



2010 NPR ANNUAL REPORT

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In a year of audience highs, new programming partnerships with NPR Member Stations, and extraordinary journalism, NPR held firm to the journalistic standards and excellence that have been hallmarks of the organization since our founding. It was a year of re-doubled focus on our primary goal: to be an essential news source and public service to the millions of individuals who make public radio part of their daily lives. We've learned from our challenges and remained firm in our commitment to fact-based journalism and cultural offerings that enrich our nation.

**We thank all those who make
NPR possible.**

NPR NEWS

While covering the latest developments in each day's news both at home and abroad, NPR News remained dedicated to delving deeply into the most crucial stories of the year.



© NPR 2010 by John Poole

The Grand Trunk Road is one of South Asia's oldest and longest major roads. For centuries, it has linked the eastern and western regions of the Indian subcontinent, running from Bengal, across north India, into Peshawar, Pakistan. Horses, donkeys, and pedestrians compete with huge trucks, cars, motorcycles, rickshaws, and bicycles along the highway, a commercial route that is dotted with areas of activity right off the road: truck stops, farmer's stands, bus stops, and all kinds of commercial activity. A boy and his donkey wait to cross the road on a stretch of road between Islamabad and Peshawar.

NPR NEWS

NPR INVESTIGATIONS: SEEKING STORIES BEHIND THE STORY

News events including the Upper Big Branch Mine explosion and the Deepwater Horizon oil spill in the Gulf of Mexico drew no shortage of media attention in their immediate aftermath. Led by NPR investigative reporters and editors, NPR News continued to probe into the causes and the aftermath of each accident in the weeks and months that followed; our coverage unearthed critical facts, and audiences heard stories on NPR that they couldn't find anywhere else.

Just weeks after the Upper Big Branch Mine explosion, an NPR News exclusive discovered that the FBI was investigating the accident. Later, the Upper Big Branch miners told NPR News of systemic problems with air flow and ventilation. The reporting continued with an analysis of safety citations at underground coal mines, finding that violations have increased by a third in the last four years.

In coverage of the Gulf Oil Spill, NPR News reported that the Obama administration's moratorium to suspend offshore oil drilling was never put into writing and exclusively reported that the spill was at least ten times worse than expected.

Led by correspondent Daniel Zwerdling, an NPR News and ProPublica Investigation revealed failures in the military to diagnose, treat, and document soldiers' brain injuries. The 'Brain Wars' series includes

an investigative finding that the Army routinely denied Purple Hearts for soldiers with mild traumatic brain injuries.

NPR broke news when Laura Sullivan reported that several months analyzing hundreds of pages of campaign finance reports, lobbying documents, and corporate records had uncovered a quiet, behind-the-scenes effort to help draft and pass Arizona Senate Bill 1070 by an industry that stands to benefit from it: the private prison industry.

In a multi-part NPR News Investigation, NPR correspondent Joseph Shapiro, in collaboration with the Center for Public Integrity, examined trends in colleges and universities failing to protect women from an epidemic of sexual assault. The investigation found that even the best-intentioned of colleges are ill-equipped to investigate rape on campus, and mete out adequate punishments. As a result, it's rare for students to be expelled, even after they've been found responsible for sexual assault, creating a culture where victims cannot count on their schools or government oversight agencies for help.

NPR NEWS

ELECTION 2010: IN-DEPTH REPORTING ON CANDIDATES AND ISSUES

In the build-up to the 2010 midterm elections, NPR's political team was hard at work reporting on key races and projections on what the results might mean for voters. On-air programming was supplemented by the It's All Politics blog; The Message Machine, a partnership with PolitiFact holding political advertising accountable by fact-checking their rhetoric; race predictions in the Election Scorecard; and Fighting Words, tracking what politicians are saying on Facebook, Twitter, and their websites. NPR's Election 2010 coverage culminated with seven hours of live election night reporting on-air and online.

COVERING THE WORLD AND ITS PEOPLE

NPR continues to be the leading news organization that brings listeners compelling insights into the people and cultures of our world. In 2010, a team of NPR correspondents and producers including *Morning Edition* Host Steve Inskeep reported from Along the Grand Trunk Road, which reaches across South Asia through India to Pakistan, connecting the world's greatest landmarks and some of its worst conflict zones, introducing NPR audiences to the region's next generation somewhere in the middle.

EXPANDING LOCAL-NATIONAL GOVERNMENT REPORTING

NPR took an ambitious leap into strengthening local-national journalism with Impact of Government. The project is designed to add editorial resources and reporters to NPR Member Stations in all 50 states to better inform the public about the impact of state government actions on citizens and communities. Ultimately, Impact of Government will network 100 journalists (two per state), who will tell the story of the actions (or inactions) of government in each state, and how they affect people individually and at the community level.

NPR PROGRAMS

It's not all news at NPR. Beyond the day's headlines, the NPR audience seeks a diverse range of programming that delights, encourages discussion, and takes new avenues into the issues and conversations of today.



© NPR by Tony Nagelmann

Host Peter Sagal and Official Judge and Scorekeeper Carl Kasell give their own unique flair to NPR's oddly informative quiz show, *Wait Wait... Don't Tell Me!*

NPR PROGRAMS

PROGRAMMING BEYOND NEWS

Now in its 13th year, *Wait Wait... Don't Tell Me!* continues to delight and satisfy the news hound and a growing audience of more than 3 million listeners. In 2010, fans turned out in force to each of the program's live tapings in Chicago and at road shows throughout the country. Among the highlights were two shows at Carnegie Hall in New York City with "Not My Job" guests Mayor Bloomberg and film director Nora Ephron.

Adding to the ranks of NPR programs this year was *Snap Judgment* with host Glynn Washington. *Snap Judgment* is storytelling with a beat; a narrative journey taking listeners to the heart of the story by highlighting compelling people who put it all on the line. Every installment features real stories of extraordinary and defining moments in people's lives, from the search for the modern Utopia in the most unlikely places to real-life super heroes transcending mortal boundaries and tales of finding success the "hard way."

