

**INDIANA PUBLIC RADIO  
ONLINE REPORT  
FOR THE BIENNIUM 1999-2001  
(FY1999-2000 and FY2000-2001)**

**Message from the General Manager**

The Online 1999-2001 Biennial Report that you see before you is an attempt to keep an earlier promise to supply an annual financial report. The first Indiana Public Radio Annual Report was published at the end of the 1998-99 fiscal year, but then the station entered a period of transition that limited our ability to provide a report in fiscal year 1999-2000. This Online Report is therefore an effort to fill in the gap for our members and supporters by combining data from the two-year period since 1998-99.

In 1997 Indiana Public Radio was created out of WBST by adding four transmitters in new communities under the assumption that listeners in the new communities would respond as favorably to their new stations as Delaware County had to WBST. At the time, IPR had the financial reserves to cover the multiple transmitter costs and absorb the added expense; on paper, it looked as if new membership would soon establish itself in those new communities, thus recouping the initial investment.

The original plan overlooked one simple fact: WBST had taken 40 years to build its audience. After the station became Indiana Public Radio by adding four transmitters, listeners in the new communities were expected to: 1) discover the station, 2) listen frequently, and 3) contribute money in equal proportions within three years (by the year 2000) – which is roughly 13 percent of the time it had taken WBST to build its audience in Delaware County. In retrospect, those expectations may have been overly optimistic. While I still believe in the original concept – the idea that expansion is a good thing that can lead to many improvements – by now it's clear that the expectations about growth in membership will not be met, at least not on the original timetable.

The past two years at IPR have been about retrenching and reallocating resources. We passed through a period of transition with several staffing changes and a somewhat austere financial outlook. Even so, there is much to celebrate. People are listening to the station in record numbers for record lengths of time. We have had three back-to-back record-setting pledge drives. We have no reason to think that the positive momentum won't continue, and there are many people to thank for it.

We say on the air that contributing to Indiana Public Radio is like making an investment in what you hear. The symbiotic relationship between listener support and station service has never been more poignant than it is right now. World events continue to provide you with an aural demonstration of the need to “put your money where your ears are.” We promised to provide you with an accounting of what we do so you can truly know what you are investing in. This report is an attempt to keep that promise, while using our resources wisely. We save printing and mailing costs with an online report, but we will provide a printed copy to anyone who asks. You will find that this report compresses the highlights of the two fiscal years – 1999-2000 and 2000-2001 – into one narrative, while contributors' names and the financial data are separated into two sections, one for each fiscal year.

Thanks for continuing to listen and support Indiana Public Radio. I hope I will have even more people to thank next year.



Anthony Hunt, General Manager

### **Letter from Kevin Klose, President of NPR**

National Public Radio turned 30 years young in February 2000. What a great birthday! Together with our member stations we marked:

- Three decades of public service to the nation,
- Three decades of award-winning news and cultural programming,
- Three decades of increasing loyalty among 16 million weekly listeners.

Over the years, NPR has transformed radio into the most intimate, accessible, and engaging mass medium ever created. We offer an incomparable global forum for broad news coverage, analysis, cultural expression, and – most uniquely – storytelling.


NPR's *Morning Edition* experienced nearly 19% audience growth this year, reaching 10.7 million weekly listeners. It is the nation's third most-listened-to talk radio show. And our signature evening newsmagazine, *All Things Considered*, continued to captivate millions of listeners with wide and deep news coverage and remarkable, often unusual, stories told through voices – revealing radio's unrivaled power of sound.

This year, we received one of the nation's highest honors. President Bill Clinton recognized the distinction of our work when he presented NPR with a National Medal of Arts for 30 years of outstanding cultural programming. This marked the first time in history a broadcast organization received the Medal.

Our work is dedicated to the millions who listen every day and pledge their support to the 650 independent public radio stations that broadcast NPR programming. We have the most extraordinary audiences in America: well educated, family- and community-oriented, thoughtful contributors to society, in a word – leaders. They are all active members of every American community. When these listeners tune in, they connect the values of NPR's public service with their own values. They connect the news of our nation to the workings of their own communities.

