ADDENDUM I

DATE: April 16, 2019

FOR

PROPOSAL REQUEST #31067

MARKETING CONSULTING SERVICES FOR ST. LOUIS PUBLIC RADIO:

BRAND POSITIONING AND CAPITAL CAMPAIGN

UNIVERSITY OF MISSOURI ST. LOUIS

DATED: MARCH 19, 2019

The above entitled specifications are modified as follows and except as set forth herein remain unchanged and in full force and effect:

1. Does the nature of this RFP involve an ongoing partnership with St. Louis Public Radio or does it cover the development of the strategy and materials requested only?
   A. This RFP covers the desirables within the scope of the contract. There is always an opportunity for continued partnership as projects arise.

2. On a scale from 1 to 10 (1 being least important and 10 being the most), how important is it for the responding agencies to have current radio station marketing experience in the form of an example or case study?
   A. It is not a mandatory, but it is desired. 6

3. Can you advise who the key decision-makers will be in this RFP process?
   A. The internal voting team members will be the key decision-makers in the RFP process.

4. We have MBE and WBE partners we collaborate with on our other clients, do you want these partners identified in the RFP response?
   A. Those vendors would be identified in the supplier diversity section of the RFP.

5. Is there a MBE/WBE goal that you need the participating agency to achieve?
   A. It is not a mandatory.

6. Is there an identified a budget range for the full project? At this time we are not releasing budgetary information on the project.
   A. That will be discussed upon award.
7. Would the selected agency collaborate with your current partners, Dan Reynolds and The Standing Partnership?
   A. The agency would collaborate with Dan Reynolds. Standing Partnership’s corporate engagement strategy will be complete before we start on branding.

8. Can you please provide examples of your current campaign case statement piece?
   A. Yes, it’s attached.

9. Can you clarify the research/review process (i.e. what research will your team be providing and what research will you require from our team)?
   A. We have research from surveys, member comments, and audience analytics. We don’t require research from outside agencies beyond understanding the local market and reviewing our research.

10. Will your team be providing data obtained from previous research conducted and be looking for our team to produce a report of the findings?
    A. Yes, we will provide research. No, the agency does not need to provide a report.

11. What are your expectations, if any, regarding research on brand development (i.e. messages, logo, etc.)?
    A. We are not expecting new research to test concepts, but work should be informed by existing research.

12. Attached you will find the Information Security Requirements that are required for Mandatory question #1.
University of Missouri
Information Security Requirements

As part of the selection process vendors must demonstrate compliance with the security criteria listed below by responding in writing to every statement and question in the eight categories. Validation of the answers provided by the vendor may be conducted during the review/audit process. Any erroneous information could limit the vendor's ability to finalize implementation of the proposed solution.

Vendors are expected to maintain an awareness of the laws and regulations applicable to the use of the proposed solution in a University environment.

Data Classification
Does this solution store and/or transmit any of the following types of restricted and/or highly restricted data? Check all that apply.

- Protected Health Information (PHI)
- Payment Card Industry (PCI)
- Gramm-Leach-Bliley Act (GLBA)
- Social Security Numbers (SSN)
- Federal Educational Rights & Privacy Act (FERPA)
- Employee Evaluations
- Intellectual Property
- Confidential Research
- Biometric Data (fingerprints, handprints, etc.)
- Biometric Data

The University assigns data classification levels for all University owned or hosted IT-based systems. This system will have a DCL level of ___. Security requirements for all DCS levels can be found at: https://www.umsystem.edu/ums/is/infosec/classification. The University of Missouri reserves the right to periodically audit any or all hardware and/or software infrastructure provided by the vendor to ensure compliance with industry standards and best practices as well as the requirements of the University's DCS. When applicable, the University of Missouri requires compliance with the Health Insurance Portability and Accountability Act (HIPAA), FERPA, GLBA, PCI specifications, and all other applicable state, local and federal laws and regulations.

