



# The Year of Impact

**PRI** Public Radio International<sup>®</sup>  
FY2013 ANNUAL REPORT



## Dear Friends of PRI,

In April of 2013, PRI turned 30. We used this milestone as an opportunity to reflect on our progress and accomplishments—things that would not have happened without the support of people who believe in the power of storytelling to create a vibrant, interconnected world. This year, we've built on our history of transforming public radio by focusing on one very important idea: impact.

PRI has always been nimble, adaptable, and able to transition to serve the public's changing needs. We began as a distributor of programming. After a few years, we realized that distributing other people's content was not enough, so in the 90s we made some very specific decisions: we changed our role—from distributor to publisher—and we evolved our mission, helping listeners live more successfully in a global world.



Today, as we adjust to the unprecedented economic, demographic, and technological changes of recent years, we're making another transition. We recognize that our mission—to serve audiences as a distinctive content source for information, insights and cultural experiences essential to living in an interconnected world—is more important than ever. So we have re-committed ourselves, bringing more voices to more people in more ways, generating more interaction and change. We're taking new approaches to creating content, inviting consumers to contribute their voices, and creating data-driven assets that have resulted in new perceptions, new understandings, and recognition of our leadership.

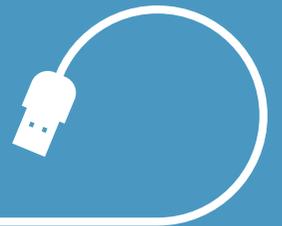
With your support, and in collaboration with content producers from across the country and beyond our borders, we'll continue to develop new voices and program choices. We'll deliver our content through platforms that exist now and those that will be developed. And through it all, we'll be focused on delivering the impact that occurs when people begin to understand and celebrate each other.

Your support inspires us to do more. Thank you for your continued confidence and encouragement.

Sincerely,

Alisa A. Miller

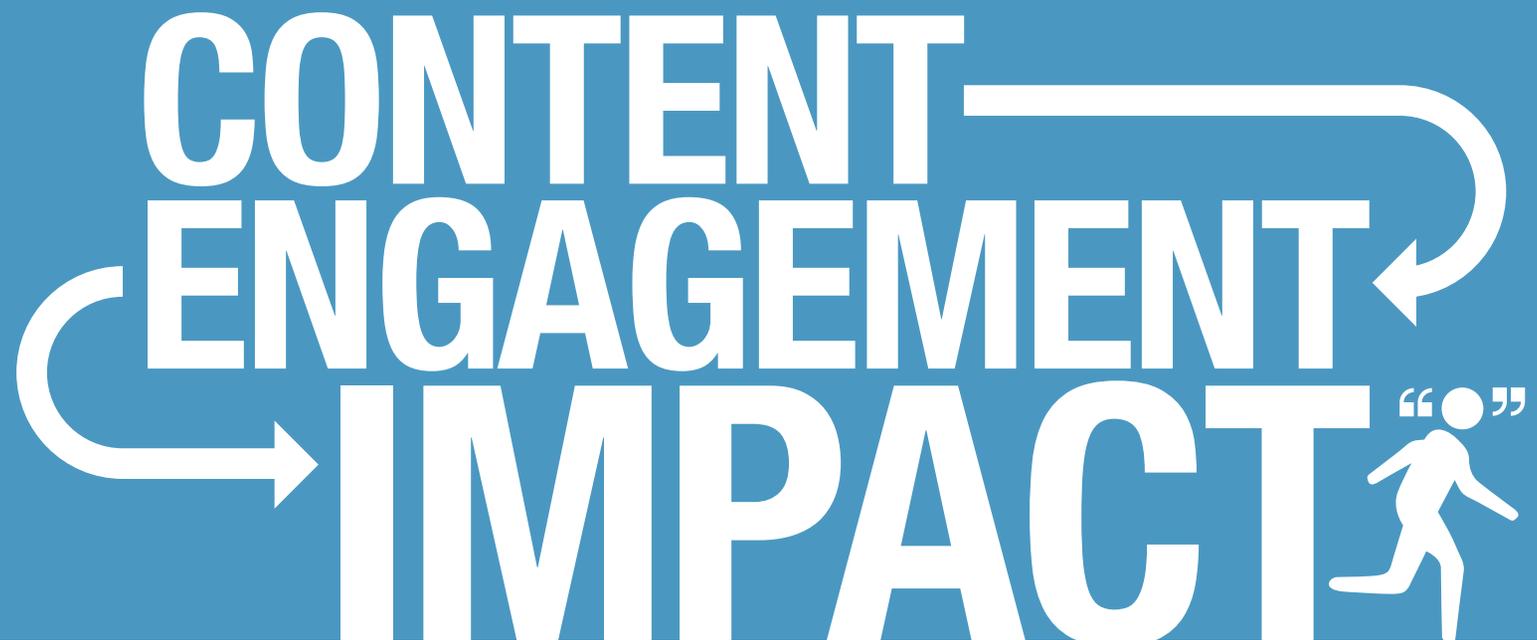
Our great big world is getting smaller every day. We're all more plugged in and digitized than ever before—and it's safe to assume the trend will only continue. Our mission at PRI is to help people thrive in this increasingly interconnected world. And while our mission remains the same, the way we go about measuring our success has evolved.



