
NPR ANNUAL REPORT **2012**

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WELCOME TO THE 2012 ANNUAL REPORT FROM NPR

IN 2012, NPR reporters were on the scene no matter where the news took place, chronicling moments in history with rich, in-depth reporting that placed our listeners in the heart of every story. Throughout 2012, we remained committed to bringing the most dynamic and informative content to the air and on NPR.org in accordance with our mission: to create a more informed public.

In the newsroom, our mission was clear in the depth and context we brought to the major news events of the year, both internationally and domestically.

As other news organizations continued to pull back from international coverage our commitment remained strong. Our team of international correspondents covered the important stories around the globe from some of the most challenging and dangerous regions. Kelly McEvers delivered gripping coverage from Yemen. In Syria, amid a rising tide of violence, NPR's Deborah Amos kept recording, even as the United Nations ceased operations. Guiding NPR's work was our new Supervising Senior Editor for international coverage, Edith Chapin, a longtime CNN VP and Bureau Chief who joined NPR in 2012.

In the U.S., we partnered with the Center for Public Integrity and ProPublica to bring our audience major investigations on topics including the black lung resurgence in portions of Virginia, West Virginia, and Kentucky, and new insights into the housing crisis.

Our election year coverage began with a hotly contested battle for the Republican nomination for president. With a new frontrunner every week, our experienced team of political analysts and reporters were on the ground covering every angle, from the debates, to updates from campaign headquarters the night of the primary, to the equally intense general election.

The year was notable for collaborations between NPR and our local Member Stations as we pivoted together to provide national audiences with the latest from breaking news events including the tragedy at Sandy Hook Elementary and the mass shooting in Aurora, Colorado.

When Superstorm Sandy struck, NPR tackled the story with the full power of our newsroom, bringing together coverage by our National, Washington, Science, and Planet Money teams. On the ground in the affected areas, our Member Stations were lifelines for their audience and brought essential perspective to NPR's national coverage as the storm progressed.

And NPR continued to look for ways to tell stories in distinct ways. For example, our Olympic coverage engaged audiences with the NPR Poetry Games, which invited poets to compose original works celebrating the Olympics, and invited listeners to select their favorites.

Over the year, NPR told the stories that need to be told and celebrated the human experience through music, art, and culture.

NPR Music partnered with our NPR Member Stations to once again bring live broadcasts from the SXSW conference, but this time as the exclusive content provider for the first ever live worldwide broadcast of the keynote address from SXSW, given by Bruce Springsteen. NPR Music was there at other landmark music events throughout the year, including the Celebrate Brooklyn! Performing Arts Festival, Newport Folk and Jazz Festivals, and Alt. Latino's not-to-be-missed concert with Puerto Rican hip hop duo Calle 13 and Chilean MC Ana Tijoux.

Our storytelling across platforms was evident in our launch of several new technical advances. NPR expanded its online reach by collaborating with the Ford Motor Company to launch a first of its kind app that enables

drivers of connected cars to listen to on-demand news, programming and stations from NPR. Also this year we launched a music app for iPad and a Planet Money app that allows fans to access to more than 5,000 reports, episodes and blog posts from the popular series, on mobile devices.

Even as we took steps to expand our online presence, our commitment to develop new and innovative programming for radio never wavered. NPR debuted two new shows, *TED Radio Hour* and *Ask Me Another*. The two pilot programs were a hit among public radio audiences and were officially added to NPR's stable of award winning programming in the fall.

Our commitment to serve an increasingly diverse America was given a boost with the help of a grant from Corporation for Public Broadcasting (CPB). The \$1.5 million grant will work toward launching a journalism initiative to deepen coverage of race, ethnicity and culture.

NPR enjoyed another successful year of notable accomplishments and award winning content and the promise of more to come as we move into 2013. None of what we achieved could have been done without those who make NPR part of their daily lives and offer their support to NPR and Member Stations in so many ways.

THANK YOU.

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B

Babylon
 Bank of America
 Barnes & Noble
 Barsuk Records
 BBC America
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 Beggars Group
 Berklee College of Music
 Berkley Books
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 Bremer Financial Services
 Bryant University
 The Bydale Foundation

C

Cabot Creamery Cooperative
 Cadillac
 Cambridge Savings Bank
 Cancer Treatment Centers of America
 Capella University
 Capitol Records
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 Columbia University
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D
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Doris Duke Foundation for Islamic Art

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E

Earth Share

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EMI Music

eMusic

Encore.org

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Endless Pools

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Equal Vision Records

ESET

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F

Fairfax Economic Development Authority

Farmers Insurance Group

Faulkner Music

Fifth Generation

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Focus Features

The Ford Foundation

Founders Entertainment

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Fox Searchlight Pictures

G

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George Lucas Educational Foundation

German Embassy

Go Daddy

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Google

GPK Foundation

William T. Grant Foundation

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Grove Atlantic

The George Gund Foundation

H

HarperCollins Publishers

Mary W. Harriman Foundation

HBO

The William and Flora Hewlett Foundation

Hidden Pony Records

HISTORY

The Holborn Foundation

Houghton Mifflin Harcourt

Hulu

I

IBM

IFC

Independent Television Service

Intel Corporation

International Rescue Committee

Intuit

J

Jagjaguwar

The Joyce Foundation

JustAnswer

K

KeyBank

John S. and James L. Knight Foundation

L

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Lemelson Foundation

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LexisNexis Group

Lexus

LifeLock

Lindamood Bell Learning Processes

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Live Nation Worldwide, Inc.