From Brooklyn to Oakridge, Oregon, the program *State of the Re-Union* hosted by Al Letson launched this year with a focus on featuring the stories of people meeting challenges and building connections in very innovative ways. The program featured stories from Austin, Texas, a city thrown into crisis by success and focused on Espanola, New Mexico, with a rich cultural past still very evident today despite a shift in the local economy that has left many without land, water, or a sense of identity.

Both *Snap Judgment* and *State of the Re-Union* emerged from the Public Radio Talent Quest from Corporation for Public Broadcasting and the Public Radio Exchange. The Talent Quest, which was launched in 2007 with the winners announced in July 2008, provided a 1-year grant for development for the winning program concepts.

In the last year, *Tell Me More* with Michel Martin has continued to tell compelling and important stories to an audience that has grown 12 percent¹. With a broad range of topics from headlines of the day, immigration, parenting, sports, Iraq and Afghanistan, music, and education, no topic is off limits. Every weekday, Michel brings listeners a wide variety of guests and experts to tell their story and unique perspective.

NPR MUSIC

Our commitment to the classics tracked alongside an exploration of the new, hip, and undiscovered to create a symphony of music coverage for NPR Music in 2010. Audiences came to NPR to discover the latest in music, and rediscover the stories behind the standards.



© 2010 NPR by Shantel Mitchell

The Smith Westerns performed live at The Parrish on March 18, 2010, as part of NPR Music's showcase concert.

NPR MUSIC

The year started off with the launch of the year-long series, “50 Great Voices,” a multimedia series spotlighting iconic artists from jazz great Ella Fitzgerald to rapper The Notorious B.I.G., aka Biggie Smalls. On opening night of the South by Southwest Music and Media Conference in Austin, TX, one of the largest music festivals in the country, NPR once again hosted a showcase live concert, this year headlined by Austin-based pop-rock band Spoon. For those who couldn’t make it to Austin, the concert was streamed live on NPR.org, via the NPR iPhone App and on NPR Member Stations throughout the country. NPR’s coverage of the entire festival was the production of a partnership with five NPR Member Stations: KUT Austin, WFUV New York, WXPB Philadelphia, KEXP Seattle and The Current from Minnesota Public Radio.

NPR Music’s *All Songs Considered* celebrated 10 years of music discovery by launching the All Songs 24/7 Music Channel, a free non-stop mix of every song ever played on the program. Music exploration spread across the language barrier with the launch of the NPR podcast and blog, Alt.Latino, a remarkable new program dedicated to Latin Alternative music and rock in Spanish.

Music fans of all genres were treated to exclusive previews of the year’s most anticipated album releases with the

“Exclusive First Listens” series. In this popular series, full albums are available for streaming on NPR.org/Music before they are offered for purchase. Among those heard this year was acclaimed indie rock supergroup the New Pornographers’ *Together*, modern folk singer-songwriter Josh Ritter’s *So Runs the World Away*, instrumental trio The Bad Plus’ *Never Stop* and gospel legend Mavis Staples’ *You Are Not Alone*.

NPR DIGITAL MEDIA

NPR continues to be at the forefront of new technologies, and we're setting the pace for media organizations.



NPR was ready with both an app and web site optimized for iPad when Apple introduced the device in April 2010. This digital innovation took NPR's unique identity and designed it for a specific platform. Presenting News, Arts & Life and Music stories in magazine form with iPad's casual touch-screen navigation, NPR offered a new way to experience content, a way that was more conducive to immersive reading and offered more opportunities for casual listening.

NPR DIGITAL MEDIA

The future of public broadcasting compels us to stay current and connected with today's public radio listeners, and to make our work available whenever and wherever there is an audience to be served. NPR is at the nexus of innovation and collaboration, putting new technology to work to make us more successful in fulfilling our mission and partnering with our Member Stations to do the same.

The year's advances included giving wired public radio fans two new ways to experience news, arts, and music content: the free NPR iPad App and fully optimized website for iPad users. By the end of the year, the magazine-style app had been downloaded by more than 764,000 users².

Live music performances, interviews with musicians, and exclusive first listens to unreleased albums are just a few of the features included on the free NPR Music App launched in 2010 for iPhone and iPod Touch. It quickly made its way to #3 in the iTunes Store rankings.

The Argo Project, NPR's collaboration with NPR Member Stations on local journalism, announced the creation of 12 news-focused station blogs this year. From WBUR in Boston's focus on the realities of health reform to Oregon Public Broadcasting's coverage of the Northwest's environment, each site

features a mix of original enterprise journalism, offers smart aggregation of content from other sources, and focuses on building a thoughtful, actively engaged online community. In the six months since NPR announced the project, we worked with NPR Member Stations to define the beats that each station will cover, hired, and trained a dozen reporter/bloggers, designed the sites, and built the underlying technology.

