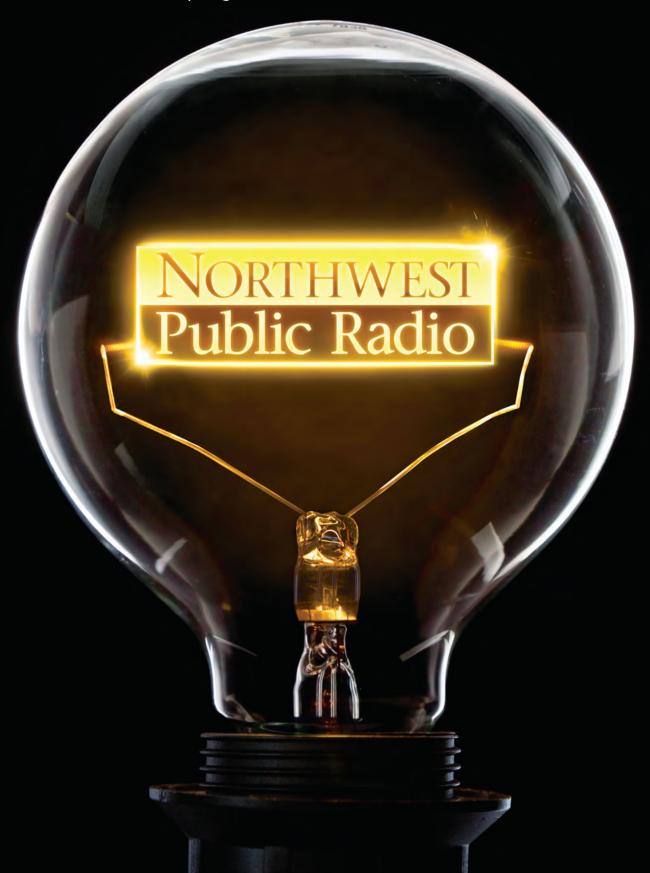
ANNUAL REPORT FY2016

NORTHWEST PUBLIC RADIO nwpr.org



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2016 ANNUAL REPORT For more information about this report, contact Major Gifts Officer Sandi Billings at sandi.billings@wsu.edu.

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This report showcases what you made happen for the many people you served with your charitable donations to Northwest Public Radio. It also showcases what listeners got out of it: information, companionship, connections to other people and places, inspiration, joy, lifted spirits, insights.

This report summarizes how these aspirational, inspirational results were achieved and the practical ways your money was put to use. Equipment, technology, people, finances, programs: attention to these on-theground realities keep providing you and Northwesterners with quality, affordable public radio every day.

Thank you for taking care of 150,000-plus listeners throughout the great Northwest.

Marvin Marcelo, General Manager



Kerry Swanson, Station Manager

NORTHWEST Public Radio

A community service of





Year In Review

KWSU AM tower iso-coupler

Engineering

By Jeffery Snell, Director of Engineering & Technology

Few things in nature are as awe inspiring (and terrifying) as lightning. Unfortunately, lightening is attracted to tall metallic objects, like radio towers.

We spend a lot of time and effort trying to protect NWPR's towers and electronic equipment from lightning strikes. But every so often one gets through, as it did in June of this year to our KWSU AM tower. As you may know, an AM transmitter tower is fully charged from base to tip. The iso-coupler allows us to connect other equipment onto the tower without it being interfered with by the current in the tower itself. The lightning strike melted the iso-coupler and took KJEM off air until the iso-coupler could be replaced.

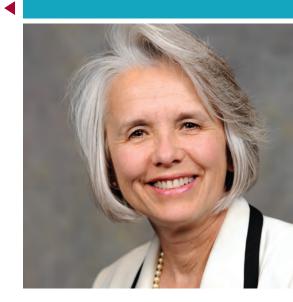
So next time you are enjoying a good thunderstorm think of all the engineering that is involved in keeping your favorite radio stations on the air.



Financials <

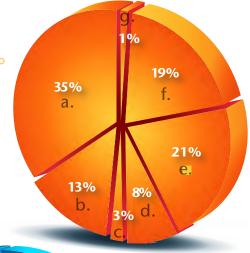
By Denise Blacker, Chief Financial Officer

Through careful resource spending and steady growth in membership and business support, Northwest Public Radio ended the year in a positive financial position. With careful financial stewardship, we continued investing in local programming and making improvements in key services, including an upgrade to the KWWS 89.7 signal that serves Walla Walla and the Tri-Cities and adding a new translator signal in the Longview/Kelso area. This year's small surplus in revenue over expenses allowed NWPR to set aside funds for unexpected equipment replacement, or other urgent needs, in the coming years.