Today, just as our founders envisioned 30 years ago, NPR serves the public through the highest-quality radio programming. Our devotion to public service and to the craft of radio production has given birth to a Second Golden Age of radio. Together with Indiana Public Radio and our other member stations, we at NPR use sound to strengthen the bridges that bring individuals, information, and ideas together – the act of communication that enhances our daily lives.

Very best regards,



Kevin Klose  
President of NPR

## **Staff – July 1999-June 2001**

The biennium could be characterized as a period of transition coupled with a new fiscal austerity, as personnel changes occurred in rapid order and the station experienced some “growing pains” from its expansion just two years earlier. Of the 19 staff members pictured in the 1998-99 Annual Report, ten were still on the staff at the end of the biennium (June 30, 2001). Of those 19 staff members, eight would be gone by the beginning of FY2000-01 (July 1, 2000). The second of two news correspondent as well as the part-time grant writer and the graduate assistants were not replaced after they left.

However, something unusual happened at the beginning of FY 1999-2000, while General Manager Stewart Vanderwilt was going after new members, major donors and other sources of revenue. Two September 1999 burglaries at the Marion transmitter site resulted in losses of more than \$52,000 (the cost of replacing the stolen equipment and enhancing security at all five transmitter sites). State and local authorities arrested two men in December, and the Marion transmitter (WBSW 90.9FM) was finally able to return to the air in February 2000. The loss of the WBSW audience undoubtedly had a negative effect on that Fall’s pledge drive.

Vanderwilt resigned in January 2000 to pursue a career with KUT-Radio in Austin, Texas. A search committee, chaired by Scott Olson, Dean of the College of Communication, Information and Media, immediately began looking for Vanderwilt’s replacement. Anthony J. Hunt, General Manager at WESM in Princess Anne, MD, was hired in September 2000. During the seven-month search, the station was managed by Teleplex Director William B. Cahoe, with assistance from staff.

Very soon after Vanderwilt’s departure, senior news correspondents Tom Scheck and Janet Babin followed in the tradition of many other WBST-IPR employees who “trained” here and then moved on. Scheck and Babin went to public radio stations in Minnesota and Ohio, respectively. Brian Beaver, who worked as a reporter at WBST during his undergraduate days, was hired to fill one of the vacant news positions in the summer of 2000; the other position remains vacant. The IPR News Department was further bolstered by the return of News Director Bob Papper in the autumn of 2000.

Office Manager Teresa Silva, whose skill and efficiency made the office run more smoothly during first three-quarters of the biennium, left in the spring of 2001. She was replaced by Dorothy Marvell. Gary Parker, the graduate assistant who also provided valuable assistance during the interim period, completed his Masters degree and left.

There were personnel changes in the Member Services Department as well. Julie Dunlap, who left in November 1999, was followed by Shannon Moore and her assistant, Ginger Holcomb, through the summer of 2000 when Roslyn Modzelewski was hired as Member Services Manager. Modzelewski’s assistants for the remainder of 2000 and the first part of 2001 were Kimberly Terrell and Susan Bunner. When Terrell left the staff a year later, she was replaced by Julie Rhonemus.

Other staff members during this period were: Brian Eckstein, Production Manager; Shannon Farber and Cynthia McCabe, Underwriting Advisors; Rob Mittendorf, Chief Engineer; Angie Rapp, Graphic Designer/Webmaster; Marcus Jackman, Host/Producer; Caryl Kelley Smith, Major Gifts Coordinator; Stan Sollars, Senior Producer; Carol Trimmer, Outreach Coordinator/Web Editor; and Steven Turpin, Operations/Classical Music Coordinator. Students Debra Lake and Nathan Kroeger (among others) made valuable contributions.

## **Production, Programming, and Operations**

When the history of Indiana Public Radio is written, the autumn of 1999 will surely be remembered for a truly bizarre series of events that began when burglars broke into the transmitter site for WBSW 90.9FM (Marion) not once, but twice. Although the University helped to pay the replacement and site improvement costs, it was another four months before WBSW was restored to full service. The intangible losses (in terms of membership and audience-building momentum) are harder to measure.

In the next chapter of this odd story, state and federal authorities eventually arrested two men who were charged with burglarizing a total of 37 radio station transmitter sites around Indiana in order to operate a “pirate” station from their Hammond garage. Their current situation is unknown.

