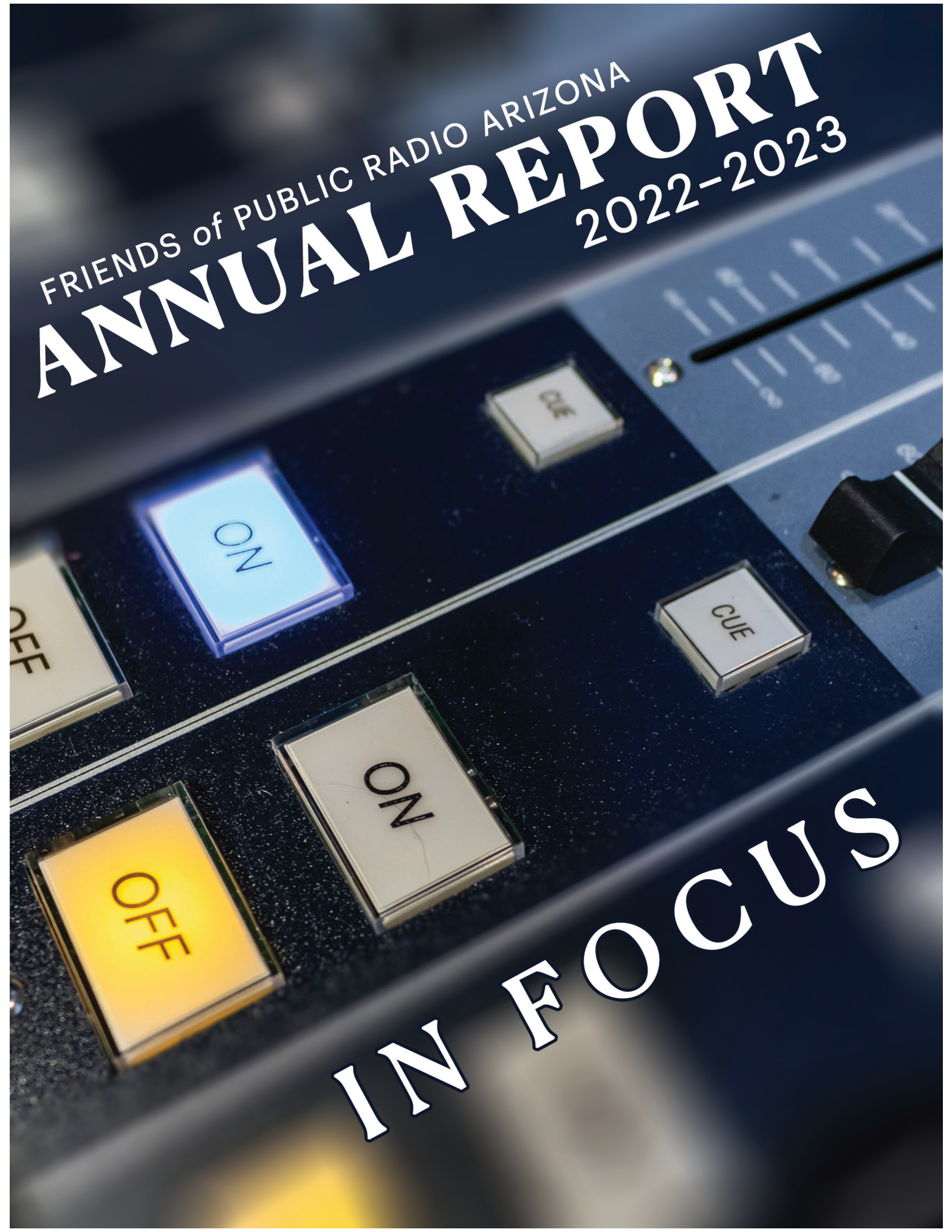


FRIENDS of PUBLIC RADIO ARIZONA

ANNUAL REPORT

2022-2023



IN FOCUS

The Numbers In Focus



airs **5** days a week

*hosted by Mark Brodie
& Lauren Gilger*

KJZZ
members
support

6

dedicated
coverage
areas:

