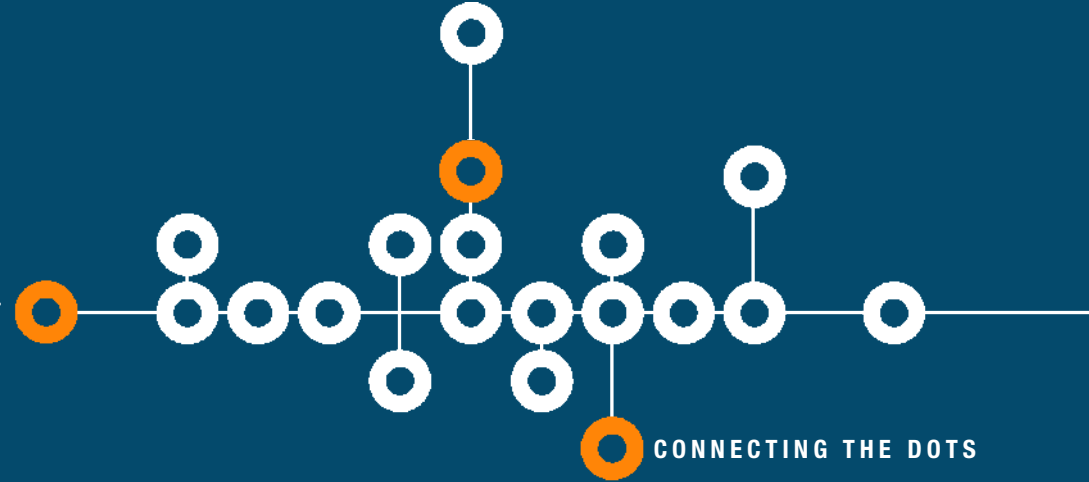


SOUTHERN CALIFORNIA PUBLIC RADIO

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SOUTHERN CALIFORNIA PUBLIC RADIO 2006 ANNUAL REPORT



CONNECTING THE DOTS

BETWEEN SOUTHERN CALIFORNIA



AND THE WORLD



CONNECTING INDIVIDUALS...

“This is how I learned about L.A.,” says Lois Borsay, an 89.3 KPCC listener. “I started listening and I kept listening because I’d never lived in California before and I felt that the programs on KPCC really helped me learn about my new community. They talked about arts and culture and political issues totally new to me.” Borsay points out that she hears all sides of a story when she listens to the station. “They bring people in to discuss all aspects of the issue... Lots of other stations don’t get to heart of the matter,” she says. And the heart of the matter is often very close to Borsay’s own heart. “[KPCC] had a very poignant story about the reporters for NPR in Baghdad and the challenges they face and how difficult it was there for good reporting,” she says. “I have a son who’s a Marine and he’s stationed in Iraq for the fourth time.” It’s what convinced Borsay to become a member of Southern California Public Radio. “That story just made me realize that I had to join, because it’s just essential that we have that kind of reporting available to us. I think that being able to hear the kinds of stories that are on KPCC is absolutely critical for any thinking American.” Listener Tom Jackson of Yorba Linda is equally frank about his fondness for the station. “With the world of information you give me daily,” he says, “I now feel like I have a friend I can trust.”

“I like the idea of media as a force of democracy and a civic force in a city,” says Southern California Public Radio board member Connie Rice. “Any institution that knits us together civically is worth the investment.” Joe Hicks, Vice President of Community Advocates, agrees. “Obviously L.A. is very diverse,” he says. “What I think KPCC does — not in any sort of self-conscious, warm and fuzzy kind of way — is touch on overarching issues that all communities are interested in.” 89.3 KPCC’s news and talk programming gives the community a voice on the air, sometimes literally. “The audience is very much a part of all of [our programming],” says Aimee Machado, senior producer of Patt Morrison talk show and a longtime member of the KPCC staff. “We really bring together the community and the neighborhood to solve a problem that requires them to come together to solve it.” Thomas Priselac, President and CEO of Cedars-Sinai Health System, underscores that point by describing why his organization chooses to underwrite with KPCC. “I think that our relationship with the community and KPCC’s relationship to the community are similar. Both are committed to the long term. Both are interested in seeing effective partnerships... [and] cultivating a dialogue and embracing the diversity of Southern California in the process.”

