



2023 IMPACT REPORT

Reporting Period: July 1, 2022 - June 30, 2023



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Our Supporters

A Note from Our President and General Manager

On behalf of everyone at CapRadio, I am proud to share our Annual Impact Report. This past year has been an extraordinary journey for us, filled with both incredible accomplishments and difficult challenges.

We told stories that enlivened minds and enriched our community. We expanded local journalism to help those in our region gain a deeper understanding of the place they call home. We investigated the failures of the U.S. Forest Service after the Caldor Fire, prompting a bipartisan group of Congress members to demand answers.

While our impact and achievements stand on their own merit, they have been partially overshadowed by the serious financial situation that we currently face.

As we work closer than ever with Sacramento State to take swift and decisive action to get our house in order and ensure that we never find ourselves in this position again, one thing is abundantly clear: Our commitment to public service has not faltered — and it will not falter.

A rare and cherished gift for inquiring minds, CapRadio serves our community as a trusted and reliable resource that informs and educates. And we will continue delivering on our mission with the support of our community.

One of the last bastions of independent, local media free from outside influences, CapRadio's public services are more important than ever. To our valued donors and audiences, your ongoing support and generosity will preserve the gift of public media now and in the future.

Thank you for your commitment to CapRadio.



Tom Karlo
Interim President & General Manager



“A rare and cherished gift for inquiring minds, CapRadio serves our community as a trusted and reliable resource that informs and educates. And we will continue delivering on our mission with the support of our community.”

Tom Karlo

Interim President & General Manager

BY THE NUMBERS

Serving People in More Ways

380k
average monthly
broadcast listeners

Source: Nielsen

200k
average monthly visitors to
CapRadio.org

Source: Google Analytics

20k
average monthly podcast
listeners

Source: Triton

78k
followers on social media

3k
daily active users on the
CapRadio app

23k
opt-in newsletter subscribers

Powered by Member Support

65%
the percentage of all CapRadio Members who give
ongoing monthly support

86%
the percentage of renewing CapRadio Members
who maintained or increased their support



“I depend upon CapRadio for news and perspective on the events of the community and political implications of actions locally and globally.”

Elba
Elk Grove, CA

LOCAL IMPACT OF CLIMATE CHANGE

As the number of climate-induced disasters continues to increase, communities are being pushed to make decisions on how to navigate current climate issues and prepare for what is to come. CapRadio focused on delivering essential updates to the communities we serve, allowing them to safely navigate issues like heat waves, severe flooding and multi-day power outages.

CapRadio journalists also educated communities on the far-reaching consequences of climate issues and fostered conversations around policy by sharing expert opinions, personal stories from impacted communities and data that provided audiences with a comprehensive picture of these events.

01

letter from Congress members citing CapRadio's investigative reporting that demanded accountability from the U.S. Forest Service.

310,850

people accessed stories related to the climate on CapRadio.org.

Source: Google Analytics

54

segments on *Insight with Vicki Gonzalez* related to climate coverage.



“Northern California was hit with all kinds of extreme weather, from intense heat waves to wind storms that toppled trees. But CapRadio did more than document these events. We pointed our audiences to immediate resources and brought context to the issues, digging into government response and the connection to climate change.”

Manola Secaira

Environment Reporter

Andrew Nixon | CapRadio

Atmospheric Rivers Hit Northern California

Atmospheric rivers devastated Northern California; they led to deaths, massive flooding, major power outages and \$3.9 million in response costs for the city of Sacramento.

CapRadio journalists provided important updates to help people safely navigate the storms and the damage they caused, delivering timely information on evacuation warnings, warming center locations and utility outages. CapRadio's coverage also dove deeper into the impacts felt throughout our communities by speaking to residents in the Sacramento region, including the unhoused, to document and share the challenges they faced.



Andrew Nixon | CapRadio



Wildfires and Their Aftermath

The CapRadio newsroom kept communities safe from wildfires with the latest evacuation information, updates on air quality and official information. To provide a deeper understanding of these fires' true impact, CapRadio reported on stories such as the importance of cultural burnings, how wildfires create their own weather and why low-income communities are at a higher risk.