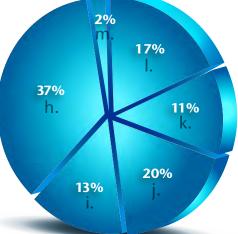
Revenue

a. Listener Support \$1,679,661 b. Corporate Support \$611,701 c. Foundations and Grants.....\$133,294 d. CPB Community Service Grant \$390,728 e. WSU General Appropriation \$980,138 f. WSU Donated Facilities\$917,880 g. Other Income......\$33,950 \$4,747,352



Expense

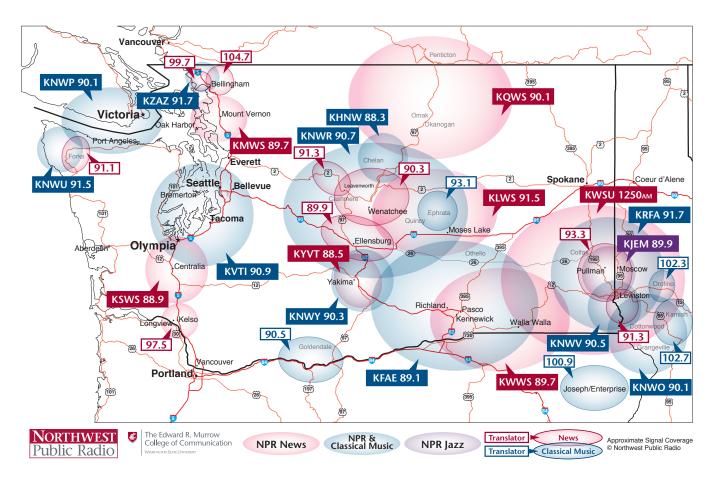
h. Programming and Production \$1,754,894 i. Broadcast and Engineering...... \$601,626 j. WSU Donated Facilities\$917,880 k. Administration.......\$531,115 I. Development and Marketing \$797,252 m. Depreciation \$79,495 \$4,682,262



EXPANDING

More Coverage

Expanding reach to serve as many people as possible: that's good for people who want access to public radio and that's good for donors. It allows your contributions, combined with others', to go further. It's all about economies of scale: when we reach more people, more donate, increasing revenue, while cost of operation rise to a lesser proportion.



180,000 160,000 140,000 120,000 80,000 40,000 20,000 0 100,000 100

Listenership

Listenership rose drastically from 2008–2013, thanks largely to new signals added into the Northwest Public Radio network. Since 2013, expansion has slowed (due to limited opportunities for new signals) and likewise listenership growth has leveled out.



New Signal

One new signal was added in FY 2016: In early March NWPR added a translator on Green Mountain in southwestern Washington in order to extend the NPR News service on 97.3 to the Longview/Kelso area. This new signal serves approximately 66,000 people.

Broadcast Chief Engineer Don Eckis installing antenna for new Longview/Kelso translator. Credit: Martin Gibbs/NWPR

Community

Gigi Yellen interviewed soloists after Whatcom Symphony Orchestra's first Harmony from Discord performance, a multiyear series that showcases works composed in the face of oppression.

R-L: NWPR's Gigi Yellen with guest solists Susan Gulkis Assadi (viola), Jessica Choe (piano), and Zart Dombourina-Eby (flute). *Credit: Sandi Billings/NWPR*



Digital

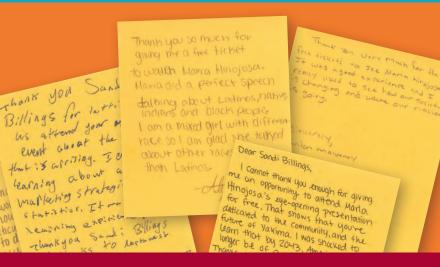
Beyond broadcasting, NWPR focused expanding reach through the web and social media—and even produced its first podcast series. Some people consume news and entertainment exclusively, or nearly exclusively, via these sources. To be sure NWPR is there when, and where, listeners are, we began posting breaking local news about wildfires on Facebook and Twitter, generating web exclusive stories, and using social media to distribute broadcast pieces beyond the traditional use of radio waves.

Kelsie Smith (left), a key member of the NWPR digital media team with Sueann Ramella (right) and Max Bartlett (not pictured). *Credit: Courtesy Kelsie Smith*.

Outreach

Students at Yakima's Eisenhower High School attended Maria Hinojosa's presentation. As active attendees, they asked questions and shared their thoughts, then kindly wrote to Northwest Public Radio with their insights.

Notes from Yakima's Eisenhower
High School students



Maria Holl Color SA Building on NWPR's Yakima-based, bilingual reporting funded in large part by the we teamed up with Maria Hinojosa of Latino USA to co-produce an episode of here.



Building on NWPR's Yakima-based, bilingual reporting funded in large part by the Yakima Valley Community Foundation, we teamed up with Maria Hinojosa of *Latino USA* to co-produce an episode of her national show and gather with community members.

Hinojosa and NWPR's Rowan Moore Gerety traveled the Yakima Valley for nearly a week, gathering material for an episode of *Latino USA* on the cultural contact zone between Hispanics and Native Americans in the Central Valley.

Just before the special episode was released, residents got a preview of the show at a listening party hosted by NWPR, Heritage University and Yakima Valley Community Foundation. Maria was not there in person, yet she shared a personal message recorded for the preview.



