

Creating *Extraordinary* Moments





There are a million hustled, bustled,  
busy ordinary moments in the day.

And then suddenly, over the airwaves,  
there are *extraordinary ones.*

It's a late drive home. Your mind is brimming with all the events of the day, compounded by the countless to-do list items you are telling yourself you can't forget. Then the familiar, mellow voice of Terry Gross stops the humming in your head with her compelling interview of an interesting figure. A character who, until that very moment, you didn't realize would recount a story or share an insight you crave to hear.

Before you know it, your 40-minute commute feels like five minutes as you turn into your driveway. But you can't get out of the car. Not until you hear the end of NPR's "Fresh Air." Somehow, the countless to do's and events of the day don't seem so monumental. The garage door is a terrific view.

Earlier that evening, someone across town just had a phenomenal day. She can't wait to get home and share the news. For her, there isn't a more fitting celebration than listening to the pure joy that seems to burst from the composition

playing during the "Five O'Clock Bach" segment. She finds herself absorbed in the music, imagining herself at a concert hall and visualizing each instrument as the sound reverberates in her car.

On this same day, fate introduces a gifted 11-year-old, Ellington Jenkins, and an instrument donor, Turpin Rose. Jenkins was just accepted to the Denver School of the Arts but is playing a clarinet far below his ability. Rose is a fan of both classical and jazz and once saw his favorite clarinetist, Benny Goodman, perform with Duke Ellington. Warmth fills the room when Rose and Jenkins meet at Colorado Public Radio. Rose beams at the idea of a student named after the Duke playing his clarinet.

An ordinary day just became  
*extraordinary.*

You helped us create these extraordinary moments by listening to, engaging with and ultimately supporting Colorado Public Radio. In each one of these moments,

you are fulfilling our mission to enlighten, entertain and inform the Colorado community.

Each one is special in its own way. Together, they make up the extraordinary legacy of our year.

## You Helped Us Create So Many Extraordinary Moments

**Together, they form a truly remarkable year and an exceptional tribute to our 40<sup>th</sup> anniversary at Colorado Public Radio.**

We feel both grateful and humble as we reflect on each of the extraordinary moments that mark our 40<sup>th</sup> anniversary at Colorado Public Radio. Grateful because we celebrate four decades of outstanding programming, and humble because of the countless listeners, businesses and foundations that made it all possible.

One of our most satisfying moments was recognizing an unprecedented growth in donors. That means we are successfully reflecting our listeners' values. We satisfy curiosities and make sense of a world that's inundated with information. We deliver a balance of perspectives through in-depth news and music you can't find anywhere else.

**The philosophy behind the moments.** Students launched Colorado Public Radio in 1970 on the University of Denver campus because they wanted to elevate the discussion about important issues. The same founding philosophy to provide listeners with balanced reporting and an engaging repertoire of music still applies today. What has changed since then is the media landscape, a troubled economy and disappearing sources of trustworthy journalism. We are proud that Colorado Public Radio has never been more committed to providing intelligent and credible news coverage.

**The art of the moment.** We have worked hard to make the arts accessible. We created the Annual Instrument Drive and delivered our first live broadcast from the historic Central City Opera House, introducing many memorable moments for listeners this year. The Annual Instrument Drive exceeded all expectations, generating more than 1,300 instruments and serving thousands of music students for years to come. The live broadcast brought "Carmen" into our homes. It gave many listeners an appreciation for a lively and soulful performance they might not otherwise have heard.

**The moments of discovery.** This year, we created an unprecedented opportunity for musical discovery as we launched preparations for the new contemporary music station, OpenAir, on 1340 AM. This service promises to expand our audience by broadcasting new artists and bands that stretch the imagination, while incorporating the legendary sounds that inspire them.

**A moment of thanks.** We would like to thank every staff member at Colorado Public Radio for their steadfast commitment to fulfilling our mission. We are grateful as well to the passionate Board of Directors who provide essential leadership to our organization and the Community Advisory Board for its vision in programming. Without this ensemble of nonprofit leaders, Colorado Public Radio wouldn't be the accomplished organization it is today.



**Max Wycisk**  
*President*  
Colorado Public Radio



**Warren Olsen**  
*Board of Directors Chair*  
Colorado Public Radio



# Driveway moments

## MOMENTS THAT SATISFY CURIOSITY

Incredible support expands our regional news efforts

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It's not enough to offer news programs you love like the BBC, NPR's "Morning Edition" and "All Things Considered." Colorado Public Radio has a fierce commitment to delivering in-depth Colorado news that's essential to the quality of life in our state. This insightful context our listeners have come to expect is built upon our understanding that there are more than two sides to any story. We explore all possible views on an issue to inform your decision making.