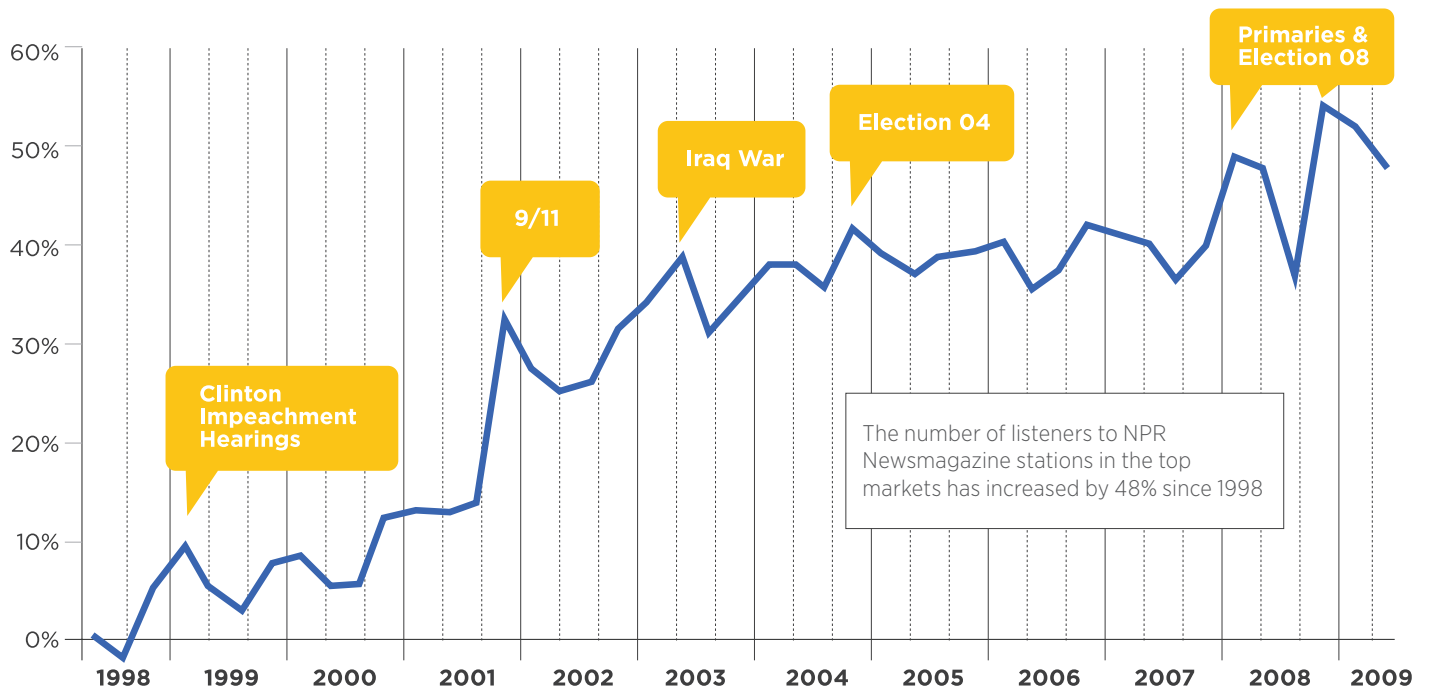
NPR and other major national program producers including American Public Media, PBS, Public Radio International (PRI), and Public Radio Exchange (PRX) joined forces to set the stage for the public broadcasting system of the future. We're working together on the early stages of what we're calling the Public Media Platform – a revolution in public media technology that will support the sharing of programming between stations, public media program producers, and the world.

NPR AUDIENCE

In a media landscape marked by dramatic upheavals, failing newspapers, and withering audiences, NPR has continued to see impressive growth in both on air and online audiences.

CHANGE IN AUDIENCE SINCE 1998

Top 50 markets, NPR Newsmagazine stations, Total Week, Persons 12+



Source: Arbitron Maximi\$er/PPM Analysis Tool, NPR Newsmagazine stations in the top 50 metros, Persons 12+, Monday-Sunday 6am-12midnight

NPR AUDIENCE

Over the past decade, our audience has grown by more than 38 percent, whereas the audience for newspapers declined by 26 percent, nightly news by 27 percent and commercial radio news by 21 percent⁴. In the last year alone, unique visitor audience to NPR.org and the mobile website have grown by 37 percent. More than one million people now use NPR's mobile apps.⁵

The NPR audience stays connected through a variety of mediums, and they are especially socially engaged. This year, NPR reached 2.5 million Twitter followers⁶ and 1.4 million Facebook fans⁷.

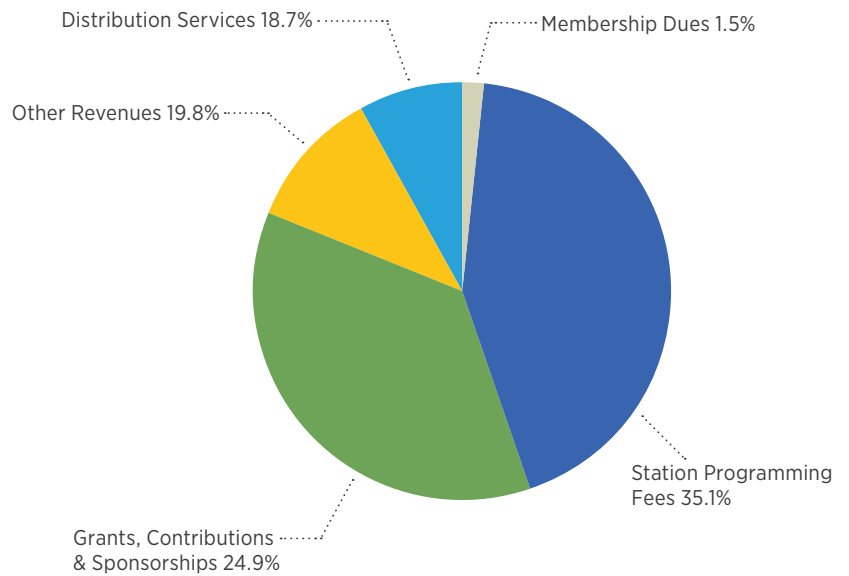
In each of the four seasonal ratings reports in 2010—Winter, Spring, Summer, and Fall—the “cume” (weekly cumulative) audience numbers reported for NPR were the highest ever.

