38.9 million
The number of unique monthly visitors to NPR.org

103 million
NPR’s approximate monthly audience across broadcast, podcasts, and NPR.org

955 million
The number of NPR podcast downloads in 2017

30 million
The number of weekly broadcast listeners of all NPR programming and newscasts

---

1 Source: Google Analytics, January – December 2017. 2 Source: Deduplicated estimate based on Nielsen, Splunk, Google Analytics, and comScore. Fall 2017.

3 Source: Splunk 4 Source: © 2018 The Nielsen Company. May not be quoted or reproduced without the prior written permission of Nielsen. Fall 2017, P12+
Looking back on 2017,

I reflect on what a complex year it was for NPR and the nation. It was a year full of victories and challenges for the organization, a year that opened the floor for big, important conversations both on the air and in the workplace.

With record-high engagement, we continued to give our audience new ways to connect with thought-provoking content. Our growing presence on smart speakers, apps, and other emerging platforms expanded NPR’s reach to an estimated 103 million people each month. We’ve proudly welcomed these millions of new listeners, readers, and users to the world of public radio. These achievements, and so much more, were made possible thanks to member stations, sponsors, and our generous donors.

We reimagined how to tell stories, launching eight new shows including It’s Been a Minute with Sam Sanders, which touched the minds and hearts of both broadcast and digital audiences, and Wow in the World, our first-ever children’s podcast. NPR remains the top publisher of podcasts in the U.S. and continues to develop new shows through the NPR Story Lab, an idea hub designed to introduce new voices to the network.

Most importantly, we continued to provide a meaningful service to our nation at a time when the news cycle seemed overwhelming. Every day, our journalists provide listeners with in-depth, fact-based stories about issues and ideas affecting ordinary people around the country and across the world. We were there to cover the avalanche of news from the nation’s capital and to investigate stories that had not yet been told, as with the special series, Lost Mothers, which took an in-depth look at the U.S.’s alarmingly high maternal mortality rate.

Through it all, we were able to stay true to our mission only because of the member stations, sponsors, and donors who so graciously contributed to our work. Your support, combined with our news teams’ tireless efforts, helped earn NPR the distinction of “Most Loved News Service Brand” and “Most Trusted News Service Brand” by a 2017 Harris Poll EquiTrend study. It confirms that the American public values our work with member stations to provide the best mix of unbiased national and local journalism.

Yet, for everything that was happening in the news, 2017 was also a year of looking inward at our own community. Because of this, we have taken crucial measures to improve our organization for the important work that lies ahead, and have emerged from the year stronger.

As we move forward, we think of new ways to reach more people, uphold journalistic excellence, and deliver the best public service – together. The pages within this report only scratch the surface of the breadth of work that has been made possible by your generosity. Thank you for listening, supporting, and connecting through stories.

Jarl Mohn
NPR President and CEO
HELPING LISTENERS WAKE UP WITH THE NEWS

This year saw the launch of Up First, a new, 10-minute news podcast available to download every weekday by 6 a.m. ET. With quick analysis of events around the world, the show is designed to get listeners up to speed on the biggest stories of the day from the moment they wake up.

WOWING OUR YOUNGEST LISTENERS

In May, NPR launched its first-ever podcast created specifically for children. On Wow in the World, hosts Guy Raz and Mindy Thomas take young listeners on exciting journeys to teach them about the world, stimulate their minds, and cultivate their interest in the science behind the news.

SAM INVITES LISTENERS TO TALK IT OUT

Following on his success on the NPR Politics Podcast, Sam Sanders returned with It’s Been a Minute, a new, twice-weekly podcast and weekly radio show. In his new incarnation, Sam gets under the skin of the news, popular culture, and the internet in roundtable discussions with newsmakers, journalists, and listeners— with a style that sounds like friends talking to friends.
STRETCH & BOBBITO DEFY THE "NPR VOICE"

In another first, legendary New York hip-hop radio DJs Adrian “Stretch” Bartos and Robert “Bobbito” Garcia returned to the airwaves in July after a 19-year absence with a new podcast for NPR. What's Good with Stretch and Bobbito gets the inside track on the movers and shakers in the arts, music, politics, and sports, bringing their stories to a new audience.

NPR IS #1 IN PODCASTING

After another year of inspiring, entertaining, and informing audiences, NPR has retained the title of #1 Podcast Publisher in the US. According to Podtrac’s monthly ranking, NPR had the largest US unique monthly audience and highest number of global unique streams and downloads for the year.

