

CHARLOTTE'S NPR® NEWS SOURCE





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"Every day that I get in my car it's automatically tuned to WFAE. My kids come to expect it now. I even downloaded the app on my phone



and listen to past shows to see what I missed. For me it's just the most trustworthy voice for what is happening in

Charlotte and the larger community. It keeps me in the loop on issues of importance to me and I absolutely love hearing Mike Collins. Getting the chance to be on *Charlotte Talks* was an even greater honor."

— James E. Ford

2014-2015 North Carolina Teacher of the Year Guest on Charlotte Talks 38 HRS. 10 MIN.

LISTENERS

520 CHARLOTTE TALKS HOURS

LOCAL NEWS

215,000 WEEKLY CUMULATIVE

LOCAL PROGRAMMING

presiden

This past year was a time of significant transition.

After shepherding WFAE through 26 years of remarkable station growth, President and General Manager Roger Sarow retired in February. After an extensive national search, the Board of Directors selected Joe O'Connor as Roger's successor. Joe joined WFAE after eight years as Rhode Island Public Radio's founding General Manager, where he led an award-winning newsroom and successful fundraising efforts. In his previous 22 years at ABC News, he was an Emmy award-winning producer and was chosen for the prestigious Nieman Journalism Fellowship at Harvard University.

WFAE's News Department produced excellent journalism this year, earning three regional Edward R. Murrow Awards for outstanding news coverage of the FBI's case against former Charlotte Mayor Patrick Cannon, for best hourly newscast, and for "overall news excellence," reflecting the increasing depth and scope of our local reporting.

The newsroom also saw some fresh faces in new positions. Sara Delia was added as our full-time arts reporter, and Gwendolyn Glenn adds depth to our education and general assignment coverage. Marshall Terry has stepped up to become our *Morning Edition* host, giving him the toughest time shift but the most listeners!

Lisa Worf continued her excellent coverage of education, and also earned a promotion to serve our growing newsroom. She's now Assistant News Director.

Michael Tomsic's impressive health coverage attracted national attention. He was invited to join a health coverage team of reporters as part of NPR's partnership with Kaiser Health News.

Duncan McFadyen, in addition to helping improve our weekend coverage as host of *Weekend Edition Saturday*, serves a crucial jack-of-all trades role as a reporter, newscaster, and a backup host for *All Things Considered* and *Morning Edition*.

Tom Bullock is quickly becoming one of the most respected political and investigative reporters in North Carolina. His reporting has the context that our audience expects and deserves.

Ben Bradford's coverage of the environment has been extraordinary. He has kept our audience informed with stories on the politics and economics of solar energy, the continuing debate over what to do with coal ash, and the overall environmental policies of North Carolina's political leaders.



Joe O'Connor President & General Manager



Jon Buchan Chair of the Board

When breaking news strikes, WFAE is so fortunate to have Mark Rumsey as host of *All Things Considered*. You would never know from his calm demeanor that he often has to adapt on the fly.

WFAE's Public Conversations Series this past year analyzed and discussed critical matters such as public school education, and how individuals, families and the health care system deal with end-of-life decisions. *Charlotte Talks with Mike Collins* went on the road with special evening programs on the important value of robust community theater and on Charlotte's innovative music scene.

As we enter FY16, both the newsroom and *Charlotte Talks* have excelled, covering intense and historic debates over the Confederate flag, voting rights and police use of deadly force. The presidential primaries are just around the corner where past investments to enlarge our reporting staff will offer a terrific return in the form of incisive local perspectives on all the issues.

With your continuing support, it's going to be another great year. And you rightly expect nothing less from WFAE, Charlotte's NPR® News Source.

Onward!

Joe O'Connor President & General Manager Jon Buchan Chair of the Board

VISION.MISSION.VALUES.

Vision

Mission

Be the station of record for community leaders and our target listeners.

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.

ore 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.

"I grew up in Charlotte, and my folks were and are loyal NPR listeners. I count on WFAE for daily local and national news that is well-researched



and presented: also truly enjoy the weekend morning shows. During my time with Hendrick Acura I've learned that many of our

clients enjoy WFAE programming and appreciate our long-term relationship with the station."

