Mission Statement
for Southern California Public Radio

The mission of Southern California Public Radio is to strengthen the civic and cultural bonds that unite Southern California’s diverse communities by providing the highest quality news and information service through radio and other interactive media. We are a public forum that engages its audiences in an ongoing dialogue and exploration of issues, events and cultures in the region and in the world, seeking to provide greater understanding and new perspectives to the people of these communities and their leaders.
Years from now, we will look back upon 2008 as one of the most momentous years in American history. Think back to the beginning of 2008: Hillary Clinton was the overwhelming favorite to win the Democratic Party’s nomination; Rudolph Guiliani was the favorite to win the Republican nomination; Barack Obama, a first-term Senator from Illinois, was considered a long shot to win any primary—much less the nomination; John McCain’s campaign appeared to be in disarray and nearing a collapse; and the Dow Jones Industrial Average opened the year at 13,264.

The world looks much different now. America has elected its first African-American President; we’re in the worst economic downturn since the Great Depression; the Dow stands below 8,500 (as of this printing); Southern California’s economy is in worse shape than that of the country as a whole; and thousands of our friends, relatives and neighbors have lost their jobs or seen their retirement savings disappear.

Now more than ever, the greater Los Angeles region needs an institution like Southern California Public Radio. To keep our citizens informed. To keep individuals connected to their communities. To engage America’s most diverse metropolis in an ongoing debate about the issues and opportunities that matter most.

During 2008, SCPR’s stations—the flagship 89.3 KPCC in Pasadena, 89.1 KUOR in Redlands and 90.3 KPCV in Coachella—set the standard for quality broadcast journalism in the Southland. Whether it was reporting on natural disasters (such as wildfires), man-made disasters (such as the collapse of the region’s housing market), the election campaigns, education, health care, the environment, or arts and culture, SCPR’s journalists provided the best (and the most) in-depth reporting and analysis. In fact, our reporters, producers, editors and hosts won another 22 regional and national journalism awards for their work, more than any other station in Southern California.

And in a year when staying informed was critical, more people tuned to SCPR’s stations than ever before. During a decade when radio listening in general has declined, SCPR’s broadcast audience has nearly tripled, going from approximately 220,000 listeners in 2000 to nearly 700,000 listeners
in 2008. At the beginning of the decade, KPCC had the fourth-largest public radio audience in Southern California; now KPCC has the third-largest public radio audience in the nation. We’re continuing to grow—and not just on the radio. With podcasts, iPhone applications and online streaming, you can stay tuned to SCPR’s stations any time, anywhere in the world.

During a year where many non-profits struggled to make ends meet or closed their doors altogether, Southern California Public Radio was fortunate to have an audience that is so devoted and generous. During the 2008 fiscal year, individual contributions and support from civic-minded businesses each increased by double-digit percentages. Led by generous contributions to our capital campaign, SCPR’s net assets increased by nearly $8 million during fiscal year 2008.

So, in a time of great turbulence and uncertainty, SCPR is well-positioned to increase its service to the citizens and communities of Southern California with more high-quality and innovative programming than ever before. At a time when other media organizations are cutting back on coverage from our nation’s capital, SCPR is sending Kitty Felde to establish its Washington, D.C. bureau to report on the important and influential California delegation. We’re also planning to expand coverage of the local economy, as well as coverage of artistic and cultural endeavors.

In times like these, the Southland needs an institution like Southern California Public Radio to keep us informed, to keep us connected and to keep us engaged. Now more than ever, SCPR is prepared to serve and prepared to lead.

Sincerely,

BILL DAVIS
President

GORDON CRAWFORD
Board Chair
NOW MORE

reach and relevance
The Coachella Valley is hot—and that’s not a reference to the temperature. Given its location in Riverside County and the appeal of communities such as Palm Springs, the Coachella Valley is one of the fastest-growing areas in the country.

Recognizing the need for extending its news and information service to the region, Southern California Public Radio began broadcasting in the Coachella Valley on 90.3 KPCV in August of 2008. Coachella Valley residents can now tune to the station for 24-hour public radio news, featuring the most complete offering of NPR, American Public Media™ and PRI programming plus award-winning regional coverage from SCPR’s news team.

With its growing population—and the attendant economic, political and cultural impacts—the Coachella Valley is making its mark in the Southland. By launching the service on 90.3 KPCV and by extending reporter Steven Cuevas’ beat into the area, Southern California Public Radio can help keep listeners apprised of what’s happening throughout the Southland—and how it affects all of us.
NOW MORE community dialogue
In turbulent economic times, philanthropic foundations must resolve conflicting priorities. Worthwhile organizations flood the foundation with increased requests for funding while the foundation’s ability to match the increase is reduced (by both a decrease in assets and a decline in the rate of return). Jim Canales has to reconcile these competing priorities. As the president and CEO of the James Irvine Foundation, Canales oversees grants totaling approximately $80 million per year. With so much at stake, it’s important to have committed and trusted partners. For Canales, they’re as close as the radio.

