



2011– 2012 ANNUAL REPORT



**WFAE 90.7**  
YOUR NPR NEWS SOURCE  
**FOR 30 YEARS**

WHEN. WHERE. HOW YOU WANT IT.

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HOW YOU WANT IT.

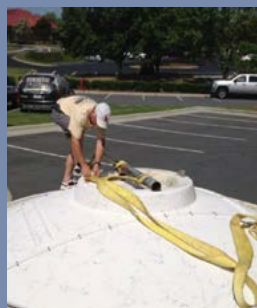
# WFAE 2011-2012 ACHIEVEMENTS



**215,300  
LISTENERS**



**520  
CHARLOTTE  
TALKS HOURS**



**WFAE 90.7**  
YOUR NPR NEWS SOURCE  
FOR 30 YEARS



**544 HRS.  
47 MIN.**

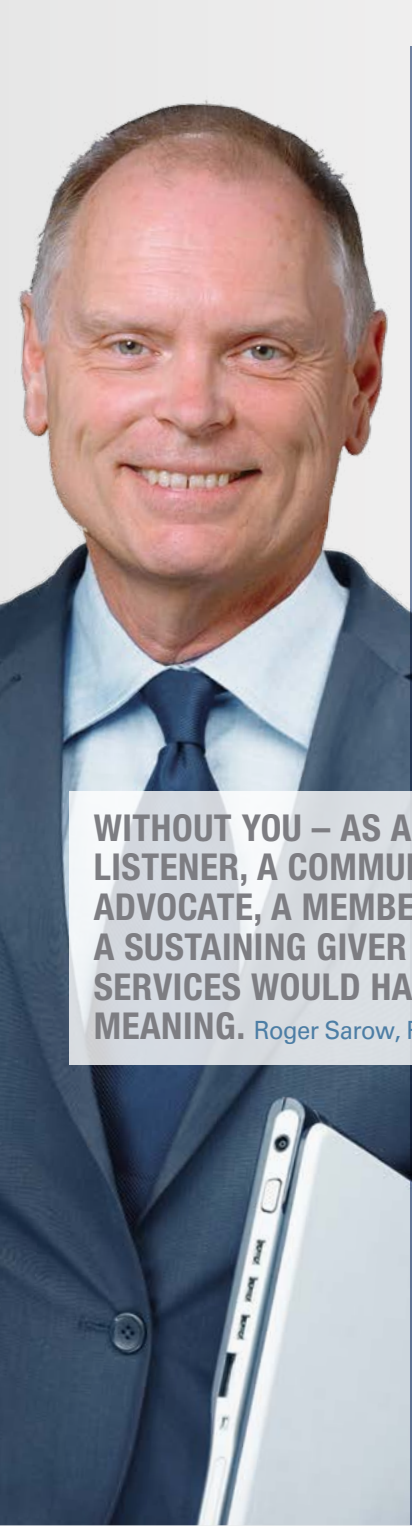
**LOCAL PROGRAMMING HOURS**



**24 HRS.  
47 MIN.**

**LOCAL NEWS**





# A LETTER FROM THE CHAIR & PRESIDENT

Life in a media organization is always busy – with news deadlines often setting a hectic pace. But WFAE’s Board, Staff and Volunteers gave new meaning to the word busy during fiscal year 2012.

We confronted the challenges of the digital revolution that is dramatically changing the way people get news and information. Our Board and Staff came up with a plan for how WFAE can win that revolution: by better serving our communities. We understood that since listeners can now get NPR shows directly using computers and mobile devices, we must provide something special – something you get only from us. This leads us into a five-year plan that will double, and eventually triple, our local and regional news.

**WITHOUT YOU – AS A LISTENER, A COMMUNITY ADVOCATE, A MEMBER AND A SUSTAINING GIVER – OUR SERVICES WOULD HAVE NO MEANING.** Roger Sarow, President

We already have started by adding seven regional news updates during each weekday. We also hired two additional general assignment reporters. They arrived just in time to help our news team cover two major stories with distinction: the Democratic National Convention in September and the fall general election.

The Staff also re-launched our website, [wfae.org](http://wfae.org), with improved photography, a more compelling visual design, and yes, more news.

