Upholding a Standard of Excellence

After 40 years of leadership, Colorado Public Radio’s president, Max Wycisk, retired in June. Wycisk had been with CPR’s flagship station, KCFR, since 1974—as an announcer, program director, and then president since 1978. He transformed Colorado Public Radio from a single Denver radio station with eclectic programming to a statewide, multi-media organization known for classical music, quality journalism, and new and independent music.

Wycisk’s sound leadership is responsible for CPR’s long track record of success. Wycisk helped CPR become an independent non-profit organization, separating from the University of Denver in 1984. Under his guidance, CPR expanded its programming from a single combined news and classical music service to three distinct full-time services: Colorado Public Radio News, Colorado Public Radio Classical and Colorado Public Radio’s OpenAir.

“Max is recognized as a pioneer in public broadcasting, and his vision set CPR on the path to its current success. He left CPR as one of the strongest public radio organizations in the country with a sound financial base, a talented and committed staff and loyal listeners.”  Dean Salter, Board Chair

To honor Wycisk and secure a bright future for public radio in Colorado, this year the board of directors established The Max Wycisk Fellowships, renaming CPR’s effort to provide a continual pipeline of talent through paid, yearlong fellowships that enable recent graduates to develop their skills and expertise.

Leadership for the Future

In April, Colorado Public Radio’s board of directors announced that Stewart Vanderwilt would succeed Wycisk in July 2018. Vanderwilt is the former director and general manager of public radio stations KUT 90.5 and KUTX 98.9 in Austin, Texas. As Colorado continues to expand and evolve, Vanderwilt will work to ensure Colorado Public Radio becomes an ever more vital resource for audiences throughout the state.
Expanding Beyond Radio

In 1970, Colorado Public Radio was simply a radio station, operating a single signal. Today, radio can come in different forms, on many platforms, and the organization faces new challenges to serve the needs of a 21st century, digitally savvy audience. We invested in new forms of storytelling and information-sharing to ensure the state’s diverse and growing population has access to thoughtful, meaningful and in-depth stories, music and cultural experiences anytime, on any device, now and into the future.

Broadcast

CPR broadcasts to a statewide network on 34 signals to connect Coloradans, from Fort Collins to Dove Creek and beyond. Projects this year expanded CPR’s broadcast reach.

This spring, CPR relocated two radio antennas from towers on Lookout Mountain and Mount Morrison to a single permanent location on Lookout Mountain. The move extended the broadcast reach of CPR Classical into northern Colorado and improved the signal for CPR News throughout metro Denver and northern Colorado.

Mobile & On-Demand

To meet the needs of listeners in 2018, CPR continued to focus on making information available with anytime-anywhere access.

Coloradans learned about local music, art, education, health, business and government listening to the CPR app. And audiences stayed connected with the NPR One app, streaming public radio stories and podcasts curated from local and national news sources.

Podcasts

One of the largest ventures Colorado Public Radio pursued in the past year was the production of the organization’s first long-form podcast: “The Taxman” from CPR News. With more than 30,000 downloads, the podcast offered an in-depth look at Colorado’s Taxpayer Bill of Rights (TABOR) and its driving force, Douglas Bruce. In addition, CPR continued to explore story form and sound in several other podcasts like “Inside Track” from CPR’s OpenAir, and “The Great Composers” from CPR Classical.

Visual Storytelling

Audiences didn’t have to rely solely on their imaginations to visualize stories heard on CPR. With the support of members, this year we made a deeper commitment to enhance the audio storytelling we’re known for with new video productions and live feeds.

Projects took us to Civic Center Park for the installation of the Ai Weiwei exhibition in October and the National Western Stock Show and Rodeo in January.

Live

Colorado Public Radio also connected audiences on Facebook with live video interviews and music sessions from inside the studio and out in the community.

Events like the second annual “Colorado Matters” Holiday Extravaganza gave CPR members the unique experience of witnessing meaningful local stories come to life with a behind-the-scenes look at how the show comes together.