More than 500 people were on hand September 23 in Yakima for an NWPR-sponsored talk by Maria Hinojosa, anchor and executive producer of the Peabody Award-winning NPR show *Latino USA*. Her presentation at the Capitol Theatre, "The Changing Face of America," explored the growing role of Hispanics in American society and the profound cultural changes it's bringing. Hinojosa also presented a segment from her PBS show *America By The Numbers* that examined the burgeoning power of Hispanic consumers. *Credit: Monica De La Torre*

Latino USA Explores The Yakima Valley



The Yakama Nation is a Native American reservation in Eastern Washington that is home to about 11,000 Yakama people and almost three times as many Latinos. Over recent decades, the reservation's rich agricultural lands have attracted Mexican farmworkers and their families who have made the valley their home. Despite shared indigenous roots and frequent intermarriage, living side by side hasn't been easy, and tensions between the two groups are high.

In this special collaboration with Northwest Public Radio, *Latino USA* took a deep dive into the dynamics of the reservation, exploring how two communities try to learn to get along.

Northwest public radio | Nwpr.org

BROADENINGMINDS

True to Washington State University's land grant mission, broadening minds is the heart of what Northwest Public Radio does. It offers music that speaks a language beyond words and offers new ways to feel, think, and connect with each other and ourselves. It offers information and analysis from nearby and around the world, exposing us to other people, places, and issues. NWPR makes a broad range of topics available to those who want it, allowing each listener to learn and grow.

PROGRAMS



Inland Folk Host Dan Maher Jams with Local Musicians on TV and Radio

Our colleagues at Northwest Public Television teamed up with Dan Maher (left, photo by Marie Glynn/MG Clicks Photography) to produce a series of folk music-filled videos. The host of NWPR's *Inland Folk* sings with guest artists and chats about life and music on Jam with Dan. Credit: Marie Glynn/MG Clicks Photography

As A Prairie Home Companion left the NWPR lineup, a collection of new programs joined the schedule.



Through the decades, we came to know and love Lake Wobegon's Whippets baseball team; tuna hot dish; snow; Norwegian bachelor farmers; ice fishing; Our Lady of Perpetual Responsibility Catholic Church; and, of course, Lake Wobegon Lutheran Church. Thank you, Garrison, for 42 years of news from Lake Wobegon, "where all the women are strong, all the men are good looking, and

all the children are above average."





Innovation Hub with Kara Miller





On Being with Krista Tippett

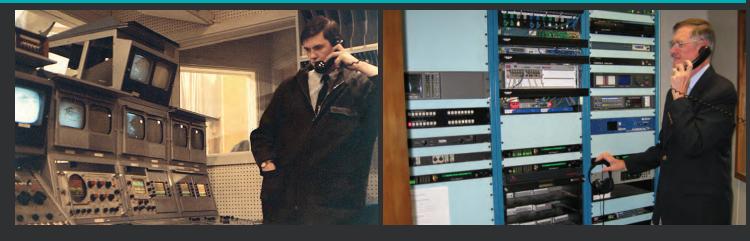


Concierto with Frank Dominguez



The Score with Edmond Stone

PEOPLE



Chief Engineer Don Peters retired (again!).

Photo top left: Don in the control room in 1969; top right: same room, same man, in 2016. Credit: courtesy of Don Peters



Brett Charvat left the Morning Edition chair to new adventures in North Dakota with his growing family.



NWPR's airwaves to bridge the gap after Brett's departure from the Morning Edition chair.



WSU student Kelly Hilton joined the staff as a part time announcer.



Emily Schwing joined the reporting team as the Inland Northwest Correspondent based in Spokane. Credit: Paul Loofburrow



Yakima-based and bilingual reporter Rowan Moore Gerety wrapped up his time with NWPR on a high note: he co-produced an episode of NPR's Latino USA. Rowan continues to work with public radio at WLRN in Miami. Credit: courtesy of Rowan Moore Gerety

Broadening Minds

▶ Northwest News

REGIONAL NEWS, ONLINE EXCLUSIVES

Complementing the national and international news that is the mainstay of our news broadcasts, NWPR takes responsibility for filling listeners in on news from our part of the country. Two funded correspondent positions have expanded NWPR's reporting capability in the Inland Northwest and in the Yakima Valley. NWPR has been part of the Northwest News Network for years, gaining news reports from five reporters who listeners know well.

Students and producers reported a growing number of online exclusive reports, serving the audience through stories posted and shared on the web and social media. Illustrating the power of web reporting, Max Bartlett's story about honey bees reached more than 5,000 people from social media alone.





The Northwest News Network staff celebrated their awards at the 2016 Northwest Excellence in Journalism banquet in Seattle.L-R: Phyllis Fletcher, Managing Editor; Correspondents Anna King (Richland), Chris Lehman (Salem), Emily Schwing (Inland Northwest), Tom Banse (Regional), Austin Jenkins (Olympia). Credit: Josh Trujillo / SPJ Western Washington Pro Chapter

Jessie Jacobs and Thom Kokenge hosted NWPR's first podcast: De-Composing: The Breakdown of Compositions – Northwest Public Radio's look into music of the region and how it was created.

(right) David Glenn chats about his work *Sculpture Garden for Piano Quintet* for this episode of *De-Composing. Photo by David Glenn.*



Legacy pesticides in old orchards. Correspondent Courtney Flatt and OPB correspondent Tony Schick collaborated on reports about legacy pesticides in old orchards. The series was supported by a Fund for Environmental Journalism grant awarded by the Society of Environmental Journalists.





