A Message for You

We are informed citizens, searching for in-depth, credible reporting. We are inspired by works of art and music, like jazz, that have stood the test of time. We are young artists, looking to find our voice. We are those who seek to connect with a visual world without the ability to see. We are Friends of Public Radio Arizona (FPRAZ).

The Board of Directors knows that public media can improve the quality of public dialogue and change lives. Board members are committed to assuring the future vitality of public radio.

These services make a difference. This report tells some of the stories that your support has made possible.

Our volunteer board is dedicated to broadening support in order to ensure the future of educational, entertaining, inspirational, and thought-provoking public media.

Your investment funds services to all residents of the Valley—regardless of their background—for free.

Whatever your role—donor, underwriter, volunteer or partner—we give you our sincere thanks and gratitude. Without you, we would not be where we are today, and we’re so appreciative of your continued support.

Phil Meyer
FPRAZ Executive Director
Chair’s Message, Let’s Talk Engagement

Want to get engaged?
Those four simple words were heard by many of us just before our lives changed forever, when we became partners with another on life’s journey. We build our relationships together, through sickness and health, and are immeasurably better for it. Our “sum” is greater than the “parts.”

But the “proposal” we have for you, from all of us at Friends of Public Radio Arizona (FPRAZ), is not quite as profound. However, it will change the lives of many of your fellow Arizonans for years to come. When I got engaged with FPRAZ, my life got better, too.

From listening to the stories of budding journalists from SPOT 127, to the award-winning news, jazz, and classical programming at KJZZ and KBACH, and the important work of providing reading services for the visually disabled at Sun Sounds, our community engagement enriches lives all across the region.

And, it’s not just retired folks like me “engaged” around here! We have growing numbers of younger new listeners and donors, too. This is critically important. To know that our community has broadened its involvement with FPRAZ shows we are doing something right. We are providing services and information that no one else does, and this appeals to all generations and communities in Arizona.

On behalf of all of the volunteer board members at FPRAZ, let me thank you for being engaged with us. What you’ve done—and are willing to do in the future—is so important in building a better community. We couldn’t do it without you.

The proposal we have for you...will change the lives of many of your fellow Arizonans for years to come.

John McDonald
Friends of Public Radio Arizona Chair
An Informed Electorate

Because of your support, the station was able to host or was a part of 11 debates or candidate panel discussions in 2018.

With your commitment, an additional 7% of listeners engaged with our political web pages over the last election cycle. Reporters were able to create 13% more stories compared to 2016, resulting in a 26% increase in overall website traffic to those stories. Your continued contributions mean even better content for the 2020 general election.

Hosts of KJZZ’s The Show, Mark Brodie and Steve Goldstein, moderate an Arizona Superintendent of Public Instruction Debate in October 2018.

The KJZZ newsroom staff meets the morning of Election Day 2018.

Host of KJZZ’s The Show, Lauren Gilger, interviews candidate for Attorney General, January Contreras.
Your Resources Serve Our Community

Our newsroom puts resources into reporting that other news operations cannot, thanks to your support. When Arizona teachers went on strike in 2018, it was our reporters who spent days bringing the experiences of teachers, parents, and legislators to life on the radio. Those journalistic efforts were rewarded with a prestigious National Edward R. Murrow Award.

We can tell stories that may not be “news” to other outlets and we can explore our state in ways they cannot. Those efforts were honored by our Public Radio News Director peers. A riveting series of stories on life *Below the Rim* of the Grand Canyon won 2018’s Best Multi-Media Presentation award and Lauren Gilger’s sensitive report, “The Conversation Is Changing Around Miscarriage,” won Best Interview.

Lauren Gilger spoke about miscarriages with Kalila Martinez, pictured here with her family at their son’s funeral (above). Teachers, parents, and students rally in the East Valley during the teacher strike (middle). KJZZ speaks to an employee who helps transport tourists below the rim of the Grand Canyon (right).
Getting to the Heart of It

KJZZ sent staff across the state for season two of Untold Arizona stories. Website visitors engaged with those 13 stories an average of 4½ minutes each, increasing their knowledge of what makes Arizona unique.

*When listeners have questions, we get answers—thanks to you!*

This year, we aired 60 community-driven stories based on some 975 questions listeners submitted. These Q&AZ stories received 50,023 pageviews online. Topics ranged from Phoenix passenger train service to how ocotillo leaves grow.

