the power of the next 10
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 the communities and their leaders.
In 10 amazing years, the people of Southern California have transformed KPCC from a small college campus station—with a light schedule of NPR news and eclectic music—into a Southern California news powerhouse. Southern California Public Radio’s audience has tripled and SCPR has grown into a leading source of news for people throughout Los Angeles and Orange Counties, the Inland Empire and Coachella Valley. Most importantly, SCPR now has a new home that positions it for exponential growth as it enters its second decade—the state-of-the-art Mohn Broadcast Center & Crawford Family Forum.

Here, the leadership of Southern California Public Radio present their vision for the next 10 years, the results of which will undoubtedly be measured, not in steps, but in giant steps forward.
friends,

As you read this report, you’ll see compelling evidence of the growth Southern California Public Radio experienced during the past decade: growth in SCPR’s newsroom, growth in our audience, growth in community support, growth in the number of awards for excellence in journalism, even growth in the number of KPCC coffee mugs requested by our members.

But there’s been one constant for SCPR during this decade of transformational change. The one constant is SCPR’s mission to provide the best broadcast news and public affairs programming in Southern California. From the Board of Trustees to our summer interns, everyone at SCPR is committed to our mission of public service. Every editorial choice, every financial investment, every operational decision we make is informed by this commitment to unmatched public service broadcasting.

Our move into the Mohn Broadcast Center & Crawford Family Forum has given us the opportunity to dream anew, to envision SCPR not only as the leading public radio station in Southern California, but as an essential civic institution in LA—to be the primary source for news and information that is critical to a well-functioning multi-ethnic democracy.

In the coming decade, we envision SCPR maintaining its role as the guardian of high-quality, in-depth broadcast programming while simultaneously establishing itself as the region’s vanguard of public service journalism on the Internet, digital platforms (iPads, smartphones, and more), social media sites and live events. In the next 10 years, we expect SCPR to become the place where the Southland’s diverse individuals and communities convene to be informed about—and then to discuss and debate—the most important issues of the day.

As we look ahead, we know that SCPR will witness even more transformational change and growth. But two things will never change: our commitment to fulfilling our public service mission to the citizens and residents of Southern California and our gratitude to SCPR’s donors, corporate underwriters and volunteers. We know that it is only through their generous commitment and contributions that SCPR can have confidence in the potential and power of the next 10 years.

Sincerely,

Bill Davis
President

Gordon Crawford
Chair, Board of Trustees

accomplishments

<table>
<thead>
<tr>
<th>2000</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong> Editorial Staff</td>
<td>8</td>
</tr>
<tr>
<td><strong>2</strong> Audience</td>
<td>220,600</td>
</tr>
<tr>
<td><strong>3</strong> Audience Diversity*</td>
<td>11,030</td>
</tr>
<tr>
<td><strong>4</strong> Net Assets</td>
<td>$(292,600)</td>
</tr>
<tr>
<td><strong>5</strong> Operating Budget</td>
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</tr>
<tr>
<td><strong>6</strong> Broadcast &amp; Technical Space</td>
<td>2,000 sq ft</td>
</tr>
<tr>
<td><strong>7</strong> Contributing Members</td>
<td>10,818</td>
</tr>
<tr>
<td><strong>8</strong> SCPR Website Monthly Page Visits</td>
<td>&lt;5,000</td>
</tr>
<tr>
<td><strong>9</strong> KPCC Mugs in Hands (cumulative)</td>
<td>12</td>
</tr>
<tr>
<td><strong>10</strong> # of Listeners Late to Dinner Because of a Driveway Moment</td>
<td>4**</td>
</tr>
</tbody>
</table>

* Listeners representing African-American, Asian-American, Latino and other ethnic communities
** Larry Mantle’s mom and three cousins
*** Roughly the entire population of Irvine

*Bill Davis
President

Gordon Crawford
Chair, Board of Trustees
On March 20, 2010, Southern California Public Radio unveiled the $27 million Mohn Broadcast Center & Crawford Family Forum in Pasadena—the spectacular result of the bold vision of the Board of Trustees. The project was launched in 2004, just four years after the inception of SCPR itself, and drew great financial support, even in the depths of America’s worst financial crisis since the Depression.

This amazing facility—Silver LEED certified by the U.S. Green Building Council—represents SCPR’s powerful commitment to two basic goals. The first goal is to significantly increase our capacity to inform and engage audiences with award-winning content on three core platforms: broadcast, digital and live events. The second goal is to create the region’s most powerful news and information source to serve the Southland’s diverse communities—for the next 10 years and beyond—with clarity, depth and the highest principles of journalism.
SCPR hosted two major events in the spring of 2010 to introduce the Mohn Broadcast Center & Crawford Family Forum—a gala on March 20 for major donors and supporters, and a community open house on March 21.

