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IN 2012, NPR reporters were on the scene no matter where the news took place, chronicling moments in history with rich, in-depth reporting that placed our listeners in the heart of every story. Throughout 2012, we remained committed to bringing the most dynamic and informative content to the air and on NPR.org in accordance with our mission: to create a more informed public.

In the newsroom, our mission was clear in the depth and context we brought to the major news events of the year, both internationally and domestically.

As other news organizations continued to pull back from international coverage our commitment remained strong. Our team of international correspondents covered the important stories around the globe from some of the most challenging and dangerous regions. Kelly McEvers delivered gripping coverage from Yemen. In Syria, amid a rising tide of violence, NPR's Deborah Amos kept recording, even as the United Nations ceased operations. Guiding NPR's work was our new Supervising Senior Editor for international coverage, Edith Chapin, a longtime CNN VP and Bureau Chief who joined NPR in 2012.

In the U.S., we partnered with the Center for Public Integrity and ProPublica to bring our audience major investigations on topics including the black lung resurgence in portions of Virginia, West Virginia, and Kentucky, and new insights into the housing crisis.

Our election year coverage began with a hotly contested battle for the Republican nomination for president. With a new frontrunner every week, our experienced team of political analysts and reporters were on the ground covering every angle, from the debates, to updates from campaign headquarters the night of the primary, to the equally intense general election.

The year was notable for collaborations between NPR and our local Member Stations as we pivoted together to provide national audiences with the latest from breaking news events including the tragedy at Sandy Hook Elementary and the mass shooting in Aurora, Colorado.

When Superstorm Sandy struck, NPR tackled the story with the full power of our newsroom, bringing together coverage by our National, Washington, Science, and Planet Money teams. On the ground in the affected areas, our Member Stations were lifelines for their audience and brought essential perspective to NPR's national coverage as the storm progressed.

And NPR continued to look for ways to tell stories in distinct ways. For example, our Olympic coverage engaged audiences with the NPR Poetry Games, which invited poets to compose original works celebrating the Olympics, and invited listeners to select their favorites.

Over the year, NPR told the stories that need to be told and celebrated the human experience through music, art, and culture.

NPR Music partnered with our NPR Member Stations to once again bring live broadcasts from the SXSW conference, but this time as the exclusive content provider for the first ever live worldwide broadcast of the keynote address from SXSW, given by Bruce Springsteen. NPR Music was there at other landmark music events throughout the year, including the Celebrate Brooklyn! Performing Arts Festival, Newport Folk and Jazz Festivals, and Alt. Latino’s not-to-be-missed concert with Puerto Rican hip hop duo Calle 13 and Chilean MC Ana Tijoux.

Our storytelling across platforms was evident in our launch of several new technical advances. NPR expanded its online reach by collaborating with the Ford Motor Company to launch a first of its kind app that enables
drivers of connected cars to listen to on-demand news, programming and stations from NPR. Also this year we launched a music app for iPad and a Planet Money app that allows fans to access to more than 5,000 reports, episodes and blog posts from the popular series, on mobile devices.

Even as we took steps to expand our online presence, our commitment to develop new and innovative programming for radio never wavered. NPR debuted two new shows, *TED Radio Hour* and *Ask Me Another*. The two pilot programs were a hit among public radio audiences and were officially added to NPR’s stable of award winning programming in the fall.

Our commitment to serve an increasingly diverse America was given a boost with the help of a grant from Corporation for Public Broadcasting (CPB). The $1.5 million grant will work toward launching a journalism initiative to deepen coverage of race, ethnicity and culture.

NPR enjoyed another successful year of notable accomplishments and award winning content and the promise of more to come as we move into 2013. None of what we achieved could have been done without those who make NPR part of their daily lives and offer their support to NPR and Member Stations in so many ways.

