In the vast expanse of the Southland, Southern California Public Radio provides a town hall for the 21st century.

A Town Hall
For the 21st Century

Exchanging ideas. Sharing perspectives. Addressing issues. These activities define a town hall—a place where people gather to listen, to be heard, to strengthen their common bonds and to acknowledge their differences.

In the vast expanse of the Southland, Southern California Public Radio provides a town hall for the 21st century. As the region’s radio news leader, 89.3 KPCC and 89.1 KUOR create the place for respectful dialogue, critical debate and the vital dissemination of information.

In our metropolis—one of the most diverse in the world—SCPR is the vital civic and cultural institution where all people can come together to address the issues of the day, to celebrate what is good and to face the challenges of the future.
A Leading Civic Institution

A LETTER FROM THE LEADERSHIP OF SOUTHERN CALIFORNIA PUBLIC RADIO

By any measure you want to use, 2007 was the best year in the history of Southern California Public Radio. In 2007:

- SCPR’s audience on 89.3 KPCC-FM surpassed 500,000 weekly listeners in Los Angeles and Orange Counties, making it the most listened-to public radio station in Southern California;
- SCPR added 89.1 KUOR-FM to its network, reaching the Inland Empire communities of Riverside and San Bernardino Counties;
- SCPR won 29 local, regional and national awards for excellence in broadcast journalism—more than any other station (commercial or public) in Southern California;
- SCPR added two Annenberg Fellows—Doualy Xaykaothao and Brian Watt—to its award-winning news team;
- SCPR made tremendous strides in raising funds for and designing its new Broadcast Center & Forum, making it one of the “greenest,” most sustainable public broadcasting facilities in the country.

We could go on to mention the growing number of donors who support SCPR’s operations and its Capital Campaign. Or we could emphasize the huge increase in traffic on the scpr.org website. But the numbers don’t come close to telling the real story behind SCPR’s growth and its significance as a leading civic institution in America’s most diverse metropolis.

The real story is that Angelenos from all walks of life now depend on SCPR to deliver breaking coverage when major news events occur; at the same time, they need SCPR to provide in-depth reporting on complex issues such as health care; they rely on SCPR to provide context with programs like AirTalk with Larry Mantle, Patt Morrison and Off-Ramp with John Rabe. In short, SCPR continues to “connect the dots” between what’s happening in our communities, in our country and in our world.

So, while 2007 was the best year in SCPR’s history, we recognize that 2007 now becomes the standard by which our public service is measured. It has to be. This year, SCPR will be covering the elections, the Beijing Olympics and the war in Iraq as well as their implications on the home front. We’ll be reporting on critical economic, cultural, demographic, and environmental issues here in the Southland. And we’ll continue to be Southern California’s town hall for the 21st century.

Thank you for listening and for your ongoing support.

Sincerely,

[Signatures]
The partnership between KPCC and KUOR is a vital part of what makes Southern California Public Radio a centering institution. The Inland Empire is booming. Yet despite the growth of its economy and population, the Inland Empire’s increasing importance was not being reflected in the coverage provided by the major media organizations. That’s where a vital partnership emerged between Southern California Public Radio and the University of Redlands.

SCPR now broadcasts on 89.1 KUOR-FM, giving more than a million people in the Inland Empire who live outside 89.3 KPCC’s signal range the ability to hear the combination of NPR News and award-winning regional coverage that has made KPCC the Southland’s top-ranked public radio news station.

The relationship with the University of Redlands creates an opportunity for the university to brand itself as a leading academic institution in the Inland Empire as well as a civic and cultural institution. Meanwhile, SCPR reporter Steven Cuevas is based at the University of Redlands campus, making him ideally situated to cover the news and stories of the Inland Empire.

By telling the stories of more people and reaching more listeners, the partnership between KPCC and KUOR is a vital part of what makes Southern California Public Radio a centering institution.
“A Redlands education goes beyond classroom training to embrace reflective understanding of the world around us,” says Neil Macready, Vice President for University Relations at the University of Redlands. “The news and public affairs content of SCPR speaks directly to what the university’s mission is all about.” For that reason, the University of Redlands entered into partnership with SCPR, providing programming to the Inland Empire on the university’s frequency, 89.1 KUOR.

