

Transforming the Sound of Vermont's Future

A professional broadcast microphone, likely a Neumann U87, is the central focus of the image. It is mounted on a boom arm and positioned in front of a blurred background that suggests a radio studio environment with various equipment and warm lighting. The microphone's silver grille and mesh are clearly visible, and it is angled slightly towards the right.

“VPR is the last bastion for civil discourse in an increasingly polarized and complex society.”

DONNA CARPENTER, President, Burton Snowboards
VPR Board Member Emeritus, Honorary Campaign Chair

VPR IS A PUBLIC TRUST, WORKING EVERY DAY TO HELP YOU BETTER UNDERSTAND YOUR WORLD, inspire you as an engaged citizen, and stimulate your senses. The incredible shift in how we now receive news and information has challenged VPR to respond in ever more exciting and innovative ways.

Your choices today are endless: more information is available than ever before, and that information – be it news or opinion – can be shared across the world with a single click or tap. While communities are built and strengthened by this capacity, having so much at our fingertips has also created information silos, where we can get all of our “news” from sources with narrow interests and viewpoints.

In response to these changes, VPR has joined the national movement of public media organizations working to fill the void, generate conversations that bridge divides, help resolve differences, and build community.

VPR is ready to serve the community more fully than ever before and has a responsibility to lead. Taking on this mantle means embracing fundamental changes in how news is gathered, produced, and shared. To that end, we are in the final months of a capital campaign to raise the resources necessary to carry out our strategic plan and expand VPR’s headquarters at Fort Ethan Allen in Colchester. A successful campaign will enable VPR to fully embrace the digital age, respond to the need for quality journalism and public dialogue, and engage more broadly in our cultural landscape.

We are at a critical juncture where an investment in improved facilities and forward-thinking content will ensure that VPR keeps pace with the rapid changes in media and continues to be the vital voice for Vermont that it is today.

VPR is a trusted, independent voice to help sort out what matters; helping make sense from the noise and chaos.

The Evolution of Public Media in Vermont

VPR NEXT IS MUCH MORE THAN A RENOVATION AND EXPANSION OF OUR HISTORIC BUILDING. Public media is an essential national institution that brings context to a complex world. In that same spirit, VPR keeps Vermonters informed about our region. Both are necessary ingredients to ensure a civil and democratic society.

VPR Next will raise \$10 million, transforming the sound of Vermont's future by:

- ▶ Expanding and renovating VPR's existing headquarters to include a modern newsroom that embraces technology and fuels innovation, resulting in more and better local news coverage, expanded digital content, investigative reporting, and much more.
- ▶ Opening a public studio and gathering space for live performances, debates, and other community events, creating an important focal point for cultural enrichment in our region.
- ▶ Creating a new independent music service that provides a platform for musical diversity featuring established and emerging artists of today and a local connection to Vermont's vibrant music scene.
- ▶ Being a good steward of the environment with a net zero design, built with a commitment to sustainability, environmental responsibility, and energy efficiency.

A successful campaign will enable VPR to deliver on its bold strategic plans and its promise of greater public service for you and your community.



Artist's rendering

“Welcome to VPR’s home. Our listeners know VPR through their ears. They welcome us into their homes, into the most private part of their lives. VPR’s expanded headquarters will welcome listeners into its home by reflecting what we stand for: intelligent discussion, a rich cultural dialogue, music, a celebration of the arts. Local and global content. A safe haven for ideas and debate. A trusted, familiar source in a world gone mad.”

APRIL CORNELL, Founder, April Cornell Trading, VPR Board Member & Campaign Volunteer

Capacity and Innovation for Media that Matters

DEEP, RICH, COMPELLING JOURNALISM IS AT THE HEART OF VPR'S MISSION and the core of what it does. As the digital revolution is redefining how and when VPR delivers news and information, it also provides opportunities to expand the kinds of stories our journalists cover and opens new ways for those stories to be told. The open and flexible design of the VPR News Center fosters collaboration among our journalists, digital team, and *Vermont Edition* staff, and will result in better, more powerful storytelling and conversation.

► **Ground-breaking journalism:** VPR will be a news leader, providing in-depth reporting in five distinct areas: energy and the environment, food and agriculture, health care, diversity and demographics, and economy and technology.

► **Investigative reporting:** VPR will increase its role as a watchdog for the public trust, supporting more investigative reporting and pursuing partnerships with other organizations in service to the region.