The Mohn Broadcast Center’s 13 studios and control rooms stand in stark contrast to the previous facility that had just one primary studio (and where Larry Mantle worked out of what is best described as a broom closet).

The 35,000 square-foot Mohn Broadcast Center allows SCPR to expand the breadth and depth of its news coverage along with its online programming, including podcasts, slide shows and video streams.
Southern California is often a bellwether for the rest of the nation. Demographic, social, technological and political change usually occur here first. Today, when traditional news outlets are losing audiences and economic viability—as well as becoming more strident and journalistically shallow—the Southland needs a powerful and sustainable model for delivering news and analysis that examines the complexity of the issues that we face.

Southern California Public Radio is providing that model by addressing the most important and consequential issues of the day with engaging journalism and thoughtful originality that is uniquely Southern Californian.

On air, online and through live events, Southern California Public Radio now features four locally produced programs—AirTalk with Larry Mantle, Patt Morrison, Off-Ramp with host John Rabe, and 2010’s innovative news magazine program, The Madeleine Brand Show. In 2010, SCPR also launched the blog on immigration and diversity, Multi-American, written by journalist Leslie Berestein Rojas. And to deepen and broaden news coverage, SCPR began tapping into the community’s “public expertise” through a new online tool called Public Insight Network.

In our next 10 years, these new blocks will add to the foundation of SCPR as it works to become an indispensable and powerful source of public service journalism and a catalyst for digital innovation.
innovation

THE MADELEINE BRAND SHOW

Few other changes in 2010 signify the powerful growth of Southern California Public Radio more than the launch of The Madeleine Brand Show, Brand—a native Angeleno and a journalist with NPR for 13 years, including host of the news magazine, Day to Day—examines issues in the news through a fun, conversational approach. “It’s a fresh, forward-looking and energetic take on the day’s news and cultural topics,” she says.

The show is an original, not only for SCPR but for all of Southern California, with a new sound that’s thought-provoking, often surprising and at times intimate. “I see the program as a new form of public radio journalism,” Brand says, “mixing a Morning Edition format with the sensibilities of Fresh Air and This American Life.”

There is another sensibility at play for Brand youth. “We are doing topics that are interesting to younger listeners,” she says. “We have a new-music Tuesday, we do a lot on the business of Hollywood, on technology and we take a personal approach to storytelling.”

By all measures, The Madeleine Brand Show is already a success. With growing listenership and a terrific response during its first pledge drive, the show is clearly filling a hunger with old and new SCPR listeners.

diversity

LESLIE BERESTEIN ROJAS: THE MULTI-AMERICAN BLOG

In 2010, SCPR tapped veteran journalist Leslie Berestein Rojas to launch the Web blog Multi-American to explore the region’s evolving identity as a place where the cultural landscape is constantly being shaped and reshaped by immigrants and the generations that follow. “The blog is engaging the audience in a different way,” says Berestein Rojas. “We do cover immigration news, but we also cover the stories of assimilation and stories of culture as it evolves here in Southern California.”

And where before she would write a long-form story as a print journalist, Berestein Rojas can now approach an issue, such as the DREAM Act, with more flexibility on the Web, breaking out and focusing on segments of a story.

But the format isn’t the only big innovation for SCPR audiences. The content is unique, too. “This blog is created with the idea that English-speaking members of immigrant communities are in the audience,” she says. “It’s written as much for these communities as it is about them.”

Inland Empire reporter Steven Cuevas reporting in the field.

the public

STEVEN CUEVAS: INVESTIGATION INTO THE CHINO PRISON RIOT

In January of 2010, SCPR reporter Steven Cuevas broke a story about mistreatment of inmates following a riot at the California Institution for Men at Chino in 2009. His work led to an official investigation by the state Office of the Inspector General, as well as a Golden Mike award for Best Investigative Reporting for the series.

SCPR first heard the allegations in a response to questions on prison life sent to inmate families by way of an innovative national journalism tool, Public Insight Network, which helps newsrooms tap experiences of members of the public. SCPR’s Public Insight Analyst Sharon McNary then found more sources, including a woman who was investigating her son’s post-riot treatment. The woman, Charlene Padilla, also approached Cuevas and agreed to let SCPR publish her trove of inmate letters on the riot. She won the prestigious Society of Professional Journalists Sunshine Award for helping make government more open.

