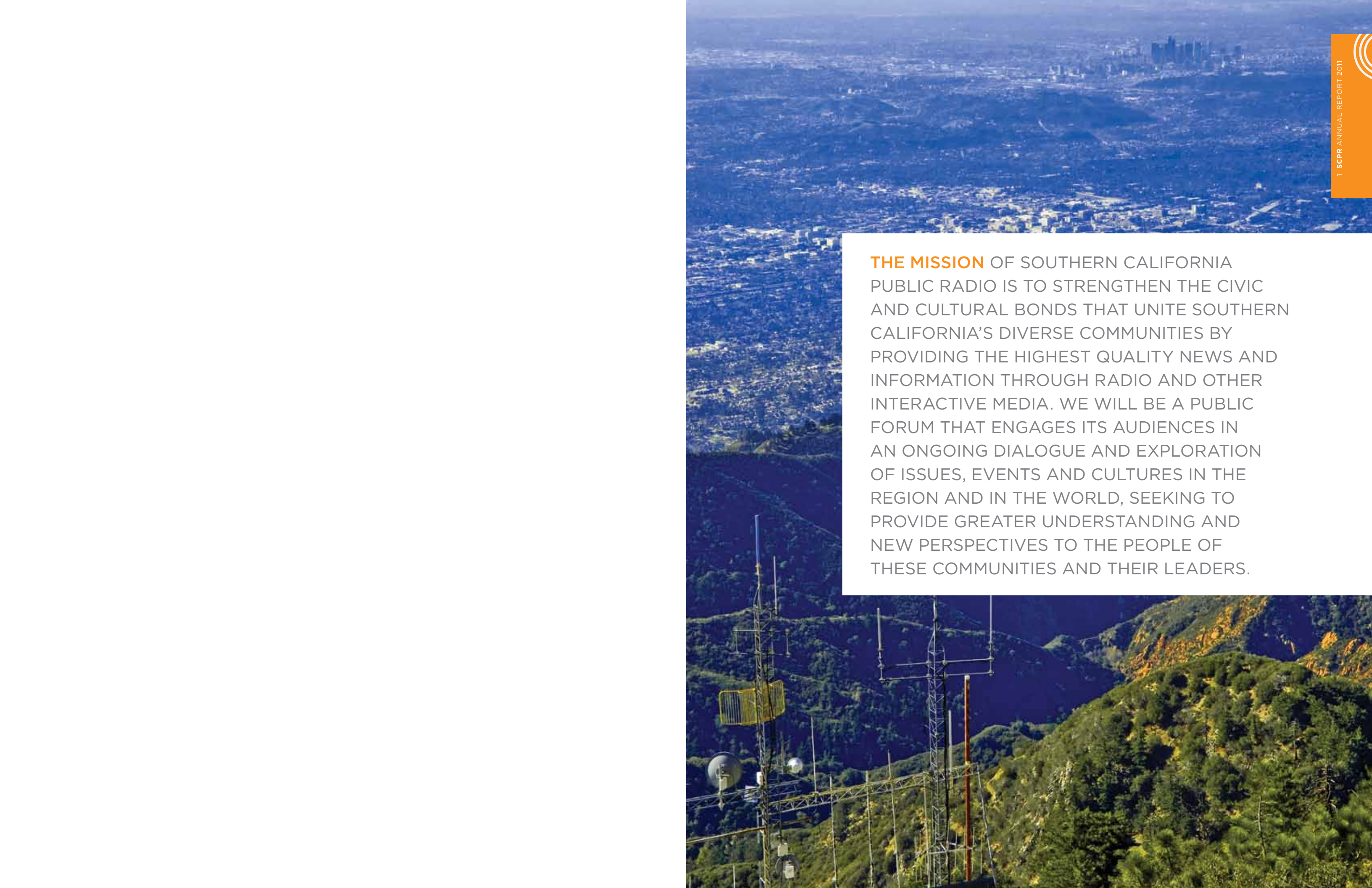


a signal change

SCPR ANNUAL REPORT 2011



SOUTHERN CALIFORNIA PUBLIC RADIO 89.3 KPCC | 89.1 KUOR | 90.3 KVLA



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 THROUGH RADIO AND OTHER INTERACTIVE MEDIA. WE WILL BE 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.



