



# IMPACT REPORT

July 1, 2017 – June 30, 2018

YOUR LIFELINE TO AN EVOLVING

COMMUNITY

CULTURE

STATE

NATION

WORLD



Artwork by Jennifer Halm

## OUR MISSION

To provide a trusted and indispensable source of information, music and entertainment, while strengthening the civic and cultural life of the communities we serve.

## OUR VISION

Our vision is to be the most valued, vital and vibrant service. One that inspires people to look at the world from multiple perspectives and capitalizes on emerging opportunities to serve our audience and engage our communities.



# TOGETHER WE ARE PUBLIC RADIO



As the listener-funded, NPR member station serving California's Capital Region, Central Valley and Sierra Nevada, CapRadio and its members share one goal—to build stronger communities by listening deeper. To meet that commitment and continue evolving with the communities we serve, we rely on the generosity of people who believe as we do that public radio is a cause worth supporting.

Looking back over the past year, it is remarkable to note all that was accomplished with your help. Your support has allowed CapRadio to step up and answer the needs of our region and create a shared sense of community. While newsrooms nationwide have been shrinking and arts coverage has been reduced to a minimum, CapRadio has found opportunities to grow our audiences—online and on-air—by delivering thoughtful and thought-provoking news, music and cultural programming.

Our newsroom continues to expand, covering everything from the elections to the environment, each with a sense of place and relevance to this region—and beyond—through podcast and other on-demand offerings. Not only does our membership continue to grow year over year, but our sustaining donors now account for nearly 60 percent of our membership, ensuring our financial stability into the future.

On the cusp of our 40th year, CapRadio continues to be an anchor institution for the communities we serve—a role that we take seriously. As we look to the future, we remain grateful for your support during the past year and look forward to many years of partnership to make public radio happen.

A handwritten signature in black ink, appearing to read 'Rick Eytcheson', with a stylized flourish at the end.

**RICK EYTCHESON**

President and General Manager

# IN THE WORDS OF OUR LISTENERS

CapRadio is...

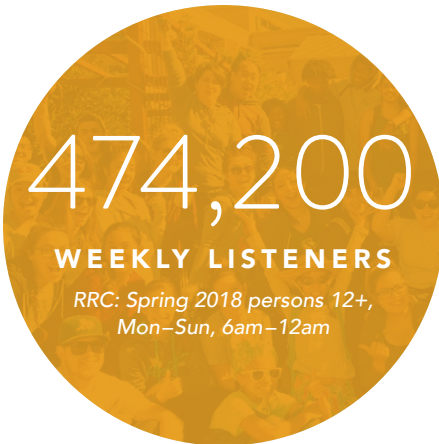
- “ an island of the rational in a sea of chaos.”
- “ a big part of my life. I’m always talking about what I heard on NPR.”
- “ a place to feed the mind and salve the soul.”
- “ truthful and complete. You give me the tools to make informed AND intelligent decisions. For this I will be forever grateful.”



“ In a time where we can’t even agree on the same set of facts, CapRadio gives you news you can trust.”

# YEAR OF IMPACT AT A GLANCE

CapRadio continues to connect with its audiences through news, stories, music and entertainment that are relevant and accessible to the communities we serve.





# ENGAGED JOURNALISM FOR AN INFORMED CITIZENRY

The continued decline of legacy news organizations has given way to journalism that is increasingly tweet-sized and polarized. At CapRadio, we're working to cultivate an informed and engaged citizenry that is at the core of a functioning democracy.

We do not advocate; we seek to inform through fact-based, thoughtful, long-form journalism that tells the stories of these times. We provide people access to the information they need to make informed decisions that impact their lives.

