

A glowing 'ON AIR' sign is mounted on a dark, textured wall. The sign is rectangular with a white border and the words 'ON AIR' in white capital letters. It is illuminated from above, creating a soft glow on the wall and casting a shadow below it.

ON AIR

NEVADA
PUBLIC
RADIO®





Jerry Nadal
President, CEO
Nevada Public Radio

Building Community

Every day we set out to serve the people of Nevada. No matter what's happening all around us, the hard work, high standards, and commitment to our audience doesn't change at all.

Not surprisingly, the organization continued to be impacted by the negative effects of the coronavirus pandemic and, despite those challenges, we were able to make Nevada Public Radio a better company. The health and safety of our employees remained the top priority throughout 2021. It was also a year of transformational change, one that saw significant investment and collaboration in developing new content. The pandemic has changed every aspect of our lives. Importantly, it's changed where – and how – our audience consumes our content. As many migrated online, we needed to be prepared to expand our operation beyond broadcast.

In May we debuted our first podcast, *Native Nevada*. The eight-chapter series – made with support from the San Manuel Band of Mission Indians – focuses on the culture, issues, and perseverance of Nevada's Indigenous Peoples. To date, the podcast has registered nearly 15,000 downloads. In July, we began a partnership with the Mountain West News Bureau, a group of public media stations that serve the Western states of Nevada, Colorado, Idaho, New Mexico, Utah, and Wyoming. This greatly increased our output on-air and online. In the late summer we began ramping up production of our second podcast, *Exit Spring Mountain*. This new series will explore the impact of history, politics, and the economy on Asian Americans and Pacific Islanders in Southern Nevada, while sharing stories by and for those communities.

This strong spirit of collaboration allows us to expand and deepen our coverage of issues that matter in Nevada. We continued to provide in-depth reporting that puts a voice to so many of the issues we face in our community, such as the ongoing pandemic, land and water management, social justice, green energy, the environment, growth in the expanding West, and our unique culture and heritage.

It has been a memorable year. Through our many avenues into the community, we worked to enrich the lives of Nevada residents. I want to personally thank our members, volunteers, corporate sponsors and community partners. They are the fuel that keeps the vitality of public media in Nevada thriving.



Richard Dreitzer
Board Chair
Director, Fennemore

And a Culture of Trust

Reflecting on 2021, I'm struck by the effort and output of the Nevada Public Radio staff despite the hurdles and continued stress we lived through this year. Confronting a second year of the pandemic was not easy but we rose to the occasion, managed our costs, and maintained a strong financial footing. Most importantly, we stayed true to our mission to inform, inspire, and entertain all Nevadans.

2021 was a year of change for Nevada Public Radio, but some things remained the same. Specifically, our commitment to maintaining the quality, reliability and trustworthiness listeners and readers have long come to expect. The past year has provided countless examples of how our journalists piqued our curiosity, kept us informed, and created a culture of trust. Behind all of that was a dedicated team who made it happen.

I'm proud to lead the Nevada Public Radio board, and I thank Jerry Nadal and his team for their commitment to this mission. Most of all, thank you to all of you who support Nevada Public Radio financially, listen to KNPR and KCNV, read *Desert Companion*, and care about this public service for our community.

There have been many memorable years in the long history of NVPR, but 2021 has to be one of the most special. Looking back, it seems like every month there was a new program, project or event that drew tremendous community interest or impact, which is always our goal.

It has been a memorable year! Through our many avenues into the community, NVPR works to improve the lives of Nevada residents. You — our individual members, volunteers, corporate sponsors and community partners — are the fuel that keeps the vitality of public media in Nevada thriving.

NVPR plays an instrumental role in telling the local story, whether through timely news and programs, features and historical pieces, or through documentaries that help us recognize the diversity of Nevadan's and their place in history.

WEEKLY RADIO LISTENERS (audit verified by Nielsen®)

