



KPCC 89.3

2014 ANNUAL REPORT

# THE ART OF LEADERSHIP

SOUTHERN CALIFORNIA PUBLIC RADIO 89.3 KPCC | 89.1 KUOR | 90.3 KVLA | 89.5 KJAI | 89.9 K210AD | 93.3 K227BX

# BRIDGING CULTURAL BOUNDARIES

From Palos Verdes to Pomona, L.A. to La Quinta, Santa Clarita to Seal Beach, and Santa Barbara to San Juan Capistrano, Southern California Public Radio (SCPR) reaches across borders to form lasting partnerships that connect people and communities. SCPR leverages these strong relationships with local, regional and national collaborators to play a leading role in advancing art and culture in Southern California—creating new opportunities for a growing audience to participate in our region’s rich and dynamic civic life.



**NOOR**  
“As event experts, we know what goes into orchestrating dynamic gatherings, and KPCC has shown itself to be a master of community engagement. We are proud to be among the station’s trusted partners, supporters and friends.”  
—ROBERT SHAHNAZARIAN, JR., SR. VICE PRESIDENT, SALES & MARKETING



**EAST WEST PLAYERS**  
“KPCC sparks fascinating dialogue about arts and culture in Southern California’s ethnic communities. The station also gives voice to important local and national issues of social justice. Thank you, KPCC!”  
—GEORGE TAKEI, ACTOR, ACTIVIST, AND CHAIR OF THE BOARD OF GOVERNORS



89.9 K210AD

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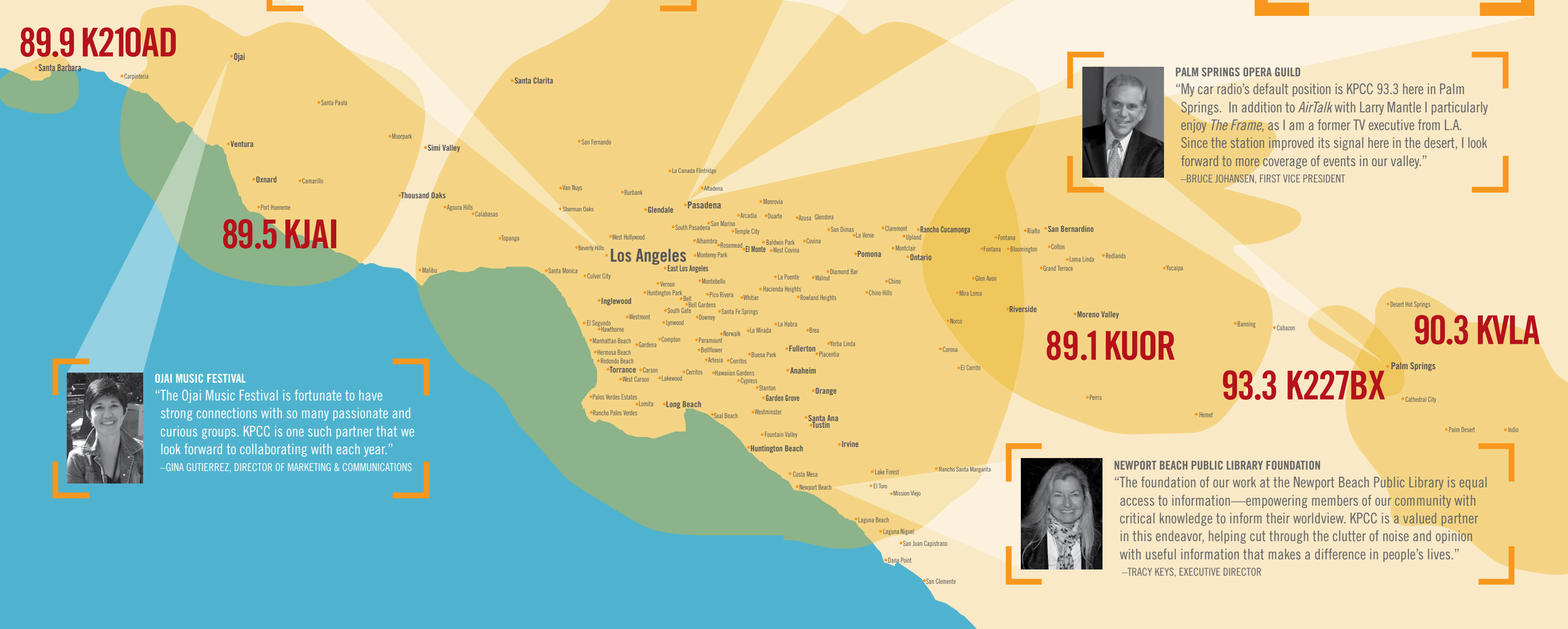
**OJAI MUSIC FESTIVAL**  
“The Ojai Music Festival is fortunate to have strong connections with so many passionate and curious groups. KPCC is one such partner that we look forward to collaborating with each year.”  
—GINA GUTIERREZ, DIRECTOR OF MARKETING & COMMUNICATIONS




**PALM SPRINGS OPERA GUILD**  
“My car radio’s default position is KPCC 93.3 here in Palm Springs. In addition to *AirTalk* with Larry Mantle I particularly enjoy *The Frame*, as I am a former TV executive from L.A. Since the station improved its signal here in the desert, I look forward to more coverage of events in our valley.”  
—BRUCE JOHANSEN, FIRST VICE PRESIDENT



**NEWPORT BEACH PUBLIC LIBRARY FOUNDATION**  
“The foundation of our work at the Newport Beach Public Library is equal access to information—empowering members of our community with critical knowledge to inform their worldview. KPCC is a valued partner in this endeavor, helping cut through the clutter of noise and opinion with useful information that makes a difference in people’s lives.”  
—TRACY KEYS, EXECUTIVE DIRECTOR







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.