Women in Our Community is a group of public radio supporters who are curious about our world. Last fall, Fronteras Desk Reporter Laurel Morales gave the group an insider’s viewpoint behind her *Changing Woman* series on the Navajo Nation. We were also able to provide meaningful ways for attendees to support Native American communities.

Reporter Bridget Dowd records sound for a Q&AZ story about passenger trains in Phoenix (above). Members of Women In Our Community speak with reporter Laurel Morales at the Changing Woman event (left).
SPOT 127 students’ SPOT On Bullying project was supported by a grant from the Aetna Foundation. The students researched and produced 40 podcasts, videos, and multimedia storytelling pieces. They collaborated with community partners, including the CASA Center for Positive Social Change and Teen Lifeline.

“Creating and editing audio projects at SPOT 127 made me interested in a career in audio. I am currently enrolled in an audio production program at U of A and loving it!” –Daja

Attendees at the First Press Fine Wine and Dinner Auction raised their paddles, enabling KJZZ’s Youth Media Center, SPOT 127, to double their team’s outreach by conducting workshops at three high schools.

Students at Girls’ Leadership Academy in Phoenix learn photography at a SPOT 127 workshop.
KBACH Leadership Society Ava Jensen learns about Master Control with Program Director Matt Rogers.

KBACH Leadership Society Members Dr. Jonathan Weisbuch and Dr. Mary Ellen Bradshaw meet host Jon Town.

**You Make Beautiful Music All Day Long**

Your support gives our on-air hosts the opportunity to curate music. Enjoy this daily schedule created to engage you and increase your appreciation of classical music’s place in our world:

- **7:00 a.m.** Breakfast Baroque
- **9:00 a.m.** Morning Masterpiece
- **12:00 p.m.** Top 100 Most-Wanted Hour
- **4:00 p.m.** Score at Four
- **5:00 p.m.** Classical Happy Hour
- **12:00 a.m.** Midnight Snack
KBACH On-Air Hosts (left to right): Randy Kinkel, Duart Martin, Brian Smith, Jon Town, Sterling Beeaff, Janine Miller, Matt Rogers, and Linda Cassidy.

From Our Fans on Facebook:

“KBACH is an oasis of beauty and harmony in a chaotic world.” —Barbara

“Best classical music station ever! I have been listening to it ever since I was a little girl and still listen to it today! I hope this radio station never goes away!” —Victoria

“I have been all over this wonderful country of ours, and KBACH is unlike any other classical music station. The on-air personalities truly add to the listening experience.” —Vaclav
Father and son team Dan and Thomas Kaplan read *USA Today* live. Dan has been a volunteer since 2014, and his son, Thomas, was home from college for the summer.

Volunteers Make Things Happen at Public Radio

Volunteers are happy to do things like answer phones, make calls to listeners, be ambassadors at events, serve as greeters for Soundbite, and assist with our mailings. Each year we honor them with a very special Thank You Breakfast.

From July 2018 to June 2019, Sun Sounds volunteers alone amassed approximately 9,000 hours of volunteer time reading newspapers, magazines, grocery ads, and other printed publications for listeners with visual disabilities.

Sun Sounds Listeners Access Programs Any Hour, Day or Night

Thanks to our Sun Sounds supporters and volunteers, this year brought an increase in on-demand programming. This means those who depend on our reading for their news and information will not miss favorite programs like the *Wall Street Journal*, *National Geographic Magazine*, or *World News*.

Father and son team Dan and Thomas Kaplan read *USA Today* live. Dan has been a volunteer since 2014, and his son, Thomas, was home from college for the summer.
On the Road with Soundbite

Soundbite, KJZZ and KBACH’s mobile production studio food truck, was all over the Valley this year at festivals, corporate events, runs, bike rides, and more.

This past summer, Soundbite supported Maricopa County Reads, a program that engaged children and their families in an award-winning reading program.

Musicians perform on Soundbite’s stage at Mesa Arts Center’s 2018–2019 season kickoff.

Chandler city councilmen Mark Stewart and Sam Huang with Soundbite at the city’s Hamilton branch library.

A mariachi band performs on the stage of Soundbite at the Guadalupe library.

