

ON AIR



 capradio 

# Impact Report





## Our Mission

To provide a trusted and indispensable source of information, music and entertainment while strengthening the civic and cultural life of the communities we serve.

## Our Vision

We aspire to be the most valued public service in our communities, providing the insights, perspectives and human connections they need to navigate life with confidence.



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July 1, 2019 – June 30, 2020

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# Together We Are Public Radio



I've always taken great pride in being part of a public service organization whose mission revolves around keeping our communities informed and connected, as well as providing moments of respite through stories that inspire and music that elevates the spirit.

It's hard to fathom the number of historic events that took place in the past year, from wildfires and a presidential impeachment trial to a global pandemic and social justice protests. In a time of unprecedented change, uncertainty and economic fragility, we were able to keep our staff intact while increasing our on-air and digital services—all because of your unwavering support.

I am truly in awe of how our dedicated staff responded to these events, rising up to the challenge in order to serve our communities during the most disruptive moments in our lives. To meet these moments, our newsroom increased to seven-days-a-week reporting, doubled daily newscasts and routinely covered Governor Gavin Newsom's press conferences; we expanded digital content, social media and newsletters to better serve the public based on shifting habits; and our music hosts were at the station every day to ensure our listeners always had a place of comfort and reprieve during trying times.

While I am inspired by the extraordinary response that our organization had during an extraordinary year, I am both grateful and humbled that our commitment to public service is supported by our equally extraordinary members. This important role that we play as an anchor institution in the region—one that our communities count on each day—is made possible by people like you who believe that public radio is essential to our democracy and our souls.

As we look toward the future, we will leverage our integrity and commitment to public service as tools to illuminate the world around us with fact-based information, broader perspective and deeper understanding. We will commit to being the region's connective tissue, bringing diverse voices and cultures together—and turning up the volume for those who aren't always heard. We must look at the world through a lens of kindness and empathy, with a sense of optimism for a brighter, more cohesive future that we can all share together.

A handwritten signature in white ink that reads "Jun Reina". The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

Jun Reina  
General Manager

# Year of Impact at a Glance

CapRadio connects with communities through seven broadcast stations, live streaming, podcasts, digital communities, live experiences and more.

62%  
MONTHLY  
SUSTAINING  
MEMBERS

38,321  
MEMBERS

332,100  
WEEKLY  
LISTENERS<sup>2</sup>

162,259  
SOCIAL MEDIA  
INTERACTIONS<sup>1</sup>



560,596

PODCAST  
LISTENERS<sup>3</sup>

2.9M

CAPRADIO.ORG  
USERS<sup>4</sup>

3.3M

TOTAL PODCAST  
EPISODE DOWNLOADS<sup>3</sup>

7.3M

TOTAL HOURS  
STREAMING<sup>3</sup>

Sources: 1 Facebook, Instagram, Twitter; 2 RRC Spring 2020, persons 12+, Mon-Sun, 6am-12am; 3 Triton; 4 Google Analytics

# Audited Financials

## Statement of Financial Position

\$4,790,997

CURRENT ASSETS

\$13,538,452

TOTAL ASSETS

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\$1,306,620

CURRENT LIABILITIES

\$2,332,416

TOTAL LIABILITIES

\$11,206,036

NET ASSETS



## Sources of Support\*

<span style="color: orange;">●</span> Individual Support	\$6,877,089
<span style="color: teal;">●</span> Corporate Support	\$2,592,770
<span style="color: purple;">●</span> Grants	\$2,881,085
<span style="color: yellow;">●</span> Other Gifts	\$2,706,868