We hope you joined the thousands of listeners who benefit from our on-demand audio services: our mobile app for all three of our WFAE program channels, as well as our podcasts and our HD radio services.

Providing more regional news and more ways to access it will pose significant budgetary challenges. But, with your help, we will meet them. We hope you will continue to find our services compelling and valuable, so that WFAE can sustain itself and grow in the future.

All of us at WFAE thank you for your time, your enthusiasm and your financial support.

*Roger Sarow*

*Jennie Buckner* - Chair of the Board





# VISION.MISSION.VALUES.

**VISION.** BE THE STATION OF RECORD FOR COMMUNITY LEADERS AND OUR TARGET LISTENERS

**MISSION.** FOR WFAE TO REALIZE ITS VISION, OUR MISSION IS TO SERVE LIFELONG LEARNERS IN OUR COMMUNITY BY: BEING AN INDISPENSABLE AND INNOVATIVE SOURCE FOR COMPELLING AND RELEVANT INFORMATION AND INTELLIGENT OPINION; AND DELIVERING AND CREATING LOCAL PROGRAMMING OF THE HIGHEST QUALITY THAT IS A CONDUIT AND CATALYST FOR COMMUNITY CONVERSATION.

**CORE VALUES.** QUALITIES OF THE MIND: LOVE OF LIFELONG LEARNING; SUBSTANCE; CURIOSITY; CREDIBILITY; ACCURACY; HONESTY; RESPECT FOR THE LISTENER; PURPOSE  
QUALITIES OF THE HEART AND SPIRIT: IDEALISM – WE BELIEVE IN THE POWER TO FIND SOLUTIONS; HUMOR; INSPIRED ABOUT PUBLIC LIFE AND CULTURE; CIVILITY – BELIEF IN CIVIL DISCOURSE; GENEROSITY; INCLUSIVENESS  
QUALITIES OF THE CRAFT: A UNIQUELY HUMAN VOICE – CONVERSATIONAL, AUTHENTIC, INTIMATE; ATTENTION TO DETAIL – MUSIC, SOUND ELEMENTS, LANGUAGE; PACING

**Gena Wiltshire**

October 18, 2012

I listen to WFAE at all times. It is literally the only station my radio is ever on! I'm 23 years old, recent college grad, and made my first contribution to WFAE! I'm so happy that I can be a part of something so wonderful and intelligent! Thanks WFAE!

**9 people** like this.

## AWARD

WFAE'S JULIE ROSE  
WINS NATIONAL  
MURROW AWARD FOR  
REPORT ON EUGENICS  
PROGRAM IN  
MECKLENBURG COUNTY.

# HIGHLIGHTS

WHERE YOU WANT IT.



# EDWARD R. MURROW AWARD



Reporter Julie Rose received a national Edward R. Murrow award in the writing category from the Radio Television Digital News Association (RTDNA) for **"Uncovering the Past: Mecklenburg's Role in Sterilizations,"** a 12-minute documentary.



The project started in late 2010, when Rose received a state government press release about a verification process for families affected by sterilization between 1946 and 1974. One story turned into many as Rose set out to learn about this chapter in North Carolina's history. In 2011, she covered hearings, spoke with victims and examined sterilizations records. There were far more sterilizations in Mecklenburg County than any other county in the state.

Why were sterilizations so high in Mecklenburg County? What was life like then? Who was making the decisions?

**"Uncovering The Past: Mecklenburg's Role in Sterilization"** answers such questions.

This documentary sends people back to a time when state government and a wealthy private foundation called the Human Betterment League promoted sterilization to help fix society's ills. Sterilization provided a way to weed out "morons" and "mental defectives," as the Human Better League labeled them.

But in Mecklenburg County, the motivation wasn't so sinister. An influential and longtime public health director - the father of famed journalist Charles Kuralt - encouraged sterilization because he saw it as a way to give women some control over their reproductive lives. This documentary provides an understanding of Kuralt's reasoning. He used eugenics theory to accomplish goals that were quite different from most advocates of sterilization. But whatever his intention, the reality proved quite different.

