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 dog-sleds 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 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.
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.

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.


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

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.

and a commitment to breaking news at home and abroad

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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.”
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 Overseas Press Club’s Lowell Thomas Award, and the Alfred I. duPont-Columbia University Award, and 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.

In letters, e-mail, and focus groups around the country, listeners applauded the power of this programming, consistently describing NPR as “essential,” “valuable,” 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. 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.

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. NPR has 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.

Today, international news comprises more than one-third of NPR’s coverage and drives much of its audience growth.

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.

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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 Falger 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 the 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 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 MetLife 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.

in 2002

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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 radio and television with programs like Talk of the Nation Science Friday. Hosted by veteran science correspondent Ira Flatow, this program showcased 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.

COMPPELLING 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, carpool, 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, academics, 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.

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.

“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.
integrating new initiatives 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.”
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.

AllThingsConsidered MakesHeadlines

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.

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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.

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“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.
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.
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.

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 J’azz 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.

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.

TAKING LISTENERS ON LOCATION TO HEAR MUSIC AT ITS SOURCE

For the first time, 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
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 world’s finest orchestras come home on SymphonyCast

**SPECIAL PROGRAMMING ACHIEVEMENTS**

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

In 2002, Wait Wait...Don’t Tell Me! reached 1.3 million listeners — a 62% increase since 2000.

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 Row loops well-wishers at bay.

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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.

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.”

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.
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 Afghan 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.

Evidence of U.S. agents paying off Afghans to obtain information about enemy forces, was uncovered by NPR’s Steve Inskeep.

in 2002

More than 99% of the American population lived in an area served by an NPR member station.

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

Scott Akerson
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.
Every week NPR reached more Americans than the combined circulation of the top 42 daily newspapers in the U.S.

When NPR's fiscal year began on October 1, 2001, the attacks of 9/11 had unleashed a global war on terrorism and the uprising 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 NPR's premier showcase programs for classical music—thanks to The Robert W. Woodruff Foundation in support of the annual Dr. Martin Luther King concert and performances and arts coverage from Atlanta, the Carnegie Hall 33rd Anniversary Season 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 of NPR's 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—thanks to The Robert W. Woodruff Foundation, 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 of NPR's 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—thanks to The Robert W. Woodruff Foundation, 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.

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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 long-term 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's 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 $28.35 million. In addition, the NPR Foundation contributed $1 million in a combination of Endowment and the research and development of The Tavis Smiley Show, The Motley Fool Radio Show, and Day to Day, and Tavis Smiley Smiley World Foundation.

The Tavis Smiley Smiley World Foundation.

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"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.
in 2002

one in ten

Americans over 25 tuned in to NPR each week.

in 2002

12%

of the U.S. population turned to NPR stations every week.
Robert Kerrigan
Pennsylvania, PA

Steve and J udith Krantz
Los Angeles, CA

J onathan Kutchins
Boston, MA

David and Becky LeBuhn
Glenside, PA

Donald and J an LeBuhn
Northfield, IL

Martin Landry
Cambridge, MA

Barbara Linhart
Albuquerque, NM

J ames Marsh
Litchfield, ME

J ohn McBride and Laurie McCrindle
Aspen, CO

Stephen and Carolyn McCandless
New York, NY

Michael Meyers and J udith Brown Meyers
San Francisco, CA

J ames and Barbara Moltz
Dacotah, CT

L ouise M orris
Houston, TX

Ruthann Nichols
Amherst, MA

P eter Norton
New York, NY

D onald P els and Wendy Keys
Palm Beach, FL

Sarah Peter
New York, NY

Barry and S andy Pressman
Pacific Palisades, CA

Andrew and Debbie Ratcheff
Pretoria, CA

Richard and Ellen Rampell
Palm Beach, FL

Bryan Traubert and Penny Prittker
Chicago, IL

Lawrence T urner and Laurie B erguson T urner
Los Angeles, CA

C arly and T oni Randolph
Miami Beach, FL

J oseph and J an Reiter
West Palm Beach, FL

H arold and Cappy R ooks
Seattle, WA

B rian and Andrea Roundbrowm
San Francisco, CA

Patrick and M ary Scalan
W estport, CT

I n Schnell
Longboat Key, FL

S cott Segal
Charlotte, NC

J an Spaulding
Oberlin, OH

E dm und and J ennifer Stanley
Oxford, MS

C harles and D own Thornton
Patron, ID

B ryan Traubert and Penny Prittker
Chicago, IL

Kalman S tein, President & CEO, Earth Share, Inc.