Although the transmitter theft story was interesting, IPR News was making headlines of its own during the biennium.

### **IPR News**

Indiana Public Radio has remained the most-honored radio station news operation in the state with more than two dozen state and regional awards over the past two years. It is perhaps the only station in the United States to win a regional Edward R. Murrow Award for “Overall Excellence” for three years in a row (2001, 2000, and 1999). In addition to providing metallic wallpaper, the awards demonstrate IPR’s commitment to serve the listeners in the East Central Indiana area and a commitment to excellence on the part of the radio station and the University.

We’ve also demonstrated that commitment to training and leadership as we’ve said goodbye to two of our reporters who moved on to prestigious positions elsewhere. Tom Sheck is now with Minnesota Public Radio and Janet Babin is working in public radio in Cleveland. Tom came to us straight out of school and Janet arrived with no full-time experience in public radio.

In their place, we have Ball State graduate Brian Beaver, whose extensive news experience and understanding of Indiana politics have allowed him to bypass the usual learning curve in local news coverage. And we’ve expanded our coverage of culture and arts with *Indiana ArtsDesk* and the inspired feature work of Marcus Jackman. Our live coverage of events included power plant debates, “Muncie at the Millenium,” and candidate forums.

We’ve conducted frequent, if irregular, *Talk of Indiana* call-in programs, beginning in the autumn of 2000. Ball State’s new president, Dr. Blaine Brownell was a guest on *Talk of Indiana* more than once, exchanging thoughts with listeners on topics ranging from the University’s strategic plan to its latest technology grant. And we continue to bring east central Indiana the fastest and most complete broadcast election returns of all local and area elections. Unchanged during this period was the morning anchor of IPR News, Stan Sollars. (*For more information about staff, click on “Staff.”*)

### **Ongoing locally-produced programs**

On Monday, March 12, 2001, *Mid-Day Music*, hosted by Steven Turpin, became *Morning Musicale*, not only changing its name, but also moving to an earlier time, reversing its place in the schedule with NPR’s *Performance Today*. *Mid-Day Music*’s

move from 11 a.m. to 9 a.m. had been under discussion for more than a year. It was felt that this locally produced classical music program would complement an important (and popular) local component of *Morning Edition* (i.e., the local news segments with Stan Sollars) and make for a better transition into the return to national programming at 2 p.m. “We felt that having NPR’s *Performance Today* as the lead-in for *Talk of the Nation* worked better,” says Turpin. “I also felt that *Performance Today* often included music that, while of great merit, did not always seem appropriate for the morning. The [response from listeners to the] spring 2001 fundraiser seemed to bear out our hunch that the two classical music programs would work better having their positions reversed in our schedule.”

*Morning Musicale* is a program of classical music from the IPR library, from which Turpin selects music he believes appropriate for the latter half of the morning and for the way people are using IPR at that time of day. “For many listeners, I think,” says Turpin, “the program provides a pleasant accompaniment to their home or office agenda. I strive to provide a great variety of music within the three hours, mixing orchestral and chamber genres, with the occasional piece of vocal music, representing musical styles from the Baroque period to the present day.”

Turpin also increased the station’s visibility as a source of classical music by urging the area’s orchestras as well as other performance-based musical organizations to provide IPR with their self-recorded material, which he would then work into the program. For example, in December 2000, *Mid-Day Music* featured selections from the Christmas concert performed by Muncie’s Masterworks Chorale.

Because of its local nature, *Morning Musicale* (and its predecessor) allowed the audience to hear information about performances in the area, and to participate in contests and ticket giveaways. On occasion, Turpin had in-studio guests or conducted live interviews with visiting performers, such as the Hunt Duo, who appeared in concert at the Muncie Center for the Arts in November 2000.

During the biennium, IPR revamped its Web site to include a *Morning Musicale* page, which Turpin envisioned as another link with the community, and which he intended to fill with daily program listings by the end of 2001.

### ***Indiana ArtsDesk***

“We present local arts and artists, looking beyond ‘what’ they are doing to the ‘how’s and ‘why’s of it,” says host Marcus Jackman of *Indiana ArtsDesk*, the weekly 10-minute feature that began airing in November of 2000, an example of local programming that has been successfully building an audience.