Business, Education, Politics, Science and Innovation,
Sustainability, & Tribal Natural Resources

9

Engineering & IT support staff

keeping us on the air with a high-quality sound

10

**KBACH on-air
hosts who are
there for listeners
day and night**



204 Sun Sounds outreach events

sharing this important service with the community

259

*e-newsletters
providing
information to
listeners & members*

37

**laptops installed with
Adobe Creative Cloud**



and distributed to
high-school students,
enabling them to gain
multimedia skills that
will enhance their future

A Message from the Chair

If 2022 was the year of the comeback, then 2023 was the year to remind us to focus on what matters. We are all inundated with information, some good, some bad, some helpful, and a lot that is just distracting or not very useful. Every day, we must cut through the clutter and the noise to focus on what really matters to us and our families.

The fact that you are a Friends of Public Radio Arizona member lets us know that the programming we provide matters to you. The Board and Staff are grateful for that support. Whether you've been a member for less than a year or you're a long-term supporter, we appreciate you! We are committed to continuing to create quality programming and content that help you cut through the noise and improve your day.

Going into 2024, an election year, it will be more important than ever to tune into a reliable news source you can trust on KJZZ or listen to KBACH to relax and leave all the politics behind. Either way, we have you covered. You can hear your favorite national and local programs in a variety of ways, from radio to streaming online, smart speakers, our mobile apps, and podcasts. Whether you are in Arizona all year or only part of the year, you can catch your favorite programs and personalities anywhere and everywhere you are.

Stay tuned as we continue to evolve as an organization and focus on new and exciting ways to bring you programming that matters to you, in ways that are more accessible to you.

Additionally, we ask you to share the importance of public radio with your friends and family, to ensure continued support by the next generations and beyond.

Thank you from your Friends of Public Radio Arizona!

Mistie Hague Weishaar

FPRAZ Chair

Greenberg Traurig, LLC



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

FPRAZ's Tax ID is **01-0579687**. Our Form 990s are available online at fpraz.org/public-files



The Future In Focus

KJZZ has been tackling big questions about Arizona’s water future in the ongoing series *Every Last Drop*. Groundwater has taken on even greater importance as the state’s allotment of the Colorado River has been reduced. In April, KJZZ convened an expert panel exploring the current state and future of Arizona’s groundwater. Panelists at this event included Kathleen Ferris, senior research fellow at the Kyl Center for Water Policy, Troy Hayes, director of the Phoenix Water Services Department, and Holly Irwin, chairwoman of the La Paz County Board of Supervisors. Panel attendees are pictured below. This in-person and live-streamed event was moderated by KJZZ’s *The Show* Host Mark Brodie and is available online at water.kjzz.org

KJZZ keeps us informed and educates us on important national and state issues in an intelligent and balanced way.

Robert in Phoenix



This is my source for news: thorough, in-depth, and timely. KJZZ’s coverage of water issues, especially here around the Colorado River, is superb. The regional news is excellent—I appreciate hearing news from Sonora, for example—in giving me a better picture of regional events. Add in the BBC—super worldwide coverage.

Patricia in Tempe

KJZZ's Award-Winning Collaborations Inform Listeners

In July 2022, KJZZ and the *Arizona Republic* published the results of a yearlong investigation into how prison labor works in Arizona. Reporters at the *Republic* and KJZZ analyzed more than 11,000 documents and built a program to download tens of thousands of public profiles of prisoners that the Arizona Department of Corrections refused to provide. Read the results at prisons.kjzz.org

KJZZ also partnered with America Amplified, an initiative funded by the Corporation for Public Broadcasting, to create



a community-powered journalism project that used texting and online forms to answer listener questions about voting in the 2022 midterms.