Host, producers and reporters of CPR's award-winning interview program, "Colorado Matters."

### Award-winning journalism.

We have you to thank for being in the curiosity business. It's one that we're passionate about, and others recognize it in our reporting and producing. The Colorado Associated Press Broadcasters Association (CAPBA) honored Colorado Public Radio with four awards this year:

- "Colorado Matters" host Ryan Warner won first place for documentary for an in-depth discussion with Army Staff

Sergeant Ian Newland about his experiences as a soldier during the Iraq War.

- General assignment reporter Megan Verlee received first place in general reporting for her five-part series on the legislative process, "Biography of a Bill."
- Health reporter Eric Whitney won second place in investigative reporting for his story, "Doctors and Drug Company Money."
- Reporter Zachary Barr won second place in the feature category for his story, "Treating Autism with Marijuana," which examined parents' controversial attempts to treat autistic children.

### Putting the "public" in radio.

Among the first to pilot this new resource, Colorado Public Radio's Public Insight Network (PIN) is an online tool where listeners contribute their expertise. Minnesota Public Radio and American Public

Media created the Public Insight Network, and CPR was quick to adopt this innovative strategy for engaging the Colorado community in emerging news stories. Thanks to donor support, CPR hired pioneering multimedia journalist Lee Hill to oversee this powerful tool. Information gathered from PIN deepens CPR's research capabilities by providing reporters with additional sources to shape and diversify the perspectives in their stories.

**Making sense of health care.** An increased awareness among Coloradans about health issues calls for more intelligent discussion. In-depth news coverage plays an essential role in advancing our understanding of policy and personal health. We are grateful to The Colorado Health Foundation for continuing to fund our health reporter, Eric Whitney. He is dedicated to making sense of all the moving parts related to health care policy and reform, the business of health and our economy, and your personal care.

### Examining issues in education.

Generous grants from Gates Family Foundation and The Piton Foundation to fund a new education reporter reaffirm our mission to enlighten and inform. Veteran journalist Jenny Brundin was recently hired to cover the multitude of educational issues we care deeply about in Colorado, such as funding, class sizes and student/teacher performance measurement.

**Featuring the national programs you love.** Favorites like "Fresh Air," "Radio Lab" and "This American Life" deliver a rich variety of intelligent and entertaining programming. Our listeners tell us they appreciate the unique human quality of these services as well as the humor and inspiration behind each broadcast.

# Inspirational moments

## MOMENTS THAT BRING ART TO LIFE

Overwhelming donor support boosts classical schedule

A complete classical music education is waiting for you with the touch of a dial, thanks to the outstanding support of so many Colorado listeners. Whether classical music is your faithful companion or your release from a frenetic day, Colorado Public Radio brings to life the revolutionary and independent composers whose music is a touchstone for the human spirit.

**Delivering expertise and programming variety.** Experts and first-time listeners alike were moved by more than 40,000 pieces aired last year on CPR's classical music service. Each piece is selected by a musical team sharing years of experience and a passion for choosing music that inspires audiences. In Schubert's day, you might have hitched up the horses or walked miles to the nearest concert hall to rejoice in his music. Today, Colorado Public Radio listeners revel in hundreds of years of humanity, articulated by new

and old, foreign and local composers and performers—all within reach of a button.

**Location, location, location.** Above and beyond the enormous repertoire aired last year, CPR expanded the "Colorado Spotlight" program to six days per week, including a two-hour Sunday evening show. More than 300 pieces aired from local musical performances in Colorado, featuring Aspen Music Festival, Bravo! Vail, the Colorado Music Festival and more.

**Live from Colorado.** On July 25, 2011, Colorado Public Radio hosted its first-ever live broadcast from the historic Central City Opera House, the fifth oldest opera company in the country. Listeners enjoyed Georges Bizet's "Carmen" and could imagine sitting in the opera house's storied red velvet seats. Hosts Charley Samson and Monika Vischer presented the opera, backstage interviews with performers and insightful

commentary from behind the scenes.

Live broadcast events are a terrific means for connecting listeners to renowned musical performances throughout Colorado. Live performances from the Colorado Symphony, the complete Opera Colorado season, and the Aspen Music Festival lit up the classical programming schedule.

