ANYWHERE

EVERYWHERE

ALL THE TIME
As a French journalist based in LA and working as a US correspondent, KPCC is one of my favorite sources for stories to tell to my own readers back in France. So, thank you Morning Edition; thank you, Take Two; and thank you, AirTalk and all your fantastic crew of reporters and technicians! ”

—Guillaume Serina, Los Angeles

Even though I moved out of LA and across the country to New York, I still listen to KPCC on the mobile app. It’s one of the best NPR stations in the country. From Off-Ramp to AirTalk, I love it all. KPCC is my station of choice.”

—Anneke Jong, New York

I am able to listen to radio stations from all over the world, and I find that KPCC delivers a unique mix of information, entertainment, local and global news, all with amazing journalistic quality.”

—Michael Esser, Berlin

I am a loyal listener from Taiwan. I worked on my MBA applications this August and listened to All Things Considered every morning to encourage myself. When I got the admission notice from my dream school, I wanted to thank KPCC and become a sustaining member. KPCC is really the best radio station ever — a knowledgeable friend who always accompanies me. Thank you!"

—Estelle Chao, Taipei

I love SCPR. When I was deployed in Afghanistan, I streamed KPCC on my computer or phone whenever I got a chance. It kept me up on what was happening in the Southland, and for a brief time took me out of the war zone. My favorite thing was the traffic reports — I liked to picture where they were, and that just took me home. Thank you, KPCC.”

—Fletcher McNair, Corporal, U.S. Marine Corps, Afghanistan

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—Michael Esser, Berlin

Our signal originates in Southern California but makes waves around the world. SCPR has developed a loyal following that spans countries and continents — and grows larger every day. Fueling our growth is a focus on smart technologies and a belief that content matters: Regardless of where they find themselves, our listeners turn to KPCC for insightful analysis, productive dialogue and stimulating entertainment that respects their intelligence. From the shores of Lake Michigan to the South China Sea, SCPR is a borderless news source for a global age.
When Southern California Public Radio set sail at the beginning of this millennium, KPCC’s audience numbered roughly 220,000 people — and all of them lived in Southern California. Today, our three broadcast stations combine with our online and digital channels reach more than 1 million people each week. They come to us for news about Los Angeles, for insight into Los Angeles, and to engage with the people of Los Angeles — it is truly a global audience.

The past year, we’ve heard from a soldier stationed in Afghanistan who enjoys listening to the traffic reports on KPCC because they remind him of home. We’ve heard from a student in Taiwan who streamed KPCC on her computer as she prepared her applications to MBA programs in the United States. We’ve heard from expatriate Angelenos from across the country and around the globe who stay connected to what’s happening here via Southern California Public Radio’s mobile digital applications. And we’ve heard from people throughout the world who come to us on those same applications in order to learn about what is really happening here.

All of these listeners have different ethnic and cultural backgrounds; they come from different socio-economic classes; they have different faiths and religious traditions; and they have divergent political viewpoints. But all of them come to us for the same reason: They want to hear the authentic voices of Los Angeles, and they want to understand what is really happening in the world’s creative capital.

And, when you boil everything Southern California Public Radio does down to its essence, we are the broadcast, digital and live event platform for the authentic voices of LA. The voice of the first-generation immigrant student who lives in East LA; the voice of her second-generation immigrant teacher who lives in Alhambra; the voice of the filmmaker with multiple Oscars who lives in the Palsades; the voice of the cop who lives in Burbank; the voice of the entrepreneur who lives in Whittier; the voice of the philanthropist who lives in Newport Beach; the voice of the homeless veteran who lives on Skid Row.

And there are the authentic voices you (and so many others) trust to help you understand what’s really happening in LA: Larry Mantle, Alex Cohen, A Martínez, John Rabe, Deepa Fernandes, Adolfo Guzman-Lopez, Nick Roman, Shirley Jahad, Frank Stoltze, Erika Aguilar, Brian Watt, Steve Julian and so many more.

As Southern California Public Radio grows and evolves, we will embrace new technologies that help us better serve our audiences here in greater Los Angeles and around the globe. But three things will not change: our commitment to providing the highest quality journalism; our commitment to engaging Angelenos across the multiple fault lines of ethnicity, gender, politics, religion, etc.; and our commitment to do everything we do in a way that is warm, welcoming and genuine.