At the heart of our journalism is the process of community engagement. We're creating an approach to storytelling where our journalists don't simply parachute into communities to get a story and leave. We build long-term relationships, we listen, we learn and we give back. This process helps us discover and report the stories that impact and inspire. It's how we surface a wide array of perspectives and make sure the voices in our stories are as diverse as our community. It is an approach to storytelling that's respectful, participatory and

transformative. It manifests in broadcasts, digital media and public events where everyone—our team, the subjects of our stories, project partners and audiences—come together in civil discourse that generates empathy and understanding. Here are just some of our major initiatives from the past year:

## ELECTION COVERAGE

On-air and online, our newsroom tapped all of its resources to provide the public with essential information to inform their decisions for voting in the June primary. Our coverage, which included profiles of candidates and propositions, in-depth interviews on *Insight with Beth Ruyak* and the launch of two new podcasts, *Keys to the House* and *California's Next Governor*, was designed to create a more informed voting public. Additionally, our *PolitiFact California* team worked to separate fact from fiction among candidates for governor. On Election Night, we also expanded our reach by offering a "Second Screen" approach that included reporting via our digital and social channels as a complement to television coverage.

## STEPHON CLARK SHOOTING AND COMMUNITY REACTION

On March 18, two Sacramento police officers fatally shot Stephon Clark, a 22-year-old unarmed black man. In the months since, the entire community has been affected by his death—seen by many as another tragic example in a nationwide conversation about racial bias in policing. CapRadio’s in-depth, local journalism and continued coverage on *Insight with Beth Ruyak* was picked up nationally, and *Insight* became the “town hall” for a community dealing with the complexity of both facts and emotions surrounding the event.

## WE SAID ENOUGH

In October 2017, the national #MeToo movement arrived at the Capitol with the publication of the “We Said Enough” letter by women working in California politics. Through daily reporting and on-air conversations, we tracked how this movement called out sexual harassment and abuse by people in

power, documenting the progression from allegations and investigations to changes in law and policy. Building on the strength of our state government reporting, we provided essential updates and context to a story that continues to reverberate throughout Sacramento and beyond.

## THE VIEW FROM HERE: PLACE AND PRIVILEGE

*Place and Privilege* took listeners on a deep dive into the history, politics and economics of affordable housing in Sacramento. We talked to developers and city planners, housing advocates, historians and attorneys, professors, property managers, renters, homeowners and people with no homes to create a one-hour radio documentary and a nine-part podcast series. The project also involved on-the-ground community engagement activities that brought diverse residents together to share stories, listen to one another and solve problems.







### **PASSION AND PERSEVERANCE: A YEAR AT ENCINA EXHIBIT AT THE CALIFORNIA MUSEUM**

*Passion and Perseverance: A Year at Encina* was an exhibit highlighting stories of diverse students and dedicated staff at Sacramento's Encina Preparatory High School (grades 6–12). With 100 students, 21 languages and 56 teachers, Encina serves families who come from around the world and across the street. Based on our yearlong multimedia project launched in 2017, the exhibit explored what the school's history reveals about California and our region, tackling issues of equity, immigration and stigma as well as the meaning of community and family.

### **RURAL SUICIDE: ONE COUNTY'S FIGHT TO SAVE LIVES**

In 2018, CapRadio undertook a reporting project about suicide and suicide prevention in Amador County, a rural pocket of Northern California that has seen some of the highest rates of suicide in the state. Health care reporter Sammy Caiola spent six months exploring the issue in Amador County and learning how residents are trying to tackle it. Caiola focused on engaging those affected by the phenomenon and giving voice to their concerns. Through personal stories from people directly affected and conversations with those working on prevention, Caiola discovered why those experiencing depression, anxiety, addiction, isolation and other challenges associated with rural living often suffer in silence.



# AN ARTS ORGANIZATION THAT LIFTS ALL THE ARTS

Deep in our identity, CapRadio is an arts organization with an entire format devoted to Classical and Jazz, along with specialty music programs broadcast during the weekends on CapRadio News. But we're so much more than a typical music station.