► **News for the digital age:** VPR will grow its partnership with NPR One, a public radio "Pandora for news", and other applications designed for the mobile age. VPR will be a full partner in the growing NPR digital network and will share Vermont stories and features with NPR that will travel to a national audience.

► **Breaking news:** The new VPR News Center will be open seven days a week so that our team of reporters and producers can provide immediate coverage of breaking news and updates to important stories.



"VPR brings alive what is meaningful, poignant, and touching from around the globe, from Mitch Wertlieb connecting us to newsmakers in Vermont to Deborah Amos connecting us to unfolding events in the Middle East. Can you imagine how you would ever replace such treasured resources?"

CHARLIE KIREKER, Co-Founder, Fresh Tracks Capital, *Chair, VPR Board of Directors*



Artist's rendering

More Local, More Dialogue, More Interaction

VPR BRINGS VERMONTERS TOGETHER AROUND MUSIC, CULTURE, AND ISSUES THAT MATTER. VPR's enhanced headquarters invites the public in, providing a physical gathering place that creates an important focal point for cultural enrichment in the region. Studio One will provide a platform for new programming shared with the community through audio and video. A live audience will allow for a more vibrant environment for performers to do their best work, for politicians to be held accountable during a debate, and for participants in a lecture series to tease apart important questions about issues central to life in Vermont.

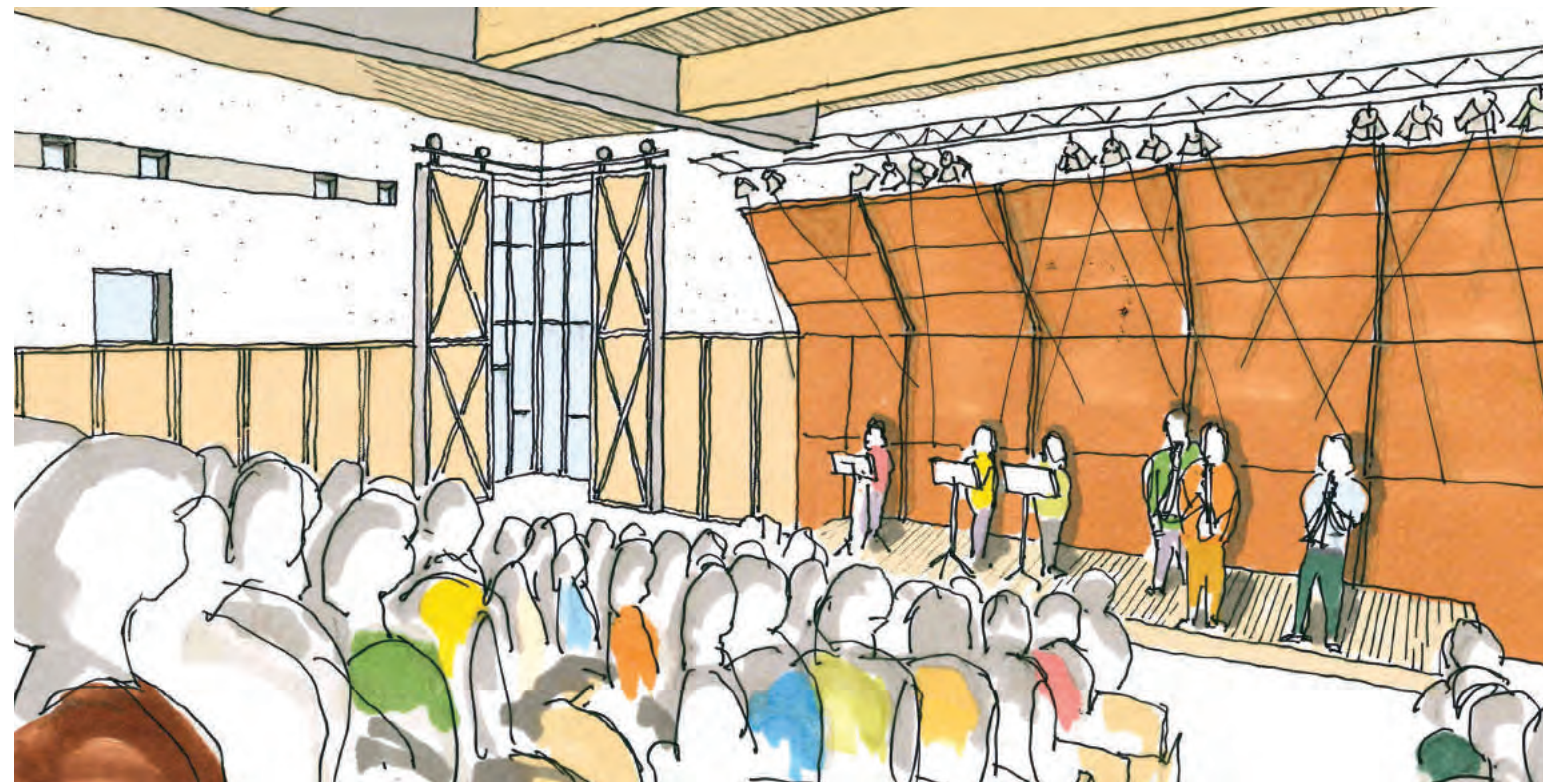
► **Live events and performances:** The broadcast-ready venue will expand VPR's capacity for programming, including music performances, lectures, panel discussions, debates, and readings, all with a town-hall style audience. Events and performances can be more easily shared live, connecting all parts of the state.

