



# IMPACT

## FRIENDS OF PUBLIC RADIO ARIZONA ANNUAL REPORT

2017-2018

# A Message from the Chair of Friends

Dear Members,

I don't think you realize the impact you make.

When you contribute to Friends of Public Radio Arizona (FPRAZ), you make an impact that sends positive ripples across our community.

What if you could no longer see to read? Thanks to more than 400 volunteers, **Sun Sounds of Arizona** creates audio access to print material 24 hours a day, seven days a week. Those who listen to magazines, newspapers, and even grocery ads say that it's their window to the world. Experts in the field agree: since 1979, Sun Sounds has garnered over 30 awards for thousands of hours of programming. That is Sun Sounds.

It's the impact you make.

Students in our community find their voices at **SPOT 127, KJZZ's Youth Media Centers**. Their stories just won three Rocky Mountain regional NATAS Student Production Emmy Awards for impactful reporting about love, relationships, and how bullying affects the LGBT+ community.

Founded as the Teen Radio project in 2007, SPOT 127 now offers our future leaders training and scholarships. That is SPOT 127.

It's the impact you make.

If you are a member of our arts community, you have certainly listened to **K-BACH at 89.5 FM**. It's where we share classical music, support the arts, and bolster Valley organizations such as the Phoenix Chorale, the Phoenix Symphony, and the Arizona Musicfest by sharing their performances with a wider audience.

We are proud to tell you that in the past year, K-BACH is the number-three-rated all-classical station in the top 20 radio markets. It's an ever-more popular refuge of sanity in our hectic days. That is K-BACH.

It's the impact you make.

Where do more and more Arizonans get their morning and afternoon news programming? It's **KJZZ, 91.5 FM**. More than three dozen award-winning news professionals help us challenge common assumptions, uncover important perspectives, and explore issues that are so important to our families.

We are the only NPR member station in the country with two foreign news bureaus—in Hermosillo and Mexico City. We are building bridges

between nations and communities and keeping families connected, one neighborhood news story at a time. That is KJZZ.

It's the impact you make.

*When you contribute...you make an impact that sends positive ripples across our community.*

Through a strong partnership with Rio Salado College, we are doing things like no one else in public radio.

When you're out in the community, look for our one-of-a-kind Soundbite mobile audio production food truck that toured first

responders' stations to thank them this summer.

We build strong character and inspire young minds at SPOT 127.

We support the arts at K-BACH.

We help those with reading disabilities through Sun Sounds.

We keep you informed and entertained at KJZZ.

On behalf of my fellow volunteer FPRAZ board members, we can't thank you enough for the impact you make. We invite you to join us in the year ahead to continue this award-winning, arts-community-supporting, disability-services-providing, bridge-building, youth-enriching, and fact-based-journalism community partnership.

Sincerely,

**John McDonald**  
Chair, FPRAZ



## A Message from the Director

The Friends of Public Radio Arizona Board of Directors knows the value of public media to change lives and improve the quality of community dialogue.

They are committed to assuring the future vitality of KJZZ, K-BACH, SPOT 127, and Sun Sounds of Arizona.

These entities make a difference, and the board is dedicated to broadening their support in order to ensure the future of public media.

**Phil Meyer**  
Executive Director,  
FPRAZ





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Interim Vice President, Division of  
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Chief Engineer

### **Scott Williams**

Director of Audience Research

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### **Mark Dioguardi**

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### **Laura W. Martin**

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Arizona Science Center (retired)

### **Carl Matthusen**

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### **Armando Roman**

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### **Todd Sanders**

President & CEO, Greater Phoenix  
Chamber of Commerce

### **Dan Schweiker**

Co-Founder & Consultant,  
China Mist Tea Company

# KJZZ News, Programs You Support Impact a Growing Audience

Members contribute to the level of quality in KJZZ's reporting, the far-ranging topics covered, the evening music selections, and the unique weekend entertainment.

We've been able to enhance the breadth and depth of our news coverage while steadily increasing the number of listeners. That's the impact of your financial contribution.



*Above: Fronteras Desk Editor Michel Marizco and Mexico City Bureau Chief Rodrigo Cervantes work on a story together.*

*Right: East Valley Reporter Mariana Dale interviews an elementary school teacher in her classroom.*

## Going Beyond the Headlines

In 2017, two Senior Field Correspondents began reporting from Phoenix at KJZZ's new Downtown Bureau.