FROM PODCASTS TO BROADCASTS

For years, NPR had been making some of the most popular radio shows available as podcasts. This year, in response to requests from member stations, we did the reverse by adding four hit podcasts to our radio lineup. Planet Money, How I Built This, Hidden Brain, and It’s Been a Minute can now be heard on public radio stations around the country, curated to highlight memorable moments from recent episodes.

A QUICK WAY TO GET UP TO SPEED ON THE ECONOMY

In December, NPR launched The Indicator, a new, 5-to-9-minute podcast from the team behind Planet Money. Using a news story as a springboard, each episode of The Indicator takes a closer look at a number, phrase, or concept to bring the audience quick hits of insight and compelling stories from the world of work and business.

NPR’S FIRST INTERNATIONAL PODCAST

International correspondent Gregory Warner spearheads a new, award-winning podcast called Rough Translation. At a time when it’s easy to talk across borders but harder than ever to understand each other, Warner takes listeners to places where the phrasebook fails. For the first season, launched in August, those places included a Somalian prison cell, a Ukrainian battlefield, and a yoga studio in India.
And now, the news

DISCOVERING LOST MOTHERS
In a unique collaboration with ProPublica, a non-profit investigative organization, NPR produced a special series titled *Lost Mothers: Maternal Mortality in the U.S.* Using real-life interviews and testimonies, the series revealed that a shockingly large number of women in America are dying or suffering serious complications in childbirth, and uncovered many previously untold stories and statistics. *Lost Mothers* went on to receive a 2017 George Foster Peabody Award in the Radio/Podcast category, a George Polk Award in the medical reporting category, the 2018 Goldsmith Prize for Investigative Reporting, and a finalist spot in the 2018 Pulitzer Prize category of Explanatory Reporting. Its first piece, about how a focus on infants during childbirth leaves moms in danger, made Chartbeat’s list of “The 100 Most Engaging Stories Of The Year.” *Lost Mothers* has also inspired legislative action. Referencing the series, lawmakers in six states and Washington, D.C. passed laws or have bills pending to review maternal deaths and near-deaths, and improve maternal health.

EMBEDDED WITH TRUMP’S INNER CIRCLE
*Embedded* returned in October with a series exploring what President Trump and some of his closest advisers were doing before they got to the White House. Over the course of five episodes, with more to come in 2018, host Kelly McEvers and her team of guest reporters uncovered some surprising stories behind Trump’s rise. Listeners were left to ponder what those stories say about Trump, and what they say about us.

AFFECTING CHANGE IN PUERTO RICO
After Hurricane Maria hit Puerto Rico in late September, many of the local reporters affected by the storm were left unable to report on it. In their place, NPR sent Code Switch reporter Adrian Florido, who traveled to the local radio station in the small town of Marta de Cana to provide urgent coverage of Maria’s aftermath. When he broke the news that FEMA planned to cut off vital food and water supplies to the island, lawmakers on both sides took notice, publicly expressing their outrage and calling on the Trump administration to reverse their decision. Two days later, FEMA complied, saying, “Provision of those commodities will continue.”

CONNECTING COMMUNITIES
Through a nationwide community of more than 200 member station newsrooms, NPR’s collaborative journalism network keeps every community in America connected through stories. As Hurricane Harvey swept southeastern Texas in late August, NPR Member Station Houston Public Media relied on statewide partnerships with KEDT in Corpus Christi, KUT in Austin, KERA in Dallas, and Texas Public Radio in San Antonio to enhance coverage about affected areas. Similar station partnerships occurred during Hurricanes Irma and Maria when WLRN in Miami worked with stations in Florida to provide national coverage of the storm, and when WTJX in St. Thomas worked with NPR News to report on the widespread devastation to Puerto Rico and the US Virgin Islands. From equipment, to staffing, to financial assistance, collaboration among NPR member stations connects communities during some of the country’s most trying times. This is the strength of the public radio network.

ANNOTATING IN REAL TIME
NPR’s fact-checking techniques made headlines again this year when a large team of specialist reporters collaborated to verify and analyze President Trump’s inaugural speech in real time. Journalists from different desks across the newsroom were able to annotate the content of his speech as he gave it, providing a detailed analysis and exploring the validity behind the rhetoric and statistics. Users could follow the speech and read the analysis as it happened on NPR.org.