► **Bringing public radio to life:** A dynamic hub of activity, Studio One will bring the public radio experience to life with more events open to the public, including TED-style talks, storytelling slams inspired by The Moth, Flynn Theater radio camps, art exhibitions, and more.

► **Community connections:** In Studio One, VPR listeners will connect in person with each other, as well as VPR's hosts and reporters.



"VPR delivers Vermont news and commentary on radio and digital formats requiring more open space, studios, and technology for a staff that has doubled since its headquarters opened. This campaign will create a facility that supports VPR's current programming while funding its capacity to grow and change in an ever-evolving media environment." ANDREA ROGERS, Former Executive Director, Flynn Center for the Performing Arts, Vice Chair, VPR Board of Directors, Campaign Volunteer



Artist's rendering



Discovering Vermont's Sound

YOU MAY ALREADY TURN TO VPR TO ENJOY MUSIC, carefully curated by local hosts who provide context and connection to local artists and events. VPR looks forward to developing a new music service that features emerging and established contemporary artists and bands, expanding upon our celebrated jazz, classical, and folk offerings. The incredibly robust music scene in Vermont is evident in the coffee houses, bars, living rooms, and small venues across the region. Talented independent bands, emerging artists, and singer-songwriters are everywhere, creating compelling music that reflects Vermont and that begs to be shared with a broader audience.

- ▶ **New music:** VPR will introduce listeners to new artists – contemporary musicians creating original work in popular genres that include rock, folk, acoustic, country, blues, and more.
- ▶ **Spotlight on local bands:** Local hosts will curate and share new music and favorites from Vermont, New England, and beyond, exploring the rich contemporary music scene in our region.
- ▶ **Live performances and interviews:** Listeners will learn about concerts in the area, hear interviews with artists, and enjoy live performances from VPR studios.
- ▶ **Supporting the local music economy:** Exposure on VPR will provide local artists with some of their earliest and most ardent fans, which in turn can drive sales of their music, concert attendance, and support the local music economy.



“It’s not uncommon for VPR to be on in the band van. Considering our extensive travel, it means a lot to us to be able connect at a local level, and especially through VPR.”

JUSTIN CROWTHER, Waylon Speed Drummer



Sustaining Vermont's Future

VPR IS DEDICATED TO VERMONT AND TO BEING A GOOD STEWARD OF OUR ENVIRONMENT. The renovation will make VPR's existing facility as energy efficient as possible and the expansion will be designed to minimize energy consumption and environmental impact.

► **Renovating, not rebuilding:** VPR has taken an environmentally responsible path by choosing to renovate and expand at our existing site in historic Fort Ethan Allen, rather than building a new headquarters from the ground up.

► **LEED construction:** Construction that follows the guidelines of LEED certification from the U.S. Green Building Council will reflect environmental sensitivity – realizing energy savings and operating cost reductions over the lifetime of the building.

► **Net Zero:** Our goal is to become one of the first Net Zero public media facilities in the country.

► **Healthy workplace:** High air quality and improved air filtration, natural daylight, indigenous trees and plants, bicycle parking, and electric vehicle charging stations will result in a healthful workplace for employees as well as the visiting public.