In 2010, Rose won a national Murrow Award for **"The Lost Boys of Presby."** It profiled young Sudanese refugees who work as "patient transporters" at Charlotte's Presbyterian Hospital.



## Terri Bennett

President of Terri Bennett Enterprises and the co-founder of Do Your Part® for everyday green living

When I visit with Mike Collins on *Charlotte Talks*, I hear from all kinds of people that caught the show. It's clearly a community asset that is treasured by all walks of life.



## Tom Gabbard

President, Blumenthal Performing Arts Underwriter since 1998

"I love WFAE as a listener and partner. They raise the quality of conversation and thought in our community every day through their diverse programming. Blumenthal Performing Arts partners with WFAE because their listeners are also our arts fans. Their listeners are passionate, engaged, curious and community-focused."

## Stuart Watson WCNC @whatnowCLT

June 12, 2012

HUGE congrats to @wfaejulie and @wfae for NATIONAL EdwardRMurrow Award from @rtdna richly deserved! #cltnews #ncpol #ncnews #NPR

15 people following

# WFAE 90.7 30TH ANNIVERSARY







WFAE's 30th anniversary cake at the studio celebration August 19, 2011.



Staff volunteer with the Community School of Arts at the Levine Children's Hospital Mini Arts Festival.



Mike Collins hosts a special *Charlotte Talks* about the art of grilling at the 30th anniversary celebration.

# 30TH ANNIVERSARY

In 1981, WFAE hit the Charlotte airwaves with *Morning Edition*, *All Things Considered*, jazz and classical music from basement studios at UNC Charlotte. Throughout the year, the station commemorated this anniversary with several events to thank members, listeners and businesses who have been generous with their support. WFAE welcomed into town Ira Glass, host of *This American Life*, Joe and Terry Graedon, hosts of *The People's Pharmacy*, and the cast of *Says You!*

WFAE Staff felt it was important to celebrate the anniversary by giving back to the community. Staff volunteered with the Community School of the Arts to help with the Levine Children's Hospital Mini Arts Festival. Children staying in the hospital visited different arts and crafts stations. Staff also volunteered at Crisis Assistance Ministry for the day. Staff assembled sandwich lunches and distributed them, and worked in the free store sorting clothes and household items.

In August, almost 400 people attended an anniversary celebration at the WFAE studios in the University area. The evening featured tours, in-studio demonstrations and music. One of the evening's highlights was a recording of *Charlotte Talks*. Host Mike Collins talked about the art of grilling with Peter Reinhart, Chef-on-Assignment at Johnson & Wales University, Scott Graf, WFAE's *Morning Edition* host and amateur griller, and others.



**Tom Cotter**

Member and volunteer since 1987

I've been listening to WFAE since 1985 when both the station and I were a little wet-behind-the-ears. The radio station was still operating with a skeleton, mostly volunteer and student staff out of a tiny campus studio, and I was a new-comer in the world of public relations. We've both grown quite a bit within our disciplines since.

The biggest thrill I get today is when I am traveling around the United States and hear NPR national stories that were generated from the WFAE studios at University Place, such as during the DNC.

Traveling as much as I do, I hear many, many NPR stations during both regular programming and fund drives. WFAE takes a back seat to no one; WFAE has gone from a low voltage, grass-roots effort to one of the cornerstone NPR stations in the United States. I'm proud to be a member.

# CHARLOTTE TALKS WITH MIKE COLLINS

Throughout the year, host Mike Collins speaks with guests about politics, the arts, the environment, culture, social issues and more. But there are times when *Charlotte Talks* leaves the confines of the studio for a live audience. At our 30th anniversary celebration, we stepped a few feet away from the studios to the patio at One University Place for a show about the more **unusual foods to put on the grill**. From pizza and barbecue to smoked bologna and “armadillo eggs,” guests discussed new techniques and equipment and experimental successes and failures on the grill. After the show, the audience had plenty of samples to taste. In November 2011, Joe and Terry Graedon, hosts of *The People’s Pharmacy*, were guests in front of a **live audience at McGlohon Theater**. During the show, the Graedons talked about the responsibility of being an informed patient and their dedication to informing people about all things health and medicine. After the show, they shared some of their favorite home remedies such as raisins soaked in gin for arthritis, Listerine to kill lice or fungus, and soy sauce on burns to soothe the pain and prevent scarring.

