



# RESILIENCE

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ANNUAL REPORT 2020–2021

FRIENDS OF PUBLIC RADIO ARIZONA

# MESSAGE FROM SUZANNE PFISTER

So much has happened in the past twelve months that to say “a year ago” seems like a surreal amount of time. And just when we think we are through the worst of it, another wave of confusion and frustration seems to come our way.

With all this instability, it is truly amazing to me how well our public radio stations, KBACH and KJZZ, have handled all the turmoil and continued to produce such quality programming. Sometimes they are doing that work in their closets (as the quietest place in the house), but you would never know the producers and reporters were as “virtual” as they were. Almost overnight, Sun Sounds (our service for those with visual

disabilities) switched to a virtual format, with volunteers reading from their homes, and SPOT 127 continued its online programming to youth throughout the Valley.

When the world seems to be spinning off its axis, our stations and the services have continued to provide a calming, reassuring source of factual and relevant information. And thank God for Bach and Mozart when I need a respite!

On behalf of Friends of Public Radio Arizona’s Board of Directors, I want to thank you so very much for your support of our

organization during the past year. Your contributions have allowed our team to keep on producing excellent programming and services. The creativity in giving is amazing (and those car donations—wow!). You have made us feel honored and privileged to serve you, and the feedback we receive fills us with gratitude.

Please stay safe, hug your loved ones, and we’ll get through all this together.



**Suzanne Pfister, Chair**  
Friends of Public Radio  
Arizona

# MESSAGE FROM LINDA PASTORI

Resilience is the right theme for this year's 2020–2021 Annual Report.

Throughout this issue, you will read the testimonies of our listeners who are grateful for the contributions you have made, guaranteeing that the content they hear each day continues.

During a very difficult season for our country and world, the loyalty

and generosity of you, our members, cannot be understated.

For the first time in our history, we witnessed an unprecedented outpouring of support for our successful \$1.3 million renovation campaign. At the same time, you continued to provide the annual support that ensured our programming remained strong and steady.



This success is the mark of resilience from all of you who believe in the mission of public radio and take active steps to invest in its viability.

It is tremendously gratifying for all of us at the Division of Public Service to be able to share this report with you, with our thanks.

**Linda Pastori**  
General Manager,  
Development

## KJZZ 91.5 FM

Whether it was from their homes or the KJZZ studios, on-air hosts, reporters, and producers put together welcome on-air and online resources for listeners during a challenging year.

Nearly **1,400 political stories** were posted on KJZZ.org in the election year, generating over 1 million pageviews. That was more than double the number of stories posted during the 2018 election

cycle. KJZZ's online voter guide received 10,000-plus pageviews. The pages on judges' races and ballot drop-off locations combined for more than 95,000 total pageviews.

Since the pandemic began, dedicated staffers have amassed **2,900 coronavirus-related news pieces** for over the air and online. These resulted in nearly 1.2 million KJZZ.org pageviews.

The COVID-19 vaccine FAQs received 23,000 pageviews, while the map of cases, deaths, and vaccine administrations across the state drew 81,000 pageviews.

As a result of comprehensive COVID-19 and election coverage, KJZZ's website recorded its highest traffic ever—just shy of **6 million pageviews** from July 1, 2020, to June 30, 2021.



Above: Hosts of KJZZ's *The Show*  
Lauren Gilger, Steve Goldstein, and  
Mark Brodie.



