



"Listen" by Harold Balazs (1928-2017)  
Stainless steel sculpture (2015)  
Image by Bettie Stirtz



# SPOKANE PUBLIC RADIO

KPBX 91.1 | KSFC 91.9 | KPBZ 90.3

## 2018 ANNUAL REPORT

# A NOTE FROM THE PRESIDENT AND GENERAL MANAGER

Dear Public Radio Members, Supporters, Underwriters, Volunteers, and Listeners:

Thank you for another year of generous support. Your help makes our service better and stronger every year. I've received many calls, letters, and e-mails from our listeners about the updates in our programming. There have been quite a few changes, much of it in response to rapidly escalating national program prices. Comments about our choices were mostly positive, a few negative, and some simply curious about the future. I'd like to thank our community advisory board in particular for its advice and guidance, and that of our staff. Together, we make every effort to bring you the best programming at affordable prices.

There are several issues at hand. National programming costs are increasing at an astounding rate of 3.5 percent each year. This is expected to continue. But negotiations with the providers and some program changes have proven fruitful—we have held our increases to a minimum for the moment. At the same time, we've more than doubled our local and regional news coverage in the last two years. We've launched a new initiative to better cover local and regional arts and culture. We've established an endowment "Fund for the Future" with the Innovia Foundation. And we are undertaking efforts to replace aging equipment at the transmitter sites.

Station finances are down a bit from last year. This is due largely to folding up the last of the "Moving to a Sound Future" capital campaign, and subsequently a reduction to "normal" of Corporation for Public Broadcasting funds to the station. Several members have moved their annual campaign contributions to the endowment, and we are grateful for that continuing support.

This Annual Report highlights some of our accomplishments this year. We couldn't serve our communities as well as we do without your support. Thank you.

Sincerely yours,

Cary Boyce  
President and General Manager

# Financials

SPR's current total station revenue is at just above \$1.7 million. While this is down a bit from last year due to a reduction of about \$100,000 in our Corporation for Public Broadcasting funds as we've closed the successful "Moving to a Sound Future" building campaign, new membership is up considerably during the last two fund drives—a healthy development for the future of the station.

Our externally audited financial statements (with thanks to our tax accountant and CPA firm Eide Bailly, LLP) are found at

spokanepublicradio.org with a click on the "About" tab.

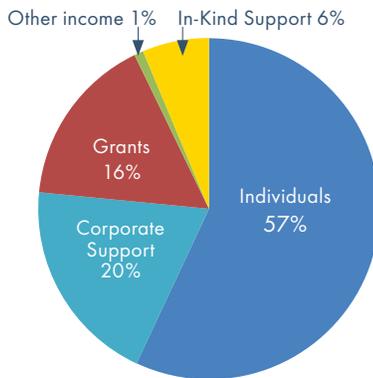
In completing the "Moving to a Sound Future" campaign, the major granting organizations, particularly the State of Washington "Building for the Arts", the National Endowment for the Humanities, and the M.J. Murdock Foundation grants have been successfully completed and closed. We are grateful for their support, which provided about a 40% match to locally raised private funds for the building and our move. Our Federal Historic Tax Credit agreements which provided more than a half million dollars in

construction help have another year and a half in place.

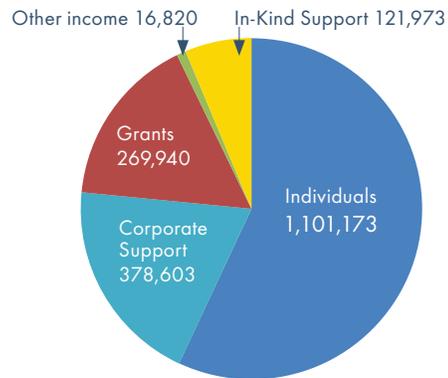
SPR established the "Fund for the Future" endowment with the Innovia Foundation ([www.innovia.org](http://www.innovia.org)) with an initial gift of \$8,000 from the Johnston-Fix Foundation. Additional gifts now total about \$60,000. Our eventual aim is \$1 million in endowment funds that will provide for salaries, emergency equipment, and of course future growth and security.

The charts below show our revenue and expenses for FY 2018.