**Patrick Burris**

May 1, 2012

Mike, I enjoyed today’s *Charlotte Talks* broadcast, regarding John Edwards and his trial; you and your panelists presented a balanced and objective discussion. The question remains: did he use money to conceal the matter, seeking to remain a US presidential contender? Or, did Andrew Young initiate it? Thanks!

**9 people** like this.



## PUBLIC CONVERSATIONS

*Public Conversations* is an ongoing series of community forums designed to convene Charlotte-area residents for discussion of timely and relevant topics. The goal is to create comfortable settings that encourage a stimulating and enlightening exchange of ideas. By organizing these *Public Conversations*, WFAE intends to serve as a catalyst for community dialogue. Participants are encouraged to engage in conversation with a cross-section of community representatives, expert panelists and each other. ...



# THE PARTY LINE

*The Party Line: Raising the Curtain on Carolina Politics* is dedicated to examining regional issues and policies through the figures who give shape to them. There's a lot to navigate nationally and in the Carolinas - whether it's debates on gay marriage, public school closings, or tax incentives for economic development. *The Party Line's* goal is to offer a provocative, intelligent look at the issues and players behind the action; a view that ultimately offers the necessary insight for Carolina voters to hold public servants more accountable.



## WFAEats

From food-related news and trends to opinions and innovations, [WFAEats](#) explores all things food and culture with plenty of recipes thrown in for good measure. Contributors include professional chefs, amateurs and food enthusiasts.



**The Tiny Chef**  
April 19, 2011

I am so glad I found this page!

**5 people** like this.



**Myron Macklin** @MyronMacklin

October 18, 2012

Amazing war stories on @WFAE this morning with  
Former POW Col. Lee Ellis <http://bit.ly/PDYEsF>

11 people following.

## TECHNOLOGY

From traditional radio to Twitter, WFAE uses a variety of ways to stay connected with listeners. With 90.3 in Hickory, 106.1 in Laurinburg and 93.7 in Southern Pines, WFAE 90.7 serves listeners in 22 counties in North and South Carolina over the air.

HD Radio technology allows WFAE to offer more than news and information. Jazz lovers can turn to WFAE HD2 for music from Miles Davis, Billie Holiday, Wynton Marsalis, Diana Krall and others. WFAE HD3 offers an eclectic format that features a blend of rock, folk, blues and more. These additional services are available using an HD Radio receiver or at [wfae.org](http://wfae.org).

At [wfae.org](http://wfae.org), you can stay current on the news of the day as well as information that couldn't be incorporated on the air including press conferences, extended interviews, photos, video and more. ...

# WHEN YOU WANT IT.



# FISCAL YEAR 2011-2012 AT-A-GLANCE

**12,202**

**CONTRIBUTORS**

WHO GAVE \$5 OR MORE



**WFAE 90.7**  
YOUR NPR NEWS SOURCE  
FOR 30 YEARS

**300**

**CORPORATE  
UNDERWRITERS**

**33**

THE PARTY LINE,  
WFAEATS & ON-AIR

**CONTRIBUTORS**

**31** **EVENTS IN  
THE COMMUNITY**

**265**

**VOLUNTEERS**



“THERE ARE MANY MEDIA OUTLETS. BUT VERY FEW ARE CREDIBLE, TRUSTWORTHY AND HONEST. WFAE IS ONE OF THOSE FEW. FOR INSTANCE, I PARTICIPATED ON A PUBLIC CONVERSATIONS PANEL WITH EXPERTS WHO DIFFERED PHILOSOPHICALLY. STILL, THE AUDIENCE AND LISTENERS WERE ABLE TO HEAR **DIVERSE, UNFILTERED** AND **UNADULTERATED** DISCUSSIONS ON A VERY CONTROVERSIAL TOPIC THAT IS CONFRONTING OUR COMMUNITY AND NATION. THUS, WFAE’S PUBLIC CONVERSATION IS THE MODERN DAY TOWN HALL... WHERE TRUE DISCOURSE REVERBERATES OFF THE CHAMBER WALLS.”

