



Northwest Public Radio is a trusted source of quality content. We are dedicated to enriching our valued community by sharing distinctive programs which engage, enlighten, and entertain.



THE YEAR IN REVIEW:

- STORYCORPS
- A SEASON OF SYMPHONIES
- KVTI, TACOMA
- NWPR NEWS HIGHLIGHTS

OUR SUPPORTERS:

- BUSINESSES & ORGANIZATIONS
- MEMBERS

OUR FINANCIAL PICTURE:

- THE BUDGET
- THE FORECAST

Annual Report FY-2010

Celebrating fruitful community partnerships, stellar news and music content, and a new radio service.

In 2010, Northwest Public Radio was able to consistently deliver quality news, music and entertainment programs to listeners in communities across Washington State – as well as parts of Oregon, Idaho and British Columbia.

We brought *StoryCorps* to Wenatchee this year - which not only enhanced our airwaves, it's a unique archive for this great western town.

Our regional news coverage brought interesting stories to light, including special in-depth reports from Northwest News Network and Our Northwest.

We contributed to the arts and music culture of our communities through such series as *A Season of Symphonies*.

And, at a time when other media services were cutting back, NWPR was able to grow its broadcast service into the South Puget Sound area with the addition of KVTI 90.9.

This report includes highlights from fiscal year 2010, and gives you information about our financial picture. Many thanks to all who made 2010 a year to remember.

Thanks to All of Our Supporters

Whether you are an individual listener-contributor, a business supporter, or represent one of our many community sponsors, we at Northwest Public Radio want to sincerely thank you for your contributions to this service. Your investment now will pay off in a strong program service and a healthier, more informed community for years to come

-Kerry Swanson,
Station Manager



A Season of Symphonies Highlighted Regional Maestros

Every weekday, Robin Rilette brings inspiring classical music to radios around the region. In 2010, she also produced *A Season of Symphonies* to highlight the talented conductors of the Pacific Northwest. The maestros had interesting stories to share. One grew up on an Israeli kibbutz, another starred in a major motion picture. You can catch performances by regional ensembles and hear these interviews online now on the Music and Culture page of NWPR's website: www.nwpr.org.



Correspondent Austin Jenkins

Regional News Kept Us Informed and Connected

From the latest news at state capitals throughout the Northwest, to stories that uncover our unique culture, landscape and enterprises, the Northwest News Network provided hundreds of stories in 2010, for broadcast during *NPR's Morning Edition*, *All Things Considered* and our other news programs. Correspondents Austin Jenkins, Anna King, Tom Banse, Doug Nadvornick and Chris Lehman filed reports from bureaus in the Tri-Cities, Olympia, Salem, North Idaho as well as points across this great region.

We also aired two series of special reports as part of our on-air to online series, *Our Northwest*. "A Northwest Without Boeing", "The Economics of Frugality", and "Your Money or Your Life" were some of the reports in the series *Our Northwest Economy*. For *Our Northwest Home*, we explored the meaning and manifestation of home in the Northwest.

Clover Park Technical College Partnership Enables Service to South Puget Sound Area



Station Manager Kerry Swanson

Thanks to a partnership with Clover Park Technical College, Northwest Public Radio's NPR and classical music service now reaches listeners in three counties from Olympia to Seattle. So, whether you are in Tacoma, Olympia, Gig Harbor or Puyallup, you can now hear NPR's *Morning Edition* with Sueann Ramella, classical music with Robin Rilette and *All Things Considered* with Thom Kokenge on KVTI, 90.9 FM.





