



NEVADA
PUBLIC
RADIO®

YOUR VOICE. ♦ YOUR STORY. ♦ YOUR CONNECTION.



NEVADA
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RADIO®

Your Connection to the World

Leaders and learners rely on **Nevada Public Radio | News 88.9** to deliver independent, mission-driven content with programs from NPR and the BBC along with context and understanding through locally produced programs such as **KNPR's State of Nevada** and **Desert Companion** magazine. Nevada Public Radio is the trusted source of news, information, and analysis, along with classical music, for hundreds of thousands of Nevadans.

On the radio, streaming online via knpr.org, and through your smart speakers, NVPR is the community resource people rely on to learn from experts and each other. From kitchen tables to Carson City to Capitol Hill, we help people get to know and understand the issues. From Wall Street to Main Street, we follow the economy and what it means for Nevadans. And from car seats to couches, we bring culture and celebration into daily life. We are NVPR, and in partnership with National Public Radio (NPR), we are your loyal partner in connecting with and understanding the world around you.

For more than four decades, NVPR has remained true to its mission to enhance the quality of life and foster civic engagement by informing, educating, and inspiring audiences through public media. Nevada Public Radio's success is made possible by a diverse base of members and donors, and grants from public and private foundations. A committed Board of Trustees and a Community Advisory Board lead NVPR, and a well-respected, community-minded professional staff execute its mission every day.

NVPR delivers independent, fact-based journalism to ensure our audience has access to original local, national, and international programming. Nevada Public Radio is a trusted, valued, and vital resource for a thriving community.



Modern Media to Engage Audiences Anywhere

Nevada Public Radio programing reaches audience through a robust network of platforms which include traditional radio, online streaming, smart speakers, web, and *Desert Companion* magazine.