1 SENATOR BARBARA BOXER & CANDIDATE CARLY FIORINA SUPPORTERS AT THE MOHN BROADCAST CENTER & THE CRAWFORD FAMILY FORUM BEFORE THE CALIFORNIA SENATE RACE DEBATE HOSTED BY SCPR.
 2 BARBARA BOXER.
 3 CARLY FIORINA.
 4 *AIR*TALK HOST, LARRY MANTLE.



FRIENDS,

Without question, our 2011 fiscal year was the most successful in Southern California Public Radio's history. In just 12 short months, we were able to: launch *The Madeleine Brand Show*; significantly increase the breadth and depth of our news coverage via multimillion-dollar investments in reporting on breaking news, the regional economy, crime and public safety, K-12 education, regional governance, and immigration and demographic change; hold live episodes of *Patt Morrison's "Comedy Congress"* in our Crawford Family Forum; convene multiple groups of veterans and their families to tell their stories in person, on the air and on our digital platforms; win more awards for journalistic excellence in a single year than ever before; and become the most listened-to public radio station in Los Angeles.

Just about any other public broadcasting organization in the country would be thrilled to have accomplished just one of the above in any given year, much less all of them. Each accomplishment is truly a significant achievement, and we can and should be justly proud.

Behind the silver linings of our 2011 fiscal year, however, there was one significant dark cloud—the deaths of three close friends and colleagues: Dr. Harry Pachon, a founding member of the SCPR board; Jon Lovelace, a founding member of SCPR's advisory board; and Chuck Miller, a generous and provocative "member without portfolio" of the SCPR board.

All of them made significant contributions to this institution—and they made their contributions in very different ways. We will miss their camaraderie and their support, but most of all, we will miss their friendship and their laughter.

As we move forward, we're keenly aware that we've only begun to scratch the surface. We still have a lot of work in front of us if we're going to live up to our full potential of providing perspective and promoting understanding around all of the difficult issues we face. That's why, in our fiscal year 2012, we will build on our success by significantly increasing the depth and breadth of the broadcast and digital content we provide. This will help to ensure continued audience growth, which in turn will drive increased support for SCPR's public service mission. But — if we get this just right — the next 12 months have the potential to be absolutely transformative. This could be the year when SCPR becomes not just a public radio station, not just a public media organization with three stations, not just a nice website and a collection of cool digital applications, but the pre-eminent regional public service journalism institution in the country, and a model which other public media organizations will pursue.

This is our aspiration for SCPR. This is what we believe we can accomplish in the coming year.

As we look ahead, we understand and appreciate that anything we achieve in the next 12 months will only be possible because of the support and encouragement of those who share our vision. We are deeply grateful to SCPR's members—now 52,000 strong—and to the philanthropic foundations, corporate underwriters and volunteers who believe in the importance of Southern California Public Radio and our mission of public service. Thank you all for your generous support.

Sincerely,

Bill Davis, President

Gordon Crawford, Chair

A SIGNAL CHANGE

Serving a World-Class Metropolis

Southern California is a world-class urban center full of opportunity at both the individual and regional levels. We are a global center for the visual arts, the entertainment industry, bio-medical research, engineering innovation and global trade. And we attract people from all over the globe seeking a better life for themselves and for their children.

At the same time, we struggle with some truly world-class challenges. Pollution, public education, traffic, gang violence and sustainable economic development, for example, all pose tremendously complicated issues with no easy solutions.

SCPR endeavors to raise the awareness of both the struggles and achievements that define us by providing the Southland with the most accurate mirror possible of life in greater Los Angeles. At a time when commercial media is increasingly dominated by opinionated news personalities at the expense of journalist-driven news reporting, Southern California Public Radio's mission — to provide the highest quality journalism and to create a public forum to debate the most important issues of the day — has never been more critical.

More than just a public radio station, SCPR strives to serve as a centering institution in our diverse metropolis that engages audiences from different backgrounds in an ongoing dialogue and exploration of issues, events and cultures. We seek to provide greater understanding and new perspectives to the people of Southern California.