In December, Executive Producer of *The Show*, Amy Silverman, and the *Arizona Daily Star* released UNSAFE, an investigation into Arizonans with intellectual and developmental disabilities (IDD). The investigation's results garnered Silverman a Regional Edward R. Murrow Award for Excellence in Diversity, Equity and Inclusion. Listen to the series at unsafe.kjzz.org

In January 2023, KJZZ was the

#1

most-listened-to radio station in the Phoenix market

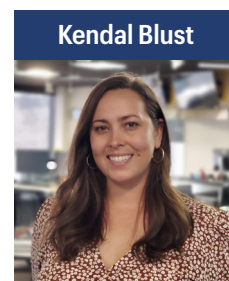
Source: Nielsen Media Research

Award-Winning Fronteras Desk Connects Listeners to the Southwest

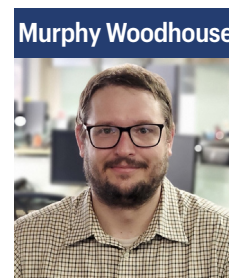
The Fronteras Desk is a unique KJZZ project that covers a wide expanse of an under-covered news desert that stretches from northern Arizona deep into northwestern Mexico. In June 2023, the Fronteras Desk won multiple second-place Public Media Journalists Association awards, which recognize the best of local public radio news, in the following categories:

- Arts Feature: "Asylum seekers turn to traditional arts to ease the strain of long waits at the border" by Kendal Blust
- Continuing Coverage: "Title 42 leaves asylum seekers in limbo at the U.S.-Mexico border" by Kendal Blust, Alisa Reznick, and Murphy Woodhouse
- Feature: "Hundreds of feet in the air, Sonoran highliners face fears and find balance" by Murphy Woodhouse
- Sports Feature: "In a Sonoran mining town, the pins have been falling in historic bowling alley for nearly a century" by Murphy Woodhouse
- Use of Sound: "Hundreds of feet in the air, Sonoran highliners face fears and find balance" by Murphy Woodhouse

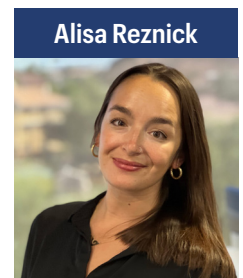
For the latter story, Murphy Woodhouse was additionally awarded a Regional Edward R. Murrow Award for Feature Reporting in 2023.



Hermosillo, Sonora



Hermosillo, Sonora



Tucson, Arizona

A Message from the Executive Director

It is so important to see things clearly. The ability to really see things for what they are gives us the direction we need in life. Seeing clearly allows us to make decisions that give us the confidence to stand on firm foundations and build for the future.

This 2022–23 annual report was themed “In Focus” to recognize the ever-changing environment that we live in, the world around us, and the pace which we must keep in order to achieve our goals. Time seems to go by quickly and changes come to us at a record pace. Fortunately, coming out of COVID showed us what is important and that we could, in fact, focus and see clearly a path that would keep us strong and viable for the future.

Each year, our development team creates a strategic plan. Our goals become clear, allowing us to focus our time and energy on what matters most: our members. We want to engage you and invite you to events, tours of the station, and gatherings, giving you the opportunity to meet the staff, including those on the classical music team and in the newsroom.

We are also committed to community outreach. We have been building our volunteer core and strengthening our resolve to be out in the community hearing the voices that make up the “public” of public radio. We are reaching into our schools, assisted-living homes, and hospitals and we are partnering with non-profits and businesses that have similar missions to serve our community. These connections provide the unity we need to be a stronger voice for all.

We are inviting you to spend time with our staff and the members of our Friends of Public Radio Arizona board. This dedicated, loyal, and passionate group are leading the way for more engagement and outreach and they are helping us build needed revenue for the future.

We greatly value your support. Your financial contributions and partnership guarantee a future where we stay focused. Your loyalty to public radio is appreciated beyond any words we could express. We are grateful and remain dedicated to you now and in the future.

Linda Pastori

FPRAZ Executive Director

Associate Vice President



Fundraising In Focus

Restricted	\$762,761.00	9.59%
Other	\$357,459.00	4.49%
Vehicle	\$538,713.68	6.77%
Membership	\$6,295,757.32	79.15%
Total	\$7,954,691.00	

I have a long way to go in my music education. But this great station is my educator. Thank you very much, KBACH!

