

FRIENDS *of* PUBLIC RADIO ARIZONA
ANNUAL REPORT

2021–2022

VIGILANCE

We Keep Our Community Informed:

1M+

Views of COVID-19 news and resources
page on KJZZ.org

Students served through SPOT 127
virtual and in-school classes

500

100K

Downloads of Hear Arizona podcasts on
issues like the arts, climate, housing,
and veterans

Interviews with local arts leaders and visiting artists
on KBACH's *Heart of the Arts* podcast

8

329

Radios received, reprogrammed to new
frequency, and returned to Sun Sounds
listeners in Tucson

A Message from the Chair

Wow, what a year! 2022 has been the year of the comeback.

On behalf of the board, I want to thank each of you for your support of KJZZ, KBACH, SPOT 127, Sun Sounds of Arizona, and Hear Arizona.

After the last couple of years, filled with pivots, improvisation, and the adjustments of working from home for many of us, not only have our stations been able to continue to provide quality news programs, entertainment, arts, music, culture, and community impact, but they have also done so while receiving noteworthy accolades and ratings, proving that the need and value of public radio is stronger than ever.

- In the spring, KJZZ was the most-listened-to station in both the weekday morning drive (6:00–10:00 a.m.) and weekday afternoon drive (3:00–7:00 p.m.).
- For the first time ever, KJZZ joined other public radio news stations that rank #1 in their markets for Persons 6+ Share. KBACH is also in the top ten classical stations in the country.
- KJZZ made history by being the #1 news station in the Valley with the largest radio newsroom in the Southwest.
- One of the newscasts by KJZZ morning host Phil Latzman won first place in the newscast category among the largest stations in the Public Media Journalists Association awards.
- Hear Arizona podcasts across all topics have now been downloaded over 100,000 times.

Whether for reporting on water resources, fighting fires, Arizona prison labor, veterans affairs, or the midterm elections, listeners tune in to KJZZ as a trusted, unbiased, and reliable news source.

KBACH listeners who are looking to relax and leave their daily stress behind can count on its inspiring classical music.

Friends of Public Radio Arizona will continue to support the programming that listeners seek.

Your contributions have a tremendous impact, and we rely on your continued support! We also appreciate your spreading the word and sharing your support of public radio with your family and friends and on your social media channels. Help us keep up this tremendous momentum!

Mistie Hague Weishaar

FPRAZ Chair

Greenberg Traurig, LLC



My reason? I can listen to KJZZ at any time and know I am hearing articles from professionals who are intelligent and passionate about their jobs. It is so important to get news that is factual and well researched. Thank you so much!

Trudi from Mesa, KJZZ Member

Looking Ahead to the Future

On May 5, 2022, KJZZ hosted a bipartisan panel of experts and invited the community for a conversation about water in Arizona.

Water for the Future was the station's biggest in-person event in more than two years. Over 500 KJZZ listeners also signed up to watch the panel online.

KJZZ followed up this event with a five-part reporting series, **Every Last Drop**, that put the state's water crisis into context, helping Arizonans better understand the local and individual impacts.

A recording of the event and this special series can be found at water.kjzz.org



Above: Students learn audio, photo, and video editing skills while attending SPOT 127 classes.

Right: Hear Arizona podcast producer Anthony Wallace interviews a source about the effect of the pandemic on the entertainment industry. Wallace concluded the State of the Arts Arizona podcast in September 2021.





Women In Our Community

Left: In November 2021, KJZZ Senior Field Correspondent Rocio Hernandez interviewed mother-and-daughter business entrepreneurs Alison Gray Anderson and Wade Johnson, the founders of Exploradora Coffee. At this in-person event for members of the Women In Our Community group, Alison and Wade shared what they have learned working with women growers all over the world and how their efforts with Exploradora Coffee are making a difference.

Thanks to Sustaining Members

7,240 KBACH members donated

\$1,301,968

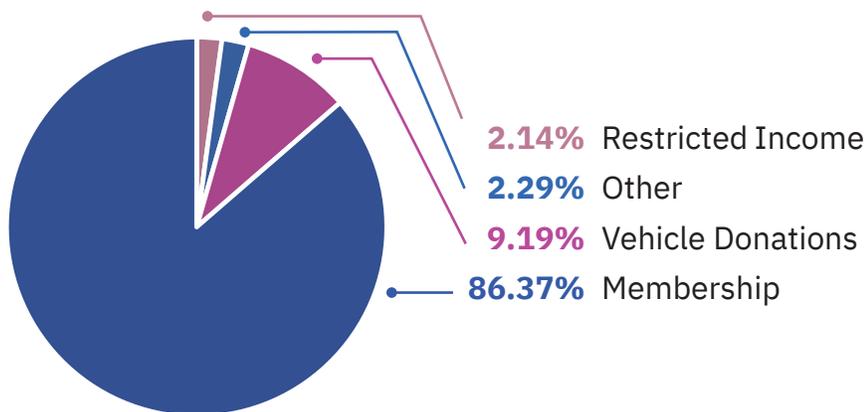
69% of KBACH's total revenue budget

23,531 KJZZ members donated

\$4,080,803

61% of KJZZ's total revenue budget

Total Fundraising Income: \$7,209,655



Support for **KJZZ News Desks** comes from Catena Foundation and Ford Foundation.