**Special Programs.** Colorado Public Radio's classical team loves to play your favorite pieces and blend them with choices that surprise and delight. Our exhaustive on-site classical music library is the largest in Colorado and highlighted every year by national broadcasts like the exceptional Metropolitan Opera and "Last Night of the Proms." Our vast music selection also features special programs like Listeners' Choice Weekend, Holiday "Sacred Classics" with Colorado composers and performers, and the Colorado Children's Chorale Holiday Concert.



CPR's President Max Wycisk and Classical Host Monika Vischer greet the audience in Boettcher Concert Hall, introducing a live broadcast of the Colorado Symphony.

Photo by Todd Rosenberg, December 2009.



# Pioneering moments

## MOMENTS THAT FUEL MUSICAL DISCOVERY

Opportunity Fund advances programming and captures new listeners

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Colorado Public Radio's new contemporary music station, OpenAir, seems to break all the rules, but Program Director Mike Flanagan would argue that today's musicians are no different than the Beethoven or Bach of their day. Thanks to the foresight of generous donors who have contributed to the Opportunity Fund with a bequest or planned gift, Colorado Public Radio began broadcasting OpenAir on 1340 AM in Denver and online at [www.openaircpr.org](http://www.openaircpr.org) beginning in the fall of 2011.

**Expand on the mission.** Strategic plans to repurpose the AM station for OpenAir began to form a year ago when CPR took the opportunity to advance its mission by exploring this new service. The focus is new music from the past 15 years with a Colorado perspective for listeners who want to discover and explore new and meaningful music.

**Blend technology and tradition.** CPR was fortunate to have the infrastructure already in place for this new venture—sound booths, audio equipment and a state-of-the-art performance studio. The only surprising line item on the new station budget was two turntables. Why? Many small music labels release their music on vinyl because they like the sound. But don't let the vinyl fool you. Technology has revolutionized how this music thrives today. These new musicians play to packed houses. They

can promote their sound successfully on the Internet, selling vinyl records, CDs and digital downloads along the way. Traditionally, a genre may have been served by two or three well-known bands; now, we have literally hundreds of acts pioneering more sub-genres, and OpenAir is leading musical discovery for Colorado.



OpenAir's team of music enthusiasts explores new ideas, new bands and new sounds with a Colorado perspective.

**Who are the musicians?** OpenAir features artists who are fiercely dedicated to breaking new ground with their music while giving a nod to the legends who preceded them. While some of the band names feel like they've been read from a word scramble, such as Devotchka, Porlolo, and Tinariwen, true fans will swear the music pays homage to some of the most influential bands of all time. OpenAir is full of surprises to keep listeners learning and tuned in.

**Listeners and learners.** Much like the musicians, OpenAir listeners are deeply committed students of musical discovery, while past influences are at the crux of their experience. These influences reflect many past genres, playing out as a mixture of rock, country, soul, folk, world, roots and blues. OpenAir's focus is to provide a comprehensive music experience and a musical destination complete with interviews, exclusive previews, vinyl classics and much more.

# Pull-your-heartstring moments

## MOMENTS OF UNSURPASSED GENEROSITY

Listeners donate an astounding 1,300 instruments to music students

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Donors throughout the state broke the sound barrier for hundreds of deserving elementary and middle school music students this year. Listeners gave their gently-used instruments to CPR's Annual Instrument Drive where more than \$500,000 in instruments were reconditioned and given to school children who wouldn't otherwise have an opportunity to learn music.

"Coloradans donated flutes, clarinets, trumpets, violins, and other band and orchestra instruments, ensuring that thousands of students can participate in music education programs this year and for many years to come," said Community Programs Director Steve Blatt.

**Match instruments with worthy musicians.** To date, more than 40 schools throughout Colorado received instruments for their students who may pair up with a violin or flute for the first time. Many schools successfully re-launched entire music programs because of the donated instruments. Freed Middle School in Pueblo, Colorado, received eight cellos, eight violins and two alto saxophones as a result of CPR's annual instrument drive. Freed's band teacher, Brad Schoolland, says the donated instruments played an integral part in Freed's efforts to revive the orchestra that hadn't been offered for the last two years. With cellos typically costing \$500-\$1,000, an orchestra was out of the question. Now there are 35 music students



A fifth grader from Barney Ford Elementary warms up a donated instrument for a recording in CPR's studio. Photo by The Denver Post.

enrolled in two orchestra classes at Freed Elementary. These instruments will serve hundreds of future aspiring musicians for years to come.

