

nhpr





THE CAMPAIGN FOR NEW HAMPSHIRE PUBLIC RADIO

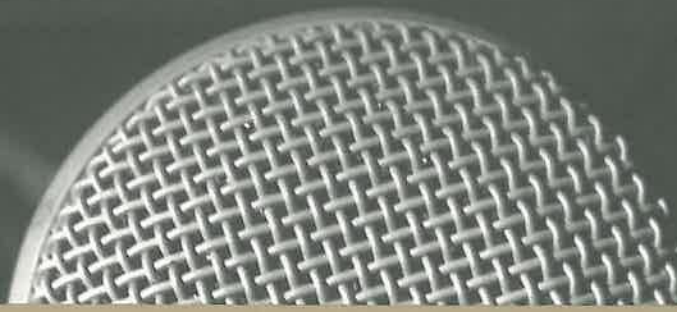


21st Century Radio for the Granite State





**To help create a more informed public,**  
*one challenged and enriched by a deeper  
understanding and appreciation of state, national,  
and worldwide events, ideas, and culture.*



## THE CAMPAIGN FOR NEW HAMPSHIRE PUBLIC RADIO

21st Century Radio for the Granite State

**T**he image of the town meeting on the village green is an enduring one in New Hampshire. We view this image of citizen discussion and participation as the foundation for New Hampshire’s way of life and as the bedrock of our commitment to the people of the Granite State. The Campaign for New Hampshire Public Radio reflects our values, expresses our vision, and ensures the highest level of public service—21st Century Radio for the Granite State.

NHPR also strives to deepen New Hampshire’s sense of community by giving listeners a better understanding of the state’s rich diversity and common wealth. In recent years, NHPR has invested in daily and hourly coverage of events throughout the state on issues including health, education, the environment, government, and public policy. Our locally produced programs—*The Exchange* and *The Front Porch*—introduce listeners to individuals who are doing interesting and vital work across the state. They engage us in daily conversations about the issues that are important—locally, nationally, and globally.

The Campaign for New Hampshire Public Radio represents not only an investment in the future of NHPR, but in our state and citizenry.

“

**Take a moment** to ask yourself ‘What would you do without New Hampshire Public Radio, without *Morning Edition*, *The Exchange*, the local news, the ideas, and analysis?’ It’s simply unimaginable. This Campaign to secure the future of public radio in New Hampshire is essential, just as NHPR is essential to every citizen in every corner of our state.

”

**The Honorable Walter R. Peterson**  
*Honorary Chair*  
*The Campaign for New Hampshire Public Radio*





## THE NEED FOR A NEW BROADCAST FACILITY

2 Pillsbury Street, Concord, New Hampshire

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### At New Hampshire Public Radio

We understand that local news is important to all New Hampshire citizens, as is a shared sense of community. Our listeners deserve the highest quality of journalism that reflects the highest editorial standards. News is a public service, not a profit center, and because it is, we have built a first-rate news operation where independence, credibility, and respect are our core values. This campaign represents more than bricks and mortar; it is about creating a place where NHPR can grow and thrive. Where important stories can be recorded and reported. We are building for the future.

”

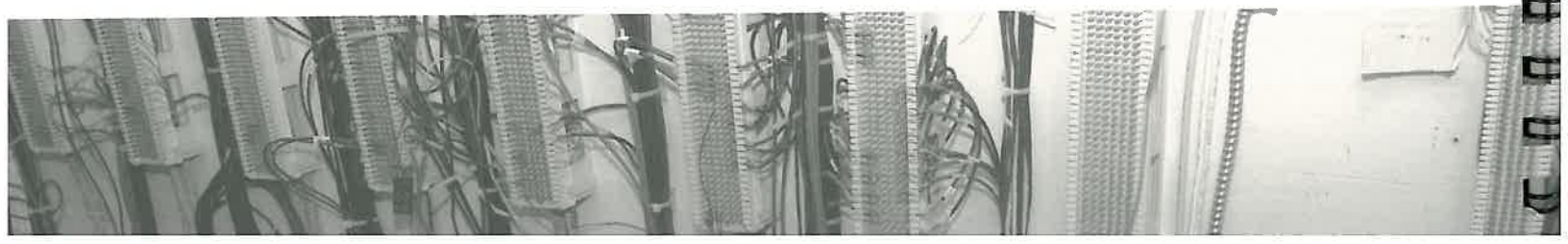
**William L. Chapman**

*Chair*

*The Campaign for New Hampshire Public Radio*

**T**oday NHPR has 35 full-time employees, 21 of whom are devoted to covering the news across the state. Currently, producers, reporters, editors, announcers, and engineers work in cramped cubicles. Finding an available studio is always a challenge. An office was recently converted into a much-needed makeshift studio, but recording must stop whenever a car goes up the drive or a delivery truck idles outside the studio windows. Because there is simply not enough production space to meet current demands, the development of new programming and the hiring of additional news and production staff are on hold.