A Model for Public Service Journalism

Our journalistic experience during the last decade has given us a front-row seat to the Southland's ongoing economic and demographic evolution. Based on this experience, we plan to dedicate journalists to each of twelve "beats" or "desks" that reflect our commitment to in-depth reporting and deep audience engagement. Providing the Southland with news and information on these 12 issues is critical to a well-functioning multi-ethnic democracy: 1) Crime and Public Safety; 2) Breaking News and Natural Disasters; 3) Business and Economy; 4) Public Education; 5) Governance and Civic Engagement; 6) Emerging Communities and Demographic Change; 7) Health Care; 8) Infrastructure, Transportation and Housing; 9) Environment and Outdoors; 10) Science, Research and Engineering; 11) Arts, Entertainment and Popular Culture; and 12) Enterprise Reporting and Investigative Journalism.

SCPR's coverage will delve deeply into these topics with significant expansion in investigative and enterprise reporting. While local and regional news will be at the heart of our coverage, our journalists will report on these local issues in ways that make the connection to what is happening across the country and around the world. And while journalism is a serious endeavor, all of these beats will be covered in a manner that is witty, engaging and entertaining — providing serious coverage, but never taking ourselves too seriously.

No other media organization in the region is embracing this challenge. Creating a truly integrated and interactive public service is our vision, and if done right, SCPR has the opportunity to create a national model for public service journalism.

Crime and Public Safety
Breaking News and Natural Disasters
Business and Economy
Public Education
Governance and Civic Engagement
Emerging Communities and Demographic Change
Health Care
Infrastructure, Transportation and Housing
Environment and Outdoors
Science, Research and Engineering
Arts, Entertainment and Popular Culture
Enterprise Reporting and Investigative Journalism



1 KPCC.ORG ON THE IPHONE.
2 DIGITAL MEDIA STAFF.
3 HOST, MADELEINE BRAND.
4 THE CRAWFORD FAMILY FORUM LIVE EVENT: "COMING HOME — LIFE FOR VETERANS IN THE SOUTHLAND".

Exceeding Audience Expectations in the Digital Age

In the coming decade, SCPR will extend the reach of its public service journalism across broadcast, digital and live event platforms. We will continue to relentlessly pursue in-depth news, analysis, programming, and most importantly, civic engagement, in America's most diverse metropolis.

Broadcast news and SCPR's signature news programs will continue to be at the center of our programming, but will increasingly drive audiences to the SCPR website, where there are no limits or time constraints to coverage, analysis, video and photographs. Social media outreach as well as digital platforms — such as those for iPads, smart phones and more — will be expanded. And events in The Crawford Family Forum will be streamed live and archived for viewing at the public's convenience.

When complete, this extended activity will double SCPR's editorial staff of reporters, producers, editors, digital reporters, bloggers and new media staff. Our ultimate goal is to provide non-partisan, balanced information and analysis that will allow people to make informed decisions on news developments and motivate them to take action — to vote, volunteer, participate in local organizations, and make decisions that will positively impact their families, their communities and the region.

IDEAS TO ACTION

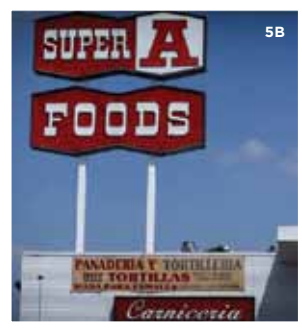
The launch of the *Pacific Swell* environment online report. A five-part series on air and online about the unique-to-Southern-California shifts in the grocery industry. Vibrant award-winning coverage of the diverse communities of Los Angeles. These are just a few examples of SCPR's early success in its commitment to expanding in-depth, multi-platform news coverage that integrates the broadcast, digital and live-event platforms.

The Environment

The watchdog role historically played by news media in the United States has diminished during the past decade, and this has taken a particular toll on environmental reporting. According to the Pew Research Center's Project for Excellence in Journalism News, in 2009, national coverage of the environment made up only 1.8 percent of total daily news content. Without routine access to news and information, the public lacks the content needed to make informed decisions.

Quality journalism that inspires public debate is an essential part of a healthy, thriving society. This is especially true when it comes to the Southland's environment, which is tightly interwoven with some of the most pressing issues affecting the daily lives of the region's diverse communities. In 2011, SCPR took the first steps in filling this important news niche by launching *Pacific Swell*, which digs deep into the environmental news of the day and examines its impact on individuals in the community.