- 33.7 million** total weekly listeners for all NPR stations⁸
- 26.8 million** total weekly listeners for NPR programming and newscasts⁹
- 15 million** average unique visitors per month to NPR.org¹⁰
- 23.3 million** average monthly downloads of NPR-produced podcasts¹¹
- 18 million** average monthly unique visitors to NPR digital platforms¹²

NPR FINANCIALS

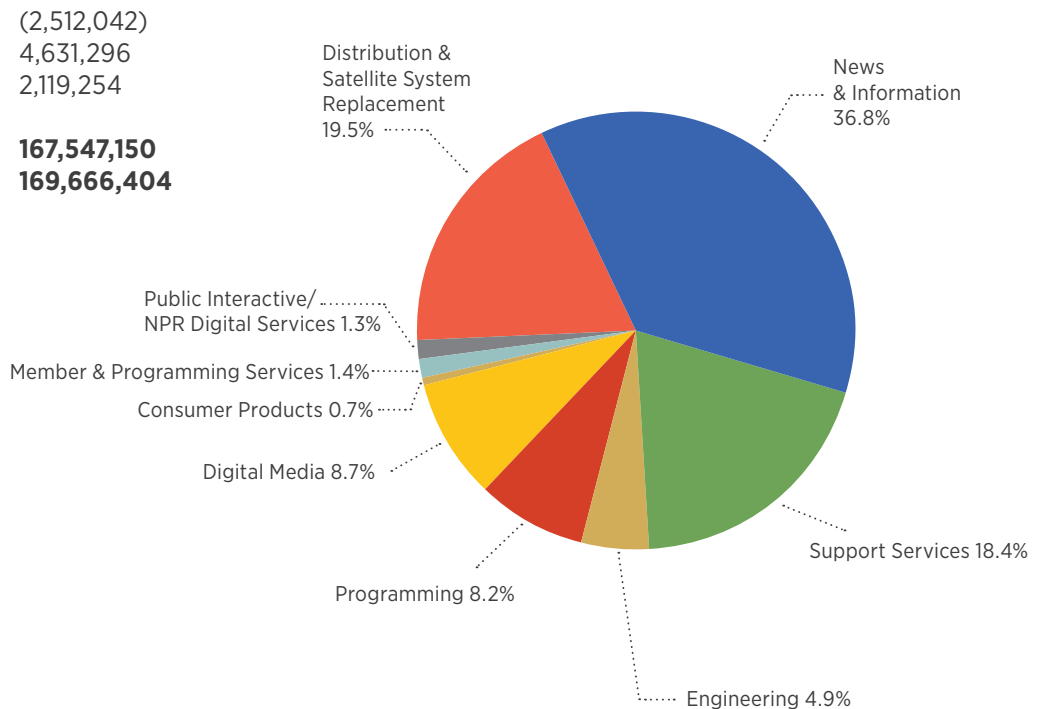
REVENUES

Membership Dues	2,817,506
Station Programming Fees	65,009,631
Grants, Contributions & Sponsorships	46,083,278
Distribution Services	34,602,423
Other Revenues	36,649,315
Total Revenues	185,162,153



EXPENSES

News & Information	69,114,675
Distribution & Satellite System Replacement	36,566,555
Engineering	9,145,204
Programming	15,429,651
Digital Media	16,341,900
Consumer Products	1,364,661
Member & Programming Services	2,683,427
Public Interactive/NPR Digital Services	2,454,395
Support Services	34,573,727
Total Expenses	187,674,195



Change in net Assets from Operations	(2,512,042)
Non-Operating Items	4,631,296
Change in net Assets	2,119,254
Net Assets, Beginning of Year	167,547,150
Net Assets, End of Year	169,666,404

NPR FINANCIALS

LIABILITIES AND NET ASSETS

Accounts payable	14,606,452
Current portion of long term debt	500,000
Accrued interest payable	3,969,434
Deferred revenues	15,599,632
Total Revenues	34,675,518

NON-CURRENT LIABILITIES

Other accrued expenses, Long-term	2,103,622
Notes payable, Long-term	1,432,428
Bonds payable, Long-term	165,818,659
Total Non-Current Liabilities	169,354,709
Total Liabilities	204,030,227
Net Assets	169,666,404
TOTAL LIABILITIES AND NET ASSETS	373,696,631

NPR CORPORATE TEAM

LEADERSHIP *(December 2010)*

Vivian Schiller

CEO and President

Deborah A. Cowan

Vice President, Finance and Administration and Chief Financial Officer

Debra Delman

Senior Vice President, Strategic Operations and Finance

Marty Garrison

Vice President, Technology Operations and Broadcast Engineering

Dennis Haarsager

Senior Vice President, System Resources and Technology

Robert Kempf

Vice President and General Manager, Digital Services

Peter Loewenstein

Vice President, Distribution

Joyce MacDonald

Vice President, Member and Program Services

Joyce D. Slocum

General Counsel
Senior Vice President, Legal Affairs

Jeff Perkins

Chief People Officer and Vice President, Human Resources

Ron Schiller

President, NPR Foundation
Senior Vice President, Development

Dana Davis Rehm

Senior Vice President, Marketing, Communications, and External Relations

Mike Riksen

Vice President, Policy and Representation

Margaret Low Smith

Senior Vice President, Programming

Mike Starling

Executive Director, Technology Research Center and NPR Labs

Adam Sutherland

Vice President, Strategy and Business Development

Ellen Weiss

Senior Vice President, News and Information

Kinsey Wilson

Senior Vice President and General Manager, Digital Media

Keith Woods

Vice President, Diversity in News and Operations

Alicia Shepard

Ombudsman

Stephen Moss

President and CEO, National Public Media

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Kit Jensen
Lyle Logan
Jon McTaggart
Greg Petrowich
Marita Rivero
Roger Sarow
Vivian Schiller
Howard H. Stevenson
Antoine W. van Agtmael