“The Chino report speaks to the role of social media, to what we do in general, and also to the work Sharon McNary is doing in helping us obtain sources,” says Cuevas. “It was really this amazing marriage between old-school journalism, old-school investigation and New Media.”
The brand-new Crawford Family Forum (CFF) is the physical manifestation of Southern California Public Radio’s mission “to strengthen the civic and cultural bonds that unite Southern California’s diverse communities.” This flexible state-of-the-art broadcast facility is one of just three public forum venues in the nation—and the only one on the West Coast—operated by a public radio organization.

Envisioned as “A Town Hall for the 21st Century,” the CFF embodies SCPR’s commitment to engage people of all backgrounds in face-to-face conversation about today’s most interesting and important issues and events. The CFF’s launch year, funded in part by a grant from the Corporation for Public Broadcasting, focused on serving communities traditionally underserved by public media. This dynamic approach galvanized the CFF as SCPR’s unique third platform of service. The staff soon discovered CFF’s power to build a new community that combined new audiences with existing ones, comprising people with shared and divergent backgrounds, experiences and perspectives.

If its inaugural year is any indication, the Crawford Family Forum will continue to exceed expectations as it bolsters SCPR’s role as a centering institution and civic leader. In it, SCPR will strive to further deepen and expand audiences, build communities, and promote understanding in one of the most diverse metropolises in the world.
“Let’s do two to four programs a month.” Those were the marching orders for Forum Producer Jon Cohn when he began conceptualizing the new Crawford Family Forum. Cohn initially imagined beginning slowly, testing waters for collaborative partnerships to produce events that would engage new and existing audiences with substantive in-person content. Yet not long after its March 2010 opening, the CFF was already taking off. Its programs, averaging more than 10 events a month, featured an invigorating mix of news and community awareness.

“The opportunities seem limitless for building relationships through outreach to wide-ranging community organizations and their constituencies to create intelligent, informed and productive idea exchange,” Cohn says.

CFF programs aspire to cultivate a more actively engaged society by addressing Southland residents’ myriad interests, as reflected by discussions of healthcare, nutrition in low-income communities, education, immigration reform and politics. Cohn and his team have also pursued arts and cultural content with a play-reading series, at-risk youth poetry slam, film screenings, and live music. The vast majority of these CFF events—broadcast and otherwise—are free and open to the public.

“Ultimately, we’d love to see daily programming that encompasses a full spectrum of topics, genres and participants in the CFF,” Cohn says. Attaining that is clearly only a matter of time.
Many community, business and civic leaders throughout Southern California are blazing a path for the betterment of Southern California communities. These leaders tell us they count on SCPR for quality news, information and analysis that is important to help them achieve their own vision. Some of these leaders, in turn, extend their talents, expertise and financial resources to Southern California Public Radio. The result has proven—and continues to prove—to be vital growth and innovation for SCPR that is both sound and profound.
Dr. Robert Ross
President of the California Endowment

With The California Endowment’s early investment and powerful ongoing partnership, Southern California Public Radio has grown from a nascent public radio station into a nationally recognized news organization.

“SCPR has always raised the profile and understanding of issues related to our mission,” says Dr. Robert Ross, who joined The California Endowment as President and CEO in 2000.

Committed to expanding access to affordable, quality healthcare for underserved individuals and communities in California, The California Endowment values SCPR’s local coverage. Says Dr. Ross, “KPCC’s coverage is an honest, balanced portrayal of what’s happening in the civic arena—something the national media can’t possibly do with any depth or richness.”

Dr. Ross also cites SCPR’s breadth of coverage. “Quality of life is impacted by poverty, homelessness, immigration, housing and economic development,” he says. “We can’t have healthy communities without addressing the range of issues.” And these are the exact issues that KPCC covers.

In the coming year, The California Endowment and KPCC will partner on a number of efforts that bring people together, including town halls throughout Southern California, social media and other tools that promote productive dialogue in the digital realm, and through reporting that highlights issues at a regional, local and often times, neighborhood level.

“We’re dealing with tough issues but individuals and organizations have efforts underway to solve these problems,” concludes Dr. Ross. “In what is often a negative media landscape, SCPR provides a sense of balance and optimism. We choose to support SCPR and know our ongoing partnership will continue to make a real impact.”

Cathy Ward
Senior Vice President, Capital Research and Management Company

“Scpr has always raised the profile and understanding of issues related to our mission,” says Cathy Ward, Senior Vice President, Capital Research and Management Company.