Sincerely,

Jarl Mohn  
Chair

Bill Davis  
President

In 2013, SCPR won six prestigious Editor & Publisher EPPY Awards, including one for having the best news website with under one billion unique monthly visitors; 25 awards from the Los Angeles Press Club, including recognition for use of social media; and six regional Edward R. Murrow Awards from the Television Digital News Association, including top honors for use of online sound and video.

Friends
The digital revolution has brought profound shifts to the world of broadcast radio and, with them, far-reaching opportunities. With an eye on innovation and a focus on evolving to meet audience needs, Southern California Public Radio has embraced new technologies to expand the universe of audience experiences. In the process, Founding President and CEO Bill Davis has done something remarkable: reinvent public broadcasting by focusing on the very thing that first made public radio a success. Rather than abandoning KPCC’s core values in favor of edgy digital content, SCPR has emphasized public radio’s inclusive and intimate approach. “Our goal is to create a user experience on our website, on our mobile digital apps and at our live events that is consistent with the listener experience we’ve created on the radio,” Davis says. “KPCC is not trying to be elitist or exclusive; we strive to be warm, personable, intelligent and inviting — a place where people can come together and be treated respectfully.”

The result is a media company that celebrates its roots and simultaneously nurtures them to cultivate new and diverse audiences. Increasingly, these audiences are tuning in via SCPR’s iPad and smartphone apps, accessing the station’s robust reporting — at their convenience — from Torrance to Tokyo. “A year ago, our digital audience was smaller than our broadcast audience. Today, that ratio has flipped,” says SCPR Vice President of Content Russ Stanton. “If you want to remain relevant, you need to adapt to the way people consume news and information.”

Developing digital methods of engagement is widely accepted as critical to an organization’s survival. What distinguishes SCPR, says Executive Editor Melanie Sill, is the organization’s commitment to understanding the digital medium. “Media websites have generally been developed to package existing content and put it across on a new platform,” she says. “Our digital team is different — it’s very much oriented toward identifying, and responding to, the kinds of experiences people are looking for.” The key, Sill maintains, is knowing your audience. “We look at how people are using their devices, where they are spending time on our website and what features would be most helpful to them,” she says.

No matter where — or how — listeners access SCPR, what they find is an organization, across platforms, is reinforcing the same idea: “Anyone can come here and be welcomed and entertained and feel like they can contribute to the conversation,” says President and CEO Davis. “And if we do that right, it’s an amazing thing that brings people together in ways they never thought possible.”
In an era of shrinking newsroom budgets and media consolidation, Southern California Public Radio is taking a different tack. Its commitment to expansive, in-depth reporting positions SCPR as a national leader in high-impact public service journalism.

One striking example is the station’s ongoing investment in the area of education: SCPR has steadily built one of the country’s foremost teams of education reporters. The difference, says Education Editor Evelyn Larrubia, is unmistakable. “Education news is often the purview of people who report on multiple subjects and who occasionally jump in when something big happens,” she notes. “At KPCC, we take a more systematic approach: finding out what’s happening inside classrooms — day in, day out — across Southern California. It’s something listeners are not going to hear on other public radio stations.”

This distinctive coverage is what attracted reporter Annie Gilbertson, who covers the Los Angeles Unified School District. “The size and skill of our education team is impressive,” she says. According to Gilbertson, SCPR stands apart in another critical way, as well. “To the extent that they cover LA Unified, many of our competitors concentrate on the politics,” she says. “What gets lost is how that government body is affecting the lives of actual students, which is the foundation we lay in every one of our pieces.”

For Adolfo Guzman-Lopez, who covers statewide education and school districts outside of Los Angeles, assessing impact is a core responsibility of credible education reporting.

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HELPING SCHOOLS FACE THE MUSIC

Last October, arts education reporter Mary Plummer made a startling discovery: While students throughout the Los Angeles Unified School District were forced to share musical instruments — sanitizing them with plastic lighters and paper towels between each use — thousands of broken instruments were sitting on shelves in the district’s music repair shop. Plummer’s reporting on the subject generated enormous listener response and motivated district officials to take decisive action: hiring an outside contractor to help with the backlog and doubling the shop’s repair staff. “After we ran the story, we were overwhelmed with emails and phone calls,” she says. “It was really gratifying to know we had touched so many people’s lives.”