# FRIENDS

Greater Los Angeles is the creative capitol of the world. Never before in the history of humankind has there been such a concentration of individuals and institutions creating meaningful works across the entire spectrum of artistic expression as what we have in Los Angeles at this very moment. From movies to fashion design, from television to painting, from hip hop to opera, from stop-motion animation to sculpture, and all the mash-ups in between, Los Angeles is the global epicenter of artistic creation and cultural definition.

Unfortunately, much of the journalistic coverage of the arts, entertainment and culture in Southern California is superficial and sycophantic. With the launch of *The Frame*, the first daily public radio newsmagazine focusing exclusively on the arts and creative industries, Southern California Public Radio has made a bold and emphatic move to address the paucity of in-depth, high quality reporting about the arts, the entertainment industry and popular culture.

*The Frame* is just the latest in a series of groundbreaking innovations SCPR has undertaken in this decade. In 2010, SCPR significantly increased the size of its newsroom, which is now the second-largest newsroom in Los Angeles and the third-largest in all of Southern California. In 2012, SCPR was the first major NPR station in the country to expand and diversify its audience with the launch of *Take Two*, which now rivals *Morning Edition* and *All Things Considered* in terms of listenership. And SCPR has long been a public media pioneer in digital journalism and mobile digital technology. Our smart-phone and digital tablet applications and sites have won numerous awards for the quality of their content, their embrace of innovative technologies and the beauty and simplicity of their design.

All of this creativity and innovation has put SCPR at the vanguard of public media in the United States. No other public media organization in the country is pursuing as many opportunities—or taking as many risks—as SCPR. The SCPR Board of Trustees has embraced these new initiatives while requiring SCPR's management to be militant in mitigating operating and financial risk. The Board has also eschewed innovation for innovation's sake, preferring instead to pursue mission-driven innovation that remains true to public radio's core values.

None of these positive changes would have been possible without the ongoing generosity of SCPR's listeners, our members and sustaining members, local and national philanthropic foundations, and public-spirited corporations who support our public service mission. The fundament of SCPR's business model is that the quality of the content we produce and the experiences we create must be so good that our audiences will gladly pay for that which they could easily get for free.

It's a model that, so far, has thrived during an era of media disruption and consolidation. With your continuing encouragement and support, we believe it is a model that will sustain public service journalism for our children, our children's children and beyond.

All good things (considered),



Jihee Huh,  
*Chair*



Bill Davis,  
*President*





# CREATIVITY IN CONTEXT: THE FRAME

“Every minute of every day, in some corner of the world—and a lot of it in Southern California—somebody is creating something original and compelling.”

Entertainment and the arts have put Southern California on the map as a global hub of dynamic creative expression. From film to fine art, music to live theatrical performance, the region is fixed in the popular imagination as a proving ground for artistic ambition: a place where stars are born. Yet, for all its renown, this quintessentially Southern California story has been decidedly one-dimensional. A relentless focus on celebrity and success has come at the expense of a more comprehensive approach to telling the arts story—an in-depth look at the diversity that drives the artistic process and shapes creative endeavors.

Enter *The Frame*, Southern California Public Radio’s new daily radio program poised to redefine the landscape of arts and entertainment reporting. The show, says Southern California Public Radio President Bill Davis, seeks to position itself as “the daily diary of the world’s creative industries.” John Horn, host of *The Frame* and former *Los Angeles Times* arts journalist, says the goal is to put creativity in context, telling stories that are increasingly threatened by the tabloidization of arts coverage. “Every minute of every day, in some corner of the world—and a lot of it in Southern California—somebody is creating something original and compelling. We

want to be the chronicler of these people, talking to them about their inspirations, their struggles, their setbacks and the satisfaction they feel when they accomplish what they intended.”

Horn points to an early story on *The Frame* as illustrative of the pieces the show will seek to air. “We went to the studio, near Griffith Park, of L.A. artist Channing Hansen, whose work was being exhibited at the Hammer. He shears his own sheep, spins and dyes the wool and knits these fabric paintings.” The visit, Horn says, highlights exactly how *The Frame* can contribute to the arts conversation. “We spent an hour and a half in his studio, walking with him through every phase of his creative process,” Horn recalls. “Visitors to the museum would just see his art on the wall and have no idea about what went into making it.”

With a robust presence both on-air and online, *The Frame* brings a rich diversity of stories to a range of audiences—making it, says Oscar Garza, the show’s senior producer, “a perfect fit for a city like Los Angeles and a station like KPCC.” Garza’s is a respected voice on the L.A. arts scene: In addition to positions as arts editor and editor of the “Calendar” section at the *Los Angeles Times*, he served as editor-in-chief of *Tu Ciudad*, an English-language magazine about

*Above: (from left to right) Intern Cameron Kell, Michelle Lanz, John Horn, Oscar Garza, James Kim and Darby Maloney bring talent and creative energy to arts and culture reporting on The Frame.*

Latino life and culture in Southern California. “There is such a wealth of arts-related stories unfolding all around us,” he says. “*The Frame* can make them accessible to listeners from every demographic.”