Through feature stories on the arts, performer profiles, interviews and *Insight* signature segments, we cover the arts in a way that makes us a unique force for amplifying the cultural life of our community, especially in light of the decline in local arts coverage by traditional media. We also bring the community together to experience the arts in unexpected ways by partnering with fellow arts organizations throughout the region. Some highlights from the past year include:

## **BENNY GOODMAN CELEBRATION**

On January 16, 1938, Benny Goodman became the first jazz/swing artist to perform with his band at Carnegie Hall, which paved the way for future jazz performances in halls previously reserved exclusively for classical concerts. To honor the 80th anniversary of that historic event, CapRadio devoted a week to telling the story of the man behind the concert and his monumental impact as a musician and as a civil rights pioneer. The centerpiece of our celebration was a CapRadio produced concert on the evening of January 19th, which featured renowned clarinet virtuoso Ken Peplowski leading the Sacramento Jazz Orchestra at Harris Center for the Arts. On the morning of the sold-out concert, Peplowski gave a special matinee performance for young people of all ages, which included a lively Q&A about the music and Goodman's historical importance.

## TINY DESK CONCERT

On June 16th, we presented our first-ever *Tiny Desk Sacramento Concert*, showcasing local artists in the CapRadio Garden, delighting more than 250 people with performances by Bobby Waller of Sacramento, *Stop Motion Poetry* of Modesto and the ever-eclectic Lilian Frances of Davis. Conceived by Nick Brunner, host of *Hey, Listen!*, CapRadio's *Tiny Desk Sacramento Concert* was an outgrowth of NPR's popular *Tiny Desk Contest*, a nationwide call for unsigned musicians to submit an original song and self-produced video in hopes of landing a *Tiny Desk* appearance at NPR headquarters in Washington, D.C.

## INSIGHT MUSIC

In the summer of 2017, we launched a new monthly show designed to keep CapRadio listeners in touch with our region's vibrant and diverse music scene. *Insight with Beth Ruyak* already has a reputation for featuring interviews with and performances by local musicians across many genres. With the advent of *Insight Music*, which airs the last Friday of every month, we now have a regular space that showcases these outstanding performers. During the 2017-18 season, *Insight Music* presented more than 50 bands and groups performing in the CapRadio studios and telling their stories, including folk singer-songwriter Jessica Malone, funk/soul/blues band the *Gold Souls*, and "interstellar" hip hop poet, loop artist, and ukulele player April Walker, aka *SpaceWalker*.



# AUDITED FINANCIALS

JUNE 30, 2018

## Statement of Financial Position

\$1,609,295

CURRENT ASSETS

\$8,843,765

TOTAL ASSETS

\$1,920,326

CURRENT LIABILITIES

\$3,387,453

TOTAL LIABILITIES



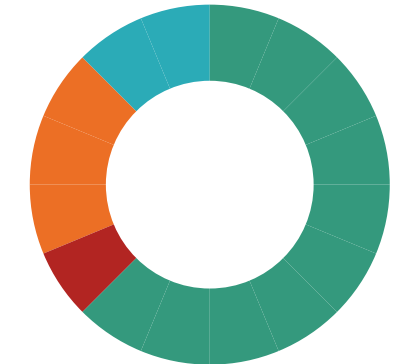
## Sources of Support\*

Individual Support	\$6,002,380
Grants	\$1,233,599
Corporate Support	\$2,773,299
Other Gifts	\$1,483,814



