RADIO THAT LISTENS

2015 Community Report
Capital Public Radio is the NPR member station serving California’s Central Valley and Sierra Nevada. Seven frequencies, hundreds of thousands of listeners, and one mission: to build stronger communities by listening deeper.
Capital Public Radio is changing. As our world becomes more connected, we’re becoming more collaborative. As the platforms for news, music and the arts are growing, we’re using public radio to build stronger communities.

We call it community engagement, and it begins with listening. On air, online and on the ground.

When we pay attention to the stories that surround us, public radio inspires and informs. We listen deeper, look closer, and work harder to make sure the voices in our stories are as diverse as our community. Everyday we want to deliver something unexpected and extraordinary—a story, a song or a moment—that will make a difference in someone’s life.

In 2016 we have big plans, including
• Strengthening our community connections by listening and engaging
• Planning for our growth by building capacity and growing our infrastructure
• Building collaborative partnerships for compelling and far-reaching coverage of news and music

2015 was an amazing year at Capital Public Radio, and we’re excited to share some of the highlights with you.

Rick Eytcheson,
President and General Manager,
Capital Public Radio

CAPITAL PUBLIC RADIO AWARDS

2015 was an award-winning year in our newsroom. In addition to several Associated Press (AP) awards, recognition from the Public Radio News Directors, Society for Environmental Journalists and a Clarion award, we received three regional Edward R. Murrow Awards.

• Edward R. Murrow Award for News Documentary: For The View From Here: Hidden Hunger.
• Edward R. Murrow Award for Ongoing Coverage: For the News Department’s State Of Drought coverage.
• Edward R. Murrow Award for Sports Reporting: For Bob Moffitt’s story about soccer in Sacramento.
Our newsroom continues to grow and thrive. Because of your support, this year we added a Food & Sustainability reporter, and dug deeper into issues in our community, including hunger and immigration. We’re poised to deliver more and can’t wait for you to hear what we have in store for the 2016 election season.

Focus on California
After an intense fire-season, Environment Reporter Amy Quinton asked “What are the ongoing impacts of wildfires in California?” The result was an in-depth report we called California Burning. It was a great example of the kind of complete and compelling reporting you expect from us. Californiaburning.org.

Fires and drought go hand-in-hand. Governor Jerry Brown kicked off 2015 by declaring a state of emergency due to California’s ongoing, intense drought. We covered the drought from every perspective.
Spring 2015 and Beyond: Undocumented Immigration In California

Capital Public Radio News is devoting a whole year to examining one of the most important and polarizing issues of our time. Our goal is to create a body of work that will enlighten and advance the conversation in California and beyond. Follow along on Twitter with #UndocumentedCA or capradio.org/undocumented.

**StoryCorps**

The national organization dedicated to recording, preserving, and sharing stories from a variety of Americans, came to Sacramento thanks to the generous support of the Sacramento Public Library, Sacramento Public Library Foundation, Golden 1 and the Sacramento Kings. More than 120 interviews were recorded in the StoryCorps mobile recording booth during its 2015 stop in Sacramento. Find all the stories archived at the Sacramento Public Library, and a handful selected for our air at capradio.org/storycorps.

**PolitiFact California**

This year we launched the first ever public radio partnership with PolitiFact.com. We’ll be bringing you the truth in California politics via PolitiFact California. Fact checks began airing in the fall — exactly a year from the 2016 presidential election. Find them at www.politifactcalifornia.com.

*Insight* host Beth Ruyak and Classical host Cale Wiggins share new recordings and rare releases of favorite holiday songs during a live taping of “Sound Advice” at the Crocker Art Museum.
Capital Public Radio listens deeper with community engaged journalism.

Community engagement is how we serve our community — to listen, to provide a space and tools to help tell stories, and to create social impact. In 2014-2015 Capital Public Radio tackled the problem of food insecurity in Sacramento through a year-long project called The View From Here: Hidden Hunger. It began with a mobile storybooth that traveled to food banks and community clinics where 50 residents shared their experiences of hunger. To help us better understand why anyone goes hungry in the Farm-To-Fork Capital, we gathered a group of 27 non-profit organizations dedicated to ending hunger. We learned that each month in Sacramento County:

245,000 households are food insecure,  
88,000 children go hungry, and  
50,000 people struggle to find their next meal.

In response, CapRadio sent reporters to two area food deserts to show listeners the daily challenges of our neighbors who are food insecure. An hour-long documentary and an Insight talk show interview aired in December 2014. Within days, John Still K-8 School (featured in both programs) was deluged with donations of cash, checks, clothing, food and offers of assistance from local, state and national organizations. It’s an outpouring of generosity that continues to this day.

“It’s been an absolute game-changer for Meadowview. Doctors, dentists, churches, even our elected supervisor are calling to offer help because they heard us on Capital Public Radio. No one paid attention before. Your stories are helping mobilize people to get involved.”
— Amaya Weiss, John Still Learning Support Specialist
The View From Here: Hidden Hunger tells the stories of some of the 200,000 people in Sacramento County coping with food insecurity and of those working to alleviate it. Listen online at capradio.org/view.

In the spring of 2015, CapRadio and the Village Square convened public conversations among 250 Sacramento residents at the Clunie Center. Elected officials and individuals, food secure and insecure, educators and organizers came together to discuss hunger in our neighborhoods, share ideas for solutions and get involved.