...AND COMMUNITIES





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BARACK OBAMA IN THE STUDIO WITH LARRY MANTLE

LINKING LISTENERS WITH EXPERTS AND DECISION MAKERS

“I spend all my professional hours working around public policy,” says Dennis Hunt, Vice President of Communications and Public Affairs at The California Endowment. “We like KPCC in particular because it not only transmits information but also influences public opinion, and I think they play a critical role in setting the agenda around health issues — particularly around airing possible solutions to helping solve health care issues.” And he’s not the only one. “I have seen KPCC reframe an issue entirely with the right set of questions,” says Connie Rice of The Advancement Project. “Patt Morrison or Larry Mantle will talk about the plate tectonics of the deeper politics, the mindset and the frame of reference. KPCC does a better job of getting at those issues.” Joe Hicks of Community Advocates echoes that outlook. “[KPCC] really helps inform people who are trying to make up their own minds about what they think about things,” he says. “KPCC breaks down an issue and mines it for all kinds of things that people can use.”

TYING LOCAL ISSUES AND EVENTS

TO REGIONAL, NATIONAL AND GLOBAL TRENDS

“Los Angeles is the future of this country for better or worse,” says Southern California Public Radio board member Connie Rice. “The problems we solve in this city are going to map the way for solutions in this country, and maybe the world. And KPCC is a catalyst.” Rice knows just how important that catalyst is as someone deeply committed to advancing racial and socio-economic justice. She is co-founder of The Advancement Project, a public policy advocacy and resource organization that works on many of the issues raised on 89.3 KPCC’s airwaves each day. “If you want analysis, if you want perspective, context, history, KPCC creates the room for that,” Rice says. It’s something that has even earned the attention of the mayor’s office. “Southern California Public Radio has shown both the will and the capability to keep pace with the constant forces of change and creativity that make this area such an exciting place to live and work,” says Los Angeles Mayor Antonio Villaraigosa. “The time and energy KPCC devotes to covering these forces provides an important and substantive service for our community.”



MAYOR ANTONIO VILLARAIGOSA WITH SUPPORTERS



U.S. MARINES ENTER QAL AT SUKKAR, IRAQ.

AND DELIVERING STORIES THAT RE-CONNECT YOU WITH THE HUMAN SPIRIT BY TAKING GLOBAL ISSUES AND MAKING THEM INTIMATE

“I have been an NPR listener for years,” says Adrineh Shahijanian of Redondo Beach. Recently engaged, she says, “My fiancé and I discuss many things... We have had many discussions that have been sparked by what we have listened to on NPR.” 89.3 KPCC provides the most NPR news programming of any station in Southern California. It’s a critical element in KPCC’s ability to connect the dots between Southern California, the nation and the world. It certainly struck a chord with Shahijanian. “[A story] about the Armenian man in the Iraq prison who fell in love with his US Army guard especially touched us,” she says. “You see, I served in Iraq as an officer and helicopter pilot, and my fiancé was born in Iraq. We are both of Armenian descent and that particular story was amazing.” Meanwhile, Dennis Hunt of The California Endowment suggests he may be “addicted to KPCC.” A longtime listener, Hunt recalls a story about a woman who found herself having to pay the enormous price of drugs as she dealt with cancer. “As I headed home, I started to run out of the service area and began losing the signal,” he says. “I was so interested in this story about this woman who was finding it so difficult to pay for these drugs, making a connection with public policy... I turned around on the 101 to hear the end of the story.”

LETTER FROM THE PRESIDENT AND CHAIR

Southern California Public Radio's 89.3 KPCC signal reaches over 14 million people spread across 5,000 square miles in the greater Los Angeles basin. It serves one of the world's most dynamic and diverse metropolitan areas—the pop culture capital of the world, an emerging force in fine arts, and the trade gateway to Asia, the world's fastest growing region. It is also a city which faces enormous political and social challenges in addressing critical healthcare, transportation, educational, environmental and security concerns.