"I love that VPR has opted to lessen their environmental impact by renovating and adding to their existing facility using environmentally-conscious and energy-efficient design. It's yet another reflection of how VPR mirrors the Vermont ethos." MARY POWELL, President, Green Mountain Power, VPR Board Member Emeritus



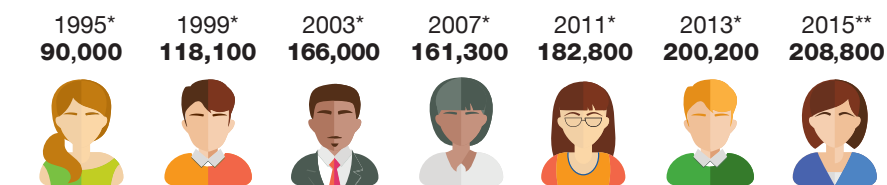


“The funds raised will make possible the facilities, programming, technology, and staffing necessary to keep VPR at the forefront of public media. This will provide Vermonters with the opportunity to hear, learn about, and discuss the events and ideas that will shape our world in the 21st century.”

BOB YOUNG, Former CEO, Central Vermont Public Service, Treasurer, VPR Board of Directors & Campaign Volunteer

Then (when the current facility opened) and Now	1995	2016
Weekly local newscasts	0	78
Hours of weekly local public affairs programming	2	10
Staff members	23	75
Stations (broadcast sites)	3	30

Growth in Weekly Listening



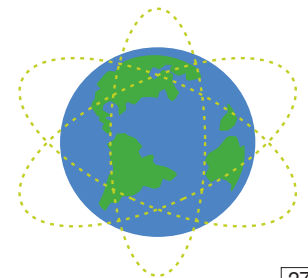
*Weekly Cumulative Listening, Persons 12+, M-SU, 24 Hours, Spring and Fall Average, © Arbitron Inc.

**Nielsen Audio Fall 2015 National Regional Database, Persons 12+ M-Su 6a-12m

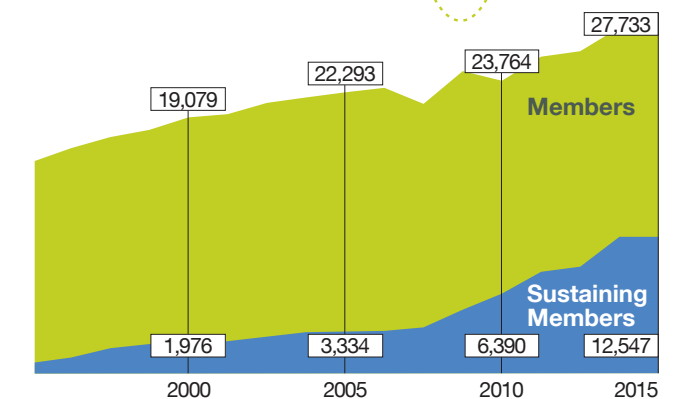
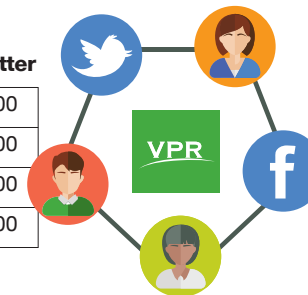
In 2016, 54% of visitors are accessing VPR.net on a mobile device.



Average Monthly Digital Usage	2011	2012	2013	2014	2015	2016
Visits to VPR.net and Apps	223,074	258,405	299,433	348,686	371,545	478,749
Visitors to VPR.net and apps	103,130	108,970	124,351	147,095	169,074	227,632
Stream Users	49,262	68,044	112,410	109,166	96,437	132,317
Hours Streamed	289,661	320,257	426,074	496,074	514,715	619,125



Social Media	Facebook	Twitter
2010	6,500	4,000
2012	14,000	9,000
2014	28,000	19,000
2016	37,000	33,000



“VPR is the heartbeat of Vermont.”

BILL STETSON, VPR Board Member Emeritus, Honorary Campaign Chair

NEXT▶

THE VPR NEXT CAMPAIGN WILL RAISE \$10 MILLION.

