

2002 annual report

a place. a lifestyle. a relationship.



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npr's mission

NPR works in partnership with member stations to create an informed public that is challenged and invigorated by a deeper understanding and appreciation of events, ideas, and cultures.

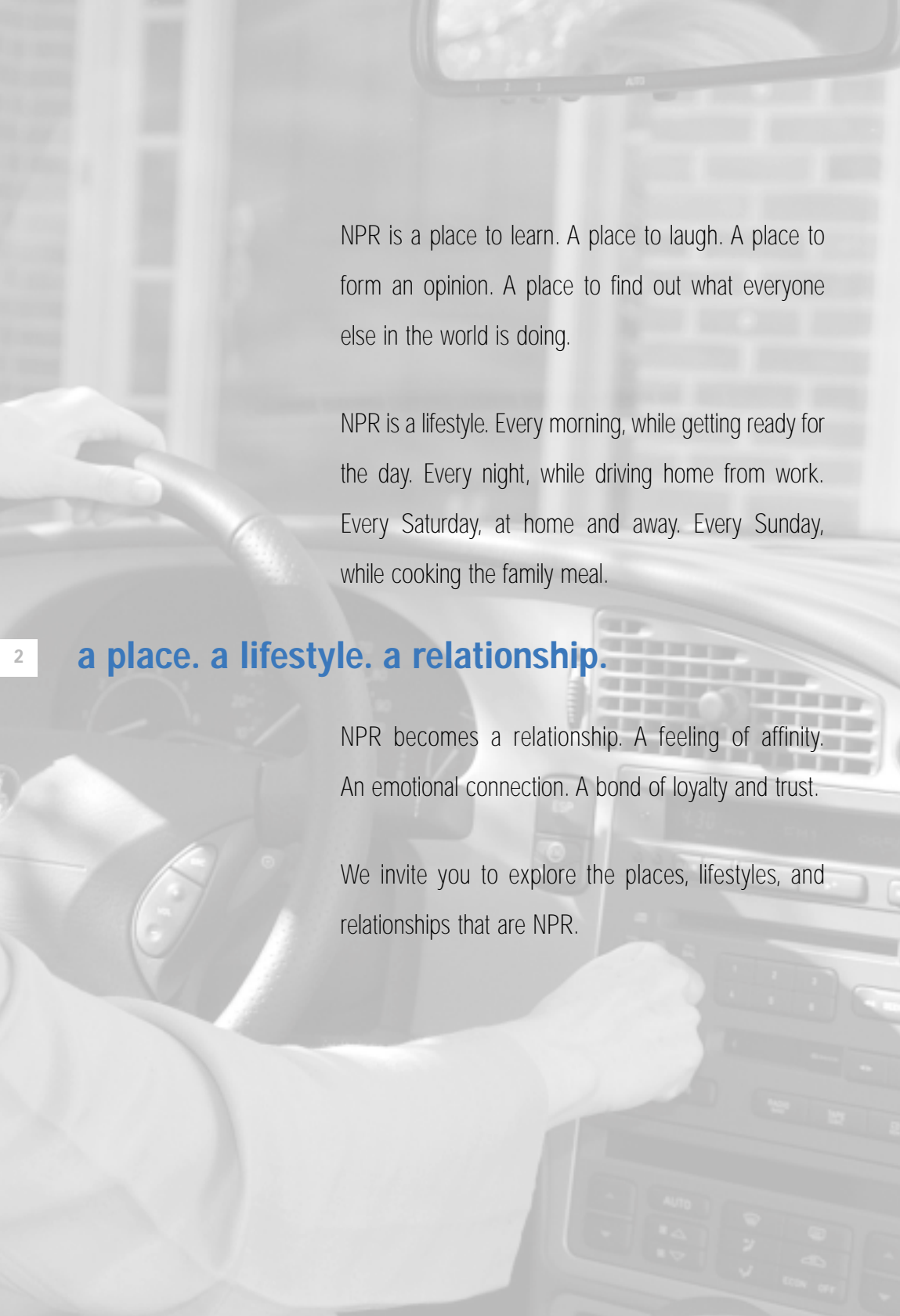
NPR produces, acquires, and distributes programming that meets the highest standards of public service in journalism and cultural expression; represents members in matters of their mutual interest; and provides satellite interconnection for the public radio system worldwide.

npr:

unique in american broadcasting

NPR is an internationally acclaimed producer and distributor of noncommercial news, talk, and entertainment programming. ■ Since NPR's founding in 1970, it has become a dominant intellectual force in American life and a primary source of high-quality programming for millions. ■ A privately supported, not-for-profit, membership organization, NPR serves more than 730 independently operated, noncommercial public radio stations. Each member station serves local listeners with a distinctive combination of national and local programming. ■ When you travel across the country, you discover that these NPR member stations are as unique as the millions of listeners they serve each week. Visit Ignacio, Colorado, and hear NPR

news, Native American public affairs, and locally hosted Americana music from member station KSUT, licensed to the Southern Ute Tribe and broadcasting from a reservation in the high country. Head north to Bethel, Alaska, where the staff of member station KYUK dogsled to work to broadcast one of the only sources of news to a community largely without access to television. In the heartland of America, member station KOSU serves listeners in Stillwater, Oklahoma, and beyond with NPR news, classical music, and the latest in state news from the capital. ■ From eclectic KCRW on the coast in Santa Monica to WNYC-New York Public Radio located in the heart of lower Manhattan, you can hear NPR on member stations in cities across the nation — and all the places in between. ■ Just about anywhere you find yourself, you'll find NPR.



NPR is a place to learn. A place to laugh. A place to form an opinion. A place to find out what everyone else in the world is doing.

NPR is a lifestyle. Every morning, while getting ready for the day. Every night, while driving home from work. Every Saturday, at home and away. Every Sunday, while cooking the family meal.

2 a place. a lifestyle. a relationship.

NPR becomes a relationship. A feeling of affinity. An emotional connection. A bond of loyalty and trust.

We invite you to explore the places, lifestyles, and relationships that are NPR.

a commitment

Revelations abound in public radio. Every day, NPR programming engages listeners in their daily routines, awakens their senses, and offers insight and perspective on the world around them. Whether it's Bob Edwards sharing overnight developments with you on *Morning Edition* or it's *Performance Today* host Fred Child introducing you to the powerful strains of a Mahler symphony, NPR helps shape the intellectual and cultural landscape of your day. ■ Public radio is radio of the people — all people. To encourage growth in audience, NPR continues to work with member stations to attract listeners and reach underserved communities. More than 99 percent of the American population lives in an area served by an NPR member station. ■ Listeners seek out NPR wherever they are. In the tragic aftermath of 9/11 and the major news events that followed, NPR gained and kept 4 million new listeners. NPR continues to attract record-breaking audiences and has reached an all-time high of almost 21 million weekly listeners. NPR's weekly audience is now almost 60% larger than it was just a mere five years ago.

to public service: 2002

■ Research shows strong growth for *Morning Edition*, *All Things Considered*, *Weekend Edition*, *Wait Wait...Don't Tell Me!*, and *Car Talk*, whose 4 million weekly listeners make the show the most-listened-to entertainment program in public radio. ■ Listeners heard something different with the debut of *The Tavis Smiley Show*, which in its first year garnered over 770,000 weekly listeners, making it one of the fastest growing shows in public radio history. ■ Online, the ever-expanding npr.org has reached record audiences with visits to the site more than double that of 2001. Listenership to the live audio stream has also jumped, peaking at 40,000 simultaneous users and serving approximately 13 million audio files, also a record. ■ With every new listener, NPR stations' audiences become more vibrant, active, and engaged, and so too do NPR programs. Committed to serving the public good, NPR continually evaluates feedback from member stations and their listeners, working to create the very best programming to fit their needs.



letter

from our president

NPR's long-standing commitment to deep, engaged, long-form radio journalism sets us apart from all other broadcasters. In 2002, that commitment could be heard on the air and online in every NPR program. Listeners came to us throughout the most intense news periods in our nation's history, to find the news and information programming informed by the highest standards in journalism. Time and again, listeners wrote to tell us how meaningful NPR's news, talk, and entertainment programming is in their lives.

NPR is not merely a group of public radio stations. We are an evocation of the power of a civil society. Together, NPR and member stations believe in single-minded public service, one body with many parts that together serve our democracy. Every member station represents unique communities of interest, of outreach, and of contact. Together we make up the extraordinary community called public radio.

Audiences continue to come to NPR programs and to our member stations because we're doing something that isn't being done anywhere else. NPR and member stations respect the public in ways that have been long forgotten in American broadcasting. Our relationship with listeners is not transactional. It is a relationship of values.

Please join me in a review of the achievements of 2002, a year marked by profound service by the men and women in public radio.

