

REPORTING PERIOD  
JULY 1, 2020 – JUNE 30, 2021

# Impact Report 2021



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Thank you for  
empowering  
CapRadio to be  
there when our  
communities  
needed us most.

As a longtime fan, supporter and employee of CapRadio, I am both proud and humbled to be serving you as CapRadio's General Manager. And I am incredibly proud of our staff, board members and donors who enabled us to serve our communities during an unprecedented year.

In a year that was filled with crises and major news events — an ever-worsening pandemic, a confrontation with systemic racism, a devastating wildfire season, a tumultuous election — I can confidently say that CapRadio's public service to our communities is more important than ever. And with every challenge we encountered, your support helped CapRadio rise to meet it.

We kept our audiences informed with essential and, at times, lifesaving news. We elevated local voices by connecting this year's big events to the individual impacts experienced in our communities. We helped people sift through a plethora of misinformation by fact-checking claims made on social media. We offered hope, solace and joy through our music programming each day. And, as more people than ever gravitated to CapRadio's digital platforms, we continued to innovate to serve our audiences in more relevant and accessible ways.

Thank you for empowering CapRadio to be there when our communities needed us most.

As we reflect on our triumphs that have occurred during a challenging year, I recognize that there will always be opportunities to serve our communities better, and we will continually strive to do so.

With your ongoing support, we will amplify our efforts to provide a trusted source of fact-based news, share perspectives that reflect all communities in our region and offer moments of respite and inspiration through music.

As we look to the future, I am confident in our ability to serve our audiences in even more meaningful ways because of people like you who believe that public radio is a cause worth supporting. Thank you!



**Jun Reina**  
General Manager  
CapRadio

“

I love listening to CapRadio news and music. Listening to the news with my kids has sparked some important conversations over the past few years, and I appreciate the context and nuance that public radio can bring to these discussions.

**Adele S.**

Woodland, CA  
Evergreen Member



# 2021 by the Numbers

## Making a Bigger Impact

With your support, CapRadio is reaching more people in more ways

**932,990**

### People Served Each Month

More people consume our content across broadcast, CapRadio.org and podcasts than ever before.

Source: Nielsen, Google Analytics, Triton Digital, Fall 2020/Spring 2021. Excludes NSPR and KHSU audiences.

**39,920**

### Members

62% of our members are sustainers, which means that they provide ongoing support to CapRadio each month.

Source: Raiser's Edge

**13**

### Broadcast Signals

We now cover 52% of California counties and reach urban and rural populations of over 8.1 million residents.

## Engagement on All Platforms

**381,450**

### Average weekly broadcast and digital livestream listeners

Source: Nielsen, Fall 2020/Spring 2021, 6a-12m, P12+

**132,032**

### Average weekly visitors to CapRadio.org

Source: Google Analytics

**5,853**

### Average weekly podcast listeners

Source: Triton Digital

**3,299**

### Average weekly social interactions

Source: Twitter, Facebook, Instagram / CrowdTangle

**30,893**

### Opt-in newsletter subscribers

Source: Mailchimp / Luminat

## Your Top Stories

### MOST READ

“Wildfires In California Will ‘Continue To Get Worse,’ Climate Change Experts Explore Why”

by Ezra David Romero, September 3, 2020

Collectively, CapRadio.org readers spent more than **61 days’ worth of time** reading this story.

### MOST DOWNLOADED

“A Community Problem”

by After The Assault, June 28, 2021

Listeners downloaded this podcast episode more than **45,000 times**.

### MOST SHARED

“From Farmworker To Astronaut: Story Of Stockton’s Jose Hernandez To Be Told In Netflix Movie”

by Rich Ibarra, November 28, 2020

Facebook users shared this story more than **1,250 times**.



“

Your organization is critical to keeping a free press in the U.S. Keep up the amazing work and journalistic integrity.

**Trevel B.**  
Davis, CA  
Member

# LOCAL JOURNALISM WITH IMPACT

## COVID-19 Coverage

CapRadio responded to the public's need for vital information and resources surrounding COVID-19 by reaching out to communities to identify questions and concerns. We used the feedback to help direct our reporting to best serve our audiences during a time of crisis.

Our newsroom quickly adapted as the need for information grew and people's consumption habits changed. We shifted to a seven-days-a-week reporting schedule and began providing coronavirus news and resources in ways that were accessible and available when our audiences needed it, including a daily COVID-19 newsletter, a latest news updates blog and more frequent daily on-demand newscasts.

Beyond sharing essential resources and information, our reporting touched on the human impact of a pandemic in the communities we serve. Often highlighting the deep and unequal effects that continue to be felt by Californians, we worked to give voices to those hit hardest.



