



FROM VPR'S PRESIDENT

Dear Listener,

On behalf of all of us at Vermont Public Radio, I want to express my appreciation for making VPR a part of your life. VPR celebrated its 35th anniversary in 2012, and thanks to your support and involvement, it has become one of the most successful public radio stations in the country. I want to share some of the accomplishments that listener support made possible in the past year.

VPR NEWS

VPR's coverage of the 2012 election included in-depth interviews, candidate profiles, and a series of live debates between candidates for all seven statewide offices. We also broadened our coverage of the arts with Art Hounds and a weekly conversation on the arts on Thursday afternoons. Steve Zind focused on the Vermont economy and its impact on our lives. And we added weekly features including interviews with regional newspaper reporters on Friday mornings, a Saturday morning political week-in-review, and a local Sunday morning newscast.

NEW PROGRAMS

2012 was a year of experimentation with new programs, including the *TED Radio Hour*, *America's Test Kitchen*, and *Here's The Thing* with Alec Baldwin. We added *Q* from the CBC and NPR's *Tell Me More* to our evening lineup Monday-Thursday. And we added a third hour of *Weekend Edition* on Sundays, *Fresh Air Weekend*, and the *Marketplace Tech Report* to our schedule.

After longtime jazz host George Thomas' retirement over the summer, we launched *Friday Night Jazz With Reuben Jackson* in late August. Jackson is a former curator of the Duke Ellington collection at the Smithsonian, a jazz expert, and now a Burlington High School teacher. We also introduced VPR Jazz24, an online jazz stream available at VPR.net, and on our mobile site, iPhone, and Android apps.

VPR CLASSICAL

In October, Kari Anderson joined hosts Walter Parker and Joe Goetz to bring you the best in classical music every weekday from 7-9 a.m. An experienced musician and Colchester native, Kari sets VPR Classical's morning to music with her eclectic tastes and passion for the genre. In addition, VPR Classical featured more than 20 live performances with local and visiting musicians in 2012.

VPR DIGITAL SERVICES

VPR introduced an Android app to our suite of mobile services, thanks to the VPR Journalism Fund. The new app gives users immediate access to news headlines and high-quality listening to live streams, as well as the latest VPR newscast and stories, *Vermont Edition*, the *Eye On The Sky* forecast, and more.

VPR's online communities have grown to more than 14,000 Facebook fans and 9,000 followers on Twitter. These spaces connect VPR listeners, prompting conversations about issues that affect us all.

IMPROVED COVERAGE AND ACCESS

We were thrilled to introduce a new, full-power VPR News station in September, serving southeastern Vermont at 88.9 FM. The station covers a population of 145,000 and fulfills VPR's long-time goal of serving the Brattleboro area with a strong broadcast signal.

With that addition, we were able to convert our existing Brattleboro translator to broadcast VPR Classical. The frequency was moved to 94.3 FM and the power was increased from 10 watts to 190 watts, and it now reaches more than 22,000 people in the area.

Finally, in August we brought VPR Classical to Rutland at 92.5 FM. The station reaches a population of 60,000, including the communities of Rutland, Proctor, Pittsford, Castleton, and Fair Haven.

COMMUNITY PARTNERSHIPS

Together with the Vermont Community Foundation, VPR's mini-membership drive in September resulted in more than 1,300 bags of groceries for Hunger Free Vermont's Learning Kitchen program.

In collaboration with colleges across the region, *VPR Presents* recorded and featured compelling speakers at VPR.net, making their lectures available to the public. 2012's six lectures included *Washington Post Book Critic* Ron Charles and NPR Pentagon Reporter Tom Bowman.

VPR partnered with a number of organizations in programming initiatives in 2012, including Middlebury College, *The Valley News*, Public Insight Network, Young Writers Project, Vermont Folklife Center, Vermont Humanities Council, Vermont Public Television, and the *Burlington Free Press*.

AWARDS

Vermont Public Radio was awarded seven out of the 14 awards in the New England Regional Edward R. Murrow competition sponsored by the Radio Television Digital News Association (RTDNA). VPR's awards included Best News Series, Best Documentary, and Best Breaking News Coverage.

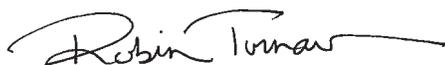
Nationally, VPR received six national 2012 Public Radio News Directors Inc. awards, including Best Multi Media Presentation, Best News Public Affairs Program, and Best Commentary; two Gracie Awards for excellence in programming created for women, by women, and about women; as well as a RTNDA Unity award for its Vermont Reads series on *To Kill A Mockingbird*.

SUPPORT

Finally, community support for VPR remains incredibly strong. In 2012, the number of members topped 26,000, the most in our history. Of particular note is the growth of our sustaining membership program. VPR enjoys monthly support from more than 9,000 donors – more than one-third of VPR's total membership! Sustaining members provide a reliable source of regular income for VPR, and over time, helps us reduce the number of days we spend fundraising on the air. We are fortunate to have strong support from the business community as well. In 2012, more than 300 companies and organizations supported VPR through underwriting. In all, 90% of our annual funding comes from individuals and businesses in the region.

None of these achievements would have been possible without your passionate participation in all its forms – listening, feedback, and financial support. Thank you for being a part of this community. I wish you the best for the season and all of us at VPR look forward to serving you in 2013.

Sincerely,



Robin Turnau
VPR President & CEO



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VPR.net