— David Porter

Market Area Vice President at Hendrick Automotive Group & WFAE Underwriter since 2002

HIGHLIGHTS





to opinions and innovation

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THE PARTY LINE

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REGIONAL EDWARD R. MURROW AWARDS

The Radio Television Digital News Association recognized WFAE with three regional Edward R. Murrow Awards, including Overall Excellence.

The Overall Excellence award reflects the depth and scope of a news organization. WFAE's winning entry represented a sampling of the station's diverse news coverage throughout 2014: the coal ash spill at Duke Energy's Dan River Plant; former Charlotte mayor Patrick Cannon's guilty plea in federal court; details about the resignation of former Charlotte-Mecklenburg School Superintendent Heath Morrison; the tax incentives that the off-shore company Cognizant received; and a feature about a man who picks up litter on his daily walk.

The other awards included:

Ben Bradford and Tom Bullock's <u>'FBI's Case Against Cannon'</u> won in the "Reporting: Hard News" category. The story aired the morning after Charlotte Mayor Patrick Cannon resigned following his indictment on political corruption charges. The story outlined the multi-year investigation through the Justice Department's lengthy criminal complaint.

The newscast that aired the day after Cannon was indicted on federal corruption charges and resigned won "Best Newscast." The first half of the newscast had reaction to the news and description of what FBI agents were doing at Cannon's house as they seized evidence. It was a team effort that included sound, information and writing from multiple reporters.



FBI agents load a CPU and boxes from Patrick Cannon's home in Ballantyne before driving off.



Ash separates from sediment in a scoop from the bottom of the Dan River.



David Bradley poses with the litter he collected on one day's three-mile walk.

CHARLOTTE TALKS WITH MIKE COLLINS

Whether it's a conversation with <u>Charlotte Ballet's Patricia McBride</u>, remembering UNC Chapel Hill <u>coaching great Dean Smith</u> or the best practices for <u>retaining social workers</u>, <u>Charlotte Talks with Mike Collins</u> is the region's forum for in-depth exploration of a diverse range of topics.

In addition to weekday broadcasts from the WFAE studios, *Charlotte Talks* traveled around the greater Charlotte community to record shows on location. Olde Mecklenburg Brewery was the setting for a conversation about craft beer in the Queen City. New breweries are opening and existing ones are expanding. A panel of guests talked about **craft beer's history in Charlotte** and what the future holds.

Charlotte is home to one of the oldest community theaters in the country and the city is surrounded by towns that have well-established theaters. Recorded at Theatre Charlotte in Myers Park, representatives from theater groups in Davidson, Hickory and Union County discussed the **impact theaters have in the community**, and with patrons and volunteers.

In the early 20th century, Charlotte was a significant center for country music. Recently, the city has begun playing a key role in the contemporary music scene. Listeners and music lovers packed the Evening Muse in NoDa for a conversation about **Charlotte's music future** and to hear live music from local band Sinners & Saints.

Charlotte Talks airs live at 9 a.m. Monday through Friday and is rebroadcast Monday through Thursday at 9 p.m.



Patricia McBride with Mike Collins.



(L-R) Mike Collins, host of Charlotte Talks, Ron Law from Theatre Charlotte, Matt Merrell from Davidson Community Players, Ginger Heath from Union County Playmakers and John Rambo from Hickory Community Players.



Mike Collins (far left) with guests (left to right) James Willamor, founder of Croquet Records, Gregg McCraw, owner of Maxx Music, Jeff Hahne, music editor at Creative Loafing, Perry Fowler and Mark Baran.

"I wake up to WFAE every day. The compelling stories and news coverage are both entertaining and thought-



provoking. Listening to WFAE raises my awareness of what's going on in my community and deepens my connection

to Charlotte and North Carolina. I am a monthly supporter because I see WFAE and NPR as an investment in my commitment to lifelong learning. It's brain food!"

— Alyson Ebaugh

Member since 2008 who became a Sustaining Member in March 2015

WFAE NEWS DEPARTMENT

From <u>commerce</u> and <u>health care</u> to <u>education</u> and <u>state politics</u>, WFAE's News Department reported on news and issues affecting the Charlotte area and the Carolinas.

In 2013, a white Charlotte police officer shot and killed an unarmed black man. The officer was arrested. To date, Charlotte hasn't seen the intense unrest of other communities spurred by high-profile police shootings of black men. However, the Charlotte-Mecklenburg Police Department decided to be ahead of the problem and address the mistrust that is in the community. The department brought a simulator to a middle school gym for a crowd of 100 and led attendees through a **simulated traffic stop** that goes bad.

