



IMPACT

2015-2016 ANNUAL REPORT

A Letter from Dr. Jim Paluzzi



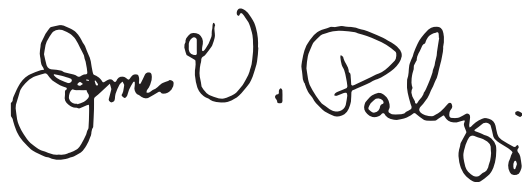
You are awesome! If you have supported KJZZ, K-BACH, SPOT 127, or Sun Sounds of Arizona this year, you have done the incredible. Your contributions to Friends of Public Radio Arizona have fueled the development of new, expanded public service throughout the Valley of the Sun and beyond!

We are so excited about KJZZ's Mexico City Desk, located on the studios of Concepto Radial on the campus of the Monterrey Institute of Technology. Our team—Bureau Chief Rodrigo Cervantes and Senior Field Correspondent Jorge Valencia—is already breaking major business stories. Expect to hear reporting that focuses on the connections between Arizona and Mexico in the months ahead.

Thanks to the support of K-BACH members, we launched a public information campaign that introduced record numbers of listeners to the joy of classical music on the radio—more listeners than ever before! I am in awe of members that have funded a construction of SPOT 127's East Valley facility, located on the Rio Salado campus at Southern and Price in Tempe. The grand opening is scheduled for January 19, 2017; please contact Member Services to RSVP, because I am sure that you will be amazed with the accomplishments that these young people are achieving as they develop into the next generation of digital media specialists.

Finally, FPRAZ is lending significant support to Sun Sounds of Arizona, our radio reader service for people with visual disabilities. Look for a new initiative from Sun Sounds in the year to come—an initiative that will empower our audience in ways never before imagined.

I may not have met you yet, but I already know that, through Friends of Public Radio Arizona, you are indeed awesome. Whether you are a current friend, or a future friend, thank you for being part of this community of support. Please let me know how we can be of greater service to you and our community.



James V. Paluzzi

Dr. Jim Paluzzi
Vice President
Division of Public Service, Rio Salado College
KJZZ/K-BACH/SPOT 127/Sun Sounds of Arizona

In keeping with those who have gone before us, the Friends of Public Radio Arizona (FPRAZ) Board of Directors continues to support and stretch the boundaries of what is possible to serve our listeners throughout Arizona and beyond. In partnership with the Maricopa County Community College District, Rio Salado College, and the staff of KJZZ 91.5 FM and KBACH 89.5 FM, we continue to seek opportunities to grow and engage audiences.



Over the past year, the FPRAZ Board embarked on unique projects and approaches to enhance listener experiences, connect to new audiences, and strengthen Board and Staff collaborations to unleash creativity and insights. To highlight the first of these efforts, the Colombia TransBorder Unit project brought local community leaders and the KJZZ journalist team to explore and broadcast aspects of life in Colombia, South America. We want to thank V.P. Division of Public Service Dr. Jim Paluzzi and FPRAZ past chair Todd Sanders for shaping the richness of the experiences.

The success of award-winning youth media center SPOT 127 in the West Valley inspired the approval of a second SPOT 127 for the East Valley. With support from donors and listeners, the new location will be open in Fall 2016 to serve additional low-income, at-risk youth aged 14-18 to find their voices by engaging with their community and learning multimedia production and journalism skills in a supportive environment.

A third effort initiated this year will be unveiled later this fall as well. The first-of-its-kind business partnership to operate a mobile production unit and food truck will be seen rolling throughout Arizona. We're excited by the possibilities and encourage you to stay tuned and take part!

Finally, the talent embodied by the people in an organization is at the core of its success. A pilot effort to team our passionate volunteer Board members with the stellar executive staff this past year led to the fruitful production unit/food truck decision. As we continue these strategic conversations, we hope to expand and enhance audience experiences with us!

In appreciation,

A handwritten signature in black ink, appearing to read "Evelyn Casuga".

Evelyn Casuga
Chair
Friends of Public Radio Arizona

In some ways it seems like just yesterday that Susan E. Edwards and I sat down for lunch to talk about KJZZ and her desire to include the station as a charitable beneficiary in her 401(k) plan. It was that conversation in July of 2001 that led to establishing a dedicated support group for KJZZ and K-BACH: Friends of Public Radio Arizona.