PolitiFact California Reporter  
Chris Nichols interviews an essential  
worker living out of their van.

Photo: Andrew Nixon / CapRadio

### Community Impact

1.86 MM 5,156

#### Coronavirus blog visitors

People spent 4.4 years' worth of time on the site, which provided the latest updates on local and national news and essential information to the public about the COVID-19 pandemic.

Source: Google Analytics

#### Coronavirus newsletter subscribers

With information evolving rapidly, CapRadio launched a daily coronavirus newsletter to serve our communities with essential news and resources each evening.

Source: Mailchimp

287

#### Questions answered

*Your Coronavirus Questions, Answered* provided the public with a responsive, searchable and filterable tool for information about COVID-19.

Source: Harken

4

#### NPR Member station partners

Stations partnered to create a COVID-19 tracker that showed cases and death rates by county, as well as at-risk health indicators of people in each county using Census data. We then open-sourced the work so any news organization in the country could do the same for their state.



Thank you for all you do. CapRadio has been our third roommate through the pandemic. We keep it on our smart speaker all day to keep us up to date on all that 2020 has thrown at us.

**Tatiana L.**

Sacramento, CA

Evergreen Member

# LOCAL JOURNALISM WITH IMPACT

## Wildfire Coverage

In 2020 California saw a record-setting year of wildfires that burned across 4.2 million acres, including the state's first giga-fire — the August Complex — which consumed over one million acres on its own. Those not directly impacted by the flames faced weeks of poor air quality due to clouds of fine particulate matter expelled by the fires known to cause health problems.

As wildfires reach crisis levels for Californians, CapRadio has invested in this coverage to meet the growing public need for resources and information. After purchasing personal protective equipment for reporters this year, we were there to capture stories directly from fire zones.

We also spent more time making sure essential information was easy to access and available on-demand, creating a central hub for wildfire safety preparation resources, frequently asked questions, the latest news and more.

Former Environment Reporter Ezra David Romero interviews City of Napa firefighter Ray Fields after defending his home in Vacaville from the LNU Complex fire.

Photo: Andrew Nixon / CapRadio



### Community Impact

904,329 79

#### People who visited our wildfire updates page

This site provided the public with the latest news on official fire updates, evacuations and air quality.

Source: Google Analytics

#### Responses to our wildfire survey

We created a digital survey so the public could tell us what they needed from our wildfire coverage.

Source: SurveyMonkey

267,333

#### Visits to the active wildfire map

This digital map, updated hourly, displayed the locations and perimeters of fires currently burning in California.

Source: Google Analytics

4,667

#### People utilized app push notifications

CapRadio app users accessed important wildfire updates through push notifications, where they received alerts to their phones with the latest information.

Source: Google Analytics



I want to thank you for your broadcasts when I was working on the North Complex Fire. I'd drive back and forth to the fireline and get caught up on the events of the day. Thank you!