Regards,

Kevin Klose, NPR President and CEO

npr news: in-depth analysis



Bob Edwards



Anne Garrels



John Burnett



Elizabeth Arnold



Guy Raz



Jennifer Ludden

and a commitment to breaking news at home and abroad

As major events cascade at home and around the world, NPR reporters and correspondents continue to go where listeners cannot and bring home astounding coverage of history in the making.

One of NPR's greatest gifts is being able to provide Americans with a sense of connection, a feeling that each listener is part of a larger community. Not only a community of NPR listeners, but of concerned citizens who want to understand, to know what others are doing and thinking, and who want to belong, share, learn, and participate.

In 2002, NPR News continued its mission to be the nation's foremost source of reliable, in-depth broadcast news, information, and analysis, cementing its position as a primary news provider for millions of listeners. Once considered an alternative news source for those in the know, NPR is now the place where millions find

thoughtful, thorough, and dependable reporting. They tune to NPR for the insight, analysis, unique series, and special features that distinguish the coverage, and they count on NPR for breaking news that provides depth and context.

Among the thousands of features, NPR News presented *Housing First*, an extensive series examining how low-income and marginalized members of society struggle to find housing; Walter Cronkite's riveting remembrance of the day John F. Kennedy was shot; and the poignant audio diary of a teenager with cystic fibrosis in a piece called "My So-Called Lungs."

“The most modest thing that can be said about *All Things Considered* is that it towers over all other radio journalism.” The Los Angeles Times

LEARNING FROM THE LESSONS OF WAR

In 2002, facing the most rigorous news challenges in decades, the NPR News team continually analyzed coverage and operations, searching for ways to work more efficiently during prolonged intensive news periods and improve breaking news coverage. Based on that review, NPR determined that four elements are critical to the success of coverage:

- the ability to provide a quick response to breaking stories;
- the stamina to produce sustained programming;
- the dedication to ensure that programming includes not only the latest news but also context and in-depth analysis;
- and the commitment to provide listeners with trusted voices, offering a place of comfort and companionship in troubled times.

NPR's ability to set the standard for journalistic excellence was recognized in 2002 when NPR's coverage of 9/11 and its aftermath won all three major broadcast awards: a George Foster Peabody Award, the Alfred I. duPont-Columbia University Award, and the Overseas Press Club's Lowell Thomas Award.

INVESTING IN THE NPR NEWS INFRASTRUCTURE, AND REACHING MORE LISTENERS

While other news organizations downsized over the past several years, NPR added reporters, correspondents, and offices worldwide. To further enhance and diversify reporting, NPR launched a major new production studio located in Los Angeles.

Audiences hear the results of NPR's expansion when correspondents stationed across the nation and around the world are able to bring them growing numbers of voices and unique perspectives. In letters, e-mail, and focus groups around the country, listeners applaud the power of this programming, consistently describing NPR as “essential,” “vital,” and “indispensable.”

Listeners prove their support for NPR programs by listening in rising numbers. As it did in the record-setting year of 2001, NPR saw significant audience growth and retention after each major news event in 2002, reaching a new average high of nearly 21 million listeners a week. In addition, NPR's two signature newsmagazines, *Morning Edition* and *All Things Considered*, reached a combined weekly listenership of 15.7 million, making them the two most popular public radio programs and the second and third most popular radio programs in America.

EXPANDING NPR'S FOREIGN NEWS COVERAGE

Core NPR listeners have said that international news is the number one topic they want covered because no one does it like NPR. Today, international news comprises more than one-third of NPR's coverage and drives much of its audience growth.

Unlike many news organizations, particularly broadcast outlets, NPR has maintained and continually added correspondents around the world to cover issues, events, and cultures that have received little, if any, exposure in other U.S. media. When news breaks, NPR calls upon reporters on location, who are familiar with the area and have established contacts, to bring listeners the story. Many news organizations that have cut back their international presence to a mere few locations are forced to “parachute” correspondents into hotspots without giving their staff (and their audience) the benefit of a local understanding of each area and its people.

As conflicts escalated around the world, NPR spent much of 2002 augmenting its corps of international correspondents. For example, an additional reporter was added in the Middle East and several others rotate through the region on a regular basis. These additions have proved valuable investments in NPR's future.

Between October 1, 2001, and September 30, 2002, NPR's foreign desk, freelance, and contract reporters produced 1,963 reports and host interviews — a significant increase over the previous year. This increase is due in part to NPR's coverage of the war on terrorism and also includes related in-depth reports on civil liberties, homeland security, social issues, religion, and diversity.

NPR in the Mideast and Beyond

NPR has assembled many seasoned and talented journalists to cover the Middle East, the site of some of the most complex and tumultuous conflicts in the world. They work hard to tell all sides of the story, and editors regularly analyze the coverage to ensure events are being presented with the proper context, depth, and sensitivity. To further this effort, in September and October of 2002, NPR's Mike Shuster developed a seven-part series recounting 100 years of the Israeli-Palestinian conflict. *The Mideast: A Century of Conflict* revisited the significant episodes of that history and gave both Israeli and Palestinian historians an opportunity to present their points of view. The series received an Overseas Press Club Award in early 2003.

NPR's international coverage seeks to be broad, balanced, and thorough. It tracks developments in emerging conflicts from East Timor to Chechnya to Chiapas, and covers stories that are often insufficiently reported elsewhere — such as the AIDS pandemic in southern Africa and the relationship of global markets to current economic turmoil in Argentina and Brazil.



NPR Correspondent Eric Westervelt tours a Taliban prison outside Mazar-e-Sharif, Afghanistan.



Mike Shuster



Diane Rehm



Peter Overby



Tom Gjelten



Michele Kelemen



Dick Gordon



Terry Gross

AWARD-WINNING NATIONAL NEWS FEATURES

Highlights from the year in NPR News include national feature stories and series that offered listeners keen insights into history, culture, and pressing social issues. These features exemplify NPR's unique ability to provide multi-faceted coverage of the sounds and happenings that connect with listeners' daily lives.

The Sonic Memorial Project

In the nearly three decades that the twin towers of the World Trade Center were a part of the New York City landscape, they became symbolic landmarks, and, for New Yorkers, part of the fabric of their lives. After 9/11, *The Sonic Memorial Project* documented memories of those who lived and worked in the towers' shadows. In October 2001, listeners began calling a special phone line to relay their stories and share audio artifacts about the World Trade Center. The contributions resulted in a series broadcast on *All Things Considered*. Among them were intimate tales of courtship and marriage within the Twin Towers; recollections from former Manhattan storeowners whose shops were torn down in the 1960s to make way for the construction of the World Trade Center; and the story of French performance artist Philippe Petit, who walked a tightrope strung between the towers in 1974.

The Lost & Found Sound *Sonic Memorial Project* was produced by The Kitchen Sisters (Davia Nelson and Nikki Silva), with Laura Folger and Grace Kee Heifetz, and mixed by Jim McKee. Lost & Found Sound is a nationwide collaboration between NPR, independent producers, artists, radio stations, and listeners and is led by The Kitchen Sisters and Jay Allison. The Sonic Memorial Project earned a George Foster Peabody Award, one of broadcasting's most prestigious honors.

The Yiddish Radio Project

In 10 weekly installments on *All Things Considered*, musician and historian Henry Sapoznik collaborated with award-winning radio documentary producer Dave Isay to present *The Yiddish Radio Project*, a celebration of all-but-forgotten Yiddish recordings that originally aired from the 1930s to 1950s. Based on hundreds of hours of rare audio, the Peabody Award-winning series documented the collision between Yiddish and American cultures of the time and

in 2002 | NPR's audience

portrayed the immigrants' struggle in a new land. *The Yiddish Radio Project* demonstrates NPR's relevance as an interpreter of the historical importance of the many cultures that create the fabric of American society.

Housing First

This yearlong series of reports created by NPR News focused on the challenge those living on the margins of society face when searching for housing. Supported by the Melville Charitable Trust, *Housing First* segments examined special housing developments for people with HIV and AIDS; new alternatives to nursing homes for people with special needs; and creative housing opportunities for people with disabilities. The series also explored a new program in Southern California that provides social service and apartments to former foster youth, and the tug of war between facilities that provide housing for people with mental illness and many of the

communities that surround them. An npr.org companion to the series continues to provide additional stories, information, and resources about housing issues.

Present at the Creation

Airing weekly on *Morning Edition* and complemented by a feature on npr.org, *Present at the Creation* revealed a behind-the-scenes look at the creative processes that resulted in the icons of American culture. Thanks to support from the National Endowment for the Arts, the series featured tales about the origins of the Empire State Building, Dr. Seuss' *How the Grinch Stole Christmas*, the song "Dixie," the coffee break, overalls, and the hamburger. *Present at the Creation*, a thoughtful, fresh examination of some landmarks of American life, uncovered priceless gems of history.

reached **21 million** — a 60% increase in the last five years.