Additionally, a year-long CapRadio investigation, in collaboration with The California Newsroom, found that the U.S. Forest Service mismanaged a plan that could have protected Grizzly Flats from the 2021 Caldor Fire destroying more than two-thirds of the town. The Murrow Award-winning reporting was cited by Congress members in a letter to the Forest Service Chief that labeled the agency's failures as "particularly egregious" and demanded accountability.

Grappling with Heat Waves

A warming climate means more frequent and severe heat waves. Last year, downtown Sacramento recorded the highest temperature since 1925 — 116 degrees. CapRadio helped Sacramento area residents stay informed, safe and healthy with details on cooling center locations, tips to help avoid blackouts and more.

Beyond important updates to the public, CapRadio reporters examined the long-term impact of heat waves on our region, including how they put marginalized communities at higher risk of repercussions due to inadequate infrastructure.



CALIFORNIA'S MIDTERM ELECTION



Andrew Nixon | CapRadio



“Local government decisions directly affect everyday life. City and county elected officials make decisions like what public safety programs to fund and where to build housing. CapRadio staff worked together to provide our audiences with the important facts in even more ways.”

Kristin Lam

Sacramento Government Reporter

In the 2022 midterm elections, the Sacramento region voted on issues such as a new U.S. senator, the guaranteed right to abortion and whether or not to ban homeless encampments. To educate the region's voters, CapRadio shared conversations with those most affected by specific policy changes, candidate profiles and breakdowns of what was on the ballot, focusing on the local level.

In an effort to make this important information accessible to more people in our communities, and to encourage active involvement in the electoral process, CapRadio developed a video series for social media and created a mobile-first digital voter guide. These resources helped provide relevant and engaging ways to stay informed and prompt voter participation on Election Day.

158,758

average weekly listeners tuned in to our news broadcasts during our core midterm election coverage.

Source: Nielsen

51,135

views on 12 CapRadio election videos shared across social media platforms.