**Jeanne D.**

Dillon, MT

Member



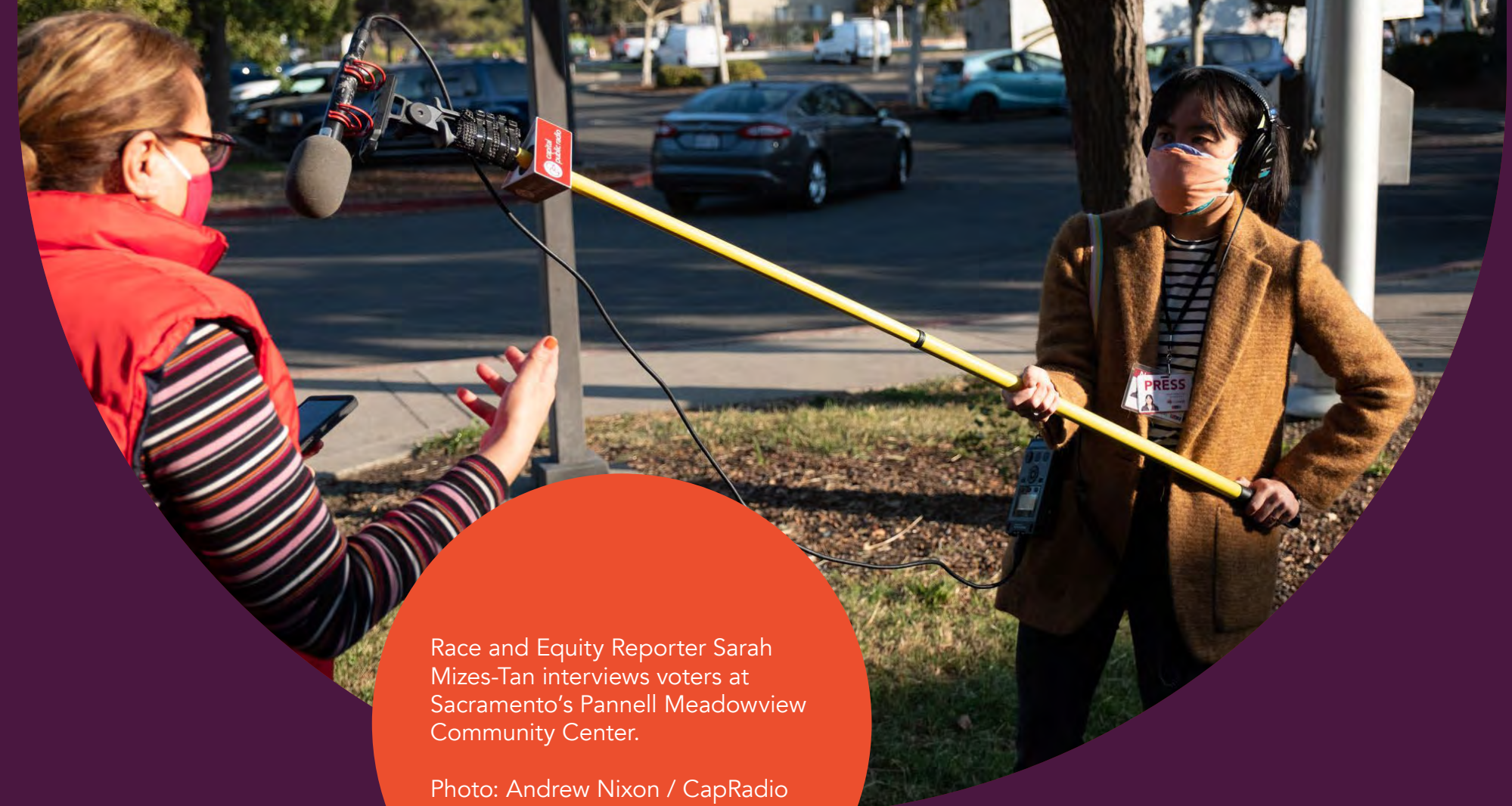
## LOCAL JOURNALISM WITH IMPACT

# 2020 Presidential Election Coverage

Political division, a global health crisis, uncertainty around the voting process and misinformation concerns marked the 2020 election. CapRadio's election coverage helped provide clarity on these issues so voters could make informed, confident decisions.

Leading up to the election, we deployed a variety of on-demand resources in our 2020 Election Hub, which included access to a voter guide, coverage on every proposition and a local voting map, as well as stories to provide deeper context and understanding. We also invited community members to participate in virtual events, such as interviews with local representatives like Sacramento's Mayor Darrell Steinberg and City Councilperson Katie Valenzuela, to keep people informed on local election issues.

The special coverage we provided was an essential part of our public service mission to create a more informed democracy. Additionally, after Election Day, we provided ongoing context and information about the demonstrations and protests, and fact-checked misinformation about the election results. We also covered the January 6 insurrection at the U.S. Capitol and President Trump's second impeachment trial.



Race and Equity Reporter Sarah Mizes-Tan interviews voters at Sacramento's Pannell Meadowview Community Center.

Photo: Andrew Nixon / CapRadio

### Community Impact

**204,267**

#### Average weekly listeners

The number of people who tuned in to our news broadcast and streaming platforms during our core election coverage.

Source: Nielsen

**21**

#### Days' worth of time on election results webpage

CapRadio's interactive [election results webpage](#) showed users real-time results for local counties, California and Nevada, and the U.S.

Source: Google Analytics

**12,454**

#### People utilized our Digital Voter Guide

This [guide](#) included essential voting information, such as key election dates, voter registration instructions, the mail-in ballot process, a ballot research resource, state proposition breakdowns and more.

Source: Google Analytics

**7**

#### Facebook posts fact-checked

During a highly contentious election where misinformation and disinformation were easily spread via social media, CapRadio and PolitiFact partnered with Facebook to fact-check posts on the platform in an effort to provide transparency and clarity to the public.

Source: Facebook



I can't thank you enough for ALL that you do. I am inspired and enriched by your content every day. Most importantly, I know that your unbiased, credible, primary sourced information educates me to be a better global citizen and informed U.S. voter.

**Shelley O.**

Carson City, NV  
Evergreen Member

“

Thank you for your consistent investigative journalism, unbiased coverage and for broadcasting the facts. I rely on you to stay informed.

