



St. Louis
PublicRadio
 90.7 KWMU • KWMU-2 • KWMU-3
 STLPUBLICRADIO.ORG



2010 Report to the Community



St. Louis Public Radio
 is a service of the
 University of Missouri-St. Louis

Letter From the Director



Dear Friend of St. Louis Public Radio,

At St. Louis Public Radio we strive to remain your source for quality programming and we continue to be recognized as a leader in public radio and a valuable asset to the St. Louis community. We are driven to provide the most in-depth news, thought-provoking and insightful discussion, and entertaining programs that focus on the issues and the people who shape our community, our country and our world.

Our mission to be a trusted and vital source of information and entertainment that opens the minds and nourishes the spirit, and that is what we strive to do every day. We are dedicated to the 245,000 listeners who tune in every week and we strive to provide them with the best content that public radio and our community has to offer.

St. Louis Public Radio has a strong local community of listeners, and for this we are very grateful. Without the support from the University of Missouri-St. Louis, our members and the corporate and philanthropic community we would not be able to deliver the quality programming that we do every day.

St. Louis Public Radio is honored to be your source for important issues and perspectives affecting us daily, your source for real-world connections, your source for dinner table conversations, your source for connecting to the bi-state community, and your source for being in the moment.

Thank you for being a supporter and a friend of St. Louis Public Radio!

Tim Eby
Director & General Manager
St. Louis Public Radio

Eye Opening Radio

St. Louis Public Radio takes its work very seriously.

Each week, more than a quarter of a million people count on the station for thoughtful, trusted and in-depth news and community information and our on-air and on-line teams must have the resources to cover our region 24/7 everyday.

In the coming year St. Louis Public Radio is focusing on building the resources to expand in a variety of strategic areas. Our listeners are our most generous backers, providing three-quarters of the station's operating dollars each and every year. With your help, here are the strategic initiatives we hope to launch in the near future:

Weekend News

Expand existing weekday news coverage by adding a full-time news professional dedicated to weekend and evening news coverage.

Education Initiative

Add a full-time Education reporter to produce reports, interviews and essays that explore the challenges and opportunities in the region.

Government and Public Policy

Expand "accountability reporting" with comprehensive coverage of State Government in Missouri and Illinois through established bureaus in each state capitol, detailed reporting and digital content.

Focus On Science Initiative

Direct significant resources to the coverage of science, technology and medicine in the region with a full-time Science reporter, specific science-related topics on St. Louis on the Air, unique online digital content and outreach.

Arts & Culture Initiative

Connect the arts to a wider community by exploring the arts and culture with a full-time Arts and Culture reporter, expansion of online digital content, and convening community conversations.

Business & Economy Initiative

Build citizen understanding of the effects of the global economy on the region by establishing a regional business and economics advisory council and hiring a full-time Business and Economics reporter.

Greatness at Grand Center

The future home of St. Louis Public Radio

St. Louis Public Radio

Trusted. In-Depth. Engaging.

More than a quarter-million people a week count on St. Louis Public Radio|90.7 KWMU for award-winning journalism that promotes thoughtful and informed discussion on the issues of our time. We work tirelessly to serve the needs of our listeners and fulfill our mission and core values. Today, St. Louis Public Radio is embracing a new vision, new leadership and a continuing commitment to thoughtful, professional journalism.

On April 15, 2011, the University of Missouri-St. Louis and St. Louis Public Radio broke ground at the future home of STLPR in Grand Center.

University of Missouri – St. Louis at Grand Center

Academic programs at our new Grand Center facility will advance the role of UMSL as an urban public university through forward-looking, strategic partnerships with strong organizations located in and around Grand Center including the arts, media, health services, and educational institutions. Many of these institutions are world-class in stature capable of providing exceptional new and enhanced opportunities for students.



“We empower and inspire the individual to find solutions for themselves and their families with comforting, thought-provoking, and insightful programs that offer moments of beauty, humor and reflection.”