The University of Redlands finds itself in the midst of the Inland Empire—the fastest growing region in California. “What’s going on in the Inland Empire really does reflect what’s going on in a much larger world around us,” Macready says. “There’s so much going on here that is applicable not just to Southern California but to the nation in terms of transportation issues, housing issues, policy issues.” Macready hails the establishment of an Inland Empire bureau—staffed by reporter Steven Cuevas—on the campus. “The fact we are now affiliated with a flagship public radio station in the largest market in the nation certainly is a benefit to the University of Redlands,” Macready says.

Universities have always been places for the exchange of ideas. “The fact that SCPR brings such a diverse type of content is consistent with our university’s educational and public service mission,” Macready says.
For 34 years, Dr. Marilyn Sutton, Ph.D., has been teaching at Cal State Dominguez Hills, which has been rated by *U.S. News and World Report* as one of the most diverse colleges in the country. “In teaching literature,” Sutton says, “I’m privileged to open complex texts like *Faustus* or *King Lear* and create space for a dialogue of interpretation.”

Sutton’s desire for further dialogue in that vein drew her to 89.3 KPCC several years ago. She now sits on Southern California Public Radio’s Board of Trustees. “I’m extremely careful about the commitments I make,” Sutton says, “so I look for an organization that has the capacity and the contacts to be at a tipping point for change. SCPR has the will to take this vision of a great conversation that centers our lives in Southern California to the next level.”

The conversation that Sutton values so much takes place on SCPR’s airwaves. She appreciates hearing ideas that are consistent with her beliefs as much as ones that are counter to the ones she holds. “SCPR really shapes community because it expands awareness of different ways of thinking,” Sutton says.

KPCC brings the voices of L.A. together under one metaphorical roof. “Los Angeles is of course one of the most diverse cities in the world,” Sutton says. “SCPR is creating a remarkable intellectual community where these voices are heard.”
“The KPCC experience is one of diversity,” says Reggie Webb of Claremont. “There’s such a diverse group of stories and interests that are expressed on the programs. That’s really what captured me as a listener.”

89.3 KPCC gives Webb exposure to topics and issues that he might not encounter in his daily life as a business owner. He appreciates the varying perspectives that KPCC brings to a story so the diversity of the region—and the world—is represented. With so many voices being heard, Southern California Public Radio proves itself as the Southland’s town hall for the 21st century.

To help maintain and grow the radio experience he values so highly, Webb volunteers as a member of the SCPR Regional Advisory Council. “I have found that the way to broaden one’s life is to say ‘yes’ to different opportunities that come along,” he says. “Getting involved in the Council was another way to say ‘yes’, to meet new people, have new experiences, develop new interests, see new places and even see Los Angeles in a new light. It’s a fascinating, endlessly changing metropolis.”

From his home in the Pomona Valley, Webb is always apprised of what’s happening throughout the Southland. “From Orange County to the Inland Empire to L.A. itself,” Webb says, “KPCC covers the diversity of L.A.”
“I’d like to keep telling these stories from different perspectives.”
—PATRICIA NAZARIO

Tale of the Tape
NAZARIO GETS INSIDE THE REGION’S COMMUNITIES TO SHARE THE STORY

Reporter Patricia Nazario possesses intangibles that allow her access into the Southland’s many communities. “When black people see me,” she says, “they just think I’m black and they drop their shield. And when I’m around Hispanics, they know I’m Latina. I am pretty grateful for that because I can navigate those two worlds easily and do some unique storytelling.”

Nazario covered an anti-immigration rally that took place in the city of Maywood, capturing a lot of the anger, fear and tension of that event on tape. She then went to South L.A. and spoke with an African-American man to get his perspective on the issue of immigration and its effect on employment opportunities. Nazario was able to put her cultural knowledge and Spanish-speaking skills to work to get the story. “It was a good way to go in there and hear these different sides of the story and then put it on tape and let it speak for itself,” she says.