Further, NHPR broadcasts from small, aging studios designed 14 years ago in the era of LP albums, cassette tapes and analog audio. Computers are the mainstay of NHPR's operations. Computer-based production and programming require significantly different kinds of space and building infrastructure than those designed in 1991. Electrical and audio wiring, air-conditioning systems, and space for equipment, storage, and archiving are at or beyond capacity. The two rooms that house critical broadcast equipment are cooled in part by large window fans placed on the floor because the air-conditioning systems cannot handle the heat loads. Extension cords trail across floors and around rooms to reach open, available circuits.



**asking the tough questions**



GARRISON  
KEILLOR



DIANE REHM



SCOTT SIMON



LAURA KNOY



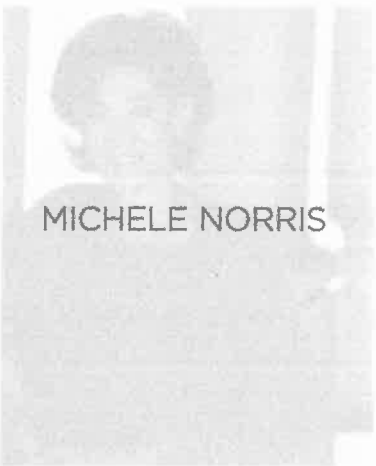
RENEE MONTAGNE  
& STEVE INSKEEP



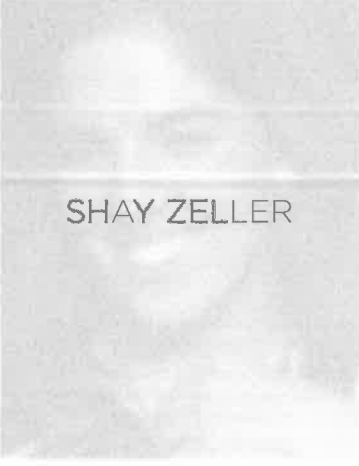
LISA PEAKES



DAN COLGAN




MICHELE NORRIS



SHAY ZELLER



IRA GLASS



KAI RYSSDAL



ALEX CHADWICK



TOM & RAY  
MAGLIOZZI



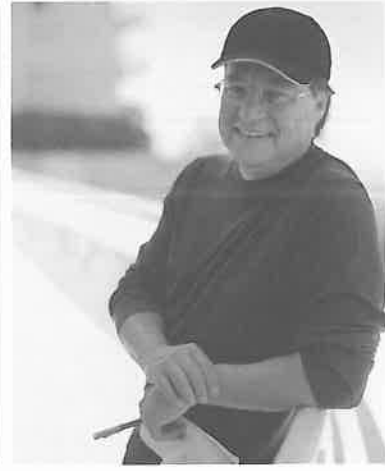
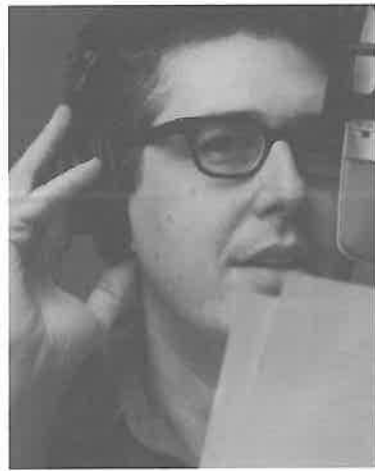
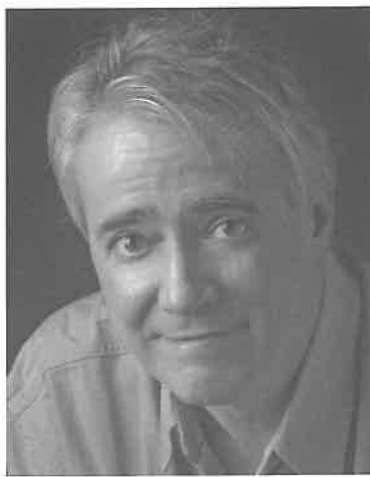
MELISSA BLOCK



ROBERT SIEGEL



DAVID DARMAN





**We will purchase** a 20,000 square foot raw space at 2 Pillsbury Street, the former headquarters of Blue Cross Blue Shield in Concord. It's a location that offers quick and easy access from Interstate 93 and to and from downtown Concord and the Capitol. NHPR will occupy the entire 6th (top) floor in this commercial condominium project and participate in the ongoing effort to revitalize the city's South Main Street neighborhood.