"Everywhere I go, I receive positive feedback regarding Sodexho's support of NPR. A person walked up to our staff at a trade show and quoted our funding credit verbatim. One of the reasons Sodexho supports NPR is to build name recognition — I'd say it's working!" Steve Brady, Senior Vice President Corporate Communications, Sodexho

SHARING THE LATEST IN SCIENCE AND HEALTH

In 2002, NPR's award-winning science desk continued to produce cutting-edge journalism on health care issues. Many stories in 2002 addressed the need for behavioral changes with respect to obesity, tobacco, alcohol, and substance abuse. NPR provided groundbreaking coverage of investigations about obesity that revealed contracts between schools and soft-drink distributors; public opinion surveys that explored Americans' attitudes toward the uninsured and health care in general; and controversial developments following the tobacco settlement.

NPR also expanded its science and health coverage with specialized sections, or "build-outs," on npr.org to strengthen NPR's ability to provide detailed information. Listeners visited these build-outs to hear reports that aired on NPR and to explore subjects featured in the reports in further detail, reviewing online features, background information, graphics, and links to related sites.

A new partnership with PBS and *NOW with Bill Moyers* continues to provide NPR News with health care reporting and serves as a showcase for the talents and expertise of NPR's on-air reporters. In spring 2002, for example, NPR contributed a 20-minute segment to *NOW* on Maine's efforts to control drug prices.

NPR News continued to expand its popular program, *Talk of the Nation Science Friday*, hosted by veteran science correspondent Ira Flatow. Each week, Flatow guides listeners through a review of the top science stories from the week before, from Mars probes to microbes, anthropological discoveries to astronomical revelations.

To provide more accessible information and resources for science-minded educators, *Talk of the Nation Science Friday's* popular online "Kids Connection" Web portal hosted an ever-expanding array

of educational components that teachers use to tie the program to the classroom. Teachers and interested parents visit the site to download free discussion ideas, activities, and selected resources to freshen and energize the required curricula in middle schools.

COMPELLING TALK PROGRAMMING

NPR's dynamic talk programs feature national discussions of the newsmakers, events, and issues relevant to listeners' lives. From *The Tavis Smiley Show* to *The Connection* from WBUR with host Dick Gordon, NPR talk programming illuminates the kinds of issues heating up the debates in Congress, carpools, offices, and phone conversations across America. Whether listeners call in to NPR talk programs or bring up NPR show topics in the evening around the dinner table, these shows inspire deeper thought and further dialogue.

From breaking news to interviews with authors, NPR's *Talk of the Nation* held the nation's attention in 2002, giving listeners a national forum in which to explore breaking news and hear from social, political, military, and artistic leaders of today. At a critical time in the nation's history, *Talk of the Nation* and host Neal Conan linked headlines to what was on listeners' minds, providing weekday conversation with well-known decision-makers, authors, religious leaders, academicians, artists — and callers.

A standard-bearer in NPR's talk offerings, WHYY's *Fresh Air* with Terry Gross continued its reign in 2002 as one of public radio's most popular programs. The Peabody Award-winning weekday magazine of contemporary arts and issues drew nearly 4 million people each week to hear intimate conversations with prominent cultural and entertainment figures, as well as distinguished experts on current affairs and news.

"We've no doubt that our underwriting messages supporting NPR's mission speak directly to a large number of our current customer base. We're just as sure though, that those messages also speak to people who may not have yet discovered what the Borders experience is all about but who'll feel right at home when they do. Our store employees are inundated each week by customers explaining *I heard it on NPR.*" Suzanne Kowalchyk, Advertising Manager, Borders, Inc.

For more than two decades *The Diane Rehm Show* has brought listeners compelling conversations with the world's most interesting and important people. A mainstay in the nation's capital and on radio receivers across the nation, the award-winning program from WAMU showcases Rehm's consummate interviewing style — probing but respectful — and her lively exchanges with guests. Her award-winning program now has a weekly audience of more than 1 million people in the U.S. and more overseas on NPR Worldwide.

Several NPR programs focus on specific fields of interest, and examine them in new ways to understand them from different perspectives. One notable example is *On the Media* from WNYC, hosted by veteran journalists Brooke Gladstone and Bob Garfield. *On the Media* decodes what we hear, read, and see in the media every day, and equips listeners with critical tools necessary to navigate the information age.

in 2002

Morning Edition and *All Things Considered* were the second and

third

most-listened

to radio programs in the U.S.

integrating new initiatives



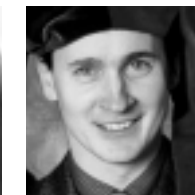
Tavis Smiley



Michele Norris



Melissa Block



David Gardner



Tom Gardner

and voices NPR has never been comfortable standing still, and 2002 was no exception.

Whether adding new voices, refreshing flagship programs like *All Things Considered*, opening new studios on the West Coast, or introducing innovative programs like *The Motley Fool Radio Show*, NPR continued to venture into new territory, experiment, and innovate.

REACHING NEW LISTENERS WITH THE TAVIS SMILEY SHOW

In NPR's push to widen the range, diversity, and voices of its news and information programming, NPR and a consortium of more than 30 stations serving predominantly African-American audiences recently created *The Tavis Smiley Show* — and saw a virtual overnight success. The show's debut marked an important step toward NPR's goal of connecting with new audiences in new ways.

Launched in January 2002, the program is a daily, one-hour, news and opinion magazine show hosted by author and broadcaster Tavis Smiley. NPR's first program to originate from Los Angeles, *The Tavis Smiley Show* offers intelligent talk, news, and commentary from diverse points of view, and reports on everything from politics to pop culture. Smiley has been named by *Time* magazine as one of America's 50 most promising young leaders. *Newsweek* profiled him as one of the "20 people changing how Americans get their news" and dubbed him one of the nation's "captains of the airwaves."

in 2002

The Tavis Smiley Show's audience grew to nearly three-quarters of a million

listeners, a

178%

increase from April to December 2002.

The Tavis Smiley Show features a high-profile cast of regular guests, including scholars Cornel West and Charles Ogletree, religion professor Michael Eric Dyson, technology guru Omar Wasow, law professor Kimberly Crenshaw, and University of California regent Ward Connerly. On Fridays, the show takes a lighter tone, as guests, such as comedians Chris Rock and Chris Tucker, offer humorous takes on current events.

The Tavis Smiley Show is heard on more than 60 stations, including stations in nine of the top ten media markets. The show has received unprecedented attention not only from stations, but also from other media organizations.

ALL THINGS CONSIDERED MAKES HEADLINES

In 2002, NPR News reexamined its signature, award-winning afternoon newsmagazine *All Things Considered*. Building on its past success and positioning the program for future growth, NPR News brought on board two new anchors to join Robert Siegel: Michele Norris and Melissa Block.

A four-time Pulitzer Prize entrant, Michele Norris came to NPR as the first regularly scheduled African-American host of *All Things Considered*. With a long list of journalistic accomplishments at *The Washington Post*, *Chicago Tribune*, and *Los Angeles Times*, Norris was most recently a correspondent for ABC News.

Melissa Block, a nine-year veteran of the *All Things Considered* staff, joined NPR in 1985 working as a producer, editor, director, and reporter, covering both breaking news and human interest stories. Melissa has covered many high profile news events for NPR and turned out many distinctive feature stories. Her 9/11 reporting helped earn NPR News a Peabody Award, and her 1999 report investigating rape as a weapon of war in Kosovo contributed to work that garnered an Overseas Press Club Award.

Experienced NPR journalist Steve Inskeep took over the microphone as weekend host and quickly remade the show into a fast-paced vehicle for news and feature stories. Steve brings to the job his wide experience covering political campaigns, Congress, the Pentagon, and the war in Afghanistan.

PROGRAMMING FROM A NEW PERSPECTIVE AT NPR WEST

The opening of NPR West in November 2002 underscored NPR's commitment to broaden and diversify coverage by establishing a critical mass of editorial staff on both coasts.

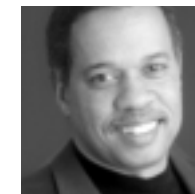
This state-of-the-art newsgathering and production facility captures news, trends, and ideas from California to Colorado, and Seattle to Santa Fe. NPR West is fast becoming a resource that strengthens NPR's coverage by reflecting the ethnic diversity, cultural dynamism, and vibrancy of the American West.

NPR West began operations just in time for the 2002 mid-term elections. On the evening of November 5, coverage began in Washington with Robert Siegel and Linda Wertheimer, transferred later in the evening to NPR West with Neal Conan and Scott Simon, and returned to Washington the next day with Bob Edwards on *Morning Edition*. The bicoastal coverage provided the opportunity to report on federal and local races drawing from NPR correspondents across the country.

