Media that matters

The NPR network of 264 stations is a formidable journalistic partnership. On October 1, 2017, our past investments in local editorial capacity meant we were capable and compassionate partners with NPR to tell the story of the nation’s worst mass shooting. News outlets across the US, Canada, and Europe sought out our editorial staff; in our reporting, we endeavored to salvage some hope among the stories of shattered lives.

That is our goal: to make sense of a changing world so our audiences are empowered to respond to and engage with the civic and cultural life of communities we share. Not just by keeping up with a relentless news cycle, but by connecting us to one another when so much conspires to divide us; and through excellence in audio and visual storytelling and curating soundtracks to infuse joy into the everyday. And more people than ever are responding to those values by finding us on air and ever-evolving digital platforms. Even more gratifying, the composition of the audience is changing to better reflect the communities we serve, which are younger and more diverse. The following pages contain plenty of numbers, but our story is one of people coming together around the ideals of a free press and creative expression. We are grateful to every single one of them.

In the following pages, we present an array of statistics and facts to describe our financial performance in the fiscal year October 1, 2017 through September 30, 2018. Eye-catching design can only go so far in communicating the transitional year it represents. Lead gifts to the “Give Voice” Major Gift Initiative kicked off the renovation of our Las Vegas studios and a once-in-a-generation statewide infrastructure upgrade. We are indebted to the Engelstad Foundation and Beverly Rogers for their generosity and the inspiration they provide to many others to join in building the future capacity of Nevada Public Radio. I am pleased to report another year of growth in annual operating revenue that is efficiently deployed by our agile and committed staff. If you’ve ever wondered how Nevada Public Radio “stacks up,” you’ll be pleased to know that in many metrics, we outperform public media organizations in comparable market size by audience share and percentage of revenue growth over the last 5 years. Maintaining that momentum is important to us, as it reflects increasing relevance and community service.

From smart speakers to social media and connected cars, we are embedded in the life and experiences of Nevadans in more ways than ever before. Our membership model binds us together in shared purpose and connects us to one another in community. The Nevada Public Radio Board of Directors is dedicated to the stewardship and governance of a trusted community asset: your Nevada Public Radio. I welcome your additional inquiries about our funding sources, our operations, and the aspirations we share.
Media on the Move

No matter how you choose to consume news, hear diverse perspectives and discover music, Nevada Public Radio provides access on the platforms you enjoy using most.
275,000
Monthly radio listeners
(audit verified by Nielsen®)

221,000
Monthly social media impressions

200,000
Hours of content streamed monthly

160,000
Monthly unique webpage views

180,000
Monthly Desert Companion magazine readers
(audit verified by CVC audit)
Fiscal Year Total Support  $9,393,367

30 % Member support
20 % Corporate support
11 % Desert Companion
6 % State and federal funding
2 % Investment activities
1 % Local and foundation grants
1 % Other income
29 % Give Voice major gift initiative*

* Give Voice major gift initiative revenue is restricted to the objectives of the campaign including the technical upgrade of NVPR infrastructure and future investments in journalism.
The $6 million Give Voice major gift initiative has reached the halfway mark with the generous support of the Engelstad Foundation, Beverly Rogers, and generous commitments from thirty additional donors. On September 30, 2018 Give Voice began its public phase and marked the beginning of the renovation of the broadcast hub in Las Vegas. Future phases will replace outdated external infrastructure across Nevada. The Growth fund will infuse resources into editorial capacity and journalistic partnerships. Learn more at www.givevoicetoday.org

**Fiscal Year Total Expenses $7,639,396**

- **60%** Program services
- **28%** Fundraising
- **9%** Management and general
- **3%** Give Voice major gift initiative

**Expenses**

- $4,558,920
- $2,100,267
- $707,362
- $272,847
On average, Nevada Public Radio members pledged a gift of $193.

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.

<table>
<thead>
<tr>
<th>Year</th>
<th>Pledged Gifts</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>11,748</td>
</tr>
<tr>
<td>2017</td>
<td>11,026</td>
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<tr>
<td>2016</td>
<td>10,134</td>
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<tr>
<td>2015</td>
<td>9,194</td>
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<tr>
<td>2014</td>
<td>8,912</td>
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<td>9,186</td>
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<td>2012</td>
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<tr>
<td>2010</td>
<td>7,589</td>
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<tr>
<td>2009</td>
<td>7,175</td>
</tr>
<tr>
<td>2008</td>
<td>7,128</td>
</tr>
</tbody>
</table>
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.

Nevada Public Radio’s weekly audience in the Las Vegas market began at a near-all-time high audience of 140,800 unique weekly listeners and ended with a new all-time high of 162,700, getting us past our 3-Year Plan goal of 160,000 weekly listeners two years ahead of schedule.
In 2018, *Desert Companion Magazine* earned national recognition for editorial excellence from the James Beard Foundation, and first-place honors from Folio: magazine.
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