CONNECTING COMMUNITIES

And now, the news

DISCOVERING LOST MOTHERS
In a unique collaboration with ProPublica, a non-profit investigative organization, NPR produced a special series titled *Lost Mothers: Maternal Mortality in the U.S.* Using real-life interviews and testimonies, the series revealed that a shockingly large number of women in America are dying or suffering serious complications in childbirth, and uncovered many previously untold stories and statistics. *Lost Mothers* went on to receive a 2017 George Foster Peabody Award in the Radio/Podcast category, a George Polk Award in the medical reporting category, the 2018 Goldsmith Prize for Investigative Reporting, and a finalist spot in the 2018 Pulitzer Prize category of Explanatory Reporting. Its first piece, about how a focus on infants during childbirth leaves moms in danger, made Chartbeat’s list of “The 100 Most Engaging Stories Of The Year.” *Lost Mothers* has also inspired legislative action. Referencing the series, lawmakers in six states and Washington, D.C. passed laws or have bills pending to review maternal deaths and near-deaths, and improve maternal health.

EMBEDDED WITH TRUMP’S INNER CIRCLE
*Embedded* returned in October with a series exploring what President Trump and some of his closest advisers were doing before they got to the White House. Over the course of five episodes, with more to come in 2018, host Kelly McEvers and her team of guest reporters uncovered some surprising stories behind Trump’s rise. Listeners were left to ponder what those stories say about Trump, and what they say about us.

AFFECTING CHANGE IN PUERTO RICO
After Hurricane Maria hit Puerto Rico in late September, many of the local reporters affected by the storm were left unable to report on it. In their place, NPR sent Code Switch reporter Adrian Florido, who traveled to the local radio station in the small town of Marta de Cana to provide urgent coverage of Maria’s aftermath. When he broke the news that FEMA planned to cut off vital food and water supplies to the island, lawmakers on both sides took notice, publicly expressing their outrage and calling on the Trump administration to reverse their decision. Two days later, FEMA complied, saying, “Provision of those commodities will continue.”

CONNECTING COMMUNITIES
Through a nationwide community of more than 200 member station newsrooms, NPR’s collaborative journalism network keeps every community in America connected through stories. As Hurricane Harvey swept southeastern Texas in late August, NPR Member Station Houston Public Media relied on statewide partnerships with KEDT in Corpus Christi, KUT in Austin, KERA in Dallas, and Texas Public Radio in San Antonio to enhance coverage about affected areas. Similar station partnerships occurred during Hurricanes Irma and Maria when WLRN in Miami worked with stations in Florida to provide national coverage of the storm, and when WTJX in St. Thomas worked with NPR News to report on the widespread devastation to Puerto Rico and the US Virgin Islands. From equipment, to staffing, to financial assistance, collaboration among NPR member stations connects communities during some of the country’s most trying times. This is the strength of the public radio network.

ANNOTATING IN REAL TIME
NPR’s fact-checking techniques made headlines again this year when a large team of specialist reporters collaborated to verify and analyze President Trump’s inaugural speech in real time. Journalists from different desks across the newsroom were able to annotate the content of his speech as he gave it, providing a detailed analysis and exploring the validity behind the rhetoric and statistics. Users could follow the speech and read the analysis as it happened on NPR.org.
GETTING INTERACTIVE WITH DATA VISUALIZATION
As part of Code Switch’s special series, *You, Me and Them: Experiencing Discrimination in America*, the award-winning NPR Visuals team created an interactive data graph illustrating how black Americans see discrimination. Users were encouraged to engage with data compiled by Code Switch to gain a better understanding of the statistics on race discrimination and the issues behind it. One particularly alarming finding revealed that 92 percent of the African Americans surveyed believe black Americans still face discrimination today.

NPR NEWS IN THE NEWS
When NPR featured exclusive interviews with the leaders of both sides of Congress, other news outlets took notice. During the tax bill debate at the end of 2017, Steve Inskeep secured a rare one-on-one interview with Speaker of the House Paul Ryan that appeared on *Morning Edition*, with complete video coverage online. Similarly, congressional reporters Susan Davis and Kelsey Snell spoke with Senate Majority Leader Mitch McConnell on *All Things Considered*. Both interviews were picked up by other networks when the congressmen made claims that either contradicted those of other Republican leaders, or their own statements.
1976
Robert Siegel hired as a newscaster for NPR

1979
Relocates to London, becoming the first NPR staffer to be stationed overseas

1987
Becomes the new host of *All Things Considered*, where he remains for 30 years

2018
Ends his tenure hosting *All Things Considered* on January 5 and receives the 2018 Murrow Lifetime Achievement Award on January 31
**A NEW ROLE FOR MARY LOUISE**

On December 18, NPR announced that Mary Louise Kelly will succeed Robert Siegel to become the newest host of *All Things Considered*. Her promotion to what she calls her “dream job” is a bit of a full circle for her career at NPR. Mary Louise joined NPR in 2001 to be Robert’s editor on ATC and went on to become a national security correspondent, launching NPR’s intelligence beat in 2004. Her new appointment signals what Acting Senior Vice President for News and Editorial Director for News Chris Turpin calls “a new era” for *All Things Considered*, and a new direction for NPR.