**Angela H.**  
Sacramento, CA  
Member



## CAPRADIO'S BIGGEST MOMENTS

# Our New General Manager

On July 1, 2020, after the retirement of long-time general manager Rick Eytcheson, CapRadio celebrated the promotion of Jun Reina into the new general manager role, where he helped usher in a year of growth and change.

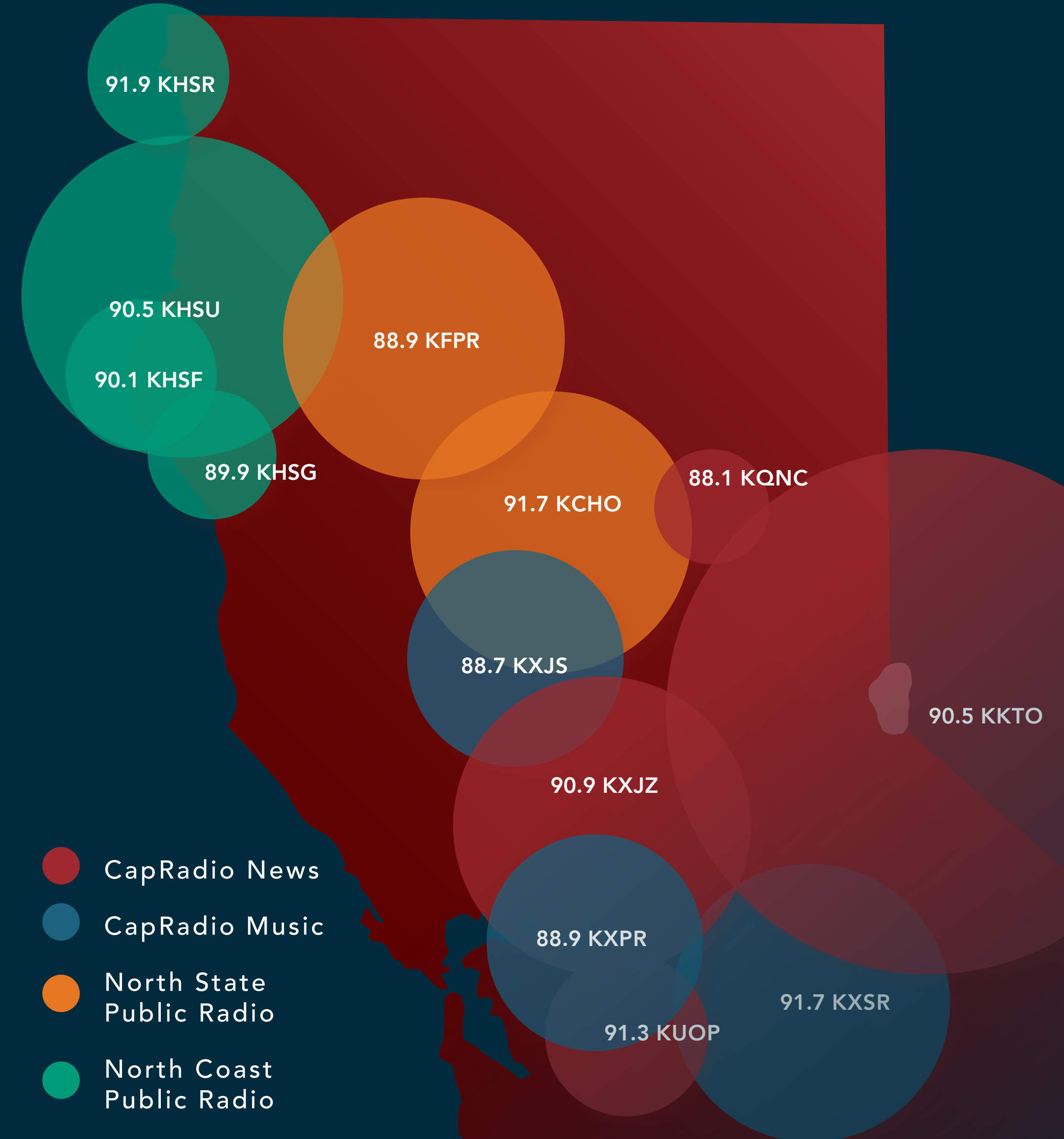
With a commitment to public service and community impact, Jun oversaw new managing partnerships between CapRadio and two other NPR Member stations — NSPR in Chico and KHSU in Humboldt. These partnerships will preserve and expand essential services that provide equitable resources for communities throughout Northern California.