Ward first discovered public radio during the 1987 Supreme Court nomination hearings for Robert Bork. She began to listen to KPCC based on a friend’s suggestion when the station switched to its current all-news/all-talk format. “I set my dial to 89.3 KPCC and I haven’t changed it since!”

Ward and her husband, George, are longtime Orange County residents. “I learn so much from listening to the programming; not just news, but so many interesting topics. I seem to know more about things than I ever did when I watched TV or read the paper. Like so many others I find myself telling people all the time, ‘I heard on KPCC today…’”. Ward is also well aware of the impact that quality information has on our everyday lives. She values SCPR’s steadfast commitment to in-depth news, information and analysis: “I’m convinced that, armed with solid information, people will make smarter choices—choices that impact my life as well.”

Ward has also made an important choice in her life: She and George are committed Leadership Circle members and have generously supported the capital campaign for the Mohn Broadcast Center & Crawford Family Forum. “I believe KPCC is extremely important to the community. If KPCC keeps us all more informed, than I must support it.”

Stewart Kwoh
Scpr Board of Trustees

When asked to join the Southern California Public Radio Board of Trustees in 2000, Stewart Kwoh was intrigued. “I wondered if a media organization could even begin to connect people with differences that span geography, race and opinion,” he says.

Kwoh, the co-founder and president of the Asian Pacific American Legal Center, grew up in Los Angeles and is a 1996 MacArthur Fellow. He knows well the challenges of bridging diverse communities. When civil unrest erupted in Los Angeles after the Rodney King verdicts in 1992, Kwoh redoubled the efforts of the Legal Center by developing a range of inter-ethnic programs to build relationships and develop young leaders.

“Bringing Los Angeles together in a more cohesive and integrated way has always been a key interest of mine,” Kwoh says, “one that I hoped I could further by joining the SCPR board.”

After serving on the SCPR board for 10 years, Kwoh is convinced that the station’s tremendous progress has made a powerful impact in bringing people together. Yet, he realizes that the first decade of success is just the beginning. “We have a clear vision that KPCC will be a centering institution that unites the Southland’s diverse communities,” Kwoh says. “It’s never been more critical or more possible than it is today.”
Financial strength fuels the growth of Southern California Public Radio. Under the leadership of Jihee Huh—who chairs the Finance Committee and is treasurer on the Board of Trustees—the contributions we receive from our members and donors, and the grants and funds we are awarded from institutions and organizations are carefully managed to both sustain operations and invest in program growth and development.

Since our start in 2000, membership has grown four-fold and our Leadership Circle donor ranks have increased from two to nearly 700. This growth is paralleled by the growth of listenership, and now, because of our robust online content, the growth of our Web audience.

The response and enthusiasm from the community for our on-air, online and live programs make Southern California Public Radio a powerful investment that pays back in helping to create a strong, healthy and vibrant Southern California.
Statement of Activities
southern california public radio
(An affiliated organization of American Public Media Group)
YEAR ENDED JUNE 30, 2010, WITH COMPARATIVE TOTALS FOR THE YEAR ENDED JUNE 30, 2009 (IN THOUSANDS)

Support from public:
- Individual gifts and membership: 6,238
- Individual gifts and membership released from restriction: 509
- Underwriting: 110
- Underwriting released from restriction: 5,871
- Business general support: 74
- Foundations: 15
- Foundations released from restriction: 619
- Intercompany grants: 272
- Other public support: 149
- Total support from public: 13,708

Support from government agencies:
- Corporation for Public Broadcasting (CPB): 85
- CPB released from restriction: 901
- Grants from other governmental agencies: 26
- Grants from other governmental agencies released from restriction: 26
- Total support from government agencies: 1,012

Earned revenue:
- Revenue from broadcast: 0
- Investment return: 1
- Other earned revenue: 97
- Total earned revenue: 98

Total support and earned revenue: 14,818

Expenses:
- Operations: 9,677
- Administration: 1,735
- Fundraising: 3,721
- Total expenses: 15,133

Support & revenue (less than) in excess of expenses: (315)

Capital campaign:
- Public support: (88)
- Support released from restriction: 25
- Change in net assets: (290)
- Net assets, beginning of year: 586
- Net assets, end of year: 256

change in net assets: (290)

Support from the public: 92.5%
Intercompany grants: 2%
Foundations: 4.6%
Business support general: .5%
Support from government agencies: 6.8%
Support from earned revenue: .7%
Total operating revenue: 15,829
Individual gifts and membership: 6,754
Underwriting: 4,860
Commercial support: 2,101
Total support: 14,334
Support from public: 14,139
Support from government agencies: 25
Support from earned revenue: 25
Net assets: 26,771
Net assets, end of year: 19,341