For all level 3 and 4 system/application implementations, a post award technical review and/or assessment is required. All reviews/assessments will be prescheduled with the vendor and assessment results will be provided to the affected University department's representative and to the vendor.

The University considers security to be an ongoing responsibility and as a result, these information security criteria are subject to additions and changes without warning. When appropriate, the successful vendor will be expected to work in good faith with the University to maintain compliance with new laws and regulations and/or to improve the security of the proposed system.

Documentation
The vendor should provide security whitepapers, technical documents, or copies of policies as necessary to fully demonstrate compliance with the requirement. Failure to provide the necessary information to meet the requirements in this section could lead to disqualification.

Compensating Controls and Descriptions
All statements and questions below are mandatory unless they are not applicable. The vendor must clearly explain why a given question is not applicable. For all other questions, if a requirement cannot be met, the vendor still has an opportunity to meet the requirement by the use of compensating controls. Compensating controls must be described in full in the appropriate column. When more room is needed to fully explain the compensating control, attachments can be included in the bid response so long as such attachments are labeled and cross-referenced in the "Comments or Explanations of compensating controls" column. In such circumstances, the vendor must provide a full explanation of the compensating control including an explanation of how the control meets the intent of the original question. The University has the sole right to determine if a proposed compensating control is an acceptable solution.

In some instances, the University has requested that the vendor provide a description to accompany their response to a particular statement or question below. Descriptions are requested when a "Meets or Exceeds" answer alone could be deceptive without further detail. When more room is needed to provide a complete description, attachments can be included in the bid response so long as such attachments are labeled and cross-referenced in the "Comments, Descriptions or Explanations of Compensating Controls" column. The University has the sole right to determine if the details provided describe a solution that truly meets or exceeds the University's needs.

Vendor/Product/Department Information (MUST BE COMPLETED)

- University Contact(s) Information
- Vendor Name and Contact Information
- Product Name and Brief Description

Revised 10/5/2016
### Requirements

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Meets</th>
<th>Does Not Meet</th>
<th>Comments, Description of Compensating Control</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The vendor must acknowledge and agree to allow the University, at its discretion, to inspect/assess all or portions of the proposed solution prior to placing the system into production. The University does not need the vendors &quot;code&quot; to perform such assessments, however, the University will use web application (IBM AppScan, HP WebInspect) and network vulnerability tools (Nessus) in coordination with the vendor's technical team when appropriate. The results of the assessment(s) will be provided to the University customer (i.e., the department) and to the vendor.</td>
<td>All</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.a The vendor must agree to remediate high risk security vulnerabilities that are identified by such assessments within a reasonable time frame and at no cost to the University. Medium and low risk vulnerabilities should also be remediated but will be scheduled for remediation based on a mutually agreeable timeframe. (This applies to generally accepted security vulnerabilities within the industry, NOT changes or modifications that would be considered customer-requested improvements or functionality enhancements.)</td>
<td>All</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. If the proposed solution will interface with other networks, systems, databases or applications, the vendor MUST provide an architecture document that includes a full network diagram of the environment, illustrates the relationship between the environment and any other relevant networks/systems, and includes a full data flowchart that details where data resides, and any applications that manipulate it.</td>
<td>All</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Upon selection, details of any third party reviews related to industry or regulatory compliance must be made available for University review. Vendor MUST include third party web application and server vulnerability and/or penetration tests if available. Redacted reports are acceptable.</td>
<td>DCL3 and DCL4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Requirements</td>
<td>Meets</td>
<td>Does Not Meet</td>
<td>Comments, Description of Compensating Control</td>
</tr>
<tr>
<td>----------------------------------------------------------------------------</td>
<td>-------</td>
<td>---------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>4. Vendor must comply with applicable industry standards and best practices for system administration and application development (i.e. OWASP). Indicate which industry standards are utilized by the vendor.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. If applicable, Payment Card Industry - Data Security Standard (PCI-DSS) or Payment Data Security Standard (PA DSS) compliance is required. The vendor can comply with this item if it has attained PCI certification for the overall set of products/services being proposed or by having one or more system implementations that are currently PCI certified. Provide evidence of such certification attached to the response. If available, the vendor must provide a guide for PCI-compliant implementation of their product.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Network Security</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. The proposed solution must support secure access to privileged University users either through VPN technologies or other secure technologies.</td>
<td>DCL4</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Availability</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Quality Assurance testing for the proposed solution must have been or must be conducted. Such testing must include authentication, authorization, and accounting functions, as well as any other activity designed to validate the functionality, integrity, availability and security of the solution.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Authentication, Authorization and Password Security</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### University of Missouri  
**Information Security Requirements**