**TOUSSAINT ROMAIN, ASSISTANT PUBLIC DEFENDER OF MECKLENBURG COUNTY**

Public Conversations Panelist – “Understanding *Stand Your Ground*,” May 2012

# FISCAL YEAR 2011-12

WFAE served an average of 215,300 listeners each week in the 2011-2012 fiscal year. These listeners averaged more than five hours of listening per week to total more than 1.1 million weekly listener hours. Last year, WFAE had a 3.8 share of the Charlotte metro market's radio audience. These figures reflect both listener loyalty and WFAE's commitment to service through relevant, award-winning public radio programming.

## COMMUNITY EVENTS

### 2011

- July** Davidson Community Players – *Moon Over Buffalo*
- Aug.** Jazz at the Bechtler Museum of Modern Art  
Collaborative Arts Theatre – *King Lear*  
WFAE's 30th Anniversary Celebration  
Carolina Actors Studio Theatre – *August: Osage County*
- Sept.** Mint Museum of Art – Romare Bearden:  
Southern Recollections  
Festival of India  
Public Conversations – Homeland:  
How Secure Today?  
Levine Museum – New South for  
the New Southerner
- Oct.** Ira Glass at Blumenthal's Belk Theater  
Mecklenburg Citizens for Education – Board  
of Education Candidates Debate
- Nov.** Theatre Charlotte – *One Flew Over  
the Cuckoo's Nest*  
Public Conversations – How Should We  
Grade our Teachers?  
Lenoir-Rhyne University Visiting Writers  
Series – Edward P. Jones

- Charlotte Talks with Mike Collins*  
recording with Joe and Terry Graedon  
of *The People's Pharmacy*  
Discovery Place – Mummies of the World  
Charlotte Symphony Orchestra – Cirque  
de la Symphonie  
Carolina Actors Studio Theatre –  
*A Tuna Christmas*
- Dec.** WFAE 30th Anniversary Staff Giveback –  
Crisis Assistance Ministry  
Actor's Theatre of Charlotte – *Chaps!*  
*A Jingle Jangle Christmas*

### 2012

- Jan.** *Says You!*  
Community Blood Center of the  
Carolinas – Blood Drive  
Children's Theatre of Charlotte –  
*The Borrowers*  
Public Conversations – Elections 2012:  
Off and Running  
Catawba Science Center – Dinosaurs
- Feb.** Actor's Theatre of Charlotte – *Cuttin' Up*  
Charlotte Symphony Orchestra –  
Classics 7: Copland

Molly Shafer Carroll

@mollyscarroll

October 7, 2011

If I actually pledged @WFAE's true value in  
my daily life, I'd be broke. Wish I could give  
more. #pledgedrive #payforwhatyouuse

9 people following

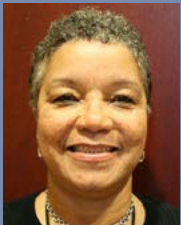
- Mar.** Lenoir-Rhyne University Visiting  
Writers Series – Sandra Cisneros  
Children's Theatre of Charlotte –  
*The Tales of Edgar Allen Poe*  
Public Conversations – Defining Marriage
- Apr.** UNC Charlotte – Violins of Hope  
Children's Theatre of Charlotte – *Busytown*  
U.S. National Whitewater Center –  
U.S. Olympic Time Trials
- May** *This American Life* – Live!  
Theatre Charlotte – *The 25th Annual Putnam  
County Spelling Bee*  
UNC Charlotte – Informatics Conference  
Public Conversations – Stand Your Ground  
Charlotte Clean and Green Festival  
Charlotte Shakespeare – *The Tempest*
- June** Blumenthal Performing Arts –  
*Charlotte Squawks*  
The Light Factory '80s Movie Fantasy  
Film Flashback – *Labyrinth*  
Davidson Community Players –  
*Crazy for You*

# COMMUNITY PARTNERS

Actor's Theatre of Charlotte  
Bechtler Museum of Modern Art  
Blumenthal Performing Arts  
Carolinas Actors Studio Theatre  
Catawba Science Center  
Charlotte Clean and Green Festival  
Charlotte Symphony Orchestra