Story Corps mobile recording booth Wenatchee

StoryCorps Captured the Oral Histories of North Central Washington

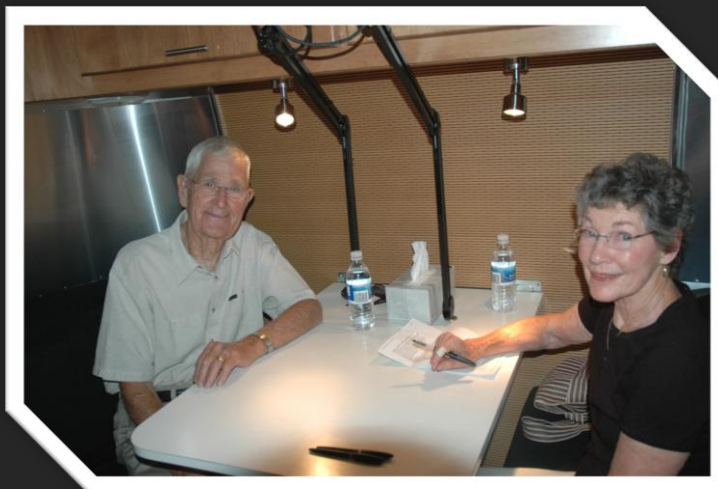
During **StoryCorps Wenatchee**, more than 111 stories were recorded - nine in Spanish

These conversations will be a keepsake for those who participated as well as a historical reference, because a copy of the interviews will be housed at the American Folklife Center at the Library of Congress as well as the Wenatchee Valley Museum and Cultural Center.

Special thanks to our StoryCorps sponsors: Sleeping Lady Mountain Resort and KOHO Radio.



StoryCorp Participants



Ray and Jessie O'Neal

**NORTHWEST PUBLIC
RADIO LEADERSHIP
CIRCLE: Those Who
Gave \$1,000 or More
Dollars Annually**

Terry Abeyta
John and Susan Bennett
Gregory and Linda Brown
Clara and Art Bald Trust
Sylvia Clawson and Shirlee McGreer
Inez Kalin and Robert Del Rosario
Ashish and Mary Dhingra
Elis and Susan Eberlein
Mark Farley and Janis Rue
Donald and Candace France
William and Julia Gotthold
David and Patricia Green
Gary and Deborah Greene
Charles and Ellen Harley
Joan Harris
Herman and Jeannette Hayner
Raeburne Heimbeck and Cynthia Kriebel
Mark and Peggy Hevland
Joe Hulett and Patricia Lindquist-Hulett
Orrin and Catherine Iseminger
Jim and Celia Jamison
Keith Johnson
Daniel Kerr
Charles Kincaid and Margaret McCarthy
Bert and Marcia Kulesza
Erich and Jane Lear
Leavenworth Non-Profit TV Assoc.
R. W. and Linda Linneweh
Mary Garner Esary Trust
Kathy Matlin
Donald and Marianna Matteson
Lynne McCreight
Anne MacDonaugh and Cheryl McGinley
Lawrence North and Andrea Dobson
Merrill and Muriel Oaks
Donald and Ann Orminski
Thomas and Jean Richtsmeier
Jon Rider
James and Jo Ann Roberts
Linda Rogers

Joseph and Jane Roop
Matthew Root and Sarah Moore
Loren and Carol Schmid
Larry and Becky Scholl
Ronald Schwartz
Edward Siciliano
John and Mary Anne Sisk
David and Virginia Stahly
Christopher Tapfer
Mark Tardiff and Terre Mercier
Roger Thieme
Jessica Turner
Peter Ward
Richard and Evelyn Weiss
Gregory Williams

**NORTHWEST PUBLIC
RADIO PARTNERS:
Those Who Gave \$500
to \$999 Annually**

Leon and Beatrice Alden
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John and Kathryn Allen
Jon Anderson and Rosalie Watters
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Edgar Berkey
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Justina Bolz
Cynthia Bounds
Tom and Becky Boyd
Richard Bradley
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John Buck
Boyce and Kathleen Burdick
Effie Burton
Piero Cantieni and Margaret Taylor