**FAREWELL TO AN ICONIC VOICE**

After more than four decades at NPR, Robert Siegel, long-time co-host of *All Things Considered*, signed off in his final broadcast. Robert joined NPR thinking he would only be here for a couple of years and ended up staying on for the rest of his career. Prior to hosting ATC, he served as NPR’s first foreign staffer in London, where he also opened NPR’s first overseas bureau, and later spent four years as NPR’s head of news. Robert’s distinct voice will be missed, as will his enthusiasm for sharing stories from around the globe, whether about politics, culture, science, or the arts.

Mary Louise Kelly steps into the host chair on *All Things Considered* after decades as a journalist for NPR, the BBC, and CNN.

*NPR ANNUAL REPORT 2017*
Faces of
Behind the stories you hear and read on NPR are teams who work tirelessly to make them happen. Meet four individuals who bring fresh ideas and strategic thinking to everything they do. Like so many others, they’re helping to move our mission forward in new ways each day.

**NEW PLATFORMS FOR NEW VOICES**
Rodney Carmichael joined NPR in 2017 as the organization’s first hip-hop journalist. With a passion for hip-hop culture and its global influence across generations, Rodney gives the genre an important new voice on NPR. His addition to the company’s vast array of perspectives strengthens NPR’s connection with the music community and a host of new audiences.

**POWERING NEW OUTLETS FOR OUR SOUND**
Ha-Hoa Hamano, Senior Product Manager on the NPR Digital Media team, has been spurring efforts to make NPR accessible to users on a range of new platforms, including connected cars and smart TVs. In 2017, she played a crucial part in NPR’s push to bring its vast world of content to smart speakers, where NPR is now the top option for news updates on all major platforms. Her work helps give audiences the power to activate NPR’s voices with their own.

**WORKING FOR STATIONS FROM WITHIN**
According to Lauren Landau, everything she does for NPR begins with the question, “What can we do to support member stations?” As NPR’s first Assistant Producer of Fundraising, one of her answers is to create useful fundraising materials for stations featuring on-air talent and, in the process, give stations an additional voice from inside NPR. When crafting a pledge drive spot, Lauren focuses on connecting with one listener, not the millions who will hear it. Why does that one person listen to public radio, and why should they support it?

**OFF THE MIC, BUT ALWAYS ON**
Kenya Young, the Acting Executive Producer of Morning Edition, celebrated 10 years with NPR in 2017. In that time, she has worked on almost every show in the newsroom. Now at the helm of one of NPR’s flagship programs, Kenya leads one of the many teams that work around the clock to produce the kind of public media excellence that defines NPR – telling stories that give a voice to the voiceless.
2017 has been a year of many victories for NPR. These achievements would not have been possible without the aid and generosity of all our member stations, corporate sponsors, and donors.

WE THANK YOU FOR YOUR UNWAVERING SUPPORT.

A
Acton Family Fund
Rita Allen Foundation *
American Endowment Fund for the Petunia Charitable Fund
American Jewish World Service *
Americans for the Arts *
The Annenberg Foundation
Arcus Foundation *
The Argus Fund *
Fabiola Arredondo & Andrew Rolfe
Avis Family Foundation *
William E. & Mary E. Ayer Family Foundation

B
Ballard Spahr LLP *
Ballmer Family Giving
Robert B. Barr
Jocelyn Bauer
Richard A. Berk and Susan B. Sorensen
Debra and Norris Bishton
Block Family Foundation
Cheryl Bode and Robin Coleman
The Brown Foundation, Inc. of Houston
Kay Bucksbaum
John Buoymaster
Estate of Kitra A. Burnham
The Bydale Foundation

C
Merle S. Cahn Foundation
C.A.N. Foundation *
Carnegie Corporation of New York *
The Case Foundation *
The Annie E. Casey Foundation *
Jerry R. Churchill Trust
Janet F. Clark
Cogan Family Foundation *
Confidence Foundation *
The Jack Kent Cooke Foundation *
Abe and Ida Cooper Foundation *
Corporation for Public Broadcasting *
Chris and Jim Cowden
Tony Crabb and Barbara Grasseschi *
Crabby Beach Foundation

D
Peggy and Yogen Dalal
Nancy and Donald de Brier
John and Catherine Debs
Estate of Edna Mary Dillon
Hazel and Arnold Donald
The Max and Victoria Dreyfus Foundation, Inc.
Joseph Drown Foundation *
John and Yvette Dubinsky
The Ducommun and Gross Family Foundation
Doris Duke Charitable Foundation *

E
The Energy Foundation *
Epic
Phyllis and Daniel J. Epstein *
Margot and John Ernst *
R.S. Evans Foundation, Inc.