111,900

HOURS OF CONTENT STREAMED MONTHLY

165,569

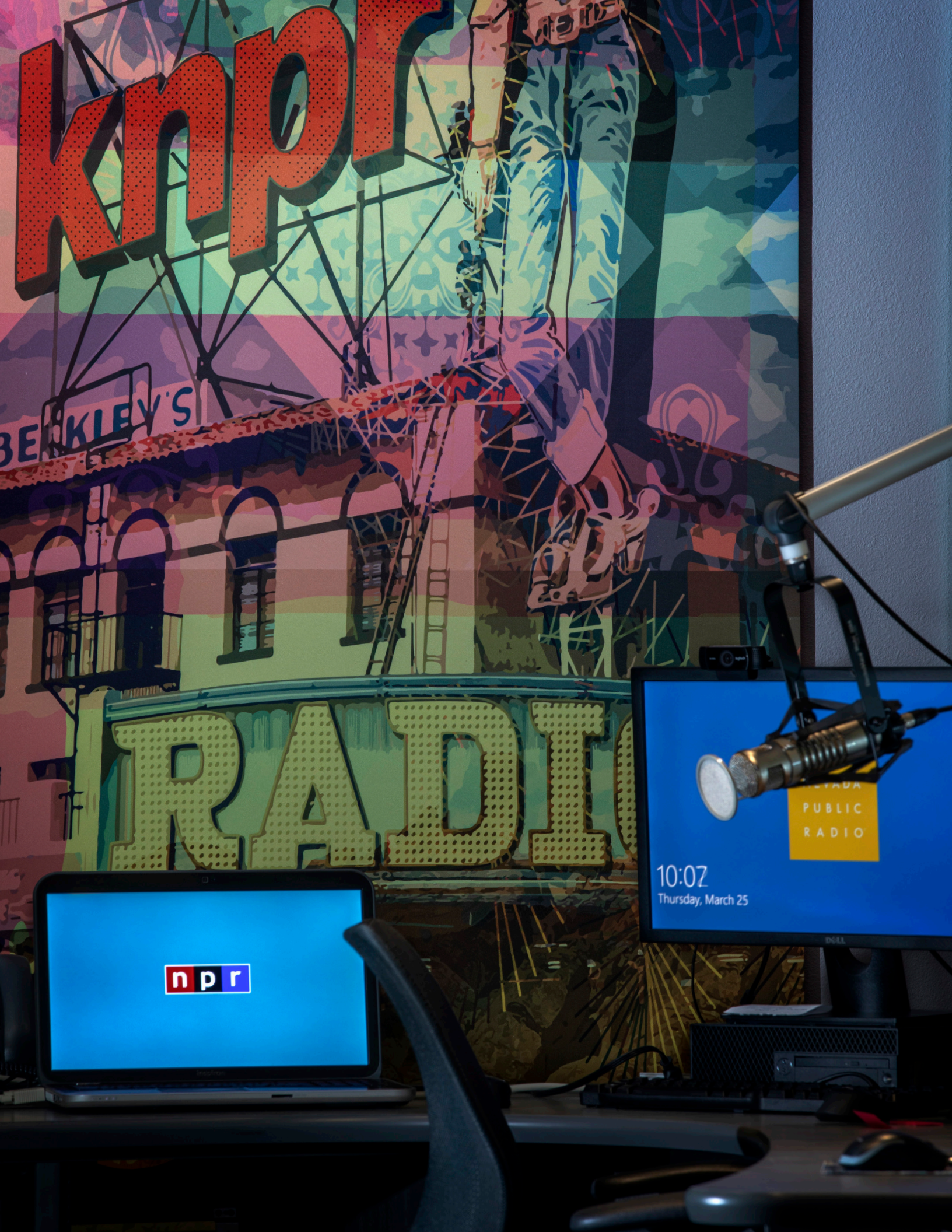
MONTHLY UNIQUE WEBPAGE VIEWS

180,255

DESERT COMPANION MAGAZINE READERS PER ISSUE

LAS VEGAS; Scarborough R2 2021; Sep20-Sep21; A18+, Desert Companion

162,000



npr

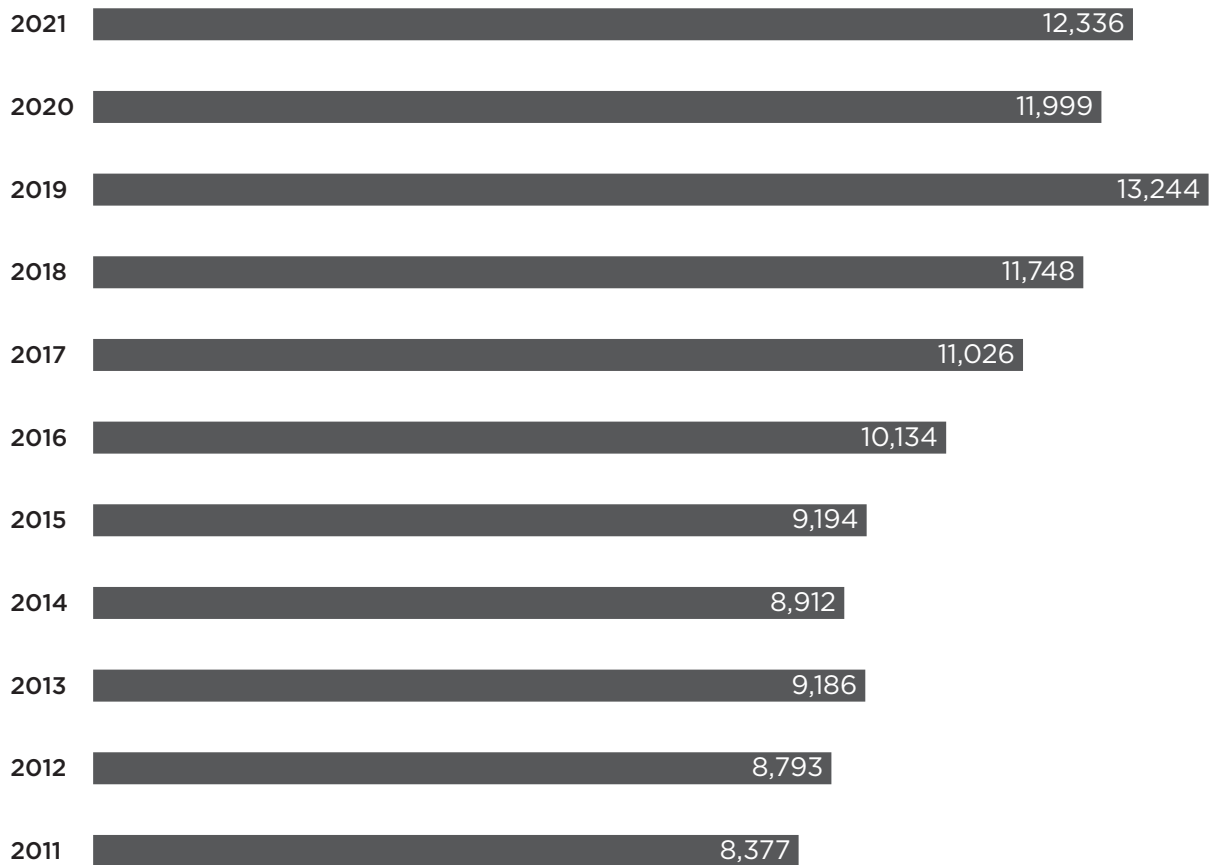
10:07

Thursday, March 25

CANADA
PUBLIC
RADIO