The show’s potential broad reach was a big part of the draw for editor Darby Maloney, who joined SCPR’s staff as a founding member of *The Frame* team after seven years of producing a weekly program about the business of show business on Santa Monica-based NPR affiliate KCRW. “KPCC is unusual in broadcast media because its web team, which is truly amazing, is not just a mouthpiece of what goes on the radio; it’s a well-established source of content creation in its own right,” Maloney says. This offers the show tremendous flexibility to leverage emerging technology on behalf of innovative storytelling. Maloney cites a recent segment about *The Simpsons* as an example. “We wanted to give our listeners a window into what it’s like inside a television animation studio. Fox allowed one of our photographers inside; he put together an incredible slideshow that we posted online. This kind of web-only content adds real value to our on-air segments.”

*The Frame*’s stories also explore how the arts can have unexpected impact. Horn points to a segment about a special effects artist in Hollywood who had developed a mastery of constructing dismembered limbs for horror movies. “Eventually, she switched gears and began mak-

ing replacement parts for people who had lost limbs. Here was someone using her training as an artist to change people’s lives in new and wonderful ways,” he says.

Maloney notes that *The Frame* is capturing “something about Los Angeles that enables this type of reinvention and creative possibility.” But what makes the show even more powerful, Horn says, is its ability to look at the city’s transformative potential through such a wide lens. “This show is for people who go to movies, download Netflix series, visit museum galleries and have tickets to the L.A. Philharmonic,” he says. “Whether we’re talking about visual or performing arts, what’s different about *The Frame* is that it’s not high- or lowbrow by default; we’re simply covering art we think has a compelling narrative behind it and making those narratives available to audiences across platforms.”

Executing on this vision may seem daunting, Garza says, but between SCPR’s talented staff (including *The Frame*’s assistant and associate producers, James Kim and Michelle Lanz), proven track record with new productions and deep commitment to arts and culture reporting, the synergies add up. “SCPR has the vision, the experience and the commitment to create something meaningful and lasting,” he says. “There’s no station better equipped to fill the significant void in arts and entertainment coverage in Southern California.”



## DEFINING SENSE OF PLACE

For Virgil Roberts, involvement in Southern California Public Radio began with an invitation to lunch. “I got a call from SCPR President Bill Davis, who asked if we could get together to talk,” recalls Roberts of their meeting a decade ago. Roberts, a trailblazing attorney, community leader and former president of Solar Records, one of the most successful African American-owned record companies in the 1980s, had just completed his term as board chair of the California Community Foundation and was ready to dive into something new.

Ten years later, Roberts—who now serves as vice chair of the SCPR Board of Trustees—marvels at the transformation of a “tiny little station in Pasadena that had Larry Mantle and some polka music” into “the number one public radio station in the market.” It’s a transformation he attributes to Davis’ leadership, talented on-air personalities and, most importantly, listener support. “We’re filling a need,” Roberts says. “The audience understands and respects that and invests the resources necessary to help the station grow.”

Roberts is a member of that audience himself, and he feels fortunate to reap the direct benefit of SCPR’s award-winning programming. “KPCC empowers me because it gives me information I can’t find anywhere else,” he says. “It informs the political decisions I might make, makes me aware of the civic opportunities—and challenges—we face and helps me get to know my neighbors and their communities.” In other words, Roberts continues, “KPCC roots me and provides me with a real sense of place.”

In addition to his board responsibilities, Roberts spends his time as an enthusiastic evangelist among his friends for contributing to SCPR. “I always remind them of our motto: ‘No rant, no slant,’” he says. “We are living in an era where print media is being diminished and TV is focused on infotainment. I tell them that, to the extent that we want to have an informed citizenry, we need a station like KPCC—and they need to support it.”

“KPCC empowers me because it gives me information I can’t find anywhere else.”

Community leader and SCPR Trustee Virgil Roberts in the garden of Leimert Park’s Community Build building, which he championed as part of the revitalization of South Los Angeles communities.



# EMBRACING THE NEW SPIRIT OF L.A.

Ana Valdez has been a listener of KPCC “since forever.” Her passion for the station grows out of a strong belief in supporting the Southern California Public Radio mission. “I think the way KPCC caters to the needs of the community is incredible,” says Valdez, SCPR Board of Trustees member and president and co-founder of Valdez Consulting Group, a political and media consultancy. “The station is constantly striving to include as many people as possible in the ongoing conversation about our city.”

Valdez sees this spirit of inclusion as essential to SCPR’s long-term success. Today, over 40 percent of KPCC’s audience is nonwhite—and, says Valdez, the coverage she hears tells her the station is keeping pace with demographic trends. “We’re really expanding our reach,” she says. “It used to be that a story about animal rights, for instance, would take place in Pasadena; now, that same story is reported from Compton. Election reporters would walk the beat in Santa Monica; today, they go to East L.A.” SCPR is “constantly able to break through the clutter,” she says, in part because it so enthusiastically embraces the possibilities of Southern California’s vital multiculturalism.

Cultural diversity is a subject Valdez knows something about. The Mexico City native arrived in Los Angeles nearly two decades ago via Spain, Switzerland and Washington, DC. Upon joining the SCPR board, she was thrilled to find herself among colleagues from a wide variety of backgrounds. “One of our greatest assets is how different we all are,” Valdez says. “We’re women and men, older and younger, left and right. Our discussions are very healthy, and everyone is welcome to raise their voice.”