THANK YOU.
NPR LEADERSHIP TEAM

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Debra Delman
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Vice President, Digital Services

Peter Loewenstein
Vice President, Distribution

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Eric Nuzum
Vice President, Programming

Jeffrey Perkins
Vice President, Human Resources and Chief People Officer

Jamie Porter
Acting Vice President, Development

Dana Davis Rehm
Senior Vice President, Marketing, Communications and External Relations

Michael Riksen
Vice President, Policy and Representation

Joyce Slocum
Chief Administrative Officer

Margaret Low Smith
Senior Vice President, News

Michael Starling
Executive Director, NPR Labs

Kinsey Wilson
Chief Content Officer and Executive Vice President

Keith Woods
Vice President, Diversity in News And Operations
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John S. Wotowicz (Term Began November 2012)
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Indianapolis, IN

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Cincinnati, OH

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Howard Stevenson
Cambridge, MA

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Charlotte, VT

Roselyne Chroman Swig
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San Francisco, CA

John S. Wotowicz  
Austin, TX

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Chairman, NPR Board of Directors

Betsy Gardella  
Chair, Development Committee

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Sukey R. Garcetti  
Los Angeles, CA

Barbara S. Linhart  
New York, NY

Jane V. Peyrouse  
Summerville, MA

Sandra S. Pressman  
Los Angeles, CA

Lee Ramer  
Los Angeles, CA
# NPR SUPPORTERS

## A
- @d Incorporated
- 20th Century Fox Home Entertainment
- A+E Home Entertainment
- AEG Live
- Aetna Foundation
- Allianz Life Insurance Company of North America
- Ally Bank
- Amazon Content Services
- American Express Company
- American Institute of Architects
- American Jewish World Service
- America's Natural Gas Alliance
- Ancestry.com
- Anchor Bay Entertainment
- Angie's List
- Ann Arbor Area Convention & Visitors Bureau
- The Annie E. Casey Foundation
- ANTI- Records
- Apple
- Arc Entertainment
- The Argus Fund
- Atlantic Records
- ATO Records

## B
- Babylon
- Bank of America
- Barnes & Noble
- Barsuk Records
- BBC America
- Beat the Traffic
- Beggars Group
- Berklee College of Music
- Berkley Books
- Better World Club
- Bloomberg Businessweek
- Bremer Financial Services
- Bryant University
- The Bydale Foundation

## C
- Cabot Creamery Cooperative
- Cadillac
- Cambridge Savings Bank
- Cancer Treatment Centers of America
- Capella University
- Capitol Records
- Carbonite
- Carnegie Corporation of New York
- Cathay Pacific Airways
- CenturyLink
- Certified Financial Planner Board of Standards

## D
- Charles Schwab & Co.
- Chevrolet
- Chevron Corporation
- CITGO
- Citrix Systems
- Cleveland Clinic
- Colorado Tourism Office
- Columbia University
- Concord Music Group
- Concrete Marketing
- Constant Contact
- Corporation for Public Broadcasting
- Courgette Records
- Craft in America
- Credit Suisse Group
- Croshal Entertainment Group
- CSX Corporation
- Cultural Vistas
- CVS

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NPR SUPPORTERS

Doris Duke Foundation for Islamic Art
Drafthouse Films
The Ducommun and Gross Family Foundation
Duke University Press

Earth Share
Eastman School of Music
EMI Music
eMusic
Encore.org
End of the Rainbow
Endless Pools
Entertainment One
Equal Vision Records
ESET
Esurance Insurance Services

Fairfax Economic Development Authority
Farmers Insurance Group
Faulkner Music
Fifth Generation
FilmDistrict
Focus Features
The Ford Foundation
Founders Entertainment
Fox Broadcasting Company

Fox Searchlight Pictures

Bill & Melinda Gates Foundation
George Lucas Educational Foundation
German Embassy
Go Daddy
The Goodyear Tire & Rubber Company
Google
GPK Foundation
William T. Grant Foundation
Grant Place Press
Grove Atlantic
The George Gund Foundation

HarperCollins Publishers
Mary W. Harriman Foundation
HBO
The William and Flora Hewlett Foundation
Hidden Pony Records
HISTORY
The Holborn Foundation
Houghton Mifflin Harcourt
Hulu