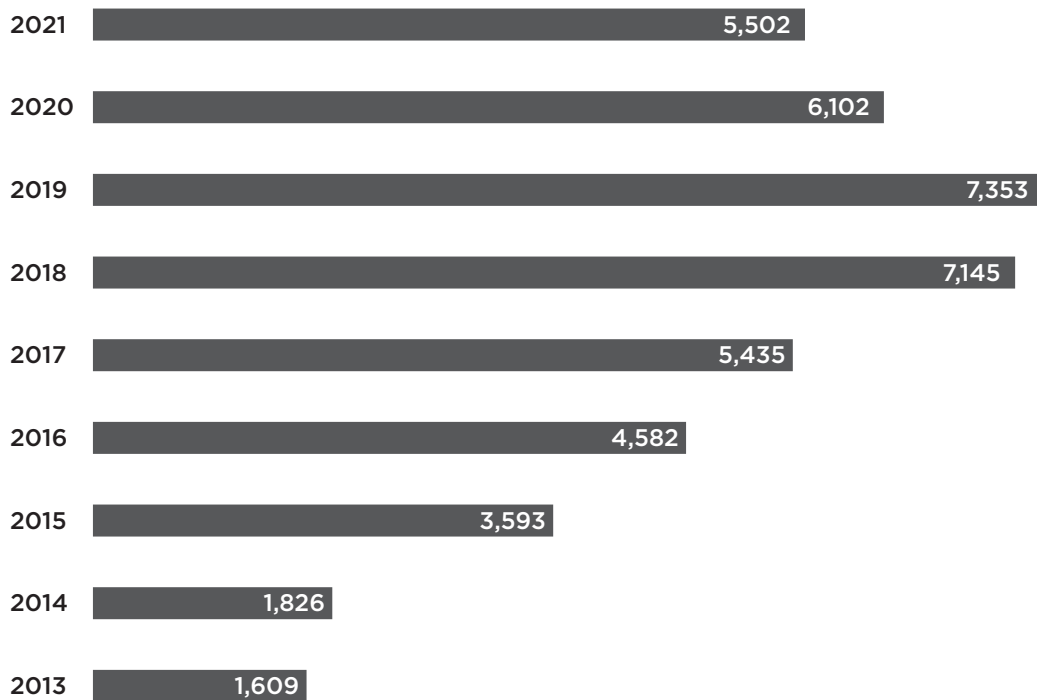
Membership

Nevada Public Radio members are the force that drives our independence. Member support is vital and, together, we've generated 40 years of momentum through a daily connection where we discover new things to explore and ideas to follow up on. It's a validation of things we care about and it's how we quench our curiosity.