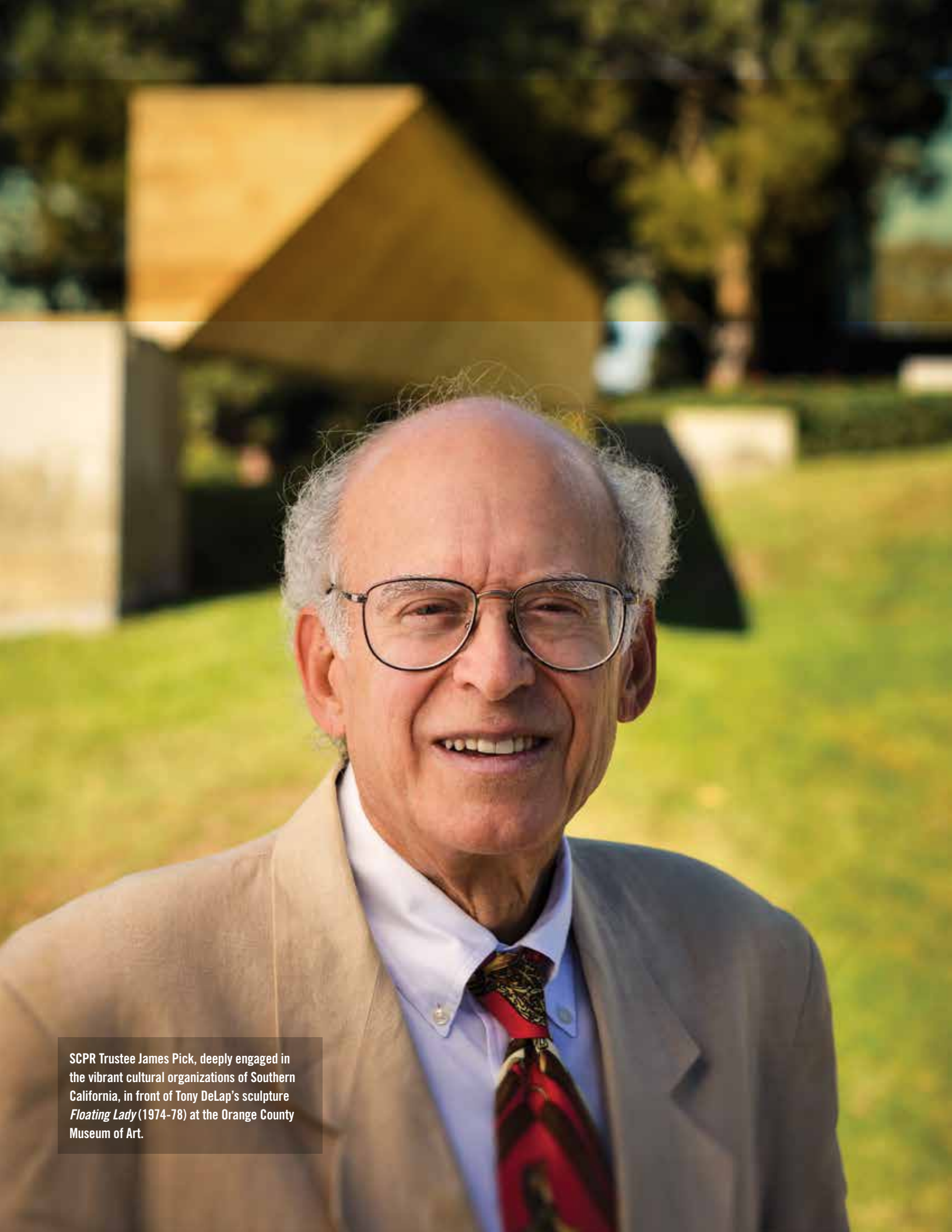
As an SCPR trustee, Valdez also remains a dedicated audience member. “I adore *Take Two*,” she says. “It has all the things that make public radio great: quality content that’s impartial and a perspective that’s open to new things.” The show’s hosts, A Martínez and Alex Cohen, were honored with prestigious 2014 Local Impact Awards by the National Hispanic Media Coalition—a clear indication of SCPR’s focus on reaching new listeners. Promising productions like *Take Two* are why Valdez sees good things on the horizon for SCPR. “KPCC is a breath of fresh air,” she says, “and I truly believe that, when it comes to potential for growth, the sky’s the limit.”

“The station is constantly striving to include as many people as possible in the ongoing conversation about our city.”

SCPR Trustee Ana Valdez at the Children’s Bureau, where as board member she advances its mission to help our community’s children through extensive resources and advocacy.



# AN APPRECIATION FOR ALL SOUTHERN CALIFORNIA



SCPR Trustee James Pick, deeply engaged in the vibrant cultural organizations of Southern California, in front of Tony DeLap's sculpture *Floating Lady* (1974-78) at the Orange County Museum of Art.

**“We’re fortunate to have a station that offers balanced coverage spanning such diverse subject matter. It’s why I think SCPR is such a valuable asset to Southern California.”**

University of Redlands business professor James Pick is methodical in his approach to understanding new concepts and exploring critical issues. It’s an approach that also characterizes his involvement with Southern California Public Radio. “My wife and I were frequent public radio listeners, and KPCC stood out, so we decided to sign up as regular members,” he recalls. The more he tuned in, the more engaged he became. “We went out of our way to meet the leaders and staff of the organization, and it continued to reinforce our appreciation for what SCPR is doing,” Pick says.

Pick, who resides in Corona del Mar, was soon asked to join SCPR’s Regional Advisory Council, a group of supporters from across Southern California who get together regularly during the year to discuss the station’s content and audience development. “It was such an enlightening experience,” he says. “And I felt I could contribute, because KPCC is trying to reach further into Orange County and the Inland Empire, and I have some knowledge of those regions.”