Theodora Cole
Rosalie and William Coleman
Ronald Collins
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Jennifer Crown
Byron and Leone Cummins
David Daniel and Carolyn Arthur
Steven and Pamela Doctor
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Matthew Douglas and Phyllis Baxter
Michael Doyle
Brooke DuBois
Daniel Dye
Sanford Eigenbrode
Harold and Helene Ellner
Fadel Erian
Louis and Margaret Field
Ronald and Jo Ellen Force
Gregory W. Forge and Jude H. Noland
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Paul and Karla Gaither
Donald and Jane Gargas
Kevin J. Gergely and Aimee M. Shipman
Monte and Tracy Giles
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Yogendra and Barbara Gupta
Hugh and Gloria Haeglin
Edward and Maryellen Hanks
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James and Pamela Hayner
J. Michael and Carrie Hendricks
Kathleen Hennessy
C. Mont and Andena Hibbard
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Herbert and Jannette Hill
Paul and Laura Hill
Stephen Hines and Leslie Sprunger
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Nancy Howard
John and Regina Hughes
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Carl and Judith Hurlburt
Mary Hutchins
Mary Jeffers
Benning and Patricia Jenness
Val and Mary Ellen Jensen
Nancy Johnson
Patricia Jones

Royal Keith
Todd and Amy Kiesz
Mary Kovich
Karen and Richard Kroger
Margaret and Karl Kubo
William and Hannah Kuhn
Richard Kurtz
Jay and Li-Chuan Lan
Gerald and Carrie Lee
Roland Lilley and Nicola Bocek-
Lilley
Roland and Frances Line
Mark Lippy
Lonna Malone-Purtle
Gary Manning
Gerald and Georgia Martin
Kathy Mattern
Brian and Lizzy McClure
Gary McDowell
Kathryn Meagher
Michael and Alys Means
Patsy Miller
Donald Mills
Steve and Larri Mishko
Beth and Abilio Monteiro
Scott Morelock
Martha Mullen
Russell and Penny Myers
Patti Nagle
Charles and Janie Orem
Joann Otto
Michael and Kathy Paulson
William T. Pennell and Sandra L.
Hill
John and Marilyn Perkins
John and Helen Perry
Michael and Cheryl Peters
Alan and Mary-Louise Peterson

Suresh Philip
Cliff and Janie Plath
Linda Powers
L. Stephen and Cherri Price
Gregory and Patty Radzykewycz
Thomas Richardson
Leslie Ritter
Jack and Shirley Roberts
J. Douglas and Marra-Lynn
Rodriguez
John and Nancy Rossmeissl
Robert and Kathleen Ruggeri
Barbara and Max Rutzer
Eric and Pamela Sankey
Carl and Sonia Schmitt
John Schneider and Shira Broschat
Paul and Alice Schroeder
Gregory and Judy Schultz
Eliot and Christine Scull
Richard and Judith Seibert
Erik Senuty and Lone Adams
Suzanne Shafer
Wenonah Sharpe
Stephen and Grace Shaul
Robert and Wendy Shelly
Ronald and Amy Sigler
Roy and Barbara Simms
Frank Skorina and Holly Howard
Bryan and Kathryn Slinker
Richard Small and Darcey Fugman-
Small
William Smith
Craig and Jane Spencer
Gillian Stainforth
Michael and Teri Staudinger
James and Lillian Stowe
Warren and Libby Street
Charles Strickland

Marvin and Patricia Sundquist
Sharon Taff
Sally Texter
Linda Thomashow
Robert Towner
Sandra Trine
Robert Tudor
Eugene and Norma Turner
Judith Turner
Fred and Jane Van Sickle
Richard and Joan Vassar
Joseph Vaughan and Rebecca Craft
Donna Vincenti
Milton Wagy
Victor and Dolores Walker
Sara Waterbury
Gary and Beverly Webster
Kyle and Debra Webster
Richard and Dana Wekerle
Gary Wentz and Helen Kilzer
C. Jo Whitney
Barbara Wilson
Josselyn Winslow
James and Barbara Wise
Woodward Canyon Winery,
Incorporated
John B. and Darlene Yale
Kathleen Yenney
Stan and Betty Yirak
Ralph and Valerie Yount
Robert and Jill Zagelow

