Community Report
35 Years of Radio that Makes a Difference
Our 35th was an exciting year marked by continued growth and new offerings for our listeners. We also turned over the first spade of ground in our community garden, and look forward to the conversations and connections it will bring in our future. As we branch out, we are always grateful for the support of our members and corporate partners who make it all possible. We’re excited to share some of our 2013/14 highlights with you, as our role and opportunities within the Sacramento region evolves and expands.

Yet, even after 35 years, it seems like we’re just getting started. We’re developing an innovative approach to reporting with more distinctive and diverse voices. We’re integrating community engagement in our stories, and especially our documentaries. Our voice is your voice, and all we do is made possible by the incredibly generous support of our listeners. You are the public in Capital Public Radio. Thank you!

Rick Eytcheson, President and General Manager, Capital Public Radio

AWARDS

We are honored when our work is recognized by peers and experts across the country. This year we were thrilled to receive awards for our news and documentaries.

• Society of Professional Journalists, Sigma Delta Chi Award for Best Documentary Large Market and Network Syndication, Autism Grows Up.

• Edward R. Murrow Award for Best Hard News Reporting on California lawmakers grappling with the issue of prison sterilization, Pauline Bartolone.

• Edward R. Murrow Award for Best Sports Reporting on the Kings Season Opener in Sacramento under new ownership, Bob Moffitt.

• Education Writers Association Second Place, Single Topic News Feature or Broadcast, Class Dismissed.
Over 20 other public radio stations aired our documentaries on the challenges facing family caregivers and high school drop outs.

The View from Here: Class Dismissed tackles the topic of high school drop outs in the Central Valley. Class Dismissed included a four-month on-the-ground community engagement initiative in Stockton where we heard from young people, teachers and organizations about the problem and solutions.

The View From Here: Who Cares shares the lives of three caregiving families and the challenges they face, the stress they endure and the blessings and power of family. CapRadio collaborated with NPR to create segments for All Things Considered, Weekend Edition Saturday and Weekend All Things Considered. The stories received thousands of comments from people around the country.
Insight with Beth Ruyak at the Crocker Art Museum. CapRadio Jazz Director Gary Vercelli joined Beth for a jazz-filled edition of Sound Advice at the Crocker, taped with a live audience.

The Political Junkie, Ken Rudin, joined as a weekly contributor, turning his analytical gaze west and putting California politics in the context of the national scene.

Suddenly Sochi. In February, Beth Ruyak traveled to Russia for coverage of the Olympic Games on Insight, interviewing athletes and families from our region.

Insight with Beth Ruyak traveled to Yosemite National Park in June for a special show commemorating the park’s 150th anniversary and to learn about what makes it so special.
State of the State address special broadcast with Beth Ruyak. In January, The Political Junkie, Ken Rudin, joined us for analysis of the speech. In addition, reporters from Capital Public Radio, KQED in San Francisco and KPCC in Los Angeles collaborated for a first-ever online analysis of the speech.

*California’s Delta: Inside and Out*. Environment Reporter Amy Quinton traveled around the state for a five-part multimedia series on how the Delta is tied to California and what it means to our lives.

In March, Capital Public Radio collaborated with Sunset Magazine and the Food and Environmental Reporting Network to look at the politics and reality of *Fracking in California*.

Capital Public Radio produced extensive coverage for the June *2014 primaries in California and Nevada*, including an online election guide to all the races and issues.
**CapRadio Travels**

CapRadio Travels took 65 listeners to Cuba through a US-sanctioned people-to-people tour. Our Health Care Reporter Pauline Bartolone hosted the trip and created a special blog to share details of the journey.

“Our time in Cuba was indeed one of the highlights of all my travel experiences. Thank you for your knowledge, enthusiasm, and creative flexibility in planning alternatives when scheduled visits couldn’t go as planned. And thank you fellow Capital Public Radio travelers for your excellent company.”