“I greatly appreciated the opportunity to come together with others in the community and to make this issue visible, begin to share ideas for addressing this critical problem, and plant seeds of hope. I think the radio documentary on Hidden Hunger is one of the most profound pieces done about a critical issue in our region.”

—a participant in the community conversation

Community engagement is an expectation of ourselves, and what others should expect from us. It’s our process and promise.
Where Mission Meets Passion
We are your source for timeless music all the time. This year Gary Vercelli asked how, where and why you fell in love with jazz. Your stories from “Falling In Love Supreme: How I Formed an Affinity for Jazz,” can be found at our jazz blog, “Speak No Evil,” at capradiomusic.org.

Symphony of 1,000
Capital Public Radio “At the Opera” host Sean Bianco coordinated this spectacular event of 1,000 musicians and Insight host Beth Ruyak emceed. It was the largest ever assembly of symphony musicians to perform in California.

The CapRadio Garden is Growing
Bee Hives, K-8 curriculum, food bank partnerships and more. In our first year, the community garden produced nearly 1,000 lbs of produce for our foodbank partners. The bees are thriving and we harvested 40 lbs of honey. In the coming year we plan to build an outdoor kitchen and expand opportunities for community engagement in our outdoor haven.

CapRadio Travels
More than a hundred travelers joined us and our partner, Earthbound Expeditions, for trips to Spain, Cuba, and a cruise of the Danube River. Next year’s excursions include South Africa, America’s national parks and more! Capradio.org/travels

Danube travelers on the deck of the MS Amadeus Mozart — just outside of Budapest, Hungary.
2nd Annual Design Contest
Encouraged Artists to “Drink Radio”

This year’s sensory challenge was connecting tastes of the season to two-dimensional art, and over 200 artists responded. Key-words “sustain,” “harvest,” and “zest,” inspired our artists to design an image for a pint glass. Dan Harris’s winning print quickly became a collector’s item.

CapRadio Reads

This year, more than 500 readers joined us for monthly book club meetings. The meetings were so popular, we added a second Book Review event each month. Join or follow along at home at capradio.org/reads.
Financial Report From Our COO/CFO

This past year we truly embraced our role as a community convener and catalyst for change. As we report on vital social issues, we also create opportunities for our audience to get involved in addressing those issues and to collaborate with each other in delivering social change. It’s a simple formula: Great Storytelling + Community Engagement = Social Impact.

One of our key plans for the immediate future is the expansion of our offices and the construction of a meeting space (currently referred to as the CapRadio Center for Community Engagement). The Center will serve as a collaborative meeting and performance venue that will enable us to increase awareness of community-wide social issues, build new alliances and strengthen existing networks. It is our stake in the ground that says social change is not a spectator sport.

Our expenditures for the year have been strategic and our investments in programming and content continue to be the largest of our expenses. For the fiscal year ending June 2015, we invested $7.7 Million or 70% of our total expenditures of $11.2 Million. Total revenues for the same period totaled $11.13 Million resulting in a small year-end deficit due to a short-fall in some revenue projections.

Jun Reina, Chief Operating Officer and Chief Financial Officer,
Capital Public Radio
We continue to benefit from a strong financial position. A consolidated balance sheet shows total assets of $10.5 Million with total liabilities of $3 Million.

**Statement of Financial Position**
*As of June 30, 2015*

**Assets**
- Current Assets $3,553,071
- Fixed & Non-Current Assets $6,939,859

**Liabilities**
- Accounts Payable $259,456
- Accrued Liabilities $266,029
- Long-Term Liabilities $2,548,169

**Net Assets**
- Invested in Property & Equipment $1,038,323
- Net Assets, Beg $5,858,645
- Change in Fund Balance $522,308
- Total Net Assets $7,419,276
Donors

Your generous support has a significant impact on people and communities in our region. Your gifts extend far beyond the airwaves, and we thank more than 33,000 individuals and businesses who support Capital Public Radio.

Our Biggest Day of Giving

For the national Big Day of Giving, the Sacramento region community raised more than $5.6M in one day. Capital Public Radio listeners played a big role in the day’s success. We received the most donations of all participating nonprofits. Thank you!

Underwriter Support

While individual donations make up almost 50% of our annual revenue, business support is also a crucial piece of our success. As a way to say “Thank you” to some of our longtime, passionate partners, we created a “Sounds like Success” campaign. You’ll see these ads in some of our partner publications, like SacTown Magazine and Comstocks.

ReCap

ReCap E-newsletter

Now you can get weekly news updates right in your inbox. Subscribe to our ReCap at capradio.org.

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President’s Society $10,000+
Virginia Haeberle
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Norma D. Brink
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Barbara Colton
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Katherine B. and Thomas Akin
Rick and Connie Alcamo
Andrew A. Alexis
Clifford L. Allenby
Arthur K. and Jacqueline A. Amos
Ezra A. and Beulah Amsterdam

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Rick and Connie Alcamo
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Clifford L. Allenby
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Elise Lambird

CapRadio travelers brought art back from Cuba and shared at a Second Saturday art reception.
CapRadio is everywhere you are. Follow, share and activate the power of Capital Public Radio.

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