Susan, along with Armando Roman and Jim McDougall, moved quickly that summer to incorporate the organization in Arizona and file with the IRS for recognition as a Charitable Organization with 501(c)(3) status. On November 8, 2001, Friends of Public Radio Arizona became a legal Arizona Corporation and by February 26, 2002, the organization had secured recognition from the IRS as a 501(c)(3) Charity.

November 8, 2016, celebrates the beginning of FPRAZ's 15th year. As I look back over these past years, I'm grateful for the vision and leadership of our founding incorporating officers and to the various Board Directors who have followed. Our Founding Directors wrote term-limits into the organizational by-laws. A Director can serve a total of eight years on the FPRAZ Board. This past year, we formed the FPRAZ Emeritus Council to honor and continue the relationships of so many wise stewards who have guided us during these years. Working together with the stations' Executive Staff we have invested in expanded local, regional, and international news coverage, increased audience, and broadened our reach into the community.

For the third consecutive year, Friends of Public Radio Arizona was recognized by Charity Navigator, America's largest and most influential charity evaluator, with four out of four possible stars. Receiving a four-star rating indicates the Charity adheres to good governance and other best practices that minimize the chance of unethical activities.

"Only 14% of the charities rated by Charity Navigator have received 3 consecutive 4-star evaluations," according to Michael Thatcher, President and CEO, Charity Navigator.

This year marks the historic launch of KJZZ's Mexico City Desk, the grand opening of a second SPOT 127 Youth Media Center location, and the inauguration of a bold new business partnership to roll out Soundbite, a custom-built 40-foot truck that will combine a mobile studio/control room and performance stage with a food truck business. What a way to celebrate the 15th year of FPRAZ.

FPRAZ's relatively short history has proven to be remarkable and that makes me excited about our future.

Sincerely,

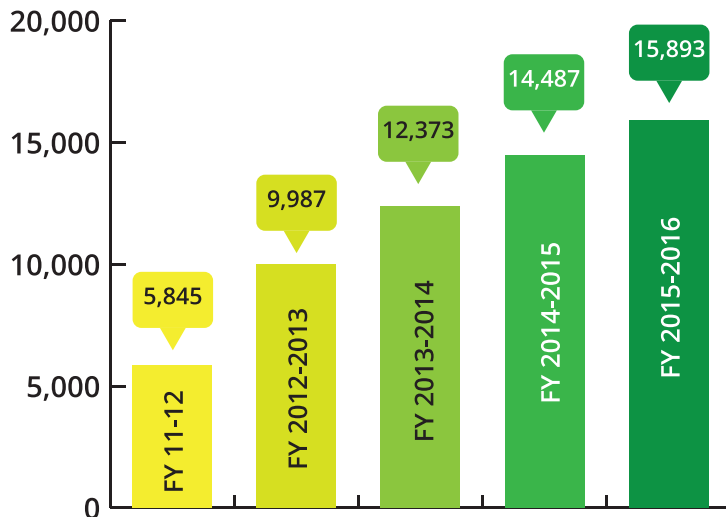
A handwritten signature in black ink, appearing to read "Louis Stanley".

Louis Stanley
Executive Director



Membership

KJZZ Sustaining Members



Total Members
23,668

\$3,290,110
Donated

Sustaining Members
15,893

2015 Awards

National Headliner Awards

Radio Stations Feature and Human Interest Story, All Markets – Stina Sieg, **“Don’t Abandon That Knitting Project, Call a ‘Finisher,’ ”** third place

Phoenix New Times

Best News Radio Station – **KJZZ**

Best Jazz Radio Show – **Classic Jazz with Blaise Lantana**

Best Local Music Showcase on the Radio – **KJZZ’s Tiny Desert Concerts**

Radio Television Digital News Association Edward R. Murrow Awards, Region 3

Investigative Reporting – Kristena Hansen, **“Scottsdale Police Organization Gives Telemarketer Two-Thirds of Donations Made for Needy Kids”**

Reporting: Hard News – Jude Joffe-Block, **“Facing Risk of Rape, Migrant Women Prepare with Birth Control”**

2016 Awards

Public Radio News Directors, Inc.