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Meets</th>
<th>Does Not Meet</th>
<th>Comments, Description of Compensating Control</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The vendor must ensure that system and application administrators or anyone having elevated or privileged access to any part of the system, be required to follow strict password complexity and password management policies. Passwords for privileged access must be at least 15 characters and include a combination of letters (upper case and lower case), numbers and symbols. Please provide policies/procedures that govern the vendor's password complexity and password reset requirements.</td>
<td></td>
<td></td>
<td>All</td>
</tr>
</tbody>
</table>

[Response or approved compensating control required if product falls within the specified DCS Level:](https://www.umsystem.edu/ums/is/infosec/classification)
### University of Missouri

**Information Security Requirements**

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Response or approved compensating control required if product falls within the specified DCS Level: <a href="https://www.umsystem.edu/ums/is/infosec/classification">https://www.umsystem.edu/ums/is/infosec/classification</a></th>
<th>Meets</th>
<th>Does Not Meet</th>
<th>Comments, Description of Compensating Control</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. The University requires that the vendor allow authentication to their system through existing University authentication methods. For on-campus systems, Shibboleth/SAML2.0 (preferred) or Microsoft Active Directory (AD) is required. For vendor-hosted systems, Shibboleth/SAML 2.0 (SP initiated) is required. Vendor must provide their Shibboleth/SAML 2.0 integration documentation.</td>
<td></td>
<td></td>
<td></td>
<td>DCL2, DCL3 and DCL4</td>
</tr>
<tr>
<td>1. The database must be segregated from front-end systems (i.e. web and application servers.) Please describe how this is accomplished</td>
<td></td>
<td></td>
<td></td>
<td>DCL3 and DCL4</td>
</tr>
<tr>
<td><strong>Application Security</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. The University requires notification of actual or suspected security incidents/breaches within 24 hours of the vendor's first knowledge of such an event.</td>
<td></td>
<td></td>
<td></td>
<td>All</td>
</tr>
<tr>
<td><strong>Cryptography/Encryption</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Any data stored at rest on a hard drive, on a file server and/or in a database MUST be encrypted or granted an exception by the appropriate Information Security Officer at [<a href="https://www.umsystem.edu/ums/is/infosec/iso">https://www.umsystem.edu/ums/is/infosec/iso</a> A49](<a href="https://www.umsystem.edu/ums/is/infosec/iso">https://www.umsystem.edu/ums/is/infosec/iso</a> A49)</td>
<td></td>
<td></td>
<td></td>
<td>DCL4</td>
</tr>
<tr>
<td><strong>Answer These Additional Questions If The Proposed Solution Will Be Vendor Hosted</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. The vendor must immediately disable all or part of the system functionality should a security issue be identified.</td>
<td></td>
<td></td>
<td></td>
<td>All</td>
</tr>
<tr>
<td>2. The University requires notification of actual or suspected security incidents/breaches within 24 hours of the vendor's first knowledge of such an event.</td>
<td></td>
<td></td>
<td></td>
<td>All</td>
</tr>
</tbody>
</table>
### Requirements