Thousands of people make this work possible – 57,000 members, hundreds of local business sponsors and numerous foundations. This public support drives everything we do at Colorado Public Radio, and ensures we can continue to invest in ideas and technology that will enhance and expand our service to the community for years to come.
Thanks to dependable support from donors, Colorado Public Radio is moving forward on a path of progress and expansion. Throughout the organization, we are building on a multi-year goal for sustainable growth to reach and serve an increasing number of Colorado communities.

**Leading the Charge**

In December, CPR welcomed veteran journalist Kevin Dale to lead the newsroom as executive editor. With more than two decades of experience managing versatile, large-scale newsrooms like The Denver Post and Cronkite News at Arizona PBS, Dale is guiding the next phase of growth for Colorado Public Radio News. Under his leadership, the newsroom added five positions, with plans for five more in the next year.

“Our goal is to see a bigger newsroom, with a powerful audience on CPR.org that rivals the powerful broadcast audience. To make this a reality, we are looking to bring in new talent that will accelerate our production and build capacity for storytelling on all platforms.”

Kevin Dale, Executive Editor

In the last year, CPR added a justice reporter and launched a business beat to provide more extensive coverage of business and economics in the state as the Front Range continues to see explosive growth.

Stories from Business Reporter Ben Markus included Colorado’s maturing recreational marijuana industry and dynamic real estate market. With a generous $300,000 gift over three years from The Sturm Family Foundation, and continued support from the community, Colorado Public Radio can build on this expanded coverage and produce and distribute even more Colorado news.

“There is a great need in the metro-area and around the state for quality, timely and accessible business and economics reporting. More reporters are needed to keep up with the state’s changing business climate. There’s a gap in service and we knew this investment in CPR would make headway to fill that gap.”

Emily Sturm, The Sturm Family Foundation

The future of storytelling involves strategic collaborations to present a 360-degree view of issues that are critical to the Colorado community. Colorado Public Radio teamed up with Colorado Public Television (CPT12) and Rocky Mountain PBS to explore the arts through a variety of lenses. Projects featured an in-depth look at the artist Clyfford Still’s impact on Denver and local dance company Wonderbound’s marriage of dance and music.
Building Ties In The Community

Colorado Public Radio continues to bring communities together around thoughtful, in-depth and meaningful stories and music. Through this work, CPR provides insight and connection to local issues, community events and cultural expeditions.

**Mile High Noon: On the Road**

In December, CPR’s OpenAir host Alisha Sweeney took the daily local music program “Mile High Noon” on the road to Colorado Springs. In this special episode, she highlighted performances from local musicians and explored the city’s D.I.Y. music scene.

**Guest DJ Sessions**

Kitty Crimes and The Still Tide were among the 23 independent musicians that CPR’s OpenAir welcomed into the studio last year to sit in the host’s seat for on-air features and curated Spotify playlists.

**Live Broadcasts**

Throughout the year, CPR Classical connected music lovers to a variety of performances from world-renowned musicians, including conductor Alan Gilbert’s penultimate concert as music director of the New York Philharmonic, and pianist Simone Dinnerstein performing the regional premiere of a new concerto by Philip Glass with the Boulder Philharmonic.

“Members make a financial connection to CPR when they donate, but our connection deepens when we get to interact face-to-face and they see firsthand what their support pays for.”

Ryan Warner, “Colorado Matters” Executive Producer and Host

**Events**

This year, CPR’s member appreciation events continued and grew as we presented “Colorado Matters” interviews in front of a live audience.

The four-event series connected members to each other, and to CPR, celebrating that bond and honoring the attendees for their support of CPR’s work.
Evolving for the Future

Your Donations at Work

CPR produces and curates stories and music that directly impact communities throughout Colorado. Your generous contributions this year made the breadth of our work possible.

July  CPR’s OpenAir presents a series of “Porch Sessions” featuring performances by 10 independent musicians, including Zola Jesus and Brent Cowles, on a front porch in Denver’s Baker neighborhood. The sessions were part of the annual celebration of Colorado music during The Underground Music Showcase.

August  CPR Classical concludes three months of classical music concerts during SummerFest 2017 with a live broadcast of Berlioz’s “The Damnation of Faust” at the Aspen Music Festival.

September  CPR Classical releases “The Great Composers” podcast exploring the life and music of Mozart, chapter by chapter.