Sustainable growth

Established in 2015, the Nevada Public Radio Sustaining Member Matching Fund allows members who automatically renew annually to have their dollars matched – leading not only to a significant increase in members but also a reliable funding model to plan and shape the future of Nevada Public Radio.



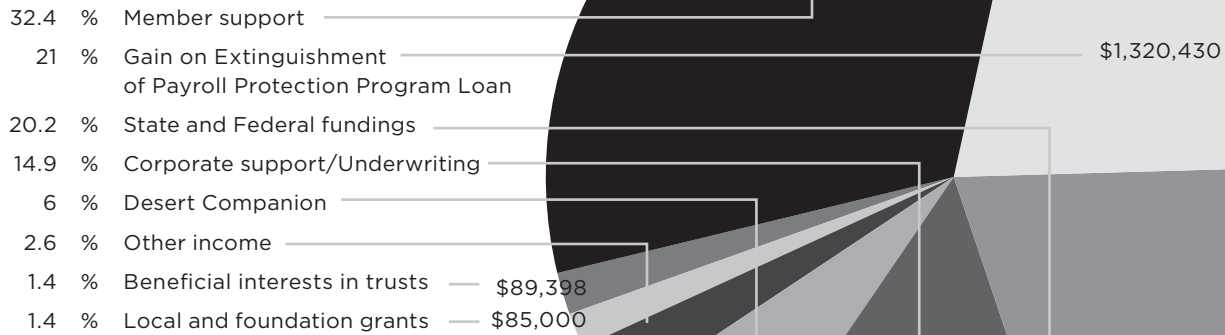
Membership has proven to be resilient in spite of changes in economic climate and political atmosphere. Continued support of a robust independent public media remains critical in strengthening our signature national programs, growing our local content, and sustaining this essential service.



