It seems appropriate to begin by thanking Patty Cahill for her leadership. As I’ve settled in these past few months, I’ve been tremendously impressed with the organization that she’s built over the last 25 years.

We have a talented staff that is locally and nationally recognized for the quality of their reporting and programming. We contribute a tremendous amount of content to the national network. We have a thoughtful and dedicated advisory board, and a great core of volunteers who support the station during our membership drives.

We have a sizeable and loyal audience that relies on KCUR to keep them informed on local, regional, and national issues – and to do so with depth, thoughtfulness and a civil tone. And best of all, that audience supports the station financially. We’re in solid financial shape, both in terms of our annual revenues and a cash reserve that provides a cushion for our operations.

At the beginning of 2013, we launched a strategic planning process to start thinking about what’s next for KCUR. We have a lot of challenges ahead of us, ranging from ongoing threats to federal funding to increased competition for audience and changes in the way that people use media. The world is changing very quickly around us, and we have to change with it without losing focus on the core service that we provide to our audience and to the community.

But these challenges also come with great opportunities. We have the ability to reach people in new ways, to connect with them through different platforms, and to bring in new and more diverse audiences, in ways that public media has never been able to do. We have the ability to expand the vital journalistic service that we provide, and to engage with the community in new ways. We have the ability to collaborate with other local institutions as we seek better ways to serve the community.

We have a lot to do to expand on the success the station has already achieved. I hope each one of you will join us in that work. I hope that you will continue to listen; that you will help us identify ways to engage with the community and, most importantly, that you will continue to support us.

I am confident as we find new ways to reach people on different platforms, and as we engage more within the community and collaborate with other organizations, that we will become an even more important and vital institution in Kansas City.

Thanks for listening, and stay tuned.

Nico Leone
General Manager

“...the ability to expand the vital journalistic service that we provide, and to engage with the community in new ways.”

–Nico Leone
Welcome, 2013

Bill Anderson, Program Director
Back in the 70s, I remember working with LPs, reel-to-reel machines and cartridge players (similar to the boxy 8-track tapes of yore). Our biggest competition was a station across town with a similar format and a stronger signal. In 2013, we still play the occasional LP, but most of the other formats have been relegated to museum piece status. We’ve replaced our reel-to-reels with editing software and our cartridges with a playback platform that exists only in a virtual environment. And while today’s competition might still be another station in the market, it’s just as likely to be a podcast, a news app, a web-only “radio” operation, or any number of digital offerings available on your desktop or mobile phone.

I share this to demonstrate that there have always been and always will be technological advances and content delivery platforms to threaten, fracture or destroy our audience size. But I firmly believe that KCUR is up to the challenge. It’s not always easy, but Kansas City Public Media continues to thrive.

At KCUR, we are consistently strategizing and working hard to create content that is good for radio, but also different and equally good for the digital world. Rather than interpret the digital platform as a threat, we view it as an opportunity to build our audience and to extend our services to our radio listeners. And while we fully understand the necessity of operating within the digital environment, we also know that our radio services must be protected for the tens of thousands who tune in each week.

What distinguishes us and gives us reason for continued optimism in 2013 is the fact that like other public media outlets, we have built-in advantages in the world of radio and digital options. Of primary importance, we don’t take our listeners for granted. You support us, and you trust us to be accurate, fair, authentic—and you expect us to serve as an outlet for surprise and discovery.

At KCUR, we tell stories, and we tell them pretty well. We deliver innovative and inspired entertainment and music. All of this plays well on any platform. We are perfectly built for radio and digital. Welcome 2013. We are chomping at the bit.

2012: A News Downpour

Frank Morris, News Director
In 2012, KCUR’s news team covered the hottest and one of the driest years on record. But there was no drought in news; far from it.

KCUR followed one of the most dramatic U.S. Senate races in the country, as Missouri Senator Claire McCaskill rose from the political grave to win a second term. We reported on the downfall of moderate Republicans in the Kansas primaries, the sale of Sprint Nextel, and the rollout of Google Fiber.

All year, we traced battles in both states around the implementation of health care changes under the Affordable Care Act, and we tracked the debate over moral standards in public art in Overland Park.

We introduced listeners to dozens of artists and musicians from all over the Kansas City area. We went out all night frog gigging, found out what it’s like to squat in a foreclosed Hyde Park Mansion, and followed one man’s journey deep into the world of illegal fireworks.

We ramped up our online storytelling with dozens of web-only features, daily news summaries and graphics. We hired a new photographer/videographer to showcase Kansas City’s dynamic, rising arts community in ways impossible to convey over the radio.

We were honored with Regional Edward R. Murrow Awards and received recognition from the Missouri Broadcasters Association and the Kansas City Association of Black Journalists. We won a slew of awards from the Kansas City Press Club, including “Radio Station of the Year” and “Journalist of the Year.”