Under Jun's leadership, CapRadio took on the challenge of looking at the organization in a way we previously hadn't, adopting a DEI (Diversity, Equity, Inclusion) action plan that covers hiring, training and pay equity at the station. This plan also aims to acknowledge and address systemic inequality in the content we produce and our operational policies while diversifying our programming, audiences and staff to more accurately represent the demographics of our communities.



My commitment to all of you is to keep building an organization that looks like and reflects the wonderful communities we serve — an organization that honors, respects and elevates different perspectives, backgrounds and cultures.

**Jun Reina**  
General Manager  
CapRadio



## CAPRADIO'S BIGGEST MOMENTS



### The COVID-19 Resilience Poll



# COVID-19 Resilience Poll Series

To better understand the impact of COVID-19 on the Sacramento region, CapRadio partnered with Valley Vision to launch a year-long [polling and reporting series](#) on the experiences, perceptions, concerns and hopes of those living in the area. Through this partnership, we engaged the public, identified actionable insights and disseminated those findings to inform the region's ongoing response to the COVID-19 situation.

The polling and reporting series offered a glimpse into the unique hardships endured by Sacramento communities associated with conditions throughout the early, middle and late stages of the pandemic. We used these findings to dig deeper into the region's feelings and response — better equipping journalists to report on topics surrounding the pandemic, such as [health disparities](#), [income loss](#), [vaccine hesitancy](#) and [education](#), in an engaging and meaningful way.



It's part of our job to understand the region and the people who live here, and report on how they're responding and feeling during this global crisis with depth, detail, nuance and empathy.

**Joe Barr**  
Chief Content Officer  
CapRadio

## CAPRADIO'S BIGGEST MOMENTS

# California State Of Mind Show Launch

As the legislative nexus of the 5th largest economy in the world, California wields significant influence because the decisions and actions here reverberate throughout the nation. To keep the public informed about how politics shape their daily lives, CapRadio partnered with CalMatters to launch *California State Of Mind*, a weekly podcast and radio show examining "The California Experience" through the lens of policy and politics.

Each Friday, hosts Nicole Nixon and Elizabeth Aguilera helped listeners make sense of California's biggest events. Featuring top California reporters from CapRadio and CalMatters, Nicole and Elizabeth dove into issues such as the 2021 California recall election, vaccine equity, guaranteed income, microplastics in water, wildfires and much more.



The policy decisions made today in the Capitol will determine our collective future as Californians, whether it's new vaccine rules, wildfire funding or new policing laws.

**Sally Schilling**  
Director of Podcasts  
CapRadio



# california STATE OF MIND

## CAPRADIO'S BIGGEST MOMENTS



# New Insight Host Vicki Gonzalez

After an extensive six-month search involving hundreds of applicants from across the nation, CapRadio welcomed Vicki Gonzalez as our new *Insight* host. Vicki — an Emmy and Murrow award-winning journalist — joined CapRadio from Sacramento's NBC affiliate KCRA, where her reporting included daily assignments, special reports, breaking news and a documentary.

Through her fearless pursuit of the truth and ability to tell people's stories with compassion and empathy, Vicki has established herself as a top journalist in the region. Vicki's passion for local journalism is palpable, and her ability to connect deeply with people, have meaningful conversations and hold others accountable makes her a dynamic host for the show. You can catch Vicki weekdays at 9 a.m. on CapRadio News broadcasts or listen to the podcast on-demand.



Going from a CapRadio Evergreen Member to now being part of a well-established, deep commitment to thoughtful local journalism is a true 'pinch me' moment in a place I love to call home.

**Vicki Gonzalez**

*Insight Host*  
CapRadio

## CAPRADIO'S BIGGEST MOMENTS

# After The Assault Podcast Launch

In April of 2019, CapRadio received a phone call from a local sexual assault survivor who wanted to share her experience reporting rape to the Sacramento Police Department. This call would lead to *After The Assault* — a two-year-long reporting effort that examined how sexual assault survivors can find a path to healing even when justice isn't served.

In a seven-part podcast, Health Care Reporter Sammy Caiola and Data Reporter Emily Zentner worked to amplify the voices of eight survivors as they explained their experiences in the aftermath of sexual violence and during police investigations. They helped show where the breakdowns are happening in a survivor's search for justice and what law enforcement, advocates and the public can do to help them heal.



With help from survivors, CapRadio created a new journalistic process that we're hoping will have a major impact on the way people think about this crime — be that police officers, medical professionals, educators or loved ones.

**Sammy Caiola**

*After The Assault* Podcast Host  
CapRadio



# CAPRADIO'S BIGGEST MOMENTS



## Summer Concert Series

The *Summer Concert Series* united regional musicians hit hard by the pandemic with music lovers yearning to hear them perform, not in person but over the radio and through digital platforms. The series celebrated community, diversity and hope for the future through music.