NEVADA
PUBLIC
RADIO®

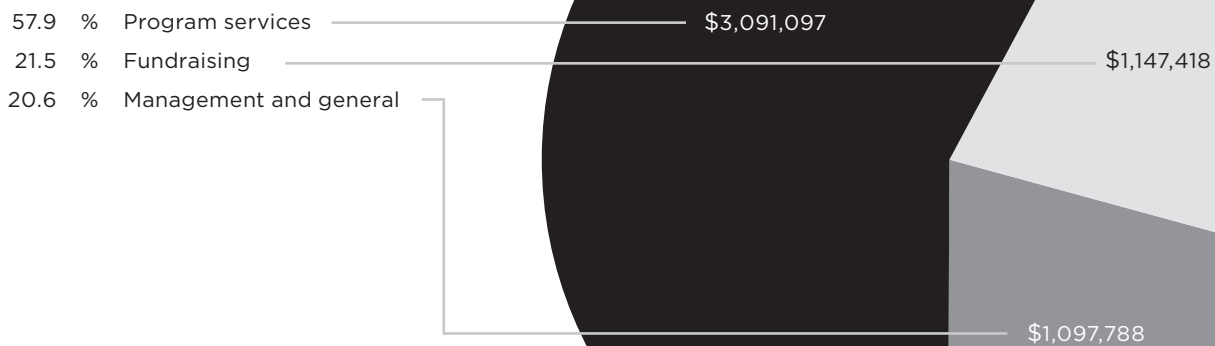
Funding Sources

Fiscal Year Total Support \$6,276,266



Expenses

Fiscal Year Total Expenses \$5,336,303



Nevada Public Radio Statement of Diversity

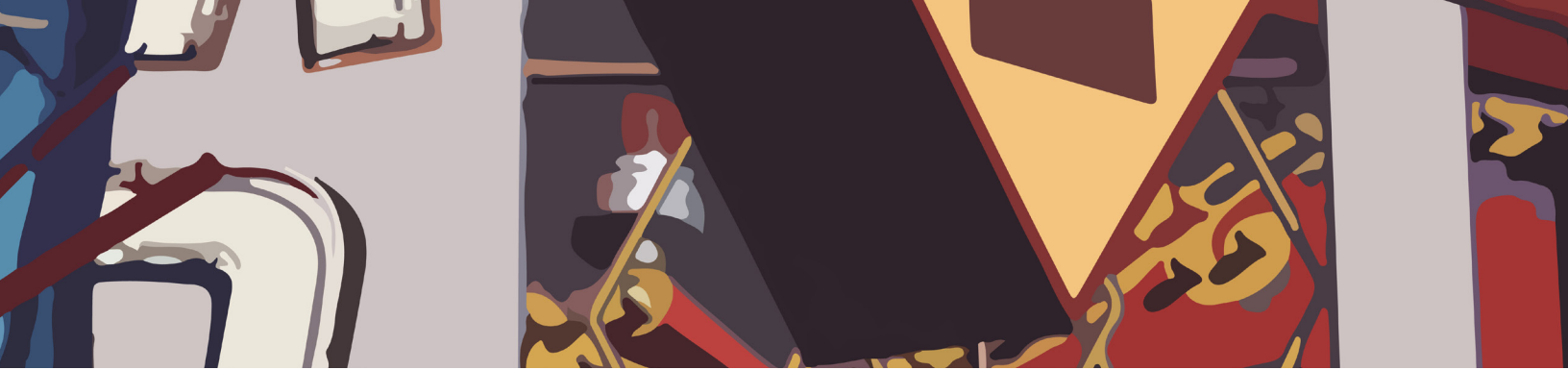
Nevada Public Radio serves a region that is iconic and distinctive. Our geography includes the grandeur of red rocks and the Mohave Desert and the allure of the Las Vegas Strip. More often than not, Nevadans have chosen to make this region home. As of 2017 NVPR continued our expansion to become a statewide broadcaster with the acquisition of FM signal in Reno and Carson City. Our broadcast content now reaches a region defined by the Sierras and Reno's economic renaissance. Reflecting the diversity of our region goes beyond the applicable laws around gender, religious affiliation, sexual orientation, age, veteran status, ability, or genetic predisposition. For NVPR it also includes our rural non-urban audiences and those with who seek out our content through non-traditional public media outlets. We are committed to attracting and retaining audiences who are new to public media yet resonate with the core values expressed in the excellence of our content and the independent nature of our media organization.

We will reflect the diversity of the communities we serve and the audiences we attract:

- Through our governing and community advisory boards
- Through our hiring practices, workplace culture and executive leadership; and by:
- The acquisition and creation of content on air, online and in print
- The practice of original journalism and content creation in story selection, sourcing, and production
- Creating points of connection in person and online
- Participating in the life of the community and elevating philanthropy by leveraging our public media assets
- Facilitating sustainability and success through corporate partnerships and sponsorship
- Inviting and nurturing individual support from those who choose our media services
- Making business decisions with companies, foundations and organizations aligned with shared values as described above when all other factors are equal
- Using the resources available to us through our local and national affiliations to build on our efforts over time
- Recognizing and celebrating milestones in our efforts

DIVERSITY GOAL:

Nevada Public Radio will document and measure annual progress toward the dimensions of diversity outlined in our statement and report to the NVPR Board and to the public in our Annual Report. On October 23, 2014, Nevada Public Radio received a quorum of votes via electronic communication to approve the NVPR Diversity Statement and Goal as written.



NEVADA PUBLIC RADIO DIVERSITY REPORT 2021

HUMAN RESOURCES

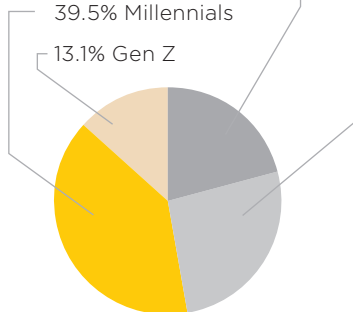
All positions hired in the last 12 months have received our usual focused attention to recruitment via avenues that will reach diverse candidates. Identification of recruitment efforts are documented in the 2021 FCC EEO report posted on the NVPR website. This will showcase positions hired from June 1, 2020- May 31, 2021. Those hired from June 1, 2021-May 30, 2022 will be published in our 2022 FCC EEO report that will be on our website in June 2022.

As of November 2021 NVPR, total employees = 38

52.6% Male
47.4% Female
65.7% White
13.2% Hispanic
10.5% Two or More Races
5.3% Black
5.3% Asian

Median age: 40

21.1% Baby Boomers
26.3% Generation X
39.5% Millennials
13.1% Gen Z



NEWS

Building diversity in our broadcast audience has been a challenging process during the COVID-19 pandemic, as standard patterns of radio listening have only slowly been coming back. We've also seen a general trend away from listening to radio news/talk; all news/talk radio stations in Las Vegas have lost audience since the onset of the pandemic. The following audience statistics (for news and classical music combined) are presented with that in mind.