Southern California Public Radio (SCPR) was created to help facilitate meaningful debate and discussion of these and many other critical issues that effect our city and region. A dynamic, diverse democracy like ours can only function when it is sufficiently informed to deal with the complex issues which confront it. SCPR was also created to provide

the Southland with a “centering institution” that could “connect the dots”—connecting communities here in the greater Los Angeles area across ethnic, political, economic, cultural, and religious divides; connecting this region and the rest of the state; connecting California and the rest of the nation; connecting America and the rest of the world. This report documents that SCPR and 89.3 KPCC have made tremendous progress toward achieving both these important goals.

Six years later we are proud to report that, under SCPR's management, 89.3 KPCC has become a significant force in the civic and cultural life of Southern California. More than 400,000 people tune to 89.3 KPCC's news and information programming each week, doubling the station's audience in 2000. 89.3 KPCC remains the fastest-growing public radio station in the country – and the most listened-to public radio station

in the region. In January 2006, the *L.A. Times* credited SCPR with helping “89.3 KPCC climb atop the heap of local public radio ratings with its smart mix of news and public affairs.”

However, our ability to fulfill the promise of SCPR's mission—to provide the highest-quality news and information and to create a public forum that explores the most important issues of the day—is limited by the inadequacy of our existing facilities. During the previous fiscal year, the SCPR Board of Trustees approved a \$20 million capital campaign. The campaign will transform a 30,000 square foot building located in Pasadena into a state-of-the-art, all-digital broadcast center that will quadruple SCPR's production capacity. Moreover, the facility will also include a large Forum that will host public dialogues designed to engage local communities in face-to-face discussions. This capital

campaign will provide SCPR with the physical, technical, technological, and financial resources necessary to become an institution that strengthens the civic and cultural bonds between Southern Californians by facilitating meaningful debate and discussion on the most important issues that affect our region.

On behalf of the SCPR Board of Trustees we want to express our deepest gratitude to the individual, corporate and philanthropic supporters who have contributed so much to this organization's success.

Sincerely yours,

GORDON CRAWFORD
Chairman, Board of Trustees

BILL DAVIS
President and CEO



**ALL THESE COMMUNITIES CAN EXIST
WITHOUT EVER TOUCHING ONE ANOTHER...**

© BILL YOUNGBLOOD
PATT MORRISON (RIGHT) AND PRODUCER, AIMEE MACHADO

**KPCC BRINGS TOGETHER IDEAS AND PEOPLE WHO
MAY NEVER COME INTO CONTACT OTHERWISE**

A UNIFYING VOICE FOR LA. “So many of the advances and problems that the rest of the country is dealing with now, L.A. began dealing with long ago,” says program host Patt Morrison. “We have opportunities here to do things differently.” Morrison, a veteran journalist and observer of Southern California culture, moved from print to radio by doing commentaries for NPR and eventually launching the *Patt Morrison* program on 89.3 KPCC. “California is not the cartoonish, postcard place it’s supposed to be,” she says. “KPCC does a good job of addressing that.” She describes her motivation as “an enthusiasm for bringing those things to listeners and from an angle they won’t hear anywhere else.” Morrison sees herself as a source of level-headedness, but also levity. “If people disagree, I want them to disagree civilly... I think it can be done with humor very often, which I think some people would tell you is my hallmark. My job isn’t just referee... it’s letting some hot air out of heated issues.” Even though humor is part of the mix, Morrison and her team know the issues are important. “We have the luxury to give as much time as needed to a subject,” says producer Aimee Machado. “Public affairs shows give you a format to talk about a story in a longer form — more so than a 4- or 5-minute news piece — which is really important.”

A photograph of a man in a checkered shirt reporting from a city street. In the background, a street sign for 'SAN PEDRO ST' with an arrow pointing left and '600 S' is visible. The scene is set in an urban environment with buildings and a streetcar.