Pick’s expertise extends beyond regional issues—he is a long-time community leader of the arts with involvement in vibrant cultural organizations throughout Southern California that gives him an appreciation for how SCPR might cover arts-related issues. Having served on the boards of the Orange County Museum of Art, Berkeley Art Museum/Pacific Film Archives, and the Claire Trevor School of the Arts at UC Irvine, among other institutions, Pick is well versed in how art and culture enrich people and communities.

It is this unique perspective spanning the worlds of business, art and culture that Pick brings to his position on SCPR’s Board of Trustees—a position he accepted enthusiastically. “I’m enormously impressed with the quality and goals of the board,” he says. As Pick sees it, this high level of quality is mirrored in the exceptional reporting heard on KPCC’s air. “It’s news that digs in depth, with a viewpoint that isn’t at the extremes,” Pick says. “We’re fortunate to have a station that offers balanced coverage spanning such diverse subject matter,” he observes. “It’s why I think SCPR is such a valuable asset to Southern California.”



# CREATING CONNECTIONS IN SOUTHERN CALIFORNIA

Finding innovative ways to tell stories that touch people's lives has been a hallmark of Southern California Public Radio since its inception. This is the prime motivator behind the creation of SCPR's new Regional Desk, a transformative approach to reporting on the issues, people and places that make Southern California one of the most unique and fascinating locations around the globe.

Led by Assistant Managing Editor Evelyn Larrubia, formerly the station's education editor, the Regional Desk brings together a series of key urban topics—politics, transportation, urban planning and infrastructure, housing, employment, veterans affairs, immigration, crime and justice and child welfare—to offer comprehensive coverage that crosses geographical boundaries. "Southern California is really a collection of cities, and as we think about the issues they face, many of them are the same," Larrubia says. SCPR's Vice President of Content Melanie Sill agrees. "Consider mobility and transit: These are issues facing people and policymakers in Anaheim, Long Beach and Los Angeles," she says. "By doing regional coverage, we can help start conversations between and among these communities about how they are grappling with the problem."

Initiating these types of discussions empowers people to see a real connection between the political process and government and their

everyday lives. This, says SCPR President Bill Davis, is a central focus of the Regional Desk, which "epitomizes our emphasis on community engagement, accountability reporting and stories that go beyond highlighting problems by identifying solutions and efforts at reform." To that end, the Regional Desk also seeks to inform public debate by convening live events at its Crawford Family Forum in Pasadena and at local sites throughout Southern California. "We want to foster dialogue between newsmakers, residents and civic leaders about the things that impact us every day," Larrubia says. "The idea is to break down walls and to build critical relationships among people who may live across borders but whose interests straddle them."

"I think there's a real hunger among people in Southern California to establish deeper connections with one another and to pool knowledge and ideas," Sill says. She points out the region is famous for its population density (L.A. County alone has 88 cities), but that its sprawling nature often allows pressing challenges to slip off the public radar. The Regional Desk puts these issues back on the table, sparking creative collaborations and strengthening the fabric of Southern California communities.

"We want to foster dialogue between newsmakers, residents and civic leaders about the things that impact us every day."

Evelyn Larrubia, in the newsroom of the Mohn Broadcasting Center, leads SCPR's new Regional Desk, which adds comprehensive coverage that crosses Southern California's geographical boundaries.



# ADVANCING THE UNCOMMON GOOD

A frequent refrain about life in Southern California is that size and sprawl make it impossible to establish a sense of cohesive community. Yet, as seen through Southern California Public Radio's award-winning news coverage, it is a rich and diverse blend of cultures and ideas that gives the region its unique sense of place, bringing Southern Californians together to collaborate on joint problems and celebrate shared identity.

SCPR plays a critical leadership role in crystallizing this identity. The station is a centering institution in Los Angeles—a convener of important dialogue and a mirror for how Angelenos see themselves and those around them. SCPR's growing track record of breaking major news, says Kristen Muller, the station's managing editor of newsgathering, is a case in point. "Whether it's our investigation into the iPad procurement process at the Los Angeles Unified School District, our coverage of rundown public school facilities in Inglewood or our exposé on doctors profiting off their patients by selling counterfeit spinal parts, we are dedicated to accountability reporting—to telling stories that really affect people in the community," Muller says. "By engaging people on serious issues, we help spark conversations that bring everyone to the table."

For SCPR, community leadership also means working with key institutional partners to address pressing regional challenges. Consider the station's ongoing relationship with the Milken Institute, a prominent national think tank focused on improving the social and

economic health of our society. This year, the two organizations teamed up to host a series of panel discussions about such wide-ranging topics as keeping California competitive in film and TV production and the future of water in the Southland. The events, says Kevin Klowden, director of Milken's California Center, were a prime example of the value SCPR adds in strategizing about the region's future. "One of the things that's been so great about working with SCPR is that it shares our approach to civic empowerment: not just holding forums to talk about problems, but specifically looking at potential solutions."

The station continues to host other forward-thinking panels and events, as well. As a result of major support from the Corporation for Public Broadcasting (CPB), SCPR launched the One Nation Media Project in 2011, a multi-year initiative that reaches out to diverse ethnic communities in greater Los Angeles. This year, the station has used CPB funds to stage live events touching on subjects from the vote on Syria and the USA vs. Mexico World Cup match to potential bias against Asian Americans in university admissions. "We are creating public spaces for people to encounter and get to know their neighbors," says SCPR project manager Robert Garcia. These encounters are taking place both locally and regionally. The station hosted a conversation about "how spaces become places" at the NoHo Art Center in North Hollywood, moderated by *Take Two's* Alex Cohen. SCPR hosted a live conversation about President Obama's executive order on

immigration and held an event focused on community policing.

