

FRIENDS OF PUBLIC RADIO ARIZONA

# ANNUAL REPORT

2016-2017

# EMPOWER

**KJZZ Opens East Valley Bureau 6**

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

What have we been doing over the past year? Why bother to even talk about it? Isn't every year the same?

No, this year is different.

Your membership in Friends of Public Radio Arizona isn't really about money. It's about power. You see, your FPRAZ Board of Directors—on your behalf—has given us the power to serve you in ways that few public radio services can hope to achieve.

For example, when a U.S. presidential candidate visited Mexico City and Phoenix in the same day, we were there, in both places, at once. When news breaks in the West Valley, we are there. When something happens in the East Valley, we don't have to send someone from our newsroom; KJZZ reporters are already there. The same goes for Flagstaff, Tucson, and along the border. KJZZ takes you there, because our reporters are already where they need to be: out in the field, telling stories that you need to hear.

If you are a regular listener to K-BACH, you should know that you are not alone. FPRAZ has given us the power to tell every classical music fan in the Valley of the Sun what you already know: that K-BACH is classically cool. As a result, more people than ever are listening to K-BACH—and they're listening longer, too.

Thanks to member support, KJZZ and its SPOT 127 Youth Media Centers are training our next generation of story tellers—now with centers in both Maryvale and in Tempe.

And if you know of someone who has a visual disability, be sure to contact us; Sun Sounds of Arizona provides special radios that let listeners hear the *Arizona Republic*, the *Wall Street Journal*, and *USA Today*—along with many other newspapers, magazines, and books.

**Powerful things  
happen when  
people come  
together to  
do something  
important.**

Most importantly, we now have the power to get to know you better.

We have a Travel Club, a Movie Club, a Book Club, and special events like Back to Radio meetings and forums such as the KJZZ TransBorder Unit Town Hall. We

are working very hard to provide you with in-person experiences that match the broadcast experiences that you expect from our radio stations every day.

In the coming year, you will be hearing much about Empowerment. That is because, when all is said and done, powerful things happen when people come together to do something important. Make no mistake about it, all of the power that we have comes from you, and I humbly thank you for your trust and your commitment.

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## Friends of Public Radio Arizona



**Evelyn Casuga**  
Chair, FPRAZ

The volunteer Friends of Public Radio Arizona board serves and supports the KJZZ/K-BACH organization that touches listeners in Arizona and beyond. Serving as Chair of the Board the last two years has been immeasurably satisfying.

My tenure as chair ends in December and I am grateful to Dr. Jim Paluzzi, Vice President, Division of Public Service at Rio Salado College, for leading a stellar and award-winning team at the stations with great vision and energy.

I am indebted to Lou Stanley, Executive Director of FPRAZ, whose guidance and actions propel the Board's ability to support KJZZ,

K-BACH, SPOT 127, and Soundbite in meaningful and impactful ways.

Individual Board members can't be thanked enough for their eager participation, wise counsel, and generosity of spirit and resources in support of the stations' missions. Each talented member has contributed in so many ways.

The Executive, Finance, Audit, and Investment Committees all keep our efforts sustainable and transparent. The Public Policy Committee frames thoughtful deliberations in that arena, and the Nominating Committee provides a way to keep our Board robust and vital in the future.

Over the last few years, Board

members have actively served on short-term task forces and activities to provide input to the stations' leadership on numerous special projects that have come to fruition, including the K-BACH billboard campaign; the previously mentioned Soundbite, a one-of-a-kind public radio production unit and food truck; and the expansion of SPOT 127 to its second location to reach additional low-income youth in finding their voice and talents through multimedia production and journalism.

In closing, I thank our listeners and supporters who recognize the talented and respected team at KJZZ/K-BACH who bring value to each of us everyday!



**Louis Stanley**  
Executive Director, FPRAZ

Friends of Public Radio Arizona concluded 2016-2017 by growing revenues that outpaced goals and by realizing several capital projects. Thanks to our dedicated staff and Dr. Jim Paluzzi's executive team, FPRAZ completed an ambitious agenda on time for its 15<sup>th</sup> year. We greatly appreciate the guidance and advice of our dedicated board of directors and their willingness to match restricted funds for specific projects with allocations from investment reserves.