Tim Eby, General Manager
St. Louis Public Radio | 90.7 KWMU



New Partnerships and Alliances

UMSL at Grand Center, the new home of St. Louis Public Radio|90.7 KWMU, offers an extraordinary opportunity to create new partnerships and expand existing alliances with a wide range of organizations and institutions. From public television to performance venues, museums, libraries, universities, and other cultural institutions, social service agencies and social entrepreneurs, UMSL and St. Louis Public Radio|90.7 KWMU will seek and strengthen partnerships that will allow us to increase awareness around regional issues and highlight Grand Center – The Intersection of Art and Life.

This new collaborative culture will be a major element for UMSL at Grand Center, home of St. Louis Public Radio|90.7 KWMU in connecting itself to a wider community through its public engagement initiative.

GREATNESS at GRAND CENTER

UMSL at Grand Center
Home of St. Louis Public Radio | 90.7 KWMU Cost Estimates

Total Costs	\$12,000,000
Cash & Pledges Received to Date	\$5,000,000
University Funding	\$2,000,000
Campaign Goal	\$5,000,000

2010

St. Louis Public Radio | 90.7 KWMU finished fiscal year 2010 (July 1 – June 30) with increases in listenership membership and corporate sponsorship, resulting in an 8 percent budget surplus. Additionally, the station increased its programming schedule, forged impactful community partnerships and received recognition for reporting.

“It is a real testament to the unwavering support of public radio listeners in the St. Louis community,” said General Manager Tim Eby, “for the station to exceed financial and membership goals during these difficult economic times. There are many great things happening at KWMU, and we hope to keep the momentum going as we move forward.”

Here are the some other station highlights from fiscal year 2010:

Individual Gifts

Support from individual donors reached record highs again in FY10, with donors contributing more than \$2.3 million dollars, an increase of 12% from the previous year. More people gave than ever before, too, with 17,700 active contributors by year end, an increase of 11%.

Corporate Sponsorship

Corporate sponsorship sales totaled \$1.6 million in fiscal year 2010, which was an increase of 34%.

Programming

In May, St. Louis Public Radio announced the addition of classical music to its broadcast schedule. Classical 90.7 KWMU-3 airs classical music 24 hours a day, 365 days a year. Listeners can access the programming on their digital radios at 90.7 KWMU-3 or online at www.stlpublicradio.org/classical.

Community Partnerships

In October and March, St. Louis Public Radio partnered with Chesterfield Arts and the Missouri History Museum respectively for live, remote broadcasts of Cityscape and St. Louis on the Air.

In February, St. Louis Public Radio and the Saint Louis Science Center and Donald Danforth Plant Science Center welcomed the live broadcast of Talk of the Nation Science Friday.

In June, St. Louis Public Radio and the Saint Louis Symphony Orchestra announced a new partnership today that will include live broadcasts of all Saturday night Wells Fargo Advisors Orchestral Series concerts beginning in the 2010-2011 season. The concerts will be broadcast live on St. Louis Public Radio's main channel, 90.7 KWMU and will be streamed live at www.stlpublicradio.org.

2010 Awards

2010 Regional Edward R. Murrow Awards

Adam Allington, and director of interactive media, Madalyn Painter, were recipients of 2010 Regional Edward R. Murrow Awards. Allington's award came in the Audio Sports Reporting category for his story "Big Business in Midsummer Classic." Painter earned recognition in the Web site category for stlpublicradio.org.

2010 Missouri Broadcast Association Awards

Adam Allington and Maria Altman received one first-place and three second-place awards from the Missouri Broadcasters Association in the Large Market Radio classification. Allington received first-place honors in the Documentary / Public Affairs category for his "Foreclosures Hit the Market" and two second-place honors—one in the News Series category for "St. Louis Auto Industry Struggles to Survive," the other in the Sports category for "All-Star Economics." Altman claimed second-place honors in the Documentary/Public Affairs category for her story "Public Defenders."