Whether through live events or online forums, SCPR consistently finds new ways to give voice to the broader community. This year, SCPR continued its cutting-edge work in data journalism with PriceCheck, a multimedia effort to develop a comprehensive, community-created guide to health costs, funded by the John S. and James L. Knight Foundation (and in collaboration with KQED in San Francisco and health cost transparency company Clearhealthcosts.com). As part of the PriceCheck initiative, SCPR reporter Rebecca Plevin investigated questions including why mammograms cost so much and the degree to which prices for routine MRIs for back pain vary. Through initiatives like these, SCPR is helping to transform life in Southern California, empowering an involved citizenry to make informed choices and advance the common—and uncommon—good.

*Top: As part of coverage of California's water issues, SCPR's Molly Peterson reported on federal environmental protections for endangered fish like those passing through the Skinner Fish Facility in the Sacramento-San Joaquin River Delta.*

*Center: SCPR crime and safety reporter Rina Palta moderated a panel discussion at Pasadena's Crawford Family Forum following a screening of the film *The Graduates/Los Graduados*, a documentary chronicling the lives of Latino high school students in the U.S.*

*Bottom: SCPR's Annie Gilbertson reported on how Los Angeles Unified School District students are grappling with the challenges of unreliable technology as problems with iPad hardware and WiFi connectivity interfered with mandatory state testing in 2014.*

"By engaging people on serious issues, we help spark conversations that bring everyone to the table."





# A WINDOW ON THE ART WORLD



Harnessing the synergies between two dynamic civic institutions, Southern California Public Radio is teaming up with the California Institute of the Arts (CalArts) to produce a series of conversations about the arts. At the heart of this new relationship is a shared interest in building community across Southern California through the visual, performing and media arts.

“The California Institute of the Arts is one of the nation’s premier colleges for students in the arts, and it introduces diverse audiences to cutting-edge developments in the visual, media and performing arts from all over the world,” says Collin Campbell, SCPR’s managing editor for broadcast. “Working with CalArts, we will provide KPCC listeners with access to what’s happening in art, dance, film, music and theater—and, at the same time, we can engage that audience in vital discussion about the future of art both locally and globally.”

“CalArts gives us a window on the art world, helping us delve into important issues, which we can then bring to our listeners on air.”

Campbell says the relationship begins at an ideal moment for SCPR. “As we launch new daily arts and entertainment program *The Frame*, it is important for us to have a toehold in all art forms,” he says. “CalArts gives us a window on the art world, helping us delve into important issues, which we can then bring to our listeners on air.” Critical to the collaboration is a series of planned live events, split between SCPR’s Pasadena-based Crawford Family Forum and CalArts’ REDCAT Theater and Gallery, located in downtown Los Angeles inside the Walt Disney Concert Hall complex. Event topics will range from explorations of Latino culture to conversations about emerging approaches to immersive performance. “There is a new technology that can make live performances 3-D,” Campbell says. “Typically, when we go to a performance, our brains are able to take it in and think about what we’re experiencing. The technology changes this, putting us directly into the action as if we are actually part of the performance.” It is an innovation, Campbell observes, that opens up exciting possibilities—and raises numerous concerns. “Working with REDCAT, we will be able to explore these subjects in a stimulating, thought-provoking way,” he continues. “For SCPR, this relationship represents a truly amazing opportunity.”

*Above: The Roy and Edna Disney/CalArts Theater in downtown Los Angeles played host to SCPR’s Take Two two-year anniversary event.*

# A LASTING PARTNERSHIP

For nearly a decade, Southern California Public Radio has enjoyed the generous support of the Annenberg Foundation, one of the nation’s most visionary nonprofit organizations. With over half a million dollars cumulatively invested in the station, the foundation has been a partner in key SCPR initiatives including a diversity fellowship and internship program and the station’s recent newsroom expansion.

Today, the foundation is continuing the relationship as a major funder of *The Frame*, SCPR’s new arts and entertainment show. As the force behind the Annenberg Space for Photography and the Wallis Annenberg Center for Performing Arts in Beverly Hills, the Annenberg Foundation has long been a champion of a vibrant cultural and artistic life in Los Angeles. With its support for *The Frame*, the foundation is reaffirming its commitment to this goal.

“We are pleased to be supporting *The Frame*, which is finding innovative ways to engage the region and its residents in arts-related issues,” says Leonard Aube, the foundation’s executive director. “SCPR is a partner in showcasing and advancing the importance of a strong arts culture in Southern California. Ultimately, this



enriches the fabric of our community and creates an enduring legacy for the future.”

SCPR President Bill Davis is equally enthusiastic about the collaboration. “There is a lack of media coverage for innovative or nontraditional arts programming, creating a real void in the public’s awareness of, and ability to explore, the arts,” he says. “With *The Frame*, KPCC offers dedicated and in-depth coverage to Southern California’s creative economy in a way that does both our art and its audience justice—and, as one of the region’s most prominent civic and cultural organizations, Annenberg’s involvement has been crucial. The Annenberg Foundation’s support provides a vote of confidence for the work we do and is a key ally in our efforts to advance public service journalism.”