IBM
IFC
Independent Television Service
Intel Corporation
International Rescue Committee
Intuit

Jagjaguwar
The Joyce Foundation
JustAnswer

KeyBank
John S. and James L. Knight Foundation

The Jacob & Valeria Langeloth Foundation
La Quinta Inns and Suites
LD Entertainment
Lemelson Foundation
Leon Levy Foundation
LexisNexis Group
Lexus
LifeLock
Lindamood Bell Learning Processes
NPR SUPPORTERS

Live Nation
Live Nation Worldwide, Inc.
Livestrong
Living Essentials
Los Angeles Philharmonic Association
Lumber Liquidators

Macmillan Publishers
Masimo Foundation
MassMutual Financial Group
The Max and Victoria Dreyfus Foundation, Inc.
The Melville Charitable Trust
Motel 6
Motorola Mobility
MSNBC
MTV

Nashville Symphony
National Association of Personal Financial Advisors
National Association of Realtors
National Association of Social Workers
National CineMedia
National Endowment for the Arts
National Theatre
NBC Universal
Nederlander Organization

New School, The
New York Botanical Garden
New York City Opera
New York Times, The
New York University
Nissan
Nonesuch Records
Nora Roberts Foundation
Northwestern University
Novartis International
Novo Nordisk

Office Depot
OfficeMax
The Ohio State University Medical Center
Old Town School of Folk Music
OMAC Records
Open Road Integrated Media
The Overbrook Foundation

Pabst Brewing Company
Page 124 Productions
Pajamagram Company
Paramount Home Entertainment
Park Foundation, Inc.
Passaggio Entertainment
PBS

Penguin Group (USA)
Pepperdine University
The Pew Charitable Trusts
Ploughshares Fund
PMK•BNC
PNC Financial Services Group
Poetry Foundation
Polyvinyl Records
Post Foods
Principal Financial Group
Progressive Casualty Insurance Company
Public Affairs Television
Public Welfare Foundation, Inc.

Quick Lane

Rainbow Light
Random House
Raymond James Financial
Razor & Tie Entertainment
Rdio
Red Light Management
RED Music
Redwing Records
REI
Relativity Media
Reputation.com
NPR SUPPORTERS

Research in Motion
Ritz-Carlton Hotel Company
Road Scholar
Robert Sterling Clark Foundation
The Robert Wood Johnson Foundation
Rounder Records
Running Subway

S
The SCAN Foundation
Scott Rudin Productions
Sennheiser Electronic Corporation
ShareFile
Shell Oil Company
Showtime
Sideways Media
Simha
Simon & Schuster
Sit4Less
Alfred P. Sloan Foundation
SmartFurniture
Sony Music Entertainment
Sony Pictures
Sony Pictures Home Entertainment
St. Joseph’s College
Staples
Starz Entertainment
State of California
Stiletto Entertainment
Stitcher
Sub Pop Records
Subaru of America
SundanceNOW
Sy Syms Foundation

T
T. Rowe Price
Texas Mutual Insurance Company
TheHuffingtonPost.com
Thirty Tigers
Thunderbird School of Global Management
TIAA-CREF
Tiffany & Co.
Tire Rack
Toyota
Trend Micro
TuneUp Media

U
U.S. Department of Commerce
U.S. Department of Education
Union of Concerned Scientists
Unisys Corporation
United Nations Foundation
United States Army
UnitedHealthcare
Universal Music Group
University of Arkansas
University of California
University of Chicago
University of Notre Dame
US Oncology Network
USA Network

V
Valvoline
Vanderbilt University Medical Center
Vanguard Records
Vermont Department of Tourism and Marketing
Verve Music Group
Visa

W
W.W. Norton & Company
Walgreen Co.
The Wallace Foundation
Wallace Genetic Foundation
Walmart
Walt Disney Studios
Warner Home Video
Warner Music Group
WBUR
WeatherTech
Weight Watchers International
NPR SUPPORTERS

