2008 Annual Report
Texas Public Radio was organized in 1988 and formally incorporated the following year. The broadcaster grew out of a merger of two separate organizations, the Classical Broadcasting Society of San Antonio (owner of KPAC-FM) and San Antonio Community Radio (owner of KSTX-FM). TPR is an independent, non-profit organization governed by a Board of Directors composed of San Antonio and Hill Country residents.

KPAC specializes in broadcasting classical music and fine arts information. For the most part, its programming is created from its own library of classical music recordings – a collection that provides varied and comprehensive opportunities to sample the entire range of music. The schedule also includes live broadcasts of The Metropolitan Opera and the daily showcase of classical music, Performance Today. Speciality programs include classical music from Latin America, early music and new compact disc releases. KPAC is listened to regularly by as many as 50,000 people.

KSTX broadcasts public radio’s premier news, information and entertainment programs. Its weekday schedule is composed of programs produced by National Public Radio, such as NPR’s flagship newsmagazines All Things Considered and Morning Edition. Opportunity for listener comments and questions on a wide range of subjects is offered during NPR’s Talk of the Nation and The Diane Rehm Show. Foreign perspective on news-making events is offered in The World and overnight broadcast of the BBC World Service. Entertainment programs on weekends include such public radio favorites as A Prairie Home Companion, Car Talk and San Antonio’s own Jim Cullum Jazz Band in the nationally distributed series Riverwalk Jazz. As many as 100,000 people listen regularly to KSTX.

In 1998 Texas Public Radio added a third station to the family. Transmitting from a site near Kerrville, KTXI-FM serves listeners in the Hill Country with simultaneous broadcasts of programs on the KPAC and KSTX schedules.

San Antonio and the neighboring Hill Country are among the premier places in the nation to listen to the finest that public radio has to offer in great music, education, entertainment, news, information and civil discourse about issues. We are proud of this accomplishment. Our pride is confirmed when listeners and supporters tell us our programs make a significant difference in their lives.

As we prepare to meet the challenges of the future, we are guided by the following values, vision and mission statements:

**MISSION**

The MISSION of Texas Public Radio is to engage in the production and distribution of non-commercial informational, educational, cultural and entertainment content for the people of Texas. Content will be guided by the shared interests of the membership and users of Texas Public Radio media, while adhering to the highest standards of responsible journalism and the values of Texas Public Radio.

**VALUES**

The VALUES that serve as the framework within which Texas Public Radio operates are:

- to contribute to the appreciation of artistic expression,
- to respect diverse points of view,
- to facilitate civil and constructive discourse,
- to follow the ethical principles documented in our Code of Ethics.

**VISION**

The VISION for Texas Public Radio is:

- to be recognized as one of the preeminent non-commercial media systems in the United States,
- to elevate awareness and discourse regarding important community and cultural issues,
- to continue expanding and diversifying its audience,
- to be a leading source of high quality, national programming that emphasizes the multicultural character of its geographic area,
- to promote good citizenship through community-oriented programs and positive environmental practices.
Total revenue for 2008 showed a very slight decline for the first time in five years, amounting to just 0.4 percent less than the previous year. Listener support (membership) was again the major source of our funds and increased over the previous year. Growth also occurred in the number of grants received. However, there was a slight decline in the amount of corporate support.

Although revenue stayed nearly level, expenses reached their highest point of the five-year period. This was mainly due to increases in fees we pay for nationally distributed programming, and this trend is expected to continue in the future. For example, National Public Radio continues to invest in expanding its international news bureaus and continues to have a significant news-gathering presence in Iraq. In a time when most other news organizations are reducing their reach, NPR’s growth in firsthand international news reporting capability provides a vital service to the listening audience.

As the end of Fiscal Year 2008 approached, the nation was falling into a significant economic slowdown. Fortunately, the effects of the economic downturn were mitigated somewhat in Texas and the San Antonio area. As a result, Texas Public Radio received solid financial support from listeners, local businesses, and the philanthropic community. This support reflects the value that the listening community places on the programming TPR offers. However, TPR strives toward improving and expanding the range and depth of the service it provides.

In FY 2008, we provided local news and issue coverage and expanded the resources available to listeners via our website. We offer podcasting, and audio-on-demand streams to provide locally produced program content to listeners via our website. We also improved our broadcast delivery system to be more efficient and lower production costs.

John Clare joined us as a new classical music host and as a host for our Classical Spotlight program. John also created a KPAC blog featuring updates on the world of classical music.

Our Endowment Fund, administered through the Texas Public Radio Foundation, showed some decline in FY 2008. The losses were due to a significant drop in the stock market in September of 2008. The Endowment Fund should regain its losses over time as the market recovers. Efforts also continued to build Gwathmey Legacy Guild Membership. Named in honor of former TPR president Joe Gwathmey, The Gwathmey Legacy Guild is designed to recognize and encourage donations to the Endowment Fund through planned giving.
A TYPICAL DAY ON KSTX 89.1 FM
Friday, July 25, 2008

MORNING EDITION - 4 a.m.
Don Gonyea reports Sen. Barack Obama has campaigned across the U.S. this week, stressing economic concerns and other domestic topics. As Sen. Barack Obama traveled abroad, McCain sought to empathize with American voters who are hurting.