*Several individuals requested to
remain anonymous

NORTHWEST PUBLIC RADIO Corporate Sponsors FY-2010

Adventures Underground
 Airporter Shuttle
 Allied Arts Association
 American Chemical Society
 Anatek Labs, Inc
 Angeles Millwork & Lumber Co
 Animal Care Center
 Anjou Bakery
 Applesox Baseball Club
 Ariel Gourmet And Gifts/Ellen/John
 Hunter
 Artbeat
 Artisans At The Dahmen Barn
 Associated Employers Trust
 Auditorium Chamber Music Series
 Avista Corporation
 Ball Plumbing
 Bank Left Gallery & Tea Room
 Banyan's
 Barnes And Noble - The Bookie Too!
 Basin Summer Sounds
 Beasley Performing Arts Coliseum
 Beaver Valley Lodging
 Bellingham Festival Of Music
 Benton Franklin Fair And Rodeo
 Big Bend Community College
 Big Bend Community College Foundation
 Book People Of Moscow
 Brick Road Books
 Brused Books
 Bruton & Schellberg
 Buyers First Realty
 C R Sandidge Wines, Inc
 Calbom And Schwab
 Caledonian Games
 Camerata Musica
 Cascade Autocenter
 Cascade Foothills Farmland Association
 Cascade Neurosurgical Associates, PLLC
 Cascade Unitarian Universalist Fellowship
 Cashmere Valley Bank
 Center For Excellence In Dermatology -
 Dr Hopp
 Central Washington Homebuilders
 Association
 Central Washington Podiatry Services

Centrum
 Chelan County Pud
 City Of West Richland
 Col Chorale Of The Tricities
 Columbia Basin Allied Arts
 Columbia Chorale
 Columbia Industries
 Community Concerts Of The Tri-Cities
 Community Farm Connection
 Community Unitarian Universalist Church
 Cowgirl Chocolates
 Crow's Shadow Institute For The Arts
 Curet Insurance Agency
 Cwu - Campus Life - Publicity Center
 Cwu - Chimpanzee & Human Comm. Inst.
 Cwu - President's Office
 Cwu Office Of Diversity
 David Lanz Prodcutions
 Dayton Chamber Of Commerce
 Dept Of Energy Office Of River
 Protection
 Desert Thistle Pipe Band
 Desert Wind Winery
 Disability Action Center Northwest
 Don's Donuts And Julies Java
 Dr. Doo Dog Waste Pick-Up
 Dr. L.G. Spalding Guild
 Dr. Lindstrom
 Dungeness Crab & Seafood Festival
 Earth Light Books
 Eastside Marketplace
 Ednetics
 Ellensburg Arts Commission
 Ellensburg Chamber Of Commerce
 Ellensburg Film Festival
 Evergreen State College
 Ex-Sightment Optical
 Festival Dance
 Financial Alternatives
 First Presbyterian Church
 Gallery One Visual Arts Center
 Gesa Credit Union
 Gilbert Cellars And Orchards
 Good Samaritan Society
 Goodwill Industries
 Grant County Public Utility District
 Grapeline / Airporter Shuttle
 Green Acres
 Gritman Medical Center
 Hammond Collier
 Hanford High School

Hanford Reach Interpretive Center
 Hartnagel Bldg Supply
 Healing Point Llc
 Heart Of The Arts, Inc.
 Hie Richland
 Hodgins Drug
 Holiday Inn Express Pullman
 Holtzinger Fruit Company
 Howard Hughes Appliance
 Howell At The Moon Productions
 Icicle Creek Music Center
 Id Wa Concert Chorale Chamber Choir
 In Home Medical
 Incyte Pathology
 Inklings Bookshop
 Inland Arbor
 Inland Octopus
 Inprint Printing
 Iq Academy C/O National Public Media
 James Toyota
 Jazz In The Valley
 Jeffers, Danielson, Sonn & Aylward Law
 Jerrol's Book And Supply Company
 Jim Custer Enterprises
 Journalism That Matters
 Juan De Fuca Festival Of The Arts
 Kadlec Regional Medical Center
 Kairos Music Festival
 Kay Funk Md
 Kennel Under The Pines
 Keycorp
 Keyes Packaging Group
 Kirkman House Museum
 Kittitas Valley Community Hospital
 Klew Tv/Fisher Broadcasting
 Lake Breeze Vineyards
 Larson Gallery
 Latah County Community Foundation
 Lcsc Continuing Education & Community
 Events
 Lcsc Music Department
 Leavenworth Spring Bird Fest
 Lincoln Theatre
 Lionel Hampton Jazz Festival
 Little Theatre Of Walla Walla
 Living In The Garden
 Lockheed Martin Information Technology
 Lost River Winery
 Mary Morgan
 Maryhill Museum Of Art
 McIntyre Hall