CapRadio brought six ensembles — ranging from soloists to quintets — to perform and interview in the CapRadio Garden, featuring many standard favorites from the canon as well as a diverse lineup of composers and lyricists.

The performances included a wide range of genres and eras, from Joni Mitchell covers to pieces composed by Chevalier de Saint-Georges. Community members could listen to the one-hour concert specials every week on the CapRadio Music station or watch on digital and social platforms.



During a time of global crisis, we hoped to uplift the Sacramento music community by honoring underrepresented voices and reuniting audiences with live performance.

**Jennifer Reason**

*Midday Classical Announcer*  
CapRadio





“

Finding CapRadio changed my life in a good way. I bought a new sound system so I can listen to the Jazz Stream or the Classical Stream all around my house. Either station contributes to a more positive frame of mind. Thank you.

**Joan R.**

*Memphis, TN*  
Sustaining Member

# Awards & Recognition

## ***National Murrow Award - Digital Feature***

*TahoeLand: Trawling For Clarity* — produced in collaboration with the NPR Visuals team — examines how Lake Tahoe’s iconic clarity is now threatened by millions of invasive Mysis shrimp placed there by the state in the 1960s to help the local fish population.

## ***The Society of Professional Journalists - Excellence in Journalism Award for Breaking News***

The CapRadio newsroom received this award for our coverage of the George Floyd demonstrations for racial justice in Sacramento. Journalists worked day and night to witness and report on the landmark moment occurring in Sacramento.

## ***Regional Edward R. Murrow Award - Digital***

We were honored for our overall digital presence and coverage of the people, policies and events that shaped 2020.

## ***PMJA Podcast Award***

*TahoeLand*, hosted by CapRadio Environment Reporter Ezra David Romero, takes an innovative approach to explain the global impacts of climate change through the ecosystem and community of Lake Tahoe.

## ***The Society of Professional Journalists - Excellence in Journalism Award for Public Service***

We were honored for our part in a statewide collaboration for the reporting series *Unsealed: California’s Secret Police Misconduct and Use-of-Force Files*. The news coalition investigated long-hidden information on police misconduct.

# Audited Financials

## CURRENT ASSETS

**\$10,369,316**

## CURRENT LIABILITIES

**\$4,719,562**

## TOTAL ASSETS

**\$20,160,076**

## TOTAL LIABILITIES

**\$5,566,207**

## TOTAL NET ASSETS

**\$14,593,869**



## SOURCES OF SUPPORT

Individual Contributions	\$7,664,445
Corporate Support	\$2,658,376
Grants	\$4,104,558
Other Gifts	\$1,789,566
Other Revenue	\$1,607,527
In-kind Contributions	\$3,219,568