Tom Bullock explored the **likely use of a controversial provision** in the USA Patriot Act to investigate Samir Khan, an American citizen who believed in violent jihad and was killed in an American drone strike overseas in 2011. The provision granted government agencies expanded powers of surveillance of American citizens.

Some subjects needed more than one story to give the whole picture. WFAE reporters produced several short series to explain North Carolina's **pension investments**; privacy and access for



Panelists at a community forum hosted by the Charlotte-Mecklenburg Police Department.



Charlotte Police Chief Rodney Monroe answers questions from the group.

police body cameras; **eminent domain policies** in North Carolina; and the **cost of the UNC system** for students and universities.

A shooting at a historic black church in Charleston, S.C., revived a long-simmering debate about the Confederate flag's place on the capitol grounds in Columbia. Over several weeks, WFAE reporters traveled 90 miles south to cover **residents' reactions**, demonstrations and **legislative debate**. NPR used several of these reports for national broadcast on *Morning Edition* and *All Things Considered*. Events in South Carolina also raised questions about the Confederate flag's presence in North Carolina. Governor Pat McCrory called for a ban on **Confederate flag license plates**, however leaders in the General Assembly **declined to take legislative action**.

Through feature stories, the News Department showcased our neighbors and the region we call home. Sarah Delia profiled a **soap maker who uses beer** as a not-so-secret ingredient. On Interstate 85 near the North Carolina border, you can't miss the massive peach-shaped water tower called the **Peachoid**. Last spring it received a makeover, and Michael Tomsic drove to Gaffney, S.C., to see the renovations in progress. Mark Rumsey sat down with Gene Verble as he reminisced about **playing for the city's minor league baseball team**, the Charlotte Hornets, in the 1950s.



Officer Derek Tripp of the Greensboro Police Department wearing his body camera.



A police body camera unit waiting to be picked up for a shift.



The soap cutter.



Signs tell people visiting the Peachoid that it's under renovation.



Signs for I-85 near Rennea Wilmot's home.

"Whenever there is something I like, I want to tell the world about it. I think it's human nature. Look at all those reviews of restaurants, movies, books... You name it, there is a review about it. Of course all of those reviews aren't always positive, but whether it's good or bad, people like to let their opinions be known. I talk about WFAE to my friends because I enjoy listening to its various programs and news, both national and local. But by giving to WFAE, I'm letting my opinion be known to everyone, not just to my friends, that I like what the station is serving to the public."

— Jung Lee

Member since 1998

THE PARTY LINE

<u>The Party Line: Raising the Curtain on Carolina Politics</u> is a blog dedicated to examining regional issues and policies through the figures who give shape to them. From Columbia to Raleigh and Charlotte to Washington, D.C., there's no shortage of subjects for Michael Bitzer to analyze.

Among the topics Bitzer wrote about included the <u>race between Kay Hagan and Thom Tillis</u> for the U.S. Senate; the <u>debate in Raleigh</u> over the waiting period for an abortion and allowing North Carolina magistrates to opt out of performing same-sex marriages; and the <u>political independence</u> <u>among Millenials</u>.

LISTEN

Over the air, WFAE 90.7 serves 22 counties in North and South Carolina. Outside the Charlotte metro area, you can listen to WFAE on 90.3 in Hickory, 106.1 in Laurinburg and 93.7 in Southern Pines.

HD Radio technology allows **WFAE** to offer more than news and information. Jazz lovers can turn to **WFAE HD2** for music from Billie Holiday, Dave Brubeck, Tony Bennett, Lynne Arriale and others. **WFAE HD3** offers Public Radio Remix. This experimental radio stream presents public radio stories, audio essays, talks, sounds, and the work of young producers.

At <u>wfae.org</u>, 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 and video.

With your mobile phone or tablet, you can use the **WFAE app** to listen to all three WFAE channels, pause and rewind live audio, and more. You can download the app to your Android, iPhone, iPad or Windows device.

WFAEats

The **WFAEats blog** is a tasty adventure into Charlotte's food scene. Professional chefs, amateurs and food enthusiasts contributed posts that included the **differences between a tart and a pie**; a **food swap** in Plaza-Midwood; and a **kitchen "hack" gone awry**.