F
John R. and Tawna B. Farmer
Sandra and Gary J. Fernandes
Brian and Joanna Fisher
Randi and Bob Fisher
Ford Foundation *
Jim and Karen Frank
The Freeman Foundation *

G
David Geffen Foundation
Donna and Jon Gerstenfeld
James and Jill Gibson
Paul and Marcia Ginsburg
Patricia and David Giuliani
Brent and Catherine Gledhill
Harriett and Richard Gold
The William T. Grant Foundation *
Jamie and Nicky Grant
Daniel Greenberg and Susan Steinhauser *
Gruber Family Foundation *
The George Gund Foundation *

H
Paul G. Haaga, Jr. and Heather Sturt Haaga
Ellen Hanson and Richard Perlman *
Meriwether Hardie *
Mary W. Harriman Foundation
Mrs. Francis W. Hatch
Anne and John Herrmann *
Harriette Hersch Family Trust
The William and Flora Hewlett Foundation
Hitz Foundation
The Holborn Foundation
Judy and Steve Hopkins
John Horner
Karen and Peter Jakes
Robert Wood Johnson Foundation
The Joyce Foundation
Ronald A. Kahn, CPA
Jane and Gerald Katcher Family Foundation
The Ewing Marion Kauffman Foundation
The Kendeda Fund
Jeffrey L. Kenner
Wendy Keys and Donald Pels
The C. Frank Kireker, Jr. Charitable Remainder Trust
John S. and James L. Knight Foundation
Rosemary Kraemer Raitt Foundation
The Kresge Foundation
Jeannette and H. Peter Kriendler Charitable Trust
Estate of Joan B. Kroc
The Lakshmi Foundation
The Jacob and Valeria Langeloth Foundation
Ken and Lucy Lehman Family Lemelson Foundation
The Little Market
Beatrice A. Liu and Philip H. Lovett
George Lucas Educational Foundation
Stuart and Susan Lucas

O
Kacy and Scott O’Hare
Orange County Community Foundation *
The O’Shea Family Foundation
Nicholas B. Ottaway Foundation *
The Overbrook Foundation

P
Patricia Papper *
JaMeL and Thomas Perkins
Sarah Peter *
The Pew Charitable Trusts *
Estate of Harold James Phillipi
The Pierson Family Foundation, Inc.
George McCorkell Plews
William and Lia Poorvu
PSN Family Charitable Trust

R
Richard Rampell, CPA
John and Lori Reinsberg
Arthur and Toni Rembe Rock
Robert Gore Rifkind Foundation
Martha H. Roper Living Trust
Estate of Karen J. Rosenberger
Rotasa Foundation
Karen Roth
Thomas and Georgina Russo
Estate of John W. Ruth

S
The SCAN Foundation *
Laurie Siegel and Joseph Nosofsky
Nancy and Greg Serrurier
The Shafer Philanthropic Family Fund
Sydney and Stanley S. Shuman
Elinor Silverman Estate
Herbert Simon Family Foundation *
Simple Actions Family Foundation
Cristina Sinclaire
Murray Sinclaire, Jr.
Skoll Foundation *
Alfred P. Sloan Foundation *
The Sparkjoy Foundation
Kimberly and David Sterling
Fredericka and Howard Stevenson
Sidra Stich Trust *
Peter Swift and Diana Mccargo
Sy Syms Foundation

U
Alice Underwood and Mark Kimmey

V
Estate of Suzanna K. Vogt

W
Lina and Christian Waage
Beverly T. Wagner
The Wallace Foundation *
Candace King Weir
The Wille Family Foundation
Bernice Wollman and Warren Rubin
Howard and Barbara Wollner
Estate of Stanley Woodward
Wyncote Foundation *

Z
Kenneth and Anna Zankel *
Matt and Marny Zimmer

* Arts and Music
* Business and Economics
* Campaign
* Education, Children, Youth, and Families
* General Operations
* International Coverage
* Science, Health, and the Environment
* NPR’s Special Initiatives

Note: Gifts are as of September 30, 2017 and were directed to General Operating unless otherwise noted.
1440 Multiversity
1-800-Dentist
20th Century Fox
23andMe
3M Health Information Systems