Shortly after the election, the Los Angeles news bureau and *The Tavis Smiley Show* — more than 20 correspondents, reporters, editors, engineers, and support staff — moved into the new facility. More employees will relocate to the site in 2003 and beyond. In addition to serving as the production site for the July, 2003, launch of the new newsmagazine *Day to Day*, NPR West will likely serve as a launching ground for some of NPR's hourly newscasts in the coming year.



Robert Siegel



Juan Williams



Steve Inskeep



Alex Chadwick



Neal Conan



The NPR West sign has become a landmark on Jefferson Boulevard in Los Angeles, California.

from 2001 to 2002 | NPR launched

4 new programs.

LAUGHING ALL THE WAY TO THE BANK WITH THE MOTLEY FOOL RADIO SHOW

Also fast out of the gate in 2002 was *The Motley Fool Radio Show*, now broadcasting on over 100 stations. In this weekly, one-hour personal finance show that engages everyone from the novice investor to the most experienced stockbroker, brothers David and Tom Gardner delight listeners with their lively style and hard-wired wit. Listener call-ins are blended with guest interviews and games to cover a range of personal finance matters — from getting out of debt and paying for college to the pitfalls of mutual funds and how to invest in the stock market. Guest interviews include CEOs, small business owners, celebrities, politicians, and writers.

DAY TO DAY: A NEW BRIDGE BETWEEN MORNING EDITION AND ALL THINGS CONSIDERED

Innovation and exploration will continue throughout 2003, most notably via the creation of a new newsmagazine designed to serve

listeners during the middle of the day. At the request of member stations, and following several years of development, NPR News and Webzine *Slate Magazine* have announced a historic collaboration to launch a new, one-hour weekday newsmagazine, *Day to Day*. The program will showcase newsworthy topics with a smart, savvy, and spontaneous approach, and will feature a broad family of contributors from both NPR News and *Slate Magazine*. Veteran NPR correspondent Alex Chadwick will host *Day to Day*.

Day to Day will combine the unparalleled journalistic excellence of NPR News with *Slate's* award-winning journalism, offering new ways to examine issues, explain events, and comprehend the world. *Day to Day* will feature personal stories, ideas, beliefs, and behaviors to frame interesting and out-of-the-ordinary topics. *Slate's* writers and editors will contribute to the program, including Founding Editor Michael Kinsley, Editor-in-Chief Jacob Weisberg, and Chief Political Correspondent William Saletan. *Day to Day* will debut on public radio stations across the country in July, 2003.

"I wanted to let you know how tremendously pleased Fleishman-Hillard has been with the feedback we've gotten since our credits began airing [on NPR]. We have heard from clients who were 'very impressed' to hear our name on the air...another client noted it was 'a strategically placed piece that would reach all the execs in this company as well as others.' In the extremely competitive world of public relations, that kind of brand recognition is invaluable."

Jon Haber, senior vice president and senior partner, Fleishman-Hillard, Inc.

npr music



Fred Child



Dee Dee Bridgewater



Marian McPartland



Peter Sagal



Carl Kasell

and entertainment For more than 30 years, NPR has played a vital role in America's cultural life as an international forum for expression and artistic accomplishment.

With music, humor, and drama, NPR's programming continues to bring unmatched richness and variety to America's airwaves.

In 2002, NPR became more creative than ever in finding powerful, compelling ways to present a wide range of arts, music, and entertainment. Just as changes in news and listener expectations led NPR News to sharpen its focus on being a primary news provider, ongoing shifts in U.S. cultural interests led NPR to adjust its approach to better meet the needs of listeners and member stations.

Major cultural presentations today aren't just artistic occurrences — they're news events. Recognizing the influence leaders in the arts world have on issues that transcend their genre, NPR brought context and depth to arts, music, and entertainment programming. You feel it when you experience the grand symphonic expressions

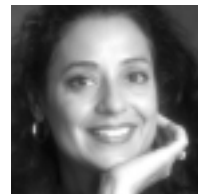
on *Performance Today* and *SymphonyCast* and in the authoritative automotive advice (and good-natured humor) of Tom and Ray Magliozzi (a.k.a. Click and Clack) on *Car Talk*.

OFFERING COMFORT AND THOUGHTFUL COMPANIONSHIP ON THE ONE-YEAR COMMEMORATION OF 9/11

In this year of complex national events, listeners relied on NPR's unique ability to respond to human needs by speaking to the heart as well as the head through a balance of news, music, arts, and entertainment. Listeners struggling to deal with world events and milestones sought emotional and spiritual relief in the music and humanity of NPR's cultural offerings.



Korva Coleman



Lisa Simeone



Tom Magliozzi



Ray Magliozzi



Suzanne Bona



Fiona Ritchie

On the one-year memorial of 9/11, responding to a time of deep national introspection, reflection, and prayer, NPR presented an uninterrupted flow of live cultural coverage. NPR's "Musical Voices of Reflection" spanned eight original hours, ranging from a tolling of the bells at Ground Zero in New York to a poignant variation of *Happy Birthday* performed by a Pennsylvania music teacher whose daughter perished on her birthday aboard Flight 93. Coverage flowed seamlessly from broadcast to the online medium, allowing npr.org visitors to hear the music and words of renowned artists including conductor Leonard Slatkin, Wynton Marsalis, and Yo-Yo Ma, reflecting on how the world had changed in one short year.

NPR devoted major coverage to the highly anticipated 9/11 memorial composition *On the Transmigration of Souls*, by contemporary American composer John Adams. Adams' moving interview with Fred Child appeared on *Morning Edition* the day of the premiere by the New York Philharmonic, and the first performances were subsequently broadcast live on NPR's *SymphonyCast*. Adams' distinguished composition went on to win the 2003 Pulitzer Prize in Music.

in 2002 | For the first time,

PRESENTING EXCLUSIVE PERFORMANCES BY MASTER MUSICIANS

Continuing NPR's tradition of bringing listeners the musical expressions of the world's top musicians, *Performance Today* and host Fred Child captured a live performance from famed cellist Yo-Yo Ma and the Silk Road Ensemble, the musical face of Ma's artistic, cultural, and educational organization. The concert and subsequent interview of Yo-Yo Ma were also aired in NPR's special commemorative coverage of the 9/11 attacks and shaped for a special feature including Web-only performances on npr.org. Yo-Yo Ma's time at the NPR studios also included customized tapings for member stations.

EXPLORING AMERICA'S MUSICAL HERITAGE

Committed to the presentation of diverse musical expressions, NPR offered "Still Standing Tall," a special Fourth of July edition of *Talk of the Nation*, featuring host Neal Conan anchoring a three-hour program live from historic Battery Park in New York City (steps away from the World Trade Center site). The special explored themes of freedom through jazz — what trumpeter and bandleader Wynton Marsalis, artistic director of Jazz at Lincoln Center, calls "the most democratic of art forms." Marsalis led the Lincoln Center Jazz Orchestra at Battery Park and was joined by pianist Arturo O'Farrill and the Afro-Cuban Big Band, The Juilliard Jazz Ensemble, and special guests.

TAKING LISTENERS ON LOCATION TO HEAR MUSIC AT ITS SOURCE

In 2002, NPR marked its first on-location broadcast from the West Coast with KPBS in San Diego and the La Jolla Chamber Music Society. NPR was an integral part of the SummerFest La Jolla festival, with *Performance Today* hosts conducting performance chats with featured artists, presenting pre-concert talks, and participating in stimulating music symposia. Special Web-only performances and interviews appeared on npr.org. Other SummerFest "Encounters" were tailored for appearance on KPBS' local talk shows.

Car Talk exceeded 4 million weekly listeners.

"I particularly enjoyed your program yesterday. I was listening on my Walkman while running the Chicago Marathon. You were with me between miles 18-22 (I don't go very quickly) and listening to your program really lifted my spirits as I jogged along the streets of Chicago. So if anybody asks you what you were doing yesterday, you can tell them you were helping a friend run the Chicago Marathon." James Sherman



Trumpeter Wynton Marsalis is a special guest on NPR's July 4th, 2002, *Talk of the Nation* special "Still Standing Tall," as NPR Director of Music Benjamin Roe keeps well-wishers at bay.

in 2002 *Wait Wait...Don't Tell Me!* reached

1.3 million listeners — a 62% increase since 2000.

SPECIAL PROGRAMMING ACHIEVEMENTS

It was a year of special achievements for many NPR entertainment programs:

High-Octane Hijinks on *Car Talk*

Car Talk's inimitable mix of humor and helpful hints on car care (and relationships) continued to surge in popularity, capturing nearly 4 million listeners and still climbing. Carried by more stations than any other non-news public radio program, *Car Talk* has found fans in young and old, the auto-minded and the admitted dipsticks. Celebrities ranging from Jay Leno to Bill Cosby to racecar driver Dario Franchitti and his wife Ashley Judd (who once called in for help with her husband's need to always be the one behind the wheel on family trips), count the show among their favorites.