The James Irvine Foundation is a private, grant-making organization with the purpose to expand opportunity for the people of California to participate in a vibrant, successful and inclusive society. “We see SCPR as an important partner for us in doing this,” Canales says.

One of the foundation’s objectives is to improve decision-making on critical issues facing the state; to that end, the Irvine Foundation strives to inform public understanding and to promote broader civic participation. “We start with the premise that democracy works at its best when you’ve got an informed and engaged citizenry,” Canales explains, “and we see Southern California Public Radio as a vital source of information and engagement.”

Canales appreciates the work SCPR does to keep the people in the Southland connected to both the issues and to one another. “For many in the region, SCPR is really their connection to the broader community,” Canales says. “The Irvine Foundation has actually been a proud supporter of SCPR since the station’s founding in the year 2000.”

As part of its support, the foundation has made a grant to the station’s new Broadcast Center and Forum. “We are excited about the Broadcast Center,” enthuses Canales, “not only as a timely and needed expansion of SCPR’s capacity, but also as a way to foster community dialogues and bring people together about the critical issues facing Southern California.”

Canales encourages everyone in the Southland to support the work of SCPR. “Now more than ever, we need people to have objective, credible information and reporting on the challenges that face our state and that face Southern California in particular,” Canales says. “The need to continue to invest in SCPR to continue to do that high-quality work is, in my mind, more necessary today than it has ever been as we face these challenges and try to identify the solutions that are going to put us on track to a more sustainable future.”
NOW MORE

vital news and information
Public affairs and government are passions for Manuel Valencia. “I truly believe that politics and public life is a very high calling,” he says.

Valencia has been involved in politics in many ways: first as a political reporter in Sacramento; later as a chief-of-staff for Representative Robert Matsui; and currently in his role at the public relations firm he founded. It is Valencia’s deep interest in public policy that informs his loyalty to—and affection for—Southern California Public Radio. “KPCC brings civility to public affairs,” Valencia says. “Having politicians and other leaders on the programs to talk about issues is important, and I think that leads to good policy in the public realm.”

Throughout his life, Valencia has simply loved radio. *A Prairie Home Companion* first drew him to SCPR; news coverage kept him there. Valencia has listened to KPCC since 1987, and a research assignment he did for the station several years ago led to a deeper connection. Valencia is now a member of the SCPR board of trustees. “It has been an absolute joy, an absolute honor to be on that board and serve on a radio station that I think is so prestigious,” he says.

Being a radio fan and a member of the board makes Valencia a particularly attentive listener, and what Valencia heard in the autumn of 2008 made him swell with pride. Southern California was in the grip of raging wildfires, and SCPR responded by pre-empting its membership drive, choosing instead to cover the critical story. “KPCC put aside its own extremely real and important needs—to finance its operations—because it felt there was a more urgent need to inform the people of Southern California about what was going on and what to do,” Valencia recalls. “That was a powerful moment for KPCC. I think that was its finest moment.”

Valencia contrasts SCPR with other news outlets. “So many others create a sense of alarm, a sense of distress and panic,” Valencia says. “Now more than ever, we need vital news and information from calm voices speaking in a very civil manner.”

This need helps define SCPR’s role—now and in the future. “KPCC has really become an important voice for Southern California,” Valencia says. “Not only on the radio, but through the Internet and podcasts. This is really the wave of the future, and KPCC in Southern California is leading the way.”
NOW MORE

stories that inform and inspire
Narrative Hook

STORIES GOT LISTENER RUEBEN MARTINEZ’S ATTENTION—
AND KEEP HIM COMING BACK

Rueben Martinez knows the value of a good story. Owner of Libreria Martinez, the iconic bookshop offering titles in both English and Spanish, Martinez is naturally discerning when it comes to choosing stories. “For me, it’s a toss-up,” he says, “a good book or listening to KPCC.”

And he’s completely serious.

Martinez has been an SCPR listener for years, and he credits a friend for recommending the station to him. From the first time Martinez tuned in, he was hooked. It was the stories that captivated him. Martinez admits that some of the stories he hears make him laugh; others make him cry. They all make him think. “These stories are about life, cultures, families, values, education, politics,” Martinez says. “You name the theme, it’s there.”