We started the year by launching KJZZ's Mexico City Bureau, constructing a second SPOT 127 Youth Media Center, and

establishing KJZZ's East Valley Bureau. FPRAZ continued to support the Maricopa Community Colleges by removing our damaged broadcast tower on South Mountain and installing a new, self-supporting tower.

The board also agreed to withdraw funds from investment reserves to finance upgrades to the AC and physical structure at the tower and a new backup power supply for the Division of Public Service.

In early 2017, FPRAZ rolled out Soundbite, a custom-built 40-foot truck that combines a mobile production studio and performance

stage with a food truck business. Additionally, FPRAZ secured three pre-owned Smart cars for reporters at KJZZ's West Valley, Downtown, and East Valley bureaus.

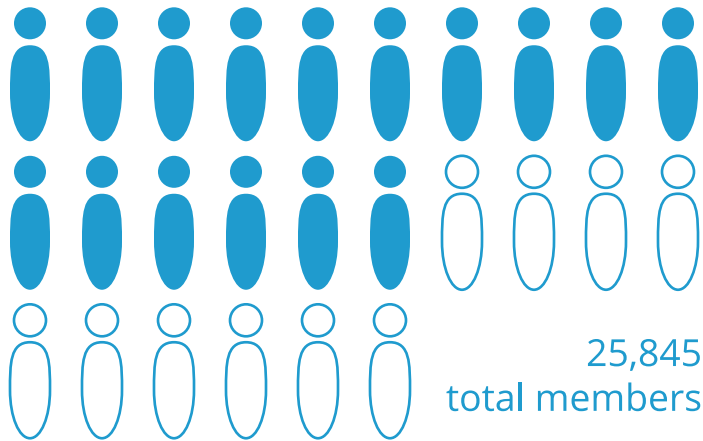
FPRAZ was recognized with four out of four possible stars by Charity Navigator, America's largest and most influential charity evaluator. It was also awarded the distinction of being a top-rated nonprofit by Great Nonprofits and it became an accredited charity by the Better Business Bureau.

Thanks to all of you who help FPRAZ continue to grow, reaching the Valley of the Sun and beyond.

*FPRAZ was recognized with four out of four possible stars by Charity Navigator*

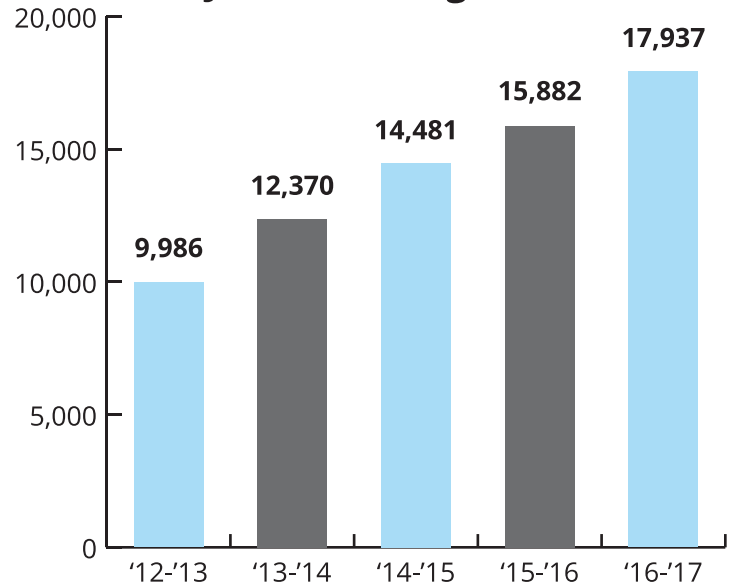
## Membership FY 2016-2017

17,937 sustaining members



\$3,717,657 donated

### KJZZ Sustaining Members



## KJZZ Back to Radio Night

Featuring special guest Marco Werman from Public Radio International

KJZZ listeners mingled with on-air hosts, staff, and reporters at Sun Studios of Arizona in Tempe on October 3, 2016. They also enjoyed live music from KJZZ's evening jazz announcer Blaise Lantana and her band, before being invited to an exclusive reception with Marco Werman, host of PRI's *The World*, and Monica Campbell, Global Nation Editor/Reporter.



## Dinner with NPR's Ari Shapiro

February 18, 2017, at The Gladly, Phoenix

KJZZ Leadership Society members had the exclusive opportunity to have dinner with Ari Shapiro, host of NPR's *All Things Considered*.