Recognized by the Los Angeles Press Club and the Council for Watershed Health, *Pacific Swell* is a two-way conversation with senior reporter Molly Peterson that connects audiences using Facebook and Twitter, achieving strong audience engagement via the use of comment sections to facilitate community dialogue. *Pacific Swell* attracted significant Web traffic during its first six months, with more than 100 stories, 190 posts and 22,000 unique visitors. SCPR.org/Blogs/Environment



1 MOLLY PETERSON, SENIOR REPORTER, ENVIRONMENT.
2 BUSINESS & ECONOMY TEAM, SHEREEN MARISOL MERAJI, BRIAN WATT, & MATT DEBORD.
3 HOST, PATT MORRISON.
4 BOYLE HEIGHTS MURAL.
5 A, B, C INDEPENDENT GROCERY STORES.

Business and the Economy

Southern California's economy is an international powerhouse, with Los Angeles County's economy alone surpassing those of many nations. Despite its size, there are only a handful of Fortune 500 companies. Small businesses—often owned by immigrant entrepreneurs—are a significant part of the engine that drives the local economy.

At a time when serious reporting on anything other than headlines is in decline, Southern California Public Radio has built a dedicated team of business and economy reporters who are looking well beyond the headlines: Shereen Marisol Meraji and Brian Watt, along with Matthew DeBord, author of the online DeBord Report. Funded by the generosity of SCPR board chair Gordon Crawford, the team is working to become the go-to source for in-depth coverage of emerging economic trends in the Southland.

In 2011, when most of local media was focusing on a possible grocery workers' strike at the "Big Three" stores, SCPR's team produced a multi-part series that explored how immigrant-owned (and mostly non-union) stores were creating a revolution in the way people shop for groceries. The project was all-encompassing. Watt leveraged SCPR's Public Insight Network to interview individual shoppers. Meraji focused on the independent grocery stores thriving in one predominantly Latino community where the chains struggle to compete. DeBord examined how these immigrant entrepreneurs were creating a "disruptive innovation" for the entire industry. And engaged listeners continued the discussion via Twitter and Facebook long after the reports had been aired or posted.

While the rest of the country is seeing competition play out between big box retailers and traditional chains, the trend discussed in the SCPR series attracted the attention of financial analysts on Wall Street. "What happens in Los Angeles is typically what eventually happens across America," said Burt Flickinger, a grocery-store analyst with Strategic Resource Group, based in New York. "Southern California is the most important food market in the U.S. and Canada, and typically it's the national trendsetter as well." SCPR.org/News/Local

Emerging Communities and Demographic Change

In addition to inaugural work in our critical topic areas, the *Patt Morrison* team had a significant success during 2011 partnering with the SCPR digital and live events teams to produce a special on the community of Boyle Heights—often referred to as the Ellis Island of the West Coast. The project included two town hall discussions in the community with local leaders, health and housing workers, and others with a stake in the neighborhood. Each event attracted a full house.

The discussions were broadcast on *Patt Morrison*, while the digital team created an interactive Web-only feature, "Boyle Heights in Transition." The Web feature went into much greater detail than the broadcasts could, and contributed to a larger dialogue within the community, resulting in one of the busiest comments sections ever hosted on the SCPR website as people told their own stories of life in Boyle Heights. "Boyle Heights in Transition" won a Golden Mike Award from the Radio and Television News Association of Southern California.

SCPR.org/BoyleHeights



DR. FERNANDO J. GUERRA, PHD SCPR BOARD OF TRUSTEES

Director, Center for the Study of Los Angeles, Loyola Marymount University

Dr. Fernando Guerra is director of the Center for the Study of Los Angeles at Loyola Marymount University and a member of the Southern California Public Radio Board of Trustees. Operating at the intersection of multiple ethnic, demographic, political and economic communities, he enjoys significant credibility and respect from all sides. In many ways, Dr. Guerra epitomizes SCPR's mission to serve as a centering institution for the important issues facing the Southland.

"I've been an active observer of Los Angeles for my entire career," says Guerra. "I get paid to watch, read and write on major trends, specific policies, and the emerging political and ethnic environment. Ongoing fragmentation has occurred over the last 25 years for many reasons, but we're getting to a point of maturing and leveling out. We have an opportunity to build a new civic structure that allows functional participation by all ethnic, demographic, political and economic groups. SCPR can play an important role in nurturing this evolution."