**Mission accomplished.** Preserving music education in the midst of declining school budgets is an integral part of CPR's mission, and we were inspired by our listeners' generosity in supporting this endeavor. With the assistance of the Mr. Holland's Opus Foundation and Executive Director Felice Mancini, CPR applied the foundation's vetting process to identify schools that could sustain a viable music program. According to Mancini, many organizations have sponsored events to help put more instruments into schools, but CPR's astounding results captured the power of radio and community partnerships.

**Do the math.** We set a goal of 500 instruments and listeners responded with more than 1,300 instruments. Rather than moving from one closet to another, each instrument is refurbished and placed with a school music program where it can be played for 10 to 20 years if cared for properly. Thousands of children are impacted by this program. Playing an instrument not only heightens their appreciation for music, but enhances critical thinking, creative abilities and academic performance.

**Key players.** As with any marvelously successful community program, it wasn't possible without the faithful support of key players such as the Colorado Institute of Musical Instrument Technology (CIOMIT). When the instruments began to pour in well past the expected 500, CIOMIT kept up with reconditioning, repairing, appraising and picking up every donated instrument. CPR also appreciated the support of cultural and educational partners who helped promote the drive, music stores that served as drop-off points for instruments, and the generous individuals and foundations that contributed to the instrument repair fund.

