

**2018–2019 Annual Report**  
Friends of Public Radio Arizona

ENGAGE. ENGAGE. ENGAGE. ENGAGE. ENGAGE.

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## 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

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# 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.

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

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.



**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.

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

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Host of KJZZ's *The Show*, Lauren Gilger, interviews candidate for Attorney General, January Contreras.

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# 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 4 ½ 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 Expands Outreach

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.



*“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*



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.



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.



# 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**



*Sunday Baroque* host, Suzanne Bona, with KBACH Sustaining Members Art and Carol Watson.



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



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*

**1:00 a.m.**

**The Big One  
at One**

**3:00 a.m.**

**The Second  
Wind**

**Friday at  
7:00 p.m.**

**Full Works  
Friday Night**

**Saturday at  
7:00 p.m.**

**Reel  
Music**

**Sunday at  
12:00 p.m.**

**The Mozart  
Buffet**



Sun Sounds Volunteer Judy Bartelstone

## Volunteers Make Things Happen at Public Radio

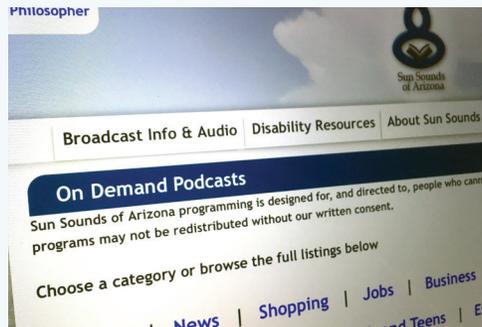
Volunteers are happy to do things like answer phones, make calls to listeners, be ambassadors at events, serve as greeters for Soundbite, and assist with our mailings. Each year we honor them with a very special Thank You Breakfast.

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.



Volunteer Ronald Pitre at the University of Arizona's Connect2STEM event.



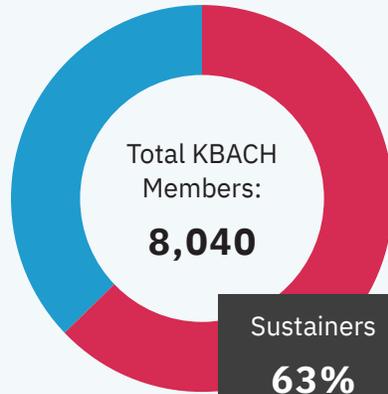
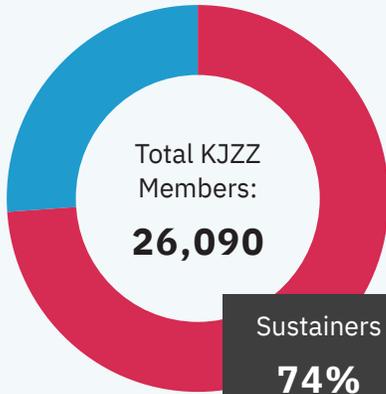
Chandler city councilmen Mark Stewart and Sam Huang with Soundbite at the city's Hamilton branch library.



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

# 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 enjoy a private dinner with Marketplace's Molly Wood.



KJZZ Leadership Society Members Rita Bostick and Joy Ramsey.

# 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



Book Club members hear from local author Dr. Edgar Hernandez at a discussion of his book *On the Border of a Dream*.

...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



Movie Club members enjoy an exclusive film screening together.

# 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



## Contact

### **Friends of Public Radio Arizona**

2323 West 14th Street  
Tempe, Arizona 85281

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

### **Member Services**

[member\\_services@rioradio.org](mailto:member_services@rioradio.org)

(480) 774-8400



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

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