- 25-54 year-old listeners
 - FY20:** 46.6% of our audience.
 - Target year end goal: 50%
 - FY21:** News 46.4%
 - both stations 44.4%
- Total weekly audience goal by end of FY20: 160,000.
 - o FY21: news 94,100; both stations 117,000
- Black & Hispanic audience goal: 30% of total audience.
 - o FY20: 25.8%
 - o FY21: KNPR 29.5%
 - o both stations 29.7%

It continues to be the case that the COVID-19 pandemic has rendered all but meaningless the audience goals we put into place beginning four+ years ago.

MARKETING

Since airing our **Race and Racism in Nevada** series in 2020 we have continued to increase our investment in marketing and promotion of journalism and cultural content that offer diverse perspectives on important issues. We further diversified content across our digital channels with **Native Nevada**, our series on the perseverance of Nevada's Indigenous Peoples, which included an awareness campaign that involved reaching out directly to many of Nevada's reservations, bands, colonies, and community councils. Those efforts will continue with **Exit Spring Mountain**, which shares stories by and for the Asian American and Pacific Islander communities in Southern Nevada. NPR-produced content, including **Snap Judgment**, **It's Been A Minute With Sam Sanders**, **Code Switch**, and **Louder Than A Riot** all offer diverse voices and storytelling and continue to be an essential part of our digital and social media content plan in 2022.



NEVADA PUBLIC RADIO DIVERSITY REPORT 2021

STATE OF NEVADA

Las Vegas is one of the most diverse cities in the country, one of the first minority-majority cities in the U.S. Our program State of Nevada is moving in a way reflective of the city's demographics.

In Fiscal 2020-2021:

420

Total number
of segments
produced

197

Number of segments
produced with
diverse topics

257

Number of segments
produced with
diverse guests

147

Number of segments
produced including both
diverse topics
and guests

**To look at this
from a percentage
perspective:**

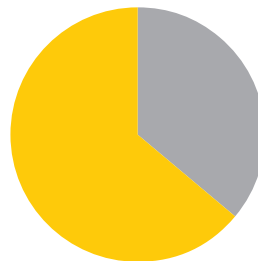
47%

of segments included
diverse topics



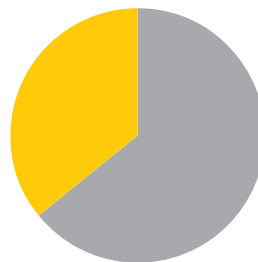
64%

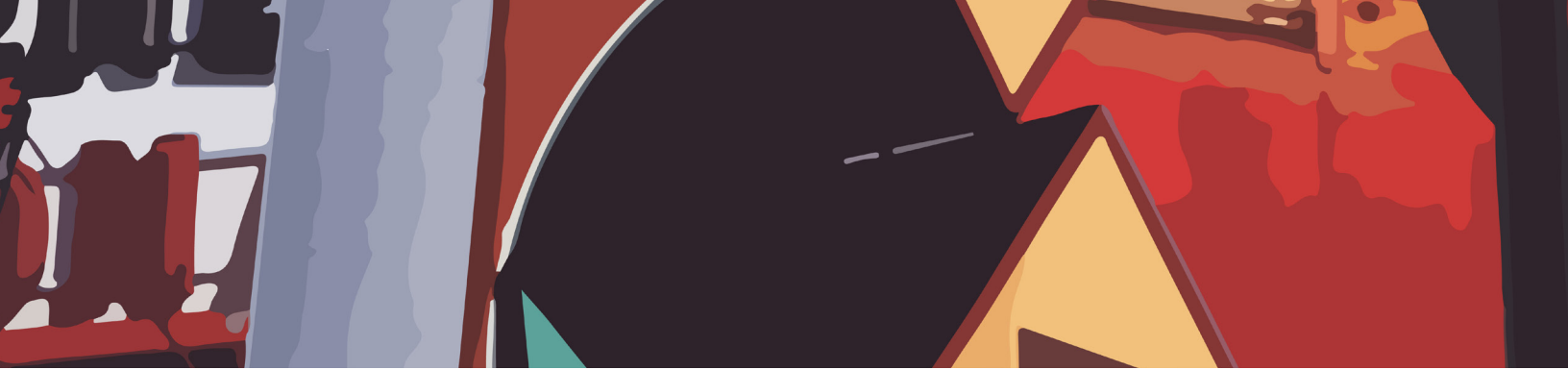
of segments included
diverse guests



36%

of segments included both
diverse guests and topics





DESERT COMPANION

In 2021, Desert Companion strove to build on its earlier efforts to diversify both its coverage and its editorial pool. Numerous flagship feature packages and other human-interest stories published in 2021 reflect this. In terms of coverage, a number of stories sought to bring attention to communities that have typically been undercovered in local print journalism. In our Spring 2021 issue, we profiled Emily Matview, a punk music scene impresario and trans woman who operates a popular website; the story sensitively explored the tensions and dynamics between the aggressive punk rock culture she grew up in and contemporary sensibilities about tolerance and acceptance of trans people. The story's reporting and language was informed by guidelines set out by organizations such as the Trans Journalists Association, the Columbia Journalism Review, and the Nieman Journalism Lab.

