

St. Louis Public Radio
90.7 KWMU · KWMU-2 · KWMU-3
STLPUBLICRADIO.ORG

2009 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 272,000 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

Trusted. In-Depth. Engaging.



Anytime. Anywhere.



VISION

To be recognized as a distinctive and vital media source that strengthens the civic and cultural life of the communities it serves.

MISSION

To be a trusted source of information and entertainment that opens the mind and nourishes the spirit.

Trusted. In-Depth. Engaging.

Serving the citizens of the greater St. Louis area is the mission of St. Louis Public Radio. Today, St. Louis Public Radio is “on the air” through traditional radio at 90.7 KWMU and also in HD digital with KWMU-2 and Classical KWMU-3, and is on-line at stlpublicradio.org, serving as a 7-day, 24-hour, 365-day resource.

The region’s citizens are also the most generous backers of St. Louis Public Radio, provided more than three-quarters of its operating revenues each year.

Broader Program and Community Service

In the coming year, St. Louis Public Radio plans to strategically build its on-air and online programs and its community services by:

- Expanding the newsroom team
- Broadening the network of “on call” experts for in-depth analysis
- Convening community discussions, debates and expert panels
- Exploring new programs on multiple platforms
- Expand coverage of and explore new alliances with the arts and cultural community, building our role as curator of cultural coverage in the region
- Building deeper alliances with non-profit and mission-driven organizations

Journalism Initiatives

The St. Louis region faces numerous opportunities and challenges to compete effectively in an ever-changing world. As citizens of St. Louis seek a deeper understanding of important regional issues, they are looking to St. Louis Public Radio for superior journalism. Our strategic initiatives include:

Government and Public Policy: “accountability reporting” with comprehensive coverage of State Government in Missouri and Illinois through established bureaus in each state capitol, detailed reporting and digital content, conversation on *St. Louis On the Air*, commentaries and essays and acting as a community convener on public policy issues.



Marshall Griffin,
State Capitol Reporter



Veronique LaCapra,
Science Reporter

Focus On Science Initiative: directing significant resources toward the coverage of science, technology and medicine in the region through staffing a full-time Science reporter position, specific science–related topics on *St. Louis on The Air*, unique online digital content and outreach alliances with like-minded mission driven organizations.

Arts & Culture Initiative: connecting the arts to a wider community by exploring the arts and culture with *Cityscape*, a weekly one-hour program, establishing a full-time Arts and Culture reporter position, strategic expansion of online digital content, and convening a larger community conversation about the importance and value of arts and culture in our region.



Steve Potter,
Host of *Cityscape*

Business & Economy Initiative: building citizen understanding of the effects of the global economic downturn on the region by establishing a regional business and economics advisory council to assist our efforts to better understand the issues facing the region’s economy, producing reports, interviews and essays that explore the challenges and opportunities of the regional economy, convening regular panel discussions on the region’s economy, establishing a full-time Business and Economics reporter position and strategic expansion of our online digital content.

Education Initiative: establishing a full-time Education reporter, producing reports, interviews and essays that explore the challenges and opportunities of the region, convening panel discussions, strategic expansion of our online digital content, deepening understanding with media training for youth, focusing on the art of journalism and audio storytelling.

Conversations have started with opinion leaders, elected officials, funders and concerned citizens whose support will help to attract new funding of an estimated \$400,000 to enable these initiatives to be fully realized.

We invite your opinions on these initiatives and your suggestions on next steps for these important projects.

Thank you for your support of St. Louis Public Radio, and we look forward to continued conversation with you about these important projects and the valuable impact they can have on our city and our region.

Greatness at Grand Center

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.

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.

Plans are to build a three-story, 27,000 square foot facility in Grand Center to be the new home of St. Louis Public Radio | 90.7 KWMU and to provide academic and program



“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

<i>GREATNESS at GRAND CENTER</i>	
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

2009 Report Card

Listeners

- Fall audience numbers reached their highest level ever with a weekly listening audience of 196,900, according to Arbitron's fall 2008 survey (for Metro Persons 12+, Monday-Sunday, 6:00 a.m. - midnight).
- Spring audience numbers reached a 3.7 percent market share according to Arbitron's spring 2008 survey (Monday-Sunday, 6:00 a.m. - 12:00 a.m.). The 2008 ratings tie the spring 2007 ratings for the highest in the station's 36-year history.



Donors

- St. Louis Public Radio's fall membership drive raised a record \$382,885 from a record 2,879 pledges. New memberships were up 65 percent over fall 2007 marking the highest



increase in the station's 36-year history.