Dr. Guerra's expertise is helping SCPR pursue this lofty goal in an appropriate fashion. He knows that one approach can never work across the Southland's varied stakeholders. "No news organization has ever faced a more diverse audience in its history, anywhere," says Guerra. "A public radio station trying to build civic engagement faces big challenges regardless of what market it's in, but nowhere more than here." With Dr. Guerra's guidance, SCPR is working to share new voices and perspectives that distinctly represent the region.

Dr. Fernando Guerra has his finger on the pulse of how the "emerging L.A." works, and his optimism is helping SCPR better serve our world-class metropolis.



FERNANDO GUERRA, PANELIST
FOR "REAL AND VIRTUAL
WORLDS: A FORUM ON TODAY'S
LATINO AMERICA" IN THE
CRAWFORD FAMILY FORUM.



CHARLES D. MILLER

IN MEMORIAM

THREE SUPPORTERS WHO MADE A DIFFERENCE

Charles D. Miller

For nearly three decades, Charles D. "Chuck" Miller was one of Los Angeles' truly outstanding business leaders. His leadership transformed Avery Dennison into a Fortune 500 company, and he was a pioneer in opening China to global manufacturing. He also was a wonderfully generous civic leader, serving as finance committee chair for the 1984 Los Angeles Olympic Organizing Committee and endowing a professorship to support Asian studies at his alma mater, Johns Hopkins University. A member of the SCPR Board from 2005 until his death in November 2011, Chuck played an indelible role in many of our proudest achievements, including the move to our new headquarters. Chuck was recently elected an honorary Life Trustee of Southern California Public Radio.

Jon B. Lovelace

Jon B. Lovelace was a brilliant investor, leading Los Angeles-based American Funds to become one of the country's largest money management firms. He credited much of his success to his belief in the virtues of egalitarianism, always seeking multiple views and being open to new ideas, thinking and analysis. Jon also was a huge public radio fan, and he served as SCPR's Advisory Board Member from its inception in 2000 to his death in November 2011. His contributions to our success were many, not the least of which was the layout of our new headquarters with shared spaces and not a single corner office in the building. Jon's impact on SCPR will live on for decades to come.



JON B. LOVELACE

Harry Pachon

Harry Pachon was one of SCPR's founding board members. A lifelong activist who helped to focus attention on the needs of the nation's growing Latino population, he was the first SCPR board member to identify the demographic trend of the Southland's emerging civic and cultural leadership. Harry helped form the board's commitment to expanding the SCPR audience beyond the traditional public radio listener, and held us accountable in making sure the mirror of the community we were presenting was accurate. Thanks to his early leadership, SCPR's audience today reflects the diverse communities of Southern California, and we are positioned to serve as a centering force for the region for years to come.



HARRY PACHON



EXPANDING OUR IMPACT

Paul and Heather Haaga

Paul and Heather Haaga, members of KPCC since 1990, are firm believers in an informed society. “Knowledge helps us all enjoy being human,” says Paul, chairman of the board of Capital Research and Management Company. But the Haagas also believe that knowledge delivery needs to respect the audience, and must avoid telling people what to think. “So often these days, the news is delivered in an echo chamber where you hear the opinions you want to hear. Pick the echo chamber that’s right for you, and sit back and relax.”

KPCC approaches the news differently, and that’s why the Haagas are committed to supporting the growth and expansion of Southern California Public Radio’s public service media model. “KPCC is an important part of everyday living, and of achieving a greater sense of shared community in the Southland,” says Heather. “If you hear a story on KPCC, you have enough information to reach your own conclusions without being told how to think.”

While the Haagas’ enthusiasm for KPCC and SCPR is high, they know that much work remains to successfully engage as many Angelenos as possible into a community conversation. That’s why they made a significant gift to The Mohn Broadcast Center and The Crawford Family Forum Capital Campaign, and why they are generous members of the SCPR Chairman’s Circle.

Paul Haaga is so convinced of the importance of public media in American society that he recently accepted an invitation to join the NPR board. “I want to bring my outside perspective to the continuing evolution of our national public radio system,” he says. “Often, a business or organization or institution will miss an important issue or problem because they’re too close to the internal machinery to recognize it. I hope to help ensure that all perspectives are considered as NPR pursues its full potential in today’s media landscape.”

“KPCC is an important part of everyday living, and of achieving a greater sense of shared community in the Southland.”