2010 Millard S. Cohen Award Dennis Owsley

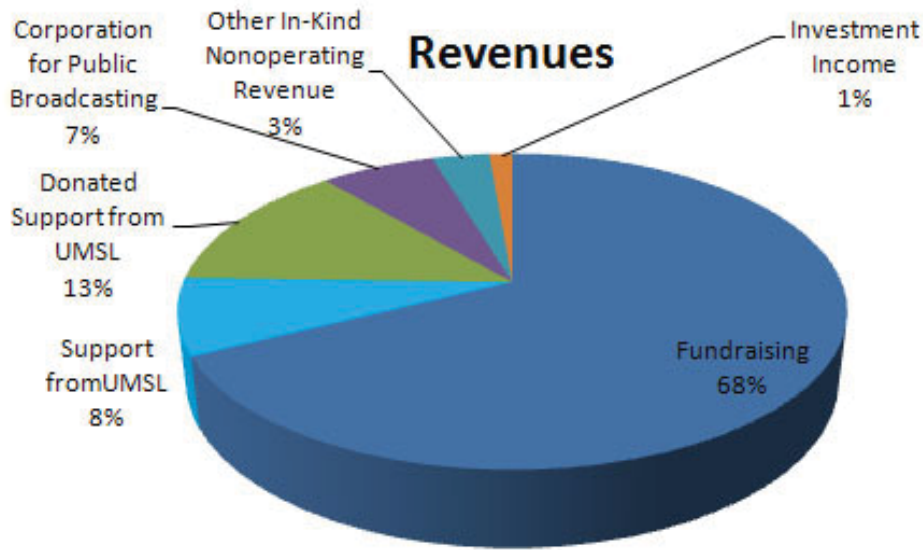
2010 St. Louis Public Radio Golden Microphone Awards

Mark Shook
Bob Thorne
Harness Dickey & Pierce

Financial

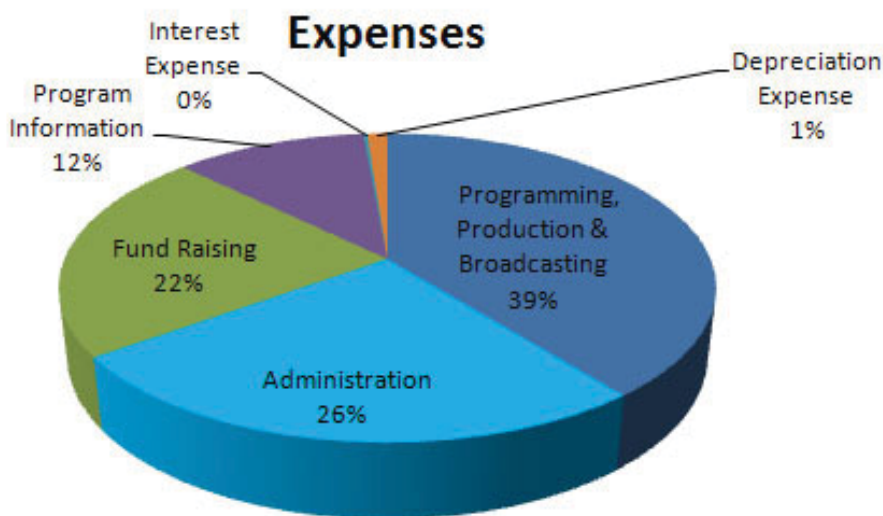
REVENUES

	YTD 06/30/10	ACTUAL
Fundraising	\$3,821,093.00	68%
Donated Support from the University of Missouri-St. Louis	753,272.00	13%
Support from the University of Missouri-St. Louis	442,024.00	8%
Corporation for Public Broadcasting	373,497.00	7%
Other In-Kind Non-operating Revenue	187,401.00	3%
Investment Income	75,096.00	1%
TOTAL REVENUES:	\$ 5,652,383	100%



EXPENSES

	YTD 06/30/10 ACTUAL	
Programming, Production & Broadcasting	\$1,986,238.00	39%
Administration	1,301,140.00	26%
Fundraising	1,127,453.00	22%
Program Information	571,582.00	11%
Depreciation Expense	59,959.00	1%
Interest Expense	<u>11,767.00</u>	<u>1%</u>
TOTAL EXPENSES:	<u>\$ 5,058,139</u>	<u>100%</u>



* A complete copy of St. Louis Public Radio's Annual Financial Report is available upon request.