## EXPENSE ALLOCATIONS

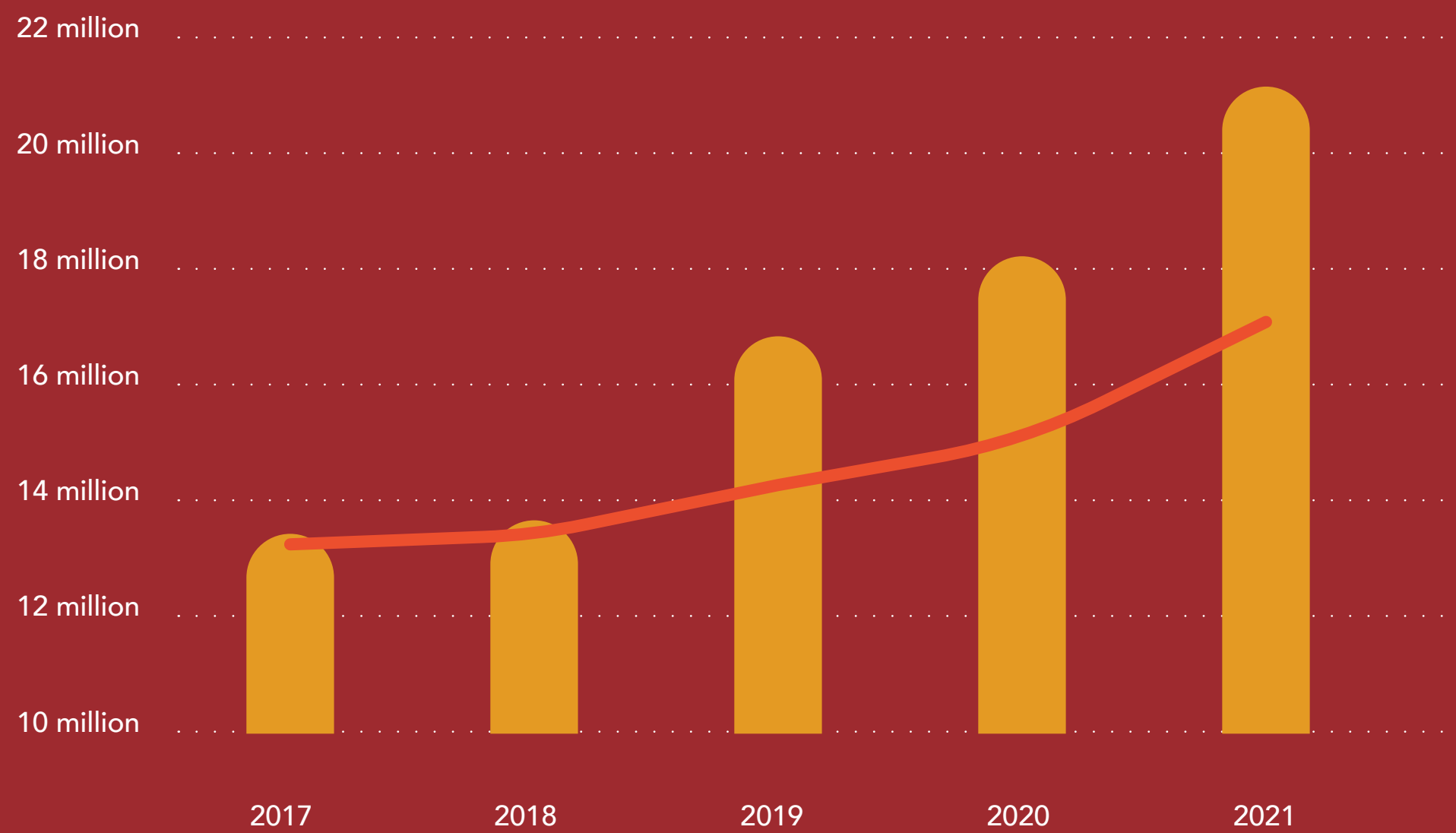
Programming	\$11,766,374
Marketing	\$1,528,944
Development	\$2,471,165
General & Administrative	\$1,889,727