**T**he purchase of 20,000 square feet in the 2 Pillsbury Street condominium complex is central to the station's editorial growth and the centerpiece of The Campaign for New Hampshire

Public Radio. This new production and broadcast center will be a state-of-the-art home for up to 60 reporters, producers, hosts, and administrative staff, a venue where live call-in programs, in-depth interviews, and sound-rich feature stories can be easily produced using the highest technical standards. In addition to covering public policy, health, and education issues, we will add an arts and culture desk, a business desk, and an environmental reporting desk. Enterprise reporting will be strengthened and our primary and election coverage enriched by the expertise of seasoned journalists. A state-of-the-art technological operations center will facilitate the distribution of our programs to and beyond our network of transmitters and satellite uplinks. It will also allow us to create a "sound bank" of programs for on-demand and on-line distribution. The new facility will provide a gathering place for community partners to hear a speaker or a live broadcast. In short, the building is not an end in and of itself; the new broadcast facility at 2 Pillsbury Street is a means to an end. It will allow NHPR to provide the high level of public service that New Hampshire's citizens expect and deserve.



reporting the stories



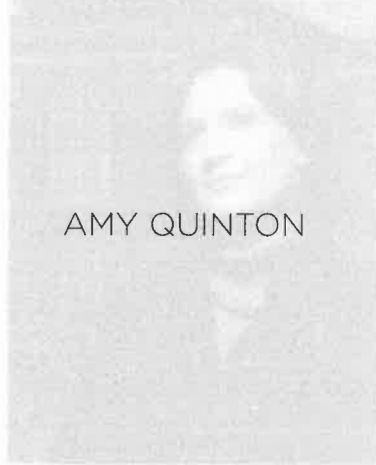
ANN TAYLOR



JOSH ROGERS



COREY FLINTOFF



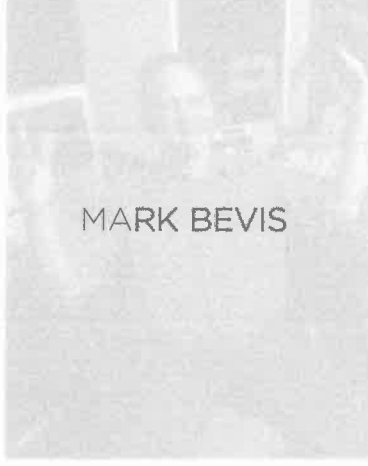
AMY QUINTON



JON GREENBERG



SYLVIA POGGIOLI



MARK BEVIS



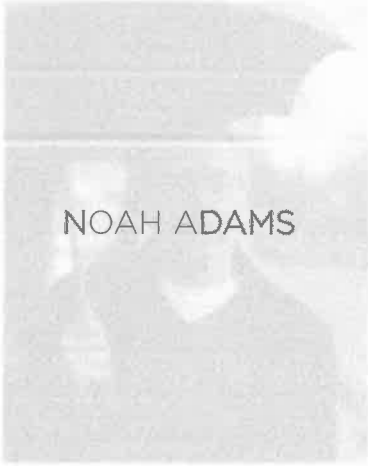
ANNE GARRELS



JEAN COCHRAN  
& CARL KASSELL



KERRY GRENS



NOAH ADAMS



ERIC WESTERVELT



REBECCA KAUFMAN



SNIGDHA PRUKASH



NINA TOTENBERG



DAN GORENSTEIN







## OPPORTUNITY FUND: DIGITAL BROADCASTING

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**In the very near future**, analog technology will be replaced by digital technology and New Hampshire Public Radio must meet the digital challenge to remain competitive. Digital technology does more than improve sound quality; it gives us the opportunity to double our public service.

To acquire a second statewide terrestrial service would require an investment in excess of \$25 million; by simply upgrading our broadcast technology from analog to digital, we will have the capacity to launch a second programming stream for approximately \$500,000—a fraction of the cost.

”

**Betsy Gardella**

*President & CEO*

*New Hampshire Public Radio*

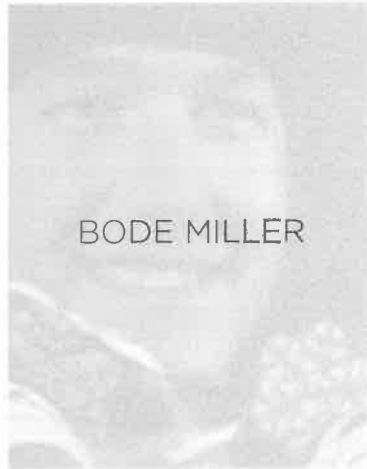
**D**igital radio is a reality that will be increasingly in demand by the public as more people acquire high definition (HD) digital radios. To remain competitive in the radio marketplace and to meet higher FCC standards, NHPR will have to convert to digital signal transmission in the near future.