Manners expert Etta Kate's "In Good Taste" posts answered readers' etiquette questions such as **entertaining neighbors**, **proper napkin placement** after a meal, and **how to elegantly handle inelegant foods**, such as ribs, corn on the cob and powdered doughnuts in a social setting.

You can't talk about food without recipes. In honor of the World Cup, Kevin Gavagan **sampled cocktails** from Brazil, Germany, Argentina and the Netherlands. Growing up in the Midwest, the **Fall Meal** was a hearty staple in Tamra Wilson's family. Amy Rogers celebrated National Watermelon Day with a recipe for **watermelon salsa**. The much maligned **Brussels sprouts** received a makeover for the holidays. Joanne Joy took leftover pork carnitas and used them in a savory **pork carnitas pot pie**.

WFAE TALKS

"WFAE Talks" is a bi-weekly podcast with News Director Greg Collard and reporters from the newsroom. It's a behind-the-scenes discussion and analysis of some of the topics and people in the news that you hear on the air. There was plenty to discuss including breaking news, bait-and-switch news and retro news.



Pork carnitas pot pie.



Food swap in Plaza-Midwood.



Grilled cheese in the toaster.

PUBLIC CONVERSATIONS



(L-R) Lance Stell, professor at Davidson College & clinical professor/ medical ethicist at Carolinas Medical Center; Jillian Tullis, assistant professor of communication studies at UNC Charlotte; WFAE's Mark Rumsey; Dr. John Barkley, Chief Medical Officer for Post Acute Care Services at Carolinas Healthcare System; and Rev. Michael Flynn, chaplain at Novant Health Hospice and Supportive Care Services

Public Conversations is a 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.

"The State of Public Education"

explored the changing climate for public education in the Charlotte region. Panelists addressed recent moves to raise teacher pay and discussed the future of student achievement standards and Common Core guidelines. The forum also examined the role of charter schools, their successes and challenges in the Charlotte area, and the outlook for charter programs.

"End-of-Life Planning And Choices" looked at options and challenges that individuals, their families and health care providers face surrounding end-of-life planning and care. The forum also delved into living wills, hospice and palliative care, and ethical considerations about how we die.

IN THE COMMUNITY

WFAE's listeners are fun, creative and curious. They seek out events and opportunities to feed their passions and to be entertained. That's why the station partners with performing and visual arts groups as well as lectures, festivals and other non-profit groups throughout the region.

Last fall, WFAE welcomed NPR's Michel Martin to Charlotte for a discussion about voting rights. Changes to voting rights laws have put North Carolina under the microscope. Citizens gathered at Spirit Square for a conversation about court challenges around the state's voter ID law.

Working with the Community Blood Center of the Carolinas, WFAE hosted its 11th annual blood drive at its studios in University City. Each pint of blood, donated by WFAE staff and community members, helped save three lives in the Charlotte region.

At WFAE's Invited Dress Rehearsal, donors, clients and contest winners saw "Charlotte Squawks: The 11th Glower" before it opened to the public. This irreverent musical revue is "Saturday Night Live" meets Broadway meets the Queen City. Its satirical lyrics take aim at local politics, pop culture, sports, traffic and more.



Mike Collins (center) and the cast of Charlotte Squawks. Credit: Jeff Cravotta



Richard Lancaster, WFAE Board Member, and Gwendolyn Glenn, WFAE News Reporter, at Charlotte Squawks reception. Credit: Jeff Cravotta



Attendees at NPR Presents Voting Rights or Wrongs forum. Courtesy of NPR



(L-R) NPR's Michel Martin; Michael G. Dickerson, director of elections at the Mecklenburg County Board of Elections; Janai Nelson, associate director-counsel at the NAACP Legal Defense and Educational Fund, Inc.; and Hans A. van Spakovsky, election reform law initiative manager at the Heritage Foundation and former member of the Federal Election Commission; and NPR's Pam Fessler. Courtesy of NPR

