“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

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WFAE 2014-2015 achievements

- **38 HRS. 10 MIN.**
  - LOCAL NEWS

- **215,000**
  - WEEKLY CUMULATIVE LISTENERS

- **558 HRS. 10 MIN.**
  - LOCAL PROGRAMMING

- **520 HRS.**
  - CHARLOTTE TALKS HOURS
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.

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!
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.

“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
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 ‘FBI’s Case Against Cannon’ 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.
CHARLOTTE TALKS
WITH MIKE COLLINS

Whether it’s a conversation with Charlotte Ballet’s Patricia McBride, remembering UNC Chapel Hill coaching great Dean Smith or the best practices for retaining social workers, Charlotte Talks with Mike Collins 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.
WFAE NEWS DEPARTMENT

From commerce and health care to education and state politics, 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

“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
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.
THE PARTY LINE

**The Party Line: Raising the Curtain on Carolina Politics** 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 race between Kay Hagan and Thom Tillis for the U.S. Senate; the debate in Raleigh over the waiting period for an abortion and allowing North Carolina magistrates to opt out of performing same-sex marriages; and the political independence among Millennials.

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 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 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.

“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*
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**.
**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.

(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
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.
Fiscal Year 2014-2015 At-a-Glance

15,250 Contributors

215,000 Listeners
ON-AIR AND ONLINE

337 CORPORATE UNDERWRITERS

28 COMMUNITY PARTNERS

552 MAJOR DONORS
Changes in Unrestricted Net Assets

Revenues and Support

**Total Unrestricted Revenues and Support: $4,380,014**
(graph in millions of dollars)

- Contributed: $2,238,176
- Interest and other: $105,502
- Corporation for Public Broadcasting: $317,122
- Corporate support: $1,657,830
- Realized gain on investments: $61,384

**Contributions** 51.10%
**Corporate support** 37.85%
**Interest and other** 2.4%
**Corporation for Public Broadcasting** 7.24%
**Realized gain on investments** 1.4%

---

**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

Program Services
Expenses: $3,071,250
(graph in millions of dollars)

- Program information $294,383 (9.59% total expense)
- Broadcast engineering $359,358 (11.70%)
- Programming and production $2,417,509 (78.71%)

Supporting Services
Expenses: $1,991,821
(graph in millions of dollars)

- Corporate support $596,962 (29.97% total expense)
- General administration $689,038 (34.59%)
- Fundraising $705,821 (35.44%)

TOTAL: $5,063,071

- Decrease in unrestricted net assets before net unrealized loss on investments $243,247
- Unrealized loss on investments in available for sale securities $9,293
- Decrease in unrestricted net assets $252,540

(Chart showing the distribution of expenses)
# Changes in Temporarily Restricted Net Assets

## Net Assets

<table>
<thead>
<tr>
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<th>Amount</th>
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<tbody>
<tr>
<td>Restricted contributions</td>
<td>569,956</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>-439,810</td>
</tr>
<tr>
<td>Increase in temporarily restricted net assets</td>
<td>130,146</td>
</tr>
<tr>
<td><strong>DECREASE IN NET ASSETS</strong></td>
<td>-$122,394</td>
</tr>
<tr>
<td>Net assets at the <strong>beginning</strong> of year</td>
<td><strong>$5,623,855</strong></td>
</tr>
<tr>
<td>Net assets at the <strong>end</strong> of year</td>
<td><strong>$5,501,461</strong></td>
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FY15 BOARD OF DIRECTORS
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Weekend Edition Host – Duncan McFadyen
Ben Bradford – Environmental
Tom Bullock – Money & Influence
Sarah Delia – Arts
Gwendolyn Glenn – Education
Michael Tomsic – Health Care

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Producer – Erin Keever
Producer – Tim Ross
Associate Producer – Alexia Gyorody

