Impact Report 2021
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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

381,450
132,032
5,853
3,299
30,893
Engagement on All Platforms

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

Average weekly broadcast and digital livestream listeners
Source: Nielsen, Fall 2020/Spring 2021. Excludes NSPR and KHSU audiences.

Average weekly visitors to CapRadio.org
Source: Google Analytics

Average weekly podcast listeners
Source: Triton Digital

Average weekly social interactions
Source: Twitter, Facebook, Instagram / CrowdTangle

Opt-in newsletter subscribers
Source: Mailchimp / Luminate

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.

Community Impact

1.86 MM
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

5,156
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: Hearken

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
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.

Community Impact

<table>
<thead>
<tr>
<th>People who visited our wildfire updates page</th>
<th>Responses to our wildfire survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>904,329</td>
<td>79</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Visits to the active wildfire map</th>
<th>People utilized app push notifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>267,333</td>
<td>4,667</td>
</tr>
</tbody>
</table>

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

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

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
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.

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

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

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

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
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
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
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 2021 Impact Report
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
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

**TOTAL ASSETS**
$20,160,076

**CURRENT LIABILITIES**
$4,719,562

**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: 10 million, 11 million, 11 million, 12 million, 13 million
- Expenses: 10 million, 11 million, 12 million, 13 million, 14 million

5-Year Membership Trend

- All Members: 22,000, 24,000, 26,000, 28,000, 30,000
- Percentage of Members Giving Monthly: 30%, 35%, 40%, 45%, 50%
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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California Cattle Council
California Rice Commission
Caltrans
ClipperCreek
Comcast Cable Communications
Davis Joint Unified School District
DeCamilla Capital
Delfino Madden
Department of Health Care Services
Downey Brand
Estelle Bakery & Pâtisserie
European Sleep Design
Five Star Bank
Fortune School Of Education
GEI Consultants
Golden 1 Credit Union
The Good Feet Store
Integrated Resources Group
Kitchen Mart
Lasher’s Elk Grove Subaru
Leisure Care
Mansour’s Oriental Rug Gallery
Modesto Irrigation District
Old Sugar Mill
Regional Water Authority
Rothschild Wishek + Sands LLP
Sacramento Municipal Utility District
Sacramento Natural Foods Co-op
Sacramento Region Community Foundation
Sierra Nevada Brewing Company
Suncrest Bank
Sutter Health
UC Davis Health
University of San Francisco
UOP McGeorge School of Law
Washington Commons
Wilke Fleury
Yuba Water Agency

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$15,000+
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The California Health Care Foundation
The City of Sacramento Office of Arts & Culture
The GroundTruth Project
The James Irvine Foundation
The Sacramento Metropolitan Cable Television Commission
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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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.

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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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CORPORATE SPONSORS
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Sutter Health

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.

CORPORATE SPONSOR
Sierra Health Foundation

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.

This project is made possible by the following supporter:
Jim Kirstein
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Katie C.
Stockton, CA
Evergreen Member

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Anonymous (60)

*Denotes those who have passed
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.

John S.
Fairfield, CA
Sustaining Member