Analogous to CDs, DVDs, and digital television (HDTV), the promise of digital broadcasting is exhilarating. It offers crisper, clearer sound and the ability to add text information, such as the name of a program, guest, and current weather or traffic conditions to your digital radio display. Further, digital broadcasting will allow us to create a second service, a supplemental audio channel that will double NHPR's ability to provide high-quality, public-service programming.

NHPR broadcasts in digital format from Concord and Nashua, but our entire network must be upgraded to digital technology over the next three to five years.



**conversations from our studios**



BODE MILLER



GENE ROBINSON



JODI PICOULT



JOHN MCCAIN




JENNY THOMPSON



PATTI PAGE



P.J. O'ROURKE




MAXINE KUMIN



JOHN EDWARDS  
& JOHN KERRY



BILL BRYSON



JEANNE SHAHEEN



THE FLYING  
KARAMAZOV  
BROTHERS



TOM RUSH



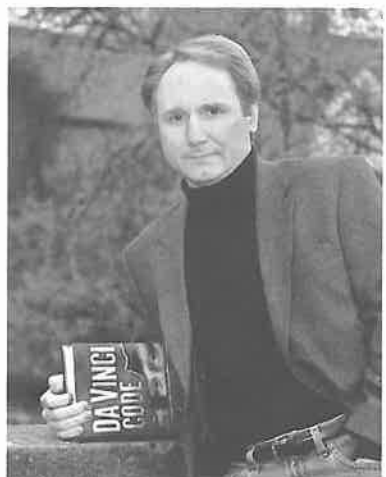
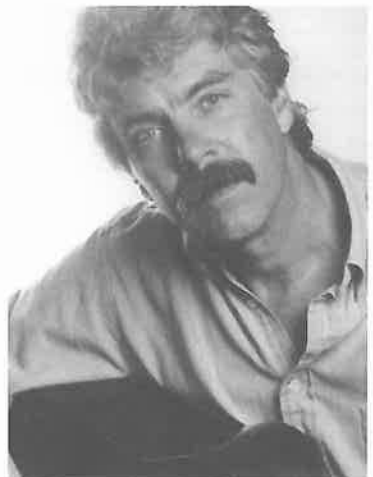
KEN BURNS



SY MONTGOMERY



DAN BROWN





## OPPORTUNITY FUND: SIGNAL ENHANCEMENT & EXPANSION

“

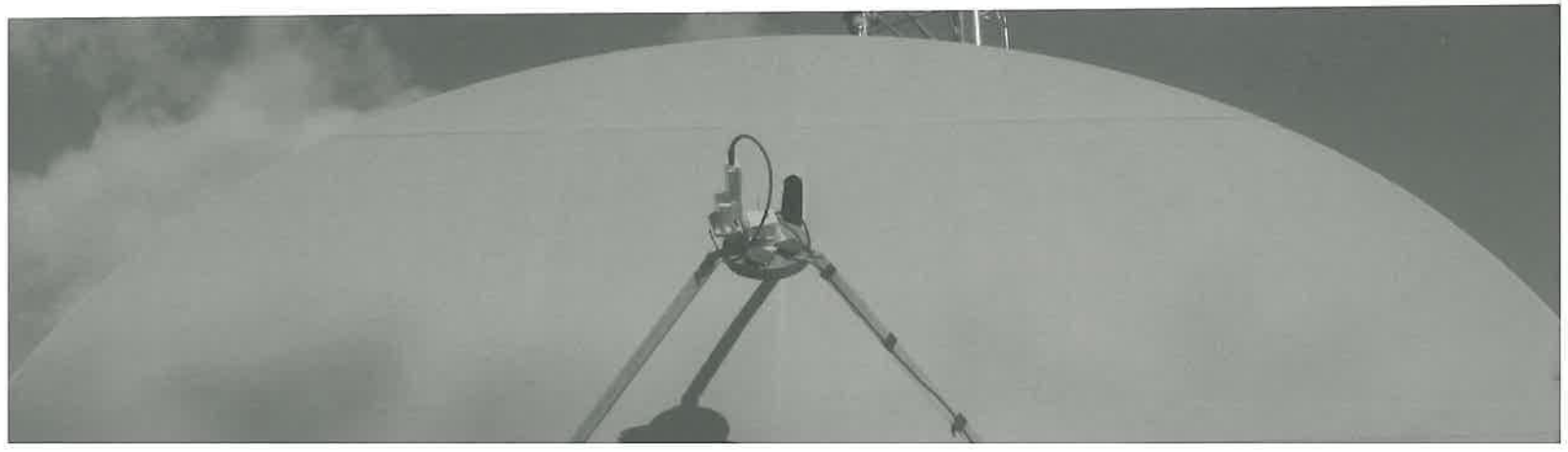
**Only eight years ago**, you simply couldn't hear NHPR in the northern part of the state. Today, service in the North Country is a reality. I remember, as a new board member, how excited I was when the broadcasts started in Berlin and Littleton. I drove from north of Lancaster to a town in northern Massachusetts and listened to NHPR almost all the way down! I felt like Tarzan, swinging from one tree to another as I traveled south and came through the Notch, switching from one call number to the next to keep the signal. Yes, there are still voids up here, but what a difference the station has already made. We finally have something that can put its arms around almost the entire state at the same time, enhance our awareness of each other, and help to build our sense of the New Hampshire community. We value NHPR up here for its objectivity and independence, and the excitement that has kept the station fresh. If we ever take it for granted, we should remember the days when so many of us were without it, and understand how valuable it is.