STRENGTH FOR THE LONG TERM

Tom and Melinda Peters

Tom and Melinda Peters are proud members of Southern California Public Radio’s Legacy Society, which honors donors who have included SCPR in their wills and long-range plans. “KPCC’s in-depth coverage of the important issues we face is very important to me,” says Tom. “I enjoy being able to give back, and being treated as a bit of an insider by SCPR in response.”

Tom and Melinda are both psychotherapists educated at the University of Southern California’s School of Social Work. “I put a very high value on storytelling as a means of learning,” says Melinda. “Programs like Dick Gordon’s *The Story* and *This American Life* are some of the best examples of meaningful storytelling I know.”

Tom adds, “We’ve listened to public radio since the 1970s. Public radio delivers an immense amount of information in an unbiased fashion in a very short period of time. It makes you think, and in the end, that’s what’s most important.”

Planned giving provides a way for those who are passionate about the mission and public service of Southern California Public Radio to establish a legacy that ensures the highest quality news and information will endure for current and future generations. And Tom and Melinda are enthusiastic about encouraging others to consider doing what they have done. “SCPR is named as a beneficiary in our will and on our life insurance policy,” says Melinda. “We hope that others will consider joining us in providing for SCPR’s future.”



ADVANCING A NATIONAL MODEL FOR PUBLIC SERVICE JOURNALISM

The Ahmanson Foundation

Southern California Public Radio's website, SCPR.org, is growing its user-base by leaps and bounds. Thanks to generous support from the Ahmanson Foundation, SCPR is enhancing the video news and live-streaming capabilities of The Mohn Broadcast Center, The Crawford Family Forum and KPCC reporters in the field. These improvements will allow significant expansion of SCPR's online content. This expansion is central to SCPR's efforts to advance a national model for public service journalism, and is having a transformative impact on the public service SCPR provides.

Thanks to the Ahmanson Foundation, SCPR is: increasing video coverage of breaking news; streaming and archiving live events, remote broadcasts and community programs that have limited in-person access because of venue size or geographic location; and creating a comprehensive video/multimedia landing page with deep video archives and social media sharing tools that facilitate the widest possible distribution of SCPR content.

"The Ahmanson Foundation grant vastly increases our technical capacity to produce high-quality video in the field, and live streams of newsworthy events, in a way that complements our award-winning broadcast and digital reporting," says SCPR videographer Grant Slater. "With new equipment, we are achieving our aspirations to create a robust online video experience for our listener base and beyond."

Corporation for Public Broadcasting

Southern California Public Radio's move to The Mohn Broadcast Center and The Crawford Family Forum (CFF) resulted in the launch of our newest news platform—Live Events. During the past year, the CFF has produced more than 100 programs attracting nearly 10,000 individuals, thanks in large part to a grant from the Corporation for Public Broadcasting (CPB) intended to facilitate planning and production of events to engage audiences traditionally underserved by public media. In its first full year of operation, the CFF became an integral part of SCPR's mission and purpose, and an increasingly important way that we connect and engage with the multicultural communities of Los Angeles.

"The events are refreshingly diverse," said Don Pearson, who with his wife Lynn are frequent Forum program attendees. "The programs are informative, entertaining, stimulating and often give us new perspectives."

The CPB grant provided the support for lively, honest discussions and debates on various economic, educational, social and cultural topics of interest or concern to the local community. Two community open houses included tours of the Broadcast Center studios and Forum, where more than 650 people from throughout the Southland enjoyed the opportunity to meet KPCC program hosts, reporters and staff.



- 1 OFF-RAMP HOST, JOHN RABE.
- 2 SENIOR NEWS EDITOR CHERYL DEVALL HOSTS STORYCORPS' GRIOT LISTENING EVENT.
- 3 PHOTO/VIDEO EDITOR GRANT SLATER.
- 4 STORYCORPS' GRIOT LISTENING EVENT PARTICIPANT.
- 5 SPCR OPEN HOUSE STUDIO TOUR.

THE CRAWFORD FAMILY FORUM 2011 HIGHLIGHTS

"Angelino, Angeleno, Angeleño: Who Are We?" explored identity and identification in the sprawling metropolis of L.A., and looked at who we are in relation to the city and to one another.