Thank You!

Thank You St. Louis Public Radio Listener!

There are many roles St. Louis Public Radio | 90.7 KWMU plays in the community—it is a trusted source of news and information; it is a platform for a of variety of different opinions; it is a facilitator of public discourse; it is a foundation for community engagement; and, all of these things combined, make it a resource for life-long learning. It is through these educational aspects of public radio that listeners become informed, engaged and empowered to make sound decisions and, ultimately, a difference the community.

You are the “public” in St. Louis Public Radio and without your support, there would be no 90.7 KWMU. Your financial commitment to St. Louis Public Radio makes it possible for us to provide quality programming 24 hours a day, 365 days a year. Together we make it possible for expanding one’s knowledge as simple as tuning in or logging on to St. Louis Public Radio.

Thank you for being a great partner!

Thomas F. George
Chancellor
University of Missouri-St. Louis

Cornerstone Society Members

St. Louis Public Radio salutes the generous members of the St. Louis Public Radio Cornerstone Society. They are honored for their gifts of \$1,000 or more annually.

Carl Kassell Circle \$25,000 +

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The Dana Brown Charitable Trust, U.S.
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Cornerstone Visionary \$10,000 - \$25,000

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Cornerstone Society Members \$1,000 +

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 Kimberly and Imran Zoberi
 James Zweifel

Foundation Support

Arts & Education Council
 Combined Federal Campaign
 Corporation for Public Broadcasting
 Mary Ranken Jordan & Ettie A. Jordan
 Charitable Foundation
 Missouri Arts Council
 Missouri Cultural Trust Fund
 Missouri State Employees Charitable Campaign
 Monsanto Fund
 Philpott Family
 Regional Arts Commission

Legacy Society

The Legacy Society honors those who have included the station in their will, trust, life income gift, retirement or insurance plans. We thank the Legacy Society members listed below and also the many others we do not yet know who have included St. Louis Public Radio in their plans.

Anonymous
 Dr. Barbara W. Brown
 Joseph E. Corrigan
 Irvin Dagen and Margaret W. Dagen *
 Spencer DeHart
 Ann Eggebrecht
 Eugene G. Guttin
 Fred* and Corinne Hammer
 Edger A. Krattli
 Carola Margraf
 Linda A. McAffrey
 Elizabeth Millman*
 Patrick J. Morris*
 Susan W. Nall
 Mariko Nutt
 Dorothy L. O'Donnell
 Kathleen and Richard Parvis *
 Mr. and Mrs. Albert S. Rose
 Donald J. and Shirley B. Sher
 Susan and Benjamin Uchitel
 Bruce and Trish Williams
 Lon and Judy Zimmerman
 * deceased

* Lists as of July 1, 2011

Corporate Support

Academy of Science of St. Louis
 ACLU of Eastern Missouri
 Advantage 2000 Consultants
 AEG Live
 Ameren
 Bach Society of St. Louis
 Backwoods
 Billy O Originals
 Bunge North America
 Camp Ondessonk
 Capella University
 Center Of Creative Arts
 Checker Bag Company
 Children's Hospital
 Chivvis Development
 Christian Science Church
 Christner Inc.
 Circus Flora
 Citizens for Modern Transit
 City of St. Louis
 Clay & Cotton
 Clayton Child Center
 Clayton Farmers' Market
 College School of Webster Groves
 Commerce Bank
 Community School
 Constant Contact
 Contemporary Art Museum
 Coronado Ballroom
 Cosgrove Law, LLC
 Craft Alliance
 Crossroads School
 Danforth Center an Religion & Politics
 Danna McKitrick, P.C.
 Delta Dental
 Downtown St. Louis Partnership
 Earth Day
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 Endowment Builders Inc.
 Enterprise Bank
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 Extra Virgin, An Olive Ovation
 Family Arena
 Family Resource Center
 Fazio's Frets & Friends
 Fifth Third Bank
 Flooring Industry Council
 Folk School of St. Louis
 Fox Associates
 Fox Television
 Friar Tuck Beverage
 Fulcrum Consulting

