

PRESIDENT'S REPORT

October 2, 2019

Administration Department Report

Currently working on construction completion. Due to the financial situation we are working with what we have on site to complete two office areas with work stations for staff. Once this is finished and we move staff to their new work area, we will be able to finish up with the storage area for Development and reorganization and storage of facility goods.

Working with Kathe, Renee and Jerry identifying vendors, processes, contracts and the closing of Reno.

Assisting with closing of the FY18/19, identifying missed debits and credits in membership revenue.

We are identifying building security issues that need to be addressed immediately, since the security upgrade will be put on hold for now. There will be some upcoming changes to how our building is accessed by employees.

Amanda and I are working with Jerry and Renee to prepare the FY19/20 Board of Directors, Board Committees and CAB meetings and related task for the coming year.

Broadcast Operations

We're making more progress towards completing the studio renovation. Almost all of the equipment has been installed, with some software updates still to be worked out that will allow us to get rid of all of the old equipment. KNPR is now operating from the new Master Control room.

Awaiting word from NEH on the status of our \$500,000 grant. In the past few weeks I've gone from thinking we'll get the whole amount, to maybe it will be a tiny fraction, to maybe it will be the whole amount. The NEH staff has been wrapping up the end of their fiscal year so I think that has put our project on hold for a couple of weeks. When the cash comes in, there are plenty of items on the project list to replace transmitters and enhance studio to transmitter links.

And I've been working a lot with Kathe and Renee to track down invoices that have not been paid, some since January.

Fundraising Committee Report

Development Report

Membership

As Fiscal Year 2019 comes to a close, membership revenue continues to see an increase year over year based on actual. As of September 27, 2019, total development revenue is at \$3,060,608, this is a 3% increase over actual from FY 2018. Below is a breakdown of growth year over year since 2011. In FY16, the Sustaining Member Matching Fund was put in place, that is why you see a large increase in revenue.

Development Revenue								
FY10-11	FY11-12	FY12-13	FY13-14	FY14-15	FY15-16	FY16-17	FY17-18	FY18-19
2,193,735	2,120,410	2,335,853	2,256,202	2,423,581	2,420,509	2,888,692	2,970,153	3,060,608
-	-3.34%	10.16%	-3.41%	7.42%	-0.13%	19.34%	2.82%	3.05%

Currently, we have 11,609 active and contributing members. The focus for FY 2020 is to increase members. We crossed over 10,000 members in 2013. It can not be another 5 years and NVPR only gains another 2,000 members. This is the focus for the upcoming membership campaign. NVPR membership rolls need to be at 15,000 members by the end of our fall campaign.

To do this, we are switching things up. The Sustaining Member Matching Fund now becomes the “New Member Matching Fund”. In doing so, we will give our listeners an extra incentive to give and hope to see the same increase in revenue that we did when we started the SMMF in 2016. We are also brining back LIVE challenge guest and have a few extra incentives in our back pocket as well to use throughout the campaign. We will not stop until we reach our goal of 3,000 members!

Events

Event revenue as of September 27, 2019 is at \$375,807, which is a decrease of 10% over FY18 actual. With that said, the Member Benefit Event line item has surpassed budget by almost 10% and has increase over FY18 actual by 12%. This is in part due to Trivia Night, which brings in about \$11,000 per event. We have three scheduled so far for this FY. The next one is December 18, 2019 – so start studying now!

We continue to reach out to our partners like LIVE Nation, AEG, Presents, The Pearl, Brooklyn Bowl and House of Blues to lock down Member Benefit Events. These events are simple to produce and bring cash in the door quickly.

Underwriting

As of September 23rd, Underwriting has secured \$2,511,939, representing 89.39% of the \$2,809,994 budget plan for FY18-20. House Underwriting & Grants generated \$107,600. *Desert Companion* magazine custom production (poly-bag, inserts, tips-on, etc.) generated \$73,060 in revenue for the year, for a grand total of \$2,692,599.

Broadcast experienced a challenging year with revenue generation of \$1,152,851 against a \$1,416,358 plan. Most of this negative variance occurred in two account executive's books of business along with lackluster National Public Media revenue. This represents a substantial drop from our FY17-18 performance of \$1,324,119.

Desert Companion magazine ad & custom publishing revenue totaled \$1,107,438 against a \$1,034,408 budget. Note that there are hard costs associated with the custom publishing revenue –approximately \$15,000 for the FY.