”

**Peter W. Powell**  
*Former Board Member  
Lancaster, New Hampshire*

**N**HPR is New Hampshire's only state-wide news and information radio network. While NHPR's programming is currently received by approximately 90 percent of the state's population, several important population centers are either without public radio or underserved as a result of a weak or intermittent signal. Portsmouth and Nashua were recently added and upgraded, and NHPR currently holds permits to add public-radio service in Plymouth and Colebrook. (Installation must be completed by 2006).

Further, redundant equipment, back-up generators, and digital conversion represent critical infrastructure issues for NHPR. As a National Public Radio member station, NHPR is a "primary entry point" for the retransmission of emergency information—from Amber Alerts to national disasters. It is imperative that these reliability issues be addressed so that NHPR is on the air when listeners need us most, and that we remain a strong, competitive, and reliable source of news and information 24 hours a day, 365 days a year.





ON  
AIR

ON  
AIR

*“...the powerful play goes on and you will contribute a verse.”* **Walt Whitman**

## THE TIME IS NOW.

**W**e operate in an incredibly competitive marketplace where satellite and on-demand technologies vie for our listener's attention and loyalty. In addition, the trend toward national commercial media consolidation continues to compromise the quality of available information. This not only makes the need for local, unbiased, public radio more crucial than ever, it requires us to level the playing field—to ensure the presence of public radio in every community, to promise a reliable signal throughout the state, and to commit to providing on-line and on-demand content in parallel to our terrestrial radio service. With your help, The Campaign for New Hampshire Public Radio will allow us to meet our goals for the future.

**A Message from the Campaign Leadership Team**

*“If you have built castles in the air, your work need not be lost: that is where they should be. Now put the foundations under them.”*

**Henry David Thoreau**

**Dear NHPR Friend and Valued Listener,**

**T**he words of Henry David Thoreau characterize radio well. In the air, or as we say, on the air, is where we do our work. Beginning with local service in Concord nearly twenty-five years ago, New Hampshire Public Radio’s signal now reaches more than 90% of the state. Along the way, we’ve built a solid foundation for growth. Our public service mission is expressed every minute of every day. NHPR has become the pre-eminent source of balanced and accurate reporting and analysis in the State.



Over the years, the citizens of New Hampshire have accepted the challenge to support NHPR’s programs and possibilities. The news, information, and cultural programming you hear daily represent the investment and commitment of thousands of listeners. It’s what makes public radio strong, independent, trusted and valued.

We are humbled and proud to be stewards of this essential community resource. The Campaign for NHPR will ensure NHPR’s place in the daily lives of listeners statewide and guarantee that NHPR has the capacity for continued growth. Our new broadcast facility will offer the space for expansion and state-of-the-art technology to maintain our standard of excellence well into this 21st Century. It will allow us to increase the depth and breadth of our coverage, strengthen our broadcast signal, and offer our programs online and on demand to better meet the needs of our present and future listeners.

As we seize these new opportunities for our community and the station, we hope that you will share in our enthusiasm to strengthen this foundation and join us in pledging to The Campaign for New Hampshire Public Radio—21st Century Radio for the Granite State.

*William L. Chapman*

**William L. Chapman**

*Walter Peterson*

**Hon. Walter R. Peterson**

*Betsy Gardella*

**Betsy Gardella**



**nhpr**

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