YEAR ENDED JUNE 30, 2010 YEAR ENDED JUNE 30
UNRESTRICTED OPERATING FUND PROPERTY FUND ELIMINATIONS TEMPORARILY RESTRICTED PERMANENTLY RESTRICTED TOTAL 2010 TOTAL 2009
Support from public:
Individual gifts and membership 6,238 491 25 6,754 6,950
Individual gifts and membership released from restriction 509 0 0
Underwriting 110 6,580 6,690 4,860
Underwriting released from restriction 5,871 123 5,994 0
Business general support 74 74 176
Foundations 15 450 465 978
Foundations released from restriction 619 (619) 0
Intercompany grants 272 133 (203) 210
Other public support 149 149 0
Total support from public 13,708 256 (203) 548 25 14,334 13,174
Support from government agencies:
Corporation for Public Broadcasting (CPB) 85 1,258 1,343 1,003
CPB released from restriction 901 1,469 0 0
Grants from other governmental agencies 26 26 0
Grants from other governmental agencies released from restriction 26 0 0
Total support from governmental agencies 1,012 568 0 (211) 0 1,369 1,003
Earned revenue:
Revenue from broadcast 0 314
Investment return 1 29 30 48
Other earned revenue 97 (1) 96 70
Total earned revenue 98 28 0 0 0 126 432
Total support and earned revenue 14,818 852 (203) 337 25 15,829 14,609
Expenses:
Operations 9,677 559 (203) 10,033 8,971
Administration 1,735 61 1,796 1,750
Fundraising 3,721 151 3,872 3,316
Total expenses 15,133 771 (203) 0 0 15,701 14,037
Support & revenue (less than) in excess of expenses (315) 81 337 25 128 572
Capital campaign:
Public support (88) 8,414 8,326 2,742
Support released from restriction 25 13,215 (13,240) 0
Campaign and related expenses (1,024) (1,024) (1,230)
Change in net assets (290) 12,184 0 (4,489) 25 7,430 2,084
Net assets, beginning of year 586 10,924 0 7,397 134 19,341 17,257
Net assets, end of year 256 23,108 0 3,208 159 26,771 19,341
Southern California Public Radio exists only because of the incredible generosity of each and every donor. We are humbled by their contributions, irrespective of the amount.

We are equally humbled by their words when they tell us we make a difference in their lives. They tell us that our content inspires them to participate in the democratic process, to engage in their communities and to make a real difference where they live.

Here we offer our deepest gratitude to all of SCPR’s members and supporters. They are a real source of power that will propel Southern California Public Radio into the next decade.
annual giving
The Millstream Fund
Mary A. Lyons
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Chair Man’s Circle
Gordon and Dona Crawford
Peter and Helen Bing
july
thanked for the most useful information.”
“KPC has helped me to stay connected
t’s been a politically charged few years and
it’s a bright light in orange County.

“Ian Biggins
Herbert M. Berk
David V. Bell
Larry R. Belkin
Shannon McGrady Bane and Ken Bane
Aaron and Lauren Applebaum
Bob Arritt
Jacobs Award
Shannon McGinnis Barne and Ken Barne
Bruce and Carol Barge
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Judith Beaumont
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Larry R. Belkin
David V. Bell
Cristina Bets
Herbert M. Berk
Jonathan P. Bettin
Ian Biggins
I’m increasing my annual contribution for one reason: The Madeleine Brand Show. Thanks so much for creating new programming at a time when others are trimming back. I’m so glad to have KCPCC. Thanks so much for creating new programming at a time when others are trimming back. I’m so glad to have KCPCC.

AMANDA GREEN, ALTADENA

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Jane Hartwell and Craig Ring
Sharon Lybeck Hartmann

“i’m increasing my annual contribution for one reason: The Madeleine Brand Show. Thanks so much for creating new programming at a time when others are trimming back. I’m so glad to have Madeleine back for my morning commute!”
legacy, corporate, foundation & capital campaign support

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The Millennium Fund
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The Ward Family Foundation

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The L. Foundation
Sally and Bill King
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Levi Paviths
Jim and Anahita Lowlace
Wendy Munger and Leonard L. Gumport
Pacific Life Foundation
Cathryn and Victor Palmiter
Marylin and Tom Sutton
Nancy Englander and Harold M. Williams
Ying and Charlie Wos

$25,000 – $99,999
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Paisley and Bill Choi
City of Hope
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