The story won a Golden Mike Award and a best radio story award from the National Association of Hispanic Journalists. But awards aside, the story helped bring forward the various perspectives that support SCPR’s role as a town hall for the 21st century. “To me, Los Angeles is very segregated,” Nazario says. “I’d like to keep dipping into these different communities and telling these stories from different perspectives. It’s my job to get this mass cloud of information and break it down into bite-size chunks that people can digest and understand but then be inspired to do something about, whatever the issue is.”
Southern California Public Radio’s Capital Campaign

“Many Voices, One Vision” is Southern California Public Radio’s $27 million campaign to build a new state-of-the-art Broadcast Center and Forum in Pasadena.

The Broadcast Center and Forum will have a transformative impact on our programming and news coverage, allowing us to develop entirely new ways to achieve our public service mission.

The Forum will be a physical manifestation of SCPR’s mission to promote civic engagement in the nation’s most diverse metropolis. The Forum will provide a much-needed space for diverse and disparate communities to discuss the most important issues and ideas of the day.

SCPR’s Broadcast Center and Forum will be a model for the future of public radio: integrating environmentally sustainable design concepts with contemporary digital media technologies to create the Southland’s town hall for the 21st century.

Features will include:

- 22 broadcast and production studios (double SCPR’s current capacity)
- 35,000 finished square feet of interior space (two-and-a-half times the current capacity)
- Office area to accommodate 50 additional reporters, producers, editors and other staff
- HD and digital technology (SCPR’s current studios use analog technology)
- A 5,000-square-foot Forum that will host live broadcasts and town hall meetings
Statement of Activities
SOUTHERN CALIFORNIA PUBLIC RADIO
An Affiliated Organization of American Public Media Group
FOR THE YEAR ENDED JUNE 30, 2007 (IN THOUSANDS)
(With comparative totals for the year ended June 30, 2006.)

<table>
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<tr>
<th>SUPPORT FROM PUBLIC:</th>
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<th>2006</th>
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<td>Underwriting</td>
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<td>Business general support</td>
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<td>Foundations released from restriction</td>
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<td>Corporation for Public Broadcasting (&quot;CPB&quot;)</td>
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<td>CPB released from restriction</td>
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<td>Grants from other governmental agencies</td>
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<td>Investment return</td>
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<td>232</td>
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<td>Other earned revenue</td>
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<td><strong>Total earned revenue</strong></td>
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<td><strong>TOTAL SUPPORT AND EARNED REVENUE</strong></td>
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<td><strong>470</strong></td>
<td><strong>11,809</strong></td>
<td>1,149</td>
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<th>EXPENSES:</th>
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<td>Operations</td>
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<td>Administrative</td>
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<td>4</td>
<td>1,361</td>
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<td>Fundraising</td>
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<td>10</td>
<td>3,782</td>
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<td><strong>Total expenses</strong></td>
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<th>SUPPORT AND REVENUE (LESS THAN)</th>
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<th>2006</th>
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<td>IN EXCESS OF EXPENSES</td>
<td>(201)</td>
<td>268</td>
<td>67</td>
<td>1,149</td>
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<td>CAPITAL CAMPAIGN REVENUE RELEASED FROM RESTRICTION</td>
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<td>1,371</td>
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<tr>
<td>CAPITAL CAMPAIGN AND EXPENSES</td>
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<td>(907)</td>
<td>(907)</td>
<td>(747)</td>
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<tr>
<td>INTERFUND TRANSFER</td>
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<td>83</td>
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<tr>
<td><strong>CHANGE IN NET ASSETS</strong></td>
<td><strong>284</strong></td>
<td><strong>815</strong></td>
<td><strong>531</strong></td>
<td><strong>2,222</strong></td>
<td>82</td>
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<tr>
<td>NET ASSETS—Beginning of year</td>
<td>553</td>
<td>2,297</td>
<td>2,850</td>
<td>3,656</td>
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<tr>
<td>NET ASSETS—End of year</td>
<td><strong>$269</strong></td>
<td><strong>$3,112</strong></td>
<td><strong>$3,381</strong></td>
<td><strong>$5,878</strong></td>
<td><strong>$82</strong></td>
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</tbody>
</table>