Children's Theatre of Charlotte  
Collaborative Arts Theatre/Charlotte  
Shakespeare  
Community Blood Center of the Carolinas  
Davidson Community Players  
Discovery Place  
Festival of India

Lenoir-Rhyne University's Visiting Writers Series  
Levine Museum of the New South  
The Light Factory  
Mecklenburg Citizens for Education  
Mint Museum of Art  
UNC Charlotte  
U.S. National Whitewater Center



**"I JUST WANTED TO SAY CONGRATULATIONS TO WFAE FOR A JOB WELL DONE! THANK YOU FOR INCLUDING ME AND ALLOWING ME TO PARTICIPATE WITH YOUR STAFF AND THE REST OF YOUR WONDERFUL VOLUNTEERS DURING YOUR FUND DRIVES. I HAVE MET MANY PEOPLE IN CHARLOTTE AND SURROUNDING AREAS THAT LISTEN TO AND PARTICIPATE WITH THE MANY FUNCTIONS WFAE OFFERS. THE PROGRAMMING IS EXCELLENT. I CATCH MYSELF MANY TIMES TRYING TO MAKE AN APPOINTMENT ON-TIME BECAUSE I AM LISTENING TO ONE OF YOUR GREAT PROGRAMS IN MY CAR. I EVEN TRY TO SCHEDULE TRIPS ON THE WEEKEND TO BE IN MY CAR SO I CAN LISTEN TO VARIOUS PROGRAMS. (WHAT'S UP WITH THAT?) I DO KNOW I CAN LISTEN AT HOME, BUT THERE IS SOMETHING ABOUT LISTENING TO YOU IN THE CAR. IN ANY EVENT, KEEP UP THE GOOD WORK AND I HOPE TO BE AROUND FOR A LONG TIME TAKING AND MAKING PLEDGES TO A WONDERFUL ORGANIZATION."**

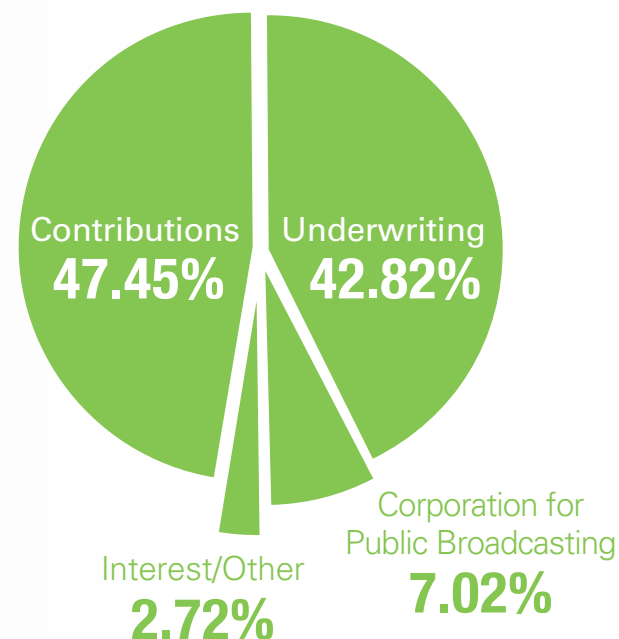
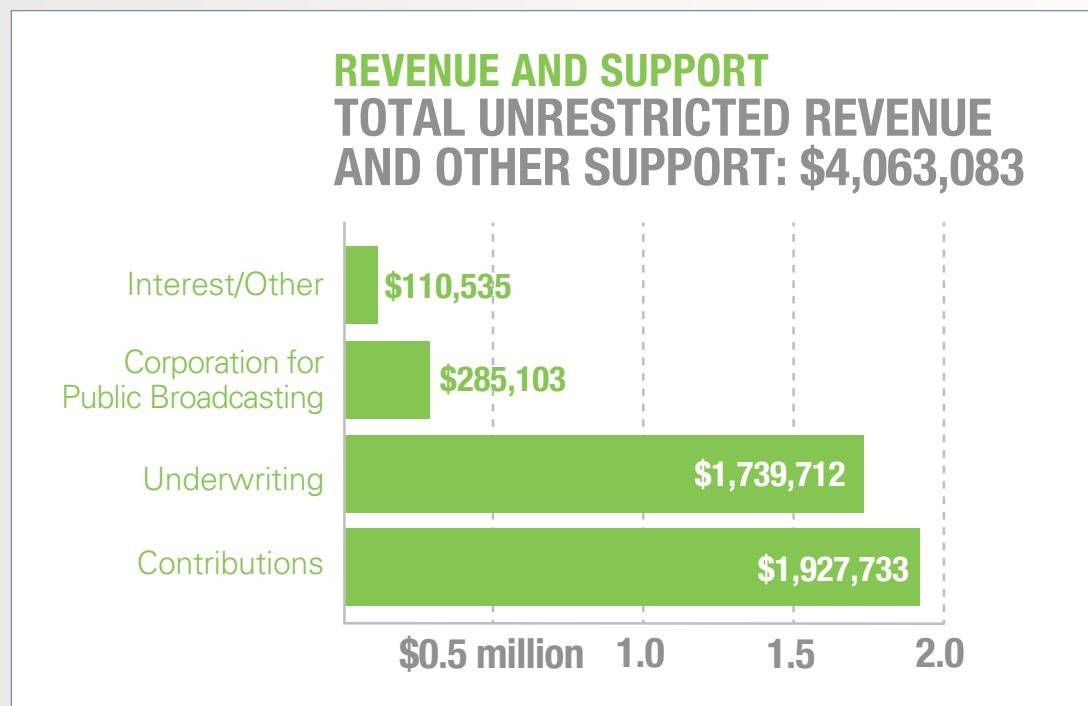
**L. POLITE-COLEMAN, MEMBER AND VOLUNTEER SINCE 2007**