It used to be that public radio was all about listening. And PRI all about distributing, and then later, creating content. As the world changed, our strategies expanded. Telling stories alone was not enough. We wanted to engage our audience—provide them ample reason to click and like and share and learn and join.

But the opportunity—the need, actually—is even bigger than engagement. Our ever-changing world calls us to demonstrate impact. So we seek to inspire our audience to not only listen and click, but take action. Participate. Create. Share ideas, exchange views, make a difference. Our impact is to create agents of impact.

That's what we've been up to in our fiscal year 2013. The proof? Read on.



# IMPACT

In fiscal 2013 we created content that not only got people talking, but got them moving—and creating positive change, in big and small ways.

## PRI's The World "Cancer Series"

Cancer is often considered a "first world problem"—a disease of affluence. *PRI's The World*® revealed a deeper truth: about 70 percent of cancer deaths occur in low- and middle-income countries, where the fight has barely begun. In this five-part series that aired over one week in the fall of 2013, led by veteran medical reporter Joanne Silberner, we met patients, doctors, and public health advocates waging a new campaign against a global killer.

As people interacted with our content, they began to talk. We recorded 609 discreet conversations about the topic, including one hosted by the Health Minister of Rwanda, and connected 50 like-minded organizations. Online comments told the story of how this series changed perceptions, helping people see that cancer in the developing world can be prevented.

**2.5 MILLION INTERACTED THROUGH BROADCAST**  
**2 MILLION THROUGH SOCIAL MEDIA**

**4.5M** 

# IMPACT

## PRI's The World #worldgender

Throughout the year, our reporting of the gang rape of a woman on a bus in India inspired conversations across the globe. We've curated those conversations, along with articles and opinions, on the social media platform RebelMouse, where [our page](#) has become a forum for discussions on harassment in general, including U.S. military sexual assault, men's perspectives, and insights from various countries.

In February and April of 2013, *PRI's The World* hosted two Google+ Hangouts, one about [gender violence](#) around the world, and the other about the [role of men](#). We also hosted a [live chat](#) with one reporter who confronted her harasser in Cairo.

## *The* TAKEAWAY

*The Takeaway* was built on the premise that change often begins with a simple conversation, so every day the program encourages people to weigh in. From [sequestration](#) to [Cheerios](#) to [gay parents](#), *The Takeaway* knows how to get people talking.



## SHOWS

PRI offers the largest portfolio of programs in public radio.

When we help our listeners “hear a different voice” we help change the world.



# SHOWS

In fiscal 2013 we introduced ***Boston Calling***, produced by ***PRI's The World*** and licensed to the BBC. This weekly **podcast** looks at the world through American eyes, and the myriad and unexpected ways that the world influences the United States. It also broadens our reach and broadcasts our mission to the 43 million worldwide listeners of the BBC World Service's English language network.

Our relationship with the CBC enables us to bring unexpected perspectives to our audiences. ***Day 6*** was a new addition to our portfolio in fiscal 2012, contributing its unique take on the news. In 2013, in the midst of America's drone debate, host ***Brent Banbury*** spoke to a **drone operator**, who offered a view not often heard.

***Afropop Worldwide***, a program about the music of Africa and the African Diaspora, also explores Africa's history, religion, and culture in its "Hip Deep" series. In 2013, they traveled to Ghana to tell us how music of the region became "Afro-funk," focusing on 77-year old Ebo Taylor.