Known as "Click and Clack, the Tappett Brothers" on the air, Tom and Ray Magliozzi form an immediate connection with listeners. For many, the show is "appointment radio," that calls fans away from whatever they're doing to get to their radios in time for each one-hour broadcast — and 2002 was no exception.

What Are Over One Million Listeners Tuning In for?

Wait Wait...Don't Tell Me!

Wait Wait...Don't Tell Me!, NPR's oddly informative quiz program in which listeners test their knowledge against some of the best and brightest in the news and entertainment world, crossed the 1 million listener mark and extended its success as a traveling road show. Ten sold-out events were produced in 2002, with more in the works for 2003. Whether live or in the studio, listeners vie for the ultimate prize: Judge and Scorekeeper Carl Kasell's voice on their answering machine. *Wait Wait...Don't Tell Me!* continued to attract a wide and fascinating range of celebrity participants in the "Not My Job" segment, such as Madeline Albright, Randy Newman, Eartha Kitt, Senator Orrin Hatch, George Foreman, and Hugh Downs. The first *Wait Wait...Don't Tell Me!* book also hit the shelves of the NPR Shop and bookstores in 2002.

Sparkling Conversation and Legendary Music on *Marian McPartland's Piano Jazz*

Marian McPartland's Piano Jazz continued its remarkable 20-plus year run in 2002. The program's balance of historical perspective and sheer entertainment has earned its status as the longest-running national performance program on public radio and the

longest running network jazz show of all time. The year's memorable guests included Willie Nelson and Chick Corea, but perhaps the most fitting testimony to the ongoing vitality of *Piano Jazz* was the January 2003 appearance of jazz/pop sensation Norah Jones — just as her debut album was hitting the top of the charts. Much of the credit for Jones' meteoric rise (and Grammy sweep) was given to her exposure on NPR and its member stations.

Celtic Celebrations Abound with *The Thistle and Shamrock*

The Thistle & Shamrock, Fiona Ritchie's weekly excursion through Celtic musical traditions, exceeded a remarkable milestone: Ritchie has produced over 1,000 shows since the program first appeared on national airwaves 20 years ago. By way of contrast, most TV shows produce 26 episodes a year, with only 100 programs needed to start syndication.

The World's Finest Orchestras Come Home on *SymphonyCast*

NPR's *SymphonyCast* experienced unprecedented growth in 2002, with a spring-to-spring listenership increase of 89 percent. Hosted by Korva Coleman, *SymphonyCast* brings signature performances by the world's finest orchestras into one comprehensive weekly

series. It shares symphonic events of national and international significance with a story to tell — the hails and farewells as well as the compelling celebrations of artistic, historic, and musical significance. In the space of a few weeks, *SymphonyCast* brought listeners the poignant farewell concerts of Seiji Ozawa with the Boston Symphony Orchestra and the raucous (and controversial) "Last Night of the Proms" concert from the Royal Albert Hall in London.



NPR *World of Opera* host Lisa Simeone joins Washington Opera Artistic Director Plácido Domingo to tape an opera special in NPR's Studio 4A. In 2002, NPR and the Washington Opera entered into an exclusive three-year broadcast relationship.

npr in the virtual world: npr.org

When they want to learn more about a piece they heard on NPR, or check in on the latest headlines, listeners click to npr.org. A natural extension of what you hear on the radio, npr.org is an information-rich resource that provides depth, added texture, and context to NPR broadcasts.

By the end of 2002, npr.org attracted 2 million unique visitors a month. Audio file requests increased from just under 3.5 million a month at the beginning of the year to 7 million by year-end. Aided by the flexibility of the online world, listeners came to npr.org around the clock, to access programs and segments at their convenience.

Leading the industry in online audio presentations, npr.org offers one of the Web's richest troves of free, archived audio, on-demand audio files, newscasts updated every hour, *and* a program stream of NPR's most popular shows.

Driveway Moments

A new feature added to npr.org in 2002, "Driveway Moments" offers funny or poignant stories from listeners about a time when they sat glued to an NPR program segment so compelling they literally couldn't get out of the car. Hundreds of listeners have sent in their "Driveway Moments," now archived on npr.org as an ever-growing testimony to the personal and powerful connection listeners have with NPR.

Strengthening the Connection

Between the On-Air and Online Worlds

NPR's on-air and online programming collaborations continued in 2002, presenting an integrated approach to programming. NPR's yearlong *Present at the Creation* series, which aired weekly on *Morning Edition* and has its own permanent archive, including supplemental material on npr.org, won NPR a Gracie Award from the Foundation of American Women in Radio and Television for best "collaboration between an offline and online medium."



in 2002 | More than **99%**

of the American population lived in an area served by an NPR member station.

On the Web, npr.org supplements the rich audio with text and photos, graphics, and timelines. Via the online version of a radio segment, listeners can get a glimpse of NPR correspondents, interviewees, and photos of the subjects of reports — from photos of Johnny Cash talking to Bob Edwards, to microscopic photos of viruses. In some cases the visual images that appear online become the story, as when npr.org featured correspondent Steve Inskeep's scoop about U.S. agents paying off Afghans to obtain information about enemy forces. The Web site featured Steve's photo of an Afghani holding up ten \$100 dollar bills.

Audio: What NPR Does Best

First and foremost, npr.org is an on-demand audio archive that enables users to listen to thousands and thousands of segments that have aired on NPR over the last eight years. This feature also gives NPR listeners the ability to "time shift" by listening to NPR programs and segments on demand, and enables NPR to provide more programming to more listeners when they want it most.

Maximizing the Strengths of New Technologies and the Online Environment

There are early indications that Web-only content is a promising new frontier for npr.org. *All Songs Considered*, the NPR series of multimedia, eclectic compilations of music used as musical clips between *All Things Considered* features, has gained listenership every month since it began in January 2000. Other Web-only ideas that would further draw on the extensive talents among NPR staff are under consideration.

At npr.org, visitors also can browse the NPR Shop, which offers a steadily growing collection of music and spoken-word CDs, books (many by NPR personalities), clothing, mugs, and other items.

In an ongoing effort to make programming more convenient and accessible, NPR is working with AOL Radio and Microsoft's "Plus! Sync & Go," to download NPR newscasts to Pocket PCs. To enhance NPR's unique local/national partnership with member stations, a partnership has been formed with GetActive, a company that will facilitate online member communications, grassroots fundraising, and local Web site innovation.

NPR WORLDWIDE

Around the globe, you can find NPR. From *Morning Edition* and *All Things Considered* to *Car Talk* and *Fresh Air*, Americans living, working, or traveling overseas look for and listen to "news from home" on NPR Worldwide.

Outside of the U.S., NPR's international partners in cable, satellite, and short-wave services make NPR accessible everywhere in the world. NPR Worldwide broadcasts to listeners on land, at sea, on mountaintops, and even in the skies.

"I am an 8th grade social studies teacher. I have recently come across your Web site and think it is wonderful. I have used it four times in the last two days. I let the kids listen to three of your stories, and I am so glad that it is available. So thank you very much for providing this service." Scott Akerson

npr:

unique financial challenges

NPR is a private non-profit organization supported almost entirely by its member stations and private contributors.

- The December 2002 issue of *Worth* magazine saluted NPR as one of the 100 most effective of the 800,000 nonprofits in the country. *Worth* annually identifies the charities that are doing the best job, dollar for dollar — those that have the biggest impact and make the most efficient use of the money donors invest in them.
- NPR maintains a long-standing, non-competition policy with member stations. NPR does not solicit contributions directly from listeners via such means as on-air appeals, telemarketing, and direct mail.
- NPR receives no direct, general operating support from the Corporation for Public Broadcasting (CPB) or any national or local government source. Competitive, special project grants from federally-funded entities such as the CPB, the National Science Foundation, and the National Endowment for the Arts, typically account for less than two percent of NPR's revenues in any given year.
- Member station program fees provided 53% of NPR's operating revenues in FY 2002, a proportion that has declined over the last decade as contributions and underwriting have increased.
- Contributions from private foundations and corporate underwriting supply most of the balance, supporting NPR's domestic and worldwide news operations. These funds make possible such signature programs as *Morning Edition* and *All Things Considered*, the intelligent and engaging exchanges on *Talk of the Nation* and *The Tavis Smiley Show* — and a broad variety of cultural and entertainment programming ranging from *Performance Today* to *Car Talk*.

When NPR's fiscal year began on October 1, 2001, the attacks of 9/11 had unleashed a global war on terrorism and the uprooting of an oppressive regime in Afghanistan. NPR was there throughout — thanks not only to the dedication of its reporting, editorial, production, and support staffs, but to the generous contributors who made NPR's extended coverage of those traumatic events possible.