In 2013, we’ll be redoubling our online efforts as we continue to build a news site that delivers everything you value from KCUR and NPR. We’ll sharpen and expand our areas of core focus: agriculture, the arts, health care and local government. And we’ll work to extend our involvement into the community and launch the kind of discussions that will help move our region forward.
Donna Vestal, Editor, Harvest Public Media
For Harvest Public Media, 2012 was a year of nurturing the roots we planted so carefully in 2010. In 2013, the time has come for those now-robust roots to spread.

Since our reporting collaboration launched at KCUR more than two years ago, we've learned a great deal about how agriculture truly connects the Midwest. Our stories regularly air on KCUR, of course, but you might not be aware that they also are carried by our partner stations throughout the Midwest and sometimes nationally on NPR. And these in-depth examinations of “food, fuel and field” issues seem to have hit a chord in the heartland.

In 2012, we were especially proud of our “My Farm Roots” series, which shared personal stories of farm and rural life; an investigative reporting project with The Kansas City Star on the beef industry; and a five-part radio series on the “Farmer of the Future.” Now, with our funding from the Corporation for Public Broadcasting extended through October 2013, we are ready to cover more ground.

For starters, we welcome two new full partners: WUIS in Springfield, Ill., and KUNC in Greeley, Colo. That means we will have Harvest reporters at those stations, working with our other full partners and reporters at Iowa Public Radio, NET in Nebraska and KBIA in Columbia, Mo.

Look for more depth in our reporting as well, thanks to an agreement to work with the Midwest Center for Investigative Reporting on some of the most significant stories in agriculture. We also will return this summer with an expanded “My Farm Roots” series. On the digital front, HarvestPublicMedia.org has a new bolder design intended to make it much easier to navigate through our now-extensive body of work.

And finally, we’ll spread our roots here at KCUR in 2013 by becoming more integrally connected with the overall news operation. That, we expect, will help us all thrive.

As always: Thank you.

Danny Baker, Development Director
When you hear us say, “Programs on KCUR are listener-supported,” we’re talking about YOU! Thank you for making fiscal year 2012 another banner year for KCUR!

During our most recent fiscal year, thousands of you stepped forward to make a membership gift in support of KCUR. Each and every contribution is important, and all of these add up to ensure that we deliver to you the programs you love.

Among those we thank again are the station’s corporate partners who offer special support for our membership drives:

Applebee’s Neighborhood Grill & Bar
Burns & McDonnell
Country Club Bank
Kansas City Sailing
KC Teach
Meers Marketing

On the following pages, we invite you to review a partial listing of KCUR’s many dedicated donors – members and underwriters who have generously supported Kansas City Public Media from July 1, 2011 through June 30, 2012.
Station members who contribute $1,000 to an endowment fund – either an existing endowment or one of their own creation – become members of the John C. Dods III Watts Endowment Society. These gifts express devotion to the station and a commitment to its longevity.