Support for **Hear Arizona** comes from Arizona Community Foundation, F2 Family Foundation, Intel, Nina Mason Pulliam Charitable Trust, Rio Salado College, and Virginia G. Piper Charitable Trust.

KJZZ Celebrates 70 Years of Service

Hosts, reporters, and listeners celebrated KJZZ's 70th Anniversary with a series of four virtual gatherings from June through December 2021.

Listeners had the opportunity to hear directly from NPR hosts Rachel Martin, Peter O'Dowd, and Ailsa Chang.

These events were capped off with members and listeners attending a special KJZZ virtual edition of the game show *Wait Wait...Don't Tell Me!*



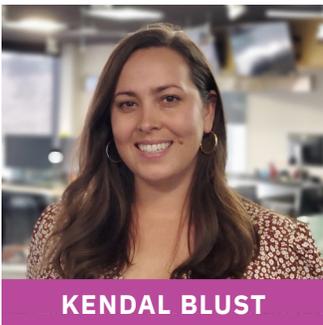
PETER O'DOWD



RACHEL MARTIN



AILSA CHANG



KENDAL BLUST



SCOTT BOURQUE



LAUREN GILGER



BOB CORRITORE

KJZZ's Award-Winning Staff

KJZZ reporters were recognized with four regional Murrow Awards from the Radio Television Digital News Association (RTDNA), including the Investigative Reporting category for *Aguas Negras: In 2 Mexican Beach Towns, Raw Sewage is Running through the Streets* by **Kendal Blust** (in partnership with the *Arizona Daily Star*).

Hear Arizona producer **Scott Bourque's** reporting in the podcast *Becoming a Veteran* was adapted into a three-part series for KJZZ and honored with a Regional Murrow Award in the News Series category.

Host of KJZZ's *The Show* **Lauren Gilger** was named "Best Radio Host" in the *Phoenix New Times'* Best of Phoenix 2021 issue.

Bob Corritore, who hosts *Those Lowdown Blues* on Sunday evenings, was inducted into the Arizona Music & Entertainment Hall of Fame in September 2021.

A Message from the Executive Director



We themed this year's annual report *Vigilance*. It seemed appropriate given the challenges we all faced as we transitioned from the pandemic. We have persevered with a great deal of strength and endurance. We've had to adjust our processes and make hard decisions.

In 2021–22, we placed a strategic focus on the things that matter most: member support and ensuring a sustainable organization. All of you as loyal members have determined that you will remain vigilant to that focus as well. We are thankful for the role your generosity has played. We've asked more from our members than ever. But the result of all that effort is undeniable.

We finished our station renovation project and the transformation of equipment and upgrades has made a huge difference. Whether you can hear the difference or not, you have made it possible for us to increase our broadcast quality for all listeners.

The Friends of Public Radio Arizona board of directors is a group of outstanding community volunteers. Board member engagement this year is a true testament to their loyalty and dedication to public radio. Our board chair, Mistie Hague Weishaar, led the board in undertaking initiatives that have made us stronger for the future. We are incredibly grateful for this remarkable group of leaders.

As digital opportunities present themselves, we strategically utilize those new tools that will, efficiently and effectively, assist us in meeting our goals and overcoming challenges.

We continually explore new ways to engage our community while also encouraging them to become members supporting public radio.

When we talk with listeners about what fuels their ability to persevere in difficult circumstances, they speak of hope and opportunity while remaining optimistic about the future. It is these sentiments that encourage us each day. Thank you for joining us on this journey. Together we will continue to sustain public radio for years to come.