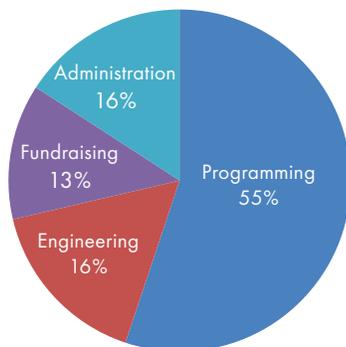
2018 Income by Percentage



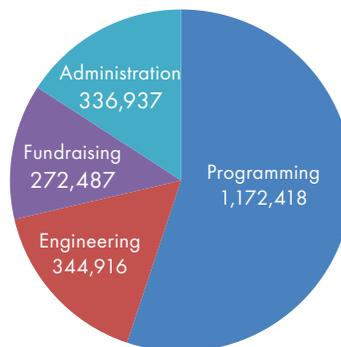
2018 Income by Dollar



2018 Expenses by Percentage



2018 Expenses by Dollar



# Station Highlights in 2018

- New members have joined in record numbers as sustaining\* members. (\*Sustainers give us permission to withdraw their pledge automatically from a bank EFT or a credit card. Thank you!)
- As mentioned, local and regional news have more than doubled at SPR. A new Northwest Arts Initiative, including the new Northwest Arts Review (NWAR, pronounced Noir) program has launched with host Jim Tevanen. It's a bold experiment to pull content from recent performances, events, exhibits, and interviews into a weekly, live-hosted program that features local and regional (and visiting national and international) artists and musicians. (Thursdays on KPBX at 12:30pm following Inland Journal. Inland Journal and NWAR can be heard on Thursdays at 3 and 3:30pm on KSFC.)
- Spokane Public Radio has a new logo. SPR is looking forward to a new era of broadcasting, and we thought an updated look was in order.
- New programs (some brought in a little before the beginning of this fiscal year, but worth mentioning) include Early Music Today, and Climate One replaces Living on Earth. "LOE" is a fine and respected program, and can still be accessed on line. Climate One convenes some of the most recent thinking on the environment.
- Concerts presented by SPR featured such talent as a Celtic Dance Party with Irish band Floating Crowbar, African bands Coverimba and Moko Jumbi, classical music from the Spokane String Quartet and the Spokane Youth Symphony, jazz from the Hot Club of Spokane, music from Bavaria with Oktoberfest from the SPARC Low Brass Ensemble, and New Orleans Cajun with Beausoleil avec Michael Doucet.
- SPR's Fund for the Future endowment was established with the Innovia Foundation (formerly the Inland Northwest Community Foundation). This

fund will build over time to support and sustain the station for future generations.

- In the fall of 2017 SPR presented On Point with Tom Ashbrook recording their national program at The Bing during Tom's "Listening to America" tour, a visit from NPR journalist Anne Garrels discussing her latest book, "Putin Country," and political journalist Mara Liasson discussing "Politics More Informed."
- In February SPR held the annual Record Sale in Spokane Valley.
- Other events in this fiscal year included the SPR Health Forum discussing "Living in the Health Care Maze," in partnership with City Cable 5, live performances on From The Studio by young MusicFest NW artists hosted by Verne Windham.



# Challenges Ahead

- SPR continues efforts to replace and upgrade aging capital equipment, particularly at the transmitter sites. (An often overlooked fact: no transmitters—no radio!)
- Succession is a great topic of discussion in public radio today. While we are growing slowly, we must also work to identify and train the next generation of reporters and public radio professionals.
- Rising national program costs: NPR and other vendors have stated they anticipate a 3.5 percent increase in fees for the next year and possibly beyond.
- Corporation for Public Broadcasting: This tax assistance was about 14% of our budget 5 years ago. Today it's about 9%. While we are working to lessen reliance on this, it's still a critical part of our funding, and should not be taken for granted.



*Inspire the next generation. Become a member.*

*Spokane Public Radio Legacy Society*

*in partnership with*



*find out more at [SpokanePublicRadio.org/planned-giving](http://SpokanePublicRadio.org/planned-giving)*

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# What's Next?

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- Our growth and sustainability depends on adequate funding from members, underwriters, the Corporation for Public Broadcasting, grants, and other miscellaneous funding sources. This complex business model is what brings you public radio news, arts, entertainment, music ... all the programs you love.
- SPR's priorities are always programming, and we are looking at improving our local regional news and we have undertaken the "Northwest Arts Initiative" which includes efforts to cover and broadcast more local content. This also includes the Northwest Arts Review hosted by Jim Tevenan and more live broadcasts on From the Studio with Music Director Verne Windham.
- To better secure these services and programs, we are working to replace the most aging and vulnerable equipment, to grow the endowment for the future, to increase the audience and membership, and to establish greater major and estate giving.



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# Our Thanks

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And on behalf of the staff, board, and community advisory board of Spokane Public Radio, it's an honor and privilege to help advance this great community treasure. We at SPR are proud to partner with our friends and supporters in this great endeavor.

Thanks to our listeners, underwriters, grantors and donors for your generous and loyal support. We couldn't do it without you!

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