International reporting continues to rank as the number one interest among the most loyal of NPR's 21 million weekly listeners. With foreign bureaus already in place and additional correspondents dispatched to Afghanistan and other hot spots in 2002, NPR was well-positioned to provide up-to-the-minute coverage. Crucial, special support for NPR's expanded international news and war coverage was provided by a host of funders, including the CPB, The Ford Foundation, The John D. and Catherine T. MacArthur Foundation, Carnegie Corporation of New York, Rockefeller Foundation, Gruber Family Foundation, Geraldine R. Dodge Foundation, The Overbrook Foundation, and Rockefeller Brothers Fund. NPR's reporting was subsequently recognized by all three of broadcast journalism's top awards — the Peabody, the Overseas Press Club, and the DuPont-Columbia awards — for bringing listeners facts, perspectives, and reactions from around the world.

Even during this current era of profound international turmoil, a complex array of social, economic, and environmental issues within U.S. borders continues to warrant considerable public attention because they directly affect the strength of communities and quality of human life. In fact, the support of private foundations strengthened NPR's capacity to provide comprehensive and balanced coverage of the domestic events, people, and issues that defined 2002. Among the national issues that remain a focus of NPR's ongoing coverage are education, healthcare and research, and children, families, and communities. With the support of the Carnegie Corporation of New York, The William T. Grant Foundation,

and The Ewing Marion Kauffman Foundation, NPR's reporting on public education policy, youth development, and the challenges of educating a culturally diverse population have continued to be substantial components of NPR's overall national coverage.

NPR's in-depth examination of health care and research has been instrumental in helping educate listeners about a host of domestic and global health issues — thanks to The Robert Wood Johnson Foundation, The Bill and Melinda Gates Foundation, The W.K. Kellogg Foundation, and Henry J. Kaiser Foundation. Similarly, The Annie E. Casey Foundation's support of NPR's reporting on children and families and The Melville Charitable Trust's grant for coverage of the national housing crisis have made NPR's coverage broader and deeper. The Pew Charitable Trusts continued their longtime support of NPR's examination of the various roles of religion in society.

NPR's environmental reporting has long been a mainstay of NPR News — critical to NPR's mission to foster a more informed public. As just one element of its multi-faceted environmental reporting, NPR has established a separate public lands beat over the last two years to cover the myriad conflicts over policy and practice pertaining to public lands, particularly in the western United States, Alaska, and Hawaii. In addition, NPR is tremendously grateful to The Geraldine R. Dodge Foundation, Turner Foundation, Bullitt Foundation, Brainerd Foundation, and Jennifer and Ted Stanley for their support of environmental reporting work. Other science and technology programming would be significantly diminished without generous grants from The Noyce Foundation, The Alfred P. Sloan Foundation, National Science Foundation, The Dibner Fund, and The Greenwall Foundation, among others.

“Waking up to a commercial all-news station can be a jolt, like putting bare feet on a cold tile floor. *Morning Edition* is also jarring, but in the manner of unexpected luxury, like sinking the feet into a deep plush carpet.” The Philadelphia Inquirer

With the help of some generous foundation partners, NPR West, a long-planned, state-of-the-art production center in Los Angeles, has become a reality. Leadership support from The David and Lucile Packard Foundation, The James Irvine Foundation, and The William and Flora Hewlett Foundation helped make this historic expansion possible. NPR West is NPR's largest programming facility outside of Washington, DC, and can serve as a production and distribution back-up to the headquarters.

The philanthropic community has also generously supported NPR's cultural programming. The National Endowment for the Arts has been a champion of *Performance Today*, *SymphonyCast*, and *World of Opera*, NPR's premier showcase programs for classical music from concert halls around the world. The NEA also provided generous funding for the *Present at the Creation* series' exploration of the creative process. Other cultural supporters include The Robert W. Woodruff Foundation in support of the annual Dr. Martin Luther King concert and performances and arts coverage from Atlanta, the

Recording Industries Music Performance Trust Funds, The Helen F. Whitaker Fund, and, for NPR's activities in southern California at SummerFest La Jolla, Sempra Energy. NPR's jazz programming — the most diverse source of jazz available by radio nationwide — simply would not exist without The Doris Duke Charitable Foundation and additional funding from the NEA.

In addition to grants for specific areas of NPR's cultural programming and news coverage, NPR depends on unrestricted grants from foundations, corporations, and others. Such funding gives NPR the independence to ensure editorial integrity and the freedom to enhance existing programming as well as to develop new ideas. NPR is grateful for the leading roles taken by The Annenberg Foundation, W. K. Kellogg Foundation, Norman and Rosita Winston Foundation, The Freedom Forum, Pittway Corporation Charitable Foundation, and generous corporate supporters including TIAA-CREF, Sodexho, Proctor & Gamble, White Wave, Yahoo, Saab, and Wellington Management Company.

in 2002 Every week NPR reached **more** Americans than the combined

circulation of the top 42 daily newspapers in the U.S.

“Clearly, for the future financial well-being of major institutions serving the greater community into perpetuity, endowment funds must be established and grown in order to provide the base strength required in an ever changing world.”

Lee Walcott, Managing Director, The Ahmanson Foundation, upon awarding a grant to the NPR Endowment Fund for Excellence

Contributions and corporate underwriting totaled \$40.5 million in FY 2002 and represented approximately 43% of NPR's total operating revenue for the year, a decline from 46.8% the previous year. Although NPR continues to maintain its traditional high standards, it has not been immune to the economic slowdown that began in 2000 and has since been exacerbated by terrorism and war. Such conditions have had an adverse and almost immediate effect on NPR's ability to secure contributed revenues. NPR is working to ensure that NPR's public service will not be compromised. The only longterm solution is to build new and diverse financial resources, including the NPR Endowment Fund for Excellence and the Fund for New Initiatives.

The NPR Foundation is charged with building a substantial endowment to help insulate NPR from harsh economic times and to generate funds for new initiatives that might otherwise be deferred or foregone. The NPR Foundation Trustees are community and corporate leaders from across the nation who are passionate about NPR's commitment to fostering the more informed populace essential to the democratic process. The Trustees provide volunteer fund-raising leadership and contribute their own resources to help build the NPR Endowment Fund for Excellence.

To accelerate the NPR Foundation's endowment-building efforts, the Trustees established the NPR President's Council in early 2000 as a national group of major donors and public radio advocates. By the end of FY 2002, the President's Council had raised over \$1.1 million for the Endowment. The President's Council weekend-long meetings, held at NPR and other locations around the country, feature panel discussions with NPR management, on-air correspondents, and personalities as well as other activities unique to the meeting sites.

During FY 2002, over \$5.78 million in gifts and pledges was added to the Endowment. By year end, the cumulative total of funds raised for the Endowment rose to over \$28.58 million. In addition, the NPR Foundation contributed \$1 million in a combination of Endowment revenue and outright gifts to NPR's New Initiatives Fund, which helped support *The Tavis Smiley Show*, *The Motley Fool Radio Show*, and the research and development of *Day to Day*, the new newsmagazine launched in July, 2003.

NATIONAL PUBLIC RADIO, INC. AND NPR FOUNDATION year ended September 30, 2002

STATEMENT OF ACTIVITIES

Unrestricted Revenues	
Membership Dues	\$2,011,022
Programming Fees	48,549,590
Grants and Contributions ¹	50,113,072
Distribution Services	7,862,267
Other ²	4,347,736
Total Unrestricted Revenues	112,883,687
Expenses:	
News and Information	40,839,656
Cultural and Entertainment Programming	6,890,060
Distribution and Satellite System Replacement	12,276,100
NPR Online	5,181,793
Member and Program Services	3,632,893
Engineering and Information Technology	12,944,253
NPR2	724,477
Programming Center	4,682,452
Development ³	2,846,884
General Administration	20,936,704
Total Expenses	110,955,272
Changes in Unrestricted Net Assets	1,928,415
Temporarily Restricted Grants and Contributions	
Restricted for Future Use	4,952,892
Released from Restriction for Current Use	(8,299,863)
Change in Temporarily Restricted Net Assets	(3,346,971)
Changes in Net Assets From Operations	(1,418,556)
Unrealized Loss on Swap Contracts	(1,791,357)
Changes in Net Assets	(3,209,913)
Net Assets, Beginning of Year	71,998,209
Net Assets, End of Year	\$68,788,296

1. Includes Donated Goods & Services and gifts to the NPR Foundation for the Endowment.
2. Includes conference fees; tapes and transcript services; and investment income from NPR Foundation, NPR, and Distribution.
3. Includes expenses for the NPR Foundation.