Sponsorship revenue totaled \$66,088 against a budget of \$61,543.

Corporate Challenge revenue totaled \$166,500 against a budget of \$201,000.

Digital revenue totaled \$93,092 against a budget of \$84,684.

Beginning January 2020, *Desert Companion* magazine will transition to 6x frequency with 2x bonus issues throughout the year, for a total of 8 issues distributed yearly with 50,000 copies printer per month. Early revenue projections assume an investment maintenance figure of approximately 65% of FY18-19 revenue. Below is a 3-year comparison look for YoY analysis.

FY16-17	October	November	December	January	February	March	April	May	June	July	August	September		
Broadcast	\$121,690	\$91,028	\$115,687	\$119,182	\$83,641	\$103,284	\$124,454	\$111,057	\$84,596	\$96,881	\$86,910	\$96,952	\$1,235,362	14.60%
DC	\$72,684	\$139,513	\$106,295	\$62,005	\$102,383	\$78,613	\$64,689	\$83,615	\$73,486	\$53,800	\$161,192	\$92,368	\$1,090,643	-12.77%
Corporate Challenge	\$89,285	\$0	\$0	\$0	\$0	\$0	\$101,250	\$0	\$0	\$8,500	\$0	\$0	\$199,035	-4.16%
Sponsorship	\$0	\$4,900	\$0	\$5,000	\$11,000	\$2,500	\$4,900	\$2,500	\$7,500	\$0	\$18,506	\$5,500	\$62,306	2.97%
Digital	\$5,488	\$5,812	\$3,900	\$6,095	\$6,728	\$3,899	\$5,763	\$3,498	\$997	\$6,220	\$7,431	\$8,377	\$64,208	42.49%
													\$2,651,554	0.38%
FY17-18	October	November	December	January	February	March	April	May	June	July	August	September		
Broadcast	\$115,852	\$98,123	\$111,465	\$84,574	\$103,418	\$127,840	\$156,298	\$108,590	\$96,797	\$111,627	\$71,228	\$138,307	\$1,324,119	7.18%
DC	\$70,901	\$100,199	\$100,729	\$51,792	\$83,458	\$59,651	\$68,367	\$82,131	\$74,759	\$81,147	\$144,117	\$99,041	\$1,016,292	-6.82%
Corporate Challenge	\$91,750	\$0	\$0	\$0	\$0	\$0	\$107,300	\$0	\$0	\$0	\$0	\$0	\$199,050	0.01%
Sponsorship	\$0	\$4,900	\$0	\$0	\$7,500	\$0	\$0	\$5,000	\$5,000	\$0	\$23,243	\$0	\$45,643	-26.74%
Digital	\$10,165	\$7,504	\$10,329	\$5,799	\$5,831	\$5,867	\$5,744	\$4,175	\$6,455	\$5,066	\$2,996	\$7,901	\$77,832	21.22%
													\$2,662,936	0.43%
FY18-19	October	November	December	January	February	March	April	May	June	July	August	September		
Broadcast	\$106,119	\$108,783	\$121,595	\$65,971	\$79,336	\$103,300	\$113,802	\$109,884	\$91,404	\$63,171	\$68,154	\$121,332	\$1,152,851	-12.93%
DC	\$74,344	\$93,959	\$132,757	\$49,485	\$91,854	\$65,136	\$71,577	\$65,234	\$78,553	\$65,298	\$151,297	\$94,914	\$1,034,408	1.78%
Corporate Challenge	\$78,500	\$0	\$0	\$0	\$0	\$56,000	\$27,500	\$2,000	\$0	\$0	\$0	\$2,500	\$166,500	-16.35%
Sponsorship	\$0	\$10,400	\$0	\$6,000	\$7,500	\$0	\$4,900	\$3,000	\$11,640	\$0	\$22,648	\$0	\$66,088	44.79%
Digital	\$6,975	\$4,894	\$8,945	\$6,663	\$8,418	\$8,643	\$9,733	\$7,116	\$7,881	\$8,406	\$7,856	\$12,967	\$98,497	26.55%
													\$2,518,344	-5.43%
FY19-20	October	November	December	January	February	March	April	May	June	July	August	September		
Broadcast	\$107,955	\$119,310	\$127,960	\$82,462	\$104,316	\$130,133	\$136,188	\$122,683	\$122,323	\$89,714	\$103,807	\$108,069	\$1,354,921	17.53%
DC	\$74,500	\$0	\$117,849	\$0	\$73,125	\$0	\$74,993	\$0	\$88,870	\$0	\$117,031	\$0	\$546,368	-47.18%
Corporate Challenge	\$83,000	\$0	\$0	\$0	\$0	\$0	\$83,500	\$0	\$0	\$0	\$0	\$0	\$166,500	0.00%
Sponsorship	\$0	\$5,600	\$2,500	\$6,000	\$17,500	\$2,000	\$10,400	\$5,500	\$12,640	\$1,500	\$35,148	\$1,500	\$100,288	51.75%
Digital	\$7,504	\$13,942	\$18,377	\$12,532	\$16,851	\$14,038	\$15,286	\$13,728	\$14,692	\$13,132	\$17,233	\$14,922	\$172,237	74.87%
													\$2,340,314	-7.07%