Above left: Spraying dry lead on apple trees, 1925. Credit: courtesy Washington State Historical Society, by A.G. Simmer

Tri-Cities Correspondent Courtney Flatt

Above right: Children play at Rainbow Kidz daycare center in Yakima. The daycare's owner, Jose Luis Mendoza, wanted to make sure his soil was safe for children. "Little kids, under six years, where ever they are playing, they put it in their mouth." *Credit: Lena Jackson*

While Anna King has won awards during her 15 years of reporting, in FY 2016 her work was loudly lauded by journalism societies and other professional groups. Her impressive wildfire coverage, much of which was picked up by NPR for national distribution, and her special *Daughters of Hanford* series garnered the bulk of attention.







Above left: Anna King on her way home from reporting on Washington wildfires. Above middle: Anna King and Craig Vejraska traveled up into the high mountains outside of Omak to search for his cattle amid the fires. *Credit: Ian C. Bates*.

Above right: Northwest Public Radio's Anna King has been honored with two Gracie Awards: the first names her Outstanding Correspondent in public radio; the second recognizes her coverage of last year's wildfires in central Washington. The Gracie Award – given by the Alliance for Women in Media - recognizes great journalism and programming in all media created by and for women.

PREPARING the NEXT GENERATION...

Northwest Public Radio strives to prepare the next generation to step into leadership roles as engaged and skilled citizens through its content and its training programs. The public radio audience is generally older—age 45 to 65—but younger people are finding, and valuing, NWPR through on line, streaming, social media stories, and on-air broadcasts. One important way to keep listeners plugged in and engaged is by providing programs that reflect their voices because it's produced by peers. It's a simple as that: when young people have a voice in producing the audio you hear, seemingly small influences can have a big impact.

Northwest Public Radio is a training ground for the next generation of media producers. Drawing largely on its connection to students at Washington State University, the station employed interns and student employees as announcers, producers, news gathers, social media producers, and so many other roles. The real-world work experience students receive at NWPR prepares them for their careers when they move on from college. KJEM, the sole jazz station of NWPR, is led by three student managers.

...OF LISTENERS

It's a delight to introduce my grandson to classical music

When Jennifer's youngest daughter was deployed overseas, she and her husband were raising their 18-month old grandson. Jennifer told us, "NWPR classical music is on in the background as we go about our day...morning classical inspires art projects and accompanies story-time...afternoon classical soothes him to nap time and keeps me company with a cup of tea and a bit of a breather. It is a true delight to introduce him to great music and to watch him dance around the living-room to the selections that tickle his fancy! Thanks so much!"

– Jennifer in Selah



...OF BROADCASTERS















- Assistant Music Librarians Mary Ellen Pitney (left) and Jordan Eby. Credit: Jessie Jacobs/NWPR
- Angela Nhi Nguyen: on-air host, occasional reporter, and full time WSU communications major.
- Seth Maynard worked at NWPR as a part-time announcer until he graduated from WSU in May 2016. Now he sits behind the microphone on a regular basis. *Credit: Julia Varga*
- 4 WSU Broadcast Journalism major Shannon Heckt is assistant producer to Thom Kokenge during All Things Considered, occasional reporter and a member of the digital media team. Credit: courtesy of Shannon Heckt
- As a student at WSU, Nick Nguyen worked at the WSU Officer of Commercialization before becoming an NWPR announcer.
- KJEM Development and Marketing Manager, Jamie Jones, is a junior in Broadcast Journalism at WSU. Credit: Marie Glynn/MG Clicks Photography
- While a sophomore in Broadcast Journalism at WSU, Kevin Vallene also worked as an announcer on the NWPR network and as Operations and Production Manager for KJEM. Credit: Marie Glynn/MG Clicks Photography
- A sophomore in Broadcast Journalism, Preston Snyder worked as KJEM Program Manager. Credit: Marie Glynn/MG Clicks Photography

MAKINGITHAPPEN

DONORS





Your NWPR Membership support team, I-r: Sandi Billings, Major Gifts Officer; Sue Sheppard, Membership Coordinator; and Sarah McDaniel, Membership Director.

For some donors, big news in 2016: The Charitable IRA Rollover became permanent

The tax advantages of a Charitable IRA Rollover became a permanent feature of the U.S. tax law in 2016, and donors to Northwest Public Radio took advantage of it in growing numbers. Gifts from a few hundred dollars to those as large as \$10,000 were made using this method, which allows donors who are at least 70.5 years old to not claim the contributed portion as income on their tax forms.

Other ways philanthropists supported NWPR made donating convenient and/or improved their tax positions:

- transferring appreciated securities
- future gift planning via wills, trusts, retirement or life insurance beneficiary designation
- contributing via Donor Advised Funds, such as Fidelity Charitable funds and community foundations
- donating cars, trucks, or other vehicles
- giving useful items such as computers and CDs
- making monthly (or periodic) credit card payments or Electronic
 Funds transfers directly from a bank account
- the standard, tried-and-true: donating via checks, credit cards, debit cards, etc.