- The station's February Love Drive received a record 2,067 pledges, totaling more than \$231,000, during the station's February 9-12 For the Love of KWMU membership campaign. Pledges were up 13 percent over the February 2008 membership campaign.
- The spring membership campaign raised a record \$248,000 from a record 2,200 listeners. The drive generated increases across the board with total dollars raised up 34 percent, number of gifts up 69 percent and first-time membership up 92 percent over spring of 2008.

Corporate Support

- In FY09 corporate sponsorship sales totaled \$1.3 million, up 26 percent from FY08. New business increased 14 percent from the previous year.

Programs

- In September of 2008, St. Louis Public Radio expanded programming by offering KWMU-2 for listeners who have HD radios and/or the internet. The second channel features a mix of news, talk, cultural and music programming and includes the return of Bob Edwards and Tavis Smiley to the St. Louis air waves.



Community Partnerships

- St. Louis Public Radio joined forces with KETC in the spring of 2009 to further promote "Facing the Mortgage Crisis," a program that assists people facing financial difficulties in getting the professional help needed.
- In June, St. Louis Public Radio partnered with the Regional Arts Commission and the River City Professionals for the first-ever arts Tweet-up in St. Louis.

2009 Awards

2009 Regional Edward R. Murrow Awards

News producer **Adam Allington**, and science reporter, **Catherine Wolf**, were recipients of 2009 Regional Edward R. Murrow Awards from the Radio and Television News Directors Association.

2009 National Edward R. Murrow Awards

Reporter **Adam Allington** was the recipient of a 2009 National Edward R. Murrow Award from the Radio and Television News Directors Association. Allington was recognized in the *New Series* for his three-part series entitled "Gangs of North St. Louis."

2009 Missouri Broadcast Association Awards

Adam Allington received a Certificate of Merit from the Missouri Broadcasters Association in the Feature Reporting category for his story "St. Louis Speculation Bubble."

2009 Millard S. Cohen Award William J. Conway

2009 St. Louis Public Radio Golden Microphone Awards
Andy & Denise Miller
St. Louis Symphony Orchestra
Bob Checkley



Golden Mic Winner Bob Checkley



Fred Bronstein accepts the Golden Mic on behalf of the Saint Louis Symphony Orchestra



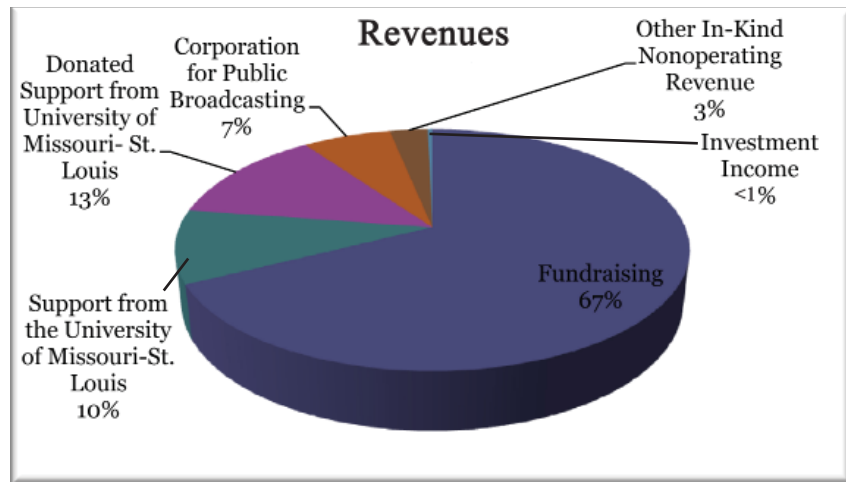
(from left-right) Bill Conway, Millard S. Cohen Award Winner Michele Steinberg, Lakshmi Singh, Liz Green, Tim Eby, Michele Martin

Revenues & Expenses

Revenues

	YTD 06/30/09 Actual
Fundraising	\$ 3,604,932
Support from the University of Missouri-St. Louis	522,012
Donated Support from the University of Missouri-St. Louis	681,996
Corporation for Public Broadcasting	353,714
Other In-Kind Nonoperating Revenue	152,245
Investment Income	-18,151