Wells Fargo Advisors
WGBH
The Wildflower Foundation, Inc.
William Morrow & Co.
Winebow
WNYC
World Book Night

X

Xerox Corporation
XL Recordings
### STATEMENT OF FINANCIAL POSITION (NPR PARENT COMPANY ONLY)

#### Assets

<table>
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<tr>
<th>Current Assets</th>
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</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>15,106,029</td>
</tr>
<tr>
<td>Restricted cash and cash equivalents</td>
<td>9,713,051</td>
</tr>
<tr>
<td>Accounts and contributions receivable, net</td>
<td>31,302,183</td>
</tr>
<tr>
<td>Investments</td>
<td>135,299,474</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>206,334,270</td>
</tr>
<tr>
<td>Prepaid expenses and other assets</td>
<td>10,579,401</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>408,334,408</strong></td>
</tr>
</tbody>
</table>

#### Liabilities and Net Assets

<table>
<thead>
<tr>
<th>Current Liabilities</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and other liabilities</td>
<td>33,742,018</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>27,433,405</td>
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<tr>
<td>Debt</td>
<td>171,759,917</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>232,935,340</strong></td>
</tr>
<tr>
<td><strong>Net assets</strong></td>
<td><strong>175,399,068</strong></td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td><strong>408,334,408</strong></td>
</tr>
</tbody>
</table>

The financial information above is presented for convenience purposes only. While the financial information was extracted from supplementary information in the audited financial statements, the financial information should not be relied on. A copy of the printed financial statements is available upon request.
## STATEMENT OF ACTIVITIES (NPR PARENT COMPANY ONLY)

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<th>Operating Revenues</th>
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</thead>
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<tr>
<td>Station Dues and Fees</td>
<td>73,515,661</td>
</tr>
<tr>
<td>Corporate Sponsorship</td>
<td>45,671,379</td>
</tr>
<tr>
<td>Grants and Contributions</td>
<td>25,643,201</td>
</tr>
<tr>
<td>Distribution and Satellite Interconnection</td>
<td>16,231,658</td>
</tr>
<tr>
<td>Distribution From Endowment to Support Operations</td>
<td>9,466,733</td>
</tr>
<tr>
<td>Other Revenues</td>
<td>16,300,037</td>
</tr>
<tr>
<td><strong>Total Operating Revenues</strong></td>
<td><strong>186,828,669</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Operating Expenses</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>News and Engineering</td>
<td>82,684,481</td>
</tr>
<tr>
<td>Digital Media And Services</td>
<td>15,972,323</td>
</tr>
<tr>
<td>Distribution and Satellite Interconnection</td>
<td>17,735,582</td>
</tr>
<tr>
<td>Programming and NPR Music</td>
<td>18,444,651</td>
</tr>
<tr>
<td>Support and Other Program Services</td>
<td>52,496,310</td>
</tr>
<tr>
<td><strong>Total Operating Expenses</strong></td>
<td><strong>187,333,347</strong></td>
</tr>
<tr>
<td><strong>Change In Net Assets From Operations</strong></td>
<td><strong>(504,678)</strong></td>
</tr>
<tr>
<td>Nonoperating Activities, Net</td>
<td>3,723,764</td>
</tr>
<tr>
<td><strong>Total Change In Net Assets</strong></td>
<td><strong>3,219,086</strong></td>
</tr>
<tr>
<td>Net Assets, Beginning of The Year</td>
<td>172,179,982</td>
</tr>
<tr>
<td><strong>Net Assets, End of The Year</strong></td>
<td><strong>175,399,068</strong></td>
</tr>
</tbody>
</table>

The financial information above is presented for convenience purposes only. While the financial information was extracted from supplementary information in the audited financial statements, the financial information should not be relied on. A copy of the printed financial statements is available upon request.

**FOR MORE INFORMATION**

Additional information about NPR's progress and activities can be found in [npr.org/about](http://npr.org/about). Thank you for your interest in NPR.
THANK YOU