Let us know if we can help you explore the ways to support the public radio resources you value.

"I live in a rural area and commute an hour each way to work as a teacher. In the winter this can be as much as one and a half hours each way. Lucky for me, as a resident of the Wenatchee Valley of central Washington, my drive is beautiful and traffic free. Each morning I look forward to my morning coffee, listening to Northwest Public Radio and taking in the stunning landscape as it changes from alpine forest to rolling scrub hills. Each evening, I sip my tea and make the trip in reverse. The quality programming of NWPR has a way of engaging my curiosity and wonder—just the mindset to be tuned into what is around me. By the time I arrive at school, or home from school, I've journeyed all sorts of places, gotten beyond myself and am ready to be at my destination, all the richer for the time it took me to get there. Thank you NWPR for the good work you do to keep us connected!"

— Adele Little Caemmerer, Leavenworth



New member initiatives, sustainers

Membership continues to be the single largest source of income for Northwest Public Radio, and the number of members have held steady for the past six years. Dollars contributed by members has increased, however, as more members join the Leadership Circle of donors (donating \$1,000 or more within the fiscal year) and more become sustainers (giving regularly, automatically renewing each year).

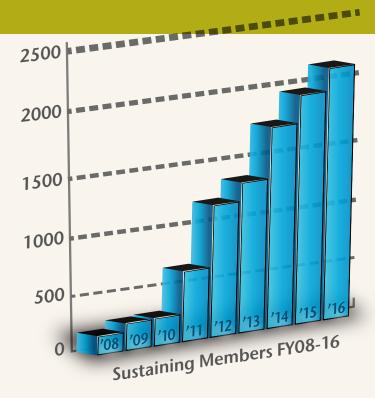
In FY 2016 a group of Leadership Circle members challenged new members to support the station, and more than 500 new members met the challenge during pledge drives. New members are essential to sustaining the station's operating revenue. New member marketing techniques, as well as efforts to retain current members, will continue to be a focus of pledge drives and annual fund raising activities.

MEMBERSHIP



Membership Donors

| FY08 | 7,944 |
|------|-------|
| FY09 | 8,021 |
| FY10 | 8,654 |
| FY11 | 9,361 |
| FY12 | 9,366 |
| FY13 | 9,269 |
| FY14 | 9,273 |
| FY15 | 9,379 |
| FY16 | 9.364 |



Sustaining Members

| FYU8 | 155 |
|------|-------|
| FY09 | 230 |
| FY10 | 238 |
| FY11 | 602 |
| FY12 | 1,130 |
| FY13 | 1,286 |
| FY14 | 1,723 |
| FY15 | 1,960 |
| FY16 | 2,154 |

Making It Happen

Legacy Associates

Legacy Associates have included NWPR in their estate plans. Their gifts will provide public radio service to future generations.

Alida Bockino, Moscow Charles & Nancy Borg, Wenatchee James Corcoran, Wenatchee Brooke DuBois, Richland Lindsay Fiker, Mount Vernon Robert & Paulette Fordan, Spokane Robert Pearse Gibb, Bellingham Albert W. & Mary Lou Hurst, Gig Harbor Margretta F. Kethler, DVM, Moscow Kim Kovalik, Mosier Shirlee McGreer & Sylvia Clawson, Alec and Eunice* McKay,

Anonymous, Bellingham Anonymous, Ellensburg Anonymous, Lacey Anonymous, Leavenworth Anonymous, Lewiston Anonymous, Lynnwood Anonymous, Milton-Freewater Anonymous, Richland Anonymous, Prosser Anonymous, Pullman (2) Chilliwack, BC Anonymous, Walla Walla (2) Thomas E. Richardson, Pullman Anonymous, Wenatchee (2) Matthew Root, Pullman Anonymous, Yakima (2) Linda L. Blackwelder Pall, Moscow Anonymous

Broadcasters Circle

Eric Schmieman, Richland

Broadcasters Circle members contributed \$5,000 or more. Their gifts allow NWPR to invest in projects beyond general operations.

Diana Broze, Walla Walla Corporation for Public Broadcasting Patricia Kust, Bellingham Ierri Main, Pasco Don & Marianna Matteson, Pullman

Barbara & Max Rutzer, Walla Walla Yakima Valley Community Foundation, Yakima Anonymous, Pasco Anonymous, Clarkston

Edward Siciliano, Richland

Anonymous, Battle Ground

V. D. P. Spicer, Yakima

Anonymous, Athena

Leadership Circle

Leadership Circle members contributed \$1,000–\$4,999 and receive quarterly "insider" letters from the station manager and periodic invitations to special events.

