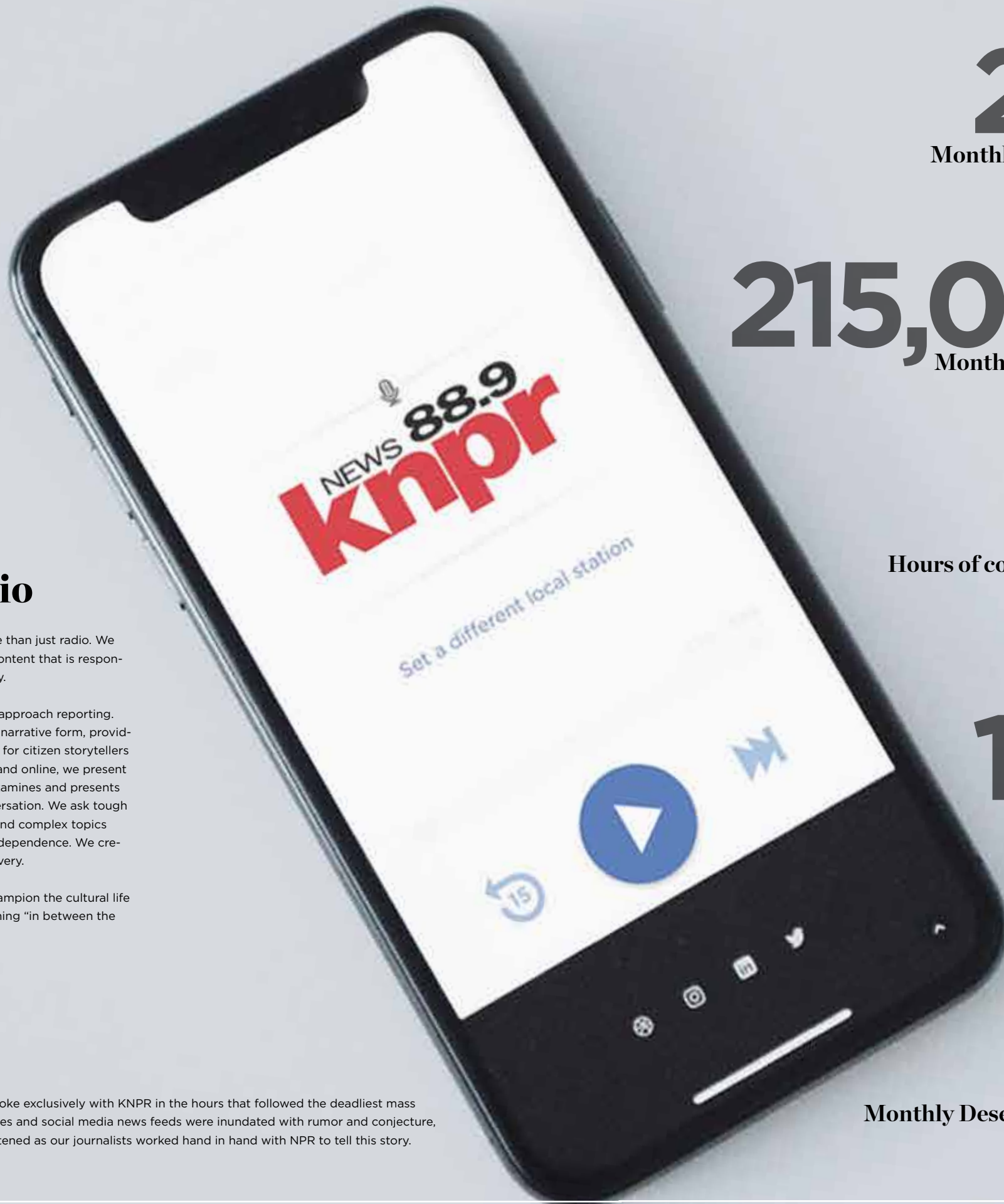


Jerry Nadal, Board Chair
Sr Vice President of
Resident Shows Division
Worldwide,
Cirque du Soleil

At the close of a three-year plan, Nevada Public Radio continues in the top tier of public media organizations nationwide that have consistently grown community support to fund current service and operational growth. The NVPR Board partners with a committed, creative and agile staff using every lever to generate streams of revenue and manage expenses prudently. A key metric is the 151% increase in sustaining membership revenue over that three year period.

