



IOWA
PUBLIC
RADIO

2021 ANNUAL REPORT



A YEAR OF ADAPTATION



Myrna Johnson
Executive Director



Robert Downer
Board Chair

In a year dominated by the pandemic, we all learned to adapt. Restrictions, precautions and guidelines changed rapidly and we embraced the “new normal” at each step. At Iowa Public Radio, we adapted to different work situations, a torrent of new and evolving information, and altered funding streams — all while keeping pace with a blistering news cycle.

We responded by changing how we work together to keep the way you hear IPR *unchanged*. And we found new ways to keep you informed with regular coronavirus updates, coverage of an unprecedented election and all the latest news in the *Daily Digest*.

Amidst all this, **YOU**, our members, responded in a big way! Your support covered the immediate loss of \$875,000 in annual funding and led to **a record \$5 million** raised from our members! Your generosity allowed us to operate without interruption and gave us the chance to plan a path forward.

Thank you for stepping up in this time of uncertainty. We appreciate all of you who maintained your annual or monthly support, increased when you could or made additional gifts.

As we turn our calendars to 2022, we're excited to celebrate 100 years of broadcasting in Iowa and finalize plans for a stronger future for IPR.

Stay tuned!

YOUR SUPPORT MAKES THIS POSSIBLE



206,050

Weekly Radio Listeners



8,339

Monthly Mobile App Users



114,108

Monthly Stream Listeners



19,602

Daily Digest Subscribers



29,632

Monthly Podcast Users



100,217

Monthly Website Visitors

THE YEAR IN STORIES

“IN AN OCEAN OF DISINFORMATION, IPR IS MY LIGHTHOUSE.”
— CHRIS IN IOWA CITY



THE MUSIC PLAYED ON



There was no shortage of significant stories in FY21. The IPR News team’s reporting netted six awards for excellence in journalism.

THE PANDEMIC

Nothing impacted Iowans more than the coronavirus last year. Our News team tracked the daily info you needed to make safe decisions, shared the stories of people affected by the coronavirus, and talked to those fighting it on the frontlines. We also covered [all the issues that rose out of the pandemic](#), from school districts trying to keep their students and staff safe to the information the state government used to make decisions.

THE DERECHO

In the midst of the pandemic, Iowa was hit with the costliest thunderstorm event in U.S. history. IPR was on the ground covering the devastation, with Kate Payne winning a *Regional Edward R. Murrow Award* for her [coverage on the aftermath of the derecho](#).

Live events disappeared and were slow to return. Like others in the industry, IPR found creative ways to bring the live experience directly to listeners digitally.

JUNETEENTH: THE MOVEMENT

The Studio One team partnered with Iowa PBS and xBk to hold a two-hour [live television, radio and digital event](#) celebrating the Juneteenth holiday by highlighting the artistry of Iowa’s Black community and culture.

THE ELECTION

Our fiscal year also began in the middle of an election year. We covered Iowa’s races for one Senate seat and four congressional seats, interviewing candidates along the way. Our reporters looked into [the most important issues in each race](#) and brought you the results on election night.

THE RACIAL JUSTICE MOVEMENT

Although the protests following George Floyd’s murder had subsided, [racial justice had a consistent presence](#) throughout the past year. IPR News produced a seven-part series on the history of systemic racism in Iowa and the impact that legacy has on us today. Around the one-year anniversary of the protests, we heard from Black Lives Matter activists and Iowa communities on what was accomplished and what work remains.

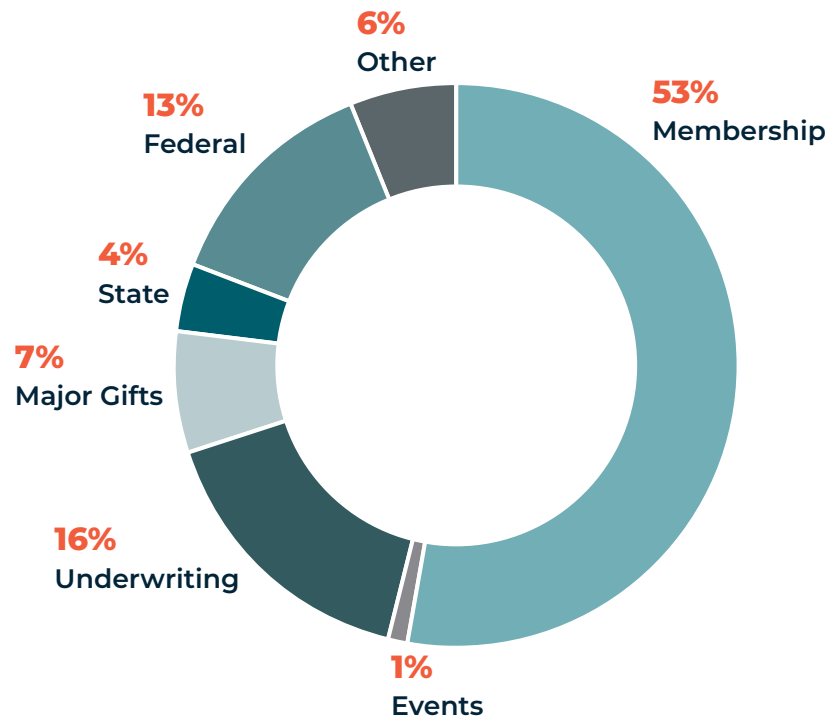
CLASSICAL “HOUSE CALLS”