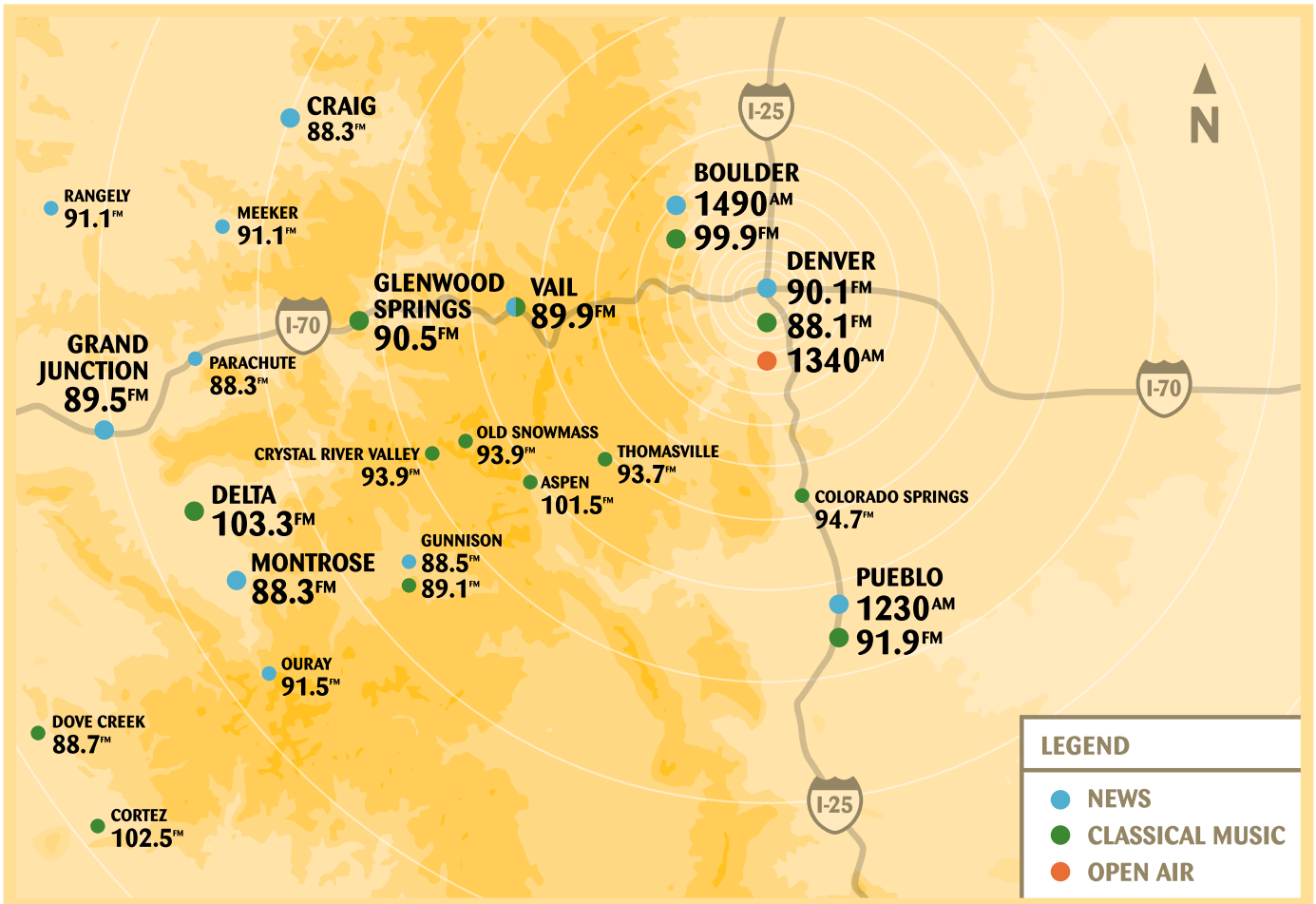
# Proud moments

## MOMENTS WHEN YOU TELL YOUR FRIENDS TO LISTEN

Thank you for the phenomenal growth in listenership

Listeners have made us who we are today. Colorado Public Radio has grown from a single station to a three-service statewide network, reaching about 475,000\* people every week. The reason? We believe our services directly reflect a community that is engaged, connected and committed to a more complete

understanding of the world. Our loyal listeners share a concern for the community. They desire to be lifelong learners through insightful news coverage as well as exploration of artful music.



\*Source: Arbitron, 2011

# Legacy moments

## MOMENTS THAT TURN INTO DECADES

Hearing is believing for Legacy Partners

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It started one Saturday afternoon after Monica Burkhardt finished vacuuming. She could hear Garrison Keillor's unmistakable gentle charm during her weekend chores and felt inspired to pick up the phone and make her first pledge to Colorado Public Radio. That inspiration continued to grow and years later, Monica would find herself on the other side of that conversation, serving as a CPR volunteer during pledge drives. Today, Monica's commitment is reflected in her decision to support CPR through her estate plans and becoming a Legacy Partner.

Nearly two decades ago, Monica began volunteering for CPR in a former classroom building on the DU campus. During pledge drives, Monica answered phones and enjoyed a sense of community alongside 20 other volunteers.

Since those days answering phones, Monica's commitment to CPR has only deepened. An avid listener of "Wait, Wait Don't Tell Me!," "Car Talk" and "This American Life," Monica represents many of our listeners: with a curious spirit, she is a lifelong learner. She states, "CPR and the in-depth human interest stories bring so much joy to my life. If you aren't continuing to learn and grow, you become extinct."

To ensure CPR is around to inform and enlighten other listeners for years to come, Monica has named CPR as a beneficiary of her IRA. Monica describes this giving vehicle as a "slam dunk" due to the ease in which a donor can support an organization. To name CPR

our lives each and every day. Thank you to our community of more than 150 Legacy Partners for their long-term commitment to Colorado Public Radio.



Long-time CPR supporter and Legacy Partner, Monica Burkhardt.

as a beneficiary of an IRA or life insurance policy, the donor just needs the business name and tax identification number. "I've worked really hard to build the little bit that I have and I want it to go to institutions that have made a positive impact in my life," says Monica.

Monica's Legacy Partner gift will ensure that future generations hear the fascinating stories on CPR that enrich

# Goal-surpassing moments

## MOMENTS THAT BUILD FINANCIAL STRENGTH

CPR reaches unprecedented heights in corporate, foundation and individual support

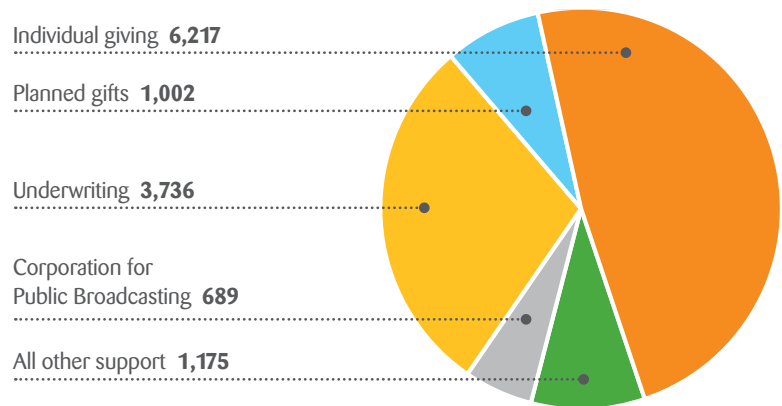
We are deeply honored by your commitment to Colorado Public Radio's exceptional programming. Each and every gift is emblematic of our authentic connection to the community through intelligent news delivery and inspiring music selections. We are overwhelmed by your increased support *in every category* and equally committed to a renewed sense of purpose as we pursue our vision for public radio in Colorado.