A
A&E
A24 Films
ABC Entertainment
ABRAMS
AC Entertainment
ACM SIGGRAPH
Acton School of Business
ADP
ADT
ADX Programmatic
AEG Live
Aetna
Airbnb
Alaska Airlines
Alfa Romeo USA
Allen Institute for Artificial Intelligence
Alliant Credit Union
Almond Board of California
Amazon
Ambi Distribution
AMC
American Committee for the Weizmann Institute of Science
American Express
American Funds
American Occupational Therapy Association
American Psychological Association
Angie’s List
Annapurna Pictures
Apple

Arts & Crafts Productions
Asian Art Museum
AT&T
athenahealth
Atlantic.net
Atlassian
ATO Records
Audible
AuthorBuzz
Avalara
Away

B
B Funny Productions
Babbel
Babson College
Barracuda Networks
Battelle
Beggars Group
Ben & Jerry’s
BET
Better Mortgage
Betterment
Big Beat Records
Black Tux, The
Bleecker Street Films
Bloomberg, Michael
Blue Apron
Blue Microphones
Bluehost
Bluescape
BlueVine
Boll & Branch
Bombas
Bonefish Grill
Book of the Month Club
Boston Private Bank
Brilliant Earth
Brooklinen

Brown & Toland Physicians
Brown University
Bryant University
Buck Mason
Bumble

C
C3 IoT
Canary
Cancer Treatment Centers of America
Candlewick Press
Canvasback Music
Capital One Financial Corporation
Capitol Records
Capterra
Carbonite
Care.com
CareEvolution
CarMax
CarShield
Casper
Casper

Celebrity Cruises
Certified Financial Planner Board of Standards
CFA Institute
Charles P. Rogers Beds
Charles Schwab
Chipotle Mexican Grill
Cigna
CIT
Claremont Lincoln University
Classy
Cleveland Clinic
CNN
Columbia University
Comcast
Concord Music Group
Concrete Marketing
Concur
Conservation Fund, The
Constant Contact
Cooley LLP
Credible
Credit Associates
CuriosityStream
Curtis Lumber
CyberPolicy

D
Dana-Farber Cancer Institute
Deep Eddy Distilling Co.
Dell
Delta
Destination Hotels
Dey Street Books
Direct Eats
Discount Mugs
Discover
Doctors without Borders
Dollar Shave Club
Doubleday
Downtown Media
Drafthouse Films

E
Earlham College
Eat Club
eero
Eli Lilly
Elleveest
Emerald Coast Convention & Visitors Bureau

E
Emma
Encore.org
Epson
Essilor of America
EuropaCorp
Express Employment Professionals
ExxonMobil

F
Fabled Films
Fairfax Economic Development Authority
Farmers Insurance
Fathom Events
Federal-Mogul Motorparts
Fidelity
Fifth Generation
Fine Art Museums of San Francisco
First Hawaiian Bank
First Insurance Company of Hawaii
First Look Media
First Republic Bank
Focus Features
 Folger Shakespeare Library
Fox Broadcasting
Fox Searchlight Pictures
Fresh Market
FreshBooks

G
GE
General Assembly
Gillette
Give Lively

G
GNC
Go Daddy
GoGo squeeZ
Goldman Sachs
GoodFood
Google
Great Courses, The
Green Chef
Grommet, The

H
Hachette Book Group USA
Harlequin
HarperCollins Publishers
Harry's
Harvard Business School
Harvard Extension School
Haymarket Books
HBO
Heaven Hill Distillery
Helix
Hello Fresh
Herman Miller
Hilton Hotels & Resorts
Hiscox
Home Instead
HomeAdvisor
Homepolish
Honest Tea
HostGator
Houghton Mifflin Harcourt
Hubble Contacts
Hulu
Hyatt
Hydro Flask
Hyundai Motor Company

I
IMA
Inada
Indeed
Indiana University
Indochino
Iron Yard, The
iShares

J
J. Paul Getty Trust, The
Jardine's
Jersey Mike's
Jones Day
Juice Beauty
Julliard School, The
Justworks

K
K12
Kabbage
Kaspersky Lab
Keck School of Medicine of USC
Kent State University
Keurig Green Mountain
KeyMe
Kia Motors America
Kiddie Academy
Knopf Doubleday Publishing Group
Kobalt Music
Koch Industries
KQED

L
Lagunitas Brewing Company
Le Tote
LearnVest
FY 17 CORPORATE SPONSORS (Continued)