“We consider it our mission to help promote art and cultural events, but we also provide stories that impact the world of art in other ways: for instance, the long series on *Corpus Christi* last summer, (including ‘live’ reports from legal proceedings connected with that event), and the series on the film, *Lord of the Rings*, last winter (which explored the literary and financial impact of the books and movie as well as audience reviews).” As the biennium drew to a close, two grant proposals were in the pipeline to help fund *Indiana ArtsDesk*. In fact, at the beginning of FY2002, one of those two grants was awarded (one is still pending), thus ensuring the hiring of two student assistants for the project. As Jackman says, “Art stories aren’t just about openings, exhibits, or showings.

They're also about how what is created affects us, for good or ill. At the end of the day, our mission is to make audience members into better-educated art consumers."

Other locally-produced programming includes *Rock & Roll America* which had begun in 1998 and aired for the last time in March 2001, as well as *Indiana Backstage*, *ArtsDesk*, and *Indiana ArtsDesk* (see *Grants and Community Support* for more information).

### **Other programming**

Indiana Public Radio had not made major changes in its program schedule since January of 1998, but this biennium saw some modest changes in March of 2001.

In March, following a Member Survey conducted in January 2001, *Studio 360* was added to the Saturday afternoon schedule. *The Pittsburgh Symphony, Indianapolis On the Air* and *San Francisco Symphony* rotated in and out of the Sunday afternoon schedule.

### **Community Outreach**

Indiana Public Radio actively seeks to serve the community, through interaction with listeners and supporters as well as through partnerships with other non-profits. In this biennium, we focused on increasing our visibility throughout the area. We solidified our relationships with our Advisory Council and continued to seek the most effective uses for the marketing tools at our disposal.

### **Season Partners**

The idea behind Season Partnerships is to forge ties with area non-profit, performance-based organizations, and offer mutual promotional opportunities during the performance "season." By FY00-01, IPR had formed partnerships with 11 organizations in every corner of the listening area from Richmond to Wabash, promoting more than 60 Season Partner events and airing more than 2,500 program announcements.

#### **Season Partners for 1999-2000:**

Anderson Symphony Orchestra, Muncie Symphony Orchestra, Marion Philharmonic Orchestra, Marion Civic Theatre, Muncie Community Center for the Arts, Jay County Arts Council, Whitewater Opera Company.

#### **Season Partners for 2000-2001:**

Civic Hall Performing Arts Center, Muncie Civic Theatre, Marion Civic Theatre, Marion Philharmonic Orchestra, Honeywell Center, Arts Place, Muncie Symphony Orchestra, Muncie Center for the Arts & Its Member Organizations, Anderson Symphony Orchestra, Friends of Muncie Public Library, Whitewater Opera Company.

### **Public Service Announcements**

In each of the two years, students like Bethany Parker and Tera Robinson sorted through more than 10,000 public service announcements, preparing more than 4,000 for broadcast, as we continued to promote a wide variety of activities throughout our extended community. In addition, we began to actively solicit PSAs from the area's nonprofit organizations.

### **Indiana Public Radio Advisory Council**

Established in August of 1997 and made up of 15 to 17 people representing each of the stations, members of the Indiana Public Radio Advisory Council (IPRAC) continue to be our eyes and ears in the communities we serve. They are strong advocates for public radio, and they set the tone for donors and supporters by assisting our staff with fundraising. Council members are vital to the station's outreach efforts.

### **1999-2000 Indiana Public Radio Advisory Council:**

Chair, Michael Hunt; Vice Chair, Paul Kuczora; Members: Robert Holt, Dr. Charles Greenwood, Patricia Schaefer, Marilyn Ault, Pamela Coletti, Jeanne Lee, Susan Salamo, Gary Tyler, Eric Rogers, Harry Bailey, Charles Combopiano, Virginia Ball, Vicki Draper

### **2000-2001 Indiana Public Radio Advisory Council:**

Chair, Michael Hunt; Vice Chair, Paul Kuczora; Members: Robert Holt, Dr. Charles Greenwood, Patricia Schaefer, Marilyn Ault, Pamela Coletti, Darlene Miller, Susan Salamo, Gary Tyler, Eric Rogers, Glen Priest, Harry Bailey, Charles Combopiano, Virginia Ball, Jeanne Lee, Alan Miller

## **Station Development**

### **Underwriting**

Underwriters continued to provide generous support to Indiana Public Radio during this biennium. Thanks to the efforts of Underwriting Advisors Shannon Farber and Cynthia McCabe, program support from underwriters grew by 12% during the biennium.