Source: Sprout Social

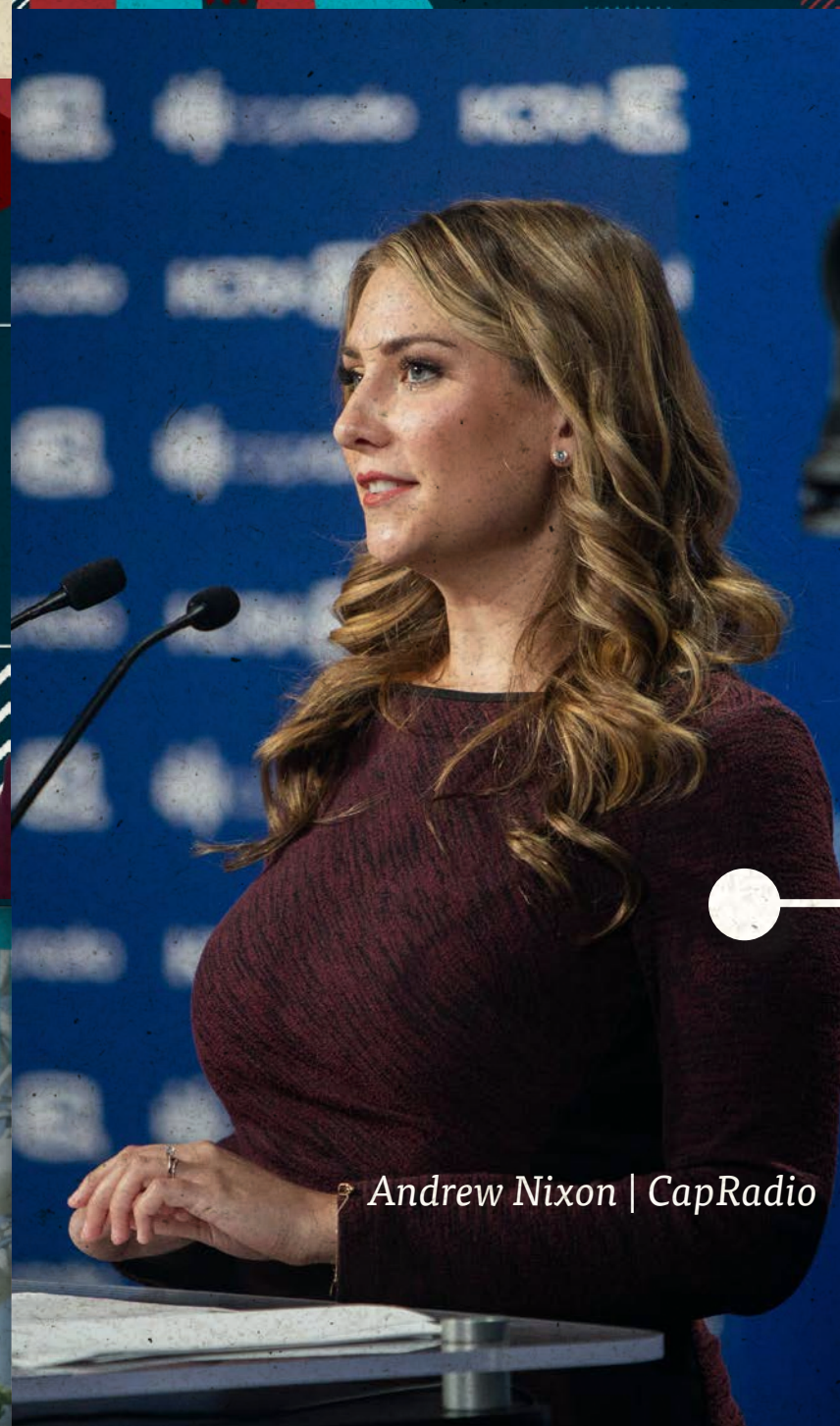
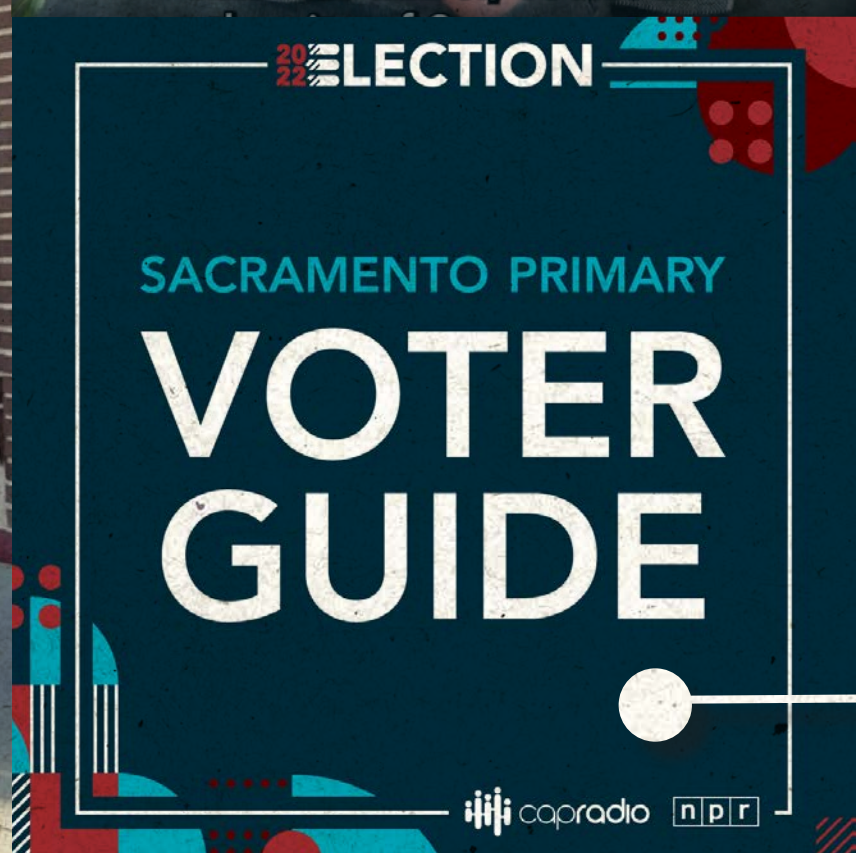
167,569

people utilized our midterm election resources on CapRadio.org.