**WE'VE MADE A COMMITMENT
TO COVER LOCAL NEWS. REAL NEWS...**

FRANK STOLZE REPORTING FROM THE STREETS OF LA

© BILL YOUNGBLOOD

AN AWARD-WINNING YEAR. “We cover what needs to be covered,” says Traffic Manager Veronica Casillas, who stands at the intersection of 89.3 KPCC’s news operations. “Our reporters are very intelligent in the way they bring that information to our listeners.” It’s an approach that has garnered the praise of the industry—and has earned several awards. “We take seriously our responsibility to follow politics, education, health care, housing, transportation, criminal justice, culture, *et cetera*,” says Frank Stoltze, who received the award for Radio Journalist of the Year from the Los Angeles Press Club. Stoltze is one of many reporters to receive plaudits for their work. In all, 89.3 KPCC received 25 awards for its coverage — the most awards for any public radio newsroom in the region. Stoltze attributes the adulation to the station’s commitment to local news. “We take the time to cover the issues in features and on talk shows,” he says. “We try to provide varying points of view and give context. And we try to take listeners to places they’d never go, meet people they’d never see right here in Southern California. Listeners appreciate this.” Audience member Joe Hicks candidly endorses that idea. A listener, occasional guest on 89.3 KPCC’s talk programs and self-proclaimed news junkie, Hicks says his dial is permanently set to the station. “If I didn’t find things of interest, believe me, I wouldn’t have it on,” he says.

**NOT CAR CHASES
AND CELEBRITY GOSSIP.**



OUR IMMIGRATION COVERAGE REALLY HELPED PUT US ON THE MAP

IMMIGRANT RIGHTS GROUPS PARTICIPATE IN LABOR DAY MARCHES

COVERING KEY ISSUES. “It was all hands on deck,” says News Editor Cheryl Devall about the spirit in the newsroom on the day of one of the largest immigration rallies the region had ever seen. “The initial mass march on April 25 surprised everyone... [and] prompted a real ferment within our newsroom and a determination to get on top of this issue and do it right.” During the May 1 immigration march, 89.3 KPCC had reporters on the scene, giving live coverage throughout the day. “The middle of the street was just packed in a city that never walks. It was really something LA had not seen — certainly not on a workday. It felt really good to be able to offer listeners more than helicopter shots and to have people on the ground talking to business owners, talking to employees and just trying to offer a very textured sense of how things got to this moment.” Immigration turned out to be one of the region’s biggest stories of the year, but it’s not the only story 89.3 KPCC covered with thoroughness and enthusiasm. “As complex as the world gets,” says Patt Morrison, “very few people are in a position to connect all the threads and show people where a particular issue fits in the larger landscape. To put all of it in context is really important for listeners.”

AS THE PUBLIC RADIO PLACE TO GO IN LOS ANGELES.

STATEMENT OF ACTIVITIES

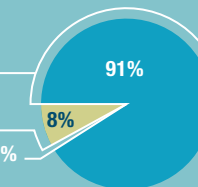
SOUTHERN CALIFORNIA PUBLIC RADIO FISCAL YEAR ENDING JUNE 30, 2006 (in thousands)
(with comparative totals for the fiscal year ended June 30, 2005)

	YEAR ENDED JUNE 30, 2006				YEAR ENDING JUNE 30	
	UNRESTRICTED			TEMPORARILY RESTRICTED	TOTAL	
	OPERATING FUND	PROPERTY FUND	TOTAL		2006	2005
SUPPORT FROM PUBLIC:						
Individual gifts and membership	\$ 4,543	\$ 75	\$ 4,618	\$ 246	\$ 4,864	\$ 4,526
Underwriting	714	-	714	3,148	3,862	4,049
Underwriting released from restriction	3,291	-	3,291	(3,291)	-	-
Business general support	71	-	71	-	71	115
Foundations	57	-	57	410	467	1,115
Foundations released from restriction	720	-	720	(720)	-	-
Total support from public	9,396	75	9,471	(207)	9,264	9,805
SUPPORT FROM GOVERNMENTAL AGENCIES:						
Corporation for Public Broadcasting ("CPB")	-	-	-	777	777	517
CPB released from restriction	777	-	777	(777)	-	-
Grants from other governmental agencies	-	-	-	-	-	4
Total support from governmental agencies	777	-	777	-	777	521
EARNED REVENUE:						
Revenue from broadcasting activities	4	-	4	-	4	3
Investment return — net	16	119	135	-	135	23
Other earned revenue	57	150	207	-	207	146
Total earned revenue	77	269	346	-	346	172
TOTAL SUPPORT AND EARNED REVENUE	\$ 10,250	\$ 344	\$ 10,594	\$ (207)	\$ 10,387	\$ 10,498