Peter Ackroyd & Joan Alworth J. R. Alldredge & Judy Meuth, Pullman American Endowment Foundation Maile Anslinger, The Dalles Don & Ellen Baer, Richland Bruce & Christine Baguley,

East Wenatchee Brad Bailie & Esther Daza, Connell Steve & Jane Baldock, Wenatchee R. Edward Barbre, Ephrata Ford & Marlys Barrett, Wenatchee Warwick Bayly, Palouse John & Susan Bennett, Grangeville Deborah Bezona, Ellensburg Sandi Billings, Moscow Blue Mountain Community Foundation, Walla Walla Shira Broschat & John Schneider. Pullman

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Brooke DuBois, Richland

Owen Dugmore, Ellensburg Lee Anne Eareckson & Tom Gorman, Viola

Elis & Susan Eberlein, Richland Mark Farley & Janis Rue, Toppenish Connie Feutz, Bellingham Fidelity Charitable Gift Fund Lindsay Fiker, Mount Vernon David Potter & Lauren Fins, Moscow Ron & Jo Ellen Force, Moscow Larry & Shelley Fox, Pullman Paul Fox & Shelly Richardson, Pullman

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West Richland Cragg & Barb Gilbert, Yakima Mike & Sue Gillespie, Walla Walla William & Julia Gotthold, Wenatchee Sharon Grant-Ghan & Steven Ghan, Richland

David N. & Sylvia Hammond, Ephrata

Charles & Ellen Harley, Walla Walla Dorothy Heikell & Kevin Smith. Moses Lake

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Debra Stinger, Walla Walla

Daniel Stowens, Kennewick

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Yakima

Richland

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Sandy Trine, Richland

Port Angeles

Eugene & Norma Turner,

Curtis & Mary Sundquist, Yakima

United Way of Benton & Franklin Counties

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Lawrence F. Wojdac, Richland Dianna & Steve Woolley, Walla Walla John Yale, Wenatchee Kathleen Yenney, College Place Ralph & Valerie Yount, Pullman Anonymous, Entiat Anonymous, Leavenworth (2)

Anonymous, Miami, FL Anonymous, Moscow (2) Anonymous, Moses Lake Anonymous, Pasco

Anonymous, Port Angeles Anonymous, Pullman Anonymous, Richland Anonymous, Toppenish

Anonymous, Walla Walla (3) Anonymous, Wenatchee Anonymous, Yakima (3)

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Holly Howard & Frank Skorina & Family, Walla Walla Ed Huang, Naches Jim and Celia Jamison, Richland John R. Johnson, Dayton Laurie Kelley, Victoria Nancy Kenmotsu, Yakima John & Robin Kisala, Yakima Karen & Richard Kroger, Tieton John & Diana LaFemina, Kennewick Judy Lalonde, Trov Ann & M. J. Langevin, West Richland Paul & Kristy Larson, Yakima Richard Layman, Ellensburg Arnold & Marilea Lee, Moscow Carrie Lee, Moscow Lee Lippert*, Wenatchee Allison Mandas, Tacoma Michael & Betsy Martin, Selah Lynne McCreight, Moscow Duane & Kirsten Monick, Yakima Phillip and Sharon Morgan, Pullman Dave & Sharon Mudra, Clarkston Janel Mundell, Pullman Russ & Penny Myers, Yakima Ion & Sandy Ochs, Lacrosse Linda & David Olson, Yakima Joann Otto, Bellingham William T. Pennell & Saundra L. Hill, Pasco Bruce M. & Kathryn A. Pitman, Moscow Carol Raczkowski, Mount Vernon

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Yvonne Van Winkle, Orondo Lloyd and Janis Wallis, Clarkston Nancy Wenke, Ephrata Cliff Yeager, Richland Kathie Zaloudek, West Richland Donna Lynn Zuba, Kennewick Anonymous, Anacortes Anonymous, Bend Anonymous, Bow Anonymous, Cashmere Anonymous, Centralia (2) Anonymous, Chehalis (3) Anonymous, Colfax Anonymous, College Place Anonymous, East Wenatchee Anonymous, Eatonville Anonymous, Ellensburg Anonymous, Ephrata (2) Anonymous, Friday Harbor Anonymous, Genesee (2) Anonymous, Greer Anonymous, Idaho Falls Anonymous, Kennewick (2) Anonymous, Leavenworth Anonymous, Mercer Island Anonymous, Moscow (11) Anonymous, Mukilteo Anonymous, Naches Anonymous, Olympia Anonymous, Orofino Anonymous, Palouse Anonymous, Peshastin Anonymous, Port Angeles (2) Anonymous, Port Townsend Anonymous, Portland (2) Anonymous, Prosser (2) Anonymous, Pullman (9) Anonymous, Quincy Anonymous, Redmond Anonymous, Richland (16) Anonymous, Seattle (3) Anonymous, Sedro Woolley Anonymous, Selah Anonymous, Sequim (2) Anonymous, Stanwood Anonymous, Tacoma Anonymous, Vancouver Anonymous, Waitsburg Anonymous, Walla Walla (6) Anonymous, Wenatchee (3) Anonymous, West Richland (2) Anonymous, Yakima (9) Anonymous, Zillah

*deceased



Community Partnerships and Development staff, top-bottom:

Cricket Cordova (Walla Walla), Jamie Huber (Wenatchee), Kymberly Dahl (Pullman), and Chelsea Roberts (Tacoma). Credit: Shutterkey Photography (Cordova, Dahl); Erica Wagner (Huber) and Dennis Wey (Chelsea).