Nevada Public Radio is so much more than a high performing multiplatform NPR affiliate measured by ratings and revenue. Embedded in our local and national journalism is a goal that audiences will be empowered to make sense of and respond to a changing world. In turn, every investment with us amplifies every other individual or corporate philanthropic effort you make. Our broadcast, digital and published content is a welcome part of the lives of hundreds of thousands every month. Each one of them is a more informed ally in building community, each one ready to respond to your call to action in support of the causes closest to you.

We closed the financial year with the knowledge that we must replenish and build adequate reserves to fund opportunity and protect our infrastructure. Being ready to meet your expectations demands more than what can be funded by predictable revenue sources. The cornerstone of our next three years is to take a generational leap forward in capacity with the Board working in partnership with management. We plan with a track record of excellent stewardship of donor funds, a growing base of member support and delivering exceptional community service. On behalf of the Board of Directors and staff I invite you to join us in making sure Nevada Public Radio thrives for another year and a next generation.



250,000

Monthly radio listeners (audit verified by Nielson®)

215,000

Monthly social media impressions

200,000

Hours of content streamed monthly

120,000

Monthly unique webpage views

172,000

Monthly Desert Companion magazine readers (audit verified by CVC audit)

Beyond Radio

Nevada Public Radio is so much more than just radio. We provide in-depth, trusted news and content that is responsive to the interests of our community.

A large part of our appeal is how we approach reporting. We are facilitators and experts in the narrative form, providing a microphone, page and platform for citizen storytellers to speak for themselves. Both on air and online, we present fact-based, trusted journalism that examines and presents diverse perspectives. We spark conversation. We ask tough questions and explore controversial and complex topics with fairness, context and editorial independence. We create a space for storytelling and discovery.

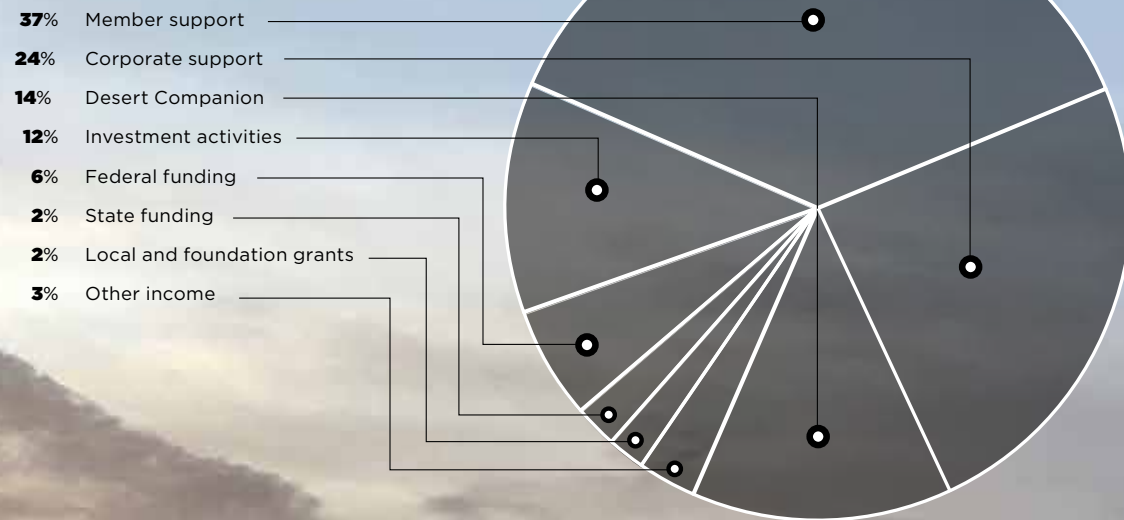
Nevada Public Radio continues to champion the cultural life of our region and delivers the everything "in between the news" that feeds the soul.