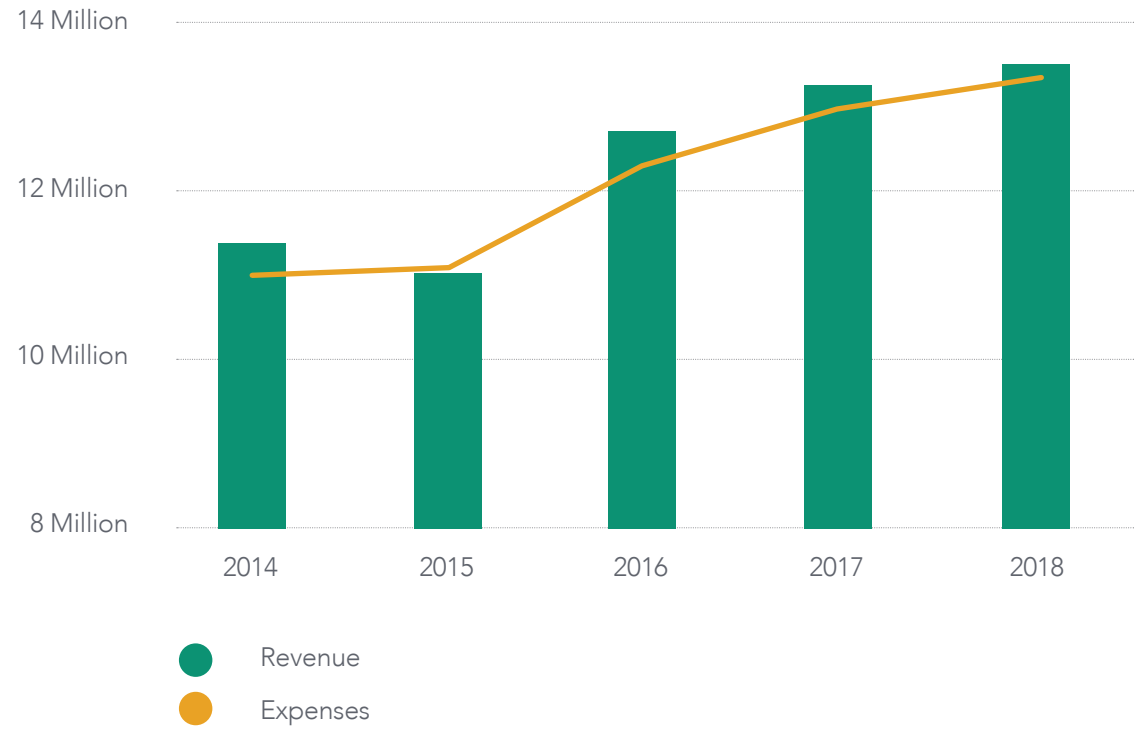
## Expense Allocations\*

Programming	\$7,108,556
Marketing	\$844,469
Development	\$1,976,691
General & Administration	\$1,360,207