![Pie chart showing revenue sources]

**SUPPORT FROM THE PUBLIC FOR OPERATIONS**

- **Support from the Public (92%)**
- **Membership (50%)**
- **Underwriting (41%)**
- **Foundations (7%)**
- **Business General Support (2%)**
- **Membership (50%)**

![Pie chart showing expenses]

**TOTAL OPERATING REVENUE**

- **Other Earned Revenue and Investment Return (1%)**
- **Support from Governmental Agencies (7%)**
- **Support from the Public (92%)**

![Pie chart showing total assets]

**NET ASSETS**

- **Beginning of year (6,506)**
- **End of year (9,341)**

![Pie chart showing statement of activities]
Individual Support

ON THE FOLLOWING PAGES WE ARE PLEASED TO ANNOUNCE SCPR’S LEADING SUPPORTERS

VISIONARIES’ CIRCLE $50,000+
John and Louise Bryson
Gordon and Dona Crawford
Charles and Carolyn Miller
The Ward Family Foundation

CHAIRMAN’S CIRCLE $25,000-$49,999
Peter and Helen Bing
The Mohn Family Foundation

PRESIDENT’S CIRCLE $10,000-$24,999
Anonymous Friends (3)
Clayton and Mary J. Anderson
Sandra J. Ball-Rokeach
Esther Chao
Frank H. Cruz
Laura Donnelley
Stephen R. English and Molly Munger
David and Marianna Fisher
Elizabeth Levitt Hirsch
Janice and Larry Hoffmann
The Kopcho Family Foundation
Susan and Doug Kranawinkel
Patti and John Nickoll
Victor Palmieri
Dr. Rosalyn M. Laudati and Professor James B. Pick
Chip and Kitty Reveal
Sarah and Mark Stegermoeller
Marilyn P. and Thomas C. Sutton

DIRECTORS’ CIRCLE $5,000-$9,999
Anonymous Friends (5)
Rick Barry
Beigh Today for Tomorrow
Leah S. and Gregory M. Bergman
Michael K. Boone
Jerry Breslauer and Joyce Klein
Glenn I. Camhi and Paul Felix
Louise R. and Bob Cryer

ADVOCATES’ CIRCLE $2,500-$4,999
Anonymous Friends (4)
Britt Allcroft
Angela and Frederick Barker
Timothy and Ann R. Birbeck
Janet Ann Bratton and Tom Nichols
Charles Buck
Tina Carey
Thomas G. Cavanaugh
Lee Shalat Chemel and David Chemel
Jan Clifford
The de Toledo Family
Delphine Demore
Alexandra Denman
Meg Dickler-Taylor
James E. and Wendy Drasdo
Julia Edwards and Gary Goodman
Joel and Kern Falter
Richard E. Fiock
Eileen and Jon Gallo
Ron and Nancy Garret
Mark Gill
Richard and Harriett F. Gold
Robert and Margaret Green
Todd Greer
Jay and Linda Griffe
James Griffin
Caroline M. Hackman
Stephanie Hermstad
Linda Hobson
Chester E. and Patty Horton
Gale Anne Hurd
Leslie Jewett
Johann M. and Mady Kamanta
Loren M. Kaplan and Scott Packer
Dong S. Kim
Mark J. and Elizabeth L. Kogan Charitable Gift Fund
Bob and Rosanne Kresser
Kitty Lam
Ron Levy and Dr. Elisabeth Garate
Kristin and Michael Locke
Mary A. Lyons
Howard S. and Nancy Marks
Scott and Lauralee Bell Martin
Anthony Mathews
Michael J. Moody and Jennifer Hinman
Carol and Jerry Muchin
Patricia Murphy
Margaret Nelson
James and Kimberly Neuhauser
Jeri O’Donnell and Don Spradlin
Patricia Oppenheim
Claire Ouimet
Tom and Melinda Peters
Peggy Phelps and Nelson Leonard
Carlene Ringer
Herbert Robles
Rob and Cathie Ross
Lori M. Sanchez
Lisa Schick and Dave Tominson
The Helmut W. Schumann Foundation
Christine Marie Sorenson
Steven Stathatos
David Stevenson
Max Stolz
Alexis and Michael Stumpf
Marie A. Sudar
Gillian Turner
Barton and Pamela Wald
Mary Weems
Joan Wells
Dean Westmoreland
John H. and Connie Weston
Timothy P. Whalen
Angela Whiting
Donna J. Zenor and William T. Bisset