Other stories, written in tandem with "KNPR's State of Nevada" podcast "Native Nevada" covering Indigenous peoples, brought attention to Indigenous communities in Nevada. Our Spring 2021 story "River Justice" was about a river cleanup program in the Sparks/Reno area led by area Indigenous tribes. However, we also ensured a certain sensitivity and depth of cover by enlisting an Indigenous writer and photographer to report the story. The story's writer, Avory Wyatt, is Wašiw and Numu, and grew up on the Hungry Valley Reservation in Sparks. He's a land defender, water protector, and social justice activist who has worked closely with both Indigenous and non-Indigenous communities. Photographer Jarrette Werk is A'aniih and Nakoda from Fort Belknap, Montana, and has been living in Northern Nevada since 2014. He's an independent journalist and photographer who focuses on rewriting the narrative of Indigenous Peoples within the media. Wyatt and Werk also served as assistant producers for KNPR's Native Nevada podcast.

The cover feature of the Spring 2021 highlighted the winners of our "Focus on Nevada" photo contest. The contest is open to everyone, from student photographers to professionals, and this year we were pleased that roughly 50 percent of the honorees entered as students/amateurs, which is a positive reflection of our continued outreach to younger readers. The Spring 2021 issue also included a robust survey of the drag scene in Las Vegas, and how its increasing popularity reflects increasing tolerance of the LGBTQ community.

Our Fall 2021 issue is our Fall Culture Guide in which we highlight the fall season's numerous cultural events and also feature promising artists, musicians, dancers, writers, and filmmakers in the Las Vegas Valley whose rising profiles make them "ones to watch." This year, we were particularly cognizant of reflecting the city's diversity, and the package included artists from the trans community, the Black community, and the Asian community.

Finally, our Winter 2021 issue featured a lengthy interview with Elena Brokaw, whose work reflects on her father, a political activist in Guatemala who was murdered by the government. In an interview with writer José Roach Orduña (who himself has written extensively on the immigrant experience in America), the story explored not just the function of art as memorial but also shined a spotlight the often tragic backstories that immigrants from Latin America must incorporate into their personal narratives and identities as Americans.

UNDERWRITING

Our corporate support team regularly engages with local Chambers of Commerce that serve the diverse communities of our metropolitan and rural coverage area. NVPR is a sponsor of many events that speak to inclusion, education, and diverse populations, including: The Gay and Lesbian Center's Annual Honorarium, The Las Vegas Global Economic Alliance's annual "Perspective" and "Vista" presentations, UNLV's Education Summit, Human Rights Campaign Annual Gala, Vegas Chamber of Commerce's annual Installation Luncheon, and many others.