Also these stories...

China trains thousands of cheerleaders to rally the masses at the Beijing Olympic Games, Honda's auto profits defy the industry's downturn, and a report on the artist Jeff Koons in Chicago.

THE DIANE REHM SHOW - 9 a.m.
The weekly news roundup on The Diane Rehm Show is "appointment radio" for many.

On Fridays, Diane and her guests analyze the week's domestic news during the first hour, followed by an international focus.

FRESH AIR - 11 a.m.
Terry Gross re-broadcasts an interview with comedian Robert Smigel and his alter-ego, Triumph the Insult Comic Dog.

David Edelstein has a review of the new documentary "Man on Wire," about Philippe Petit's high-wire walk between the Twin Towers, and we hear from comedian Don Rickles, who just received his first Emmy nomination for an HBO special.

LATINO USA - noon
The weekly broadcast of news and culture, produced by NPR and KUT in Austin. Hosted by Maria Hinojosa.

TEXAS MATTERS - 12:30 p.m.
Host David Martin Davies covers the aftermath of Hurricane Dolly, which affected the Rio Grande Valley. Davies speaks to the editor of an online newspaper in the area, and a representative from the American Red Cross.

Co-host Yvette Benavides interviews writer Sandra Cisneros, who is bringing some of the nation's most exciting literary figures to San Antonio for her annual writing workshop, Macondo.

SCIENCE FRIDAY - 1 p.m.
Ira Flatow is the host of the popular Friday edition of Talk of the Nation. On this week's show: In the past, scientists discounted the importance of the spleen, a five-ounce organ located in the upper left abdomen. Now, there's an increasing understanding of the spleen's importance as a part of the immune system, filtering blood and removing old blood cells.

Also, could tobacco actually help fight cancer? Researchers report that they've been able to use tobacco plants as biological factories to manufacture specialized proteins needed for an experimental individualized cancer therapy. The researchers are studying a potentially fatal form of non-Hodgkin's lymphoma.

THE WORLD - 3 p.m.
The World's Gerry Hadden reports from Spain on the challenges facing American citizens who want to vote from abroad.

Plus, China is pushing its athletes hard to win at the upcoming Beijing Olympic Games. The World's Mary Kay Magistad looks at how China's approach to sports and physical activity is different from that of many Western countries.

And musician and songwriter Abigail Washburn shares her audio diary of her tour through Tibet two years ago. Lisa Mullins hosts The World.

ALL THINGS CONSIDERED - 4 p.m.
At the trial of Osama Bin-Laden's driver Salim Hamdan, differing portrayals of his role are being presented. The prosecution says Osama bin Laden's driver was an insider in the al-Qaida leader's inner circle. The defense, however, has portrayed Hamdan as a poorly paid employee.

Also, there is a stalemate in Congress over gas and oil prices. Democrats push a bill to rein in oil speculation and Republicans block it with a filibuster. GOP senators say they'll keep talking about energy until Democrats let them offer a wide array of amendments.

And John Nielsen reports on how critically endangered right whales gather off the coast of New England at this time of year, but many places where they congregate are in the middle of the shipping lanes. Ship strikes are a major threat, but a plan to stop the strikes is in limbo.

MARKETPLACE - 6:30 p.m.
Stockton, Calif., tops a list of cities with the most home foreclosures, with 1 out of 25 homes in trouble. Host Kai Ryssdal talks with Bob Bressani, Stockton's interim housing director, about why the city has been hit so hard.

Also, Sam Eaton reports the number of energy bills Congress has passed comes to exactly zero. So if $4-a-gallon gas and oil at $125 a barrel isn't enough of a crisis to get lawmakers going, what is?

A TYPICAL DAY ON KPAC 88.3 FM
Thursday, July 27, 2008

WRITER'S ALMANAC - noon
Literary and historical notes for the day, plus a poem: "Not to Sleep" by Robert Graves, read by host Garrison Keillor.

CLASSICAL SPOTLIGHT - 2 p.m.
John Clare hosts a special on the continuing Cactus Pear Music Festival on this Classical Spotlight. The music includes David Heuser who talks about the world premiere of his "The Golden Ax" and we'll also hear about the opening night last week with Dr. Kenneth Bloom.

John interviews Artistic Director and violinist Stepanie Sant'Ambrogio about the exciting conclusion to this 12th season and about outreach.

PERFORMANCE TODAY - 6:30 p.m.
The BBC Scottish Symphony Orchestra recently completed an eight-city tour of China. We'll go to their concert in Shanghai to hear Christoph Konig lead them in Beethoven's powerful Symphony No. 7.

Hosts Randy Anderson, Deirdre Saravia, John Clare, and James Baker also present music throughout the day on KPAC.

CLASSICAL MUSIC FROM THE KPAC LIBRARY
Highlights of the day include Beethoven's "Wellington's Victory," Ralph Vaughan-Williams' Symphony No. 3, Sonatas and Concertos by Antonio Vivaldi, "Ancient Airs and Dances" by Ottorino Respighi, and John Adams' Chamber Symphony.

KPAC also serves the community on a daily basis by broadcasting public service announcements for various non-profit groups.