NEWS 88.9 WEEKLY LISTENERS

80,600

Source: Scarborough R2 2021

CLASSICAL 89.7 WEEKLY LISTENERS

37,600

Source: Scarborough R2 2021

ANNUAL WEBSITE USERS

1,533,775

Source: Google Analytics

TOTAL HOURS OF
CONTENT STREAMED

1,893,820

Source: Triton Digital

DESERT COMPANION
MAGAZINE READERS

162,000

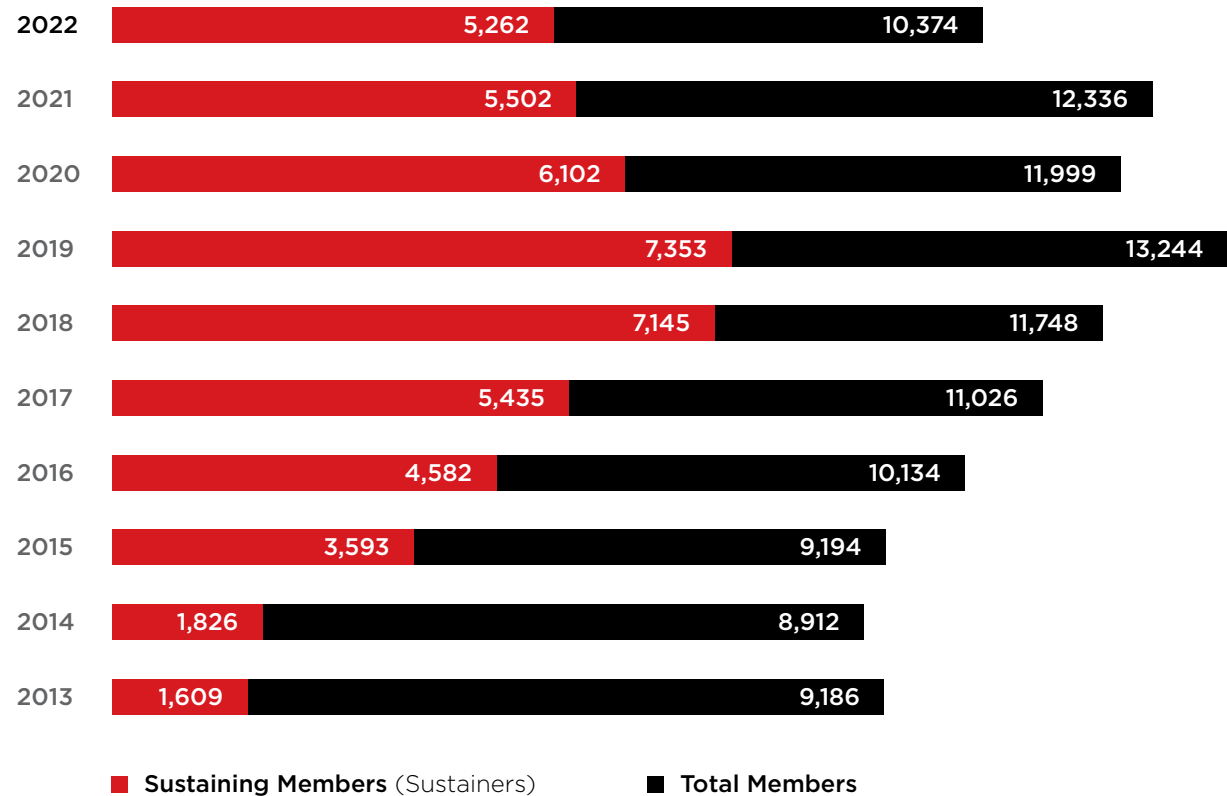
Source: Scarborough R2 2021

{ Nevada will always be my home. By joining the Nevada Public Radio community, I know I will always be informed with relevant and accurate news about my state. —Charlene Fulton, Green Valley

Membership Matters

Nevada Public Radio members are the force that drives our independence. Together, we've generated more than 40 years of momentum through a daily connection. Together we discover new things to explore and ideas to learn more about. It's a validation of things we care about and it's how we fuel our curiosity.

Despite lingering economic impact of the COVID-19 world health crisis, Nevada Public Radio membership has remained strong and consistent with what NPR member stations are experiencing across the U.S. Continued support of a robust independent public media remains critical in strengthening our signature national programs, growing our local content, and sustaining this essential service.