# FINANCIALS FISCAL YEAR 2012

## CHANGES IN UNRESTRICTED NET ASSETS

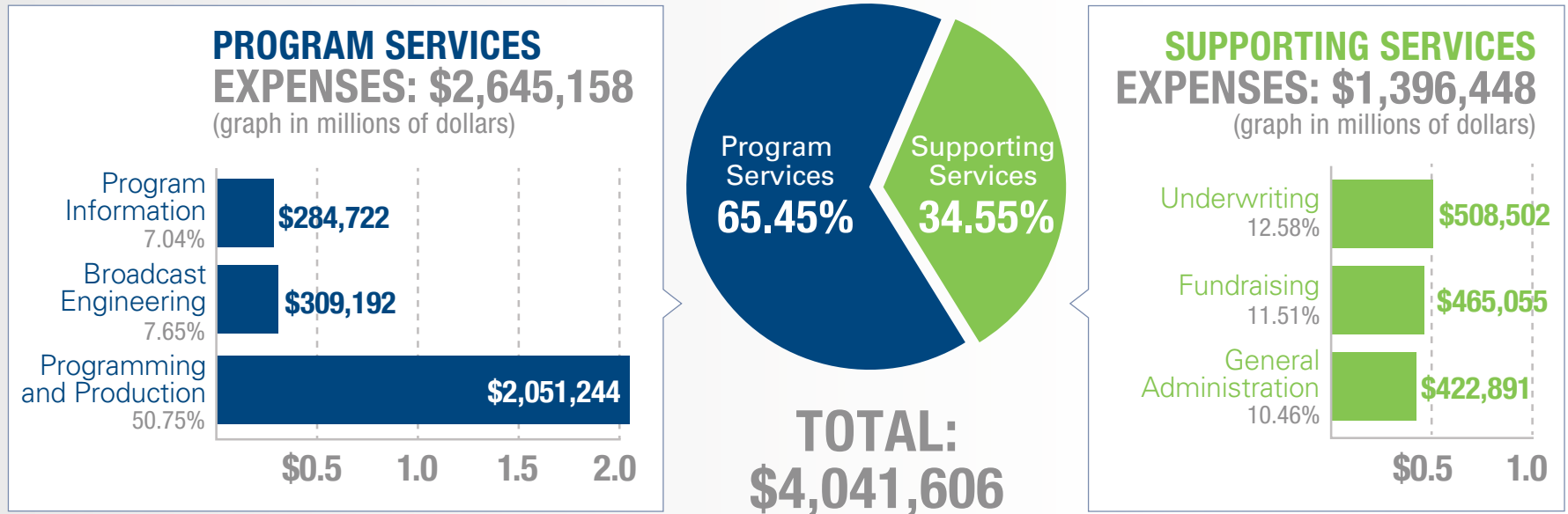
### REVENUE AND SUPPORT



4,063,083	Total unrestricted revenue and support
109,241	Net assets released from restrictions
<hr/>	
\$4,172,324	TOTAL UNRESTRICTED REVENUES AND OTHER SUPPORT