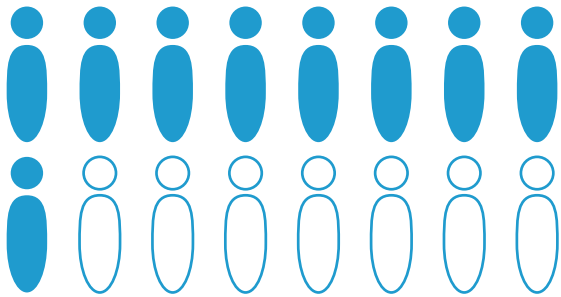
89.5 fm



K-BACH

## Membership FY 2016-2017

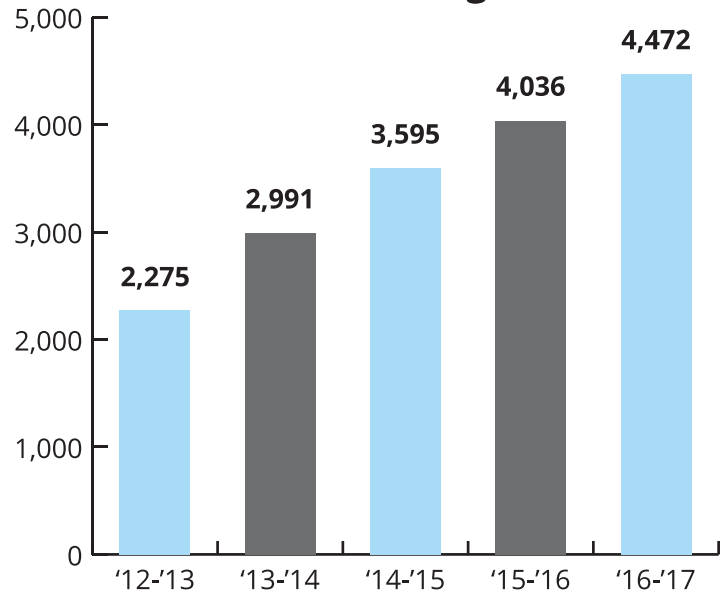
4,472 sustaining members



7,838 total members

\$1,089,380 donated

### K-BACH Sustaining Members



Engineers removed a damaged radio tower and constructed a new self-supporting South Mountain tower that will broadcast KJZZ and K-BACH to the Valley.

## K-BACH Back to Radio Lunch

Featuring special guest **Suzanne Bona**, host of *Sunday Baroque*

Loyal K-BACH listeners got to meet their favorite on-air announcers and listened to WSHU Public Radio's Suzanne Bona speak on the future of classical music. They also enjoyed live woodwind music from the Mill Avenue Chamber Players.



# KJZZ News



## Arizona Science and Innovation Desk

Thanks to a grant from the Corporation for Public Broadcasting, KJZZ coordinates with three other Arizona public radio stations to produce stories that highlight developments in science, health, and technology. KJZZ's Nicholas Gerbis wrote 50 in-depth reports in 2016-2017.

## Business Desk

Senior Field Correspondent Christina Estes brings on-the-ground business coverage of the complex, city-shaping stories that community leaders need to hear. Estes published 256 stories for KJZZ this year.

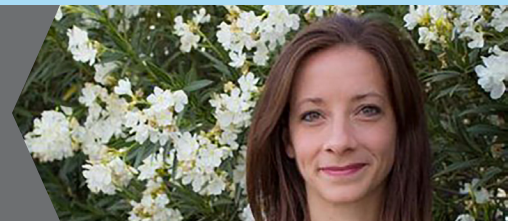


## East Valley Bureau

Mariana Dale and Jimmy Jenkins bring you news from cities to the east of Phoenix, working from a new Tempe bureau at SPOT 127 East, KJZZ's Youth Media Center. Since August 2016, Dale and Jenkins produced a total of 276 stories, bringing much-needed coverage to the East Valley.

## Education Desk

Senior Field Correspondent Carrie Jung now brings you the latest in the world of education, from state budget funding debates to the local issues that affect your community. She recorded 185 stories in her first year as our education reporter.



