



## FROM THE PRESIDENT OF VPR

Dear VPR Listener,

2011 has been another successful year for Vermont Public Radio, and on behalf of all of us at the station, I want to express my appreciation to you and everyone else that listens and contributes to VPR. At a time when newsrooms are shrinking and classical music is disappearing from the radio, Vermont Public Radio is more essential and relevant than ever for news, information, music, and cultural exploration.

In the first year of a new three-year strategic plan, we increased our local news coverage, strengthened our music programming, began ambitious initiatives on VPR.net, and improved our overall service to the community. I want to take this opportunity to share some of the accomplishments that listener support made possible over the past year.

**VPR:** VPR News continued to expand and deepen its coverage this year. Most significantly, our coverage of the aftermath of Tropical Storm Irene provided critical information to people in need during a very difficult time, as well as many opportunities to share stories and connect with each other through expanded *Vermont Edition* programs. A special section of VPR.net aggregated news stories, photos, and links to resources like road closures and volunteer opportunities.

VPR News also continued its contribution to discussions of public policy and important issues facing the state, including *Vital Signs*, our extensive examination of the health care system, a series about the University of Vermont, an exploration of race as part of Vermont Reads: *To Kill A Mockingbird*, and coverage of the historic spring flooding in our region.

VPR also provided a week of powerful local and national programming acknowledging the tenth anniversary of 9/11, along with an audio memory quilt of listeners sharing their stories from that day.

**VPR Classical:** As the voice of Vermont's classical music community, VPR Classical featured more than 50 live performances and interviews with local and visiting musicians in 2011. We also went out into the community and recorded four live concerts at venues around the region for broadcast on VPR Classical.

The world-renowned Marlboro Music Festival celebrated its 60th anniversary this summer, and VPR Classical featured never-before-broadcast concerts from Marlboro several times a day for an entire month, along with interviews with Marlboro musicians and additional recordings at VPR.net.

**VPR.net:** This summer VPR launched Public Post, a local digital news service that gives Vermonters access to their town and city government minutes, as well as a place to connect around local news and common issues. Public Post now features more than 50 towns and is growing almost daily.

We also launched the VPR iPhone app, thanks to the VPR Journalism Fund. With more than 3,400 downloads to date, it's the easiest, most convenient way to enjoy all your favorite services from Vermont Public Radio on your iPhone, iPad, or iPod Touch. The app provides live streaming of VPR and VPR Classical, the latest VPR news and school closings, and the opportunity to share images and audio with fellow VPR listeners.

**Community:** VPR expanded its community partnerships in 2011 to bring you better programming. A few of the organizations we worked with include the Vermont College of Fine Arts, VTDigger.org, Billings Farm and Museum, The Valley News, Young Writers Project, Vermont Public Television, the Vermont Folklife Center, and we partnered with PH International to bring The Moth to Vermont.

We recorded and featured online 17 *VPR Presents* lectures from around the state, including Francois Clemmons on the American Negro Spiritual, a UVM debate on the future of Vermont Yankee, and Jay Allison, founder of *This I Believe*, at Middlebury College.

Two weeks following Tropical Storm Irene, VPR raised \$628,000 for the Vermont Disaster Relief Fund in a one-day fundraiser, thanks to 4,500 listeners who made donations to help their neighbors in need.

In collaboration with the Children's Literacy Foundation and Casella Waste, VPR's May membership drive generated more than 4,600 books for children in Vermont and New Hampshire. The books were distributed over the summer.

VPR's online communities have grown to more than 8,800 Facebook fans and more than 6,000 followers on Twitter. These spaces are connecting VPR listeners and prompting conversations about issues that affect us all.

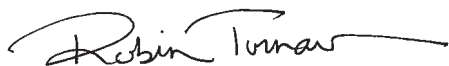
**Awards:** Vermont Public Radio was honored with seven regional Edward R. Murrow Awards in 2011, including awards for Overall Excellence and Best Website. VPR went on to win three national Edward R. Murrow awards for Steve Zind's coverage of Vermont National Guard troops in Afghanistan and his feature piece on the ubiquitous cluster fly. Along with three 2011 Public Radio News Directors Inc. awards, VPR has won more than 100 awards for its news coverage in the last decade.

**Improved Coverage and Access:** Thanks to grants from the Corporation for Public Broadcasting, VPR is increasing the strength of several of our signals. Also, a National Telecommunications and Information Administration grant allowed us to upgrade the signal for WRVT in Rutland, which now reaches an additional 46,000 people. VPR Classical continues to serve more Vermonters; this year we improved our signal at WVXR 102.1 from Randolph, and added WVNK 91.1 FM, which began broadcasting from Manchester in August.

**Support:** Last, but certainly not least, support from our listeners is the strongest it has ever been. Despite an uncertain economy, membership support has remained steady and growing, especially our sustaining membership program, which reached an all-time high of 7,500 monthly donors in 2011. Support from companies and organizations through underwriting is beginning to bounce back from the recession, and planned gifts to VPR totaled \$168,000 during the fiscal year thanks to listeners who included VPR in their estate plans. While we are still completing our audit for the fiscal year 2011, financial information about VPR can be found at VPR.net.

These achievements would not have been possible without our listeners. Thanks for all that you do for *your* public radio station. I wish you the best for the season and all of us at VPR look forward to serving you in 2012.

Sincerely,



Robin Turnau, VPR President & CEO