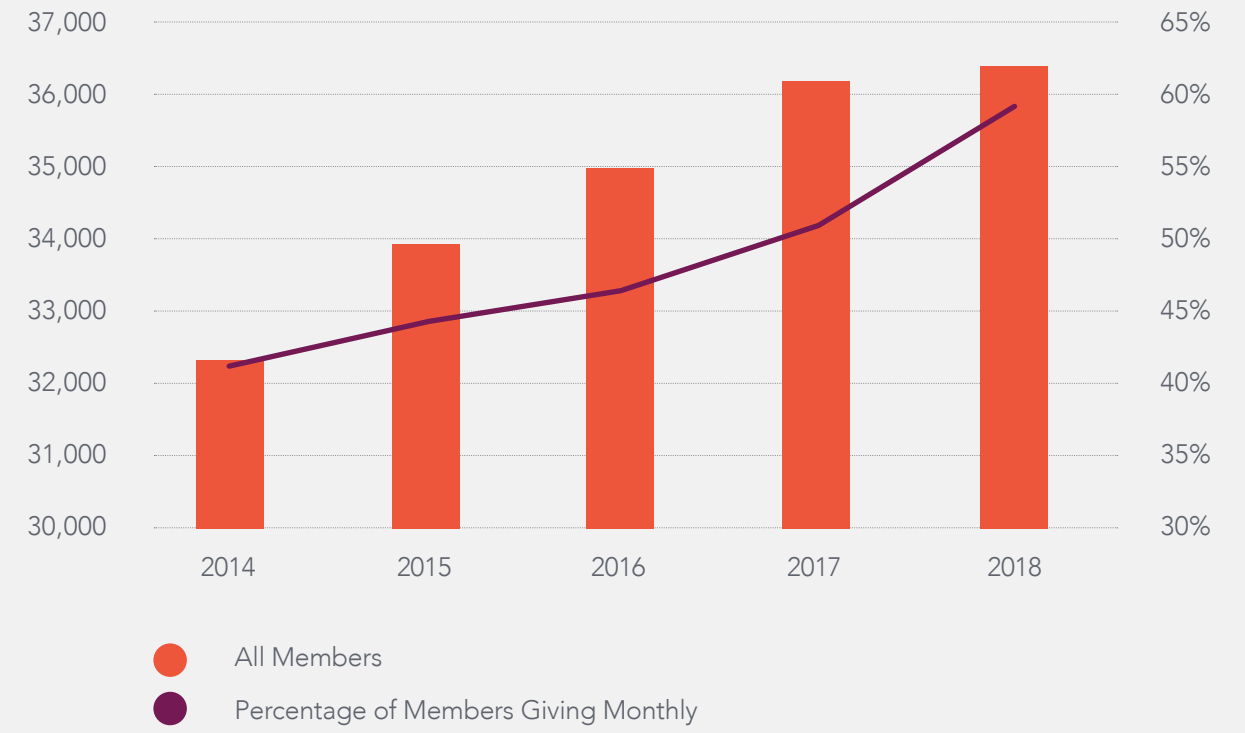


\*Excluding in-kind contributions

### 5-Year Revenue & Expenses Trend



### 5-Year Membership Trend





# MAJOR SUPPORTERS

## VISIONARY \$50,000+

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ANNOUNCER'S CIRCLE MEMBER

**NANCY LAWRENCE  
AND GORDON KLEIN**

Long-term donors Nancy Lawrence and Gordon Klein are an example of the attraction of opposites when it comes to their public radio listening habits. Gordon streams CapRadio Music, commenting "I like that both classical and jazz are available...I just fear that jazz will be lost."

Nancy, in turn, tunes in daily to CapRadio News, listening to *Morning Edition*, *All Things Considered*, *Fresh Air*, *Insight with Beth Ruyak*, and *BBC Newsday* at night.

**“Public radio is like *The New York Times*. It gives you a fuller picture,” Nancy said. “You get insights into people in other parts of the world that you just wouldn’t hear about (otherwise).”**

As to what they agree on, “the major thing that drives both of us is education,” said Nancy. “That’s why public radio—the whole enterprise—is different. It is people who have sought out information, delved into what is really going on instead of stirring up controversy. Public radio is an island of the rational in a sea of chaos.”



TOWER CIRCLE  
**\$1,500+**

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Grant L. Macleod

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and John Blubaugh

TOWER CIRCLE MEMBER

**IJAZ JAMALL, PH.D.**

Ijaz Jamall, Ph.D. has lived around the world, helped raise two daughters; immersed himself in academia, policy-making and business; and pursued the wide applications of bioscience. Through it all, public radio has been a steady companion, making him think more broadly, understand the world more deeply and feel more connected to the community—no matter where he lived.

**“Over these past 40-plus years, I have gained much understanding of national, international, state and local issues from public radio,” Ijaz reflected. “And it has enriched my life so very much.”**



According to Ijaz, “(CapRadio) is a place to feed the mind and salve the soul.” As a reflection of that sentiment, Ijaz made his first gift to CapRadio in 1990. Over the years, he has increased his commitment to public radio and is now part of CapRadio’s Tower Circle of donors.



Michael and  
Maxine Mantell

Erica L. Manuel and  
Christopher Worden

Roberta A. Marlowe,  
Ph.D.

David M. Martin

Kristen L. Martin and  
Wilford W. Middleton, Jr.