*Above: The Wallis Annenberg Center for Performing Arts was the site of a spirited production of Stephen Sondheim and James Lapine’s Into the Woods, featured on both The Frame and Take Two.*

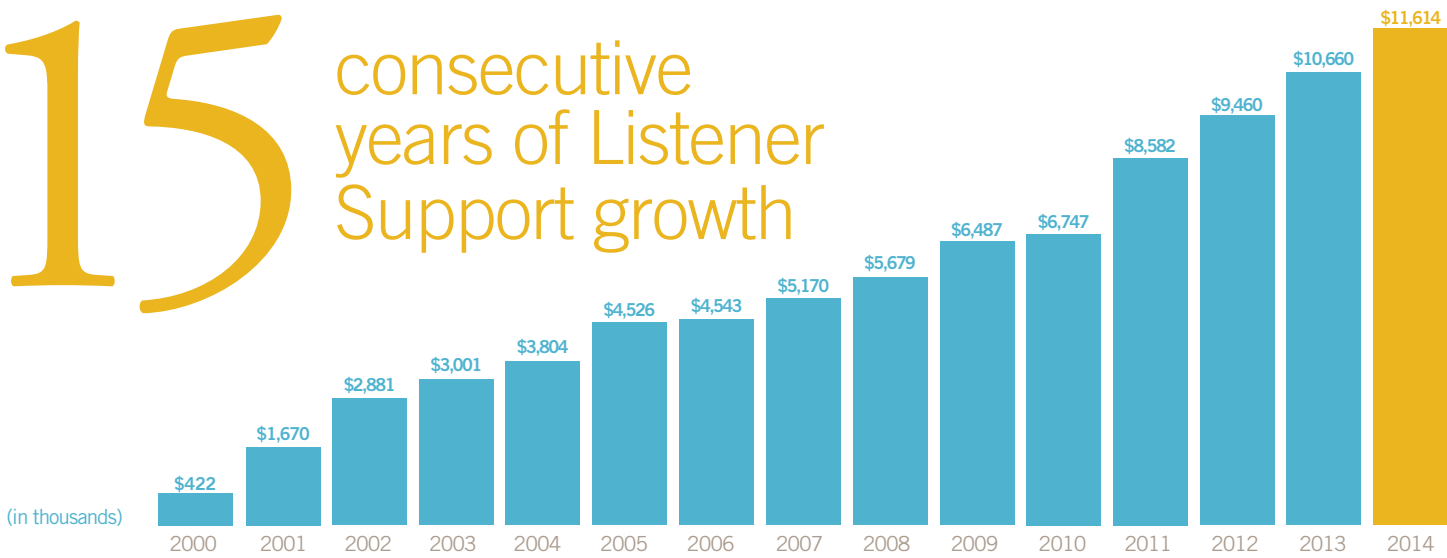
“SCPR is a partner in showcasing and advancing the importance of a strong arts culture in Southern California. Ultimately, this enriches the fabric of our community and creates an enduring legacy for the future.”



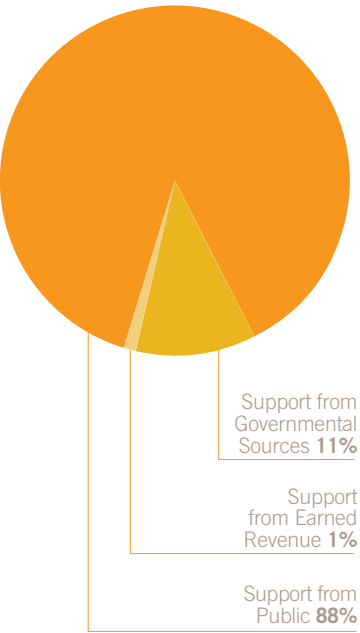
# 2013-2014 FINANCIAL ACTIVITIES

Full Statement of Activities can be found online <http://www.scpr.org/about/public/>

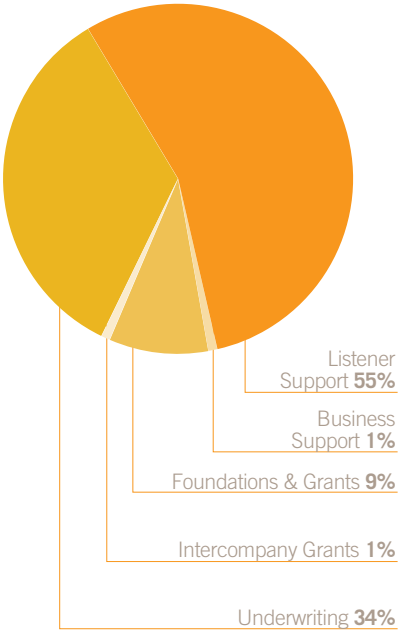
15 consecutive years of Listener Support growth



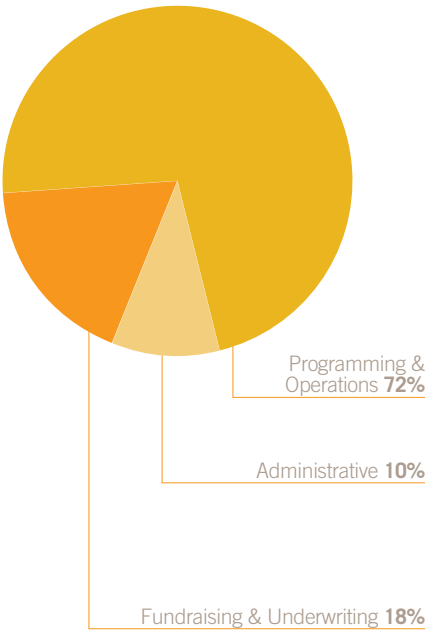
TOTAL OPERATING REVENUE



SUPPORT FROM PUBLIC



TOTAL EXPENSE



For the fourth consecutive year, **Charity Navigator** has awarded **SCPR** an **EXCEPTIONAL** ranking of **4** out of **4** stars demonstrating adherence to **excellent governance** and **fiscal responsibility**.