Livestrong

Living Essentials

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Lumber Liquidators

M

Macmillan Publishers

Masimo Foundation

MassMutual Financial Group

The Max and Victoria
Dreyfus Foundation, Inc.

The Melville Charitable Trust

Merge Records

Motel 6

Motorola Mobility

MSNBC

MTV

N

Nashville Symphony

National Association of Personal
Financial Advisors

National Association of Realtors

National Association of Social Workers

National CineMedia

National Endowment for the Arts

National Theatre

NBC Universal

Nederlander Organization

New School, The

New York Botanical Garden

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New York Times, The

New York University

Nissan

Nonesuch Records

Nora Roberts Foundation

Northwestern University

Novartis International

Novo Nordisk

O

Office Depot

OfficeMax

The Ohio State University
Medical Center

Old Town School of Folk Music

OMAC Records

Open Road Integrated Media

The Overbrook Foundation

P

Pabst Brewing Company

Page 124 Productions

Pajamagram Company

Paramount Home Entertainment

Park Foundation, Inc.

Passaggio Entertainment

PBS

Penguin Group (USA)

Pepperdine University

The Pew Charitable Trusts

Ploughshares Fund

PMK•BNC

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Polyvinyl Records

Post Foods

Principal Financial Group

Progressive Casualty
Insurance Company

Public Affairs Television

Public Welfare Foundation, Inc.

Q

Quick Lane

R

Rainbow Light

Random House

Raymond James Financial

Razor & Tie Entertainment

Rdio

Red Light Management

RED Music

Redwing Records

REI

Relativity Media

Reputation.com

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Ritz-Carlton Hotel Company

Road Scholar

Robert Sterling Clark Foundation

The Robert Wood Johnson Foundation

Rounder Records

Running Subway

S

The SCAN Foundation

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Sennheiser Electronic Corporation

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Showtime

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Simha

Simon & Schuster

Sit4Less

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St. Joseph's College

Staples

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State of California

Stiletto Entertainment

Stitcher

Sub Pop Records

Subaru of America

SundanceNOW

Sy Syms Foundation

T

T. Rowe Price

Texas Mutual Insurance Company

TheHuffingtonPost.com

Thirty Tigers

Thunderbird School
of Global Management

TIAA-CREF

Tiffany & Co.

Tire Rack

Toyota

Trend Micro

TuneUp Media

U

U.S. Department of Commerce

U.S. Department of Education

Union of Concerned Scientists

Unisys Corporation

United Nations Foundation

United States Army

UnitedHealthcare

Universal Music Group

University of Arkansas

University of California

University of Chicago

University of Notre Dame

US Oncology Network

USA Network

V

Valvoline

Vanderbilt University Medical Center

Vanguard Records

Vermont Department
of Tourism and Marketing

Verve Music Group

Visa

W

W.W. Norton & Company

Walgreen Co.

The Wallace Foundation

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Warner Music Group

WBUR

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Weight Watchers International

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WGBH

The Wildflower Foundation, Inc.

William Morrow & Co.

Winebow

WNYC

World Book Night

X

Xerox Corporation

XL Recordings

STATEMENT OF FINANCIAL POSITION (NPR PARENT COMPANY ONLY)

Assets

Current Assets	\$
Cash and cash equivalents	15,106,029
Restricted cash and cash equivalents	9,713,051
Accounts and contributions receivable, net	31,302,183
Investments	135,299,474
Property and equipment, net	206,334,270
Prepaid expenses and other assets	10,579,401
Total assets	408,334,408

Liabilities and Net Assets

Current Liabilities	\$
Accounts payable and other liabilities	33,742,018
Deferred revenue	27,433,405
Debt	171,759,917
Total liabilities	232,935,340
Net assets	175,399,068
Total liabilities and net assets	408,334,408

The financial information above is presented for convenience purposes only. While the financial information was extracted from supplementary information in the audited financial statements, the financial information should not be relied on. A copy of the printed financial statements is available upon request.

STATEMENT OF ACTIVITIES (NPR PARENT COMPANY ONLY)

Operating Revenues

	\$
Station Dues and Fees	73,515,661
Corporate Sponsorship	45,671,379
Grants and Contributions	25,643,201
Distribution and Satellite Interconnection	16,231,658
Distribution From Endowment to Support Operations	9,466,733
Other Revenues	16,300,037
Total Operating Revenues	186,828,669

Operating Expenses

	\$
News and Engineering	82,684,481
Digital Media And Services	15,972,323
Distribution and Satellite Interconnection	17,735,582
Programming and NPR Music	18,444,651
Support and Other Program Services	52,496,310
Total Operating Expenses	187,333,347
Change In Net Assets From Operations	(504,678)
Nonoperating Activities, Net	3,723,764
Total Change In Net Assets	3,219,086
Net Assets, Beginning of The Year	172,179,982
Net Assets, End of The Year	175,399,068

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FOR MORE INFORMATION

Additional information about NPR's progress and activities can be found in npr.org/about. Thank you for your interest in NPR.

THANK
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