Listeners tell us they support Colorado Public Radio because we satisfy their curiosity through in-depth information that is insightful and accurate. Equally important, they ensure accessible music that provides a space for personal growth; transformation; and an appreciation of art, culture, and the world. Underwriters tell us they find that underwriting CPR is one of the most effective media strategies for targeting an engaged audience, and they share a sense of pride by supporting a community institution that enriches the quality of life in Colorado. Community leaders and philanthropists enjoy being part of and supporting Colorado Public Radio because they ensure the livelihood of credible journalism and important music.

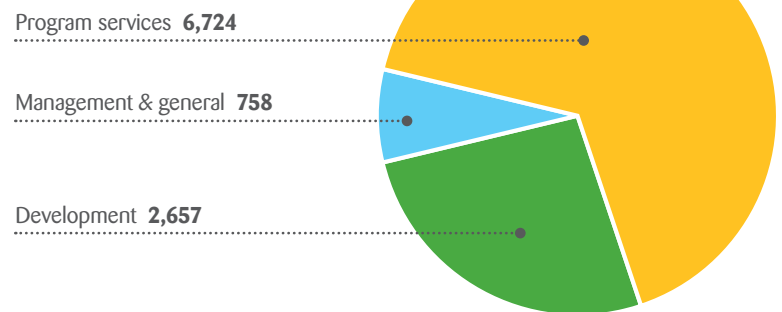
No matter the source of your inspiration, we thank you for making Colorado Public Radio extraordinarily valued.

### Revenue and expenses for FY 2011 (July 1, 2010–June 30, 2011)

#### REVENUE & SUPPORT in 000's



#### EXPENSES in 000's



# Leadership moments

## MOMENTS FILLED WITH VISION AND EXPERTISE

### *Mission Statement:*

Colorado Public Radio exists to enrich the Colorado community. We provide news, information and music for people who want to be informed, enlightened and entertained.

### *Vision:*

We aspire to foster a better understanding of community issues; promote music enjoyment and education throughout the region; lead collaborations in production, distribution and fundraising; and be the Rocky Mountain regional hub for public broadcasting.

### *Values:*

Honest, strategic and innovative, responsive and inclusive.

### 2011 Board of Directors

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Holme Roberts & Owen LLP

**Justin Borus, *Treasurer***  
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**Virginia Berkeley**  
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**Michael Grace**  
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**Lisa Farber Miller**  
Rose Community Foundation

**Melinda Quiat**  
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**April Thayer**  
Thayer Media

**Max Wycisk, *Ex-Officio***  
Colorado Public Radio

### 2011 Community Advisory Board

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Rutt Bridges

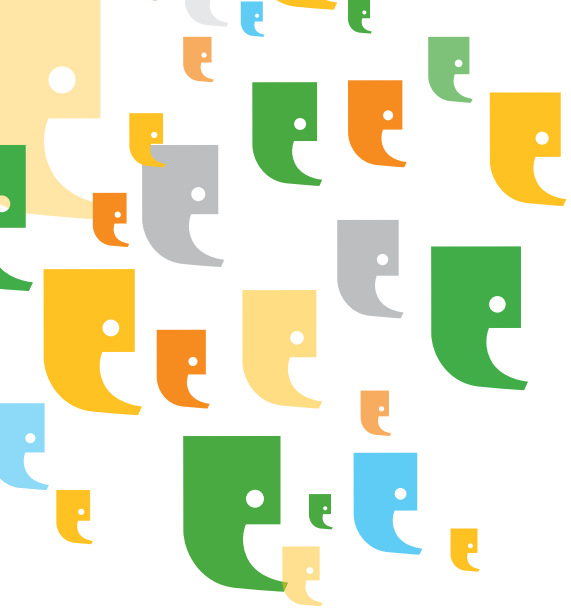
Fred Brown

Barry Curtiss-Lusher

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Tom Stokes

Dennis Trescott



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PUBLIC RADIO**

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