Major donors listing—July 1, 2011 through June 30, 2012

There are thousands of members whose gifts each year create the tapestry of support to keep KCUR on the air and on the web. Every member is important to us, and we cherish our relationship with you. Here are some of our members who stepped up in a big way to help ensure that KCUR keeps serving you.
$500-$749 Members
Carol & John Abbott
John & Dena Adams
AMC Entertainment Inc.
Dr. & Mrs. Edward Andres
Julie A. Atkins
Mary P. & Alan L. Atterbury
Danny Baker
Gloria J. Bandstra
Sarah & James B. Barrows
Sarah & Peter Beren
David Bland & Marianne Boos
Roos
Illinois J. Blasdel
Marcia A. Boedeke & Walter Johnson
Laurie A. Bomba & Andy Fromm
Kevin & Lauren Bond
Rebecca & Frank Boos
Tom Borgstadt
William F. Bradley
Michelle R. & Scott Britton-Mehlisch
Brookside Antiques
Barbara M. Buehrer
Burns Family Charitable Foundation
James Byrd
Barbara A. & Alan Callaway
Susan & Daniel Carlson
Susan E. & Hugh W. Catts
Mike & Paula Champion
Edman L. Chapman
Linda D. Cooley
Jeff A. Coquyt
Tracy Cowles & Ky Weekley
Scott C. Cozad
Catherine Crichton-Reed & Ron Reed
Jo Anna Dale
Ivan Damjanov
Renee E. Daniels
Andrew S. & Michelle Dawson
Michelle Desihva
Marla L. & Mark E. Dirks
Maria Donigan & Mark Thornhill
Denise Dowd
Kathryn & David Doyle
Karín Lichter & Mark Edelman
Janice S. & E. Frank Ellis
Dr. Martin & Mrs. Meggin Emerit
Sara A. Engber
Ginny & Bard Epstein
Rayla A. Erding
David Erickson
Hannah L. Fenley
Dana E. Fields & Carl Manning
Daniel Flanigan
Jan E. Fortney
Annie France
Carolyn L. & David M. Fulk
Sandra M. & Gregory M. Galvin
Cheryl Giles
Jan & Jim Glick
Alex & Stephanie Greenwood
Vera M. & Gary J. Gregg
H & M Charitable Fund
Gail Hackett
Haley & Mike D. Haines
Hallmark Corporate Foundation
Leslie & David Harris
Kelly & Robyn Hart
Jedidiah Hayes
Rosemary & Jerry Heidrick
Steve Heizman
Elizabeth Lee Henry
Nicola Heskett & Walter Cofer
Linda F. Hezel & Richard W. Moore
Raymond & Verda Hicks
Amy & Al Hinrichs
Karen K. & John M. Holland
Charles S. Hughes
Lucia C. Hulston
Amy Hunkeler
Lynda L. Hunter
IBM International Foundation
Carl Jackson
Alicia H. & William H Jennings
Elizabeth Johnson
Jennifer Johnson & Ken Grotewiel
Ronald A. & Joyce Johnson
Jo Anne & Jesse F. Jones
Andrew Kao
Kathleen J. Keenan & George Wirkkula
Jonathan Kemper
Patricia A. Konopka
Jan Erik & Esther Kuhlmann
Herbert & Barbara Kussmann
Nancy Leiker
Lon Lowenstein
Kin Lye
Paul Lyon
William Marse
Carolyn C. & James D. Martin
David P. McCallie, Jr.
Gaye McCartney-Stevick
Becky & Jeremy McElduff
Darren McElfresh
Ann McElhenney
Carl McMillin
Mary Kay McPhee
Merck Company Foundation
Marshall V. Miller
Dr. Linda E. Mitchel
Virginia & James L. Moffett
Jean B. & Richard Moore
Jill A. Moormeier
Patrick & Anne Morgan
Rick Mos
Dr. Richard & Dr. Mary Mundis
Merrikay Olean-Burkey
Kimberly A. Olson
Jo Ann & Marvin W Ozley
Bart A. Parish
Kathy Perkins & Stan Davis
Joan Phelan & Joe Yoder
Beth Phillips
Betsy D. & Larry W. Piebenga
Piersol Foundation, Inc.
Dick R. Prosser
Michael & Usha Rafferty
David A. Reed
Celtina & David Reinert
Judith M. & Stephen L. Roling
Beth E. Rosemergey & Charles Orth
Stacey & Jason Roske
Karen S. Rowinsky & Richard Gumpertz
Dianne Shumaker
Corrine J. & Ronald L. Sidener
Catherine & Steve Simon
Kathy & Steven Singleton
TJ. Snyder
Morton I. & Estelle Sosland
Cecelia Stadler & Dr. Douglas McNair
Jessica & Dan J. Stark
State Street Bank & Trust Company
Pat & Ira Stein
Evan Swanson
Julie L. & Sven Sykes
Dr. Linda H. Talbott
Rao & Nalini Tella
Ursula Terrasi
Lucy & David M. Terry
Robert F. Thompson, M.D.
Gary & Ellen Thoni
Diane E. & Wayne Tompkins
Elinor K. & Michael K. Tourtellot
Guy & Liza Townsend
Vickie & Dale Trott
Vanguard Charitable Endowment Program
Nancy J. & Mark A. Viets
Linda E. & Gene E. Voigs
Janice & Todd A. Walline
Sue A. & Douglas Waltham
Ross T. Warnell & Antonette Nicotera
Michael Webb & Mary Nell Westbrook
Debbie & W. Russell Welsh
Michele & John Wilinski
Linda Winter
Maggie & Mike Wood
Mary Linna & Richard Woods
Judy R. & Robert Wright
Michael & Patricia Ann Yakimo
Jerry Young
Ron Zoglin & Deborah Shouse
Greer A. Zuberbuhler
Lyric Opera of Kansas City
MPress Printing
Majestic Restaurant
Mark Twain Museum
Mark Twain Writers Workshop
Martin Pringle: Attorneys at Law
McDowell, Rice, Smith & Buchanan
Meers Advertising
Menorah Medical Center
Metropolitan Community College
Mid-America Regional Council
Midwest Gastroenterology
Midwest Health Foundation
Midwest Highland Arts Fund
Midwest Wine Tours
Mid-Winter Art Fair at Ward Parkway
Minsky's Pizza
Mission Farms Merchants
Missouri Bank
Missouri Lawyers Weekly
Moxie Catering
Muncharro
Musica Vocale
Musical Theater Heritage
Dr. Nancy Newhouse
Natural Accents Outdoor Lighting LLC
National Shows 2
National Eagle Leadership Institute
National World War I Museum
Nelson-Atkins Museum of Art
The Nerdery
Newburger Foundation
New Letters Weekend
Writers Conference
ewEar
Non-Profit Connect
Noodles & Company
North American Savings Bank
Northeast Arts Commission
Northland Exposure Artist Gallery
Northland Symphony Orchestra
Northwest Arkansas Tourism Association
Ntimus Clinic
Olathe Ford Lincoln
Outback Concerts
Park University
Parkinson's Foundation of the Heartland