NPR TRUSTEES

TRUSTEES

Arthur G. Altschul, Jr.
Anne Avis
James L. Bildner
Norris Bishton, Jr.
Carolyn (Kay) Bucksbaum
Henry E. Catto
Donald P. de Brier
Thomas S. Foster
Paul M. Ginsburg
Harriett Gold
James M. (Jamie) Grant
Daniel Greenberg
Anette L. Harris
James R. Hedges, IV
John A. Herrmann, Jr.
Richard H. Hertzberg
Peter N. Heydon
Stephen A. Hopkins
Perrin H. Ireland
Patsy Ishiyama
Jane Frank Katcher
Jeffrey L. Kenner

Jonathan W. Kutchins
Anne Mai
John Patrick McGinn
Joseph C. McNay
Lynn Pigott Mowe
Miriam Muscarolas
Patricia Papper
William J. Poorvu
Richard Rampell
Lee Wright Rolfe
Noaman Sanni, M.D.
Murray Sinclair
Camilla Smith
Judith Z. Steinberg
Fredericka (Fred) Stevenson
Bernee D.L. Strom
Peter DeMott Swift, M.D.
Roselyne Chroman (Cissie) Swig
Antoine W. van Agtmael
Charlotte V. Winton
Howard Wollner
John S. Wotowicz

TRUSTEES EMERITI

Dean V. Ambrose
Sukey Garcetti
Barbara S. Linhart
Stuart Lucas
Jane V. Peyrouse
Sandra S. Pressman
Lee Ramer

EX OFFICIO TRUSTEES

Dave Edwards
Vivian Schiller
Howard Stevenson

NPR AWARDS

2010 AD AGE MEDIA VANGUARD AWARD

NPR Mobile Apps

2010 ALFRED I. DUPONT-COLUMBIA AWARD

NPR News – “The York Project”

NEW MEDIA – PHOTOGRAPHY AND AUDIO WITH NATURAL SOUND

1st Place - “America’s Battalion”
In Afghanistan

2010 ADDY AWARD

NPR Communications –
2009 Christmas Card

2010 AAAS KAVLI SCIENCE JOURNALISM AWARD

“Follow the Science: Calculating
the Amount of Oil and Gas in the
Gulf Oil Spill”

2010 INVESTIGATIVE REPORTERS AND EDITORS AWARD

“Home or Nursing Home: America’s
Empty Promise to Give the Elderly and
Disabled a Choice”

“Prison Profiting: Behind Arizona’s
Immigration Law”

“In the Kennel – Uncovering a Navy
Unit’s Culture of Abuse”

2010 GEORGE POLK AWARD

“Brain Wars”

2010 NATIONAL PRESS FOUNDATION

NPR.org

2010 ROBERT F. KENNEDY JOURNALISM AWARD

“In the Kennel – Uncovering a Navy
Unit’s Culture of Abuse”

NEW MEDIA – PHOTOGRAPHY AND AUDIO WITH NARRATION

1st Place – “No Man’s Land”

2010 RADIO AND TELEVISION CORRESPONDENT’S ASSOCIATION’S JOAN SHORENSTEIN BARONE AWARD

“Dollar Politics”

2010 ONLINE NEWS ASSOCIATION

Journalism Award

NPR Mobile Apps

API

Kinsey Wilson

2010 PEABODY AWARD

“Trafficked”

2010 WEBBY AWARD

Website – Best Practices

2010 SCRIPPS HOWARD FOUNDATION NATIONAL JOURNALISM AWARD

“How a Bone Disease Grew
to Fit a Prescription”

2010 SIDNEY HILLMAN FOUNDATION AWARD

Massey Energy investigation –
Howard Berkes

2010 WHITE HOUSE NEWS PHOTOGRAPHERS ASSOCIATION’S THE EYES OF HISTORY AWARD

Still Photography - International News
1st Place – Untitled: David Gilkey

2010 EDWARD R. MURROW AWARDS

“ED: A Familiar Enemy for Platoon”

“In the Kennel: Uncovering a Navy
Unit’s Culture of Abuse”

“Friday Night Lives”

“Can I Just Tell You?”

NPR.org

NPR MEMBER STATIONS

ALABAMA

Birmingham WBHM FM 90.3
Gadsden WSGN FM 91.5
Huntsville WLRH FM 89.3
Jacksonville WLJS FM 91.9
Mobile WHIL FM 91.3
Montgomery WVAS FM 90.7
Normal WJAB FM 90.9
Troy WTSU FM 89.9
Tuscaloosa WAPR FM 88.3
Tuscaloosa WUAL FM 91.5

ALASKA

Anchorage KDLL FM 91.9
Anchorage KNBA FM 90.3
Anchorage KSKA FM 91.1
Barrow KBRW AM 680
Bethel KYUK AM 640
Chevak KCUK FM 88.1
Dillingham KDLG AM 670
Fairbanks KUAC FM 89.9
Gelena KIYU AM 910
Haines KHNS FM 102.3
Homer KBBI AM 890
Juneau KTOO FM 104.3
Ketchikan KRBD FM 105.3
Kodiak KMXT FM 100.1
Kotzebue KOTZ AM 720
McGrath KSKO AM 870
Petersburg KFSK FM 100.9
Sand Point KSDP AM 830
Sitka KCAW FM 104.7
St. Paul KUHB FM 91.9
Talkeetna KTNA FM 88.5
Unalaska KUCB FM 89.7
Valdez KCHU AM 770
Wrangell KSTK FM 101.7

ARIZONA

Flagstaff KNAU FM 88.7
Flagstaff KUYI FM 88.1
Mesa KJZA FM 89.5
Tempe KBAQ FM 89.5
Tempe KJZZ FM 91.5
Tucson KUAT FM 90.5
Tucson KUAZ FM 89.1
Whiteriver KNNB FM 88.1
Yuma KAWC AM 1320