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Meets</th>
<th>Does Not Meet</th>
<th>Comments, Description of Compensating Control</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. The equipment utilized for services provided to the University must be located in a secure facility using, at a minimum, physical tokens for access.</td>
<td>All</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. The vendor must provide a listing of individuals by name or by title (if by title, the number of individuals in each title must be provided) that have physical access to the equipment used for the proposed solution.</td>
<td>All</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. The vendor must have written procedures for granting physical access to the facility and ensure that the access is reviewed and updated at least quarterly. Provide a copy of the policy/procedure that governs this activity.</td>
<td>All</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. The vendor must acknowledge that it will utilize a host-based firewall for any systems that are hosted by the vendor for the proposed solution.</td>
<td>All</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. The proposed solution must be behind a hardware-based firewall to protect and limit access to the system.</td>
<td>All</td>
<td></td>
<td>DCL3 and DCL4</td>
</tr>
<tr>
<td>8. The vendor must ensure that University of Missouri owned or provided data is segregated and protected from other customers. Please describe how this is accomplished.</td>
<td>All</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. The vendor must ensure that the hosts comprising infrastructure used by the University of Missouri has been hardened against attack. Please describe how this is accomplished.</td>
<td>All</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. The University expects non-critical operating system patches to be applied within 30 days of release.</td>
<td>All</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Requirements

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Response or approved compensating control required if product falls within the specified DCS Level</th>
<th>Meets</th>
<th>Does Not Meet</th>
<th>Comments, Description of Compensating Control</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. The University expects critical system patches to be applied within 15 days. If the 15 day requirement cannot be met, the vendor must clearly indicate how security risks are mitigated until patches can be applied.</td>
<td>All</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. The vendor must follow separation of duty principles as required by the University's Data Classification System (<a href="https://www.umsystem.edu/ums/is/infosec/classification">https://www.umsystem.edu/ums/is/infosec/classification</a>).</td>
<td>All</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13. The vendor must consult with the ISO to determine if integration with an approved centrally managed authentication service (e.g. Active Directory) is necessary</td>
<td>DCL2, DCL3 and DCL4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14. Can the vendor consistently (24x7) monitor the application/system/environment for integrity and availability? Describe how and how quickly system issues are responded to by the vendor and how quickly issues will be reported to the University.</td>
<td>All</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15. The vendor must have a process to review and update the access list for privileged accounts at least monthly. Please provide copy of the policy or procedure that governs this activity.</td>
<td>DCL2 = quarterly; DCL3 and DCL4 = monthly</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Answer These Additional Questions for Medical Equipment

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Response or approved compensating control required if product falls within the specified DCS Level</th>
<th>Meets</th>
<th>Does Not Meet</th>
<th>Comments, Description of Compensating Control</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The vendor must acknowledge that it will utilize a host-based firewall for any systems that are hosted by the vendor for the proposed solution.</td>
<td>DCL4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. The proposed solution must be behind a hardware-based firewall to protect and limit access to the system.</td>
<td>DCL4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. The vendor must provide secure access to privileged University users either through VPN technologies or other secure technologies.</td>
<td>DCL4</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Vendor represents and warrants that their responses to the above questions are accurate and that the system configuration will continue to conform to these answers unless mutually agreed upon by the University and the Vendor. Vendor further agrees to work with the University in good faith to maintain compliance with new laws and regulations and/or to improve the security of the system.

Agreed this ______________ day of______________, 20__

__________________________
Company Name

__________________________
Signer's Name

__________________________
Signer's Title
Preliminary Case for Support

People are hungry for information to help them make better decisions as voters, parents, employees, and leaders in a media landscape that is more fractured than ever before. They are turning to St. Louis Public Radio in growing numbers - more than half a million a month - to find connections to everything happening in our community, country, and world. Now is the time to prepare for and secure the future of this critical non-profit news institution and preserve the legacy of journalism in our city and our region.