Having dedicated reporters housed in the city center allows KJZZ more intimate access to stories that have statewide impact, enabling them to quickly track the latest developments in the Arizona Legislature and Phoenix City Hall.

## The Arizona-Mexico Bond

Since 2010, with support from the Ford Foundation and members, KJZZ's Fronteras Desk reporters have covered stories from the Navajo Nation in northern Arizona down to northwestern Mexico.

The Fronteras Desk is committed to unveiling stories on complex topics, including life on tribal lands, trade across the border, how tax dollars are spent in these areas, and more.

Knowing the unique perspective the KJZZ Mexico City Bureau provides, in Spring 2018 the Fronteras Desk added the Hermosillo News Bureau based in the capital of Sonora, the Mexican state that borders Arizona.

The two reporters based in Hermosillo will go beyond Arizona-Mexico headlines and bring to light collaborations in transportation, tourism, shipping, mining, and more.

KJZZ can report on topics other news organizations overlook because of the strong financial support we receive from our members.





## The Impact of High Standards

This year, the Radio and Television Digital News Association bestowed four KJZZ reporters with prestigious Edward R. Murrow Regional Awards for five stories. Those honored—Matthew Casey, Jimmy Jenkins, Stina Sieg, and Sarah Ventre—exemplify KJZZ’s dedication to excellence.

Member support allows KJZZ to take on projects that other radio stations simply cannot. As a result, listeners gain a deeper understanding of complex matters.

Examples include last fall’s series on the faith and culture of Short Creek, where the acceptance of polygamy is undergoing a sea change, as well as the ongoing series of reports that investigate all aspects of the opioid crisis, from the roles of pharmacists and doctors to underground needle exchanges.



*Left: Reporter Stina Sieg records audio while on assignment at the Grand Canyon.*

*Below: Reporters Kendal Blust and Murphy Woodhouse show off the recording studio at KJZZ’s bureau in Hermosillo, Sonora.*



## Leadership Society: Public Radio’s Strongest Supporters

All members tell us they value the consistent superiority of our broadcasts. Our Leadership Society members give at a level they feel reflects their deep commitment to public radio.

Those contributions impact KJZZ and K-BACH’s ability to hire highly qualified staff, use state-of-the-art equipment, and air well produced content.

Leadership Society members are invited to behind-the-scenes events, special invitation-only concerts, and meet-and-greet opportunities with NPR personalities like David Greene, Ira Glass, and Korva Coleman.

*Right: Leadership Society members enjoy a curated tour of Western Spirit: Scottsdale’s Museum of the West. Marilyn Wurzburger (pictured) said, “To hear the curator give us the back stories of their work was something I wouldn’t hear by just going there on my own. Everyone was fascinated by the optical illusion horse mural—and rightly so.”*



# A Year in Membership



## August 2017

### KJZZ Solar Eclipse Trip

Twenty-seven KJZZ Travel Club members spent five days together in Bogus Basin, Idaho, and shared the experience of a lifetime with an up-close viewing of the first total solar eclipse visible in the continental U.S. in almost 40 years.

## August 2017

### Coffee Brakes

Despite Arizona's August temperatures, the community came out and enjoyed meeting KJZZ/K-BACH hosts and reporters as they toured the Valley delivering free coffee and sharing the public radio experience from our Soundbite mobile audio production food truck.



## October 2017

### Book Club Kicks Off

Members of the new KJZZ/K-BACH Book Club were treated to an informative conversation with Dr. Pauline Boss, author of *Loving Someone Who Has Dementia*, hosted by reporter Kathie Ritchie at the conclusion of her special series, *The State of Aging in the Valley*.

## October 2017

### Back to Radio Lunch

K-BACH prides itself on being the Heart of the Arts. At this year's Back to Radio Lunch for members, leaders of the Arizona Opera, Ballet Arizona, and the Phoenix Symphony shared their insights on the sustainability of their organizations along with their views of arts and culture in the Valley.



## April 2018

### First Press Continues to Impress

At the 16<sup>th</sup> Annual First Press Fine Wine Dinner & Auction, gala-goers once again savored an evening dedicated to wine and public radio. The elegant affair was capped off with an entertaining live auction highlighted by bidding for a Day at NPR with Korva Coleman.