Digital offerings are being expanded with additional web-tile inventory and refreshed e-mail news & event communications. These 3x per week e-blasts should offer increased click-through and engagement metrics that should translate to increased revenue. Underwriting is also working closely with Marketing and *Desert Companion* to ensure consistent digital/social touchpoint activity with our listeners and readers so that the *Desert Companion* magazine off-months are still being monetized in the social and digital spaces.

FY19-20 will also see an uptick in offsite event activity (in addition to Membership Drive, Online Auction and other building wide initiatives) for Nevada Public Radio under the marquee of 40th Anniversary. Underwriting is seeking presenting sponsors for the fiscal year that would receive recognition at all the events.

Fall Recycle Day	November 2 nd
Restaurant Awards	December 11 th
Trivia Night	December 18 th
Best of the City	February 20 th
NvPR Birthday	March 24 th
Spring Recycle Day	May 9 th
Photo Showcase	May 28 th
Top Doctors and Best Dentists	August 13 th
Story Corps	September 20 th – 27 th

Underwriting is comprised of 6 account executives. Markus & Sharon are our senior account reps. Kim, Jimmy and Susan joined NVPR approximately 3 years ago, and Elena joined the team less than a year ago. Maintaining a diversified roster of revenue generation remains a central goal for Underwriting. With 3 of the newest account executives reaching their 3-year mark, and the newest account executive showing strong performance in New Business generation, I remain confident in the Underwriting team's ability to uncover new and additional revenue. Our support staff includes one Sales Assistant and one Traffic Manager. Below is a chart illustrating revenue generation among the AE team for FY18-19.

Marketing

Donovan Resh, Marketing Manager

Day-to-Day

- Brand management
- Social media content creation, curation, and management
- Print and digital ad design
- Event planning and execution
- Brand management
- Strategizing with all departments as needed
- Underwriting voicework

Currently...

- Planning Restaurant Awards, 12/11
 - o Securing location
- Planning Trivia Night, 12/18
 - o Finalizing Quizmasters (The Gazillionaire + Wanda)
- Writing scripts and creating digital assets for the Fall Pledge Drive
- Launching NVPR virtual store

Changes in the past few weeks...

- Launched a brand new email called "three things", a stripped down version of e news that gives the reader 3 things they should be thinking out, with an emphasis on driving

them to our online Box Office or giveaway pages so that we can increase ticket sales and data gathering.

- Launched refreshed Box Office email
- Redesigned our Enews
 - o Scored a 12% unique click rate (previous 12 weeks averaged 6%)
 - o A/B test – Liberace story ran in 8/28 enews and got 10 clicks, it ran again in newly-designed 9/25 enews and got 124 clicks.

As we continue...

- Growing collaboration with other departments. Something that proved difficult in the past.

Desert Companion – Publisher

On August 15, Desert Companion held its annual Top Doctors/Top Dentists event at a new partner venue, Touro University. In this year's August issue, Desert Companion recognized more than 250 doctors and 150 dentists for their excellence in health and dental care. At the event, doctors, dentists, healthcare industry professionals, and key Nevada Public Radio partners enjoyed light bites and beverages, as well as demonstrations from Touro University students of the latest medical education technology. The Top Doctors and Top Dentists were recognized in a printed program and with optional certificates.