“At KPCC, we give a lot of thought to story selection and coverage,” he says. “We really want to take listeners to places they wouldn’t normally go and to inform them about significant changes that affect their lives.”

That mandate can seem daunting, observes Early Childhood Development Correspondent Deepa Fernandes, but the rewards make the work worthwhile. “We use our reporting as a springboard to start conversations in the community,” she says. The stories people hear, she asserts, engage them in shared problem solving and give them a common language — no matter their individual backgrounds. “On my way home from work recently, I stopped by a taco truck in Highland Park to get some food, and there was a group of guys standing around speaking Spanish,” she recalls. “One of them saw my microphone and shouted out, “Oh my God, I love KPCC!”

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Public Engagement Editor Ashley Alvarado knows first hand that audiences crave quality reporting. Working with Southern California Public Radio’s Public Insight Network — a group of more than 12,000 people who help the newsroom cover Southern California by sharing their insights and experiences — she consistently hears a similar message. “My sources believe a news organization shouldn’t just tell a story; it should tell it authentically,” she says.

Authenticity is Alvarado’s stock in trade. “My job is network building — developing relationships with sources who are willing to share different aspects of their lives.” The result is a strong public partnership that amplifies people’s voices and reflects the extraordinary diversity of Los Angeles.

Alvarado also works closely with SCPR’s live events team, producing events at the Crawford Family Forum that bring Angelenos together to start conversations and exchange ideas. These encounters, she says, can be powerful. A recent story on adoption is one example. “Information for our on-air segment came from sources in the field, who offered details about their own adoption experiences,” Alvarado says. Overwhelmed with responses, the station also hosted a live forum event. “It was completely different from anything I had ever experienced,” she recalls. “People were so supportive of each other. It illustrated how KPCC’s programs can help lift people up and make a difference.”

Finding innovative ways to organize information is a vital part of every journalist’s job — and the driving force behind the work of Southern California Public Radio’s Chris Keller.

As a data journalist and news applications developer, Keller mines information to find compelling story ideas. “In the newspaper world, this used to be known as ‘computer-assisted reporting,’” Keller says. “In the simplest terms, it meant taking a spreadsheet and asking it questions.” Today, the role of the data journalist has evolved. “I help reporters find data and make sense of it, and then build interactive web components that display the data in a visual way to complement what they are working on,” Keller says.

The effect of his work can be profound. “Putting numbers in a table strips away some of the barriers between the user and the information,” he says, potentially attracting new audiences who might shy away from the more traditional narrative form. Visually arresting stories like Keller’s interactive Fire Tracker (which was picked up by The New York Times, the Daily Mail [U.K.], The Atlantic, National Public Radio and the San Jose Mercury News, among others) can empower those audiences to plug in — giving them ready access to data that keeps them informed and motivates their participation in public debate. “Data journalists ask ourselves three main questions: Who are our users, what are their needs and what can we make for them?” Keller says. “It’s a simple formula that gets right to the heart of things.”

REACHING OUT. PLUGGING IN.

ASHLEY ALVARADO

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LEADING AND LEARNING

ADELAIDE HIXON

After nine years on Southern California Public Radio’s Board of Trustees, Adelaide Hixon is as enthusiastic about the station as she was on the day she began. Her inexhaustible energy and passion are all the more remarkable considering the full extent of her philanthropic leadership at SCPR, which dates back to the station’s very beginning. “When I first became involved, KPCC was tiny,” Hixon remembers. “Our offices were like a rabbit warren — only Larry Mantle had a window!”

During her tenure, SCPR has grown from a small, community college station to one of the nation’s leading and most listened to public radio stations. The transformation, Hixon says, is the result of visionary leadership, sound strategic planning and dedicated listener support. From board members to reporters to donors, she observes, “KPCC brings everyone together to learn about each other and to teach us what democracy needs to work.”