► Business & Community Partners

In FY 2016, more than 270 business and community organizations supported NWPR. Their support is instrumental in providing outstanding and innovative programming. The individuals, businesses and foundations that contribute to NWPR help us bring informative, inspiring and entertaining programs to tens of thousands of listeners every day.

NWPR strives for accuracy in recognizing people and organizations that support its operation. Please notify us of errors so we can offer apologies and correctly recognize you in future publications, 800-842-8991 or nwpr@wsu.edu

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Hodgins Drug and Hobbies, Moscow

Hog Heaven Big Band, Genesee Howard's Medical Supply, Yakima I Heart Yakima Icicle Creek Center for the Arts,

Leavenworth Idaho Department of Labor Idaho Forest Products

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Conditioning, Kennewick InvestED, Washington State Iron Horse Brewery, Ellensburg Jazz in the Valley, Ellensburg Jeffers, Danielson, Sonn &

Aylward Law, Wenatchee Jim Custer Enterprises, Inc. Spokane

Kadlec Regional Medical Center, Richland

Kay Funk MD, Yakima KBTC Public Television, Tacoma Kenworthy Performing Arts Centre, Moscow Kiwanis Club of Pullman

Lake Chelan Bach Fest Larson, Berg and Perkins, PLLC, Yakima

Latah County Historical Society Leavenworth Earth Day Community

Lionel Hampton Jazz Festival, University of Idaho



"We know that our visitors listen to and trust NWPR as do I. Because the content they deliver is so spot on, listeners know that when they hear about us on the radio, they are hearing something beneficial."

- Monica Miller, Executive Director, Gallery One Visual Arts Center, Ellensburg

Little Theatre of Walla Walla Mann & Stanke CPAs, Moscow McCall Music Society and Summerfest McIntyre Hall, Mount Vernon Meier Architecture and Engineering, Regional Melinda Dutton, RE/MAX, Pullman

Methow Valley Chamber Music Festival, Winthrop Mid-Columbia Ballet

Mid-Columbia Libraries Mid-Columbia Mastersingers Mid-Columbia Musical Theatre Mid-Columbia Symphony Mighty Tieton

Monastery of St. Gertrude, Idaho Monson Wealth Management, Kennewick

Moscow Arts Commission Moscow-Pullman Building Supply Moscow Family Eye Care Moscow Food Co-op Mount Baker Theatre, Bellingham Mud Bay Inc., Puget Sound Multiplication.com Mystic Cafe, Lewiston National Lentil Festival, Pullman Neal Martin, Republic North 40 Productions, Wenatchee North Cascades Bank, Regional Numerica Credit Union, Regional

Wenatchee Openmind Neurotherapy, Richland Pacfic Northwest National Laboratory, Richland

Numerica Performing Arts Center,

Pacific Baroque Festival, Victoria, BC Pacific Northwest Quilt & Fiber Arts Museum, LaConner

Pacific Northwest University of Health Sciences, Yakima Palouse Choral Society

Palouse Clearwater Environmental Institute Paper Hammer, Inc., Seattle & Tieton Pathologists' Regional Laboratory,

Idaho Patit Creek Restaurant, Dayton Pearl Care Dental, Ellensburg Pierce College, Puyallup

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Robert Graves Gallery, Wenatchee

Robert's Tree Service, Grangeville

Rotie Cellars, Walla Walla & Seattle

Rude Mechanicals, Mid-Columbia

Riverwalk Books, Chelan

Public School Employees of Mid-Columbia Washington Puget Sound Energy, Regional Mid-Columbia Pullman Chamber of Commerce

Pullman Disposal Services Tri Cities Wine Society Pullman Heating & Electric Pullman Regional Hospital Richland Players Commerce Richland Public Library Foundation

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Run Wenatchee Sageland Properties - Mary Morgan, Ellensburg Saint Olaf College, Northfield Theatre, Prosser

Schweitzer Engineering Laboratories, Regional Seasons Performance Hall, Yakima Visit Walla Walla Seattle Cancer Care Alliance Seattle University | College of Arts and Sciences

Shakespeare Walla Walla Sheehan Gallery at Whitman College, Walla Walla Shutterkey Photography, Moscow

Sleeping Lady Mountain Resort, Leavenworth South Sound Magazine, Tacoma Steiger Productions, Kennewick STG Presents, Seattle

Stokes, Lawrence, Velikanje, Moore, and Shore Law, Yakima & Seattle Summit Veterinary Referral Center, Tacoma

Sunnyside Hospital Sustainable Connections, Bellingham Symphony Tacoma Taco Del Mar, Pullman Tacoma Concert Band Tacoma Opera Tedx Tacoma The Little Soap Shoppe, Wenatchee Thorp Mill / Aka Thorp Historical Preservation Society Three Rivers Community Foundation, Three Rivers Folk Life Society,

Town Toyota Center, Wenatchee

Tri-Cities Area Journal of Business Tri-City Regional Chamber of Tumbleweed Folk Festival, Richland

University of Idaho Martin Institute University of Idaho Women's Center Unitarian Universalist Church of the Palouse

University of Washington, Seattle Valley Theater Company & Princess Vaux Shoes, Yakima