Leesa
LegalZoom
LEGO
LendingTree
Levi Strauss & Co.
LifeLock
Limeaid
Lincoln Motor Company
Lindamood Bell Learning Processes
Lionsgate
Little Passports
Little, Brown and Company
Live Nation
LogRhythm
Lokai
Loyola Marymount University
Lumber Liquidators
Lumosity
Lyft
Mac & Mia
Macmillan Publishers
Madewell
Madison Reed
Magoosh
MailChimp
Maine Office of Tourism
MakerBot
Massachusetts General Hospital
Match
Mathnasium
Mercury Insurance
Merrill Lynch
Messina Touring Company
Metropolitan Opera
Michigan Economic Development Corporation
Microsoft
Midroll Media
MileIQ
Ministry of Supply
MissionBox
MIT Sloan School of Management
MOO
Morgan Stanley
Mozilla
Mrs. Fields
MSNBC
Mulesoft
Musikgarten
MVMT

N
National Geographic Channel
National Science Foundation
NBC Universal
NESN
Netflix
New West Records
Newseum
Newsy
Nonesuch Records
Noosa Yoghurt
Northeastern University
NorthStar Memorial
Northwell Health
Novo Nordisk

O
OnePlus
Ooma
Optum
Orchard, The
Oscar Health
OWN
OZY

P
Pajamagram Company
Paramount Home Entertainment
Paramount Pictures
PBS
PBS Distribution
Peabody Awards
Peace Corps
Penguin Random House
People for the American Way
Pharmaceutical Research and Manufacturers of America
Philadelphia Chamber Music Society
Philadelphia University
Pitney Bowes
PolicyGenius
PowerDMS
Prezi
Progressive Casualty Insurance Company
Proper Cloth
Prudential Financial
Public Radio Exchange
Purple Carrot

Q
Quicken Loans

R
Rackspace
Random House
Raymond James
RED
Red Bull
Red Hat
Redeye Distribution
REI
Reverie
Rhino Entertainment
Rice University
Right at Home
RIMS - The Risk Management Society
Road Scholar
Roadside Attractions
Robert W. Baird & Co.
RockAuto
Rosetta Stone

S
Salesforce
Santander Bank
Sarasota Memorial Health Care System
Scholastic
School of The New York Times
Scott Rudin Productions
Secret City Records
Secretly Group, The Seedling
Select Blinds
Seneca and Marcus
ShipStation
Showtime
Siebel Energy Institute
Sierra Nevada Brewing Company
Signmojo
Simon & Schuster
SimpliSafe
Skillshare
Slack Technologies
Smithsonian Channel
Society6
Sock Club
SoFi
Sony Music Entertainment
Sony Pictures
Soothe
Sotheby’s Institute of Art
Southern New Hampshire University
Southern Tier Brewing Company
Spike TV
Square
Squarespace
St. Martin’s Press
Stamps.com
Staples
Starz
State Farm
Stitch Fix
STōK
STX Entertainment
Subaru of America
Sub-Zero
Sudara
Sun Basket
Research Foundation for the State University of New York
Swell Investing
Synchrony Financial

T
Talenti Gelato e Sorbetto
TalkSpace
Talkwalker
Target
Tate’s Bakeshop
TD Ameritrade
Terra’s Kitchen
Texas Children’s Hospital
THINX
Third Love
Thirty Tigers
Thomson Reuters Corporation
Thumbtack
TIAA-CREF
TIDAL
Ting
Tire Rack
TNT
TodayTix
Toll Brothers
Tommy John
Trader Joe’s West
Trafalgar Releasing
TransferWise
Trunk Club
Tucker NYC
TunnelBear
Turner Broadcasting
Tushy
Twenty20
Two Trees

U
Udacity
Ultimate Software
Union of Concerned Scientists
UnitedHealth Group
Universal Music Group
Universal Pictures
University at Buffalo
University of Arizona
University of California, Davis
University of California, San Francisco
University of California, Santa Cruz
University of Chicago Medicine
University of Maryland
University of Notre Dame
UPS
Upside
Upwork
USA Network
USPS

V
Varo Money
Vermont Teddy Bear Co.
Verve Music Group
Viking Press
Viking River Cruises
Vintage Books
Visit St. Petersburg/Clearwater
Visiting Angels
Vonage

W
W.W. Norton & Company
Walt Disney Studios
Warner Bros. Pictures
Warner Music Group
Warner Pacific College
Washington’s Lottery
Wealthsimple
Wells Fargo
Westin Hotels & Resorts
WeWork
WGBH
Whole Foods Market
William Morrow & Co.
Wix.com
WordPress
World Almanac Publications
WTTW
Wunder Capital
X
Xero
Z
Zillow
ZipRecruiter
Zola
Zoom
This financial information is presented for convenience purposes only. While the figures are extracted from supplemented materials in the audited financial statements, the information should not be relied on. NPR’s financial statements can be found at [npr.org/finances](http://npr.org/finances)

A complete copy of the consolidated financial statements is also available upon request.