NEVADA PUBLIC RADIO STAFF, FY20-21

EXECUTIVE

Jerry Nadal
President & CEO

ACCOUNTING

Shirley Cohen-Matthew
Director of Finance

Michael Martinez
*Accounts Receivable/Accounts
Payable Coordinator*

ADMINISTRATION

Andrea Wellborn
Administrative Manager

Christina Petras
Receptionist/Administrative Assistant

BROADCAST OPERATIONS

Phil Burger
Director of Broadcast Operations

Rachel Christiansen
Broadcast Operations Manager

Marc Boozer
IT Manager

Danielle Branton
Web Content Coordinator

DESERT COMPANION

Andrew Kiraly
Editor

Scott Dickensheets
Deputy Editor

Heidi Kyser
Senior Writer and Producer

Christopher Smith
Art Director

Scott Lien
Senior Designer

Nick Barnette
Intern

Rachel Wilson
Intern

HUMAN RESOURCES

Ashleigh Lake
Human Resources Manager

MARKETING

Donovan Resh
Marketing Manager

MEMBER AND CORPORATE SUPPORT

Favian Perez
Senior Director of Revenue

Lisa Kelly
Director of Development

Caitlin Foley
Donor Relations Manager

Amanda Edwardson
Member Relations Coordinator

James Burgett
Development Specialist

Nick Smith
Development Specialist

Madeson Moritz
Development Associate

Markus Van't Hul
Major Account Manager

Kim Trevino
*Account Executive and
Distribution/Events Coordinator*

Susan Henry
Account Executive

Justine Spencer
Account Executive

Crystal Jepson
Sales Coordinator

KNPR NEWS

Joe Schoenmann
News Director

Rachel Christiansen
Senior Producer

Kristen Kidman
Senior Producer

Dave Berns
Producer

Mike Prevatt
Producer

Doug Puppel
Producer and Online Editor

Zachary Green
Coordinating Producer

Natalie Cullen
Online Editor

Bert Johnson
Northern Nevada Legislative Reporter

Nate Hegyi
Mountain West News Bureau Reporter

Christopher Alvarez-Aguilar
SoN Intern and Podcast Editor, part-time

PROGRAMMING

Dave Becker
Director of Programming

Rick Andrews
Announcer/Producer

Jay Bartos
Announcer/Producer

Nikole Robinson Carroll
Announcer/Producer

Briana Joseph
Announcer/Producer

Talitha Burris
Announcer, part-time

Yvette Fernandez
Announcer, part-time

Nicholas Seemann
Announcer, part-time

N

P

R

89.7 KCNV
ssical

MUSIC

NEWS

DESERT

88.9

SON



NEVADA PUBLIC RADIO BOARD OF DIRECTORS, FY20-21

PRESIDENT EMERITUS LAMAR MARCHESE

OFFICERS

Richard Dreitzer, Chair	Director, Fennemore
Don Hamrick, Vice-Chair	President of Nevada Operations, Chapman Automotive Group
Kathleen M. Nylen, Treasurer	Retired
Jerry Nadal, Secretary	NVPR President & CEO

DIRECTORS:

Nehme E. Abouzeid	Vice President, Bally's Interactive
Craig Billings	CEO, Wynn Resorts
Robert C. Glaser	VP & Senior Director BNY Mellon Wealth Management
William Grounds	President, Burraneer Capital Advisors
Daniel W. Hamilton	
Gavin Isaacs	Consultant
Fred J. Keeton	Principal, Keeton Iconoclast Consulting, LLC
Amanda Moore-Saunders	SVP Las Vegas Residencies, Live Nation

DIRECTORS EMERITI

Cynthia Alexander	Member, Dickinson Wright, PLLC
Dave Cabral	President, Business Finance Corp.
Louis Castle	Head of Studios, Amazon Games Seattle
Patrick N. Chapin	Attorney & Counselor at Law
Elizabeth "Betsy" Fretwell	SVP of Switch Cities
John Klai	Founding Principal, Klai Juba Wald Architects
Chris Murray	President, Avissa
Jerry Nadal	President & CEO, Nevada Public Radio
Bill Noonan	Principal Consultant, William J. Noonan Consulting
Anthony J. Pearl	General Counsel & Chief Compliance Officer, The Cosmopolitan of Las Vegas
Mark Ricciardi	Regional Managing Partner Las Vegas, Fisher Phillips
Mickey Roemer	President, Roemer Gaming
Tim Wong	President & CEO, Arcata Associates

NEVADA PUBLIC RADIO COMMUNITY ADVISORY BOARD MEMBERS, FY20-21

Anthony Pearl, Chair	General Counsel & Chief Compliance Officer, The Cosmopolitan of Las Vegas
Dave Cabral	President, Business Finance Corp.
Angela Castro	Chief Strategy, Policy & Marketing Officer, Regional Transportation Commission of Southern Nevada (RTC)
Dennis Cobb	President, DCC Group
Jose Davalos	Graphic Design Specialist, Klai Juba Wald Architects
Adriana Gonorazky, P.E., S.E.,	Vice-President, INNOVA Technologies Inc.
Carolyn Goodman	Mayor of the City of Las Vegas
Marilyn Gubler	Owner/Boss Lady, GK Enterprises and Sandy Valley Ranch
Dan Hill	Hill Firm Lawyers
Megan Jones	Partner, Hilltop Public Solutions
Tony Manfredi	Executive Director, Nevada Arts Council
Jenna Morton	Morton Group
Sabra Smith Newby	Vice President of Government and Community Affairs, UNLV
Richard Plaster	President, Signature Homes
Kim Russel	Program Manager for the Education & Outreach Dep, The Smith Center for the Performing Arts
Candy Schneider	VP of Education & Outreach, The Smith Center for the Performing Arts
Howard Skolnik	Consultant, Securus Technologies
Stephanie Smith	Retired
Bob Stoldal	Journalist-Historian
Kate Turner-Whiteley	VP of Corporate Communications & Production, Caesars Entertainment
Brent Wright	CEO, Wright Engineers

NEVADA PUBLIC RADIO®

an  member

1289 South Torrey Pines Drive
Las Vegas, Nevada 89146

(702) 258-9895
NevadaPublicRadio.org