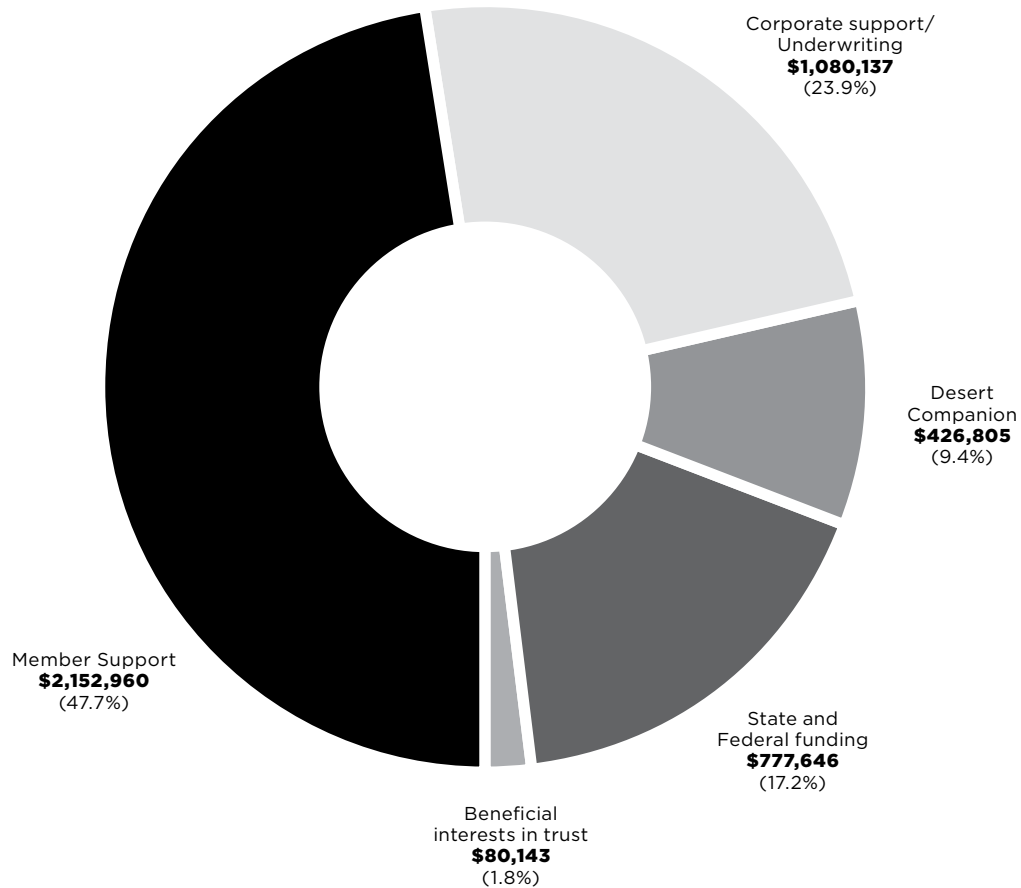


{ I listen every day, twice a day. When I moved here, I was surprised to find such a strong and intelligent local news force with such breadth and depth of reporting. Keep up the good work. — CK Miller, Spring Mountain

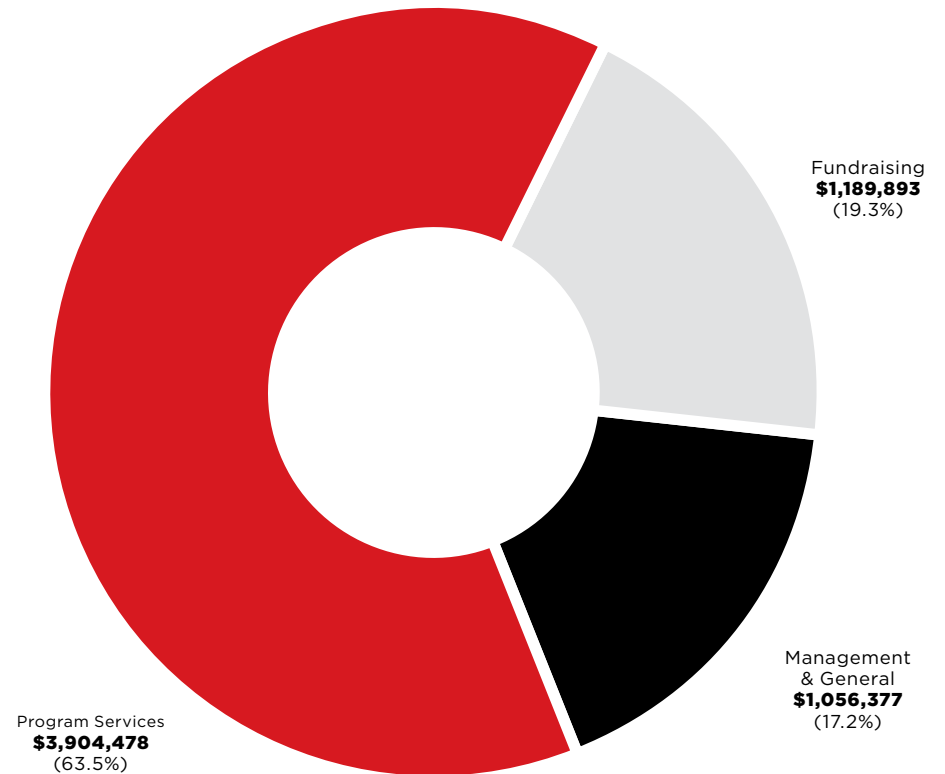
Financial Highlights

Financial graphs illustrate operating revenue sources and expense areas for the fiscal year ending September 31, 2022.