## CHANGES IN UNRESTRICTED NET ASSETS

### EXPENSES



### TOTAL EXPENSES

130,718	Increase in unrestricted net assets before net unrealized gain on investments
-8,897	Unrealized gain on investments held at Foundation for the Carolinas
16,550	Unrealized gain on investments in available for sale securities
<hr/>	
<b>\$138,371</b>	<b>INCREASE IN UNRESTRICTED NET ASSETS</b>

## CHANGES IN TEMPORARILY RESTRICTED NET ASSETS

### NET ASSETS

91,230 Restricted contributions

-109,241 Net assets released from restrictions

-18,011 Decrease in temporarily restricted net assets

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**\$120,360 INCREASE IN NET ASSETS**

**\$4,785,078 NET ASSETS at the beginning of year**

**\$4,905,438 NET ASSETS at end of year**



## FY12 BOARD OF DIRECTORS

**Chair** – Jennie Buckner, retired

**Vice Chair** – Nash Long, Winston & Strawn LLP

**Secretary** – Cyrus Johnson, Jr., Womble Carlyle

**Treasurer** – Michelle Maidt, Carnegie Capital Advisors

**President** – Roger Sarow, WFAE

Jonathan Buchan, McGuireWoods LLP

Lawrence Cruciana, Corporate Information Technologies

Lynn Daniel, The Daniel Group

Eileen Friars, Executive in Residences at McColl School of Business at Queens University of Charlotte

Mirsad Hadzikadic, Dean of the College of Computing and Informatics at the University of North Carolina at Charlotte

G. Wallace Johnson, retired

Barbara Laughlin, retired

Melissa McGuire, Sherpa

Mary Lynn Moser, retired

John Orgain, Alex Lee, Inc.

Larry Tilson, Morehead Associates

## NEWS STAFF

Scott Graf

Tanner Latham

Lisa Miller

Julie Rose

**All Things Considered Host & Community**

**Engagement Coordinator** – Mark Rumsey

**Morning Edition Producer** – Marshall Terry

## COMMUNITY COUNCIL

Van Durrett

Anne Falcone

Susan Gardner

Judy Ghoneim

Rosalyn Jacobs

Courtney James

Gary Knight

Dalya Kutchei

John Lincoln

Eric Sipe

Men Tchaas Ari

Cricket Weston

## ADMINISTRATIVE STAFF

**General Manager** – Roger Sarow

**Director of Content & Programming** – Dale Spear

**Director of Engineering/IT** – Jobie Sprinkle

**News Director** – Greg Collard

**Business Manager** – Debra Peterson

**Director of Fundraising** – Libby Currier

**Director of Marketing and Special Events** – Bryan Talbott

**Traffic Director** – Shannon Hefner

**Assistant Program Director** – Tena Simmons

**Marketing Manager** – Renee Rallos

**Web Producer** – Jennifer Lang

**Administrative Assistant** – Carol Kidwell

## CHARLOTTE TALKS WITH MIKE COLLINS STAFF

**Host** – Mike Collins

**Executive Producer** – Wendy Herkey

**Producer** – Tim Ross

**Production Assistant** – Erin Sutton

## CORPORATE DEVELOPMENT STAFF

**Director of Corporate Development** –

Catherine Little

Jay Ahuja

Kim Brooks

Terri Murphy

Jeanene Thompson

## MEMBERSHIP STAFF

**Member Services Manager** – Elizabeth Shaffer

Jorge Fernandez

Allie Smolan

## WEEKEND HOSTS

Julie Aguirre

Bob August

David Boraks

Della Freedman

Jennifer Montague

Krissa Palmer

Joey Popp

Michael Szymanski



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