50th Anniversary Goal 2022: St. Louis Public Radio is preparing for a $50 million comprehensive campaign – including endowment, capital upgrades as well as ongoing annual fundraising for operations. This figure includes $20 million for endowment, $29 million for annual operations (maintaining our current $7M in annual fundraising throughout the four year campaign period), and $1 million for capital improvements. Our $50 million goal is the perfect way to celebrate St. Louis Public Radio’s 50th year of broadcasting history in 2022 while ensuring its success for the next 50 years.

Why This is the Time
With a modern studio facility, a growing audience, and a greatly expanded, thriving, professional news operation, St. Louis Public Radio must build a secure financial foundation, including endowment, to ensure a solid future of service for the next generation, and to secure St. Louis’ legacy of great journalism.

- **Half a million people a month** - and growing - rely on St. Louis Public Radio to gather, investigate, focus on and prioritize the significant issues affecting our region, free from any external influences, whether commercial, political or financial. Our monthly audience size is on a par with annual visits to other local treasures such as the Missouri History Museum and the St. Louis Art Museum.

- **Continuing a legacy** – Dating back to the Pulitzers, St. Louis has a deep history as a proud journalism city. Today, however, St. Louis’ primary newspapers and most local radio and TV stations are no longer locally owned, but St. Louis Public Radio *continues* to be owned and managed right here, free of commercial interest.

- **Largest broadcast newsroom** - St. Louis Public Radio now has the largest radio or TV newsroom in St. Louis with 26 journalists and editors at work to find and tell important stories about our community. Many of the area’s most seasoned professionals now work for St. Louis Public Radio. Great cities have great media and this campaign will ensure the legacy of local journalism for generations to come. Supporting continued local and regional reporting which allows all voices to be heard, will lead to continued audience growth, which will in turn lead to new opportunities for membership, philanthropy and corporate sponsorship.
Building on success – St. Louis Public Radio is considered a leader among public radio stations nationwide.

- Since 2012, St. Louis Public Radio has created synergy by moving into its new home, UMSL at Grand Center, now part of the Public Media Commons shared with the Nine Network. (The station, however, is not affiliated with Nine Network or PBS).
- It has taken over operations of WQUB-FM in Quincy, IL and KMST-FM in Rolla, MO, enlarging its annual listening audience by 380,000 and creating both a local and regional footprint. It launched two satellite stations providing the only all jazz station in the region on KWMU-2 and classical music on KWMU-3.
- St. Louis Public Radio is consistently ranked nationally as a top tier public radio station in market share - currently 17th among the top 50 markets (of 900 public radio stations across the country).
- Our website reaches 200,000 people a month, 33% of whom are in the all important 18-34 age demographic. This is reflected in the huge success of our young listeners group, Generation Listen STL, now numbering 3,000+, who create events that bring public radio listeners together in new and creative ways.
- The station was honored with a national Edward R. Murrow award from the Radio Television Digital News Association for its website, and its coverage “One Year in Ferguson” garnered the inaugural Peabody-Facebook Futures of Media Award for Excellence in Digital Storytelling; “One Year in Ferguson” also won a national online journalism award from the Online News Association.

Growing community support as government backing shrinks – Recognizing and preparing for a changing funding environment, in 2017 St. Louis Public Radio was able to increase giving from individual donors 17% with support from 25,000 member households. In total, 93% of the station’s annual budget of $8M comes from individuals, corporations and foundations with very little coming from traditional sources like the University of Missouri (which still provides in-kind support such as Human Resources). Today the station receives less than 7% of its funds from the federally funded corporation for Public Broadcasting and in fact pays $500,000 annually to NPR in program fees to ensure that nationally produced shows such as 1A and All Things Considered can be heard in the St. Louis, Quincy and Rolla markets.