Kathryn in Phoenix

The Future In Focus

KBACH continues to celebrate the future of classical music each month by recognizing students between the ages of 7 and 13 who sing or play an instrument.

KBACH featured 10 exceptional students in the 2022–2023 school year. Each honoree was invited to the KBACH studios to record an interview with KBACH Host Melissa Greene—and give a short performance to share on KBACH’s social media!

Listen to their interviews at kbaq.org/classicalnext



May 2023 Student Katherine Jivcu, an 11-year-old violinist.



April 2023 Student Benny Taylor, a 12-year-old violinist.

Thanks to KBACH, I've been introduced to many different styles, time periods, and compositions of music that have opened up a whole new world to me. Thank you KBACH for bringing this richness into my world.

Donna in Tonto Basin

When I need to take a break from the stress of the outside world, I listen to KBACH for instant relief. Thank you and keep up the good work.

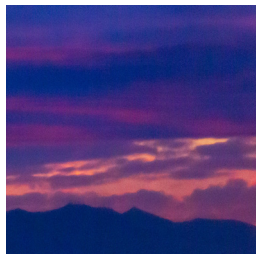
Mary in Glendale

KBACH Celebrates 30 Years of Broadcasting Classical Music



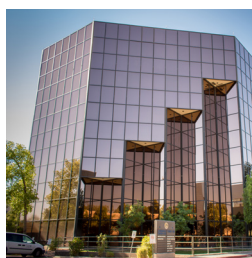
The last classical music station in Phoenix shuts down.

1986



KBAQ broadcasts at 12,700 watts on the White Tank Mountains.

1996



KBAQ moves from Mesa Community College to its current studios at Rio Salado College in Tempe.

2002



KBAQ broadcasts at 30,000 watts, moving back to South Mountain.

2009

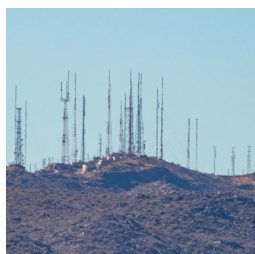


Host Linda Cassidy joins KBACH.

2013

1993

KBAQ begins airing at 3,000 watts on South Mountain.



1999

Host Janine Miller joins KBAQ.



2008

Host Duart Martin joins KBAQ.



2012

KBAQ rebrands as KBACH.



2017

KBACH reaches record-high listenership and becomes third-most-listened-to all-classical station in the nation.



30 years

KBACH

classical 89.5 fm



Operations Director
Host Brian
th joins KBACH.

2017



Program Director
and Host Matt
Rogers joins
KBACH.

2018



Host Charlotte
Wilson joins
KBACH.

2020



Longtime Host Jon
Town retires. Host
Greg Kostraba joins
KBACH.

2021



Thanks to
generous member
contributions to the
RENOVATION 2021
campaign, KBACH's
production studios
and master control
are modernized and
upgraded.

2022

2017

KBACH finishes
construction of
a new broadcast
antenna on South
Mountain.



2019

Host Amy Bishop
joins KBACH.



2021

Longtime Host
Sterling Beeff
retires. Host Melissa
Greene joins
KBACH.



2021

Contributor Charles
Newton joins
KBACH.

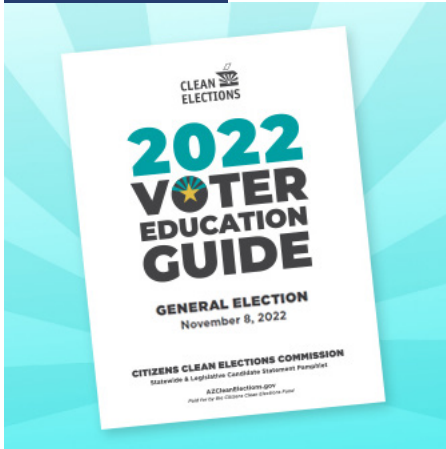


2023

KBACH celebrates
its 30th anniversary
by treating listeners
to the first work
that KBACH aired
when the station
signed on: Dvořák's
Symphony No. 9,
"From the New
World."