Enterprise/Investigative Reporting, Division AA – **Arizona Corporation Commission coverage**, first place

Arizona Press Club

Community Investigative Reporting – Kristena Hansen, Will Stone, & Al Macias, **Arizona Corporation Commission coverage**, third place

Radio Television Digital News Association Edward R. Murrow Awards, Region 3

Radio Feature Reporting – Stina Sieg, **“Navigating Social Media Complicated When Your Child Has Cancer”**

Hard News Reporting – Alexandra Olgin, **“Valley Man Leads Underground Operation to Save Opiate Addicts”**

Sports Reporting – Laurel Morales, **“Hopi Run to Pray and Run to Win”**

Local News and Reporting



The KJZZ Newsroom

KJZZ coordinates with three other public radio stations in Arizona to produce stories that highlight developments in science, health, and technology across the state. This unique collaboration is made possible by a grant from the Corporation for Public Broadcasting.



Original Productions



Steve Goldstein hosts KJZZ's *Here & Now*, a local public affairs show that airs Wednesday mornings.



KJZZ's *The Show* curates local, national, and international stories and emphasizes what makes Phoenix unique. Now airing four days a week, The Show is hosted by Steve Goldstein and Mark Brodie.

KJZZ Business Desk

The KJZZ Business Desk, anchored by Christina Estes, brings daily, on-the-ground business coverage of the complex, city-shaping stories that community leaders need to hear.



Fronteras: The Changing America Desk is a multimedia collaboration that includes KJZZ and three other public radio stations across the American Southwest. Its reporters are committed to exploring the parts of the country and the world that are off the radar screens of most media, telling the stories that have a direct connection to the changing Southwest.

Mexico City Desk

KJZZ inaugurated its **Mexico City Desk** in June 2016, becoming the first local public radio station in the U.S. to open an international news bureau. Our bureau chief and reporter base their operations out of the studios of Concepto Radial on the Tecnológico de Monterrey's Mexico City campus. They cover the business connections between Arizona and Mexico City.



Mexico City
Bureau Chief
Rodrigo Cervantes



Senior Field
Correspondent
Jorge Valencia



The **SPOT 127 Youth Media Center** empowers Valley teens to find their voices and engage with their communities through audio, photo, and video storytelling. SPOT 127 is an extension of the KJZZ newsroom and provides teens with the opportunity to learn digital storytelling skills during after school hours.



SPOT 127 served **150 students** from more than **10 school districts** throughout the Valley in our afterschool, in-school, and summer programs.

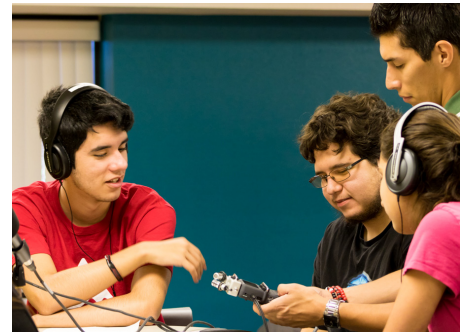
Students produced podcasts for a soon-to-launch Internet radio station and created video packages for the Avnet Tech Games, the Arizona Science Center, and the Musical Instrument Museum.

A group of advanced students developed a peer-to-peer



awareness campaign on the human trafficking of minors; this work was featured at community town hall events, at outdoor malls, and on billboards in Phoenix and Tempe and at the Harkins Camelview Theatre in Scottsdale.

Thanks to support of generous donors, nine SPOT 127 students were awarded



scholarships through the Maricopa Community Colleges Foundation to attend the community college of their choice.



A positive messaging photo series the students produced was exhibited in various locations

around town, including at Phoenix City Hall, the Treeo Gallery, and Pita Jungle.

SPOT 127 Celebration Dinner

May 5, 2016 @ PERA Club, Tempe



The 2016 SPOT 127 Celebration Dinner honored the accomplishments of graduating seniors who have participated in SPOT 127's digital media programs. NPR newscaster Korva Coleman recognized the work being done in audio, video, and print journalism by youth across the country. This event also raised financial support for the SPOT 127 Youth Media Center.