15,250 Contributors

CORPORATE

UNDERWRITERS

28
COMMUNITY
PARTNERS

215,000 Listeners

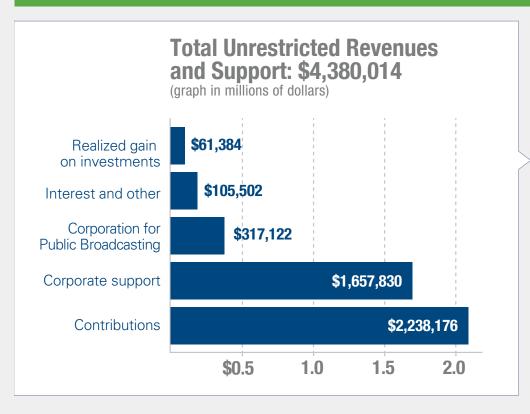
ON-AIR AND ONLINE

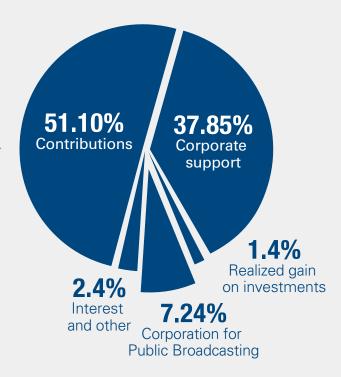
MAJOR DONORS

FINANCIALS FISCAL YEAR 2015

Changes in Unrestricted Net Assets

Revenues and Support



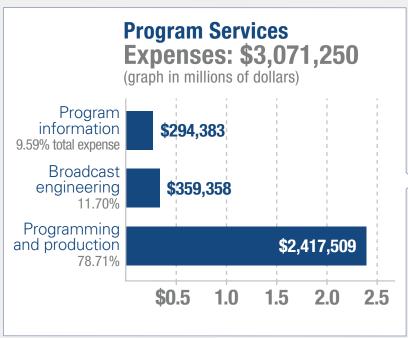


4,380,014 Total unrestricted revenues and support **439,810** Net assets released from restrictions

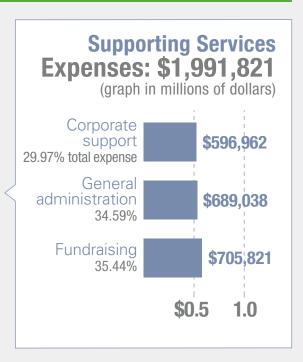
\$4,819,824 TOTAL UNRESTRICTED REVENUES AND OTHER SUPPORT

Changes in Unrestricted Net Assets

Expenses







-243,247 Decrease in unrestricted net assets before net unrealized loss on investments -9,293 Unrealized loss on investments in available for sale securities

-\$252,540 DECREASE IN UNRESTRICTED NET ASSETS

Changes in Temporarily Restricted Net Assets

Net Assets

569,956	Restricted contributions
-439,810	Net assets released from restrictions
130,146	Increase in temporarily restricted net assets
-\$122,394	DECREASE IN NET ASSETS
5,623,855	Net assets at the beginning of year
\$5,501,461	Net assets at end of year

GOVERNANCE, ADVISORS & STAFF

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Tom Bullock - Money & Influence

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Gwendolyn Glenn – Education

Michael Tomsic - Health Care

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Melton Battle
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Tish & Lawrence Kimbrough

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Michelle Birch & Jeff Sinn
Linda & Jeffrey Blum
Leslie & Greg Blum
Alice & Jack Boger
Elizabeth Boonsue &
James McDermott III
Ladona & John Bowling
Beverley & John Bradley
Mr.& Mrs. J. Frank Bragg

Brenda & Michael McChesnev

Jesse Brause
Bob Breakfield
Cathy & Peter Brennan
Eileen Brenner
Olin Broadway
Douglas Buchanan
Gil Burnette
Carissa & Brian Burns
Nancy & William Campbell
Elizabeth & Frank Carpenter

Martha Catt & Gregory Starrett
Mary & Marvin Chaney
Scarlett & Trey Chanter
Margaret & Scott Chatham
Deanna & John Chester
Karen & Henry Chow
Henrietta & P.M. Christenbury
Pei Chun Chen & Tsing Hua Her
Barbara Clark
Ann & Randy Cline

Freida & Roderick Clouse
Heather & Jay Cobb
Roger Colberg
Anna Coley
Tori & William Collins
Mike Collins
Natalie & William Conner
Currin Cooper
Lisbeth & Donald Cooper
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