	YEAR ENDED JUNE 30, 2006				YEAR ENDING JUNE 30	
	UNRESTRICTED			TEMPORARILY RESTRICTED	TOTAL	
	OPERATING FUND	PROPERTY FUND	TOTAL		2006	2005
EXPENSES:						
Operations	\$ 6,704	\$ 161	\$ 6,865		\$ 6,865	\$ 5,496
Administrative	1,122	4	1,126		1,126	1,057
Fundraising	2,733	10	2,743		2,743	2,810
Total expenses	10,559	175	10,734		10,734	9,363
SUPPORT AND REVENUE (LESS THAN) IN EXCESS OF EXPENSES	(309)	169	(140)	(207)	(347)	1,135
CAPITAL CAMPAIGN REVENUE	-	19	19	1,186	1,205	3,404
CAPITAL CAMPAIGN REVENUE RELEASED FROM RESTRICTION		1,229	1,229	(1,229)	-	-
CAPITAL CAMPAIGN EXPENSES		(747)	(747)		(747)	(203)
INTERFUND TRANSFERS	(132)	132	-		-	-
CHANGE IN NET ASSETS	(441)	802	361	(250)	111	4,336
NET ASSETS - Beginning of year	994	1,495	2,489	3,906	6,395	2,059
NET ASSETS - End of year	\$ 553	\$ 2,297	\$ 2,850	\$ 3,656	\$ 6,506	\$ 6,395

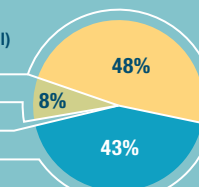
TOTAL OPERATING REVENUE

Support from the Public 91%
Revenue from Broadcasting Activities 0%
Support from Governmental Agencies 8%
Other Earned Revenue and Investment Return 1%



SUPPORT FROM THE PUBLIC FOR OPERATIONS (detail)

Membership 48%
Foundations 8%
Business General and Other 1%
Underwriting 43%



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VISIONARIES' CIRCLE \$50,000+ Dona & Gordon Crawford * Charles D. Miller **CHAIRMAN'S CIRCLE \$25,000-\$49,999** Helen L. & Dr. Peter S. Bing * Sally & William H. Hurt * Pam & Jarl Mohn * Cathy & George Ward **PRESIDENT'S CIRCLE \$10,000-\$24,999** Anonymous Friend (1) * Patricia Arquette * Sandra J. Ball Rokeach * Leah S. & Gregory M. Bergman * Esther Chao * Laura Donnelley * Marshall S. Donnelley * Marianna & David Fisher * Elizabeth Levitt Hirsch * Darcy & Richard Kopcho * Wendy Munger & Leonard Gumpert * Jane & Ron Olson * Katherine Trennery & Ernest I. Reveal * Roth Family Foundation * Carol H. Sharer **DIRECTORS' CIRCLE \$5,000-\$9,999** Anonymous Friend (1) * Kathrine F. & Frank E. Baxter * Christine Beckman & Theodore Mitchell * Begin Today for Tomorrow * Michael Boone * Lee Shallat Chemel & David Chemel * Janice Clifford * Elaine C. & Bill Davis * Aya Kimura Goldberg & Earl L. Goldberg * Mr Joseph Gordon-Levitt * Adelaide Hixon * Diane Keaton * Karin Larson * The Leonetti/O'Connell Family Foundation * Iona Linden * Dorothy & William C. Lindsey * Dwight Manley * Jennifer & Shawn McCreight * Richard Neal * Max Palevsky * Melinda & Tom Peters * Sherry & John H. Phelan, Jr * Tom Sacco * Jeanne & Robert Segal * Jill & Joe Sheldon * Nancy Stark & Stanley L. Iezman * Sarah M. & Mark Stegemoeller * Mindy & Eugene P. Stein * Marc & Eva Stern Foundation * Diane & Max Sites * Alexis & Michael Stumpf * Marilyn P. & Thomas C. Sutton * Erica Taylor * Mary Tromp * Toni E. Knight & Anthony J. Viqueira * Callae Walcott-Rounds & Ed Rounds * Rita Wilson & Tom Hanks *

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