STATEMENT OF FINANCIAL POSITION

Current Assets	
Cash and Cash Equivalents	\$6,707,931
Investments	24,393,601
Receivables	19,442,862
Inventory	684,770
Prepaid and Other Expenses	1,410,520
Total Current Assets	52,639,684
Property and Equipment, NET	49,153,409
Other Assets	
Restricted Cash	1,673,958
Longterm Investments	29,810,940
Longterm Receivables	4,901,876
Deferred Financing Costs	884,375
Total Other Assets	37,271,149
Total Assets	139,064,242
Current Liabilities	
Accounts Payable	4,111,148
Current Portion of Longterm Debt	1,220,000
Accrued Expenses	9,830,182
Accrued Interest Payable	151,592
Deferred Revenues	4,335,288
Total Current Liabilities	19,648,210
Note Payable, Longterm	2,880,000
Bonds Payable, LongTerm	44,000,000
Interest Rate Swap Contract	3,747,736
Total Liabilities	70,275,946
Net Assets	
Unrestricted ¹	56,598,236
Temporarily Restricted ²	10,189,092
Permanently Restricted ³	2,000,968
Total Net Assets	68,788,296
Total Liabilities and Net Assets	\$139,064,242

1. Have met or do not have any donor-imposed restrictions.
2. Restricted by donor for future or specific use.
3. Restricted by the donor in perpetuity.

in 2002 | **one in ten** Americans over 25 tuned in to NPR

each week.

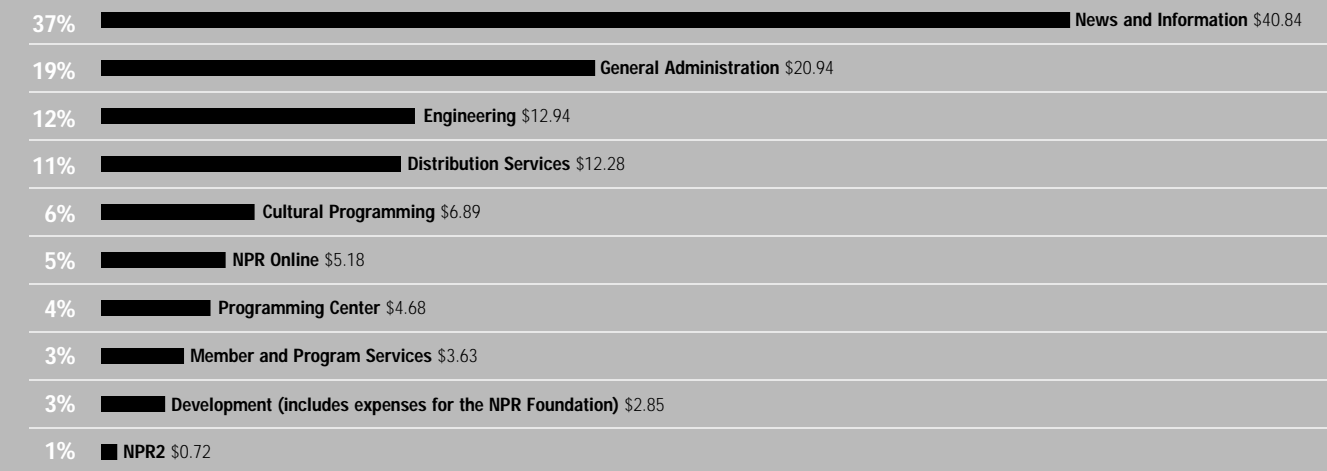
revenues

in millions



(a) includes \$3,245,059 in donated goods & services, \$3,317,280 CPB grant for satellite replacement, and \$6,395,028 in gifts to the NPR Foundation including gifts for the Endowment.
 (b) includes conference fees; tapes and transcript services; and investment income from NPR Foundation, NPR, and Distribution.

\$0 \$4 \$8 \$12 \$16 \$20 \$24 \$28 \$32 \$36 \$40



expenses

in millions

in 2002 | **12%** of the U.S. population turned to NPR stations every week.

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October 1, 2001– September 30, 2002

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NPR has won numerous awards for excellence in journalism over the years, but its performance in 2002 was truly exceptional. The 2002 awards recognize the time and talents of many correspondents, producers, editors, and engineers.

Alfred I. duPont-Columbia University Award Silver Baton: Presented to NPR News for Coverage of September 11 and the War in Afghanistan (January 2003)

The Overseas Press Club 2001 Lowell Thomas Award for the Best Radio News or Interpretation: Presented to NPR for Coverage of September 11 and Its Aftermath (April 2002)

George Foster Peabody Award Presented to NPR for Coverage of September 11 and Its Aftermath (March 2002)

George Foster Peabody Award: Presented to NPR for *Jazz Profiles* (March 2002)

The Alfred I. duPont-Columbia University Silver Baton for Excellence in Broadcast Journalism: Presented to NPR for Campaign Finance Coverage (January 2002)

American Women in Radio and Television's Gracie Allen Award: Presented to NPR's *Weekend All Things Considered* for "Loss and Its Aftermath" (April 2002)

The Pan American Health Organization's Award for Excellence in International Public Health Reporting: Presented to NPR for Coverage of the Dengue Fever (March 2002)

Scripps Howard Foundation National Journalism Award: NPR's *Latino USA* (March 2002)

Sigma Delta Chi Awards For Excellence In Journalism Award: *Radio Expeditions* (heard on *Morning Edition*)

Sigma Delta Chi Awards For Excellence In Journalism Award: "Learning to Live: James' Story" (May 2002)

Peabody/Robert Wood Johnson Foundation Award For Excellence In Health And Medical Programming: "The DNA Files" (May 2002)

2002 National Association of Black Journalists Awards: News and Features by NPR Correspondent Cheryl Corley (July 2002)

2002 National Association of Black Journalists Awards: NPR Coverage of the U.N. Conference on Racism (July 2002)

Missouri Honor Medal for Distinguished Service in Journalism: (Summer 2002)

National Mental Health Association Prize (June 2002)

2002 Webby Award Nomination: NPR's *All Songs Considered*

17th Annual Technical Excellence & Creativity Awards: *Jazz From Lincoln Center*

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2002 CPB Edward R. Murrow Award to NPR Vice President for Distribution Pete Loewenstein

Whitaker Prize for science reporting from the American Association for the Advancement of Science

Welles Hangen Award for Superior Achievement in Journalism from Brown University

Elizabeth Wood Writing Award from The American Crystallographic Association to *Talk of the Nation Science Friday*

Washington State University's 2002 Edward R. Murrow Award for Lifetime Achievement in Broadcasting to Daniel Schorr, NPR senior news analyst

Maryland State Arts Council 2002 Individual Artists Award in Media to NPR Engineer Bill McQuay, technical director for the NPR/National Geographic Society *Radio Expeditions* series

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Alexandria KLSA FM 90.7
 Baton Rouge WBRR FM 90.3
 Baton Rouge WRKF FM 89.3
 Lafayette KRVS FM 88.7
 Monroe KEDM FM 90.3
 New Orleans WWNO FM 89.9
 Shreveport KDAO FM 89.9
 Thibodaux KTLN FM 90.5

INDIANA

Anderson WBSB FM 89.5
 Bloomington WFIU FM103.7
 Elkhart WPPE FM 88.1
 Evansville KFAC FM 88.3
 Fort Wayne WBNI FM 89.1
 Goshen WGCS FM 91.1
 Hagerstown WBSH FM 91.1
 Indianapolis WFYI FM 90.1
 Lafayette WBAA AM 920
 Marion WBSW FM 90.9
 Muncie WBST FM 92.1
 N. Manchester WMOI FM 89.5
 Orland WBOI FM 91.3
 Portland WBSJ FM 91.7
 Richmond WVXR FM 89.3
 West Lafayette WBAA FM101.3

IOWA

Ames WOI AM 640
 Ames WOI FM 90.1
 Cedar Falls KUNI FM 90.9
 Cedar Rapids KCCK FM 88.3
 Decorah KLNI FM 88.7
 Jackson KTPR FM 91.1
 Iowa City WSUI AM 910
 Iowa City KSUI FM 91.7
 Mason City KPRN AM 1010
 Mason City KUNY FM 91.5
 Sioux City KWIT FM 90.3

KANSAS

Amherst WFCR FM 88.5
 Amherst WPNI AM 1430
 Boston WBUR FM 90.9
 Boston WGBH FM 89.7
 Boston WUMB FM 91.9
 Falmouth WFPP FM 91.9
 Great Barrington WAMQ FM105.1
 Harwich WCCT FM 90.3
 Nantucket WNAF AM 91.1
 Newburyport WNAF FM 91.7
 Orleans WFPB AM 1170
 Sandwich WSDH FM 91.5
 W. Yarmouth WBUR AM 1240
 Woods Hole WCAI FM 90.1
 Worcester WBPR FM 91.9
 Worcester WICN FM 90.5