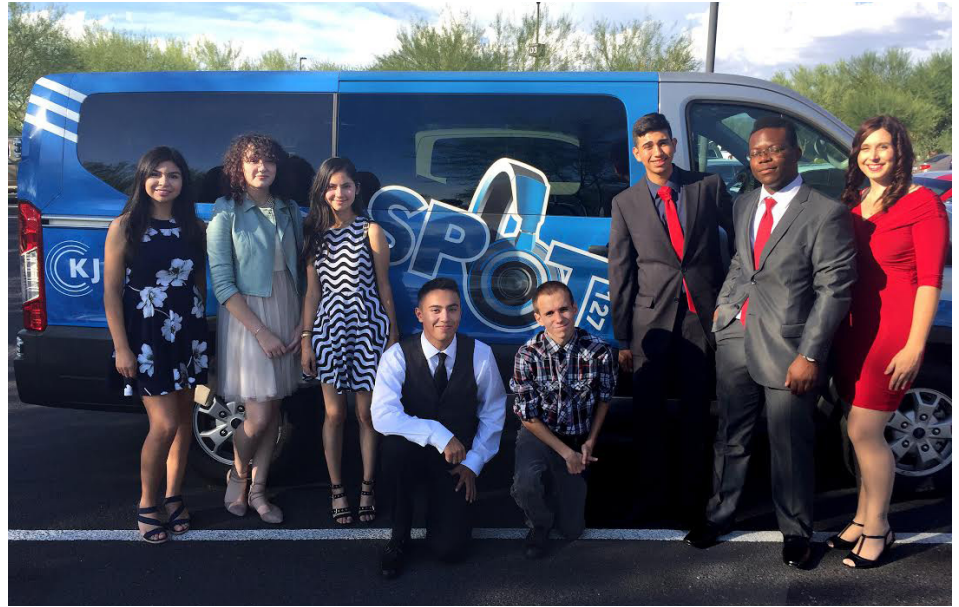


First Press

Fine Wine Dinner and Auction

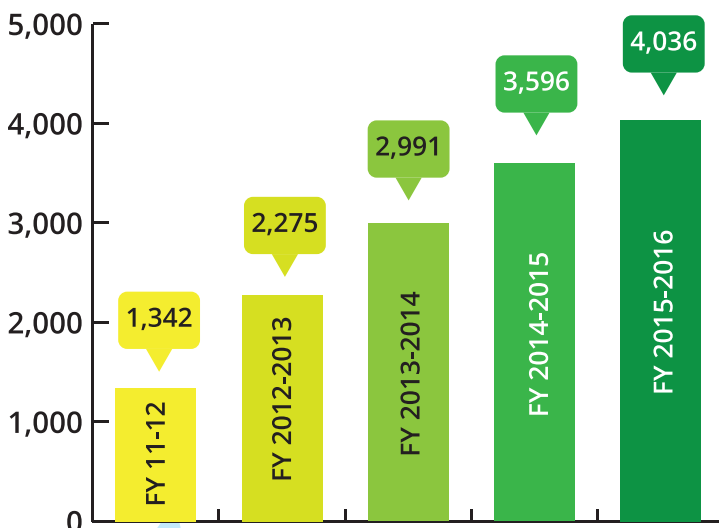
More than 320 guests attended the 2016 **First Press Fine Wine Dinner & Auction** in which they enjoyed a five-course gourmet dinner and were entertained at their table by vintners. Proceeds from the event went toward the purchase of a ten-passenger van for SPOT 127 students as well as to support 89.5 K-BACH.

March 5, 2016 @ Montelucia Resort & Spa



Membership

K-BACH Sustaining Members



Total Members

7,479

\$1,016,214

Donated

Sustaining Members

4,036

Leadership Society

An Evening with David Brancaccio

September 2, 2015 @ The Gladly

David Brancaccio, host of *Marketplace Morning Report*, came to visit Phoenix and spoke with public radio listeners.



351 members

The distinguished philanthropic members of the Leadership Society support the mission of KJZZ and K-BACH by donating \$1,000 or more to public radio every year.

K-BACH Back to Radio Night

November 17, 2015 @ Taliesen West

K-BACH listeners mingled with on-air announcers and enjoyed an exclusive evening of music performed by Lynne Haeseler and Dagmara Hobbs at Frank Lloyd Wright's Taliesen West.



KJZZ Back to Radio Night



November 3, 2015 @ Western Spirit:
Scottsdale's Museum of the West

KJZZ listeners mingled with on-air hosts, staff, and reporters and enjoyed an exclusive reception with Renée Montagne, co-host of NPR's *Morning Edition*.



Experiential Learning

Spain Study Tour



November 14 & 15, 2015 @ WestWorld

Close to 1,200 curious public radio listeners came to the **2015 KJZZ Travel & Discovery Expo** and learned about exciting places across Arizona as well as those in neighboring states and abroad. They were able to speak directly to travel experts who gave them the inside scoop on local sights in Arizona and far-flung destinations from Spain to Nepal.

Women's Trip to Italy

September 12-19, 2016



Cooking Thru Spain

June 26 - July 8, 2016



KJZZ Travel Club

514 members

KJZZ Sustaining Members who donate \$10 or more a month are invited to join this exciting group, where they can connect with fellow KJZZ listeners who share their passions for travel and learning new things. Travel Club members also participate in a variety of experiential learning trips that are programmed with the same attention to detail as the station's on-air broadcasts.