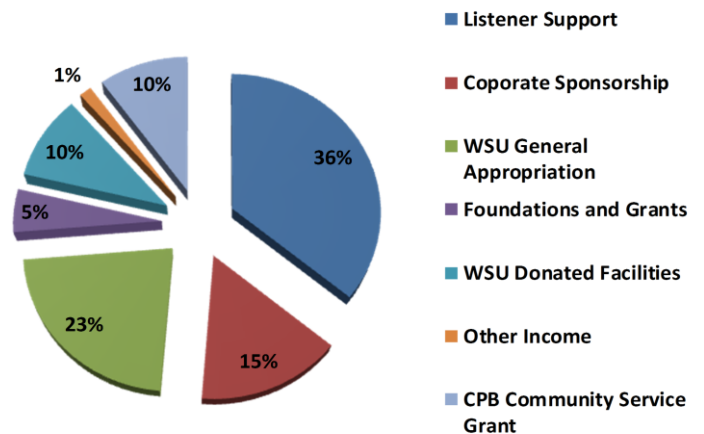
Meier Architecture And Engineering	Rico's Smokehouse	Valley Theater Company & Princess Theatre
Mercer Estates	Ritzville Pharmacy / Worldwide Audio Media	Vaux Shoes
Methow Music Festival	Riverwalk Books	Victoria Chamber Orchestra
Mid Summer Musical Retreat	Rockwood Retirement Communities	Von Goghs Pianos
Mid-Columbia Ballet	Roxy / Steiger Productions	Wa State Potato Commission
Mid-Columbia Libraries	Sagemoor Kennels Llc	Waddell & Reed
Mid-Columbia Mastersingers	Schweitzer Engineering Laboratories	Walla Walla Chamber Music Festival/Tourism Walla W
Mid-Columbia Symphony	Scott Volyn	Walla Walla General Hospital / Adventist Medical
Mid-Columbian Magazine	Seasons Music Festival	Walla Walla Library
Mighty Tieton	Seattle Cancer Care Alliance	Walla Walla Symphony
Mission Ridge Ski Resort	Seattle Theatre Group	Walla Walla Union Bulletin
Monkey Dooz	Seattle Youth Symphony Orchestra	Walla Walla Valley Quilt Festival
Moscow Art Department	Shalom United Church Of Christ	Washington Campus Compact
Moscow Food Coop	Sid's Professional Pharmacy	Washington State Magazine
Moscow Yoga Center	Skagit Artists Together	Washington State Nursery & Landscape Association
Multiplication Dot Com	Sleeping Lady Foundation	Washington-Idaho Symphony
National Association Of Social Workers	Sleeping Lady Mountain Resort	Wawawai Canyon Winery
Natural Abode	Spring Valley Garden Store	Weinhard Hotel
Nectar Restaurant And Wine Bar	Stokes Lawrence, P.S.	Wenatchee Appleaires
North Peninsula Building Assoc.	Swilly's Restaurant	Wenatchee Downtown Association
Northwest Dance Center	Tamastlikt Cultural Institute	Wenatchee Valley College
Northwest Dance Center	Tapestry Women's Choir	Wenatchee Valley Medical Center
Oasis School Of Richland	Terra Blanca Winery & Estate Vineyard	Wenatchee Valley Museum & Cultural Cnt
Ohme Gardens	Thai House	Wenatchee Valley Symphony
Omak Performing Arts	The Book Shoppe	Wenatchee Wine Country