ARKANSAS

Fayetteville KUAF FM 91.3
Little Rock KUAR FM 89.1
State University KASU FM 91.9

CALIFORNIA

Arcata KHSU FM 90.5
Chico KCHO FM 91.7
Fresno KVPR FM 89.3
Los Angeles KUSC FM 91.5
Northridge KCSN FM 88.5
Pasadena KPCC FM 89.3
Philo KZYX FM 90.7
Rohnert Park KRCB FM 91.1
Sacramento KUOP FM 91.3
Sacramento KXJZ FM 90.9
Sacramento KXPR FM 88.9
San Bernardino KVCR FM 91.9
San Diego KPBS FM 89.5
San Diego KSDS FM 88.5
San Francisco KALW FM 91.7
San Francisco KQED FM 88.5
San Luis Obispo KCBX FM 90.1
San Mateo KCSM FM 91.1
Santa Cruz KUSP FM 88.9
Santa Monica KCRW FM 89.9
Seaside KAZU FM 90.3
Thousand Oaks KCLU FM 88.3

COLORADO

Alamosa KRZA FM 88.7
Aspen KAJX FM 91.5
Carbondale KDNK FM 90.5
Colorado Springs KCME FM 88.7
Colorado Springs KRCC FM 91.5
Crested Butte KBUT FM 90.3
Denver KCFR FM 90.1
Denver KUVO FM 89.3
Greeley KUNC FM 91.5
Ignacio KSUT FM 91.3
Mancos KSJD FM 91.5
Paonia KVNF FM 90.9
Telluride KOTO FM 91.7

CONNECTICUT

Fairfield WESU FM 88.1
Fairfield WSHU FM 91.1
Hartford WNPR FM 89.1
Sharon WHDD FM 91.9

DISTRICT OF COLUMBIA

Arlington WETA FM 90.9
Washington WAMU FM 88.5

FLORIDA

Fort Myers WGPU FM 90.1
Fort Pierce WQCS FM 88.9
Gainesville WUFT FM 89.1
Jacksonville WJCT FM 89.9
Melbourne WFIT FM 89.5
Miami WDNA FM 88.9
Miami WLRN FM 91.3
Orlando WMFE FM 90.7
Orlando WUCF FM 89.9
Panama City WKGC FM 90.7

NPR MEMBER STATIONS

FLORIDA (CONT'D)

Pensacola WUWF FM 88.1
Tallahassee WFSU FM 88.9
Tampa WMNF FM 88.5
Tampa WUSF FM 89.7
West Palm Beach WXEL FM 90.7

GEORGIA

Athens WUGA FM 91.7
Atlanta WABE FM 90.1
Atlanta WCLK FM 91.9
Atlanta WJSP FM 88.1
Savannah WSVH FM 91.9

GUAM

Mangilao KPRG FM 89.3

HAWAII

Honolulu KHPR FM 88.1

IDAHO

Boise KBSU FM 90.3
Boise KBSW FM 91.7
Boise KEZJ AM 1450
Pocatello KISU FM 91.1
Rexburg KBYI FM 100.5
Twin Falls KBSW FM 91.7

ILLINOIS

Carbondale WSIU FM 91.9
Chicago WBEZ FM 91.5
DeKalb WNIJ FM 89.5
Edwardsville WSIE FM 88.7
Kankakee WKCC FM 91.1

ILLINOIS (CONT'D)

Macomb WIUM FM 91.3
Normal WGLT FM 89.1
Peoria WCBU 89.9
Quincy WQUB FM 90.3
Rock Island WVIK FM 90.3
Springfield WUIS FM 91.9
Urbana WILL FM 90.9

INDIANA

Bloomington WFIU FM 103.7
Elkhart WVPE FM 88.1
Evansville WNIN FM 88.3
Fort Wayne WBNI FM 94.1
Indianapolis WFYI FM 90.1
Indianapolis WNDY FM 91.3
Merrillville WLPR FM 89.1
Muncie WBST FM 92.1
North Manchester WBKE FM 89.5
Vincennes WVUB FM 91.1
West Lafayette WBAA FM 101.3

IOWA

Ames KOWI FM 97.9
Ames KTPR FM 91.1
Ames WOI FM 90.1
Cedar Rapids KCCK FM 88.3
Council Bluffs KIWR FM 89.7
Iowa City KSUI FM 91.7
Sioux City KWIT FM 90.3
Waterloo KBBG FM 88.1

KANSAS

Garden City KANZ FM 91.1
Hutchinson KHCC FM 90.1
Lawrence KANU FM 91.5
Pittsburg KRPS FM 89.9
Wichita KMUW FM 89.1

KENTUCKY

Bowling Green WKYU FM 88.9
Highland Heights WNKU FM 89.7
Lexington WUKY FM 91.3
Louisville WFPK FM 91.9
Louisville WFPL FM 89.3
Louisville WUOL FM 90.5
Morehead WMKY FM 90.3
Murray WKMS FM 91.3
Richmond WEKU FM 88.9

LOUISIANA

Baton Rouge WBRH FM 90.3
Baton Rouge WRKF FM 89.3
Hammond KSLU FM 90.9
Lafayette KRVS FM 88.7
Monroe KEDM FM 90.3
New Orleans WWNO FM 89.9
Shreveport KDAQ FM 89.9

MAINE

Bangor WMEH FM 90.9
Lewiston WMEA FM 90.1

MARYLAND

Baltimore WEAA FM 88.9
Baltimore WYPR FM 88.1
Frostburg WFWM FM 91.9
Princess Anne WESM FM 91.3
Salisbury WSCL FM 89.5
Towson WTMD FM 89.7

NPR MEMBER STATIONS

MASSACHUSETTS

Amherst WFCR FM 88.5
Amherst WPNI AM 1430
Boston WBUR FM 90.9
Boston WCCT FM 90.3
Boston WGBH FM 89.7
Boston WSDH FM 91.5
Boston WUMB FM 91.9
Worcester WICN FM 90.5