# Audited Financials

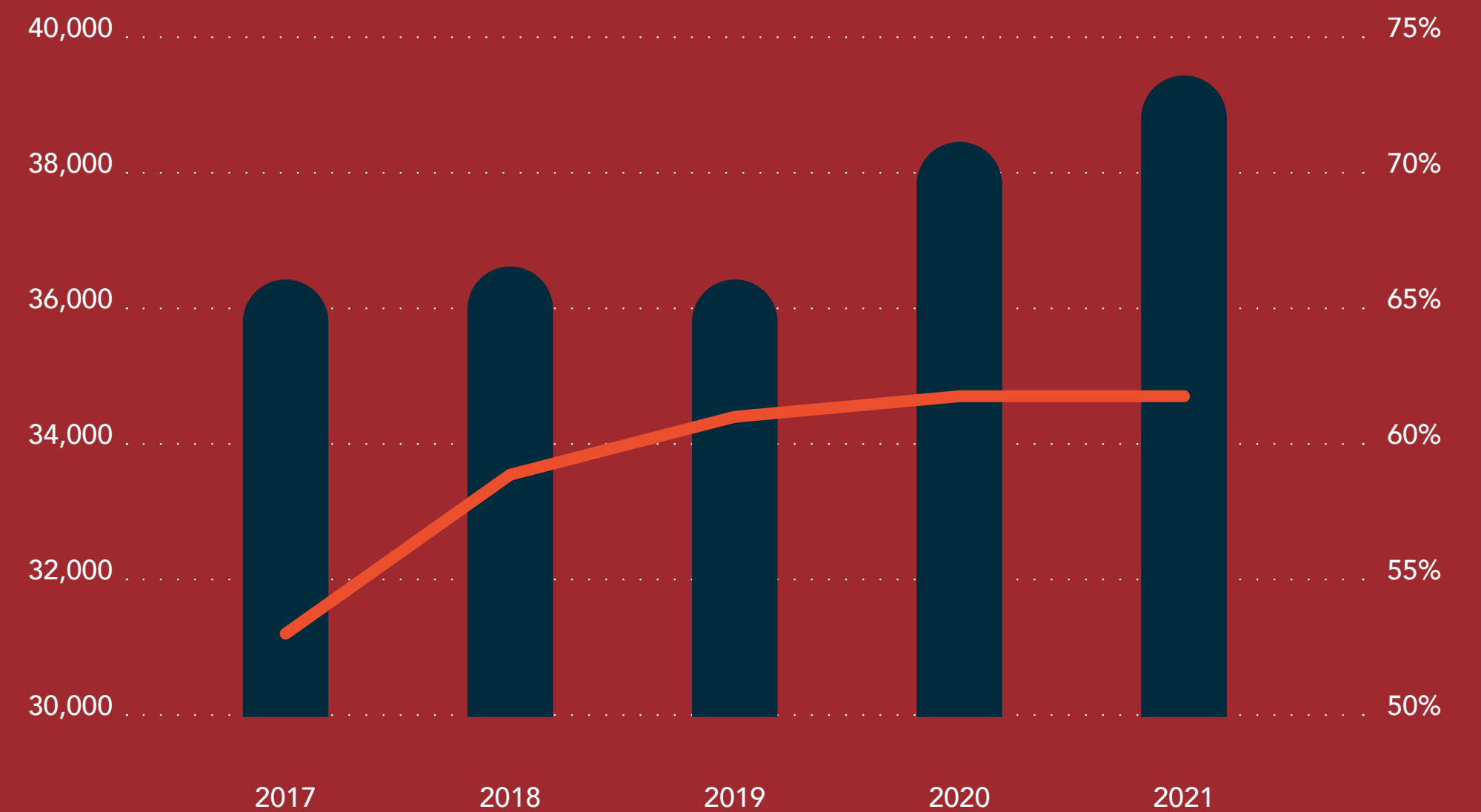
## 5-Year Revenue & Expenses Trend

● REVENUE ● EXPENSES



## 5-Year Membership Trend

● ALL MEMBERS ● PERCENTAGE OF MEMBERS GIVING MONTHLY



# Thank You

We want to share our heartfelt gratitude for all of our supporters — thank you for enabling us to deliver on our public service mission this year. Your ongoing support ensures that we can continue providing our communities with the insights, perspectives and human connections they need to navigate life — wherever they are.

We could not do what we do — each and every day — without your generosity.



# Major Supporters



I am so happy to become a contributing member to CapRadio. Public radio makes me laugh, cry and, most importantly, provides reliable news and information about my community and the world as a whole.

**Casey T.**

West Sacramento, CA  
Evergreen Member



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**\$20,000+**

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Thomas and Hedda Smithson

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**\$10,000+**

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# Special Projects



In this age of click bait articles, misinformation and disinformation, my family and I so appreciate CapRadio's balanced reporting and unique story perspectives. We're proud to support public radio.

**Kirsten S.**

Sacramento, CA  
Evergreen Member

## AFTER THE ASSAULT

A seven-part podcast that examines the aftermath of sexual assault through the experiences of eight survivors, including the long-term mental and emotional impacts during police investigations.

**This project is made possible by the following supporters:**

Susan Edling, Dennis Greenbaum, Linda Horwitz and Stuart Smith, Alexandra Hunt, M.D., Martin Kohlmeister, Carl and Sue Miller, Tom and Hedda Smithson, Drs. Gary and Edith Vermeij

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BetterHelp

## REPORT FOR AMERICA

Supporting a new Report for America journalist who will cover underserved communities in our region through the lens of educational opportunity and disparity.

**This project is made possible by the following supporters:**

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## NEXT GENERATION RADIO

A weeklong digital journalism and audio training project that seeks to develop a pipeline of aspiring journalists and increase the diversity of young people entering the industry.

**This project is made possible by the following supporters:**

Susan Caldwell, Susan McClatchy, Tom and Hedda Smithson

## CALIFORNIA STATE OF MIND

A weekly podcast and radio show breaking down the biggest events happening in one of the largest economies in the world.

**This project is made possible by the following supporters:**

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## COVID-19 RESILIENCE POLL SERIES

A three-part polling and reporting series examining the experiences, perceptions, concerns and hopes of communities in the Sacramento region during the coronavirus pandemic.

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## SUMMER CONCERT SERIES

A radio and digital video series that celebrated community and diversity by uniting regional musicians hit hard by the pandemic with music lovers yearning to hear them perform.

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Our Legacy Circle recognizes those who have included CapRadio 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.



Thank you, CapRadio! I'm an Evergreen Member, but I always like to give more as your reporting and programming are so important to me and for the community!

**Katie C.**

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Your Classical Stream makes my day just fly by. I love the weekend programming, making me contemplate and laugh as I do all my chores. Thanks for being a great part of my life. I've been a public radio supporter since high school pledge drives in '97.

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