Oregon Coastal Visitors Assoc	The Bookery	Whatcom Hills Waldorf School
Pacifcorp	The Whale Museum	Whatcom Symphony Orchestra
Palouse Basin Water Summit	Thorp Mill / Aka Thorp Historical Preserv. Society	Whitehouse-Crawford Restaurant
Palouse Harmony Chorus	Three Rivers Community Foundation	Whitman College - Communications Dept.
Palouse Pets	Three Rivers Convention & Toyota Center & Jam Prod	Whitman County Humane Society
Palouse Prairie School	Three Rivers Folk Life Association	Whitman Hospital & Medical Center
Palouse-Clearwater Environmental Institute	Toppenish Chamber Of Commerce	Wildhorse Resort
Paradise Creek Brewery	Tourism Walla Walla	Willow
Patit Creek Restaurant	Tri-Cities Antique Show/Steiger Productions	Woods House Conservatory Of Music
Performing Arts Center Of Wenatchee	Tri-Cities Area Journal Of Business	Wsu - Athletics Marketing
Planned Parenthood	Tricities Cancer Center	Wsu - Center For Civic Engagement
Port Book And News	Tricity Artists Open Studio Tour	Wsu - Dept Of Theatre & Dance
Prichard Art Gallery	Tricity Family Expo Aka: Epm	Wsu - Ku-Ah-Mah
Pro Tech Auto Repair	Tri-City Jazz Society	Wsu - School Of Music
Prosser Chamber Of Commerce	Two Rivers Gallery	Wsu - Tri-Cities
Puget Sound Energy	U Of I - Inland Northwest Philosophy Conference	Y-A-C Fitness
Pullman Chamber Of Commerce	U Of I - International Friendship Association	Yakima Folklife Association
Pullman Disposal	U Of I - Marketing	Yakima Regional Medical Center
Pullman Heating & Electric	U Of I - Martin Institute	Yakima Symphony Orchestra
Pullman Regional Hospital	U Of I - Women's Center	Yakima Town Hall
Ravenous Catering	Unitarian Universalist Church Of The Palouse	Yakima Valley Community Foundation
Re/Max Headquarter Companies	University Of Washington	Yakima Valley Museum
Read It Again Books	Us Department Of Housing And Urban Development	Ye Merrie Greenwood Renaissance Faire
Renewable Energy Roundup		
Richland Players/Attn: Treasurer		
Richland School District		