MICHIGAN

Ann Arbor WUOM FM 91.7
Detroit WDET FM 101.9
East Lansing WKAR AM 870
East Lansing WKAR FM 90.5
Grand Rapids WGVU AM 1480
Grand Rapids WGVU FM 88.5
Interlochen WIAA FM 88.7
Kalamazoo WMUK FM 102.1
Marquette WNMU FM 90.1
Mount Pleasant WCMU FM 89.5
Twin Lake WBLV FM 90.3
Ypsilanti WEMU FM 89.1

MINNESOTA

Grand Marais WTIP FM 90.7
Grand Rapids KAXE FM 91.7
Minneapolis KBEM FM 88.5
St. Paul KNOW FM 91.1
St. Paul KSJN FM 99.5

MISSISSIPPI

Holly Spring WURC FM 88.1
Jackson WJSU FM 88.5
Jackson WMPN FM 91.3
Lorman WPRL FM 91.7
Starkville WMSV FM 91.1

MISSOURI

Cape Girardeau KRCU FM 90.9
Columbia KBIA FM 91.3
Columbia KOPN FM 89.5
Kansas City KCUR FM 89.3
Maryville KXCV FM 90.5
Rolla KMST FM 88.5
Springfield KSMU FM 91.1
St. Louis KWMU FM 90.7
Warrensburg KTBG FM 90.9

MONTANA

Billings KEMC FM 91.7
Bozeman KGLT FM 91.9
Harlem KGVA FM 88.1
Missoula KUFM FM 89.1

NEBRASKA

Lincoln KUCV FM 91.1
Omaha KIOS FM 91.5
Omaha KVNO FM 90.7

NEVADA

Las Vegas KCEP FM 88.1
Las Vegas KNPR FM 88.9
Las Vegas KUNV FM 91.5
Reno KUNR FM 88.7

NEW HAMPSHIRE

Concord WEVO FM 89.1

NEW JERSEY

Hackettstown WNTI FM 91.9
Lincroft WBJB FM 90.5
Newark WBGO FM 88.3
Trenton WNJT FM 88.1
Trenton WWFM FM 89.1

NEW MEXICO

Albuquerque KANW FM 89.1
Albuquerque KUNM FM 89.9
Dulce KCIE FM 90.5
Gallup KGLP FM 91.7
Las Cruces KRWG FM 90.7
Pine Hill KTDB FM 89.7
Portales KENW FM 89.5

NEW YORK

Albany WAMC FM 90.3
Binghamton WSKG FM 89.3
Bronx WFUV FM 90.7
Brooklyn WNYE FM 91.5
Buffalo WBFO FM 88.7
Buffalo WNED AM 970
Buffalo WNED FM 94.5
Canton WSLU FM 89.5
Jeffersonville WJFF FM 90.5
New York WNYC AM 820
New York WNYC FM 93.9
Oneonta WUOW LP 104.7
Oswego WRVO FM 89.9
Rochester WXXI AM 1370
Rochester WXXI FM 91.5
Southampton WLIU FM 88.3
Syracuse WAER FM 88.3
Syracuse WCNY FM 91.3
Troy WMHT FM 89.1

NPR MEMBER STATIONS

NORTH CAROLINA

Asheville WCQS FM 88.1
Chapel Hill WUNC FM 91.5
Charlotte WFAE FM 90.7
Davidson WDAV FM 90.7
Durham WNCU FM 90.7
Elizabeth City WRVS FM 89.9
Fayetteville WFSS FM 91.9
New Bern WTEB FM 89.3
Raleigh WSHA FM 89.3
Spindale WNCW FM 88.7
Wake Forest WCPE FM 89.7
Wilmington WHQR FM 91.3
Winston-Salem WFDD FM 88.5
Winston-Salem WSNC FM 90.5

NORTH DAKOTA

Belcourt KEYA FM 88.5
Bismarck KCND FM 90.5

OHIO

Akron WAPS FM 91.3
Athens WOUB AM 1340
Athens WOUB FM 91.3
Cincinnati WVXU FM 91.7
Cleveland WCPN FM 90.3
Columbus WCBE FM 90.5
Columbus WOSU FM 89.7
Kent WKSU FM 89.7
Toledo WGTE FM 91.3
Yellow Springs WYSO FM 91.3
Youngstown WYSU FM 88.5

OKLAHOMA

Edmond KCSC FM 90.1
Lawton KCCU FM 89.3
Norman KGOU FM 106.3
Stillwater KOSU FM 91.7
Tulsa KWGS FM 89.5

OREGON

Ashland KOOZ FM 94.1
Ashland KSJK AM 1230
Ashland KSOR FM 90.1
Ashland KTBR AM 950
Astoria KMUN FM 91.9
Eugene KLCC FM 89.7
Portland KOPB FM 91.5
Portland KQAC FM 89.9
Warm Springs KWSO FM 91.9

PENNSYLVANIA

Bethlehem WDIY FM 88.1
Erie WQLN FM 91.3
Harrisburg WITF FM 89.5
Philadelphia WHYY FM 90.9
Philadelphia WKHS FM 90.5
Philadelphia WRTI FM 90.1
Philadelphia WXPB FM 88.5
Pittsburgh WDUQ FM 90.5
Pittsburgh WQED FM 89.3
Pittsburgh WYEP FM 91.3
Pittston WVIA FM 89.9
University Park WKVR FM 92.3
University Park WPSU FM 91.5

PUERTO RICO

Rio Pedras WRTU FM 89.7

RHODE ISLAND

Providence WRNI FM 102.7

SOUTH CAROLINA

Columbia WLTR FM 91.3
Orangeburg WSSB FM 90.3

SOUTH DAKOTA

Vermillion KUSD FM 89.7

TENNESSEE

Chattanooga WUTC FM 88.1
Collegedale WSMC FM 90.5
Cordova WKNO FM 91.1
Johnson City WETS FM 89.5
Knoxville WUOT FM 91.9
Murfreesboro WMOT FM 89.5
Nashville WPLN FM 90.3