With performances suspended, Classical Music Host Barney Sherman launched a pandemic pop-up series to connect listeners to Iowa’s musicians. Throughout the year, he made 44 “house calls” to classical artists, giving each musician a chance to play DJ and choose their favorite classical recording and explain why they loved it.

THE FINANCIAL PICTURE

Thanks to your support and generosity of our members in a trying year, we raised a record

\$5 million!



ASSETS

Cash	\$5,301,803
Operating Endowment	\$6,530
Accounts Receivable	\$225,299
Prepaid Expenses	\$143,044
Investments	\$2,726,157
Inventory	\$47,320
Capital Assets	\$4,191,992
Total Assets	\$12,642,145

LIABILITIES & NET POSITION

Accounts Payable	\$146,758
Prepaid Revenue	\$155,186
Accrued Compensation	\$495,308
Total Liabilities	\$797,252
Invested in Capital Assets	\$4,191,992
Restricted	\$2,153,167
Unrestricted	\$5,499,734
Total Net Position	\$11,844,893
Total Liabilities & Net Position	\$12,642,145

REVENUES

Development	\$7,398,029
State of Iowa	\$345,669
Federal	\$1,231,851
Other	\$637,102
Total Revenues	\$9,612,651

EXPENSES

Program Services	\$5,509,267
Support Services	\$2,431,295
Depreciation	\$417,084
Total Expenses	\$8,357,646

Change in Net Position	\$1,255,055
Net Position (Beginning of Year)	\$10,589,887
Net Position (End of Year)	\$11,844,893

BOARD OF DIRECTORS

Robert Downer
Chair
Warren Madden
Vice Chair
Nora Everett
Treasurer

Julie Monson
Secretary
Jeneane Beck
Katie Byers
Lijun Chadima
Steve Firman

Jacy Johnson
Mary Kramer
Zachary Mannheimer
Cassie Mathes
Hellen Miller

Doug Moore
Mary Rayburn
Greg Schnirring
Marsha Ternus
Douglas West



A LOOK AHEAD

“PUBLIC RADIO HAS BEEN MY ROCK, MY GUIDING LIGHT THROUGH ALL THE CONFUSION AND FEAR OF THE LAST YEAR. THANK YOU.”

— PAULINE IN PRAIRIE CITY

“EVEN THOUGH THIS PAST YEAR HAS BEEN A ROLLER COASTER FOR OUR FAMILY AND COMMUNITY, IPR HAS BEEN A RELIABLE FRIEND AND RESOURCE THROUGH ALL OF THE CHAOS!”

— KELSEY IN DES MOINES

THANK YOU

With 2021 in the rearview mirror, our eyes are fully focused on the bright future ahead. There's much to look forward to as the calendar turns.

CENTENNIAL CELEBRATIONS

WOI and WSUI, our flagship stations in Ames and Iowa City, were two of the first 100 stations in the United States to receive FCC licenses in 1922. In the coming year, we'll celebrate their unique history — from the first experiments with radio waves to the listening experience you enjoy today.

EXPANDED NEWS COVERAGE

Many important issues go unreported or undercovered. Through our partnership in the new NPR Midwest Newsroom, you'll hear and read more investigative reporting on the topics that matter in Iowa and throughout the Heartland. The newsroom is now fully-staffed with the help of a generous three-year grant.

STRATEGIC SHIFTS

2022 marks the end of our current strategic plan. Leadership is currently working to update the plan, with a focus on developing more diversity, equity and inclusion initiatives, and creating goals for our service to our listeners statewide.

DIFFERENT VOICES

New voices appeared on the air this fall, while others went unheard:

Dennis Reese, our usual mid-day host, took a break while the Iowa City studio was down for upgrades. His return to the air is short, as he plans to retire in February 2022.

Host **Pat Blank** retired after 26 years of hosting *All Things Considered* and 35 years at Iowa Public Radio.

Catherine Wheeler took her place and has quickly found her stride.

Reporters **Amy Mayer** and **Kate Payne** relocated for new opportunities recently. We've since welcomed a new Western Iowa reporter, **Kendall Crawford**.

You support makes this possible. Thank you for your help in keeping public radio strong in Iowa!