Annual Revenue and Expense

Northwest Public Radio is fortunate to be a part of one of the most active public radio listening regions in the country. On average, more than 101,000 listeners per week tuned to Northwest Public Radio in FY10. We are grateful to the many individual contributing members and local businesses who support our programming. We also thank our licensee Washington State University for understanding the important relationship with the community and the station's commitment to providing quality public radio programming.

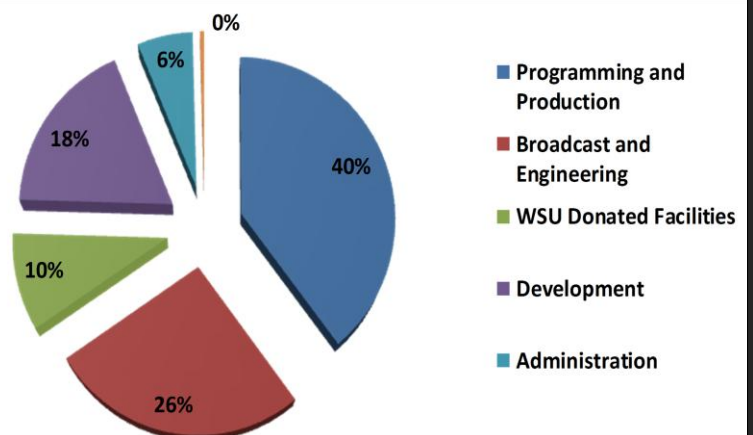
Revenue

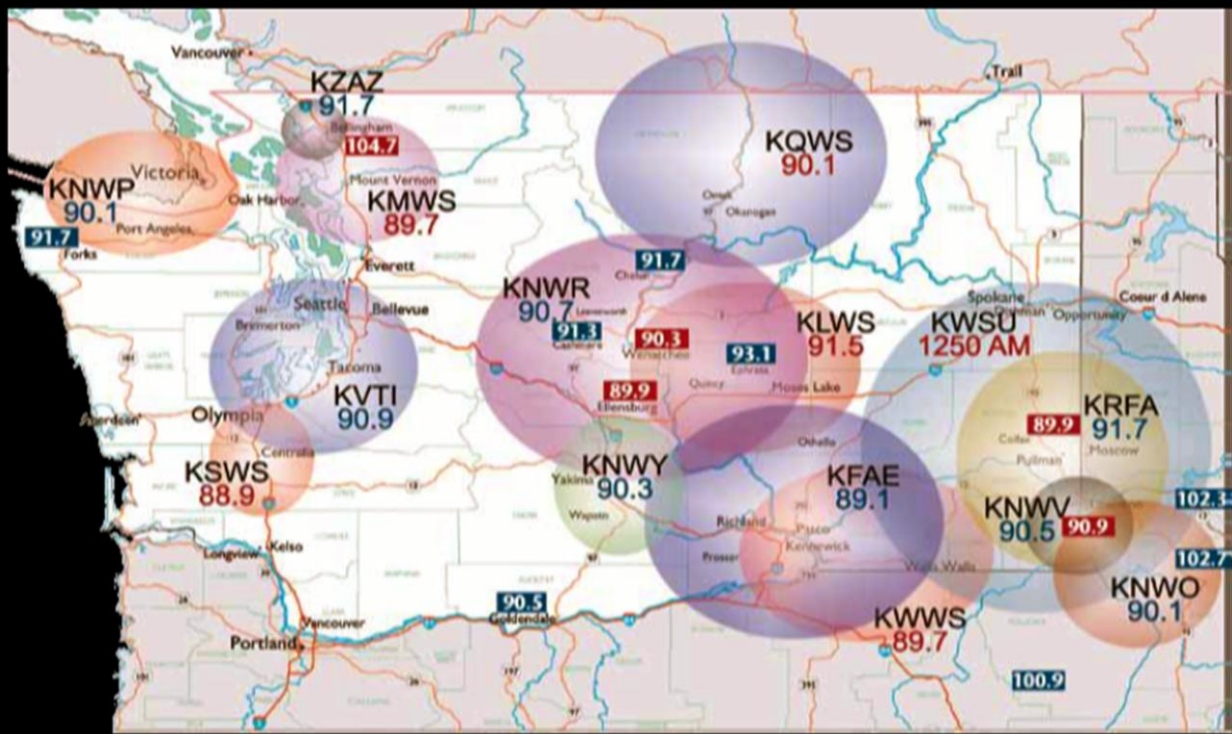
Listener Support	\$1,167,173
Corporate Sponsorship	\$500,217
WSU General Appropriation	\$729,664
Foundations and Grants	\$163,038
WSU Donated Facilities	\$319,942
Other Income	\$45,711
CPB Community Service Grant	<u>\$326,620</u>
	\$3,252,365



Expense

Programming and Production	\$1,303,999
Broadcast and Engineering	\$864,380
WSU Donated Facilities	\$319,943
Development	\$598,071
Administration	\$197,617
Public Information and Promotion	<u>\$14,421</u>
	\$3,298,431





Robert Siegel of
NPR's Morning
Edition



Sueann Ramella of
NWPR's Morning
Edition



Renee Montagne and
Steven Inskeep of
NPR's Morning Edition



Thom Kokenge of
NWPR's All Things
Considered



Michelle Norris of
All Things
Considered



Robin Rilette of NWPR's
Classical Music



Terry Gross of
Fresh Air

NORTHWEST
Public Radio

*A community service of The Edward R. Murrow
College of Communication at Washington State
University*