



Reset

Friends of Public Radio Arizona

2019-2020

A Message From The FPRAZ Chair

And now for something positive...

The last few months have seemed like a lifetime for many of us, with all the crises and challenges we have faced. But through it all, our public radio stations, KBACH and KJZZ, have been there for us nonstop—with calming influences and balanced, factual information. Both added to the richness of our lives during these troubled times. Sun Sounds (our service for those with visual disabilities) also has continued to serve our communities, and SPOT 127 went completely online to provide programming to youth throughout the Valley.

As a native Arizonan and a decades-long listener of public radio, I know how much these stations and the supporting services have meant to me and my family, and I'm sure you have your own stories of those “driveway moments” (even if lately you were in your home office!). I can tell you from my own personal experience that this is an amazingly dedicated group of individuals who come

together to produce some of the best radio in the country. They had to transition quickly to create home production studios. They had to get creative about covering the news when the world was in lockdown. And they had to take care of their loved ones just as all of you have done.

On behalf of Friends of Public Radio Arizona's Board of Directors, I want to express my deep gratitude for your support of this organization during the past year. Your contributions have allowed our team to keep on producing excellent programming and services. Your donations of vehicles have been overwhelming, and your participation in our online get togethers has been inspiring. I wish you health and happiness in the coming year and know that we are all working together to make our community the very best it can be.

Suzanne Pfister

*Friends of Public Radio Arizona
Chair*



A Message For You

This year, we all had to figure out new ways to do things. New ways to work from home and attend school. New ways to stay safe and healthy. New ways to maintain vital services.

Friends of Public Radio Arizona's Board of Directors knows the value of public media. They are committed to assuring its future. Our Board and Staff have worked tirelessly on new ways to tell our stories, some of which are told here.

Whatever your role, you have our sincere thanks. Without you, we would not be where we are today.

I appreciate your programming...thank you!

—KJZZ donor Barbara
from Glendale



Phil Meyer
FPRAZ Executive Director

*I love my station,
and I listen to you
every day.*

—KBACH donor Michele
from Phoenix

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Sharing Stories From Arizona Across The Nation



KJZZ West Valley reporter **Bret Jaspers** participated in *Cash Flows*, an investigation into how private investors are buying up farmland and water rights across the American West.



KJZZ East Valley reporter **Jimmy Jenkins** worked with NPR editors to share election updates from the new battleground state of Arizona for a national audience.



KJZZ Fronteras Desk Senior Editor **Michel Marizzo** contributed to *Every 30 Seconds*, a collaborative public media reporting project tracing young Latino voters ahead of the 2020 national election.

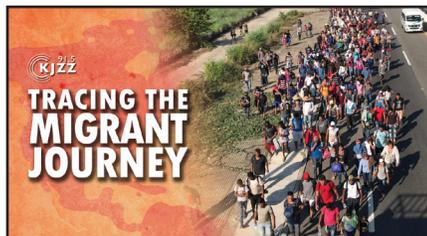


Above: KJZZ Fronteras Desk reporter Laurel Morales records audio for a story in her home studio. As the pandemic made its way to Arizona, KJZZ reporters got creative and found places in their homes from which they continue their important work.

Excellence In Journalism

The news team at KJZZ dominated The Radio Television Digital News Association's regional Edward R. Murrow Awards competition in Region 3, winning seven prestigious honors, including best news series and best multimedia for *Tracing The Migrant Journey*, an extensive series that followed the route of migrants through Honduras, Guatemala, Mexico, and into Arizona and Portland, Maine.

KJZZ Senior Field Correspondent Jimmy Jenkins was also honored by the Public Media Journalists Association for his continuing coverage of the impact of privatized



health care in Arizona prisons. Jenkins also received a regional Murrow Award for his ongoing coverage of this issue.



Hitting The Brakes To Meet You

We love meeting listeners and members. Last fall, we asked you to “put the brakes on your day” and come join reporters and producers for coffee. They loved meeting public radio supporters face to face at coffee shops like A. T. Oasis, Matt’s Big Breakfast, and Press Coffee Roastery.

KJZZ.org/coronavirus

- 1.09 million page views
- 1,000+ stories published since March 2020
- 5 of KJZZ.org's top 10 most-viewed stories of all time are related to coronavirus coverage



More Than Just News

When the statewide shutdown sent all our news staff home, we got creative.