StoryCorps' "Griot," a listening event in partnership with StoryCorps, featured some of the oral histories of African Americans collected in Los Angeles.

"When Worlds Collide—The Untold Story of the Americas After Columbus" presented a vivid exploration of the first century after the Old World encountered the New World.

"Civil Rights and Go-Go Boots" examined the Chicano Movement, East Los Angeles and L.A. pop culture of the 1960s.

"A Paradigm Shift in California's Energy Environment" looked at the increasing turn toward renewable energy sources (wind, solar, geo-thermal) and away from traditional fossil fuels, as well as who's benefiting and who's paying.

"Comedy Congress" took a contemplative look back at 9/11/01 and featured unapologetic laughter about the laughable state of our economy.

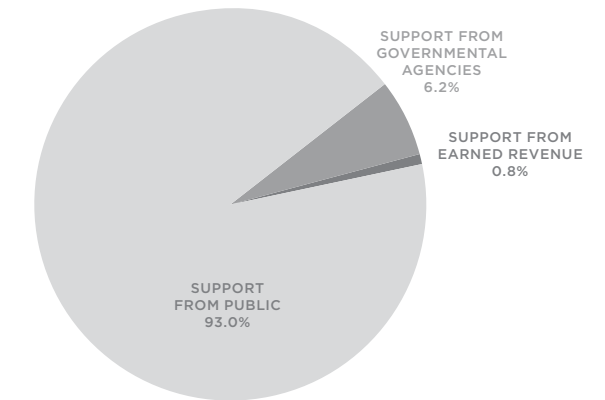
"Coming Home—Life for Veterans in the Southland" was a two-part series that explored issues facing veterans in an audience-inclusive town-hall format. The program also included a multi-platform initiative that featured coverage on SCPR's broadcast and digital channels.

SOUTHERN CALIFORNIA PUBLIC RADIO (AN AFFILIATED ORGANIZATION OF AMERICAN PUBLIC MEDIA GROUP)
STATEMENT OF ACTIVITIES
YEAR ENDED JUNE 30, 2011, WITH COMPARATIVE TOTALS FOR THE YEAR ENDED JUNE 30, 2010
(In Thousands)