# BUILDING THE 21ST CENTURY NEWSROOM

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 is able to produce quality news and programming delivered on multiple platforms: broadcast, digital, social media and live events. Restricted funding towards coverage of these important topics is continually sought, and you can help: contact Carol Komatsuka, Vice President of Development at (626) 583-5143 or [ckomatsuka@scpr.org](mailto:ckomatsuka@scpr.org).

## ARTS, ENTERTAINMENT AND POPULAR CULTURE DESK

- 20th Century Fox
- The Annenberg Foundation
- John and Louise Bryson
- Gordon and Dona Crawford
- The Hearst Foundations
- Kevin MacCarthy and Lauren Lexton
- Sherry and John Phelan
- The Reis Foundation, Inc.
- Nancy Stephens and Rick Rosenthal
- David and Jamie Rosenthal Wolf

## EDUCATION DESK

- The Atlas Family Foundation
- Baby Futures Fund
- Corporation for Public Broadcasting
- The Carl and Roberta Deutsch Foundation
- Gibson, Dunn & Crutcher LLP
- Jennifer and Shawn McCreight
- George A. Molsbarger
- Justine and Julian Wing-Kai Poon
- Rosenthal Family Foundation
- Squid & Squash Foundation
- Tikun Olam Foundation

## HEALTH CARE DESK

- California HealthCare Foundation
- The California Endowment
- The California Wellness Foundation
- Dolores Grunigen
- The Rose Hills Foundation

## NEWSROOM EXPANSION—GENERAL

- Anonymous (2)
- The Annenberg Foundation
- W.M. Keck Foundation
- The Ralph M. Parsons Foundation
- The Rose Hills Foundation
- Susan Steinhauer and Daniel Greenberg

## SOUTHERN CALIFORNIA REGIONAL DESK:

Including transportation, business/economy, crime and justice, immigration and emerging communities, government and policy, poverty and others.

### >> Breaking News

- Anonymous
- Charles and Carolyn Miller

### >> Business and Economy

- The Capital Group Companies Charitable Foundation
- Gordon and Dona Crawford
- Karin Larson
- Anthony and Pamela Schwarz

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**In Memoriam**

JON B. LOVELACE  
Capital Research and  
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DR. HARRY P. PACHON  
The Tomás Rivera Policy Institute

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Executive Vice President  
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American Public Media Group

*Pictured on the cover:  
(clockwise from top) Oscar  
Garza, Darby Maloney  
and John Horn*

**AMONG THE AWARDS RECEIVED FOR  
JOURNALISTIC EXCELLENCE IN 2014:**

**THE ASSOCIATED PRESS TELEVISION AND RADIO AWARDS–REGIONAL**

- >> First Place Rachel Ambrose Award for Best Website
- >> First Place Rachel Ambrose Award for Best Use of Social Media

**EDUCATION WRITERS ASSOCIATION AWARD–NATIONAL**

- >> Third Place: Deepa Fernandes, Maya Sugarman, and Jon White, “Bilingual Learning Project”

**EPPY AWARD–NATIONAL**

- >> Best Mobile Website

**EDWARD R. MURROW AWARD–REGIONAL**

- >> Best Website (under 1 million unique monthly visitors)

**GOLDEN MIKE AWARDS–REGIONAL**

- >> Best News Public Affairs Program: *AirTalk*, “George Zimmerman Verdict”
- >> Best Feature News Series Reporting: Molly Peterson, “Prop 37”
- >> Best Serious Feature–One Minute or Longer: Deepa Fernandes, “Baby Coroner”
- >> Best Entertainment Reporting: *Off-Ramp*, “Huell Howser Tribute”
- >> Best Business and Consumer Reporting: Stephanie O’Neill, “Surgery Center Database”
- >> Best Government and Political Reporting: Sharon McNary, “Compton Mayor”
- >> Best Medical and Science Reporting: Sanden Totten, “Super Salamanders”

**LOS ANGELES PRESS CLUB–REGIONAL**

- >> Best Investigative Radio Story: Karen Foshay, “The Central Basin’s Missing Millions”
- >> Best Database-Driven Journalism: Chris Keller, “Fire Tracker”
- >> Best Personality Profile: *Take Two*, “Composer Van Dyke Parks”
- >> Best Radio News Story: Stephanie O’Neill, “Is Obamacare Good for Small Business?”
- >> Best Radio News Feature: Stephanie O’Neill, “Obamacare”

**NATIONAL ARTS & ENTERTAINMENT JOURNALISM AWARDS–NATIONAL**

- >> First Place News Radio: *AirTalk*, “Blackfish”
- >> First Place Personality Profile: *Take Two*, “Tyler the Creator”

**PUBLIC RADIO NEWS DIRECTORS INC., AWARDS–NATIONAL**

- >> Second Place: Deepa Fernandes, Maya Sugarman, and Jon White, “Bilingual Learning Project”

>> Second Place Breaking News: “Christopher Dorner Coverage”

**RUBEN SALAZAR JOURNALISM AWARD–REGIONAL**

- >> Leslie Berestein Rojas for coverage of Guatemalan war crimes victims

**SOCIETY OF NEWS DESIGN AWARD–NATIONAL**

- >> Award for Excellence from the Society of News Design: “Fire Tracker”





**SOUTHERN CALIFORNIA  
PUBLIC RADIO™**

89.3 **KPCC** 89.1 **KUOR** 90.3 **KVLA** 89.5 **KJAI** 89.9 **K210AD** 93.3 **K227BX**

