TABLE OF CONTENTS

2011-2012 Achievements 3
A Letter from the Chair & President 4
Vision. Mission. Values. 5
Highlights 6
Edward R. Murrow Award 7
30th Anniversary 8
Charlotte Talks with Mike Collins 10
Public Conversations 10
The Party Line 11
WFAEats 11
Technology 12
Fiscal Year 2011-2012 At-A-Glance 13
Financials 16
TABLE OF CONTENTS

WFAE 2011-2012 ACHIEVEMENTS

215,300 LISTENERS

520 CHARLOTTE TALKS HOURS

544 HRS. 47 MIN. LOCAL PROGRAMMING HOURS

WFAE 90.7 YOUR NPR NEWS SOURCE FOR 30 YEARS

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.

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, 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, President

Jennie Buckner
WFAE, Chair of the Board
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

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

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.
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 Betterment 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.
WFAE 90.7 30TH ANNIVERSARY

NOW

JULY

2011

2001

1991

1981

WFAE 90.7
YOUR NPR NEWS SOURCE
FOR 30 YEARS
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.

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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.

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.

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I am so glad I found this page!

5 people like this.
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.

At 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. ...
“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

Dec.
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

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

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

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

TOTAL UNRESTRICTED REVENUE AND OTHER SUPPORT: $4,063,083

Contributions: $1,927,733 (47.45%)
Underwriting: $1,739,712 (42.82%)
Corporation for Public Broadcasting: $285,103 (7.02%)
Interest/Other: $110,535 (2.72%)

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

**PROGRAM SERVICES**
EXPENSES: $2,645,158
(graph in millions of dollars)

- Program Information: $284,722 (7.04%)
- Broadcast Engineering: $309,192 (7.65%)
- Programming and Production: $2,051,244 (50.75%)

**SUPPORTING SERVICES**
EXPENSES: $1,396,448
(graph in millions of dollars)

- Underwriting: $508,502 (12.58%)
- Fundraising: $465,055 (11.51%)
- General Administration: $422,891 (10.46%)

TOTAL: $4,041,606

TOTAL EXPENSES

- Increase in unrestricted net assets before net unrealized gain on investments: $130,718
- Unrealized gain on investments held at Foundation for the Carolinas: -8,897
- Unrealized gain on investments in available for sale securities: 16,550

**INCREASE IN UNRESTRICTED NET ASSETS**: $138,371
## CHANGES IN TEMPORARILY RESTRICTED NET ASSETS

### NET ASSETS

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted contributions</td>
<td>91,230</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>-109,241</td>
</tr>
<tr>
<td>Decrease in temporarily restricted net assets</td>
<td>-18,011</td>
</tr>
<tr>
<td><strong>INCREASE IN NET ASSETS</strong></td>
<td><strong>$120,360</strong></td>
</tr>
</tbody>
</table>

**$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

COMMUNITY COUNCIL
Van Durrett
Anne Falcone
Susan Gardner
Judy Ghoneim
Rosalyн 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 Spear
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