—Sally O.
Print Radio
*Blue Dog Jam* Host Nick Brunner and board member Sofia Lacin hosted our celebration at Bows and Arrows in midtown Sacramento November 1st. We honored the winners of our inaugural art submission contest with an art show and live silkscreening. Artists were given three words from our mission as inspiration for a t-shirt design. See the winners in the “source,” “information,” and “curious” categories at right.

Pitch/Slam
Capital Public Radio partnered with the Society of Environmental Journalists for a Pitch/Slam event with environmental journalists from around the state. Local editors served as judges, including our own Senior Editor, Alan Ray.

CapRadio Reads
We celebrated our first anniversary of CapRadio Reads with author Christopher Reich in conversation with *Morning Edition* Host Donna Apidone. This year a great lineup of books and authors included “Please Be with Me: A Song for My Father, Duane Allman” by Galadrielle Allman, Pulitzer Prize Winner, Adam Johnson’s “Orphan Master’s Son,” “A Constellation of Vital Phenomena” by Anthony Marra, and many others. Our reading community meets both online and face-to-face, and four times per year we host an event featuring an Author In Conversation.

Second Saturday Art Receptions
This year, CapRadio hosted local artists, sharing their work with hundreds of community members for several Second Saturday events. Each art show culminates in a community reception showcasing the artist, live music and refreshments.

Used Record & CD Sale
We held our Final Used Record & CD Sale. We look forward to discovering new ways to connect with our listeners who love all things used, vinyl, and musical.
CapRadio Garden
We broke ground on our Community Garden in the backyard of our Folsom Boulevard Studios on Sacramento State’s campus. As the first phase of building finished, we announced our Food and Sustainability reporting initiative, bringing together food, agriculture, environment, health and many more critical issues.

Community Engagement
CapRadio is committed to Community Engagement and we’re working to give voice to community needs, values and aspirations. Specifically, CapRadio News continued to expand its commitment to hearing from diverse voices in our region through our community engagement initiative as part of The View From Here documentary series. Over the last year we’ve engaged hundreds of individuals and organizations on the topics of high school dropouts and caregiving. We’re working to ensure our reporting is a true reflection of California.

In the Studio
We’ve continued to grow our staff, including two producers focused on expanded digital content for news and music. Ed Joyce, a veteran journalist, joined our team as afternoon Anchor and Reporter.

The newsroom took a big technological leap forward with an advanced content management/integration system called NewsBoss, making the newsroom much more connected, nimble and efficient.

Timeless Music all the Time at capradio.org/music
In our 35th year we developed a more robust approach to our online music site, making more kinds of music accessible and available, 24 hours a day.

The new site includes blogs, event highlights and more.
Dear Capital Public Radio Supporters,

CapRadio’s 35th anniversary is a significant milestone. Nonprofit organizations, not to mention broadcast media organizations, don’t get to turn 35 without embracing periods of transformation, reinvention, and innovation. We embrace a mindset that encourages experimentation and a desire to drive change from the ground up. It’s also a recognition that if we want to be around for another 35 years, the biggest mistake we can make is to fear change. From the growth of our newsroom and our documentary unit, to the growth of our digital team, and the planned expansion of our facilities and our services, we’re positioning ourselves to create value for our audience and create more opportunities to engage our community.

For the fiscal year ending June 2014, we invested $7.1 million, or 65% of our total expenditures of $10.8 million in programming and broadcasting. Total revenues for the same period totaled $11.3 million, marking seven consecutive years of positive results for the station.

Strategic investments on the horizon include the planned expansion of our headquarters on the Sacramento State campus as well as the development of the CapRadio Garden.

CapRadio owes its ongoing success to you, our audience, and to its dedicated staff and volunteers. The CapRadio team is passionate about delivering exceptional content. I’m incredibly proud to be a member of the team and hope that we continue to earn your trust for another 35 years.

Jun Reina, Chief Operating Officer and Chief Financial Officer, Capital Public Radio
Your generous support is having a significant impact on people and communities in our region, throughout the state and across the country. Your gifts extend far beyond the airwaves and we thank the more than 32,000 individuals and businesses who support Capital Public Radio.

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