In Hixon’s view, it helps that SCPR has stayed true to its originating principle: producing quality content that is focused, creative and professional. “To dream about building an organization like KPCC is one thing; to see that dream actually take shape is quite another,” she says admiringly. She is proud of the station’s smart, provocative programming, which she says adds “fun.” For Hixon, participating on the board is a way of rounding out her education. “I’m a curious person, and I want to learn wherever I go,” she says. “Through KPCC, I continue to discover new things about LA’s incredible diversity. It’s the kind of balanced, in-depth knowledge about local and global affairs I can’t get through more traditional media outlets.”

Woo sees his adopted city’s diversity as an invaluable asset — one that comes with an important price. “Democracy only works if we reach beyond our own circles to learn about other people and cultures,” he says. “KPCC enables Angelenos to engage each other and helps communities to break out of their silos.”

The station, Woo asserts, serves another critical function as well: providing quality programming that is increasingly difficult to find anywhere else. “KPCC is informative and inclusive, but it is also entertaining,” he says. “The shows introduce you to topics that are timely, provocative and even fun.” For Woo, participating on the board is a unique opportunity to give back to an organization that offers him such a vital window on the world. “When KPCC came calling,” he says, “I just couldn’t turn it down.”

CHARLIE WOO

As the CEO of Megatoys, Charlie Woo, a Hong Kong native who moved to the U.S. to attend college at UCLA, credits KPCC with rounding out his education. “I’m a curious person, and I want to learn wherever I go,” he says. “Through KPCC, I continue to discover new things about LA’s incredible diversity. It’s the kind of balanced, in-depth knowledge about local and global affairs I can’t get through more traditional media outlets.”

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W.M. KECK FOUNDATION: SUPPORT THAT KEEPS US CONNECTED

For more than 50 years, the W.M. Keck Foundation has played a critical role in strengthening our society. The foundation — led by Robert A. Day, Chief Executive Officer and Chairman of the Board of Directors, and one of the nation’s largest philanthropies, with over $1.2 billion in assets — has deep roots in Los Angeles: Established here in 1954, the organization dedicates roughly 20 percent of its grantmaking to addressing complex challenges and improving people’s lives in Southern California.

Its dedication to the region has made the Keck Foundation a central partner in Southern California Public Radio’s ongoing success. Foundation support was instrumental in allowing the station to build its new, state-of-the-art headquarters in Pasadena. More recently, the foundation made a significant investment in SCPR’s digital infrastructure — helping to link listeners across multiple media, including a gorgeous new iPad app that is unique in the world of public radio.

Jim Ukropina, president of the Keck Foundation, notes that SCPR consistently raises the bar on grantee performance. “Commercial radio gives a Reader’s Digest version of the news,” he says, “but KPCC offers something different: insightful, penetrating, balanced coverage that fosters dialogue between people from diverse communities.” As Ukropina sees it, the station’s singular identity is made possible by the voices behind it. “Leadership is incredibly important, and Bill Davis, Russ Stanton and Melanie Sill are real heavyweights,” he says. “Finding innovation and creativity in institutions is remarkably difficult, but KPCC possesses it in spades.”

A KPCC listener “since forever,” Ukropina says, “KPCC is a collaborator in its development. “We emphasize high-risk, high-return projects in our grantmaking,” he says, “and, time and again, KPCC possesses it in spades.”
Throughout a professional lifetime of shaping healthcare legislation in California, Dolores Grunigen — an influential figure within the State Board of Medical Examiners — had searched for a media outlet that would give her accurate, insightful news and analysis about the people, places and public policies affecting our daily lives. She found it in Southern California Public Radio.

“The presentation grabbed me immediately — the honesty and the willingness to air all sides of an issue,” Grunigen recalls. “The standard of quality in KPCC’s reporting was extremely high, and I could tune in every day without getting bored.” Her affinity for the station soon led her to invest more than just listening; Grunigen also wanted to find a way to support the unique content she heard on air.

Philanthropy has always played an important role in Grunigen’s life. “I believe it’s critically important to teach our children that giving is part of who we are,” she says. That philosophy led her to make a significant contribution to SCPR’s capital campaign — and then, later, another gift to fund the station’s health care desk. Grunigen also will help provide for the future of SCPR with a gift through her estate. “When it comes to building for the future, KPCC is ahead of the curve, and that is what motivated me to become so involved,” she says. Of particular note, Grunigen observes, is the station’s commitment to hiring extraordinary reporters.