*"I listen every day to keep  
myself educated and aware of  
current events."*

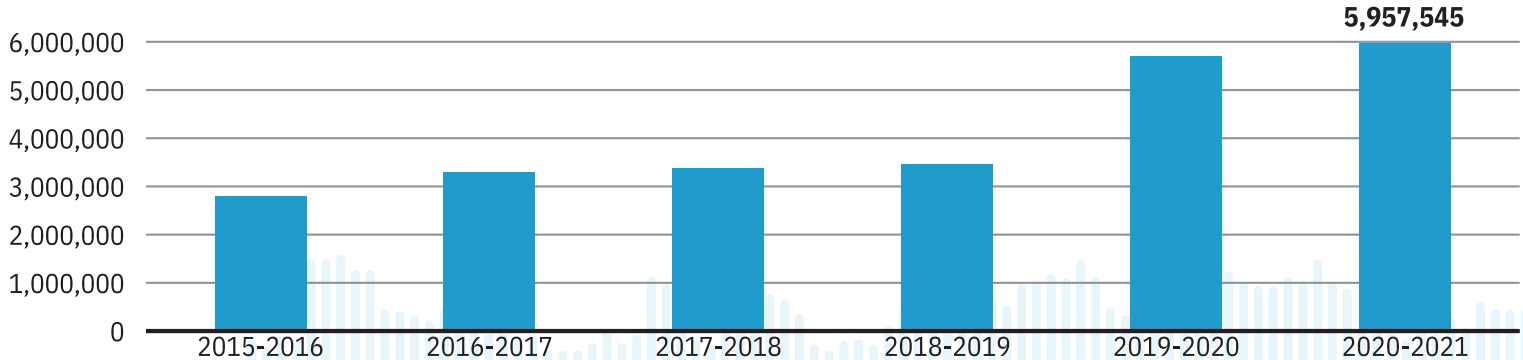
**—Hildy in Scottsdale**



*"Smart, informed people put  
the stories together.  
I love it."*

**—Nancy in Sun City**

## KJZZ.org Pageviews



## SPOT 127, KJZZ'S YOUTH MEDIA CENTER

When all schools went online, so did SPOT 127, thanks to the determination of two instructors, four production assistants, and **over 300 enthusiastic high school students!**

Students shared their thoughts on Black Lives Matter, COVID-19, the election, and online learning via six Facebook Live events.

During the summer of 2021, although both the digital media bootcamp and summer sessions remained virtual, students were able to learn how to develop storyboards, write

scripts, and create audio, video, and digital productions.



Longtime donor and former Friends of Public Radio Arizona board member **Julie Johnson** says, *"I've been so excited and proud of these kids. They are an inspiration!"*



# VEHICLE DONATION REVENUE NEARLY DOUBLES

It was a record year for vehicle donations!

Thanks to our listeners for donating their cars, trucks, motorcycles, and more.



## Vehicle Donation Revenue

	<b>FY21</b>	<b>FY20</b>
<b>KBACH</b>	\$ 161,547.00	\$ 64,301.00
<b>KJZZ</b>	\$ 775,636.80	\$ 479,544.55
<b>Total</b>	<b>\$ 937,183.80</b>	<b>\$ 543,845.55</b>

## Vehicles Donated

	<b>FY21</b>	<b>FY20</b>
<b>KBACH</b>	109	114
<b>KJZZ</b>	671	660
<b>Total</b>	<b>780</b>	<b>774</b>

# RENOVATION 2021—A \$1.3 MILLION

After 20 years of service, KJZZ and KBACH's broadcast technology needs an upgrade. During a season of uncertainty in the world, we experienced the loyalty, generosity, and faithfulness of our members. The work is projected to begin late 2021 and wrap up in February 2022.

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Our heartfelt thanks to the many donors who have invested in the future of public radio. We could not have done it without you.

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**Deeann Griebel** generously matched \$231,700 of member donations, helping us to reach our **RENOVATION 2021** campaign goal of \$1.3 million.

# CLASSICAL KBACH 89.5 FM

When visitors hear “beautiful calming music” in his office, **Charles in Phoenix** tells them it’s a free radio station.



KBACH is “free” thanks to the support of over 4,900 listeners who are not only members but monthly contributors sustaining KBACH’s 24/7 classical music format.