Desert Companion and State of Nevada continue to cross-produce and collaborate on stories, amplifying their reach and impact. Specifically, staff writer Heidi Kyser has been regularly translating Desert Companion stories into State of Nevada segments, as well as helping SoN producers on stories where she has journalistic background. Most recently, she hosted, produced, or assisted in producing the following, among many other pieces: "Head of UNLV Architecture Program Plots Escape From Heat Island" (June 19); "Even in Las Vegas, the 'Sober-Curious' Movement Grows (June 18); "600 Valley High Seniors Participate in Mental Health Pilot Program" (August 5); "How Changes to the Endangered Species Act Will Affect Nevada" (August 13); "Nature Conservancy Proposes Brownfield Solar Siting" (September 16).

Desert Companion – Art Direction

With the completion of the September issue, we finished our second full year with the Desert Companion redesign launched in 2017. This year, we made natural and incremental evolutions in the design and layout of certain sections of the magazine and we will be assessing the needs of a larger overall redesign discussion to adjust the magazine's structure to fit the model of 8 issues a year. Emphasis will be placed on upfront sections (All In and All out), where news and event content is more time sensitive. We will also continue to produce more visuals (photography and illustration) to conserve and maximize budget allotments. Additionally, we will address our special advertising sections for content and design. One example being the Medical Profiles that run each August. As art director, I want to create a more attractive and useful resource for our readers while producing a product that serves the needs of current and potential advertisers. With this in mind, I will be collaborating with Favian to create stronger advertising sections which maximize ad page count and enhance the reader experience.

During the past year, in addition to the magazine, our art department completed more than 60 projects that directly support our development and underwriting teams. These projects range in scope from promotional and event materials to advertising materials to member mailings and forms. Additionally, photographic services were provided for a range of projects including online auction items to member gifts as well as guests of State of Nevada. With these projects the art department saw a larger supporting role for our marketing department, including more collaboration on event and marketing materials for the station and the magazine. Of note were the Give Voice Campaign materials and Annual Report.

Design is a powerful communication tool. Moving forward I envision a continued collaboration between our art, marketing, development and underwriting teams to bolster future Nevada Public Radio initiatives. As our organization increases its role and visibility in the community it is imperative that all out-facing visuals not only speak to specific stakeholder audiences but also maintain a cohesive, branded visual identity that supports and amplifies the Nevada Public Radio experience to our community.

Programming

Funding issues or no, audience figures continue to shine for KNPR. Our six-month average for KNPR shows 155,500 weekly listeners, about 1400 below July's all-time high. KNPR's 4.9 share continues to keep it ranked #4 in the entire Las Vegas area, which keeps us in an elite club – of the fifty largest metropolitan areas in the US, we remain one of just eleven NPR stations ranked in the top four of their respective cities.

Here's the dashboard:

Six-month period through:	KNPR weekly	KCNV weekly	Total NVPR cume	NVPR daily cume	NVPR P1 wkly cume	NVPR GenX/Millnl/<18 cume %	Hisp + AfAm cume %	KNPR Share
August 2019	155500	44800	188300	87000	99100	59.3%	26.2%	4.9
July	156900	46000	190000	86500	99200	60.2%	26.0%	4.7
June	152700	48800	188500	85300	96200	60.6%	25.4%	4.6
May	148600	48700	184100	81700	92900	60.2%	25.4%	4.2
April	141500	50100	178800	77600	86400	60.1%	26.7%	3.7
March	136700	52500	176600	76600	91500	59.4%	26.3%	3.5
February	131400	55000	173500	75400	88300	59.3%	26.9%	3.4
January 2019	127200	56700	172000	74400	85100	58.8%	27.9%	3.2
Holiday	132200	55900	176300	73800	84600	59.1%	28.4%	3.1
December	136200	57100	180200	73600	86000	59.9%	29.1%	3.0
November	132100	54400	174500	71600	80200	59.5%	27.8%	2.8
October	127700	52000	167400	67200	78900	59.0%	28.1%	2.7
September	125400	49500	162700	63900	77700	58.6%	28.0%	2.5
August 2018	125500	47500	159300	63100	76500	58.7%	27.6%	2.7

One more under-the-surface note: for the last two months of ratings, *Morning Edition* has been the #1 morning drive-time program in all of Las Vegas. (For the last six-month period, *Morning Edition* has been #2.)

In August NVPR began a partnership with a large number of news sources around the country and the globe, centering on climate change all around us. It included a regional call-in program based at KPCC in Pasadena, where several western stations (LA, Las Vegas, Sacramento, Denver, San Diego) shared ideas and listener comments about how climate change is affecting them directly. We expect that will be the first of a series of call-in programs.

