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.
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.

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

**474,200**
**WEEKLY LISTENERS**
BBC Spring 2018 persons 12+,
Mon-Sun, 6am–12am

**36,367**
**MEMBERS**

**59%**
**MONTHLY SUSTAINERS**
By credit card or checking account

**1.9M**
**UNIQUE VISITORS TO CAPRADIO.ORG**

**848**
**COMMUNITY MEMBERS**
Engaged in Story Creation events that inform our reporting

**7**
**BROADCAST STATIONS**
Covering the Capital Region, Central Valley and Sierra Nevada

**1.7M**
**TOTAL HOURS OF STREAMING**
Live streams of CapRadio News and Music, ClassicalStream & JazzStream

**635,461**
**TOTAL PODCAST DOWNLOADS**

**5**
**NEW PODCAST SERIES LAUNCHED**
Keys to the House, California’s Next Governor, The Way We Here, Place & Privilege, CapRadio Reads

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**5**
**NEW PODCAST SERIES LAUNCHED**
Keys to the House, California’s Next Governor, The Way We Here, Place & Privilege, CapRadio Reads
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.

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.
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.
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:

**Deep in our identity, CapRadio is an arts organization that lifts all the arts**

**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 Pekowski leading the Sacramento Jazz Orchestra at Harris Center for the Arts. On the morning of the sold-out concert, Pekowski 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.
### Statement of Financial Position

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<tr>
<th>Category</th>
<th>Amount</th>
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<tr>
<td>Current Assets</td>
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<tr>
<td>Total Assets</td>
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<td>Current Liabilities</td>
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<td>Total Liabilities</td>
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### Sources of Support
- Individual Support: $6,002,380
- Grants: $1,233,599
- Corporate Support: $2,773,299
- Other Gifts: $1,483,814

*Excluding in-kind contributions

### Expense Allocations
- Programming: $7,108,556
- Marketing: $844,469
- Development: $1,976,691
- General & Administration: $1,360,207

*Excluding in-kind contributions
MAJOR SUPPORTERS

VISIONARY $50,000+
Joyce S. Ratner

PRESIDENT’S CIRCLE $10,000+
Norma D. Brink
Jean-Louis Forcina
Diane L. Plumlee and Michael van den Akker

PRODUCER’S CIRCLE $5,000+
Ann Bailey
Linda Brandenburger
Lesley A. Clement
Richard and Maisie Conrad
Donald Dorfman
Soyla Fernandez
Lorraine Heneghan
Jose Herrero-Costa and Valerie Hawkins
Dianne L. Kendall
Patricia Marsh-Levin
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Lora Meyer
James W. Moor
Propp, Christensen, Carciglia LLP
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Claudia A. Simpson
Tom and Hedda Smithson

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Vineyard & Winery
Christopher R. and Veronica G. Carlsons
John and Lois Crowe
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Brian J. Witt and Vivian Long
Jeff B. Yee
Jay L.M. and Carri Cummings Ziegler
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.”

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 save 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.
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!”


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.”
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
Robert T. Anderson, Ph.D.
Thomas N. and Elizabeth Atkins
Linda Atoms
Harry Ault
Ann L. Baer
James Bankhart
Patrick E. and Elizabeth Bell
Bruce L. and Barbara Berg
Robert C. Bielemberg
Phyllis J. Bonin
Russell Bowles and Naomi B. Kalman
Linda Brandenburger
Norma D. Brink
Donald W. Brown
Carol Brown and Carole Nutt
Daniel and Rhea Brunner
Richard Buel
Charles E. and Phoebe Burd
Nicholas F. and Debra L. Burnett
Sheila Cardno and Kim Silvers
Christopher and Janet L. Carr
John W. and Sarah P. Carroz
Susan V. Carson
Shirley B. Carter
Dora Joyce Chan
Frank and Pennie L. Chwalowski
Douglas Clark
James A. and Janet A. Collins
Richard and Maiye Conrad
Franklyn R. Cook, M.D.
Leigh A. Coop
Charley Cross and Julie L. Greene
Sterling A. Dalatri
Richard L. and Myra L. Davis
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Tom and Sandra Denny
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and Shanen Fleming
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James and Gretchen L. Hinerman
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Alex Keeler and Maryam Mirmehrman
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Laureen Landau
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Alistair and Linda Lingle
Romulo I. and Roseanne M. Lopez
Toni Lyn Maligren
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Lita Whitesell
Dale Terry and Annette Winnick
Martha V. Woldrink
Joel S. and Louise Zimmerman
Anonymous Donors (14)
Italics denote those who have passed.

LEGACY CIRCLE MEMBERS

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
William T. Murray
Richard W. and Judith B. Olsen
Sacramento Region Community Foundation
Gordon Salter
David Scheuring
Luella Steil
Harry and Polly Tarbell
Miles J. Treaster
Mead B. Kibbey and Nancy Turner

Italics denote those who have passed.

GRANT SUPPORT

$15,000+

Corporation for Public Broadcasting
California Health Care Foundation
The California Endowment
American Public Media
James Irvine Foundation
National Public Radio
Fidelity Charitable
Sac Metro Cable TV
Sierra Health Foundation

CORPORATE SUPPORT

$15,000+

Almond Board of California
Amador Council of Tourism
Apply Responsibly Direct
Bell Brothers
Boutin Jones, Inc.
Brookfield School
California Association of Professional Scientists
California American Water
Caltrans
Capitol Beer and Tap Room
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Mansour’s Oriental Rug Gallery
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Planned Parenthood
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Sacramento Municipal Utility District
Sacramento Natural Foods Co-Op
Sacramento Region Community Foundation
Save the Redwoods League
SBL Entertainment
ScholarShare529
Sierra Nevada Brewing Company
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