Sun Sounds of Arizona Reaches Out

July 2022



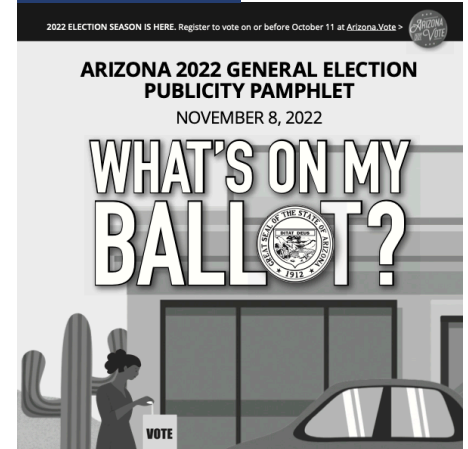
Sun Sounds provided an audio version of the entire Arizona Citizens Clean Elections Commission voter guides for the August primary as well as the November general election.

August 2022



Tucson Station Manager Murry Everson reads to residents at Tucson Place Memory Care.

October 2022



Sun Sounds provided an audio version of the Arizona Secretary of State's General Election Publicity Pamphlet.

January 2023



New volunteer David Kirk was the first volunteer back in the studios to learn to record on the modernized and upgraded equipment at Sun Sounds Tempe.

May 2023



Sun Sounds attended the Arizona Brain Injury Alliance Rays of Hope Conference, where Outreach Coordinator Mares Wright met Miss Wheelchair Arizona, Kimberly Marmack, who has a new clothing line, "Adaptability," designed for people with disabilities.

June 2023



At the African American Conference on Disabilities, Arizona Secretary of State Adrian Fontes stopped by the Sun Sounds table, shared with Christine Tuttle of the Arizona Talking Books Library.



SPOT 127 Youth Media Center

SPOT 127 prepares students with the tools they need to succeed in the 21st century as they transition from high school to college or their career.

Former student Anilee reflects on her experience at SPOT 127, saying: “SPOT 127 gave me the skills I hope to use in my career. After putting SPOT 127 on my resume, I got a job offer!”

Virtual classes are held in the fall and spring semesters while summer boot camp takes place in person at our facility. SPOT 127 also went on the road to provide in-classroom

workshops at several Valley schools. Hands-on digital lessons provide students with multimedia training not otherwise offered at their high school. Students appreciate learning these important skills as they prepare for post-secondary education.

SPOT 127’s high school seniors once again participated in Student Scholarship Day to gather and apply for post-secondary education scholarships. 14 scholarships exceeding \$15,000 funded through SPOT 127 were awarded to current and former SPOT students.



Thanks to Our Tax-Credit Donors:

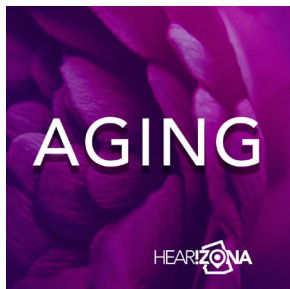
We received \$78,746.20 in FY 22–23!

Hear Arizona Podcasts Address Issues, Empower Our Community

Starting in 2021, *InHospitable* producer Anthony Wallace enlightened listeners on how global problems like drought and heat affect real Arizonans—and possible solutions.

The final stories focused on fire and introduced listeners to a Flagstaff family whose home was destroyed in the 2022 Tunnel Fire, leaving them struggling after their homeowner's insurance came up \$150,000 short. Wallace discovered that residents of Flagstaff are increasingly aware that "fire is not the enemy" as they continue to look for long-term wildfire solutions and fight against flooding.

Thanks to the Arizona Community Foundation and Intel for their support of this podcast series.