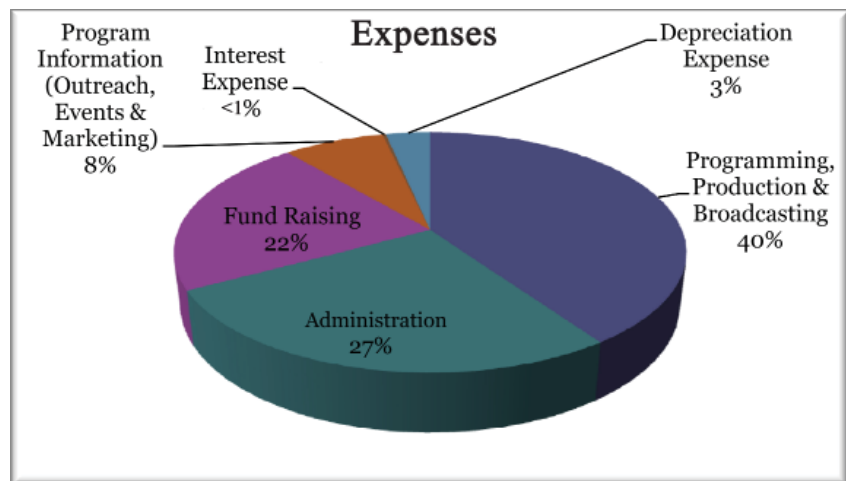
TOTAL REVENUES **\$5,296,748**



Expenses

	YTD 06/30/09 Actual
Programming, Production & Broadcasting	\$ 2,119,265
Administration	1,409,643
Fundraising	1,140,304
Outreach, Events & Marketing	399,976
Interest	13,614
Depreciation	176,003

TOTAL EXPENSES **\$5,258,805**



*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 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 in 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.

Visionary \$10,000-\$24,999

Dan and Connie Burkhardt
MasterCard International
Emily Rauh Pulitzer
The Silk Foundation
Peter and Linda Werner

Leader \$5,000-\$9,999

Anonymous
Denise Carpenter
Steven Novik and Cathy Barancik
Donald J. and Shirley B. Sher

Patron \$2,500-\$4,999

Anonymous
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John and Yvette Dubinsky
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Tom Schlafly
Sally and Mark Richman

Member \$1,000 - \$2,499

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Tracy Mathis
Susan Matlof

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 Chloe Woods-Ward
 Gerald Wunderlich
 Kit Young and Anita Hagerman
 Kathleen and Kerry Youngerman
 Lon and Judy Zimmerman
 Susie W. and Stuart J. Zimmerman
 Kimberly and Imran Zoberi

Foundation Support

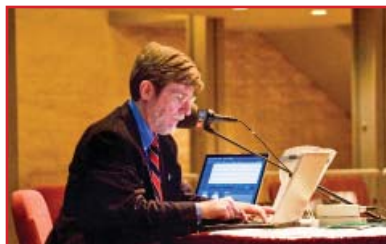
Arts & Education Council
 Combined Federal Campaign
 Corporation for Public Broadcasting
 Mary Ranken Jordan & Ettie A. Jordan Charitable
 Foundation
 Missouri Arts Council
 Missouri Cultural Trust Fund
 Missouri State Employees Charitable Campaign
 Monsanto Fund
 Philpott Family
 Regional Arts Commission

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 Uchitelle
 Bruce and Trish Williams
 Lon and Judy Zimmerman
 *deceased

* Lists as of July 1, 2010



Corporate Support

AARP
 Abramorama
 Academy of Science of St. Louis
 ACLU Of Eastern Missouri
 Ameren
 Amnesty International
 Angie's List
 Barnes Jewish Hospital
 Boeing Institute
 Buckingham Asset Management
 Bunge North America
 Center of Creative Arts
 Centric Health Resources
 Chase Park Plaza
 Chivvis Development
 Chocolate Bar
 BMW
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 Commerce Bank
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 Craft Alliance
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 Crossroads School
 Danna Mckitrick, P.C.
 Delta Dental
 DK Publishing
 Downtown Jamestown Development Corp
 Downtown St. Louis Partnership
 Earth Day
 East Central College
 Edison Theatre
 English Living
 Episcopal City Mission
 Eric P Newman, Center Washington University
 Ethical Society of St. Louis
 Every Child Matters Education Fund
 Extra Virgin, An Olive Ovation
 Folk School of St. Louis
 Fontbonne University
 Forsyth School
 Fox Associates
 Fox Family Lawyers
 Friar Tuck Beverage/ Maskorp Companies
 Gallop, Johnson & Neuman, L.C.
 Gateway Metro Credit Union
 Gitana Productions
 Global Village Language Center
 Gourmet To Go
 Grafton Chamber of Commerce
 Grand Center
 Great Rivers Greenway District
 Harness Dickey & Pierce
 Harrah's Foundation
 Harris-Stowe State University
 Home Builders Association
 Healing Arts Center
 Health, Education + Research Associates
 Independent Schools of St. Louis
 Ivey-Selkirk
 Jazz St. Louis
 Jewish Federation of St. Louis
 Johnson Computer Technologies Inc.
 Junior League of St. Louis
 Kids In The Middle
 Krueger Pottery
 L'ecole Culinair
 Lafayette Square Restoration Committee
 Lathrop & Gage
 Laurie's Shoes
 Lindstrom & Mckenney
 Luther College
 Lutheran High School North
 Maring Weissman
 Mark Twain Museum
 Home Performance By Energy Star
 Maryville University
 McCallum Place
 Mers Goodwill
 Metro Imaging
 Mid Metro 4
 Midwest Vascular & Vein Center
 Mildred Lane Kemper Art Museum
 Missouri Baptist
 Missouri Coalition for The Environment
 Missouri History Museum
 Museum Of Contemporary Religious Art
 National City Bank
 Nayak Plastic Surgery
 Neurology Associates
 Noodles / North American Dining
 Olin Business School at Washington University
 Olin Partners
 Opera Theatre
 Ottolino Winters Huebner
 Outback Concerts
 Pacific Place
 Paideia Academy
 Panera Bread
 Parktown Imports, Inc.
 Pedro's Planet
 Pfizer
 Picturehouse
 Picturemart
 Pieper's Furniture
 Plaza Frontenac
 Plowsharing Crafts
 Polsinelli Shalton Flanigan Suelthaus
 Polsinelli Shughart
 The Principia
 Pucks Restaurant
 St. Louis Art Museum
 Pulitzer Foundation for The Arts