On weekdays, that format includes special selections and programs like Dawn Chorus, Breakfast Baroque, Morning Masterpiece, *Most Wanted Hour*, Score at Four, and *The Classical Happy Hour*. And on weekends, audiences look forward to *Full Works Friday*, *Night*, *Reel Music*,

*Sunday Baroque*, and *The Mozart Buffet*.

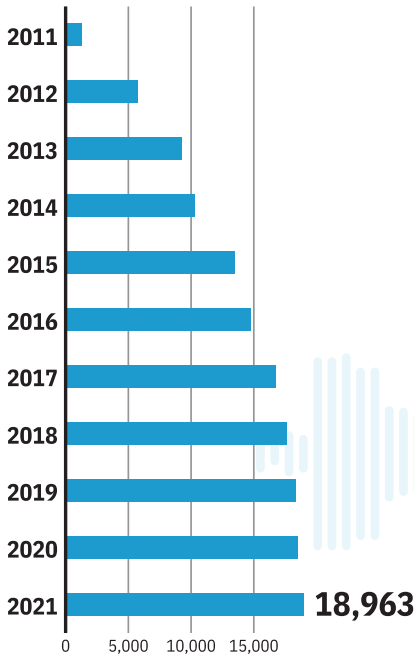
Throughout a difficult year, KBACH (online, on the radio, or on the mobile app) has been an escape from last year’s never-ending headlines.



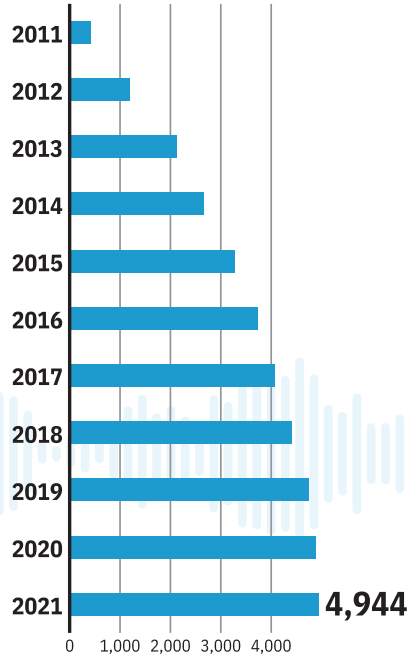
Listeners like **Rachael in Gilbert** say, “*The hosts’ voices are a soothing calm in an otherwise out-of-control society.*”

# SUSTAINING MEMBERS KEEP PUBLIC RADIO STRONG

## KJZZ Sustaining Members



## KBACH Sustaining Members



# SUN SOUNDS OF ARIZONA

Although all programs had to be recorded away from the studio during the pandemic, there have been plenty of silver linings; Sun Sounds still made an impact.

Thanks to staff who provided guidance, 65 dedicated volunteers set up their own equipment, took training, and began recording programs from makeshift home studios.

Approximately **85% of programs are produced by Sun Sounds.** The rest come from outside producers or other reading services. In the 2020–2021 fiscal year, Sun Sounds again recorded the Arizona Citizens Clean Elections Commission voter guide and also added 45 shows to its on-demand service.

Over 55 new volunteers attended remote orientations this year.

*“My husband always loved reading the newspaper, but with his eyesight issues, he could no longer do that and Sun Sounds was his lifeline to local news.”*

**—Lois in Phoenix**



# HEAR ARIZONA PODCASTS

The Hear Arizona podcast initiative continued to show steady growth, reaching **over 25,000 total downloads** since the project launched in 2019.

New this year, thanks to support from Virginia G. Piper Charitable Trust, producers created *State of the Arts Arizona*. This podcast series on how arts and culture organizations



pulled through the pandemic led to a story airing nationally on NPR.

Another new series, *Education Cliff*, looked at solutions to Arizona's teacher crisis thanks to funding from F2 Family Foundation, Intel, and Rio Salado College.

These podcasts address issues,



empowering our community.

**James from Phoenix** says, *"It's great to listen to an ongoing series on the same topic from different perspectives."*



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