The Indiana Public Radio underwriters for the period, July 1, 1999 through June 30, 2001 were:

*A.G. Edwards, The Academy of Model Aeronautics, American National Bank (now Old National Bank), American National Trust & Investment Management Company (now Old National Trust Company), Anderson Costumes, Inc., Ashcraft Jewelers, B&B Kirk's Bike Shop, Baird & Company, Ball State Federal Credit Union, Bank One, Beasley & Gilkison, BMH Foundation, BOOKTRAVELNOW.COM, Borshoff Johnson & Company, Brand Sheet Metal/Restaurant Equipment, Cardinal Health System, Carolee's Herb Farm/Hartford City, Central Indiana Orthopedics, PC, Citizen's Exchange Bank/Fairmount, Colony Printing, Communications Network, Consolidated Printing Services, Danner's Books (now Danner's Books & Coffee Shop), David Slonim Fine Arts, Duke Energy Corp., Emens Auditorium, Expectations, Family Vision Care, First Merchants Bank, Fortior Systems, Friends of Muncie Public Library, G&M Pet and Garden Center, Heartfelt, Holder Bedding, Howell Farm, Indiana Business Modernization & Technology Corporation, Indiana Community Foundations, IVY Tech State College, Jack's Camera Shop, Kammer Bottled Water Service, Mancino's Italian Pizza & Grinders, Maxon Corporation, Medical Consultants, PC, Minnetrista Cultural Center & Oakhurst Gardens, More Than Food, Muncie Power Products, Muncie Tent & Awning, Mutual Federal Savings Bank, NBD Bank of Muncie, Old National Bank, Paramount Theatre-Anderson, Pazol's Jewelry, Players Club Golf Course, Ponderosa, Printing Creations, Psi Iota Xi-Alpha Chapter, Radisson Hotel Roberts, Schepp-Turner Productions, Standt's Fine Jewelry of Anderson, STAR Financial Bank, The Box Stopp,*

*The Courier Times/New Castle, The House of Fogg, The Movers, The Nature Conservancy, The Star Press, The Waters, TIAA-CREF, TK Constructors, Vera Mae's Bistro, Vince's Restaurant, Westminster Village/Muncie, and WIPB-TV.*

### **Grants and Community Support**

Cultivating support from all segments of the community has always been an important part of Indiana Public Radio's mission. The creative energies of the staff led to some new programs as well as some new funding sources during the biennium. With funds from the Indiana Arts Commission (through the Regional Partnership Initiative), *ArtsDesk* was created in the autumn of 1999, featuring the work of Senior Producer Janet Babin.

*ArtsDesk* sought "to connect listeners and communities with the wealth of arts and cultural activities in Indiana" through a series of semi-regular features that aired during the newsmagazines *Morning Edition* and *All Things Considered*. After Babin's departure in May of 2000, Ball State graduate student Peter Davis completed the *ArtsDesk* project, reaching a total of 38 feature stories about artists, arts events and organizations throughout the state.

Another grant-funded project took wings during the biennium. *Indiana Backstage* offered a glimpse into the lives of Hoosier artists and performers like Paula Monsalve and Stan Garrison, and groups like the Ball State University Chamber Choir, the Taylor University Bell Ringers, and Voices of Triumph. An hour-long mix of talk and music, *Indiana Backstage* was the brainchild of its co-producers Brian Eckstein and Marcus Jackman who first produced a pilot and then sought community support with the help of grant-writer Carol Trimmer. The Community Foundation of Muncie & Delaware County awarded a grant in August 2000, enabling the creation of 10 new shows by June of 2001.