On February 15th and 22nd, 2013, ***This American Life*** told the story of ***Harper High School*** in Chicago. Harper serves a primarily African American population of approximately 460 students, and during the 2011-2012 school year, 29 current and former students were shot. Eight died. Three reporters spent five months at Harper and the result is a haunting piece on the reality of gangs and gun violence in America's urban schools.

***The Tavis Smiley Show*** is a two-hour, high-energy exchange of views, information, and insight from fresh, diverse points of view. In fiscal 2013, Tavis and Dr. Cornel West took another road trip to highlight the plight of poor people of all races, colors, and creeds. During this "Poverty Tour 2.0," town hall meetings were held in five states, bringing people together to talk about poverty and ways to respond.

In October of fiscal 2013 we began broadcasting ***The Tobolowsky Files***, a storytelling series about life, love, and Hollywood, written and performed by one of America's most prolific character actors, Stephen Tobolowsky.



SEE A LIST OF ALL OUR SHOWS.

# RECOGNITION

How do we know we're delivering on our mission? How do we prove we're telling important stories and sharing unique perspectives? These are questions we're constantly asking. And we're grateful our industry peers keep telling us, "job well done."

The National Academy of Sciences, National Academy of Engineering, and Institute of Medicine bestowed their Communications Award on *PRI's The World's "Cancer Series"* for "shining a light on the hidden toll cancer takes in impoverished nations." These prestigious annual awards recognize excellence in reporting and communicating science, engineering, and medicine to the general public.

The Society of Environmental Journalists named Sam Eaton and *PRI's The World* best "Environmental Beat Reporting" for their examinations of Fukushima after the nuclear accident and an Arctic in the midst of changing.

The Radio Television Digital News Association has been honoring outstanding achievements in electronic journalism with the Edward R. Murrow Awards since 1971, and in 2013 named our *State Integrity Investigation* best "Investigative Reporting" in the Network Radio and Television category. This 12-month effort to report on the effectiveness of state government across the U.S. — a collaboration between PRI, The Center for Public Integrity, Global Integrity, and 16 public radio stations — sparked civic dialogue and prompted several states to change laws.



## ENGAGEMENT

As the habits of our audience change, we're creating new and varied ways for them to connect with our content, and with each other. And while we value the 10 million people who listen to our programs regularly, we know there are countless "non-listeners" who would love our content if they could find it—so we make an effort to find them.

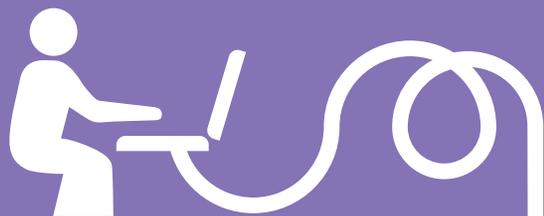
10M+

The graphic features the text '10M+' in a large, bold, white sans-serif font. To the right of the plus sign, there are white silhouettes of three people holding up the plus sign, and two more people running to the right, one on a skateboard. The entire graphic is set against a solid purple background.

## ENGAGEMENT

# LAUNCHED

In fiscal 2013 we put all the pieces into place to launch our new website, making sure its direction, content, and design deliver on our brand and mission.

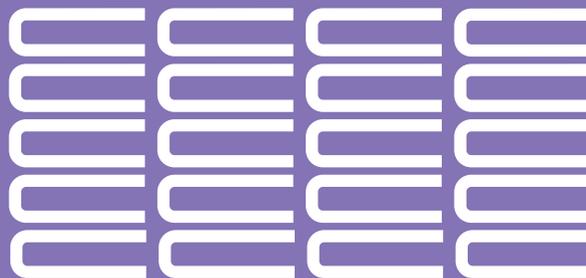


## OUR LIBRARY OF PODCASTS IS GROWING

In 2013 we added *The Tobolowsky Files*, *Innovation Hub* from WGBH, and *Boston Calling* from PRI's *The World*.