## April 2018

### Women In Our Community

Women who embrace public radio and have a passion for service now belong to a new KJZZ/K-BACH group. Members enjoy exclusive invitations to intimate events with public radio personalities and outstanding female community leaders.





## May 2018

### Explore Arizona StoryFest

Storytelling is gaining popularity across the nation. KJZZ's first local StoryFest benefitted Sun Sounds of Arizona. The event featured storytellers from all walks of life and community members who recorded family stories in Soundbite's mobile production studio.



## February 2018

### Back to Radio Night with David Greene

David Greene, host of NPR's *Morning Edition*, regaled KJZZ members with tales of his time as White House correspondent during the Bush and Obama administrations at an intimate dinner and gave a notable presentation at the Tempe Center for the Arts.



## May 2018

### Travel Club Explores Spain

This spring, ten members spent 13 days immersed in Spanish culture and cuisine through cooking classes, wine visits, and tapas tours in the Canary Islands, Granada, and Madrid.



## June 2018

### Beatles Fans Travel Together

Visiting landmarks where the aura of the Beatles still remains, 16 Travel Club members walked, bused, and tubed through six days of curated experiences in London and Liverpool for their very own Magical Mystery Tour of the land where Beatlemania began.



## June-July 2018

### We Serve

To start the summer, KJZZ and K-BACH acknowledged those who serve in our community by taking Soundbite to first responders across the Valley. Our public servants shared how they serve their communities in recordings available online at [kjzz.org/weserve](http://kjzz.org/weserve).



# K-BACH Reaches Record-High Listenership, Engagement

## Bach ON!

“Make Your Commute Great Again,” “Bach ON!” and “Classically Cool with K-BACH.” These are just some of the catchy billboards seen across the Valley over the past few years encouraging new listeners to tune into K-BACH 89.5 FM.

Through the first five months of 2018, K-BACH reached an average of 187,000 weekly listeners, making the classical music station you support the third-most-listened-to all-classical station in the nation.

## K-BACH on the Road

K-BACH is dedicated to having a positive impact on the local arts community. Through member support, K-BACH aired the first-ever live radio-television simulcast of the Arizona Musicfest Festival Orchestra in February.

In the spring, ASU Regents’ Professor of Piano, Caio Pagano, performed at an appreciation concert for brand-new members and our Leadership Society at the Musical Instrument Museum.

*I first heard great classical music in a classroom thanks to a teacher.*

*—Lucy in Scottsdale*



*Above: Announcer Janine Miller greets Leadership Society Member Mort Scult.*



*Above: One of K-BACH’s recent billboards that appeared across the Valley this year.*

*Top: Members meet K-BACH on-air announcers and Valley arts leaders at the Back to Radio Lunch.*



*I fell in love with wonderful classical music in cartoons like Bugs Bunny.*

*—Jerri in Glendale*



# SPOT 127 Tax Credit Donations Exceed Goal

When generous supporters provided more than \$100,000 in Arizona Charitable Tax Credit donations, they had a major impact on the youth at SPOT 127's hands-on after-school programs. Students were happy to share how participation influences their lives.

## New Van Impacts Youth Experiences

At the annual First Press Fine Wine Dinner and Auction, fast-paced bidding led to \$30,000 being raised for a second SPOT 127 passenger van. Students use the vans to explore resources across the Valley as they gain multimedia and journalism skills that will prepare them for a wide variety of educational and career paths.



*I learned new techniques for handling photography, video, and audio that I wouldn't have gotten without the program.*

*—Isaac*



*My experience at SPOT was absolutely amazing. I learned new skills and how media and technology work.*

*—Aryanna*

# Sun Sounds of Arizona Impacts Lives

## Sun Sounds is Knowledge

With new technologies beyond traditional specially tuned radios, Sun Sounds has ensured that younger generations can access programming through smart speakers, smartphone apps, and online streaming.

Volunteers have been calling active listeners, hearing what Sun Sounds means to them and ideas they have for improvement.

*I love the morning exercise show, the news, and the wide variety of programs.*

—Susan

## Volunteers Celebrate

A new unified workspace for Sun Sounds in Tempe was celebrated with an open house in December. Thanks to your donations, the cramped and aging cubicles used by volunteers were replaced with open-style modules and a beautiful common area where volunteers and staff can prepare programs.