Parkville Mainstreet Merchants
Pat Rhia Productions
Paul Mesner Puppets
Paycor
Peace Christian Church
Pembroke Hill School
Perceptive Software
Peter's Clothiers
Pitch
Prairie Village Merchants
Producers Distribution
Professional Hearing Center
Project Workout on Wheels
Pure Insurance
Rainy Day Books
REACH Healthcare Foundation
Renaissance Festival
Revolution Church
Rimann Liquors
Ripple Glass
River City Solutions
The Roasterie
Rockhurst University
St. Andrew Christian Church
St. James Church
St. Mary's Episcopal Church
St. Olaf College
St. Paul's Episcopal Day School
Saint Paul School of Theology
Salina Art Center
Schloegel Design Remodel
Scott Joplin Foundation
Screwtape Letters
Seigfried, Bingham, Levy, Selzer & Gee
Shawnee Mission Medical Center
Shen Yun Performing Arts
Simpson House
Siro Smith
Spectrum Arts
SPIIN! Neapolitan Pizza
Starlight Theatre
Stinson Morrison Hecker
Stone Lion Puppets
Storling Dance Theater
Stueve Siegel Hanson
Suburban Lawn & Garden
Summerfest Concerts
Te Deum Vocale Ensemble
Technopole
Ten Thousand Villages
Timetown Media
Toy & Miniature Museum
Topeka South Rotary
Trapp & Company
Truman Library
Truman Medical Charitable Foundation
UMKC Biomedical and Health Informatics
UMKC Conservatory of Music and Dance
UMKC Department of English
UMKC Education-KC Teach
UMKC Foundation
UMKC Institute for Human Development
Unicorn Theater
Union Station
Unity Village
University of Missouri-Kansas City
University of Saint Mary
Uptown Arts Bar
Vandervishe Home Tour
Village Presbyterian Church
Visiting Nurse Association
Voices of Time
Washington University
Water Furnace
Wayside Waifs
Westpoint Society
Westport Regional Business League
William Inge Festival
William Jewell College
World's Window
Zurich

Key Contacts

Nico Leone
General Manager
nico@kcur.org

Bill Anderson
Program Director
bill@kcur.org

Danny Baker
Development Director
danny@kcur.org

Frank Morris
News Director
frankm@kcur.org

Trudy Barker
Business Manager
trudyb@kcur.org

Doloris Colbert
Membership Director
delorisc@kcur.org

Robin Cross
Chief Engineer
robin@kcur.org

To obtain contact information for other staff members or to send general comments/questions, email kcur@kcur.org or call 816-235-1551.

KCUR Community Advisory Board members

Angela Bennett
Scott Burnett
Marilyn Carbonell
Linda Edwards
Jane Gard
Dale Jarka
Janet Justus
Jeff Maxcy
Madeleine McDonough
Regina Nouhan
Steve Paul
Adriana Pecina
Steve Rolings
David Smith
Phyllis Stevens
David Warm
William Whitener
Seventy-six percent of KCUR's operating budget is funded by the Kansas City area community. This revenue makes possible the outstanding programming you hear on KCUR and kcur.org, including favorites from National Public Radio, plus exceptional local news coverage, health information, business reports, features, music and arts coverage. During KCUR’s 2012 fiscal year, 10,500 members made gifts totaling more than $1.6 million to maintain the programs they value. In addition, community businesses and corporations continued to discover the quality of KCUR programming. Underwriting sales exceeded $1 million in fiscal year 2012.

Total Revenue: $3,625,109

- Community Support ($2,729,532, 76%)
- Corporation for Public Broadcasting Grants ($638,476, 18%)
- Endowment Revenue ($70,269, 2%)
- University Support* ($77,629, 2%)
- Other Grants ($76,587, 2%)

Total Expenses: $3,349,951

- Programming ($2,095,915, 62%)
- Membership ($408,563, 12%)
- Management & General ($375,864, 12%)
- Underwriting ($219,120, 6%)
- Engineering ($203,273, 6%)
- Promotions ($47,216, 2%)

*UMKC also contributed other forms of support, which represented more than $720,000 in value. KCUR received other income (mostly from interest/investments) in the amount of $32,616.

Our thanks to all of you for your generous support.

Design by UMKC Strategic Marketing and Communications. Printing made possible by a contribution from MPress.