And because member support allowed us to acquire remote technology tools, the station continued to broadcast programming on-air as normal.

Thanks to you, KJZZ was a lifeline for accurate information during a crisis.

News staff compiled online resources to support the community. Landing pages included information for seniors, shoppers, parents trying to be teachers, and things people could do to help others.

Reporter Murphy Woodhouse learned a new programming language and created multiple graphs and maps that updated daily with new data.

Producer Bridget Dowd put together a series of audio and video reports on "Kindness Amid Coronavirus," stories that brought rays of hope during a new time of heightened anxiety.

Meanwhile, the Fronteras Desk team gave Phoenix listeners a privileged position to put the news in context as reporters shared updates from the Navajo Nation to Mexico City.

SPOT 127 Impacts Young Lives

SPOT 127, KJZZ's Youth Media Center, continues to make an impact on the lives of young people.

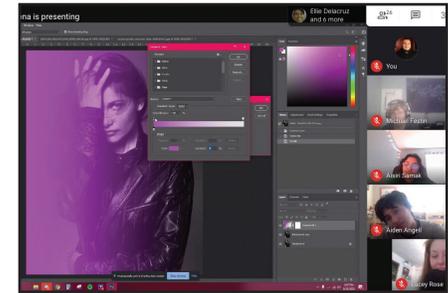
In Fall 2019, students told us what they appreciated most about SPOT. They raved about the small class sizes, hands-on learning, individual attention, and how the program inspired them to think about their future. Many shared their learning experiences back at their schools.

In March when schools shut down, our instructors went to work and within a short time were able to develop an online curriculum so that high-school students would not miss a thing. During the summer boot camps, registration remained steady and learning continued.



The skills I learned from SPOT are literally helping me succeed in my college english course. SPOT is a fun place to make unique friends and learn unique things.

—Sophie, student at
Basis Phoenix



KBACH, A Calm In The Storm

KBACH on-air hosts are dedicated to providing locally curated classical selections, composer insights and more.

When stay-at-home orders were issued, on-air hosts reset. Some found closets as acoustically preferable broadcast locations and many added four-legged friends as co-workers. KBACH was able to make this fast switch thanks to the ongoing financial support of our members.

All year long when we reach out, listeners are quick to let us know how much the music you make possible means in their lives.



Top right: Host Jon Town's cat, Cosmo, joins him in his closet turned recording studio.

Right: Host Janine Miller works on an audio project with help from her cat, Cassie.



Below: Host Charlotte Wilson shares classical music from her closet.



“ Thank you so much for the soothing music to help me make it through my day!

–Phil from Buckeye”

“ Had some friends over last night and we all gathered around the radio to listen to KBACH programming. We all enjoyed it very much.

–Meg from Sun City West”

KBACH Gets Out And About

Our on-air staff were able to take KBACH on the road in the fall of 2019, broadcasting “out and about” on location at places like the Musical Instrument Museum, Prestige Musical Academy, and the Refuge Café. Below, Brian Smith hosts KBACH on the road.



Empowering Our Community This Year

Hear Arizona addresses issues and empowers the community to take action. The podcast series has illuminated issues related to aging, affordable housing, homelessness, and accessibility for people with disabilities while also offering solutions and resources.

The Nina Mason Pulliam Charitable Trust provided initial funding for a multi-platform podcast service through Sun Sounds of Arizona. Specialized podcast producers make these podcasts a reality.

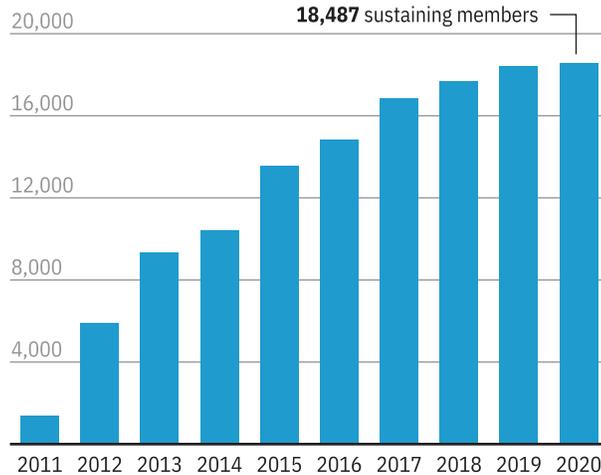
When evaluating the impact of these podcasts, consider what Murry in Tucson had to say after listening to the *UnSheltered* podcast:

“I always knew that it was difficult to get out of the homeless cycle once entrenched in it, but it was eye-opening to think that they couldn't even get their stimulus check or did not have a mailing address.”