Source: Google Analytics

Kristin Lam (center), Sristhti Prabha (below) and many other CapRadio reporters delivered integral reporting on local media races across social media platforms.

Nicole Nixon (bottom right) co-hosted a live debate in partnership with KCRA 3 between Kermit Jones and Republican Assemblymember Kevin Kiley.



Engaging Younger Audiences

As social media's role as a source for news and information grows, CapRadio leveraged these platforms to reach younger and more diverse audiences. CapRadio created and shared content specifically for these audiences and platforms, including short-form videos, to provide essential information for Election Day and encourage participation. These videos primed voters with knowledge on local issues, such as what candidates could be making major decisions in local school districts and what key issues Sacramento voting districts faced as they prepared to vote for a new city council member.

Navigating the Ballot

To provide the Capital region with the information they needed to cast informed votes and to foster a more involved and educated public, CapRadio launched a centralized Election hub. This resource offered fact-based, reliable information and digital stories that provided deep dives into various measures and candidates, a voting location map, answers to common questions, a voting guide and articles that shared personal stories from the community about being active in the electoral process.

Insights into Local Candidates

CapRadio conducted interviews with candidates and partnered with KCRA 3 on a televised debate with District 3 candidates, enabling voters to explore the backgrounds of those running along with their qualifications and policy positions. With a local focus, we featured candidates like those running for regional school boards or California's Assembly 10th District. CapRadio also spoke to recently elected officials as they reflected on their anticipated contributions to their upcoming roles.

HEALTH IN OUR COMMUNITIES



Jay Eddings, 15, with her father, Levi, talk about navigating change and continuing school after COVID protections ended.

Andrew Nixon | CapRadio

In the past year, the region faced a growing fentanyl epidemic, a youth mental crisis and the end of California's COVID State of Emergency. CapRadio journalists educated and informed our communities by telling stories focused on the people impacted by these issues, breaking down the legislative complexities and sharing important resources.

255,067

people accessed stories related to the health of our communities on CapRadio.org.

Source: Google Analytics

16

segments on CapRadio's *Insight with Vicki Gonzalez* covering the fentanyl epidemic, mental health in schools and COVID.



"CapRadio goes granular — featuring the faces behind the region's most pressing healthcare issues. Above all, we help Sacramento residents navigate the healthcare system and clarify why things are the way they are and where change can be made."

Kate Wolffe
Healthcare Reporter

The Fentanyl Epidemic



As fentanyl's grip on the Sacramento region grew, so did the number of families battling the devastation of overdose. Going beyond the statistics, CapRadio's approach to storytelling — sharing personal stories and community-based initiatives — helped show the realities of the fentanyl epidemic felt in our communities.

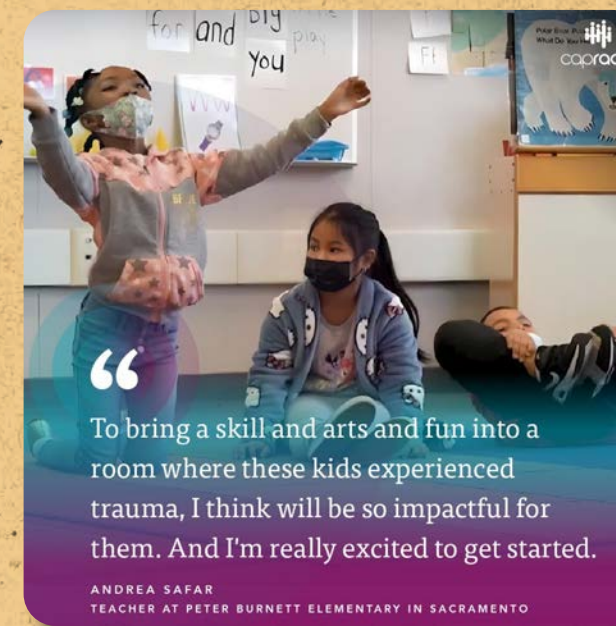
CapRadio provided educational resources on the life-saving drug Narcan, including where to find it, so the public could be equipped and prepared to respond during an overdose. Addressing demands for legislative action around the drug, CapRadio explored challenges faced by bills and reported on the first California murder conviction of a fentanyl dealer.