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Cassandra Mennemeier

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Tohru and Violet Y.  
Yamanaka

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Gloria J. Yost

Roger Young and  
Sharon Ball



#### LEGACY CIRCLE MEMBER

### LEIGH COOP

Leigh Coop joined the CapRadio Legacy Circle in 2014, but she's been a fan of public radio for as long as she can remember. "I wake up to it every day. I listen for a while before my husband Peter even gets up." When she works out, when she's in the car, even when she's out of the country... she listens. "When I'm traveling, I stream the CapRadio app. Sure, the news is a day late when I'm in Europe, but oh well!"

The importance of CapRadio to Leigh can't be understated. "The station is a big part of my life. I'm always talking about what I heard on NPR. I love Terri Gross. I love Scott Simon. I love *Wait, Wait...Don't Tell Me!*, *Morning Edition*, *RadioLab*, *Science Friday*."

Leigh and Peter have included CapRadio as a beneficiary in their estate plan. "We've done okay financially." Leigh explains. "And I'm really proud of CapRadio. It's a very important part of my life. I've never been able to write a big check while alive."

**“** *I believe in public service and good governance, so I just felt I had to put the station in my will. I don't know what I would do without you.* **”**





## LEGACY CIRCLE

Our Legacy Circle recognizes those who have included Capital Public Radio or the CapRadio Endowment in their will or estate plan. We are honored to have earned their support as they help build a bridge from one generation of public radio listeners to the next.

*Clayton W. and  
Elaine M. Abrams*

*Roberta T.  
Anderson, Ph.D.*

*Thomas N. and  
Elizabeth Atkins*

*Linda Atoms*

*Harris Ault*

*Ann L. Baer*

*James Barnhart*

*Patrick E. and  
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*Russell Bowlus and  
Naomi B. Kalman*

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Norma D. Brink*

*Donald W. Brown*

*Carol Brown and  
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Haagen-Smit*

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John and Kara Halligan  
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Nikhil and  
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Annette Wimmer

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Zimmerman

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Donors (14)

*Italics denote  
those who  
have passed.*



## LEGACY CIRCLE MEMBERS

### JIM AND CATHY HAAGEN-SMIT

Jim and Cathy Haagen-Smit have been listeners and supporters of the station for more than 25 years. "We have outdoor speakers and sometimes they're still going at 11pm. Our neighbors have never complained but probably think of us as THE PEOPLE WHO PLAY NPR ALL DAY...because we do!"

In addition to their steady Evergreen support, they recently decided to join CapRadio's Legacy Circle. "We don't have any kids and for the last five years we've been meaning to do our estate plan. It was finally time to get it done. We live below our means and hope to give a lot to charity when we pass, but we still never know what could happen," Jim explains. According to Cathy,

“*CapRadio provides a significant, honest, credible, valuable news source, as well as a wonderful place for listening to programs that are everything from hilarious and entertaining, to fascinating, to emotional, to serious.*”

How else could I go, in one morning walk, from considering the vulnerable humanity discussed on *Hidden Brain* right into the fab humor of *Wait, Wait*, with slices of news in between?"

# CAPRADIO ENDOWMENT

\$10,000+

The CapRadio Endowment, now totaling nearly \$2 million, is a permanent, self-sustaining funding source with the sole purpose of advancing the mission of CapRadio. We sincerely thank those who have contributed \$10,000 or more to the Endowment during their lifetime or through a Legacy Gift.

*Phyllis J. Bokan*

Sterling A. Dalatri

Steven and  
Sandra Felderstein

*Susan Irene*

*Laureen Landau*

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*Mead B. Kibbey*  
and Nancy Turner

*Italics denote  
those who  
have passed.*

# GRANT SUPPORT

\$15,000+

Corporation for Public Broadcasting

California Health Care Foundation

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American Public Media

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National Public Radio

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# CORPORATE SUPPORT

\$15,000+

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UC Davis

Nobel Learning  
Communities

Nossaman LLP

One Community Health

Pharmaceutical  
Research

Planned Parenthood  
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