“I’m always impressed by whom they select to cover the news,” she says. “And I don’t impress easily!”

Equally impressive, notes Grunigen, is SCPR’s breadth of coverage and its ability to shed light on the most pressing civic challenges. “The issues we need to know about today are vast. KPCC breaks them down into understandable chunks, helping people get a handle on what’s at stake and what we can do about it,” she says. From Grunigen’s perspective, it’s a valuable public service that translates to far-reaching impact: “By exposing people to the idea-shaping and decision-making that undergirds every aspect of our society, KPCC makes them partners in promoting positive change.”
## Statement of Activities

Southern California Public Radio (An Affiliated Organization of American Public Media Group)

Year Ended June 30, 2013, with Comparative Totals for the Year Ended June 30, 2012

(In thousands)

### Operations

#### UNRESTRICTED

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<td>(392)</td>
<td>21,487</td>
<td>1</td>
<td>–</td>
<td>21,488</td>
</tr>
<tr>
<td>Support from governmental source</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporation for Public Broadcasting (CPB)</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>3,365</td>
<td>–</td>
<td>3,365</td>
</tr>
<tr>
<td>CPB – rfr</td>
<td>3,275</td>
<td>21</td>
<td>–</td>
<td>–</td>
<td>3,296</td>
<td>(3,296)</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Total support from governmental sources</td>
<td>3,275</td>
<td>21</td>
<td>–</td>
<td>–</td>
<td>3,296</td>
<td>(3,296)</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Earned revenue</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Earned operating activities</td>
<td>33</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>33</td>
<td>–</td>
<td>–</td>
<td>33</td>
</tr>
<tr>
<td>Investment return</td>
<td>–</td>
<td>–</td>
<td>7</td>
<td>–</td>
<td>7</td>
<td>34</td>
<td>–</td>
<td>41</td>
</tr>
<tr>
<td>Other earned revenue</td>
<td>97</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>97</td>
<td>–</td>
<td>–</td>
<td>97</td>
</tr>
<tr>
<td>Total earned revenue</td>
<td>120</td>
<td>7</td>
<td>–</td>
<td>–</td>
<td>127</td>
<td>34</td>
<td>–</td>
<td>127</td>
</tr>
<tr>
<td>Total support and earned revenue</td>
<td>24,752</td>
<td>503</td>
<td>7</td>
<td>(392)</td>
<td>24,870</td>
<td>104</td>
<td>–</td>
<td>24,974</td>
</tr>
<tr>
<td>Expenses</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Programming and Operations</td>
<td>18,125</td>
<td>1,233</td>
<td>–</td>
<td>(392)</td>
<td>18,966</td>
<td>–</td>
<td>–</td>
<td>18,966</td>
</tr>
<tr>
<td>Administrative</td>
<td>2,543</td>
<td>81</td>
<td>–</td>
<td>–</td>
<td>2,624</td>
<td>–</td>
<td>–</td>
<td>2,624</td>
</tr>
<tr>
<td>Fundraising</td>
<td>4,841</td>
<td>162</td>
<td>–</td>
<td>–</td>
<td>5,003</td>
<td>–</td>
<td>–</td>
<td>5,003</td>
</tr>
<tr>
<td>Total expenses</td>
<td>25,509</td>
<td>1,476</td>
<td>–</td>
<td>(392)</td>
<td>26,993</td>
<td>–</td>
<td>–</td>
<td>26,993</td>
</tr>
<tr>
<td>Change in net assets</td>
<td>(757)</td>
<td>(973)</td>
<td>7</td>
<td>–</td>
<td>(1,723)</td>
<td>104</td>
<td>–</td>
<td>(1,619)</td>
</tr>
<tr>
<td>Net assets, beginning of year</td>
<td>347</td>
<td>21,938</td>
<td>407</td>
<td>–</td>
<td>22,692</td>
<td>5,429</td>
<td>200</td>
<td>28,321</td>
</tr>
<tr>
<td>Net assets (deficit), end of year</td>
<td>($410)</td>
<td>$20,965</td>
<td>$414</td>
<td>–</td>
<td>($20,969)</td>
<td>$5,533</td>
<td>$200</td>
<td>$26,702</td>
</tr>
</tbody>
</table>

**Total Support from Public: 86.5%**

**Total Support from Governmental Sources: 13.2%**

**Total Earned Revenue: 0.3%**
We gratefully acknowledge the generosity of those who have provided initial investment funding to expand in-depth coverage of the most pressing issues facing Southern California today. Thanks to the support of several dedicated individuals and foundations, SCPR has raised funds for ten topic-specific news desks. To find out how you can help: contact Carol Komatsuka at (626) 583-5143 or ckomatsuka@scpr.org.