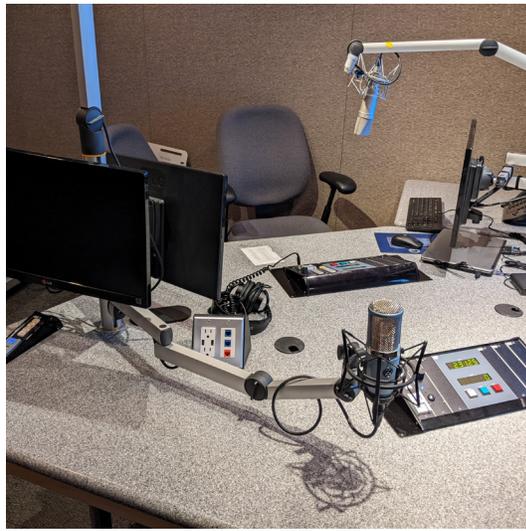
Linda Pastori

FPRAZ Executive Director

Public radio still attempts to provide a platform for a variety of views to be presented and treats those views with equality, respect, and dignity.



Paul from Tempe, KJZZ Member

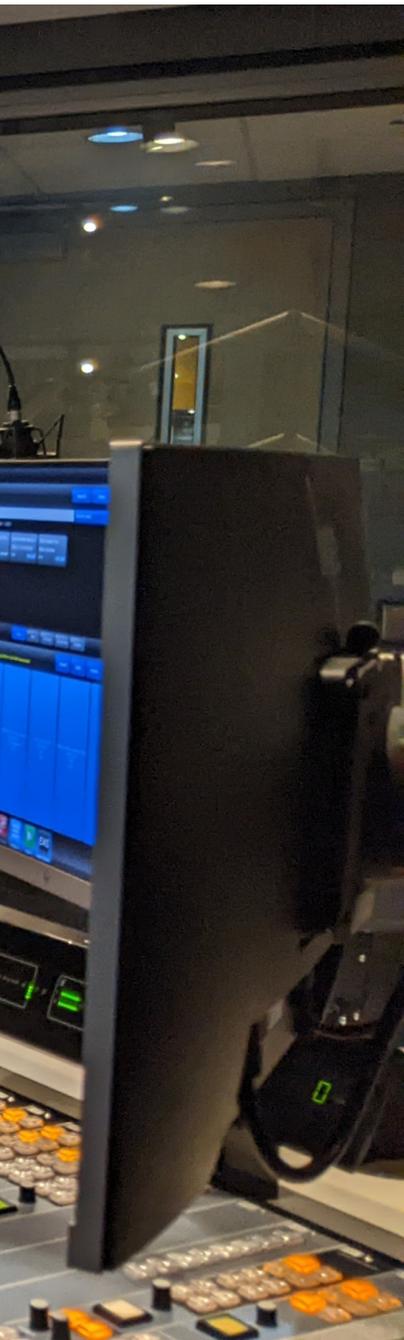




Left to right: KBACH's new master control board. KJZZ's new production studio. Two views of new wiring.

Opposite: KJZZ Afternoon On-Air Host Tiara Vian broadcasts from KJZZ's renovated master control.

Below: KBACH On-Air Host Janine Miller broadcasts from KBACH's renovated master control.



The Future of Public Radio

We are delighted to let you know that our 2021 Renovation project is finished. The old system was literally failing during the upgrade. Now, should any part fail or wear out, replacement parts are readily available to keep us running, ensuring the longevity of the new system.

We now have standardized equipment throughout the entire facility. We have increased flexibility with the new system. Resources are easily shared between studios and that has helped us to increase the productivity of all of the news, music, programming, and IT staff.

Not only have we increased audio clarity, but we can also easily put

several remote guests live on the air at the same time without any echoes or feedback. It is a unified system that runs at a stable rate.

The new equipment is compact and integrates many different devices that were previously separate outboard pieces of gear. As you may notice in these photos, this allowed us to remove countertop equipment racks and gives all of the studios a new open feeling. It also means a lot less energy is generated in the cabinets and equipment will run cooler.

It is your generosity that has made it possible for public radio to be available for our community for many years to come.

Right: Student and 11-year-old violinist Emily Fletcher with KBACH Host Melissa Greene in front of KBACH's Master Control. Emily was featured in February 2022 as part of KBACH's new **Classical Next** initiative that celebrates the future of classical music. Each month, one talented musician is invited to the station for a tour of the KBACH studios and an interview with KBACH Host Melissa Greene.



Retirements and New Voices on Classical KBACH

In late 2021, there was a number of staffing changes at KBACH. After 25 years on the air, Sterling Beeaff signed off for his retirement in August 2021.

Around that time, Duart Martin, who had been faithfully serving as our part-time overnight on-air host, was hired full time as an announcer and producer.

In October 2021, Melissa Greene, an experienced classical music host and classically trained musician, joined KBACH as host and producer of weekday morning programming.

In November 2021, another of our longtime announcers, Jon Town, announced his well-deserved retirement.