MICHIGAN

Allendale WGVU FM 88.5
 Alpena WCML FM 91.7
 Ann Arbor WUOM FM 91.7

KENTUCKY

Booneville WOCS FM 88.3
 Bowling Green WKYU FM 88.9
 Corbin WEKF FM 88.5
 Elizabethtown WKUE FM 90.9
 Georgetown WRVG FM 89.9
 Hazard WEKH FM 90.9
 Henderson WKPB FM 89.5
 Highland Heights WNKU FM 89.7
 Lexington WKUY FM 91.3
 Louisville WFPL FM 88.7
 Morehead WMKY FM 90.3
 Murray WKMS FM 91.3
 Richmond WEKU FM 88.9
 Somerset WDCL FM 89.7

LOUISIANA

Alexandria KLSA FM 90.7
 Baton Rouge WBRR FM 90.3
 Baton Rouge WRKF FM 89.3
 Lafayette KRVS FM 88.7
 Monroe KEDM FM 90.3
 New Orleans WWNO FM 89.9
 Shreveport KDAO FM 89.9
 Thibodaux KTLN FM 90.5

MAINE

Bangor WMEH FM 90.9
 Calais WMED FM 89.7
 Fort Kent WMEF FM106.5
 Lewiston WMEA FM 90.1
 Presque Isle WMEMFM106.1
 Waterville WMEWFM 91.3

MARIANAS PACIFIC

Saipan KRNM FM 88.1

MARYLAND

Baltimore WEAA FM 88.9
 Baltimore WYPR FM 88.1
 Frostburg WFWM FM 91.9
 Hagerstown WETH FM 89.1
 Ocean City WSDL FM 90.7
 Princess Anne WESM FM 91.3
 Salisbury WSCL FM 89.5
 Worton WKHS FM 90.5

MASSACHUSETTS

Amherst WFCR FM 88.5
 Amherst WPNI AM 1430
 Boston WBUR FM 90.9
 Boston WGBH FM 89.7
 Boston WUMB FM 91.9
 Falmouth WFPP FM 91.9
 Great Barrington WAMQ FM105.1
 Harwich WCCT FM 90.3
 Nantucket WNAF AM 91.1
 Newburyport WNAF FM 91.7
 Orleans WFPB AM 1170
 Sandwich WSDH FM 91.5
 W. Yarmouth WBUR AM 1240
 Woods Hole WCAI FM 90.1
 Worcester WBPR FM 91.9
 Worcester WICN FM 90.5

MISSISSIPPI

Biloxi WMAH FM 90.3
 Booneville WMAE FM 89.5
 Bude WMAU FM 88.9
 Greenwood WMAO FM 90.9
 Holly Springs WURC FM 88.1
 Jackson WJSU FM 88.5
 Jackson WMPN FM 91.3
 Lorman WPRL FM 91.7
 Meridian WMWF FM 88.1
 Mississippi State WMAE FM 89.9
 Oxford WMAV FM 90.3
 Senatobia WKNA FM 88.9

MISSOURI

Branson KSMS FM 90.5
 Cape Girardeau KRCU FM 90.9
 Chillicothe KRNN FM 88.9
 Columbia KBIA FM 91.3
 Columbia KOPN FM 89.5
 Kansas City KCUR FM 89.3
 Pittsburg KXCX FM 89.5
 Rolla KJMR FM 88.5
 Springfield KSMU FM 91.1

Bay City WUCX FM 90.1
 Detroit WDET FM101.9
 East Jordan WIZY FM100.9
 East Lansing WKAR AM 870
 East Lansing WKAR FM 90.5
 Flint WFUM FM 91.1
 Blue Mtn. Lake WBLU FM 88.9
 Grand Rapids WVGR FM104.1
 Harbor Springs WCMWFM103.9
 Houghton WGGL FM 91.9
 Interlochen WIAA FM 88.7
 Kalamazoo WMUK FM102.1
 Kentwood WGVU AM 1480
 Lansing WLNZ FM 89.7
 Manistee WVXM FM 97.7
 Marquette WNMU FM 90.1
 Mt. Pleasant WCMU FM 89.5
 Muskegon WGVG AM 850
 Oscoda WCMB FM 95.7
 Rogers City WACA FM 96.7
 Sault Ste. Marie WCMZ FM 98.3
 Standish WWCMMF 96.9
 Traverse City WICA FM 91.5
 Twin Lake WBLV FM 90.3
 Whitehall WGVG FM 95.3
 Ypsilanti WEMU FM 89.1

MINNESOTA

Appleton KNCM FM 88.5
 Bemidji KNBJ FM 91.3
 Brainerd KBPR FM 90.7
 Buhl WNIN FM 92.5
 Collegeville KNSR FM 88.9
 Duluth WNSN FM100.5
 Grand Rapids KAXE FM 91.7
 La Crescent KXLC FM 91.1
 Moorhead KCCD FM 90.3
 Northfield WCAL FM 89.3
 Rochester KMSE FM 88.7
 Rochester KZSE FM 90.7
 St. Paul KNOW FM 91.1
 St. Peter KNGA FM 91.5
 Thief River Falls KNTA FM102.7
 Worthington KNSW FM 91.7

MISSISSIPPI

Biloxi WMAH FM 90.3
 Booneville WMAE FM 89.5
 Bude WMAU FM 88.9
 Greenwood WMAO FM 90.9
 Holly Springs WURC FM 88.1
 Jackson WJSU FM 88.5
 Jackson WMPN FM 91.3
 Lorman WPRL FM 91.7
 Meridian WMWF FM 88.1
 Mississippi State WMAE FM 89.9
 Oxford WMAV FM 90.3
 Senatobia WKNA FM 88.9

MISSOURI

Branson KSMS FM 90.5
 Cape Girardeau KRCU FM 90.9
 Chillicothe KRNN FM 88.9
 Columbia KBIA FM 91.3
 Columbia KOPN FM 89.5
 Kansas City KCUR FM 89.3
 Pittsburg KXCX FM 89.5
 Rolla KJMR FM 88.5
 Springfield KSMU FM 91.1

St. Louis KWMU FM 90.7
 Warrensburg KTBG FM 90.9
 West Plains KSMU FM 90.9

MONTANA

Billings KEMC FM 91.7
 Bozeman KBMC FM102.1
 Butte KAPC FM 91.3
 Fort Belknap KGVA FM 88.1
 Great Falls KGPR FM 89.9
 Hamilton KUFN FM 91.9
 Havre KNMC FM 90.1
 Helena KUHM FM 91.7
 Kalispell KUKL FM 89.7
 Miles City KECC FM 90.7
 Missoula KUFM FM 89.1

NEBRASKA

Alliance KTNE FM 91.1
 Bassett KNME FM 90.3
 Chadron KCNE FM 91.9
 Hastings KHNE FM 88.1
 Lexington KLNE FM 89.7
 Lincoln KUCV FM 91.1
 Merriman KRNE FM 91.5
 Norfolk KXNE FM 89.3
 North Platte KPNE FM 91.7
 Omaha KIOS FM 91.5

NEVADA

Elko KNCC FM 91.5
 Las Vegas KNPR FM 89.5
 Las Vegas KUNV FM 91.5
 Las Vegas KWPR FM 88.7
 Las Vegas KCEP FM 88.1
 Panaca KLNR FM 91.7
 Reno KUNR FM 88.7
 Tonopah KTPH FM 91.7

NEW HAMPSHIRE

Concord WEVO FM 89.1
 Gorham WEVC FM107.1
 Hanover WEVH FM 91.3
 Keene WEVN FM 90.7

NEW JERSEY

Atlantic City WNUN FM 89.7
 Berlin WNJS FM 88.1
 Bridgeton WNJB FM 89.3
 Cape May WNJZ FM 90.3
 Hackettstown WNTE FM 91.9
 Lincroft WBJB FM 90.5
 Manahawkin WNJM FM 89.9
 Newark WBGO FM 88.3
 Ocean City/Atlantic City WRTQ FM 91.3
 Sussex WNJP FM 88.5
 Trenton WNJT FM 88.1

NEW MEXICO

Albuquerque KANW FM 89.1
 Albuquerque KUNM FM 89.9
 Gallup KGLP FM 91.7
 Las Cruces KRWG FM 90.7
 Magdalena KABR AM 1500
 Majlamar KMTH FM 98.7
 Portales KENW FM 89.5
 Ramah KTDB FM 88.7

NEW YORK

Albany WAMC FM 90.3
 Albany WAMC AM 1400
 Binghamton WSKG FM 89.3
 Binghamton WSQX FM 91.5
 Blue Mtn. Lake WXLH FM 91.3
 Brooklyn WNYE FM 91.5
 Brookville WCWP FM 88.1
 Buffalo WBFO FM 88.7
 Buffalo WNED AM 970
 Buffalo WNED FM 89.3
 Canajoharie WCAN FM 93.3
 Canton WSLU FM 91.7
 Corning WSQE FM 91.1
 Geneva WEOS FM 89.7
 Hornell WSOA FM 88.7
 Houghton WJSL FM 90.3
 Ithaca WSQG FM 90.9
 Jamestown

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