Joe Schoenmann sums up NVPR's plans for coverage:

Nevada is feeling the impacts of climate change intimately. Las Vegas and Reno are among the fastest-warming cities in the country. In fact, [Climate Central](#) says Las Vegas is the fastest-warming city, moving up almost 6 degrees on average since 1970.

Heat is only part of the problem. Climate change is also impacting water resources, wildlife, and wildfire risks. *Desert Companion* and *State of Nevada* have made a commitment to cover the urgent issue of climate change in an informal partnership with other media outlets around the world. Throughout the year, we will be reporting on the impacts of climate change on the state, the solutions being offered to address the problem and adaptations that are already underway.

We also bade farewell to two of *State of Nevada's* producers. Fred Wasser returned to his longtime home of North Carolina, while Kristy Totten has accepted a position at the San Diego Union-Tribune. We'll miss them both.

NEWS – State of Nevada

1. Producers at SON

Things have been going great at State of Nevada for several years. But in the last six weeks, we lost two longtime producers.

Fred Wasser, 3 years here, moved back to North Carolina; Kristy Totten, 3.5 years here, is moving to San Diego to take job at the San Diego Union Tribune where she will be a community connector, writing and producing a podcast.

With acknowledgement of the difficult financial situation we are in, I'll be seeking a replacement for Kristy Totten, as we are now at four full-time producers: Doug Puppel, Mike Prevatt, Rachel Christiansen and Bert Johnson in Reno. In the five years that I've been here, we have never had fewer than five.

There's a reason we need at least that many.

- If each of the five producers created 52 minutes of content per week, we'd adequately fill the show.
- And some weeks, that is possible. But doing it week-in and out is the kind of thing I'd only expect from a machine. Producers think of ideas and research topics based on the ideas. Then they have to call prospective guests. If the guest is interested in being on the program—and that isn't always easy to coax someone to do that—the producers "pre-"interviews them: asks them questions, which will be similar to the questions used during a recording or a live show.
- The pre-interview is key, because we never want to go on the air live with someone who has nothing to say.
- After that, the producer must write up the script. I edit all the scripts. Then it goes back to the producer for finishing. Then back to me to write it in my words.
- The producer then writes a brief web-story for knpr.org.
- After that, the producer is responsible for making sure the guest notice a day or two ahead of the interview, to be sure they show up.
- Natalie Cullen fills out the webstory once the interview airs, after which it is up to the producer to edit the story for accuracy.

It is a very time consuming job. I was a newspaper reporter for two decades before moving to radio: radio takes a lot more time and is much more intensive than newspaper reporting.

It's also more gratifying.

Helping produce is Heidi Kyser, from Desert Companion; I also produce a lot for the program. Altogether, we make it work. But I consider that fifth producer a necessity.

And, with the right combination of people, we have been able to produce results at KNPR that haven't been reached in the past, in terms of listenership and ratings.

B. Climate Change

As part of a nationwide consortium of radio, tv and newspaper journalists, KNPR's State of Nevada has produced nearly 30 programs on climate change specifically related to Nevada. Topics ranged from electric vehicles and lithium mining in norther Nevada, to species endangered by clim change in Nevada; to green hotels; to wild fires, funeral home 'greening', DRI's research, and interviews with several candidates for the Dem presidential nomination who addressed climate change with us.

We've encapsulated those interviews on our webpage, knpr.org. That capsule will be given a stand-alone logo, that will be shared with Desert Companion.

Over the next year, State of Nevada is committed to covering climate change as it pertains to the state. Each month we will produce a one-hour program that focuses on a different piece of the climate change puzzle.

C. Jerry Nadal's interview with State of Nevada

After revelations of the financial situation at Nevada Public Radio came out, we decided to interview Interim CEO Jerry Nadal, to be as open and candid with listeners as possible.

We also chose freelancer John L. Smith to do the interview. Not only is he fairly well-known in Nevada as a newspaper reporter, but we felt it would feel more authentic because he doesn't work directly for NvPR.

Reaction to the interview was varied. Most times, people who write in are those who have axes to grind. And we got plenty of responses from them. We also got quite a few "waytagoes", which surprised me.

When more is known about the state of NvPR's financial situation, we plan to do another interview with Jerry, again to be as open with listeners as possible.