A station the community is willing to support – In an age where journalism itself is under threat, St. Louis Public Radio has proven that it can use its resources responsibly and sustainably. The community invested $8 million in the UMSL at Grand Center building providing St. Louis Public Radio with state-of-the-art studios and offices. The community also provided critical funding of $3M to support the merger with St. Louis Beacon. This merger became a model of success for building digital news capacity, and drew support from the prestigious John S. and James L. Knight Foundation.
St. Louis Public Radio’s 50th Anniversary Campaign

Local journalism is the lifeblood of communities. It is the glue that creates a shared sense of identity and engages citizens in solving shared problems.

“More than eight in 10 U.S. adults believe the news media are critical or very important to our democracy. They see the most important roles played by the media as making sure Americans have the knowledge they need to be informed about public affairs and holding leaders accountable for their actions.”

2017 Gallup/Knight Foundation Survey of 19,000 people on Trust, Media and Democracy

**Endowment Goal $20M**

- The endowment will generate ongoing and needed revenue to sustain our regional news coverage (estimated at $800,000 annually).
- The endowment will support St. Louis Public Radio’s *Innovation Fund*, designed to develop new ways to reach people with audio, text, graphics, photography, and video across digital platforms and expand our content distribution to meet audiences wherever they go for news, culture and entertainment. This is vital in the rapidly changing technological landscape for media and journalism.
- The endowment allows donors to realize legacy goals.
- Currently, the station has more than $2.5M in endowments and cash reserves, with an additional $2M in legacy intentions.

*Endowment funds are held and invested by the University of Missouri, in accordance with long-standing and well-defined protocols. The income from these funds may only be used for the purpose outlined in support of St. Louis Public Radio and may not be used by the University for other programs or purposes.*

**Annual Operating Income – Maintain $29M for operations over four years**

- During the course of the campaign it is critical that St. Louis Public Radio maintains its annual fundraising goals of $7M+ per year for the four year campaign, securing $29M to support operations.

**Capital Upgrades - $1M**

- The lifeblood of St. Louis Public Radio, its on air radio transmitters, are in critical need of replacement in the next two to five years. Over-the-air radio listening is still the primary way the vast majority of listeners get the programs we offer.
- Radio transmission is also a key element in the nation’s Emergency Alert System (EAS), which provides vital information during emergencies. Locally owned and operated public radio stations are an essential part of the system.
- Ensuring the uninterrupted service of our three transmitters (St. Louis, Quincy, Rolla) is crucial. The last time these were replaced, federal funds were available to fund 50% of the cost, but those programs are no longer funded. Estimated cost per transmitter is $100,000-$200,000.
- Other infrastructure upgrades and replacements include such things as backup batteries, audio processors, remote recording equipment, sound proofing, field recording equipment and newsroom software.
Programs Only St. Louis Public Radio Provides

- Voters trust St. Louis Public Radio to provide in-depth interviews with candidates from all sides, presented with fairness and clarity. We moderate, produce and air debates for a range of political races, sometimes as the only source for listeners to hear the debate. During the Presidential election season, we invited the public to watch the presidential debates in the Public Media Commons, and packed crowds of people from across the political spectrum came together to share in the experience.

  - “I rely on public radio as one of the few sources of unbiased, true, and trusted news in this day in age.” St. Louis Public Radio donor

- St. Louis Public Radio produces four podcasts: Cut & Paste, Politically Speaking, St. Louis on the Air, and We Live Here. Now embarking on its fourth season, We Live Here’s approach has garnered St. Louis Public Radio and the show’s two producers, Tim Lloyd and Kameel Stanley, critical praise. In 2017, We Live Here earned the inaugural Kaleidoscope Award from the Radio Television News Directors Association, an international honor for coverage of diversity.

- NPR relies on the expertise of our local reporters to cover and report stories in our region for national broadcast. For instance, we are leading a four station partnership project with national funding to increase diversity across our newsrooms.

- St. Louis Public Radio is extending the reach of the St. Louis Symphony through our partnership to broadcast its Saturday night concert series, bringing new audiences from St. Louis and around the world to this important cultural institution.