Volunteer Ronald Pitre at the University of Arizona’s Connect2STEM event.
KJZZ and KBACH Membership

Consistent contributions by Sustaining Members and Leadership Society Members create a solid foundation for the future of public radio.

Three of every four KJZZ members and two of every three KBACH members are now Sustaining Members. Thank you!

KBACH Leadership Society Member Carol Safford with KJZZ reporter Kathy Ritchie.

KJZZ Leadership Society Members Rita Bostick and Joy Ramsey.

KJZZ Leadership Society members enjoy a private dinner with Marketplace’s Molly Wood.

Total KJZZ Members: 26,090
Sustainers: 74%

Total KBACH Members: 8,040
Sustainers: 63%
Our Sustaining and Leadership Society Members

This year, KJZZ/KBACH Sustaining and Leadership Society Members...

...were automatically entered into 16 contests during KJZZ member drives and 12 contests during KBACH member drives

...read 1,102 pages with the Book Club and chatted with 4 authors

...enjoyed 21 discounts at local businesses with the Loyalty Card

...listened to 41 hours of music on the KBACH To Go flash drive and 261 hours of pledge-free streaming on KJZZ Plus

...supported 24-hour live streams from JazzPHX, KBACH, KJZZ, and Sun Sounds of Arizona

...could join any of 6 Member Clubs: Book Club, Group 91.Five, Movie Club, Sip and Savor Club, Travel Club, Women In Our Community

...had 99 opportunities to enter drawings for tickets to performances, special events, and Movie Club film screenings
Friends of Public Radio Arizona Board Members

John McDonald (Chair)
VP Corporate Communications,
US Airways (retired)

Suzanne Pfister (Vice Chair)
President and CEO,
Vitalyst Health Foundation

Mistie Hague Weishaar (Treasurer)
Marketing Manager,
Greenberg Traurig, LLP

Evelyn Casuga
(Immediate Past Chair)
Director, Arizona Town Hall

Anne Gill
President and CEO,
Tempe Chamber of Commerce

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

Adam Isaacs
Director of Industry Relations,
Revelry Group

Julie A. Johnson, CCIM
Executive VP, Colliers International

Rachel Sahlman
Director of Customer Communications,
APS

Bahar Schippel
Partner, Snell & Wilmer

Chip Scutari
Principal,
Scutari & Cieslak Public Relations

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

Jon Hoban (ex officio)
Vice President/General Manager,
Division of Public Service at
Rio Salado College

Kate Smith, M.S. (ex officio)
Interim President, Rio Salado College
Friends of Public Radio Arizona Emeritus Council

Larry Ashkin  
Founder, Centrum Properties, Inc.  
(Retired)

Steve Curley  
Senior VP, Alliance Bank of Arizona

Mark Dioguardi  
Dioguardi Flynn LLP

Susan Edwards  
Founding Chair, FPRAZ and Neighborhoods Connect

Karen Greenberg  
Greenberg Holdings, Ltd.

Phil Hagenah  
Principal, Filmhousaz (retired)

Laura W. Martin  
Senior Advisor, Arizona Science Center

Carl Matthusen  
General Manager Emeritus, KJZZ/KBACH

Carol McElroy  
Owner, Durant’s Restaurant

Armando Roman  
Managing Principal, AXIOM Financial Advisory Group, LLC

Todd Sanders  
President and CEO, Phoenix Chamber of Commerce

Dan Schweiker  
Co-Founder and Consultant, China Mist Tea Company

Division of Public Service Executive Team

Jon Hoban  
Vice President/General Manager, Division of Public Service at Rio Salado College

Ralph Hogan  
Associate General Manager, Engineering

Al Macias  
News Director, KJZZ

Phil Meyer  
Director of Strategic Initiatives and Executive Director of FPRAZ

Matt Myers  
Executive Director, SPOT 127

Linda Pastori  
General Manager, Development, Sun Sounds of Arizona, and Hear Arizona

Matt Rogers  
Program Director, KBACH

John Sage  
Associate Vice President and Director of Information Technology

Brian Smith  
Operations Director, KBACH

Eric Schecter  
Chief Engineer
Friends of Public Radio Arizona assures the future vitality and excellence of our community’s public radio and broadens its support.

Friends of Public Radio Arizona
2323 West 14th Street
Tempe, Arizona 85281
fpraz.org

Member Services
member_services@rioradio.org
(480) 774–8400