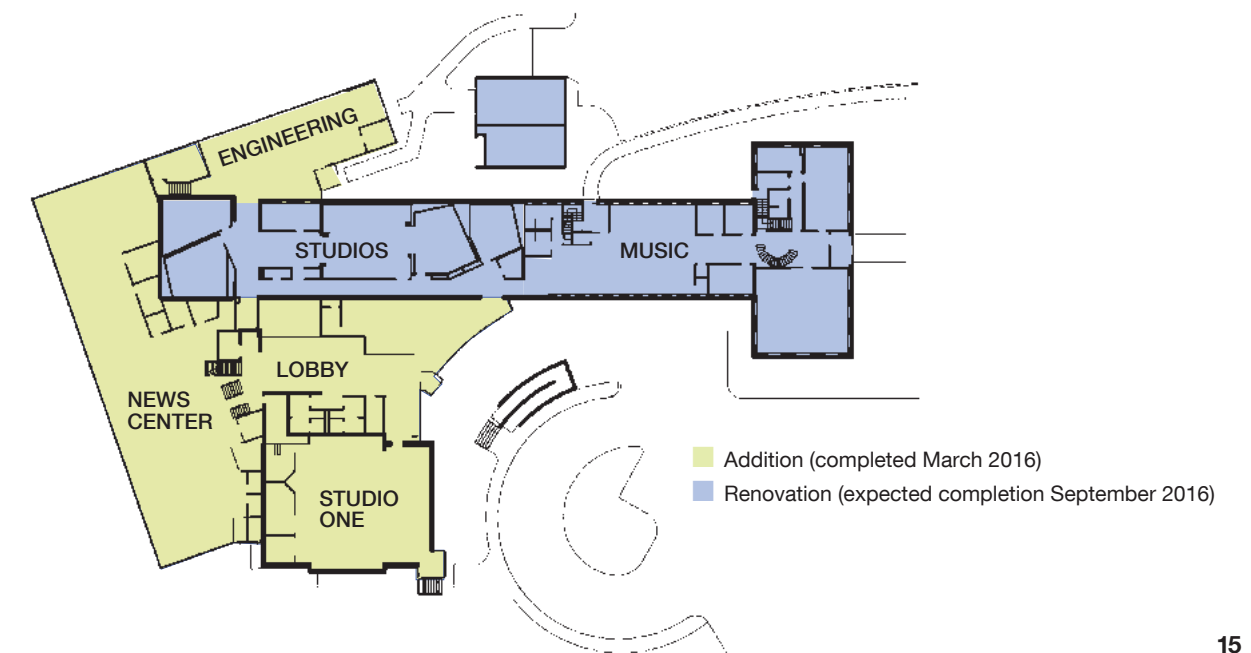
FACILITY UPGRADES & EXPANSION: \$8 MILLION

- ▶ VPR News Center
- ▶ Studio One public engagement and performance venue
- ▶ Restoration of VPR’s historic headquarters in Fort Ethan Allen
- ▶ Essential upgrades to engineering and operations space
- ▶ Net Zero sustainability initiatives

NEWS & PROGRAMMING INNOVATION FUND: \$2 MILLION

- ▶ Enterprise, investigative, and regional reporting projects
- ▶ Contemporary, Vermont-focused music service
- ▶ Seed money for new local content initiatives

A successful campaign will enable VPR to deliver on its bold strategic plans and its promise of greater public service for you and your community.



Thank you for joining us in support of VPR.

The pages you have just read outline a thrilling future for this institution that enriches all our lives every day. It is up to us to ensure that generations to come will enjoy the benefits of VPR. Without our financial gifts, VPR will simply not have the resources to transform itself effectively in this digital age.

If you love VPR as we do, please join our journey of reinvention with your philanthropic support. You will be making an investment to ensure VPR remains relevant, innovative, and delivering on its vital mission.

Thank you for believing in VPR.



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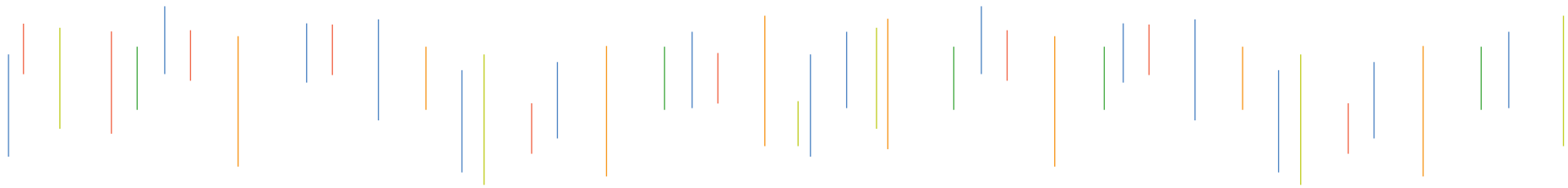
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