Gallop, Johnson & Neuman, L.C.
 Gateway Metro Credit Union
 Gilroy Law Firm
 Grand Center
 Grove Atlantic
 Hands on Health
 Harness Dickey & Pierce
 Harper Perennial
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 Health Literacy Missouri
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 Humane Society
 Innsbrook Institute
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 Kellogg School
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 Laumeier Sculpture Park
 Laurie's Shoes
 Live Nation
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 Lung Cancer Connection
 M.A. Henry Consulting
 Maryville University
 McCallum Place
 McKendree University
 Midwest Vascular & Vein Center
 Mildred Lane Kemper Art Museum
 Missouri Baptist
 Missouri History Museum
 Music Box Films
 Nawgan
 Nazareth Living Center
 Neurology Associates
 Noreen Heron & Associates Inc
 Olin Partners
 Opera Theatre
 Our Lady of the Snows
 Outback Concerts
 Panera Bread
 Paraquard Inc.
 Patch Dot Com
 PDA
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 Picturemart
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 Plowsharing Crafts
 PNC Financial Services
 Polsinelli Shughart
 Poptions

Private Residences At Chase
 Prosgit Radio/Advertising Savants
 Pulitzer Foundation for the Arts
 Purcell & Amen, L.L.C.
 Regions Bank
 Rep Theatre
 Rick Sanborn
 River Des Peres Watershed/Great Rivers Greenway
 Rossman School
 Saint Louis University
 Schlafly-St. Louis Brewery
 Shaw Neighborhood Association
 Sheldon Concert Hall
 Shining Rivers Waldorf School
 Shoeman Water Project
 Show-Me Sound
 SIUE College of Arts And Sciences
 SLU Hospital
 SLU MBA
 SLU School of Law
 SLU care
 Smart Media Partners
 SSM Cardinal Glennon Children's Medical Center
 SSM Healthcare
 St. Anthony's Medical Center
 St. Genevieve Department of Tourism
 St. Johns Mercy Childrens
 St. Louis Art Museum
 St. Louis Beacon
 St. Louis Black Repertory Company
 St. Louis Cabaret Conference
 St. Louis Cathedral Concerts
 St. Louis Children's Choirs
 St. Louis College Of Pharmacy
 St. Louis Community College
 St. Louis County Library
 St. Louis Couples Workshop
 St. Louis Lawn and Land
 St. Louis Philharmonic
 St. Louis Science Center
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 St. Louis Symphony Orchestra
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Corporate Support Cont.

Sunshine Drapery
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L'ecole Culinaire
 (from left to right)
 Tim Eby
 Lynn Rossetto Kasper
 Chef John Womick
 Robin Levan

Matching Gifts

Many companies match contributions to St. Louis Public Radio. We salute the companies that matched gifts in 2008-2009 totaling more than \$47,803. To find out if your company has a matching gift program, check with your human resource office, obtain matching gift information and send it to St. Louis Public Radio - we do the rest.

Air Products	Kraft
American Express	Levi Strauss
Ameriprise Financial	Macy's Foundation
Anheuser-Busch Foundation	Mastercard
Aon Foundation	Merck Partnership
AT&T Foundation	Merrill Lynch
Automobile Club	Metso Automation
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Boeing	Millipore Foundation
Brown Group	Monsanto
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Caterpillar Foundation	Novus International
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