In June, the Public Radio Volunteer Appreciation Breakfast featured motivational speaker Capt. George Burk, the sole survivor of a military plane crash. His talk left an impact on our volunteers as he emphasized how their dedication helps public radio continue to grow.



Above: Volunteer Dick Lovins, age 90, adds comments to an “I Love Sun Sounds” poster at the December Open House.

Far above: The completed Sun Sounds collaborative workspace after renovation.

# Increasing Soundbite’s Community Impact

Soundbite is an all-in-one performance stage, recording studio, and food truck made possible by proceeds from Friends of Public Radio Arizona special events. From art festivals to grand openings and employee celebrations, paid bookings have increased 150% from the inaugural year of Soundbite.

In June, Soundbite and KJZZ staff visited 21 first-responder stations across Maricopa County, acknowledging their service to the community. The Short Leash Doughnuts and Press Coffee that were served, along with our sincere thanks, had a lasting impact on more than 1,000 emergency, fire, police, and National Guard personnel who were honored by Soundbite visits.



Above: Members of the Gila River Fire Department pose in front of Soundbite.

Left: Two Tempe police mounted officers display two of the department’s seven horses.

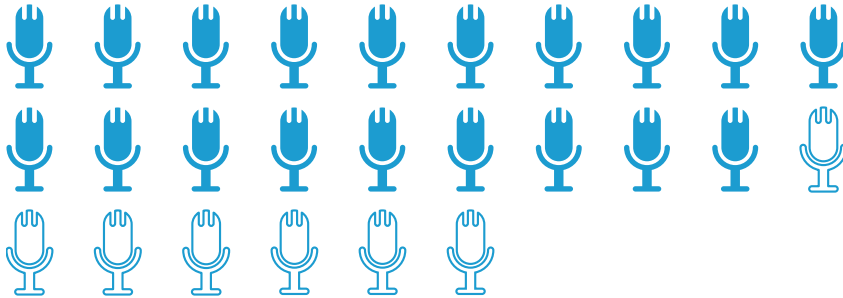




# Membership by the Numbers

**91.5 KJZZ** Membership FY 2017-2018

18,693 sustaining members



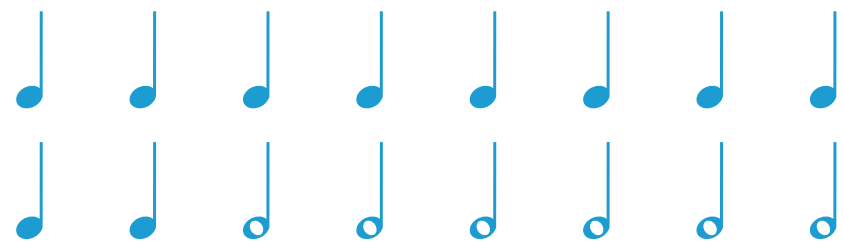
**26,057**  
total  
members

Overall Revenue: **\$3,979,903**

89.5 fm

**K B A C H** Membership FY 2017-2018

4,705 sustaining members



**7,908**  
total  
members

Overall Revenue: **\$1,184,048**

## Planning Ahead to Support the Future of Public Radio

Legacy Society members have chosen to include public radio in their will, trust, or estate plans. This year, the Planned Giving Round Table of Arizona and KJZZ/K-BACH partnered on a campaign encouraging listeners to make a significant impact in their community by leaving a small percentage of their estate to local non-profits.

Community leaders like Gene D'Adamo, President & CEO of Nina Mason Pulliam Charitable Trust, Harry Papp, Managing Partner of L. Roy Papp & Associates, and Deeann Griebel of Moors & Cabot, Inc., all recorded special messages to encourage everyone to consider designating **"Just 10 Percent"** in their estate plans for charitable distribution.



Friends of Public Radio Arizona assures the future vitality and excellence of our community's public radio and broadens its support.



**The Division of Public Service at Rio Salado College**

**Friends of Public Radio Arizona**

2323 West 14th Street  
Tempe, Arizona 85281

[www.fpraz.org](http://www.fpraz.org)

**Member Services**

[member\\_services@rioradio.org](mailto:member_services@rioradio.org)  
(480) 774-8400

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