There is no getting around the realities of growing older. As part of the *Aging* podcast series, producer Nathan Collins delved into the challenges inmates 55 and older face in Arizona prisons as he examined the Arizona Department of Corrections, which has been failing to provide adequate medical and mental healthcare to its prisoners for the past decade.

During years of nuclear testing in the American West, the people who lived and worked in areas exposed to the radioactive fallout became known as "downwinders." *InAccessible* podcast producer Nate Boyle revealed that not all of them have been treated well by the U.S. federal government. Listeners heard directly from devastated downwinders in Mohave County, Arizona, and how they are trying to get a resolution.



The *UnSheltered* podcast series dives into the issue of homelessness. After the city of Tempe forced hundreds of unhoused people to leave the Salt River bed, producer Greg Hahne investigated where those people went—and how Tempe's solutions might work elsewhere.

Listen to *UnSheltered* and all Hear Arizona podcasts at [HearArizona.org](https://www.heararizona.org)

First Press Celebrates Mardi Gras



First Press Fine Wine Dinner and Auction, a Valley institution and fundraiser for KJZZ, KBACH, and SPOT 127, was held for the 19th year on February 18, 2023, at the private SRP Pera Club.

The elegant affair, colorfully themed as a tribute to Mardi Gras, featured a five-course wine-paired dinner with cuisine custom created by Mark Tarbell. Guests also enjoyed a fine-wine reception, entertainment from KJZZ's Blaise Lantana and friends (pictured to the left), plus exclusive wine-themed auction lots.



Friends of Public Radio Arizona Board Members (FY 22–23)

Mistie Hague Weishaar (Chair)
Greenberg Traurig, LLC

Adriane Youngblood (Vice Chair)
Clear Channel Outdoor

Stacy Mendez (Secretary)
Avnet, Inc.

Libby Goff (Treasurer)
Blockwise

Pallav Acharya
REDW LLC
CPA Global Tax

Gail Bradley
Northern Trust (Retired)

Bryan K. Darby
QTS Data Centers

Joseph Garcia
Chicanos Por La Causa
Sí Se Vota CPLC Action Fund

Amy Heisler
Silicon Valley Bank

Paul Hickman
Arizona Bankers Association

Jennifer Holsman Tetreault
TPI Composites

Betty Hum
Intel Corporation (Retired)

Eshé N. Pickett
Intel Corporation

Hope M. Sharett
ASU Enterprise Partners

Alec Thomson
Arizona Lottery
LAVIDGE

Glenn Wike
Arizona Community Foundation

Christina Worden
SRP

Jon Hoban (Ex Officio)
Rio Salado College
Division of Public Service

Kate Smith (Ex Officio)
Rio Salado College



The FPRAZ Board and Emeritus Council members and their families attended an Ice Cream Social this past summer to get to know one another in an informal setting.

Division of Public Service Executive Team

Jon Hoban
Vice President & General Manager

Matt Myers
Executive Director, SPOT 127

Ben Overbaugh
Chief Engineer

Linda Pastori
Associate Vice President
Executive Director, Friends of Public Radio Arizona

Matt Rogers
Program Director, KBACH

John Sage
Associate Vice President
Director of Information Technology

Brian Smith
Operations Director, KBACH

Chad Snow
News Director, KJZZ

Friends of Public Radio Arizona (FPRAZ) Emeritus Council

Evelyn Casuga
Steve Curley
Susan Edwards
Karen Greenberg
Phil Hagenah
Julie A. Johnson
Laura W. Martin
Carl Matthusen (General Manager Emeritus)
John McDonald

Carol McElroy
Suzanne Pfister
Armando Roman
Todd Sanders
Dan Schweiker
Chip Scutari
Larry Stewart
Diane Veres

I love public radio because it gives diverse perspectives and local community coverage. I learn something new from KJZZ every day!

Neysha in Tempe



2323 W 14th St, Tempe, AZ 85821 • fpraz.org
member_services@rioradio.org • (480) 774-8400

Friends of Public Radio Arizona is recognized and certified by:



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