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Jorge Fernandez

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*As of June 30, 2015
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- Dale Halton
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- Laura Duffy
- Angel Dutra
- Mindy & Gary Earleywine
Jens Eichhorn
Nwamaka Ekwou & Tagbo Ekwou
Aleen & David Epstein
Joanne Erickson
Aike Etumadu
Katheleen & Robert Evans
Anne & Richard Falcone
Elizabeth Fender
Blynn Field & Chris Jensen
Angela & Michael Friedland
Patty & Alex Funderburg
Vickie & Tom Gabbard
Bob Gaines
Barbara & Michael Gardner
Mary Elizabeth & Clement Geitner
Beverly & Lee Gilman
Charlotte Glassman & Dan Daugherty
Michael Goodwin
Alan Gordon
Catherine & Martin Grable
Sara & William Graves
Jannica & Torsten Greife
Laura Grosch & Herb Jackson
Megan Guhl
Ann & Peter Guild
Mirzeta & Mirsad Hadzikadic

Maureen & Daniel Haggstrom
Cheryl Hames & Robert Wooten
Dean Hamrick
Amy & Don Hardin
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Susan & Dennis Harvey
Dayle Helms
Patricia & James Henderlite
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Emily Huling & John White
Betty & Jim Hunter
Cheryl & Tom Jacob
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Sallie & Wallace Johnson
Vickie & Gene Johnson
Sandy & Harry Johnson
Sarah & Bob Jordan
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Rosalyn Kelly & Gary Rauch
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Virginia Kern
Adi Khindaria
Tish & Lawrence Kimbrough

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Jung Lee
Lee & Mark Leggett
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Moira & Ted LoCascio
Paula Lombardi
Joan Lorden & Lawrence Mays
Lisbeth & Gerard Mack
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Kathleen & Frank Maley
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Stacey Mark
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Marilyn & George Max
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Jane McBryde
Brenda & Michael McChesney

Claudia Plepler
Bina & Noah Pollack
Susan & Dale Pond
Danny & Lew Powell
Stephanie & Jeff Pulker
James Putnam
Cheryl & Michael Queen
Kim Reitterer
Alice Richey & David Pitzer
Nancy Ring
Judith Roberson
Cathy & Terry Roche
Patricia Rodgers
Sara & Dan Roselli
Pamela & Kelly Ross
Tammy & Kris Ruckman
Katherine & Paul Rutledge
Sue & Clay Sams
Liz & Brian Sanders
Marilynn & Roger Sarow
Marcia & Terry Scaia
Magay Shepard & Tim Moore
Parker & Stephen Shuford
Nancy & Paul Sigmon
Mattye & Marc Silverman
Patricia Smart & Tracy Davenport
Robert Smith & Carlton Clayton
Kim & Malcolm Smith
Martie Smith
Mary & Tim Stokes
Marian & Chris Story
Lyn & Fred Stubblefield
Becca & David Tait
Brenda & Philip Tate
Annette & Eric Telljohann
Kavitha & Sasha Thomas
Tracy Thornton
Jean & Jim Veilleux
Barbara Vermeire
Mary & David Vickers-Koch
Cynthia Warner
Mary Allen Watson
Melodee & Roger Webb
Larry Weems
Heidi Weilbach & Hermann Unglert
Sandy Welton
Pamela & Steve West
Beverly & Donald Whiteside
Anne & Trey Wills
Vicky & Jim Wilson
David Woodward
Barbara Wright
Merry & Michael Wunderlich
Betty & Gerald York

MANAGER’S CIRCLE $500 - $999

Mary Adams
Barbara Alarcon-Alcivar & Danny Young
Mary & Bruce Alexander
Jean Anderson
Elizabeth Anderson & Melton Beller
Thomas Angelo
Sheila & Kwasi Ankrah
Leigh & Philip Armstrong
James Backman
Carole & Stephen Bale
Darlene Ball
Lynn Bancroft & William Walker
Jean Batten
Tony Beatty
Betty Becker
Edith & Stephen Benson
Steve Bentley & David Deal
Christina Berg & Steve Brewer III
Carol Lynn Bergman

Timothy Bice
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

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
Curnin Cooper
Lisbeth & Donald Cooper
Joyce Corbett