We spent the first part of the year in an intensive strategic planning process that yielded several themes by which we’ll guide our work for the next couple of years – and we’ve already seen significant growth in each of these areas over the past year.

**Audience Development**

Despite the programming changes resulting from the end of Talk of the Nation, our broadcast audience has grown to more than 180,000 listeners per week and our online audience has increased by almost 75 percent since 2012.

**Community Engagement**

With support from the William T. Kemper Foundation, we’ve launched a significant community engagement effort. We’ve brought in a three-person team, led by Ron Jones, to change the way we interact with the community and to help introduce new voices, perspectives and ideas to the stories we tell.

**Content Collaboration**

We’ve been focused on collaboration for much of the year, both internally and externally. Our newsroom and talk shows have been working more closely together, and we’ve been using our reporters as both hosts and guests more frequently. We’ve added several new partners to Harvest Public Media, including stations in Indiana and Missouri, and we’re developing a new health reporting collaboration with KCPT and the Kansas Health Institute’s News Service. In addition, we’ve just put together an agreement for Frank Morris to spend half of his time reporting for NPR, which will bring greater national visibility to stories from Kansas City and the region.

**Revenue Development**

The outstanding work of our development staff has positioned us for a great year in 2014. As you’ll see in our financial report, revenue increased by 8 percent last year, thanks to steady growth in membership and a significant increase in underwriting.

We’re also excited to share a few new projects and initiatives that we’ll be rolling out in the first half of the year.

**Two Shows in One**

We’re moving forward with a plan to merge KC Currents and Central Standard into a daily show that will air on weekdays at 10 a.m. The new program will bring KC Currents’ focus to a broader daily audience, and will use those stories to set-up conversations with our audience. We’ll be welcoming a new host this spring, and will do a full re-launch of the program this summer.

**Community Face-Time**

You’ll see us out in the community more this year as we work in partnership with KCPT to launch the Public Insight Network, a way for you to share your knowledge and insights with our reporters, and to help us bring new voices into our daily on-air conversation. You’ll hear new projects in health and arts reporting, and will see continued improvements to our digital and social media presence throughout the year.

As excited as we are about these new projects, we’re even more enthusiastic about the support we continue to receive from our community. None of our work would be possible without you. We thank you for listening and for your continued support.

Stay tuned...

“‘We’ve launched a significant engagement effort ... to change the way we interact with the community.”’

– Nico Leone
Donna Vestal, Director of Content Strategy

Make no mistake: Change is on the air at KCUR; and online at KCUR.org.

As a longtime journalist in Kansas City, I’ve witnessed plenty of change in how information is shared and news is covered in this city. When I joined KCUR three years ago as the editor of Harvest Public Media, that reality hit home as I was caught up in public media’s unwavering commitment to multimedia storytelling, collaboration and community engagement. It has been the absolute joy of my career to help KCUR build Harvest’s top-notch reporting team — a team that is nimble enough to serve the varied needs of more than 10 partner stations, NPR and our local, regional and national audiences.

Now, as KCUR’s Director of Content Strategy, I turn my attention to the news and information needs of the Kansas City region. This station — after months of strategic planning, analysis and team building — is charting an ambitious course for 2014 and beyond. KCUR's extraordinary (and expanding) reporting staff is in an ideal position to fill coverage voids, facilitate meaningful discussion and bring Kansas City stories to life in a more impactful way — on air and online. We also are exploring collaboration with other media outlets to add depth and reach to all our journalistic efforts.

First up is a yearlong project exploring the borders and boundaries that define Kansas City. Working with our community engagement team, we’ll seek to bring new perspectives and a more-inclusive range of voices and views to a constellation of issues that may be the area’s most persistent self-limiting factor. Our reporters also will focus on communities and people who are working to bridge the divides that involve everything from geography to race to socio-economic strata.

And that is truly just the beginning of our great expectations for 2014. KCUR is embracing change, and that will translate into more meaningful and purposeful content wherever you meet us.

Bill Anderson, Program Director

The year 2013 was flat-out challenging. I say that with a positive tone because we had a lot of work to get done and almost all of it had a direct effect on the experiences of our radio listeners and web users. What began as a very methodical, strategic and intentional effort to improve all of our radio and digital services, developed a level of urgency when NPR decided to cancel Talk of the Nation in June.