Mental Health in Schools

The COVID-19 pandemic exacerbated the difficulties already felt by students in underserved communities. Remote learning, pandemic worry and family deaths all contributed to a youth mental health crisis across the Sacramento region and California.

CapRadio shared these students' stories, highlighting their obstacles. We featured organizations using holistic approaches to improve academic and emotional well-being. Our reporting underscored the need for comprehensive support, including healthcare resources and arts education.



The End of COVID Protections

California's COVID State of Emergency ended on February 28, 2023. Through first-hand interviews and data on continued spread and financial impacts, CapRadio helped depict the evolving landscape and its repercussions on various aspects of life, including healthcare and food assistance. CapRadio reporters compiled resource lists and answered common questions, empowering our communities to make informed decisions and navigate these changes.





“Thank you for always helping me be better informed, more relaxed and more motivated to help make positive change in our world.”

Sharon
Folsom, CA

Feelings of anxiety and helplessness associated with the constant feed of overwhelmingly negative and sensationalized news content have grown significantly over the last several years, and with them, the need for connection and community.

CapRadio identified this need and increased efforts to produce locally relevant content that helps people navigate their daily lives and gain a deeper understanding of the world around them while offering a more positive state of mind.

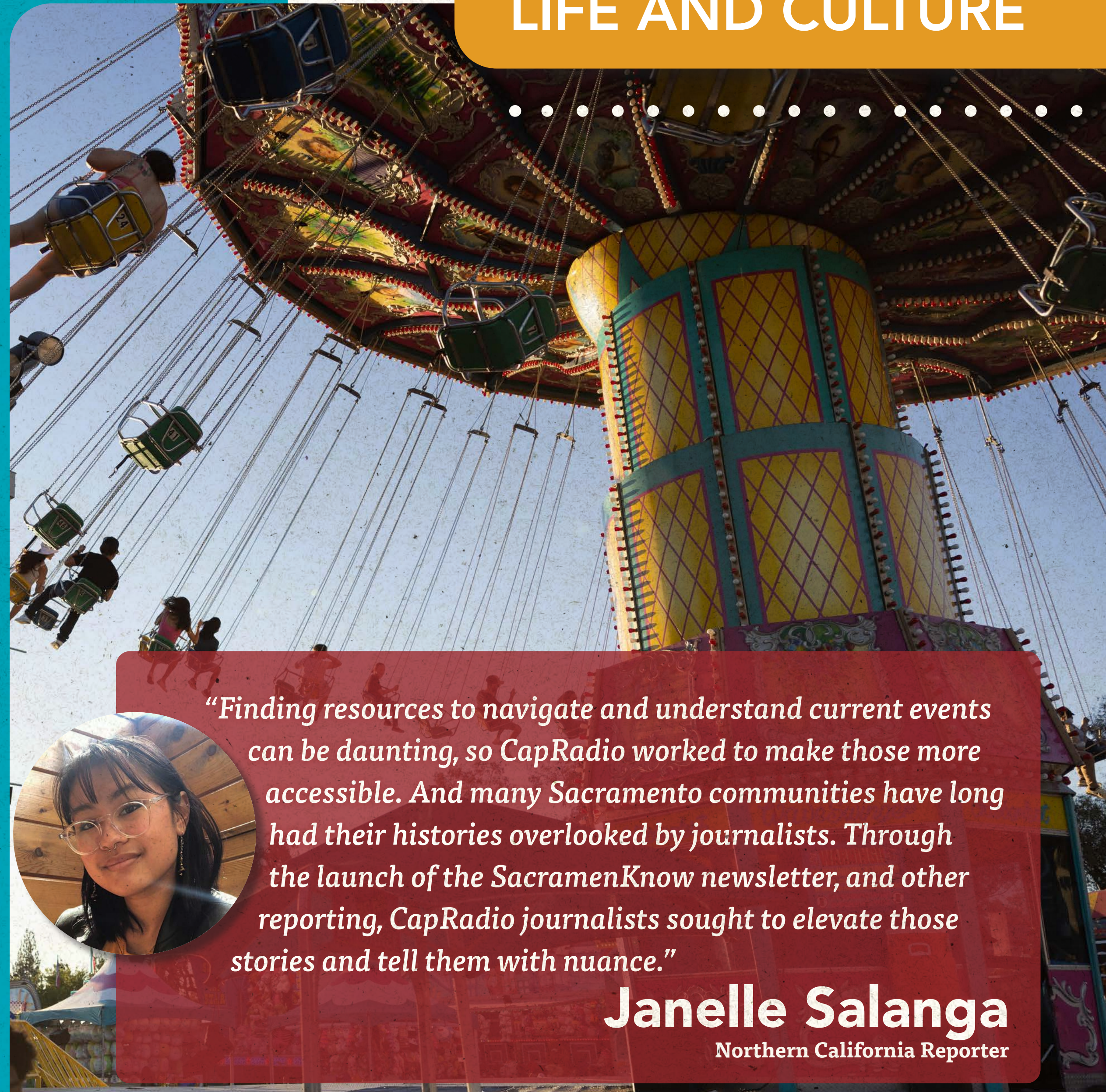
CapRadio helped inform, educate and entertain audiences through the power of storytelling, celebrating homegrown talent, sharing interesting facets of the region and elevating voices from our local communities.

