
NPR
ANNUAL
REPORT
2013

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WELCOME TO THE 2013 ANNUAL REPORT FROM NPR

2013 WAS A YEAR OF BUILDING FOR THE FUTURE

– embracing change and innovation in our newsroom, connecting with the audiences of today, and preparing to meet the audiences of tomorrow. It was a time of transformation in public radio.

Our leadership team continued to reimagine the role of the organization in meeting the constantly changing needs of our Member Stations and the NPR audience. We reaffirmed our dedication to reaching listeners where they are and offering them high quality content on every platform. To do so, this year we have been focused on fundamental questions about how NPR can meet the evolving needs of our stations — and the ever-changing needs of the audience — today and in the critical next three to five years.

Our transformation was evident throughout the organization and is at the heart of our newest asset: our new headquarters. NPR moved into its new headquarters at 1111 North Capitol Street in the spring of 2013. Staff have shared that we finally have a workplace that is equal to our aspirations. It is a facility that offers us the space to think and breathe, and achieve.

Our new, more collaborative and modern workspace also allows us the opportunity to open our doors to the public in ways that we haven't been able to do in the past. More than 4,000 people signed up for our building tours this year, and, for the first time, we were able to host community events in Studio 1, our multifunctional studio/theatre, and welcome the community around us into NPR.

From our earliest days at 1111 North Capitol Street, it has been the home of substantive — and collaborative — journalism. The *Morning Edition* staff began their work at 1111 the same day the search for the Boston Marathon bombers took place. From interviewing eye witnesses and terrorism experts to working with member stations WBUR and WGBH to bring listeners coverage of the bombings, the survivors,

and a city in mourning, NPR presented listeners with comprehensive coverage on the air and online.

The collaboration during coverage of the Boston bombings is just one sign of the new spirit of partnership between NPR and Member Stations. This year we announced the launch of a newly reimagined *Here & Now* produced in collaboration with WBUR. This new program is bringing a powerful news presence to mid-days, along with the combined weight of the NPR newsroom.

Inside our newsroom, the remarkable work continued. This year an NPR News/Center for Public Integrity investigation studied the 179 grain bin deaths since 1984 and found that federal regulators routinely slash major fines and void the most serious violations even when egregious and willful behavior by employers results in “drownings” in grain storage bins.

The story got the attention of Congress, the Occupational Safety and Health Administration, and the Justice Department, which all looked into persistent and preventable deaths in grain storage bins and how to address weak enforcement by federal agencies.

In 2013, we followed the stories that had impact — including series documenting swift changes happening here and abroad.

Our series, “The Changing Lives of Women” focused on the 1 billion women entering the formal workforce in the coming decade — and how that will affect homes, workplaces, and our world.

Our coverage of women in the military illuminated what it really means for women to serve on the battlefield and on bases here at home.

Our international coverage continued to gain well deserved acclaim. Our reporting on the ongoing conflict in Syria earned NPR a prestigious George Foster Peabody Award for “finding ways to get deep into Syria” to deliver

“detailed reportage, often from dangerous locations” within the ongoing conflict. International correspondents Kelly McEvers, based in Beirut, and Deborah Amos, a roving correspondent who’s spent three decades covering the region, led NPR’s reports during frequent trips into Syria and from along the border in Turkey and Lebanon. From interviews with Assad regime officials to the discovery of an unexpected unity among Christian and Muslim rebels, NPR captured the pace and gravity of the growing uprising and gave voice to the conflict for millions of listeners.

Around the world, NPR was there to capture the sounds, stories, and context surrounding major international news events this year. As one example, ahead of the Venezuelan elections, Steve Inskeep hosted *Morning Edition* from Caracas, where he and NPR’s Jasmine Garsd trekked to explore socio-political developments in the post-Chavez society. From covering the devastation surrounding Typhoon Haiyan and the slow rebuilding in the city of Tacloban — to the international ramifications of the Edward Snowden leaks, NPR was on the story.

In-depth and dynamic may be the best way to describe our coverage of other big news stories of the year: the government shutdown and the launch of the Affordable Care Act. During the government shutdown, our coverage took listeners from Washington, DC, to the Grand Canyon to show how widely the lives of ordinary Americans were affected, while our team of political reporters and analysts kept our audience abreast of the ongoing negotiations and the potential political fallout.