## Fronteras Desk

KJZZ reporters in Phoenix, Flagstaff, Tucson, and Marfa, Texas, tell the stories of a changing Southwest by examining the people and places that are off the radar screens of most media, from the Navajo Nation and the Colorado Plateau to immigration between the U.S. and Mexico.

## Mexico City Bureau

Bureau Chief Rodrigo Cervantes and Senior Field Correspondent Jorge Valencia began covering the business connections between Arizona and Mexico City in the summer of 2016. The two of them created 113 stories that Arizona listeners would not otherwise have heard this year.



## The Show

KJZZ's original production, which began as a one-hour show airing a few times a week, now broadcasts five days a week from 9:00 to 11:00 a.m., curating stories and conversations from neighborhoods in Phoenix and around the globe with a focus on our Arizona audience.

## West Valley Bureau

Matthew Casey and Casey Kuhn report on communities west of Phoenix from their bureau at SPOT 127 in Maryvale, covering everything from agriculture to the Air Force. In 2016-2017, Casey and Kuhn wrote 401 stories covering the West Valley and beyond.





## NPR's President Attends Grand Opening of SPOT 127 East

SPOT 127 launched a second location that will serve students in Scottsdale, Tempe, and Mesa. In attendance were Jarl Mohn, President of NPR, Joyce MacDonald, Vice President of Journalism at the Corporation for Public Broadcasting, Dr. Chris Bustamante, President of Rio Salado College, and officials from the Tempe Chamber of Commerce, plus KJZZ donors.



**SPOT 127, KJZZ's 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 after school.



## SPOT 127



**Kristy Roschke**  
Director,  
SPOT 127

The 2016-2017 school year was a momentous one for SPOT 127. We saw record attendance at our West Valley location and welcomed our inaugural group of students to our new East Valley location.

We held multimedia programs during the summer months, including a Freedom Podcasting workshop in partnership with Rio Salado College. We empowered more than 200 students across both locations to become digital storytellers and connect with their community.

We hired seven SPOT 127 students as part-time production assistants, providing them an opportunity for further media and leadership development, and we also gave college scholarships to seven SPOT 127 graduates in partnership with the Maricopa Community Colleges Foundation and generous donors.



# Sun Sounds of Arizona



**Andrea Pasquale**  
Director, Sun  
Sounds of Arizona



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

In October 2016, Sun Sounds was honored with the Virginia G. Piper Charitable Trust Award for being at the forefront of utilizing Encore-stage volunteers, people who are over 50 and bring their talent, skills, and experience to an organization. Over 80% of Sun Sounds volunteers are Encore Workers.

Programming changes came to the Sun Sounds schedule in January 2017, when six new shows were added to the weekly broadcast. Two of these programs are recorded in Spanish and one is even produced in Mexico City.

This summer, Tucson station manager Mitzi Tharin retired. She was succeeded by longtime Tucson volunteer and volunteer coordinator, Murry Everson.



**Soundbite** is a highly-specialized vehicle that combines the power of public radio with gourmet vending. Soundbite transforms the community by recording stories and hosting civil public and corporate discussions in a non-traditional setting. This event trucks is equipped with a stage that can be used to celebrate the local music scene by allowing solo artists, duos, and bands to perform...all while the audience enjoys delicacies from business partner Short Leash Hotdogs.

Soundbite had its public debut on January 19 at SPOT 127 East's grand opening. It has served food at dozens of events across the Valley since then.

- 40** feet long
- 1<sup>st</sup>** vehicle of its kind in the country
- 3** professional recording microphones
- 48** different hot dog combinations
- 27** events



## Strong Support

KJZZ and K-BACH honor the 411 distinguished philanthropic members of the **Leadership Society** who donate \$1,000 or more annually to the stations.

There are also 79 committed members of the **Legacy Society**. These public radio supporters have included gifts to KJZZ and K-BACH in their estate plans, which allows the stations to plan for the future.

## Remembering Jane Hilton

Longtime K-BACH announcer and producer Jane Hilton died on November 2, 2016, after a long journey with cancer. Jane's passing was a loss not only to the radio station but also to the Valley's music scene, as Jane was a professional violinist whose repertoire spanned classical, folk, and Irish fiddle. A benefit concert was held in Jane's memory on November 13 at the Irish Cultural Center in Phoenix; more than 500 people attended.