This change in our weekday program lineup; content creation partnerships we’ve developed with national programs; and local partnerships all fuel my optimism in this new year. We are merging Central Standard and KC Currents into one show, and its coming re-launch with a permanent host is a subject of great enthusiasm at the station.

Veteran broadcaster Kim Noble left her full-time post to pursue other interests, but our hope is that she will continue to make contributions, if only on a less-frequent basis. Linda Sher has moved into the mid-day announcing post, and Laurie Arbore accepted a full-time position, taking over the airwaves in the afternoon hours.

We are still saddened by the 2013 passing of Walt Bodine. But I will tell you that many days we draw upon Walt's wisdom in our editorial sessions, or smiles crease our faces as we recall a quip or prank that lively soul pulled on and off the airwaves.

So what lies ahead for programming at KCUR? All of the above and more. In the interest of consistent high quality digital and radio content, we are building on our strategies to work smarter and better across internal departments, talk shows, the newsroom, and reporting "beats." KCUR now has a community engagement team that will very much drive some of our on-air, online and social media efforts. Again, we are being intentional and strategic, but we haven't forgotten that some of the greatest radio and digital content emerges when we are willing to take a few calculated risks.

Thanks for your loyalty and trust.
Local station, national influence

Frank Morris, News Director

After the JJ’s explosion, the Maryville sexual assault story was probably the biggest event in the KCUR newsroom this year. It wasn't just that KCUR extensively reported this story months before everyone else, it was the way the story came to us. One of our interns, Monica Sandreczki, caught wind of the story through her volunteer work. Monica had very little reporting experience and no formal training. But her news instincts were and are excellent.

This story was a minefield involving teenagers, sex, alcohol, bullying, political influence and complex legal issues. It was too complicated for an inexperienced reporter. So Peggy Lowe, one of our Harvest reporters who has serious investigative reporting chops, co-reported the story and helped lead Monica through all the conflicting information. A full three months before this story blew up nationally, Monica and Peggy put together a series that raised all the important issues involved in this sad tale. It helped Monica land a job in upstate New York – her first real radio job. Awards surely will follow.

Also this year our devoted health reporter Elana Gordon accepted an opportunity at WHYY in Philadelphia. After a thorough search, we are delighted to have hired Alex Smith to take over the health beat. Alex has been a part-time producer on KC Currents and has filled in on health coverage the last few months.

This year our work was honored by Public Radio News Directors Incorporated, The Online News Association, Kansas City Association of Black Journalists, Missouri Broadcasters Association, and the Kansas City Press Club, which once again named KCUR their Radio Station of the Year.

We also placed many stories on NPR’s national programs, driven in part by KCUR's new formal relationship with the NPR program, Here and Now. KCUR is one of 13 regular contributors to the program. We have been working to form alliances that will leverage the reporting power of KCUR, KCPT-TV and many other partners around health care coverage, the arts, and possibly other topics. Much more on these later this year.

As always: Thank you.

Danny Baker, Development Director

When you hear us say, “Programs on KCUR are listener-supported,” we’re talking about YOU! All of us at the station thank you for making the 2013 fiscal year another banner one for KCUR!

During the past year, thousands of you stepped forward to make a one-time or monthly membership gift to support KCUR. Each and every contribution is important, and all of these add up to ensure you continue to receive the programs you love.

Among those we thank again are the station's corporate partners who provide essential support for our membership drives during 2013:

• Applebee’s Neighborhood Grill & Bar
• 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 KCUR – Kansas City Public Media from July 1, 2012, through June 30, 2013.
There are thousands of members whose yearly gifts create the tapestry of support to keep KCUR on the air and on the web. Every member is important to KCUR, and we cherish our relationship with each of you. Here are some of our members who stepped up in a big way to help ensure that KCUR keeps serving our community.