Leading up to the launch of the Affordable Care Act, NPR tackled many of the law’s complex questions with straightforward explanatory journalism and interactive tools. In collaboration with the Kaiser Health Foundation, we created a calculator to help shoppers find out how much Obamacare would cost. Following the launch, NPR

News covered the flawed rollout, the stories of people who saw unexpected rises in the cost of their health plans, as well as stories of the uninsured obtaining coverage through the exchanges.

In 2013, we launched “Code Switch” our new multiplatform beat on race, ethnicity, and culture. The team is covering new stories — and continuing stories in new ways — ranging from how different cultures handle personal space to the narratives that emerged around NBA player Jason Collins. Also this year, The Race Card Project with Michele Norris launched on Morning Edition, with Michele diving into people’s experiences, observations, triumphs, laments, theories, or anthems about race or cultural identity — all distilled into one six-word sentence.

During the second annual public radio music month, across the country artists, bands, communities, and listeners recognized the value of their local stations in keeping music alive in America. On the air this year we shared our biggest music event of the year, SXSW, during which NPR Music presented one of the most talked about showcases. The event, featuring seven bands, was video webcast on NPR.org and Member Station websites and broadcast live in Austin on KUT. We also presented an Alt.Latino Latin music showcase at SXSW that included Bajofondo, Molotov, and Latin music pioneers Café Tacvba.

On the digital side, in 2013 we broke major NPR.org traffic records, proving that NPR is where people are turning for breaking news. We’ve launched geo-located homepages on NPR.org, automatically branding visitor experiences with the logos of their local stations. And over the year we began putting pages on NPR.org into responsive design, so that no matter what device you use to access the site, it will adjust and be optimized for the device you are on.

In December we launched one of our most innovative multimedia series, Planet Money’s extraordinary look at how a t-shirt is made. The award-winning team kicked

off Planet Money T-shirt Week, a globe-spanning series that documented the entire production of a t-shirt in sound, images, and words. As the reports progressed, Planet Money unraveled the complicated supply chain to discover both the economic forces and human labor involved in producing a basic t-shirt. Each report from disparate locales brought audiences new revelations, both serious and humorous, about everyday goods often taken for granted. Audiences experienced the journey on *Morning Edition* and *All Things Considered*, and also at a stunningly produced, video-rich website.

We ended the year with news of an inspiring investment in our work: \$17 million in grants from the John S. and James L. Knight Foundation, Bill & Melinda Gates Foundation, The Wallace Foundation, Ford Foundation, and individual philanthropists. These grants will both deepen and extend NPR's coverage of key issues, and support work by NPR and six Member Stations to reimagine the public radio experience for digital listening. It's transformative work that will empower audiences to experience public radio however they want it — delivering news, music, culture, insights, and ideas to tens of millions in words, images, and sounds.

NPR is committed to being relevant and connecting with an increasingly diverse audience; to modeling best practices in partnership with our stations — supporting their successes online, on the air, and behind the scenes; and to building a sustainable business model that will ensure the future of NPR.

Our audience and supporters are essential to all of this and to what we do each day. It's this community of public radio listeners who allow us to provide the best programming and fulfill our mission.

THANK YOU.

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Barnes & Noble
Beggars Group
Ben & Jerry's
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Doris Duke Foundation for Islamic Art

Downtown Media

The Ducommun and Gross
Family Foundation

E

The Economist

EMI Music

Encore.org (formerly Civic Ventures)

Endless Pools

Equal Vision Records

Esurance Insurance Services

ExxonMobil

F

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Film Collective

Focus Features

Focus World

The Ford Foundation

Ford Motor Company

Fox Searchlight Pictures

Fueled by Ramen

Full Sail University

G

Bill & Melinda Gates Foundation

G.P. Putnam's Sons

Geffen Records

General Mills

George Lucas Educational Foundation

George Washington University

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Glaxosmithkline

Glimmerglass Festival

Google

William T. Grant Foundation

The George Gund Foundation

H

Hachette Book Group USA

Harlequin

HarperCollins Publishers

Mary W. Harriman Foundation

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HBO

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Foundation

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Historic Deerfield

The Holborn Foundation

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I

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Indomina Releasing

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The Joyce Foundation

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L

The Jacob & Valeria
Langeloth Foundation

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Lumber Liquidators

Lumosity

M

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G. Mead Foundation

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Merge Records

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Mitsubishi Motors Corporation