Metro Undersheriff Kevin McMahon spoke exclusively with KNPR in the hours that followed the deadliest mass shooting in our history. When headlines and social media news feeds were inundated with rumor and conjecture, public radio audiences nationwide listened as our journalists worked hand in hand with NPR to tell this story.

Funding Sources

Fiscal Year Total Support \$7,473,169



Major donors—Members who gave more than \$1,000 annually—contributed more than 31% of all membership dollars.



In July's Desert Companion, Kim Foster's essay "The Meth Lunches" recounts the time her and her family welcomed a day laborer - who also happened to be a meth addict - into their lives. Kim's story is one of hope, despair and - ultimately - a powerful yet fleeting connection over food. The essay would go on to be nominated for a prestigious James Beard Award.

Expenses

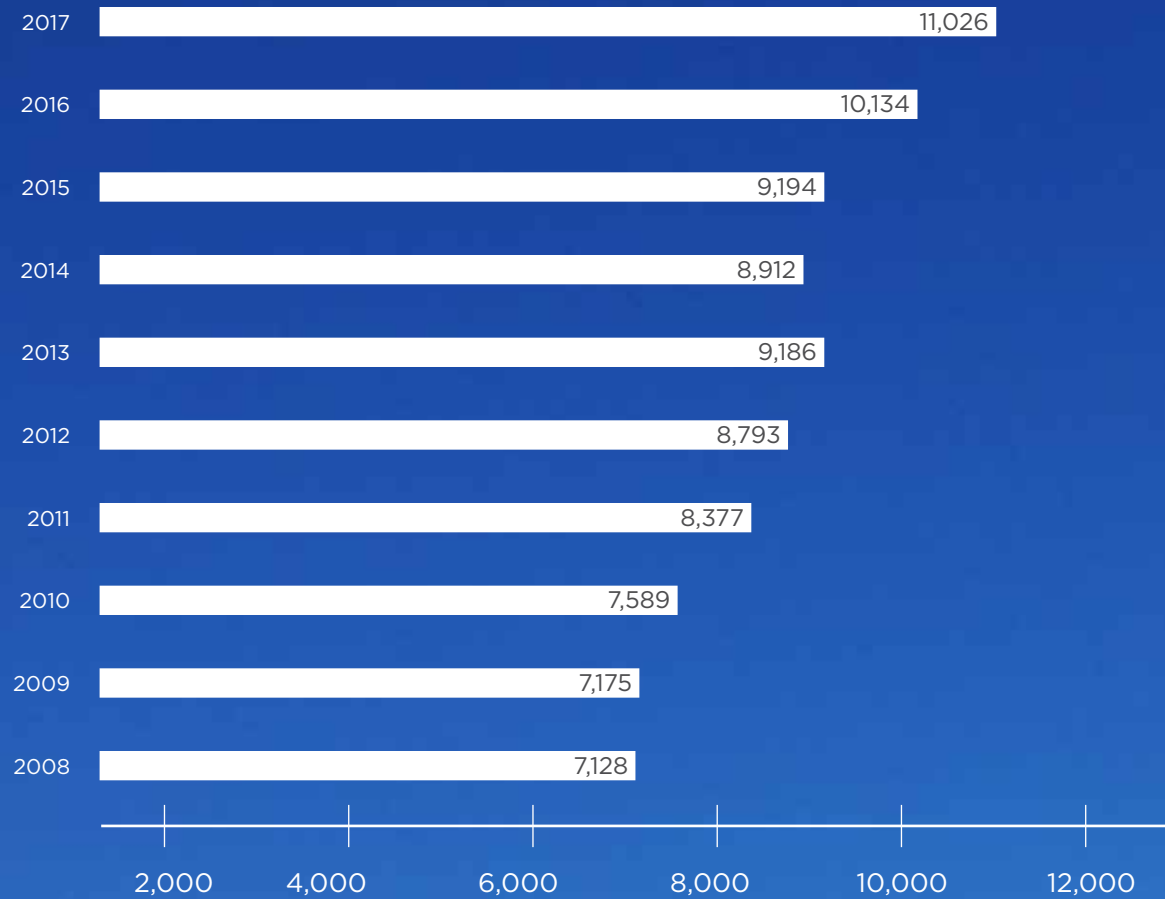
Fiscal Year Total Expenses \$7,379,612



In August we celebrated the 10th Anniversary of Desert Companion with an issue party inside The Artisan Boutique Hotel that included the unveiling of a brand new logo and completely refreshed layout