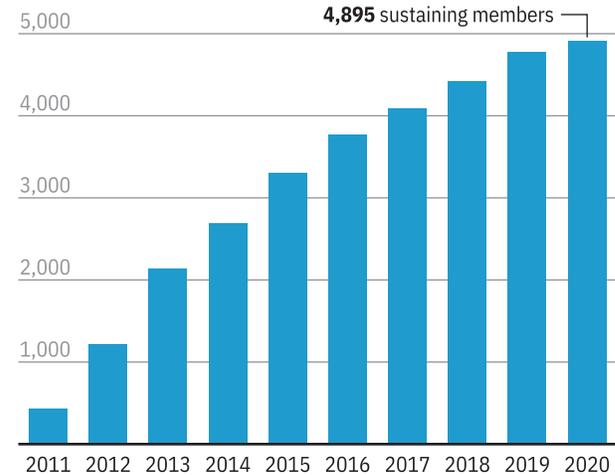


Sustaining Members Keep Arizona's Public Radio Alive

KJZZ SUSTAINING MEMBERS

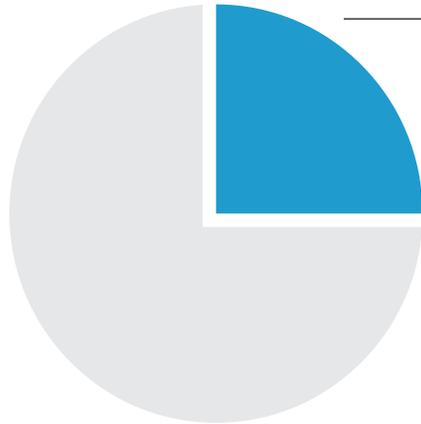


KBACH SUSTAINING MEMBERS



From Being Listeners To Becoming Members

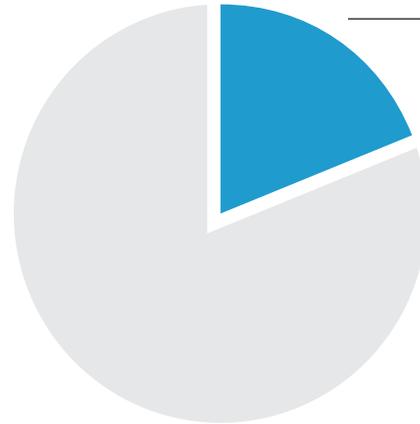
KJZZ



8,710 Annual Members
28,512 Sustaining Members
508 Cornerstone Members
434 Leadership Society Members

111,300 people listened to KJZZ on an average day in June 2020

KBACH



3,565 Annual Members
4,850 Sustaining Members
190 Cornerstone Members
139 Leadership Society Members

44,700 people listened to KBACH on an average day in June 2020

Membership Has Benefits!

Right: Lauren Gilger from KJZZ's The Show interviews NPR's Mary Louise Kelly from All Things Considered at a Leadership Society member event.



Far right: In 2019-2020, KJZZ/KBACH Sustaining Members had the chance to attend 23 exclusive Movie Club film screenings.



Below: Linda Pastori, General Manager of Development, leads members in a KJZZ/KBACH Book Club discussion.



“ Thanks for what you put on the air and thanks for being on the air!

—Sandra from Phoenix”

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Carl Matthusen

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Owner, Durant's Restaurant

Armando Roman

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Jon Hoban

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

Kate Smith, M.S.

Interim President, Rio Salado College

Staff Support

Phil Meyer

Director of Strategic Initiatives
Executive Director of FPRAZ

Scott Nelson

Fiscal Manager for KJZZ/KBACH/FPRAZ



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

Contact

Friends of Public Radio Arizona

2323 West 14th Street
Tempe, Arizona 85281

fpraz.org

Member Services

member_services@rioradio.org

(480) 774-8400

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