The Honorable Henrietta H. Fore
Chicago, IL

P enny Pritzker
Potomac, MD

J ennifer and Ted S chaknai
Beachwood, OH

L eslie D ekel and Paul H opkins
Chicago, IL

D avid and C andace Vieir
Albany, NY

B ettie Weiss
Aspen, CO

L orenzo and J ovita W illiams
Port.Func, FL

B ob W illiams and M eg C aldwell
San Anselmo, CA

E dm und and J an W oods
Santa Monica, CA

J an W yman
New York, NY

The Gruber Family Foundation

The Mosaic Foundation of Rita and Joe Belfanti

The Horace W. Goldsmith Foundation

The Ahmanson Foundation

The Kerr Foundation

The Marc Bingham Foundation

The Andrea Breslow Foundation

The Marc Haas Foundation, Inc.

The Ford Foundation

The J ames F. Keough Foundation

The Foundation

The Rockefeller Brothers Fund

The Flora Family Foundation

The Grider Family Foundation

The Kosac Foundation of MI and P eter Heydon

Elon M cM ann and Terri Krauskopf

Cynthia M uss Lawrence

E laine and Robert Levitt

S uzy and B arry Montgomery

M ary and Robert Montgomery

W earound the Audience... but potential donors responded and were ready to act. We were contacted with requests for information from NPR listeners who found the Earth Share Web site thanks to our sponsorship; the number of visitors to our Web site did increase during the NPR campaign.” —K alman S tein, President & CEO, Earth Share, Inc.
The Noyce Foundation*
The Kresge Foundation
W.K. Kellogg Foundation
W. Alton Jones Foundation, Inc.*
Bill & Melinda Gates Foundation
$500,000 - $999,999
The James Irvine Foundation*
The Ford Foundation
Doris Duke Charitable Foundation*
Corporation for Public Broadcasting*
$1 million - $2,999,999
The David and Lucile Packard Foundation
The John D. and Catherine T. MacArthur Foundation*
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The Avery Family Foundation
ibar Family Charitable Trust
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Fred and Linda Bergen Foundation
The Bernheim Foundation, Inc.
Helin M. Bisco
Frey & Richard Block Family Foundation
Heinz and Richard Brandt
The Kaye and Herbert L. Camp Charitable Foundation
The Carlson Family Foundation
NPR has been remarkably effective in helping us reach loyal brand purchasers and potential new customers. Plus, NPR helps us hit multiple goals at once: deliver a creditable message to our sponsors and support organizations we feel akin to.

Stevie Demas, Founder and CEO, White Wave, Inc.
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.

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CORPORATIONS AND ASSOCIATIONS

$1 million +

Capital Group

Procter & Gamble

Sorrelle

TiSA CRSP

Whitehall

$500,000 - $999,999

American Legacy Foundation

Human Organic

Liberty Mutual Insurance Company

Microsoft

Northwestern Mutual Life Foundation

Raymond J. James

Saul Yoffie**

$250,000 - $499,999

Americans for Balanced Energy

Chevron

Archer Daniels Midland

Autodrive

Bandanna Radio & Music

Buffalo Niagara Enterprise

Citicbank

Enterprise Florida

Fleetman-Hiland**

Kleenex

LendingTree.com

Michigan Economic Development Corporation

National Association of Realtors

New York Times Electronic Media**

Oxord Analytica**

PJR

Rational Software

Seeds of Change

Sensible

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Administaff

Air Products

Business Week

Challenger Piano Company

Robert F. Sharpe & Company**

Schimmel Piano Company**

RED Ink

Redoute

Registering Book Publishers

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Stearns & Frye**

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Twix

U.S. Army

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% Multi Year Grants

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** Multi Year Grants

Worldspace**

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Roy E. Crummer Foundation

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Sandy P. Rapp

Patrick A. Rapp

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The most efficient use of the money donors invest in them. Those that have the biggest impact and make the most efficient use of the money donors invest in them.

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.

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 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.


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)


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: Presented to NPR for Jazz Profiles (March 2002)

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)


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

HONORS FOR NPR STAFF, REPORTERS, HOSTS, AND CORRESPONDENTS IN 2002:

The Henry Clay Distinguished Kentuckian Award from the Kentucky Society of Washington to Bob Edwards (September 2002)

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

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

Whitaker Prize for Superior Achievement in Journalism from Brown University

Elizaabeth 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