# 20



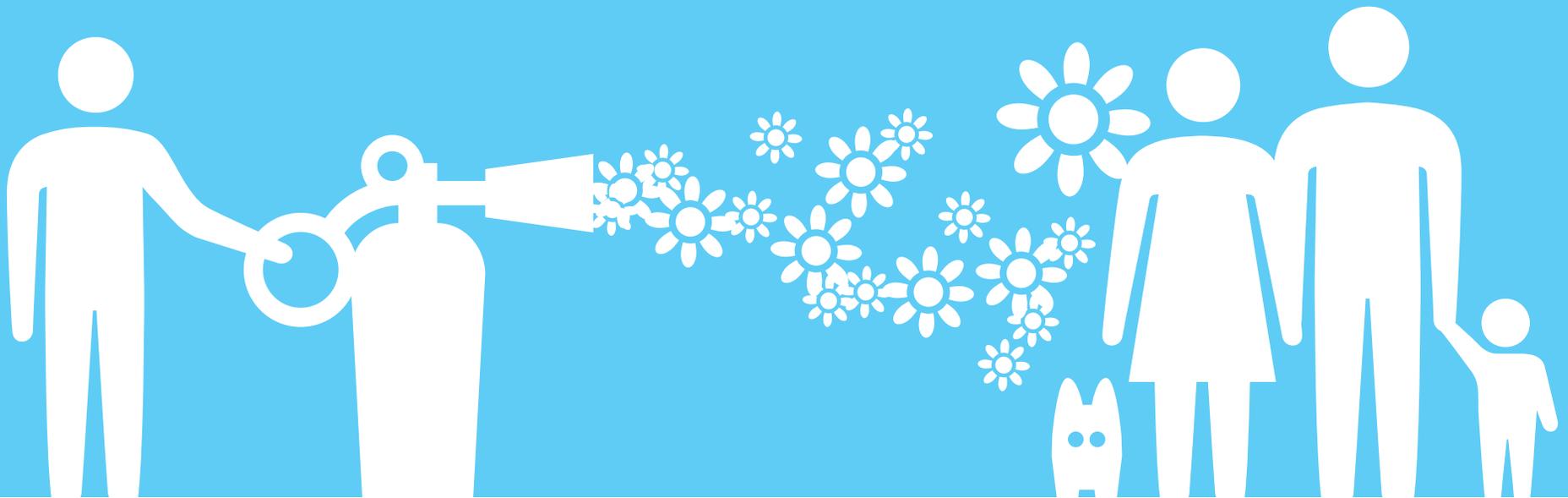
Program websites have expanded as well. *To The Best Of Our Knowledge* has turned their archives— 20 years of programming—into digital, downloadable, searchable content, attracting new fans and informing future shows.

# 650, 000

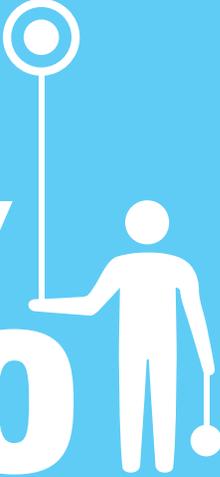
PRI can now be found on Google Currents, and our Flipboard app has 110K users and 650K monthly flips.

# GROWTH

Developing and supporting successful content is at the heart of our business. We're making a positive impact on communities nationwide by providing stations with content that enables them to serve their audiences, and by providing people with ways to create with us.



## GROWTH



# 30%

The number of stations carrying *Q with Jian Ghomeshi* has increased by 30%, with ratings up 50% in San Diego and 30% in Portland.



# X2

We've doubled the number of stations who broadcast *The Takeaway*, and we've grown its audience in Boston, Dallas, and Charlotte—each up more than 20%.



# LA

*PRI's The World's* weekly audience is up nearly 27% in Los Angeles.

# EXTRA CREDIT



Throughout the year, *Studio 360's* “Extra Credit” asked listeners to create and contribute. In projects like “Campaign Jingle” they wrote jingles to enliven campaign ads, and in “Remixing Spring” they compiled bird songs from the Cornell Lab of Ornithology. Projects like these not only engaged listeners, but grew audience. For example, in Pittsburgh, the audience for *Studio 360* more than doubled.

Content, engagement, impact—none of this happens without you. Your gift is an investment in the very foundation of our work: a more **informed**, **empathetic**, and **connected** citizenry. You help us reveal the truths we have in common. The things that pull our big, ever-changing world together. When we do our job differently, citizens do their job differently, and the world changes—one story, one listener at a time. You make this possible. **Thank you!**



[OUR DONORS](#)

[OUR AFFILIATES](#)

[OUR FINANCIALS](#)