Sun Sounds of Arizona



Sun Sounds of Arizona is a not-for-profit service that creatively applies technology and talent to make sure every person with a print disability can access the current and local information they need to live a self-directed, productive life. Broadcast via public radio stations' subcarrier waves, on-line, and through the telephone, our team of volunteers read aloud from local and national newspapers, magazines, and local ads and catalogs.

Legacy Society

132 members

The committed members of the Legacy Society include gifts to KJZZ and K-BACH in their estate plans, providing long-term funding that public radio can depend on.

Group 91.Five

353 members

Group 91.Five connects young professionals to each other, to the community, and to KJZZ 91.5 FM, and its members participate in volunteer opportunities, networking events, and educational discussions.

By the Numbers

- founded in **1979**
- **24/7** programming
- **4** locations across Arizona
- **10,000** hours/year of programming
- **200** publications read by **400** volunteers
- **49,000** listeners



The Great Arizona Beer Festival

April 2, 2016 @ Sloan Park

One of the largest and longest-running beer festivals in the Southwest, the Great Arizona Beer Festival gave beer enthusiasts the opportunity to taste local craft beer favorites and raise funds for Sun Sounds.

Executive Team

Dr. Jim Paluzzi

Vice President, Division of Public Service, Rio Salado College

Jon Hoban

Associate General Manager, Programming

Ralph Hogan

Associate General Manager, Engineering

Mark Moran

Associate General Manager, News

Andrea Pasquale

Director of Sun Sounds of Arizona

Linda Pastori

Associate General Manager, Development

John Sage

Director of Information Technology

Bill Shedd

Associate General Manager, Operations

Lou Stanley

Director of Strategic Initiatives

Scott Williams

Director of Audience Research

Emeritus Council

Mark Dioguardi

Dioguardi Flynn, LLP

Susan Edwards

Founding Chair, FPRAZ and Neighborhoods Connect

Karen Greenberg

Greenberg Holdings, Ltd.

Phil Hagenah

Principal, Filmhouseaz (retired)

Laura W. Martin

Director of Science Interpretation, Arizona Science Center

Carl Matthusen

General Manager Emeritus, KJZZ/K-BACH

Armando Roman

President, Axiom Financial Advisory Group, LLC

Dan Schweiker

Chairman & CEO, China Mist Tea Company

Support Staff

Scott Nelson

Budget Analyst

Lou Stanley

Executive Director

FPRAZ Board of Directors

Evelyn Casuga (Chair)

APS General Manager, Community Development (retired)

John McDonald (Vice Chair)

VP Corporate Communications, US Airways (retired)

Adam Isaacs (Secretary)

Director of National Accounts, Sun Orchard Juicery

Steve Curley (Treasurer)

Senior VP, Alliance Bank of Arizona

Todd Sanders (Immediate Past Chair)

President & CEO, Phoenix Chamber of Commerce

Larry Ashkin

Founder, Centrum Properties, Inc. (retired)

Kate Hickman

Senior VP, Treasury Management, Sales Manager, Alliance Bank of Arizona

Julie A. Johnson, CCIM

Principal, Health Care Affinity Group, Avison Young

Tony Moya

Manager, Latino Relations, Salt River Project

Rodolfo Parga (Governance Committee Chair)

Managing Shareholder, Ryley Carlock & Applewhite Attorneys

Suzanne Pfister (Board Nominating Committee Chair)

President & CEO, Vitalyst Health Foundation

Luis Ramirez

President, Ramirez Advisors International, LLC

Chip Scutari

Principal, Scutari and Cieslak Public Relations

Stella Shanovich (Audit Committee Chair)

Audit Office Managing Partner, BDO

Verne Smith

Managing Partner, Peace of Mind Solutions, LLC

Larry Stewart

Senior Partner, SRA 360, Stewart & Reindersma Architecture, PLLC

Diane Veres (Finance Committee Chair)

President, Arizona Division, Clear Channel Outdoor

David Vogt

HR Consultant, Banner Health

Mistie Hague Weishaarm

Marketing Manager, Greenberg Traurig, LLP

Ex Officio Members

Dr. Jim Paluzzi (Voting)

Vice President, Division of Public Service, Rio Salado College

Dr. Chris Bustamante (Voting)

President, Rio Salado College



89.5 fm classical. arts. community.



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