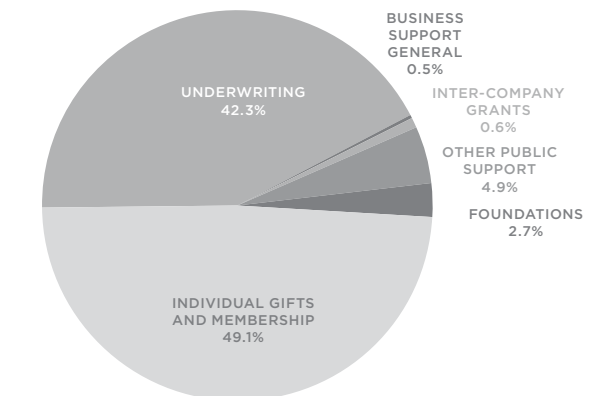
YEAR ENDED JUNE 30, 2011

	UNRESTRICTED				TOTAL	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTAL	2010 TOTAL
	OPERATING FUND	PROPERTY FUND	DESIGNATED FUND	ELIMINATIONS					
Support from public:									
Individual gifts and membership	\$7,804	\$-	\$-	\$-	7,804	\$3,333	\$16	\$11,153	\$6,754
Individual gifts and membership released from restriction (rfr)	778	-	-	-	778	(778)	-	-	-
Underwriting	189	-	-	-	189	6,700	-	6,889	6,690
Underwriting rfr	7,201	-	-	-	7,201	(7,201)	-	-	-
Business general support	80	-	-	-	80	85	-	165	74
Foundations	-	-	-	-	-	138	-	138	465
Foundations rfr	468	-	-	-	468	(468)	-	-	-
Inter-company grants	98	506	339	(845)	98	-	-	98	202
Other public support	-	2	-	-	2	334	-	336	8,475
Other public support rfr	528	334	-	-	862	(862)	-	-	-
Total support from public	17,146	842	339	(845)	17,482	1,281	16	18,779	22,660
Support from governmental agencies:									
Corporation for Public Broadcasting (CPB)	24	-	-	-	24	1,105	-	1,129	1,343
CPB rfr	939	178	-	-	1,117	(1,117)	-	-	-
Grants from other governmental agencies	-	-	-	-	-	29	-	29	26
Grants from other governmental agencies rfr	16	-	-	-	16	(16)	-	-	-
Total support from governmental agencies	979	178	-	-	1,157	1	-	1,158	1,369
Earned revenue:									
Earned operating activities	49	-	-	-	49	-	-	49	-
Investment return	1	3	-	-	4	28	-	32	30
Other earned activities	102	-	-	-	102	-	-	102	96
Total earned revenue	152	3	-	-	155	28	-	183	126
Total support and earned revenue	18,277	1,023	339	(845)	18,794	1,310	16	20,120	24,155
Expenses:									
Operations	11,490	1,138	-	(206)	12,422	-	-	12,422	10,033
Administrative	2,532	89	-	(639)	1,982	-	-	1,982	1,796
Fundraising	4,207	209	-	-	4,416	-	-	4,416	3,872
Capital campaign and related expenses	-	-	-	-	-	-	-	-	1,024
Total expenses	18,229	1,436	-	(845)	18,820	-	-	18,820	16,725
Change in net assets	48	(413)	339	-	(26)	1,310	16	1,300	7,430
Net assets, beginning of year	296	23,108	-	-	23,404	3,208	159	26,771	19,341
Net assets, end of year	\$344	\$22,695	\$339	\$-	\$23,378	\$4,518	\$175	\$28,071	\$26,771

TOTAL OPERATING REVENUE



SUPPORT FROM THE PUBLIC



ANNUAL GIVING

On the following pages,
we are pleased to announce
SCPR's leading supporters

*Gifts received July 1, 2010 -
June 30, 2011*

**VISIONARIES' CIRCLE
\$50,000+**

Peter and Helen Bing
John and Louise Bryson
Gordon and Dona Crawford

**CHAIRMAN'S CIRCLE
\$25,000-\$49,000**

Anonymous Friend
Rick Barry
Marianna and David Fisher
Heather and Paul Haaga
Sally and William H. Hurt
Susan and Doug Kranwinkle
The Mohn Family Foundation
Marilyn P. and Thomas C. Sutton

**PRESIDENT'S CIRCLE
\$10,000-\$24,999**

Anonymous Friends (3)
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Richard and Lezlie Atlas
Sandra J. Ball-Rokeach
Begin Today for Tomorrow
The Eli and
Edythe Broad Foundation
Jerry Choi
Sally G. De Witt
Laura Donnelley
Stephen R. English and
Molly Munger
Bryant G. Garth
Tom Hanks and Rita Wilson
Michael J. Moody and
Jennifer Hinman
Janice E. and
Laurence D. Hoffmann
The Kopcho Family Foundation
Peter and Diane Lannon
Kevin MacCarthy and
Lauren Lexton
Scott and Lauralee Bell Martin
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D. Halladay
Barbara U. and
William H. Roberts
Eugene and Marilyn Stein
Susan Steinhauser and
Daniel Greenberg
Betty Stookey
James R. Ukropina
The Ward Family Foundation

**DIRECTOR'S CIRCLE
\$5,000-\$9,999**

Anonymous Friends (6)
AC Vroman Inc
The Millstream Fund
David and Carol Appel
Leah S. and
Gregory M. Bergman
Janet Ann Bratton
Bill and Elaine Davis
Gwen Ewart and
Robert Thomas
Sean Gallagher
Robert and Margaret Green
Susan Grode
Dolores Grunigen
Janet S. Hadley and
H. Lawrence Webb
Brian and Karen Hennigan
Joan and David Hill
Adelaide Hixon
Ben and Mavis Huang Foundation
Peter Yun Huh and
Jihee Kim Huh
Stanley L. Iezman and
Nancy Stark
Edward Indvik
Damien and Yvonne Jordan
Steve and Kathy Kloves
Kurt Knutzen and
Audrey George
Karin L. Larson
Dennis Levitt and Jane Gordon
Wendie Malick and
Richard Erickson
Jennifer and Shawn McCreight
Miriam Muscarolas and
Grant Abramson
Jeri O'Donnell and
Don Spradlin
Travis T. Oliver
John J. Ortega and
Irene H. Cordoba
Sandy and Barry Pressman
Stewart and Lynda Resnick
Leslie Reuter
Katherine Trennery and
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