October  “OpenAir Live & Local,” a collaborative series featured on CPT12 showcasing live performances of Colorado bands, returns with its fourth season. The premiere episode features a Fort Collins “Super Sessions” filmed earlier in the year at The Music District.

November  The second annual “Colorado Matters” Holiday Extravaganza showcases local artists sharing their favorite holiday songs, memories and traditions in front of a packed house at the Newman Center for the Performing Arts at the University of Denver.

December  CPR News explores the connection between two politically diverse coworkers from Aurora Public Schools in an installment of “Breaking Bread,” the multi-part series featuring Coloradans who find common ground on divisive topics over a shared meal.

February  Colorado Public Radio, Colorado Public Television (CPT12) and Rocky Mountain PBS team up to explore the collaboration of Denver dance troupe Wonderbound and local band Chimney Choir. The story was the second in an ongoing content collaboration between the three organizations.

April  CPR quadruples the signal strength of 88.1 FM to serve more listeners with thoughtful, in-depth and meaningful classical music.

May  Colorado Public Radio’s OpenAir co-hosts NPR’s Tiny Desk Contest “On The Road” tour. Three Colorado bands from the 2018 contest perform for local fans at Globe Hall.

June  Colorado Public Radio’s groundbreaking documentary podcast, which explores Colorado’s Taxpayer Bill of Rights (TABOR), earns two bronze awards in the 2018 New York Festivals Radio Awards. With entries from over 30 countries, the international awards competition recognizes “The Taxman” as one of “the world’s best radio programs.”

“CPR is my connection to my community and helps provide a base for meaningful conversation about things that matter.”

Janine Galiardi, Evergreen Member
CPR continues to support the future of public radio by offering young professionals paid fellowships to learn and develop their skills. Six recent graduates have completed fellowships at Colorado Public Radio, with two more beginning in July 2018.

This year, to ensure sustained growth of these opportunities, CPR raised more than $650,000 from 65 donors. CPR’s board of directors also authorized a $500,000 matching gift, in addition to naming the fellowships in honor of Max Wycisk. Combined, the organization secured more than $119 million for this continual pipeline of fresh talent.

“Colorado Public Radio’s effort to support the next generation of public radio professionals is strong thanks to our generous donors. We are grateful to those who made a financial commitment to honor Max Wycisk’s tenure and ensure CPR’s quality standards and impactful community service will continue well into the future.”

Jim East, Senior Vice President of Development

A copy of the audited financial statements can be found at www.cpr.org.
Donor Support during the fiscal year, July 1, 2017 to June 30, 2018. Names featured with donor permission.

**THE MAX WYCISK FELLOWSHIPS**

$150,000+
Johanna H. Liefeld Foundation

$100,000+

- Charles H. Shryock Foundation
- The Philip and Sally Sturm Foundation
- The Robert and Barbara Scherf Foundation

$50,000+

- The J. L. Hudson Foundation
- The David and Helen Scherf Foundation
- The Lillian Scherf Foundation
- The Scherf Financial Foundation
- The Scherf Educational Foundation

$25,000+

- The J. L. Hudson Foundation
- The David and Helen Scherf Foundation
- The Lillian Scherf Foundation
- The Scherf Financial Foundation
- The Scherf Educational Foundation

$10,000+

- The J. L. Hudson Foundation
- The David and Helen Scherf Foundation
- The Lillian Scherf Foundation
- The Scherf Financial Foundation
- The Scherf Educational Foundation

$5,000+

- The J. L. Hudson Foundation
- The David and Helen Scherf Foundation
- The Lillian Scherf Foundation
- The Scherf Financial Foundation
- The Scherf Educational Foundation

$1,000+

- The J. L. Hudson Foundation
- The David and Helen Scherf Foundation
- The Lillian Scherf Foundation
- The Scherf Financial Foundation
- The Scherf Educational Foundation

**LEADERSHIP PARTNERS**

$150,000+
Jacques M. Liefeld Foundation

$100,000+

- The Paul and William Bennett Foundation
- The Sturm Family Foundation

$50,000+

- The J. L. Hudson Foundation
- The David and Helen Scherf Foundation
- The Lillian Scherf Foundation
- The Scherf Financial Foundation
- The Scherf Educational Foundation