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Angeles. Since I have moved to Santa Fe, New Mexico, KPCC kept me company on the long drives in Los Angeles. Since I have moved to Santa Fe, New Mexico, KPCC kept me company on the long drives in Los Angeles.

I respect the work you all do. I think you are one of the most important defenses of what remains of our democracy.

—JAY ROSENTHAL, LEGACY SOCIETY MEMBER, PALM SPRINGS

I deeply love SCPR and cannot express how much I respect the work you all do. I think you are one of the most important defenses of what remains of our democracy.

As an avid listener to KPCC in LA, I think I was even more connected while on a recent trip to Italy. Streaming KPCC on my cell phone was amazing. With the time difference, I was even able to enjoy programs I don’t usually see on KPCC.

—JUDY RAFFEL, LEGACY SOCIETY MEMBER, SANTA MONICA

KPCX kept me company on the long drives in Los Angeles. Since I have moved to Santa Fe, New Mexico, I continue to listen on my iPhone.

KPCX offers is truly priceless!

—SARAH HOLMES, MEMBER, SANTA FE
We travel the world (we are now sitting in Akumal, Mexico) and regardless of location always listen to KPCC — the only intelligent news/information on the radio."

—RONALD AND SHARON STEIN, MEMBERS, IVY

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AMONG THE AWARDS RECEIVED FOR JOURNALISTIC EXCELLENCE IN 2013

**EPPY AWARDS — NATIONAL**
- Best News Website: under 1 million unique monthly visitors

**GOLDEN MIKE AWARDS — REGIONAL**
- Best News Special: “LA Riots,” (A compilation of some of the station’s special coverage of the 20th anniversary of the riots.)
- Best News Public Affairs Program: Off-Ramp, John Rabe
- Best Individual Writing: “LACMA Rock Story,” Sanden Totten
- Best Entertainment Reporting: “Movie Trailers,” Sanden Totten
- Best Use of Sound: “Movie Trailers,” Sanden Totten
- Best Light Feature: “Urban Mushing,” Mary Plummer

**LOS ANGELES PRESS CLUB — NATIONAL ENTERTAINMENT JOURNALISM AWARDS**
- Radio News 1st Place: “Circus Fight — AirTalk,” AirTalk With Larry Mantle, KPCC-FM and KPCC.org

**LOS ANGELES PRESS CLUB — SOUTHERN CALIFORNIA JOURNALISM AWARDS**
- News Story 1st Place: “Deferred Action,” Josie Huang
- Feature 1st Place: “First Language Attrition,” James Kim
- Investigative 1st Place: “Starbucks Crash,” Stephanie O’Neill
- Entertainment Reporting 1st Place: “Movie Trailers,” Sanden Totten
- Use of Sound 1st Place: “When the Riots Began,” Judy Muller, Kristen Muller, Steve Proffitt, Emily Frost

**EDWARD R. MURROW AWARD — NATIONAL**
- Investigative 1st Place: “Starbucks Crash,” Stephanie O’Neill

**EDWARD R. MURROW AWARDS — REGIONAL**
- News Documentary: “When the Riots Began,” Judy Muller, Kristen Muller, Steve Proffitt and Emily Frost
- Use of Sound: “Movie Trailers,” Sanden Totten
- Writing: “LACMA Rock Story,” Sanden Totten
- Local Online News Organization: Use of Sound: Olympics coverage
- Local Online News Organization: Use of Video: “Secrets,” Grant Slater

**SOCIETY OF AMERICAN BUSINESS EDITORS AND WRITERS — NATIONAL**
- Best Radio/TV Feature: “Movie Trailers,” Sanden Totten

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 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.

**Cover Photos:** top: Stephen Hoffman, center: Alex Cohen & Alex Martinez, bottom: Deepa Fernandes