TEXAS

Abilene KACU FM 89.7
Austin KMFA FM 89.5
Austin KUT FM 90.5
Beaumont KVLU FM 91.3
Bryan KEOS FM 89.1
College Station KAMU FM 90.9
Commerce KETR FM 88.9
Corpus Christi KEDT FM 90.3
Dallas KERA FM 90.1
El Paso WTEP FM 88.5
Harlingen KMBH FM 88.9

NPR MEMBER STATIONS

TEXAS (CONT'D)

Houston KTSU FM 90.9
Houston KUHF FM 88.7
Lubbock KOHM FM 89.1
Marfa KRTS FM 93.5
Odessa KOCV FM 91.3
Prairie View KPVO FM 91.3
San Antonio KPAC FM 88.3
San Antonio KSTX FM 89.1
Texarkana KTXK FM 91.5
Waco KWBU FM 103.3

U.S. VIRGIN ISLANDS

Los Angeles WVGN FM 107.3

UTAH

Logan KUSU FM 91.5
Park City KPCW FM 91.9
Salt Lake City KBYU FM 89.1
Salt Lake City KCPW FM 88.3
Salt Lake City KUER FM 90.1

VERMONT

Colchester WVPS FM 107.9
Colchester WWPV FM 88.7

VIRGINIA

Harrisonburg WMLU FM 91.3
Harrisonburg WMRA FM 90.7
Norfolk WHRV FM 89.5
Norfolk WNSB FM 91.1
Richmond WCVE FM 88.9
Richmond WRIR FM 97.3
Roanoke WLUR FM 91.5
Roanoke WVTF FM 89.1
Wise WISE FM 90.5

WASHINGTON

Pullman KRFA FM 91.7
Pullman KWSU AM 1250
Seattle KEXP FM 90.3
Seattle KUOW FM 94.9
Spokane KPBX FM 91.1
Tacoma KPLU FM 88.5

WEST VIRGINIA

Charleston WVPN FM 88.5
Dunmore WVMR AM 1370

WISCONSIN

Hayward WOJK FM 88.9
La Crosse WLSU FM 88.9
Madison WERN FM 88.7
Madison WHA AM 970
Madison WSHS FM 91.7
Milwaukee WHAD FM 90.7
Milwaukee WUWM FM 89.7
Rhinelanders WXPR FM 91.7

WYOMING

Ethete KWRR FM 89.5
Laramie KUWR FM 91.9

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ANTI
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Discovery Communications
Disney Book Group
DK Publishing
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Elderhostel
EMI Music
Emirates
Enterprise Florida
Epitaph
ESPN
Expect More Arizona
Fairfax Economic Development Authority
Families USA
Feeding America
Fidelity Investments
Focus Features
Foley Hoag

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Health & Disability Advocates
Hear Music
Heifer International
HoMedics
Hyatt Corporation
IBM Corporation
Invisible Fence
John Wiley & Sons
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JustAnswer
Kashi Company
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LexisNexis
Lindamood Bell Learning Processes
Lionsgate
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Los Angeles Philharmonic Association
Lumber Liquidators
Massachusetts Mutual Life Insurance Company
Massage Envy
Matador Records
Medtronic
Mendenhall Associates
Merge Records
MINI USA
Monsanto Company
National Association of Realtors
National-Louis University
NBCUniversal
NetApp
Netflix
New Orleans Convention & Visitors Bureau
Nissan USA
Novo Nordisk
Online Computer Library Center
Oracle Corporation
Osram Sylvania
Overture Films
Pabst Brewing Company
Pajamagram Company
PBS
Penguin Group (USA)
Pfizer
POM Wonderful
Progressive Casualty Insurance Company
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PuroLator Filters
Rackspace
Rainbow Light
Random House
Raymond James & Associates
RED Music
Redeye Distribution
REI
Roadside Attractions

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Sony Pictures Entertainment
Stanford Center for Professional Development
Starbucks Corporation
Starwood Hotels & Resorts Worldwide
Subaru of America
SyFy
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Tesla Motors
Toyota Motor Corporation
Travel Channel
True North Records
Union of Concerned Scientists
United States Army
UnitedHealthcare
Universal Music Group
University of Chicago
University of Michigan Health System
University of Phoenix
United Parcel Service of America
US Oncology
USA Network
UT-Battelle
Vanguard Group
Visa
Walt Disney Records
Warner Home Video
Warner Music Group
Weight Watchers International
Wells Fargo Advisors
WETA
WGBH
Yellowbook

FOOTNOTES

- 1 ACT 1 based on Arbitron Nationwide, Persons 12+. Based on program broadcast times, Mon-Sun Midnight-Midnight, Fall 2010.
- 2 NPR Mobile Calculations, December 26, 2010.
- 3 Authorized Representatives and Station List, NPRStations.org, Sept. 2010
- 4 ACT 1 based on Arbitron nationwide, total US Persons 12+, based on program broadcast times, Mon-Sun midnight-midnight. Pew State of the News Media—newspaper data based on Sunday circulation (paid) 2000-2010.
- 5 Omniture, as of August 2010
- 6 As of August 2010
- 7 As of January 2011
- 8 ACT 1 based on Arbitron Nationwide, Fall 2010, Persons 12+, based on program broadcast times, Mon-Sun Midnight-Midnight
- 9 ACT 1 based on Arbitron Nationwide, Fall 2010, Persons 12+, based on program broadcast times, Mon-Sun Midnight-Midnight
- 10 Omniture, 3-month average, Oct-Dec 2010
- 11 Splunk, 3-month average, Oct-Dec 2010
- 12 Omniture, 3-month average, Oct-Dec 2010