$25,000+

- The J. L. Hudson Foundation
- The David and Helen Scherf Foundation
- The Lillian Scherf Foundation
- The Scherf Financial Foundation
- The Scherf Educational Foundation

$10,000+

- The J. L. Hudson Foundation
- The David and Helen Scherf Foundation
- The Lillian Scherf Foundation
- The Scherf Financial Foundation
- The Scherf Educational Foundation

**COMMUNITY PARTNERS**

$5,000+

- The J. L. Hudson Foundation
- The David and Helen Scherf Foundation
- The Lillian Scherf Foundation
- The Scherf Financial Foundation
- The Scherf Educational Foundation

**Philanthropic support that enriches the community.**

Generous support from tens of thousands of Coloradans helps CPR enrich the community. This year, one family in particular made a notable impact. Through their foundation, the Sturm Family committed $300,000 over the course of three years to Colorado Public Radio as a means to provide wider coverage of business and economics issues at play in communities throughout the state.
Rick Foster and Julie Waggener
Jill Ferris
Hollen Ferrendelli
Karen Allen Failinger
Nanette Fahrenbruch
Mark Esposito and Cary Kinross-Wright
Susan L. Eslick
Tim A. Edgar
Janet Eden-Harris and Paul Harris
Jim East and David Johns
Walt Duncan
Edwin Dommreis*
Cyndra Dietz
Bob and Julie Diehl
Barbara De Jong
Helena Davis
William H. Darken and Michele M. Darken
Barry and Gay Curtiss-Lusher
Robert Connelly
Tom and Noël Congdon
Drs. Andrea and Ken Cohen
Jennifer and Joel Lackey
Tamara Krenz
Jennifer and Joel Lackey
Bob and Susan Lederburger
Janet K. Landis
Debbie Lane and Steve Sizoo
Louis G. Lamick*
Melinda and Terry Larrington
Harry D. Lawson*
Jay W. Lindsey
Chester Ludby
Mrs. Jane H. Ludick*
Harley and Gail Lyons
Kim Lipton
Eileen Malloy
Sharon Malloy
Brian Wayne Mann*
Alexis M. Martin
Dr. Jaimee Martin
Jeanie and Randal Martires
Mark Measters
Dennis Mateski
Melany Mathewson and Eric Meer
Robert Thomas Matichuk*
Herald May
Jared McCollum
Gene McCullough
Linda and Phillip McCurdy
Darby McGillen
Jane McGrath
Lynne McKee and Lynn Humbrick
Donald E. Melton
Dr. and Mrs. Mike Mellott
Jeanie and Brian Melton
Melissa M. Miller
Sandra L. Miller
Jim and Michelle Miles-Lambert
Sandra L. Miller
Kim and Ellen Miller
Ellen Miller
Jared M. Miller
Norris and Ellen Minorck
Edward J. Miranda*;
Bob Mesher
Balen Naar and Joe Joe Chuck-Naar
Anne and David Neckier
Carol and Richard Nestkun
Sean and Melissa Nettrour
Gary Newton
George Nuomo
Faye O'Brien
Dawn and John O'Connor
Sandy and Bruce Ogin
Steven Okuley and Richard Dusseau
Karamak Pendergast and Sukhi Khara
Loretta Paparella*
Lake Paparella
Dr. Rachel K. Paul
Perry and Virginia* Peine
Eric Pershing and Lori Pottor
Richard A. Price
Gerald Quiatt*
Marshall Quiatt*
Melinda Quiatt
W. Gerald Ramey, M.D.* and
MRS. Lois Sayre Rainer
Leslie C. Randolph and Dr. Brann Johnson
Maryland and MaryAnn Romm
George Romme
Jan Ruver
Kazumi Sayama
Noriko Morita and Yuko Morita
Richard Montgomery Bruce Family Trust
Nora Reznickova-Klein
Byron and Gayle Reznick
Karamak Pendergast
Scott D. Schell
Anne Marie Scholl
Dennis S. Schrader
Carolyn and Don Schutt
Bill Zimre
Alice M. Zwanzig*