Victoria Conservatory of Music Vivid Learning Systems Inc., Online Walla Walla Chamber Music Festival Walla Walla General Hospital Walla Walla Public Library Walla Walla Summer Dance Festival Walla Walla Sweet Onion Festival Walla Walla Symphony

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Wenatchee Valley Museum & Cultural Center Wenatchee Valley Symphony WGU Washington, Online Whale Museum, Friday Harbor Whatcom Symphony Orchestra, Bellingham Whitman College, Walla Walla

Whitman County Humane Society, Pullman

Whitman Hospital & Medical Center, Colfax

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Yakima School District Yakima Symphony Orchestra Yakima Town Hall Yakima Valley Community Foundation

Yakima Valley Memorial Hospital Yakima Valley Museum Ye Merrie Greenwood Renaissance

Faire, Kennewick



"One evening I was returning home to University Place from a stressful meeting in Gig Harbor and I could not keep my mind on driving. I turned on the radio to hear about someone else's bad news and get my mind off of me. A miracle happened as soon as I turned stations. I heard the most amazing, calming radioman's voice introducing a Russian men's choir and a spiritual song. Their voices, the music, the sounds, I cannot even find the words for what I heard. I felt comforted and touched to my very being. I felt human and OK right then. The word "grounded" comes to mind, yet feeling like I was in another world simultaneously. When the song ended there was a long moment of silence and the radioman said exactly what I felt: "That music just broke my heart." I felt wide open and connected to these men that are across the world."

— Mary Ann Brookhart, University Place



"I love classical music still and miss those private moments years ago, feeling of the weight of the world on my shoulders, driving alone in the truck, listening deeply, feeling as though [Robin Rilette, then NWPR Music Director and host] was speaking directly to me. There were some moments of darkness where music that she played soothed me and returned me to reason.

"I listen to NPR every single day, in the morning on my way to work, and in the evening, on my way home. NPR programming is the most important content being broadcast right now. What else is there? A great darkness seems to be descending upon us globally, and NPR is one of the last beacons of hope, reason, and legitimate, factual accurate news."

David Willis, Pasco

"My time at NWPR taught me the skills I needed to be successful..."

Lyndon Dacuan, WSU and NWPR alumnus, explains how his career is being influenced by his time at the station: "Today, my official title is "Content Marketer" for a publicly-traded technology company located in downtown Seattle called Onvia. What this title really means is that I wear many hats and I must be a master of all things digital media and marketing. My time at NWPR taught me the skills I needed to be successful in this role. From the art of storytelling in multiple formats (writing, audio, video, web) to the underrated and challenging discipline of speaking clearly into a microphone to produce live webinars, my time at NWPR left an impact on my life that I can only begin to describe in just a short note.

"My employment at NWPR had a monumental benefit and it has served me well in my career."



Thank you so much for your continued enthusiastic support of Tacoma Arts Month. As we wrap up our 15th year of this event it is especially gratifying to reflect on just how much it has grown. Northwest Public Radio has played an important role in that growth (and in helping inform your listeners about the many arts and cultural experiences available to them). Thank you for all you do to support the arts in Tacoma and the region.

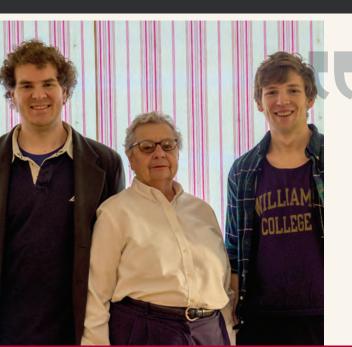
With gratitude,
Naomi Strom-Avila
Cultural Arts Specialist, City of Tacoma







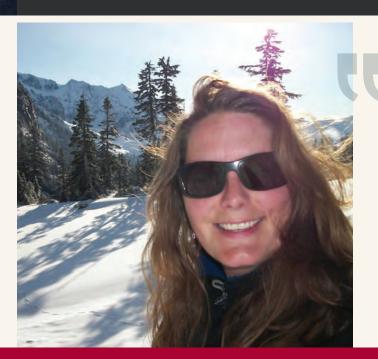




Reducing the Generation Gap with NWPR Through the years, I have learned that staying connected to my children, and now my grandsons, is enhanced by conversation about all types of things: events, politics and opinions. For this reason, as I reconsidered my contribution to NWPR, I specifically increased it in honor of what the station added to our relationship. I have continued this as the two of them have moved onto college and have left the Yakima area. Sean is now a senior at Whitman, and Tim is a sophomore at Williams in Massachusetts.

NWPR has given us all a base of knowledge from which we can grow intellectually individually, as well as a common base for enthusiastic and enlightening conversations. I appreciate what it has added to reducing the generational gap for our family—near and far.

— Patti Nagle, Yakima



"NWPR is our source for news and entertainment. We associate public radio with so many activities in our everyday life. Listening to All Things Considered while cooking dinner, catching Wait, Wait, Don't Tell Me on the way home from snowboarding or laughing at Car Talk while driving to the fishing hole. Although we prefer to spend time outdoors and away from TV, phones and internet, we know we can rely on NWPR to provide regional and world news coverage and analysis upon flicking on the car radio and heading back to civilization."

— Brian and Monique Force, Leavenworth

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