PATRONS’ CIRCLE $1,200-$2,499
Anonymous Friends (12)
Zachary and Emily Abbott
William George and Christine Marie Admans
Homan Ahankoo
Julie and Ron Allen
Melissa and Bob Alvarado
Minor and Linda Anderson
Anthony Anderson
Deborah Aquila
Victoria Armas
Bob Aronoff
Jacoba Atlas
Michael D. Avila
Karen Aydelott and John Robbins

SOUTHERN CALIFORNIA PUBLIC RADIO 18

SOUTHERN CALIFORNIA PUBLIC RADIO 19
Legacy, Corporate, and Foundation Support

**LEGACY SOCIETY**
The Southern California Public Radio
Legacy Society is made up of individuals who have named Southern California Public Radio in their estate plans.

Anonymous Friends (3)
The Estate of Carl Alexander
Sandra J. Ball-Rokeach
Adrienne Brandriss
Stephanie Brito
Esther Chao
Barbara Gibbs
Henry and Jane Goichman
Rich and Jacque McGlash
Michael Mills
D. L. and Lynn B. Mingori
Tom and Melinda Peters

**CORPORATE SPONSORS**
Southern California Edison
Mercedes Benz Dealers of Southern California
The Getty Center
Fox Networks Group
Fox Searchlight
Cedars-Sinai Medical Center
Harvey Mudd College
City National Bank

**FOUNDATION SUPPORT**
Anonymous Friends (2)
The Annenberg Foundation
California Council for the Humanities
The California Endowment
The California Wellness Foundation
The Corporation for Public Broadcasting
Employee Community Fund of Boeing California
The Green Foundation
The John Randolph Haynes and Dora Haynes Foundation
The Hearst Foundations
The William and Flora Hewlett Foundation
The James Irvine Foundation
The Pacific Life Foundation
The Ralph M. Parsons Foundation
Hutto Patterson Charitable Foundation
The Rose Hills Foundation
The Roth Family Foundation
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**SECRETARY**  
President, Distribution, Lifetime Networks  
General Manager, LIFETIME Movie Network

**Gordon Crawford**  
**CHAIRMAN**  
Senior Vice President, Capital Research and Management Co.

**Bill Davis**  
**PRESIDENT**  
President and CEO, Southern California Public Radio

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Investor, Philanthropist, Donnelly Trust

**Dr. Fernando J. Guerra, Ph.D.**  
Director, The Center for the Study of Los Angeles

**David Hill**  
Chairman and CEO, Fox Sports Television Group

**James W. Hirschmann**  
CEO, Western Asset Management Company

**Adelaide Hixon**  
Philanthropist, APH Group

**William H. Kling**  
**SECOND VICE CHAIR**  
President and CEO, American Public Media Group

**C. Douglas Kranwinkle**  
Executive Vice President General Counsel, Univision Communications, Inc.

**Stewart Kwoh**  
Executive Director and President, Asian Pacific American Legal Center of Southern California

**Charles D. Miller**  
Retired CEO and Chairman, Avery Dennison Company

**Jarl Mohn**  
Private Equity Investor

**Ronald L. Olson**  
**FIRST VICE CHAIR**  
Partner, Munger, Tolles & Olson LLP

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Co-Director, Advancement Project

**Charles Woo**  
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Chief Emerging Businesses Officer, Cleveland Clinic