Corporate Support

Purcell & Amen, L.L.C
 Pure Power
 R. L. Hulett & Company
 Raintree Learning Center
 Rep Theatre
 Rose Design
 Rosemann & Associates P.C
 Sangamon Auditorium-University of Illinois
 Schlafly-St. Louis Brewery
 Second Presbyterian Church
 Shaw Neighborhood Association
 The Sheldon
 Skeleton Key
 Saint Louis University
 SLU Hospital
 SLU Museums
 SLU School of Law
 SLUcare
 SSI Services Inc
 SSM Healthcare
 St. Anthony's Medical Center
 St. Louis Actors' Studio
 St. Louis Art Museum
 St. Louis Black Repertory Company
 St. Louis Cathedral Concerts
 St. Louis College Of Pharmacy
 St. Louis Office for Developmental -
 Disability Resources
 St. Louis Public Schools
 St. Louis Science Center
 St. Louis Symphony Orchestra
 St. Louis University Library Associates
 St. Michael School in Clayton
 Stages St. Louis
 Steinway Piano Gallery
 Stinson Morrison Hecker LLP
 Stone Carlie
 Sunset Cyclery
 Tabor Plastics
 Taste of St. Louis
 RCE
 The Natural Way
 The Pageant
 The St. Louis Children's Choir

Touhill
 Trader Joes
 Trailnet
 Travers Group
 University of Missouri -St. Louis University Advancement
 Union Avenue Opera
 United Way
 Unity Christ Church
 University of Illinois - Urbana Champaign
 US Cellular
 Wachovia
 Washington University MBA
 Washington University Mini Med School
 Washington University
 Webster Groves Presbyterian Church
 Webster University
 Hughes
 Wellness Community
 Winslow's Home

Saint Louis University Hospital

“Saint Louis University Hospital has partnered with St. Louis Public Radio in bringing some of its favorite programs and events to town. The value of our sponsorship has far exceeded our expectations as we’ve received huge exposure to their on-air audience, as well as dozens of phone calls and notes thanking us for being a partner of public radio.”

Saint Louis University Hospital provides an invaluable service to the community and our partnership with St. Louis Public Radio is a perfect way to continue to serve the people of St. Louis.”

Laura Keller
 Director of Marketing and
 Media Relations
 Saint Louis University
 Hospital



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
 Ameriprise Financial
 Anheuser-Busch
 Aon Foundation
 At&t Foundation
 Automobile Club
 Bank of America
 Belden
 Boeing
 Brown Shoe Co.
 Bunge Corporation
 Caterpillar Foundation
 Citgo Petroleum
 Citi Foundation
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 Gannett Foundation
 GE Foundation
 Gkn Foundation
 Glaxo Smithkline
 GMAC
 Ibm
 Illinois Tool Works
 Imagine Group
 John Wiley & Son
 JPMorgan Chase Foundation
 Levi Strauss

Lions Club of Webster Groves
 Macy's Foundation
 Maritz Inc.
 Mastercard
 Merck Partnership
 Merrill Lynch
 Microsoft
 Millipore Foundation
 Monsanto
 Northern Trust
 Novus International
 Occidental Petroleum
 Pentair Foundation
 Pfizer Inc.
 Quest Diagnostic
 Reuters
 Safeco Insurance
 SAP
 Scottrade
 Tenet Health
 UBS Foundation
 Union Pacific
 Verizon
 Wachovia
 Wellpoint Giving
 Western Union
 XTRA Corporation



A Prairie Home Companion live at the Fox Theatre



2009 Regional Edward R. Murrow Award Recipients



St. Louis Public Radio booth at the Saint Louis Art Fair

Who We Are

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Rosalie Brasch

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Secretary

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