As his friend did for him, Martinez recommends SCPR to his many customers at the bookshop. He frequently shares some of the day’s news with his customers, and when they ask where he finds his information, he always tells them to listen to KPCC. “You want to learn? You want to grow? Just listen every day,” Martinez encourages. “Listen to KPCC, and you’re going to go places.”

As a small-business owner, particularly one who trades in books and magazines, Martinez has felt the pinch of the current economic climate. Besides the massive upheaval in the publishing industry, Martinez now sees parents unable to afford books for their kids. Beyond his own store, he sees families in the market buying just the essentials—and meager quantities at that. “The whole nation is topsy-turvy,” Martinez says. “This crisis has affected all of us. Nobody’s escaping this one, so now more than ever we need to help each other. It all starts by listening to each other, and KPCC is there.”

Despite these trying times, Martinez says he faithfully contributes to SCPR’s membership drives. “This is real stuff, real news, and you can’t put a price on that,” he says. “That’s why I always write a check. I wish everybody in Southern California felt like I do.”

A bilingual man, Martinez offers an appropriate endorsement for his favorite radio station: “It’s KPCC—número uno, baby!”
NOW MORE

award-winning reporting
Common Ground

SENIOR NEWS EDITOR CHERYL DEVALL AND HER STAFF HELP CREATE A PUBLIC SPACE

SCPR Senior News Editor Cheryl Devall is a California native, but before she moved to Los Angeles, she spent years working in various cities throughout the country: Boston, Miami, San Francisco, Louisville and Chicago. Devall came to appreciate how the people in those cities intermingle. “One of the things I miss most in L.A. is the lack of shared public space,” Devall says. “Southern California needs it desperately.”

Filling this need inspires Devall in her work as a journalist who oversees the work of other reporters. “SCPR is one of the few places in this region that really is a commons, that allows people with different points of view—different ethnic and racial and philosophical backgrounds—to mix it up,” she says. “Through the different kinds of coverage we try to do at SCPR, I think we create something that doesn’t exist in physical form here.”

A devoted journalist, Devall’s experience comprises both print and broadcast—including 11 years at National Public Radio. What impresses her about SCPR’s approach to the news is how its reporters connect with the people they’re covering to get the stories and to bring the best, most comprehensive reporting to the air. “SCPR is committed to having reporters on the ground,” Devall says. “You can’t do what we do through press releases or wire stories.”

To illustrate the kind of coverage this makes possible, Devall cites reporter Frank Stoltz’s story about parolees re-integrating into society after incarceration. Devall is also delighted at reporter Molly Peterson’s environmental beat. With all the news stories they cover, Devall’s reporters continually make her proud. “There are many, many days I can say SCPR’s was the best treatment of a story that any broadcaster in this region did on this day,” she says.

In the aftermath of a divisive election and in the throes of a dire economic situation—all in the midst of Southern California’s beautiful yet fragile natural environment—Devall is pleased that SCPR can offer such broad and varied perspectives on the stories that matter.

“I think we need to know one another now more than ever,” Devall says. “Expanding the idea that we’re all in this place, we’re all in this economy, we’re all in this moment together is something I don’t think Los Angeles can have enough of.”
Southern California Public Radio has outgrown its studio and office space. To improve and expand its current service—as well as create compelling new programming—SCPR is now developing the state-of-the-art Broadcast Center and Forum in Pasadena. This cutting edge facility will provide SCPR’s news team with the studios, digital technologies and “town hall” meeting space needed to deliver award-winning news coverage and programming that will inform and engage our growing audience.

SCPR’s new Forum is a critical element within this new facility. The Forum is a physical manifestation of SCPR’s mission: bringing people together in the nation’s most diverse metropolis to discuss and debate the most important issues of the day. The Forum provides the entire Southland with a much-needed convening space where civic engagement can spark creative solutions to today’s common challenges.
THE BROADCAST CENTER AND FORUM

• More than doubles SCPR’s current studio, broadcast and newsroom space

• Brings digital technology to our news team, replacing the outdated analog technology the staff currently use

• Integrates environmentally sustainable design under the U.S. Green Building Council

Through the generosity of our Board and community leaders, SCPR has raised more than two-thirds of the $27 million needed to design and build the Broadcast Center and Forum. We hope to complete the campaign—and the construction—next year. Donor Wall recognition begins at $25,000 and above. To learn how you can help, please contact our Director of Development Patrick Conyers, PhD, at 213-621-3504 or pconyers@scpr.org.
## Statement of Activities

**SOUTHERN CALIFORNIA PUBLIC RADIO**  
An Affiliated Organization of American Public Media Group  
FOR THE TWELVE MONTHS ENDING JUNE 30, 2008 (IN THOUSANDS)

### UNRESTRICTED

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### Support and Revenue (Less Than) in Excess of Expenses

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