**Dr. Marilyn Sutton, Ph.D.**  
Professor of English, California State University Dominguez Hills

**Manuel D. Valencia**  
Principal, Valencia & Company

**Harold M. Williams**  
President Emeritus, The J. Paul Getty Trust

**Jon B. Lovelace**  
Chairman Emeritus, Capital Research and Management Company

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### Many Voices, One Vision

**THE CAPITAL CAMPAIGN FOR SOUTHERN CALIFORNIA PUBLIC RADIO**

**$2,000,000+**  
Gordon and Dona Crawford  
Adelaide Hixon  
The James Irvine Foundation

**$1,000,000 - $1,999,999**  
The W.M. Keck Foundation  
The Kresge Foundation  
Charles and Carolyn Miller  
The Rose Hills Foundation

**$500,000 - $999,999**  
Anonymous Friends (2)  
The Ahmanson Foundation  
John and Louise Bryson  
The Mohn Family Foundation

**$250,000 - $499,999**  
The Richard Allan Barry Family Charitable Foundation  
Peter and Helen Bing  
The Corporation for Public Broadcasting  
The Kopcho Family Foundation  
The Ralph M. Parsons Foundation  
The Ward Family Foundation

**$100,000 - $249,999**  
Anonymous Friend  
The Capital Group Foundation  
Laura Donnelly  
Daniel and Phyllis Epstein  
Heather and Paul Haaga  
Peter Yun Huh and Jihee Kim Huh  
Sally and William H. Hurt  
The JL Foundation  
Susan and Doug Kranwinkle  
Karín L. Larson  
The Mortimer Levitt Foundation/Levitt Pavilions  
Jim and Anahita Lovelace  
Wendy Munger and Leonard L. Gumpert  
Jane and Ron Olson  
The Pacific Life Foundation  
Victor H. Palmieri  
The Rios Family Foundation  
Marilyn P. and Thomas C. Sutton  
Nancy Englander and Harold M. Williams

**$50,000 - $99,999**  
Anonymous Friends (2)  
Bill and Elaine Davis  
Jean E. Gold  
Pat and Stewart Kwoh  
Pasadena Community Foundation  
The Saban Family Foundation  
Sarah and Mark Stegemoeller

**$25,000 - $49,999**  
Anonymous Friend  
Michael K. Boone  
Jody and Alan Browning  
The Michael J. Connell Foundation  
Eileen and Jon Gallo  
Jeanne and Robert Segal  
GIFT UPS TO $25,000  
Anonymous Friend  
The Estate of Carl Alexander  
Robert and Nancy Asher  
Dunson Cheng  
Marianna and David Fisher  
David G. Gold  
Marlene D. Goodfriend  
Andrea Graham  
Theodore Guth  
Janice and Larry Hoffmann  
William A. Kamer and Rebecca L. Crigler  
Jordan L. Kaplan  
Renée and David Kaplan  
Sally and Bill Kling  
David and Susan Lederman  
The Estate of Lucille Lemmon  
The Lortie Family Foundation  
Roger and Ruth MacFarlane  
Tom McBurney  
Irene Nevil  
Diana and Kevin O’Leary  
Harley Pachon  
Chip and Kitty Reveal  
Connie Rice  
Virgil and Brenda Roberts  
Rob and Cathie Ross/ Harry Ross Industries  
Jonathan and Jennifer Sears  
Tricia MacLaren and Phil Swan  
Anthony Vinciquerra and Toni Knight

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**SOUTHERN CALIFORNIA PUBLIC RADIO 26**

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American Public Media Group

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American Public Media Group

Thomas J. Kigin
Executive Vice President & Assistant Secretary
American Public Media Group

Mark E. Alfuth
Senior Vice President & Chief Financial Officer
American Public Media Group

Jon R. McTaggart
Chief Operating Officer
American Public Media Group

Mark Crowley
Vice President, General Manager

Diana Bernal O’Leary
Vice President, Development

Julie Allen
Vice President, Underwriting

Craig Curtis
Program Director

Paul Glickman
News Director

Doug Johnson
Operations Director

Alex Schaffert
New Media Manager

Mission Statement

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.