Mom+Pop Records

MOO

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MSNBC

Mute Records

N

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National Geographic Society

National Theatre

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Nederlander Organization

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New York Times, The

Newman's Own Foundation

Nissan

Nonesuch Records

Nora Roberts Foundation

Novo Nordisk

O

Office Designs

Office Depot

OfficeMax

The Ohio State University
Medical Center

Open Road Integrated Media

Open Society Institute

Orange County Community Foundation

Orfalea Foundation

Outback Concerts

Oxingale Records

P

Pajamagram Company

Pantages Theater

Pantelion Films

Paramount Pictures

Park Foundation, Inc.

Parker, Jon Kimura

PBS

PBS Distribution

Pegasystems

Penguin Group (USA)

Performance Bicycle

NPR SUPPORTERS

Personal Capital

The Pew Charitable Trusts

Ploughshares Fund

Plume

Poetry Foundation

Principal Financial Group

Progressive Casualty
Insurance Company

Public Welfare Foundation, Inc.

R

Random House

Raymond James Financial

Rdio

Red Light Management

Redeye Distribution

Regis University

REI

Reputation.com

Retrofit

Riverhead Books

Road Scholar

Robert Sterling Clark Foundation

RockAuto

Rounder Records

S

Salsa Labs

San Diego Brewers Guild

San Francisco Symphony

The SCAN Foundation

Scholastic

Science & Technology
Directorate (DHS)

Seattle University

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ShareFile

Siemens

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Simon & Schuster

Sit4Less

Skoll Foundation

Alfred P. Sloan Foundation

smart

Sony Music Entertainment

Sony Pictures

Sony Pictures Home Entertainment

Soul Doctor

Squarespace

Staples

Sub Pop Records

Subaru of America

Submarine Entertainment

Suburban Noize Records

Sy Syms Foundation

T

T. Rowe Price

Temple University

Texas Mutual Insurance Company

TF Cornerstone

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Thomson Reuters Corporation

TIAA-CREF

Tire Rack

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U

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V

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X

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Y

W

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Z

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Weight Watchers International

The Weinstein Company

Wells Fargo Advisors

WFIU

WGBH

The Wildflower Foundation, Inc.

William Morrow & Co.

Wix.com

WTTW

STATEMENT OF FINANCIAL POSITION (NPR PARENT COMPANY ONLY)

Assets

Current Assets	\$
Cash and cash equivalents	12,545,486
Restricted cash and cash equivalents	3,477,748
Accounts and contributions receivable, net	28,737,587
Investments	101,232,577
Property and equipment, net	236,624,428
Prepaid expenses and other assets	10,830,940
Total Assets	393,448,766

Liabilities and Net Assets

Current Liabilities	\$
Accounts payable and other liabilities	26,305,837
Deferred revenue	31,451,844
Debt	176,196,476
Total Liabilities	233,954,157
Net Assets	159,494,609
Total Liabilities and Net Assets	393,448,766

The financial information above is presented for convenience purposes only. While the financial information was extracted from supplementary information in the audited financial statements, the financial information should not be relied on. A copy of the printed financial statements is available upon request.

STATEMENT OF ACTIVITIES (NPR PARENT COMPANY ONLY)

Operating Revenues

	\$
Station dues and fees	77,466,855
Corporate sponsorship	43,991,377
Grants and contributions	30,740,895
Distribution and satellite interconnection	14,348,595
Distribution from endowment to support operations	11,135,076
Other revenues	14,055,706
Total operating revenues	191,738,504

Operating Expenses

	\$
News and engineering	85,009,308
Digital media and services	17,701,103
Distribution and satellite interconnection	16,823,751
Programming and NPR Music	20,680,339
Support and other program services	55,784,366
Total operating expenses	195,998,867
Change in net assets from operations	(4,260,363)
Non-operating activities, net	(11,644,096)
Total change in net assets	(15,904,459)
Net assets, beginning of the year	175,399,068
Net assets, end of the year	159,494,609

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