02 new podcasts launched to tell thought-provoking stories and elevate community voices.

01 newsletter launched to help those in the Sacramento region connect with the place they call home.

54,600 average weekly listeners during our Women in Music initiative.

Source: Nielsen



“Finding resources to navigate and understand current events can be daunting, so CapRadio worked to make those more accessible. And many Sacramento communities have long had their histories overlooked by journalists. Through the launch of the SacramenKnow newsletter, and other reporting, CapRadio journalists sought to elevate those stories and tell them with nuance.”

Janelle Salanga
Northern California Reporter

NAVIGATING LIFE IN THE REGION

Welcome to SACRAMENKNOW

As CapRadio focuses on expanding and diversifying our local news and information offerings, we identified an opportunity to serve people in the Sacramento region who want a deeper connection and understanding of the place they call home.

Using an audience-first approach that solicited feedback directly from communities in the region, CapRadio developed and launched the *SacramenKnow* newsletter. Sent every Tuesday and Thursday morning, the newsletter provides a more personal and digestible way to stay informed, involved and entertained in Sacramento.

In each send, CapRadio's Claire Morgan and Janelle Salanga provide an in-depth story and the latest information on what's happening in the region, looking at what's going on, why it's important and how to get involved. Readers also receive fun tidbits about local legends, fascinating local tales and ways to engage with the editors.

69%
average open rate
Source: MailChimp



"I am very pleased with the new SacramenKnow newsletter, and this motivates me to increase my support. I deeply appreciate the local coverage of Sac news and local culture provided by CapRadio."

Karen
Sacramento, CA



Talk Soon!



Claire Morgan kicks off the newsletter with a fascinating story about the pronunciation of Sacramento





Navigating the Local Music Scene

As the COVID pandemic entered a new phase and in-person gatherings became more commonplace, CapRadio addressed a growing interest in the community for live concerts. Activating the expertise of our music staff, CapRadio showcased local musicians and delivered local concert recommendations via social media and weekly segments on *Insight with Vicki Gonzalez*. The initiative helped foster engagement, bolstered support for local talent and heightened appreciation of the Sacramento music scene.