## First Press Preludes

### Gearing Up for First Press

As we built up excitement for the annual First Press event, Prelude wine-testing attendees enjoyed exceptional wines from around the world paired with delicious hors d'oeuvres or artisanal cheeses.

Italian chef Gabriele Bertaccini also hosted gourmet dinners, crafting a five-course wine-paired dinner during which public radio listeners had the opportunity to dine with KJZZ and K-BACH on-air personalities.



## First Press Fine Wine Dinner and Auction

### Omni Scottsdale Resort & Spa at Montelucia, Paradise Valley

In April 2017, over 300 wine aficionados enjoyed classical music during an elegant wine-tasting reception that was followed by a delicious five-course dinner. An action-packed live auction was topped off by music to dance the night away.

Twenty wineries from Arizona and around the world shared their vintages at Arizona's long-standing premier wine gala.

This high-profile event supported K-BACH, one of the most listened to classical music public radio stations in the country, as well as SPOT 127, KJZZ's Youth Media Center.



## Affinity Groups

### KJZZ Visits Mexico City Bureau plus Barcelona, Sevilla, and Madrid

Five KJZZ Travel Club members spent an extended weekend in December 2016 visiting Mexico City, where they gained a deeper understanding of why KJZZ decided to become the first-ever local NPR member station to open an international news bureau. These travelers attended informative seminars from our two reporters, university professors, and business leaders. They also explored the Mexican capital's world-class museums and learned how to cook some emblematic Mexican dishes.



In May and June 2017, ten KJZZ Travel Club members spent 13 memorable days exploring Spain from Barcelona to Sevilla to Madrid.



While in Barcelona, they learned the finer points of Spanish cured ham, mastered the art of making paella and Spanish potato omelet, lived like locals while shopping for groceries in open-air markets, and biked through the countryside of the Penedès wine region.



In Sevilla, this group experienced the best of Andalucía, from a sherry winery on the Atlantic coast and an all-day cooking class with freshly-caught tuna, to an olive orchard with a tasting of organic olive oils.

These travelers rode the high-speed train to the capital, where they went on a tapas bar crawl in historic downtown Madrid. They also went on a food and market walking tour of the Literary Quarter, perfected their skills at a capstone cooking course, and were guided through a tasting menu paired with five unique Spanish wines.



## Clubs for Members

The **Movie Club** is a special benefit for members who give \$10 a month or more to public radio. Members won tickets to six special movie showings at Harkins Theatres.

**Group 91.Five** includes 423 young professionals who attend networking events and educational discussions while promoting public radio in their communities.

The **KJZZ Travel Club** boasts 581 members who give \$10 a month or more to KJZZ. Members participate in trips planned with the same attention to detail as the station's on-air broadcasts.

### Listeners Attend KJZZ Travel & Discovery Expo

In October 2016, over 1,000 public radio listeners attended the KJZZ Travel & Discovery Expo to learn about exciting places to visit across Arizona and across the globe. Jeffrey Lehmann, host and producer of *Weekend Explorer*, and Roger Naylor, travel writer for the *Arizona Republic*, were featured speakers.



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## FPRAZ Board of Directors

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APS General Manager, Community Development (retired)

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VP Corporate Communications, US Airways (retired)

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**Dr. Jim Paluzzi (ex officio)**

Vice President, Division of Public Service, Rio Salado College

**Dr. Chris Bustamante (ex officio)**

President, Rio Salado College

## Division of Public Service Executive Team

**Dr. Jim Paluzzi**

Vice President, Division of Public Service, Rio Salado College

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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**

General Manager, Development & Sun Sounds of Arizona

**John Sage**

Director of Information Technology

**Bill Shedd**

Associate General Manager, Operations

**Louis Stanley**

Director of Strategic Initiatives

**Scott Williams**

Director of Audience Research

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Dioguardi Flynn, LLP

**Susan Edwards**

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**Karen Greenberg**

Greenberg Holdings, Ltd.

**Phil Hagenah**

Principal, Filmhouseaz (retired)

**Laura W. Martin**

Senior Advisor, Arizona Science Center

**Carl Matthusen**

General Manager Emeritus, KJZZ/K-BACH

**Carol McElroy**

Owner, Durant's Restaurant

**Armando Roman**

Managing Principal, AXIOM Financial Advisory Group, LLC

**Dan Schweiker**

Co-Founder & Consultant, China Mist Tea Company



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