**$1,000+ Members**
- Ellen & John Aisenbrey
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AARP
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Avila University
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Cancer Treatment Centers of America
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Memorial Foundation
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Central Seminary
Central Standard Theatre
Center for Practical Bioethics
Child Abuse Prevention Association
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City in Motion Dance
Theater
City of Fountains Foundation
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City Union Mission
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Cultivate Kansas City
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Dark Horse Distillery
Dental Care 50
Destination Restaurant Consulting
Digital Lagoon
Door To Door Organics
Downtown Overland Park Partnership
Dry Basement Systems
Eagles Rest Natural Home Entrepreneur Advertising Group
ETF Store
Ethnic Enrichment Festival
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Farm to Market Bread
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Half Price Books
Hall Center for the Humanities
Hammerpress
Harper Collins
Harper Perennial
Harriman-Jewell Series
Health Care Foundation of Greater Kansas City
Heart of America Shakespeare Festival
Heartland Men's Chorus
Heartscope Learning
Hendrick Volvo
Henry W. Bloch School of Management
Heritage First Wealth Management
Home Builders Association of Kansas City
Horizon Academy
Hovey Williams
International Relations Council
International Visitors Council
International Visitors Council of Greater Kansas City
Invision KC
Irish Center
Jack Henry
Jackson County
Japan Festival
Jazzy Pet
JCCC Carlsen Center
Jericho Home Improvements
Jiggle Jam Family Music Fest
Jobs Now! Coalition
Johnson County Community College
Johnson County Library
Johnson County Library Foundation
Kansas City Academy
Kansas City Actors Theatre
Kansas City Art Institute
Kansas City AutoSport
Kansas City Ballet
Kansas City Business Journal
Kansas City Chinese American Association
Kansas City Civic Orchestra
Kansas City Convention and Visitors Bureau
Kansas City Dance Festival
Kansas City Friends of Alvin Ailey
Kansas City Home Medical Supply
Kansas City Hospice & Palliative Care
Kansas City Irish Fest
Kansas City LGBT Film Festival
Kansas City Library
Kansas City Museum
Kansas City Regional Transit Alliance
Kansas City Repertory Theater
Kansas City Rescue Mission
Kansas City Sailing
Kansas City Scottish Highland Games
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Kansas City Women's Chorus
Kansas City Zoo
Kansas Journal of Law and Public Policy
Kate's Canine Resort
Kaw Valley Greenhouses
Kauffman Center for the Performing Arts
KC AutoWorX
KC Clay Guild
KCP&L
KCPT Public TV 19
KU Confucius Institute
KU School of Law
Kemper Museum of Contemporary Art
Keys 4/4 Kids
Lancaster Brothers Heating & Cooling
Lance Armstrong Foundation
Lawrence Arts Center
Lead Bank
Leopold Gallery

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KCUR Community Advisory Board members

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Sony Pictures
Spectrum Arts
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St. Andrew Christian Church
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St. Paul’s Episcopal Day School
Starlight Theatre
Stinson Morrison Hecker
Stone Lion Puppets
Strirling Dance Theater
Strickland Construction
Stueve Siegel Hanson
STUFF
Suburban Lawn & Garden
Summerfest Concerts
Technopole
Ten Thousand Villages
Tinseltown Media
Tivoli
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Transimpex
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UMKC Theatre
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Union Station
Unity Village
University of Missouri-Kansas City
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Westpoint Society
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William Baker Choral Foundation
William Inge Festival
World’s Window
Youth Symphony of Kansas City
YRC Freight
Zurich
The Kansas City area community funds 72 percent of KCUR's operating budget. This revenue makes possible the outstanding programming you hear on KCUR and kcur.org, including favorites from National Public Radio and exceptional local news coverage, health information, business reports, features, music and arts coverage. During KCUR's 2013 fiscal year, 10,500 members made gifts totaling $1.5 million to maintain the programs they value. In addition, community businesses and corporations continued to discover the quality of KCUR programming. Underwriting sales exceeded $1.1 million in fiscal year 2013.

**Total Revenue: $3,735,417**

- **Community Support** $2,690,018 (72%) (includes membership and underwriting revenue)
- **Corporation for Public Broadcasting Grants** $680,187 (18%)
- **Endowment Revenue** $187,594 (5%)
- **University Support** $134,743 (4%)
- **Other Grants** $42,875 (1%)

**Total Expenses: $3,565,323**

- **Programming** $2,242,004 (63%)
- **Membership** $416,635 (12%)
- **Management & General** $325,669 (9%)
- **Underwriting** $237,149 (6%)
- **Engineering** $286,334 (8%)
- **Promotions** $57,532 (2%)

*UMKC also contributed other forms of support, which represented more than $727,795 in value.*

**Community Support** $2,690,018 (72%) (includes membership and underwriting revenue)

- **Corporation for Public Broadcasting Grants** $680,187 (18%)
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Our thanks to all of you for your generous support.

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