Afternoons are now being hosted by Greg Kostraba. Interestingly, Greg is one of the few who have successfully combined a career as a radio professional and a concert pianist.

KBACH has been honored to welcome Phoenix-area bass singer Charles Newton to host special programming on KBACH over the past year.



MELISSA GREENE



GREG KOSTRABA



DUART MARTIN



CHARLES NEWTON

I've listened to KBACH most days for many years and it's like an old friend, always there for me. I support it and it supports me.

Daniel from Phoenix, KBACH Member

SPOT 127 Digital Media Center Invests in High School Students

SPOT 127 after-school classes in the fall and spring semesters are now held virtually, meaning enrollment will not have to be capped.

SPOT 127 in-classroom workshops have been held at multiple high schools in Phoenix.

As has been the tradition, all senior SPOT 127 students participated in Student Scholarship Day, when they gathered to apply for post-secondary education scholarships and encouraged one another in planning for their futures.

SPOT 127 really has shifted my career path in a good way; it combined my likeness for art with the skills to back it up. I'm seriously thinking about going and working in an art job now, whereas before, it felt impossible. My passion for anything art, music, digital, and paintings has skyrocketed.

Anderson, SPOT 127 Student

Thanks to Our Tax-Credit Donors:

Donations:	\$78,970.87
Matching gifts:	\$1,769.27
Total:	\$80,740.14



Above: Instructor Hamblet Lemus, a SPOT 127 alumnus, teaches this year's students at SPOT 127's campus in Tempe.



Left: Senior Instructor Trevor Gahona on a recruiting visit at a local high school.

Below: Sun Sounds' new master control board that was installed following the Renovation 2021 campaign.



Sun Sounds of Arizona Provides Resources

Your contribution to Sun Sounds listeners' leading a quality life cannot be understated. Programming continues 24 hours a day, seven days a week, serving anyone who cannot read or hold print due to a disability. Over 100 volunteers, trained remotely, are recording from home and reading 200 publications. This growth in programming provides more on-demand listening options than ever before.

In September 2021, Sun Sounds partnered with Arizona Citizens Clean Elections Commission for a Civic Storytelling Project. Combined, these audio resources keep listeners knowledgeable and able to be active in the democratic process.

Sun Sounds provides available, helpful, a-phone-call-away answers to questions. In the blind and visually impaired world, it's rare to be able to find this kind of help. Sun Sounds gets an A+ in customer service!

Lynn in Beaver Dam, Sun Sounds Listener

Hear Arizona Podcasts Address Issues & Empower Community



Producer: Scott Bourque

Episodes: 5

Published: October 2021 – May 2022

Description: From a fellow veteran’s perspective, this podcast reveals why it can be difficult for some to adapt to civilian life after completing military service.



Producer: Anthony Wallace

Episodes: 9

Published: November 2021 – August 2022

Description: Real Arizonans are being affected by global problems like drought, heat, and wildfire. They share their stories and possible solutions.



Producer: Madison Mulvihill

Episodes: 5

Published: November 2021 – March 2022

Description: A lot has changed in Arizona’s housing market since 2019. Arizona’s issues still include housing shortages, and now, more acute unaffordability.



Above: As a result of our revealing podcast *Becoming a Veteran*, Hear Arizona put together a virtual panel in February to discuss the veteran’s experience from the perspective of military women. KJZZ Host Lauren Gilger facilitated a discussion that featured veterans Jessica Morel (U.S. Army), Captain Signa Oliver (U.S. Army), and Joanna Sweatt (U.S. Marine Corps). Watch a recording of this conversation by scanning the QR code to the right.



Friends of Public Radio Arizona Board Members

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Rachel Sahlman (Vice Chair)
APS (Retired)

Gail Bradley (Treasurer)
Northern Trust (Retired)

Betty Hum (Secretary)
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Suzanne Pfister (Immediate Past Chair)
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Arizona Community Foundation

Christina Worden
SRP

Adriane Youngblood
Clear Channel Outdoor

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

Kate Smith (Ex Officio)
Rio Salado College

The professionalism, knowledge, and quality content that KBACH provides is amazing. KBACH is a soothing balm in a chaotic world.



Courtney from Madison, Alabama, KBACH Member

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

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Vice President & General Manager

Ralph Hogan

Associate General Manager, Engineering

Al Macias

News Director, KJZZ

Matt Myers

Executive Director, SPOT 127

Ben Overbaugh

Chief Engineer

Linda Pastori

General Manager, Development
Executive Director, Friends of Public Radio Arizona

Matt Rogers

Program Director, KBACH

John Sage

Associate Vice President
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Operations Director, KBACH

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Armando Roman

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