Revenues \$4,517,691



Expenses \$6,150,748



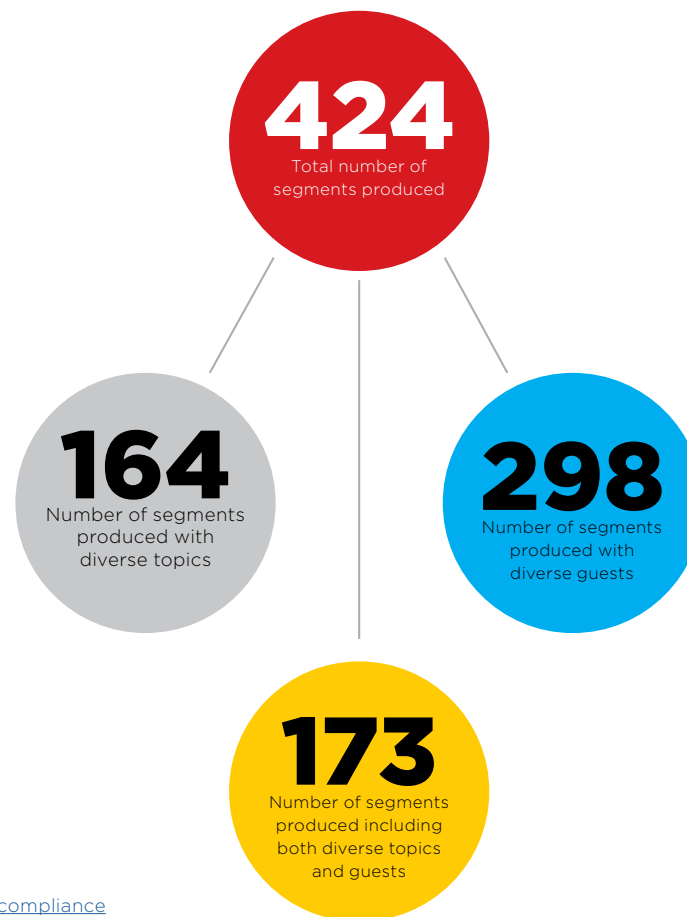
Diversity Matters

Nevada Public Radio strives in everything we do to expand our reach into the diverse communities that make up Las Vegas and Nevada. Of our modest 30-person staff, we are majority female and 61% Millennial or Gen Z. The ethnic makeup of Nevada Public Radio inches closer to that of the state we live in, and our listenership has made tremendous gains to reflect that. Despite challenges in our field, we continue to adapt and meet our communities where they are.

One of those efforts included the award-winning *Exit Spring Mountain*, a podcast highlighting the rich pan-Asian cultures of Las Vegas. Another was the addition of our Indigenous Affairs reporter.

Of more than 400 in-house produced segments, 70% of them featured diverse experts. In 2022, *Desert Companion* continued its track record of diversifying its coverage and editorial pool. Writers, photographers and interns represented AAPI, BIPOC, disabled, LGBTQIA+, and other underrepresented groups in print media.

ORIGINAL PROGRAMING



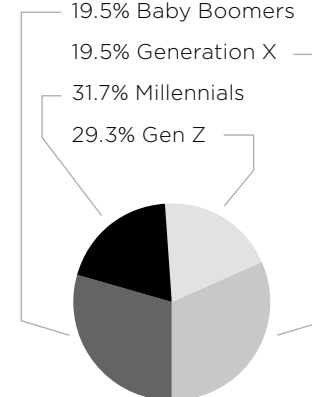
HUMAN RESOURCES

FY 2022 NVPR,
total employees = 41
(includes 5 paid internships)

53.7% Female
46.3% Male
53.8% White
14.6% Hispanic
12.2% Two or More Races
2.4% Black
2.4% American Indian/Alaska Native

Median age: 37

19.5% Baby Boomers
19.5% Generation X
31.7% Millennials
29.3% Gen Z



Nevada Public Radio Board of Directors and Advisory Board (FY22)

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Interim CEO

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Jay Bartos
Classical Host

Rick Andrews
Morning Edition Host/News Producer

Briana Joseph
*All Things Considered Host/
News Producer*

Nicholas Seemann
Announcer

Yvette Fernandez
News Reporter Announcer

NEWS

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Joe Schoenmann
News Director

Anne Davis
Assistant Editor

Mike Prevatt
Multimedia Content Producer/Reporter

Paul Boger
Multimedia Content Producer/Reporter

Christopher Alvarez
Multimedia Content Producer/Reporter

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Ryan Vellinga
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Susan Henry
Major Gifts Officer

Charee Lewis
Donor Relations Representative

Amanda Edwardson
Membership Specialist

Madeson Moritz
Membership Specialist

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Account Executive

Britt Quintana
Account Executive

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Marlies Daebritz
Project Manager

Christina Petras
Receptionist/Administrative Assistant