- Our HD stations provide 24-hour classical music service online or on 90.7 KWMU-3, and 24-hour jazz online or on 90.7 KWMU-2. Jazz fans also enjoy the amazing work of jazz historian, Dennis Owsley, on our Sunday Night program, Jazz Unlimited.

- And perhaps what listeners tell us they appreciate most, are the curious and quirky stories we share about our area. Recently, we shared the story “Ash and Dash” about a drive-through Ash Wednesday service offered in parking lot at 14380 Manchester Road.

- All of this free and easily accessible to everyone in the region.
Building on the Past - Looking to the Future

Founded in 1972, St. Louis Public Radio is owned by the University of Missouri and is part of the University of Missouri-St. Louis. The board of St. Louis Public Radio, a separate 501(c)3 non-profit organization, provides oversight, community input and fundraising guidance.

Through this campaign, St. Louis Public Radio will be ready to meet the challenges and new technology that await a new generation of public radio journalists and listeners. Here are just a few of our future concepts:

- Building an investigative reporting unit to give reporters the time and resources necessary to pursue and research issues and explore stories deeply. Our deep coverage of Ferguson was possible because we had journalists who had been following stories about racial divisions and had developed a network of sources. We must be prepared to address the next story with the same degree of excellence.
- Creating new podcasts, multimedia stories, mobile apps, and other new ways to tell and share stories - ways we may not yet even imagine. Our innovative approach to storytelling has already been recognized; we received the the inaugural Peabody-Facebook Futures of Media Awards for the project “One Year in Ferguson.”
- Leading and participating in local and national collaborative projects such as our recent four-station “Building Diversity in Public Media Newsrooms” three year project.
- Being ready to join in national and regional collaborations to expand our journalism through coordinated efforts across public media organizations such as NPR’s News Hubs, building out local/national news hubs in key cities.
- Continuing to build out new technology and fund research to find and serve new audiences, such as digital analytics and newsroom data tools.
- Replacing and upgrading vital broadcast and digital technology, including transmitters.
- Building a long-term source of funds to weather unexpected events, such as a major natural disasters, or fiscal events such as a sudden loss of funding from a specific source, such as the Corporation for Public Broadcasting (CPB).

As St. Louis’ last locally owned news organization, we know that unbiased, influence-free reporting is foundational to a strong and thriving region, and that St. Louis Public Radio must continue to lead in distributing content through new and emerging technologies and digital formats. Service to our community is the focus of our work, and with your help we will ensure the future of this essential community resource for generations to come.
Thoughts about St. Louis Public Radio from Listeners and Supporters

“My wife and I have been listeners for quite some time. We just became parents to a beautiful little girl. The information on public radio is honest and informative. I really want this kind of information to be around for our little girl in the future. We believe in science, humanity and love and my hope is that St Louis Public Radio is around for the generations.”  St. Louis Public Radio donor

“Study after study after study has shown that as trust has plummeted across many parts of the media, local news has consistently been rated as more trusted. There are many reasons for this, including: Local news is viewed as more proximate, more relevant, more accountable, and more motivated by a shared sense of concern for the community. Local journalists are our neighbors.” from an article by Josh Sterns, the Director of the Public Square Program at the Democracy Fund.

“I just wanted to take a minute to say thank you for organizing the charity matchmaking event last evening. It was an excellent opportunity to network with other charitable organizations and potential volunteers. We were very impressed with the turn out, the venue, the efficiency of the presentations, and the professionalism of the staff. Thank you again for organizing. We hope to get many volunteers from this event.” Brenda Dinges, Helping Hands and Horses

“Our lives are better because we have this window opened to the world of not only news, but knowledge, fun, and above all purposeful journalism. Thank you NPR. Thank you St. Louis Public Radio for making it possible.” St. Louis Public Radio donor