121,701
people reached with local music social media posts.
Source: Sprout Social

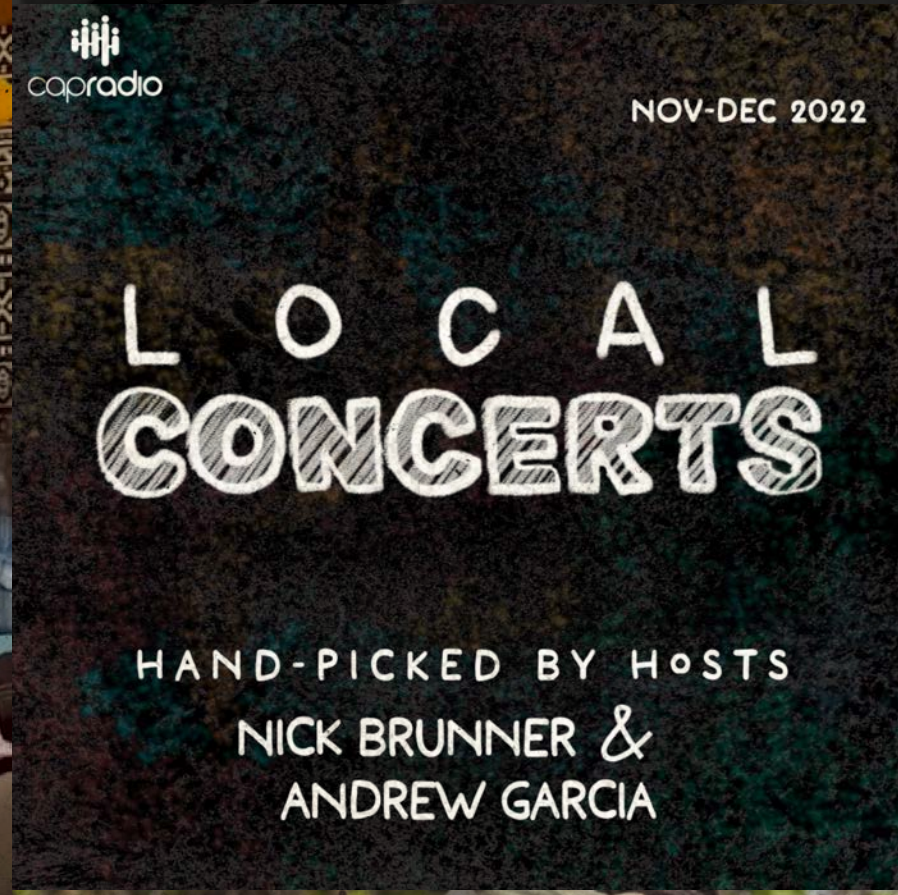
32
social media posts related to local musicians and concerts.
Source: Sprout Social

 **asimmons422** 35w
I discovered Future Teens and went to their show thanks to Andrew Garcia's last recommendation! 

2 likes Reply



Future Teens have this uncanny knack to take rather heavy subject matter like sobriety, relationships and depression and craft them into these beautiful, poppy little indie-rock tunes. Short, sweet, and infinitely relistenable, Future Teens' songs will sound even better live, with a room full of fans singing along.