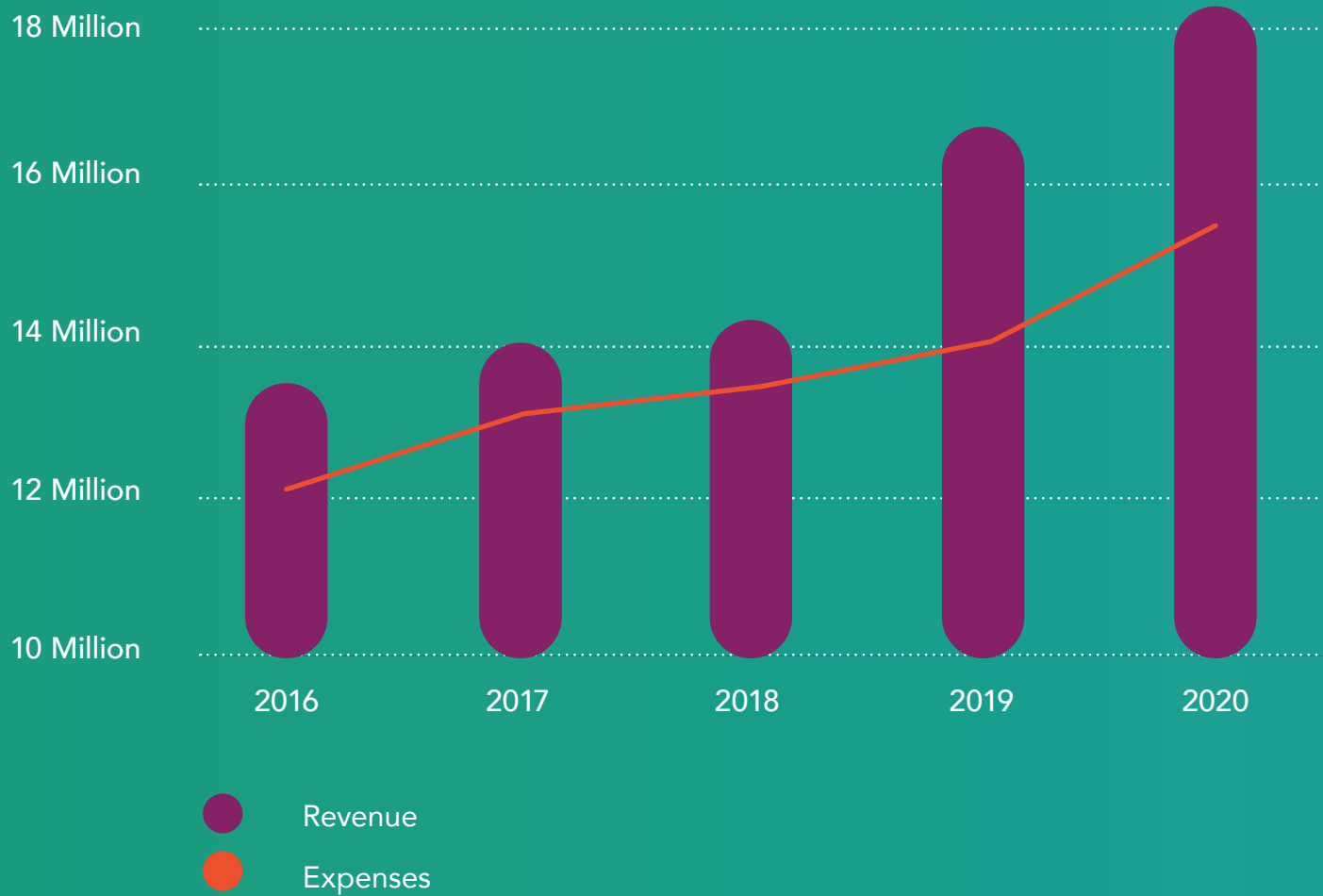


## Expense Allocations\*

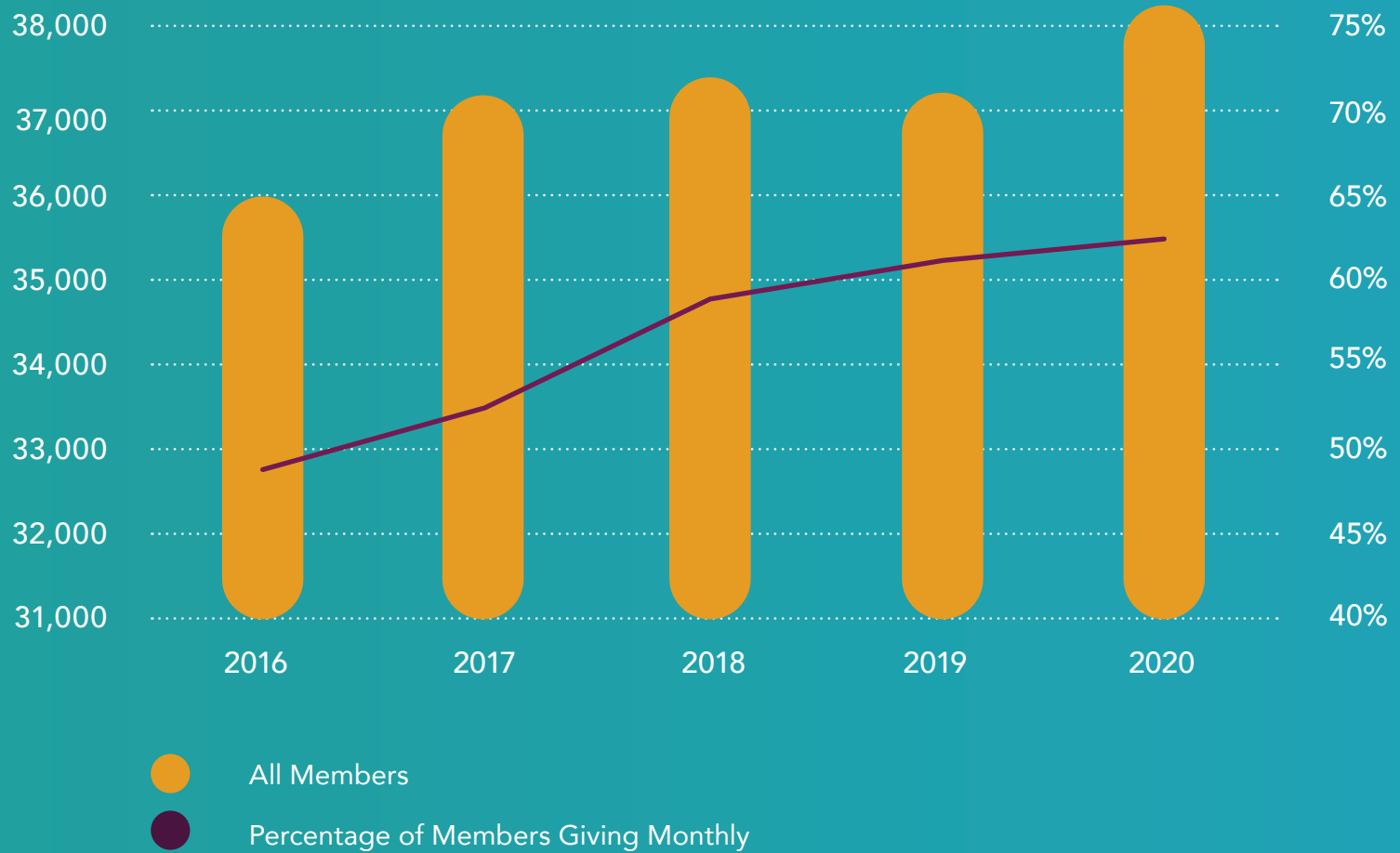
<span style="color: green;">●</span> Programming	\$7,250,031
<span style="color: red;">●</span> Marketing	\$1,434,508
<span style="color: orange;">●</span> Development	\$1,879,705
<span style="color: blue;">●</span> General & Administration	\$1,504,693

\*Excludes in-kind and non-cash contributions

## 5-Year Revenue & Expenses Trend



## 5-Year Membership Trend





# Major Supporters

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# Legacy Circle

Our Legacy Circle recognizes those who have included CapRadio or the CapRadio Endowment in their will or estate plan. We are honored to have earned their support as they help build a bridge from one generation of public radio listeners to the next.

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Anonymous (28)

\* Denote those who  
have passed.



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# CapRadio Endowment

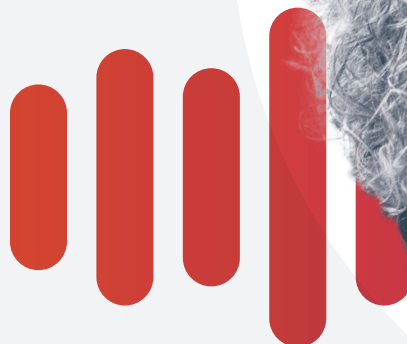
\$15,000+

The CapRadio Endowment, now totaling nearly \$2 million, is a permanent, self-sustaining funding source with the sole purpose of advancing the mission of CapRadio. We sincerely thank those who have contributed \$15,000 or more to the Endowment during their lifetime or through a Legacy Gift.

Lisa A. Bader  
Phyllis J. Bokan\*  
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Sacramento  
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have passed.*





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\$15,000+

The Acton Family Foundation  
The California Endowment  
The California Health Care Foundation  
The California Wellness Foundation  
The James Irvine Foundation  
The Overlook Foundation

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