Membership

Nevada Public Radio members are the force that drives our independence. Member support is vital and, together, we've generated nearly 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.



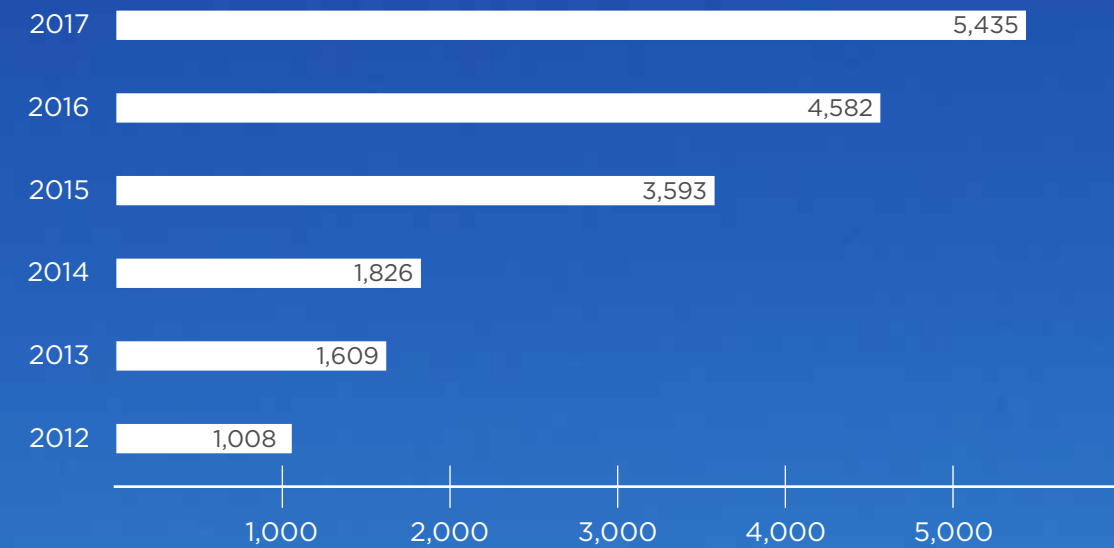
1,367 brand new, first time members joined NVPR with an average gift of \$125.31



In April 2017 Nevada Public Radio launched NV89 music discovery channel in Reno. We engage an entirely new audience and champion Battle Born singers, songwriters and musicians. NV89 plays local music every hour, featuring local bands on stage every week and providing an outlet to deliver that music to new audiences nationwide through our music video partner, VuHaus.

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 the program members but also a reliable funding model to plan and shape the future of Nevada Public Radio.





Imagine Dragons lead singer Dan Reynolds joined us to talk about the skyrocketing teen suicide rate within the Mormon community and his work to reform the Church's stance on LGBTQ acceptance, spending more than an hour speaking with young men and women from all over the country who were struggling with their identities.



Special & Member Events

\$457,484 in vital revenue was added through events in 2017, including Online Auctions, Ira Glass at The Smith Center, Bruce Hornsby, Marc Anthony, Shakespeare Festival, Cirque du Soleil's Toruk, Lionel Richie and George Clinton.



NPR's From the Top added Las Vegas to its tour in 2018 and Nevada Public Radio hosted the auditions. Musicians ages 8 to 18 performed in our Performance Studio last October for a chance to perform on The Smith Center stage in February, 2018. The program was later broadcast nationwide on April 21 and 22 on Classical 89.7.



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