IPR made a further commitment to the arts when *Indiana ArtsDesk*, hosted and produced by Marcus Jackman, began airing in November 2000. By the summer of 2001, it was apparent that this new program (an outgrowth of the IAC-funded *ArtsDesk* of the previous year) was finding a niche with the audience. The only radio or television program of its kind in the area, *Indiana ArtsDesk* sought new sources of community support as FY2002 began.

Last but not least, IPR received a grant from the U.S. Department of Commerce's Public Telecommunications Facility Program (PTFP) in FY01. PTFP grants are targeted for the replacement or upgrading of basic equipment.

### **Member Services**

Since returning to Indiana Public Radio in June of 2000, Roslyn Modzelewski says she is reminded every day of the importance of public radio to a great many people. "The fact that they spend their time or money on IPR shows they care," she says.

The level of membership is a reflection of how often people are listening and – more importantly – how much they enjoy what they hear. "Enjoyment is the real reason why membership income increases," says Modzelewski. Although membership did grow during this biennium, it doesn't mean that everyone likes all the programs that IPR puts on the air. In January of 2001, IPR conducted a Member Survey (the first since 1998). The information gathered from member surveys is always a primary consideration in making program decisions, and it influenced some program changes that occurred late in

this biennium. “Our goal, first and foremost, is to provide the best broadcast service we can for our listeners and our members,” according to Modzelewski.

She continues, “Membership support—whether measured in dollars or memberships—continues to grow annually. It has increased so much that membership now pays for more than 90 percent of IPR’s national program costs.”

Member Services is seeing some interesting trends in fundraising. As more members choose to renew their support by mail, the proportion of membership income from direct mail increases while the proportion from telephone pledges and other methods decreases. IPR—like other stations—has been getting a great response to direct mail appeals—from existing members. Yet IPR—like other stations—still finds that the best way to reach *new* listeners and turn them into *new* members is through the traditional on-air campaign.

In FY1999, the percentage of membership income raised by direct mail was 39 percent. During the two subsequent years it increased to 58 percent. Over the same period, the average on-air campaign donation increased 26 percent—from \$74 to \$93. And, in FY2000 the number of *new* members grew by 32 percent—from 116 to 153—just in the few months between the two pledge drives (October 2000 to April 2001).

Membership in Indiana Public Radio continues to have great benefits, going well beyond the pleasures derived from listening. IPR members had a chance to see a live broadcast of *A Prairie Home Companion* in West Lafayette in April 2001, an experience that will likely result in more travel opportunities. Just for contacting the station during a pledge drive, two lucky couples won trips to Minnesota and Vermont, respectively, in the fall of 2000 and spring of 2001. As part of one of the station’s longest-running, uninterrupted partnerships [with the Muncie Symphony Orchestra], “Symphony on the Green”, with its catered picnic supper for IPR members and underwriters, continued to offer members a chance to socialize with one another.

The Member Services staff continues to strive toward its goal of providing timely and accurate service to IPR members.

### **Indiana Public Radio Leadership Circle**

Annual contributions of \$750 or more will put you into the Indiana Public Radio Leadership Circle, part of the Major Gifts Initiative (MGI), the grant-funded program that allowed IPR to create a new major donor program in the latter half of FY98. Benefits of membership in the Leadership Circle during the biennium included the opportunity to meet NPR personality Scott Simon.

Major Gifts Coordinator Caryl Kelley Smith reports the following Leadership Circle members in FY99-00 and FY 00-01:

**1999-2000 - Contributor**

Jerry & Susan Albrecht, Marian E. Cooley, Lois Gotwals, Tom & Marilyn Ginay, Michael W. & Janette E. Hunt, Eric D. & Sandra W. Kelly, Scott & Jennifer Rice-Snow, Walter S. and Caryl K. Smith, James E. & Carol Watkins, Phyllis A. Yuhas

**1999-2000 - Pioneer**

Edmund F. Ball, Richard & Dorothy Burkhardt, Jane C. Duckworth, Marie Fraser, Richie Meyer & Susan Harmon, Harlan & Judith Roepke, Susan K. & Fiatala Salamo, David & Mary Jane Sursa, Bob & Deb Winders