## NATIONAL PUBLIC RADIO, INC.

### Parent Company Only Statements of Financial Position

<table>
<thead>
<tr>
<th>September 30</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$11,465,504</td>
<td>$11,351,955</td>
</tr>
<tr>
<td>Restricted cash and cash equivalents</td>
<td>3,629,893</td>
<td>3,267,110</td>
</tr>
<tr>
<td>Accounts and contributions receivables, net</td>
<td>44,024,143</td>
<td>39,707,136</td>
</tr>
<tr>
<td>Investments</td>
<td>76,656,942</td>
<td>69,142,021</td>
</tr>
<tr>
<td>Property and equipment net</td>
<td>215,494,131</td>
<td>219,119,276</td>
</tr>
<tr>
<td>Prepaid expenses and other assets</td>
<td>4,644,902</td>
<td>4,491,358</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$355,915,515</strong></td>
<td><strong>$347,078,856</strong></td>
</tr>
</tbody>
</table>

| **Liabilities** |            |            |
| Accounts payable and accrued liabilities | $28,803,054 | $23,464,332 |
| Deferred revenue | 23,019,442 | 20,955,864 |
| Debt payables | 178,019,283 | 178,963,877 |
| **Total liabilities** | **229,841,779** | **223,384,073** |

**Total net assets** | **$126,073,736** | **$123,694,783** |

**Total liabilities and net assets** | **$355,915,515** | **$347,078,856** |
Parent Company Only Statements of Activities

For the years ended September 30

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating revenues</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Station dues and fees</td>
<td>$84,001,697</td>
<td>$83,032,677</td>
</tr>
<tr>
<td>Corporate sponsorships</td>
<td>80,531,905</td>
<td>60,055,147</td>
</tr>
<tr>
<td>Grants and contributions(^1)</td>
<td>28,987,607</td>
<td>30,374,797</td>
</tr>
<tr>
<td>Distribution and satellite interconnection</td>
<td>12,709,557</td>
<td>13,017,551</td>
</tr>
<tr>
<td>Distribution from endowment to support operations</td>
<td>11,862,855</td>
<td>13,382,394</td>
</tr>
<tr>
<td>Other</td>
<td>14,659,512</td>
<td>13,266,942</td>
</tr>
<tr>
<td>Total operating revenues</td>
<td>232,753,133</td>
<td>213,129,508</td>
</tr>
</tbody>
</table>

\(^1\): Includes net assets released from restrictions for grants and contributions

Operating expenses

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>News, information, and engineering</td>
<td>91,030,590</td>
<td>88,942,833</td>
</tr>
<tr>
<td>Programming and NPR music</td>
<td>29,550,533</td>
<td>25,680,664</td>
</tr>
<tr>
<td>Digital</td>
<td>19,419,203</td>
<td>19,968,539</td>
</tr>
<tr>
<td>Distribution and satellite interconnection</td>
<td>13,647,875</td>
<td>14,603,026</td>
</tr>
<tr>
<td>Support and other program expenses</td>
<td>66,397,723</td>
<td>60,315,488</td>
</tr>
<tr>
<td>Total operating expenses</td>
<td>220,045,924</td>
<td>209,510,550</td>
</tr>
</tbody>
</table>

Change in net assets from operations

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total nonoperating activities, net</td>
<td>(5,341,563)</td>
<td>(14,702,398)</td>
</tr>
<tr>
<td>Change in unrestricted net assets</td>
<td>7,365,646</td>
<td>(11,083,440)</td>
</tr>
<tr>
<td>Change in temporarily restricted net assets</td>
<td>(4,986,693)</td>
<td>7194,738</td>
</tr>
<tr>
<td>Change in net assets</td>
<td>2,378,953</td>
<td>(3,888,702)</td>
</tr>
<tr>
<td>Net assets at the beginning of the year</td>
<td>123,694,783</td>
<td>127,583,485</td>
</tr>
<tr>
<td>Net assets at the end of the year</td>
<td>$126,073,736</td>
<td>$123,694,783</td>
</tr>
</tbody>
</table>

NPR competes for and receives grants from the Corporation for Public Broadcasting (CPB) and federal agencies. Such funds may only be used for the purposes stipulated in the grant. During fiscal years 2016 and 2017, NPR earned revenue from:

For the years ended September 30

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal agencies approximating</td>
<td>$156,647</td>
<td>$145,000</td>
</tr>
<tr>
<td>CPB competitive grants approximating</td>
<td>$1,803,000</td>
<td>$1,942,000</td>
</tr>
</tbody>
</table>

NPR ANNUAL REPORT 2017