**1999-2000 - Vanguard**

Virginia B. Ball, Joe & Carol Trimmer

**2000-2001 - Contributor**

Stefan & Joan Anderson, Barb Branon & Walter Moskalew, Marian E. Cooley, Jane C. Duckworth, Thomas K. Gardiner, Emma W. Garnett, Tom & Marilyn Ginay, Eric D. & Sandra W. Kelly, Thomas J. & Nancee Kinghorn, Scott & Jennifer Rice-Snow, Susan K. & Fiatala Salamo, Walter S. & Caryl K. Smith, Frederick Suppe, David & Mary Jane Sursa, James E. & Carol Watkins, Phyllis A. Yuhas

**2000-2001 Pioneer**

Jerry & Susan Albrecht, Richard & Dorothy Burkhardt, John W. & Janice Fisher, Marie Fraser, Bob & Ellie Holt, Michael W. & Janette E. Hunt, Richie Meyer & Susan Harmon, Harlan & Judith Roepke, Patricia Schaefer, William L. & Julie Skinner

**2000-2001 Vanguard**

Virginia B. Ball, Joe & Carol Trimmer

**Annual Contribution Categories:**

**Vanguard - \$5,000 and above      Pioneer - \$1,000-\$4,999      Contributor - \$750-\$999**

The following sections of this Biennial Report attempt to illustrate, in broad terms, the station's overall financial situation. It will be helpful to know what is included in the categories outlined in the Financial Reports.

*General Fund* – revenue (both real and in-kind) from the license-holder, Ball State; administrative expenses

*Community* – revenue from the community (memberships, major gifts, underwriting)

*Grants* – revenue from the Corporation for Public Broadcasting and community-sponsored grants

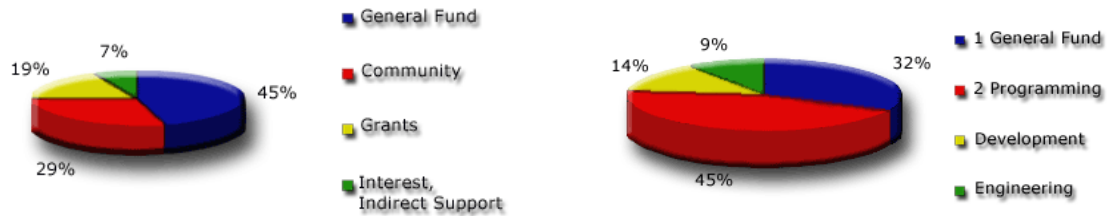
*Miscellaneous* – Indirect support, interest and dividends, and other sources of revenue

*Programming* – program-related expenses

*Development* – expenses related to the acquisition of business and corporate sponsors, listener support, outreach, marketing and promotions

*Engineering* – engineering expenses

**FY 1999-00**



**FY 2000-01**



**The Future of Indiana Public Radio**

The 1998-99 Annual Report concluded by noting that Indiana Public Radio was enjoying an exciting period in its long and distinguished history, evolving from a completely subsidized entity (WBST) into a regional network of stations called Indiana Public Radio. This report concludes with much the same observation: it is an exciting time to be part of public radio in general and this station in particular.

IPR continues to enjoy a substantial and positive partnership with Ball State University. That partnership began when radio was in its infancy, and the WBST signal reached no farther than the borders of the Ball State Teachers College campus. The Corporation for Public Broadcasting (CPB) also provides an important investment in our programming through program grants.

There is no doubt that the biennium marked a transitional period in the station’s development as a network. We look forward to exciting developments in new media over the coming year, and we expect to meet the challenges that face public radio stations in the future with the same enthusiasm, creativity and dedication that have marked Indiana Public Radio's past.

Through our membership in Indiana Public Broadcast Stations (IPBS), Indiana Public Radio continues to look for ways in which to pool resources with other public radio stations. With the help of the IPBS lobbyist, public radio stations were included in the state’s budget planning for the very first time in FY01.

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This Biennial Report was prepared by Outreach Coordinator/Web Editor Carol Trimmer, and contributing writers Anthony Hunt, Marcus Jackman, Roslyn Modzelewski, Bob Papper, Caryl Kelley Smith, and Steven Turpin. Web design by Webmasters Angie Rapp and Rob Schwarz