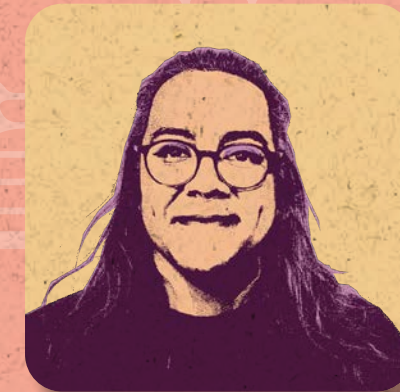
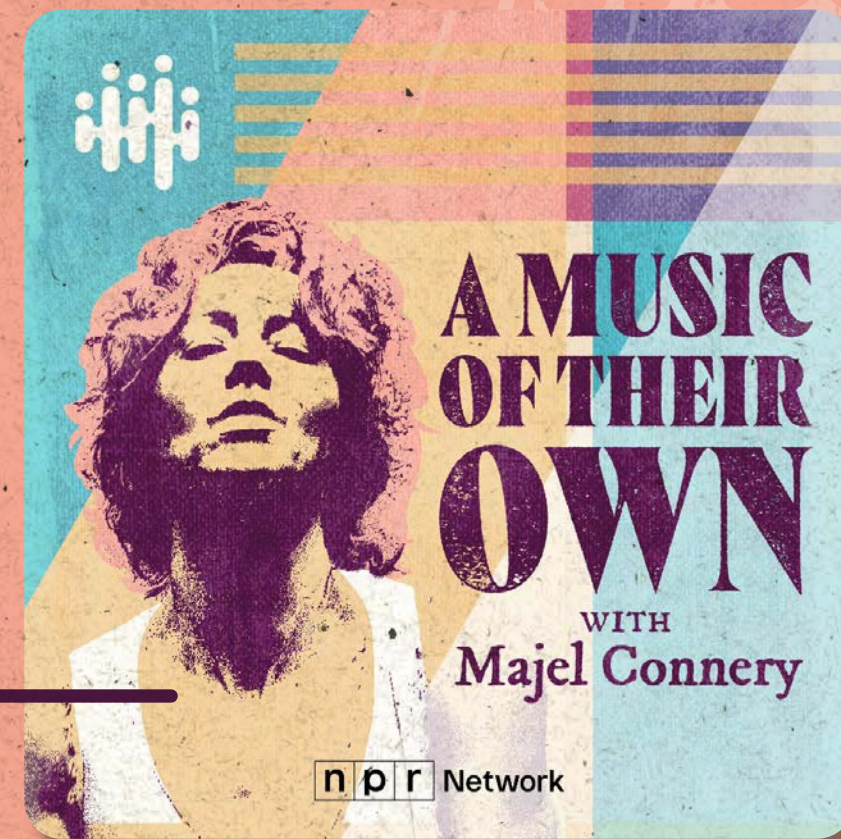


RECOGNIZING WOMEN IN MUSIC

A MUSIC OF THEIR OWN

CapRadio partnered with music industry veteran Majel Connery to develop and launch *A Music of Their Own*, a limited-series podcast that elevates the voices of extraordinary women in music. Through relatable stories and frank discussions with female-identifying composers, artists and creators, *A Music of Their Own* highlights the need for parity in the industry as well as the incredible accomplishments of these women at the top of their field.

The six-episode podcast focused on classical music — an industry where only 12% of the music programmed by American orchestras over the last year was written by women. In a **bonus episode**, CapRadio partnered with Anne Midgette, the former chief music critic at the Washington Post, to examine the #MeToo movement's impact on classical music, revealing the ousting of influential men in the industry due to Midgette's advocacy.



Thank you! Jan 15, 2023
 ★★★★★ 40somethingfolkierockerfellow
 Great show, really enjoyed the interview with Sarah Kirkland Snider. Really good to hear her perspective about the extra challenges female composers face. Hearing that she faced criticism for writing music with an emotional impact is horrifying and also baffling. Not sure how emotionally affecting music is negative, but it shows gender bias can create views to support itself even if the view seems senseless. I hope the young female composers take heart from Ms Snider's experience and shared wisdom.

2023
Best Interview Podcast
Award Winner
 Public Media Journalists Association

Generously Supported by:
 AcademySTAY • Justine Cameron • Comcast
 Mary Fallon and Lance Berquist • Barbara Gardner and Robert Poeschel
 Jim Kirstein • Carl and Sue Miller • Tom and Hedda Smithson
 Laurie and Howard Webb

Women's History Month

CapRadio celebrated Women's History Month with our *Women in Music* initiative. The month-long special treated listeners to some of the most influential and trendsetting artists in the industry, sharing more about them and their music with commentary from CapRadio's expert hosts.

Composers like Florence Price — the first Black woman to have her music performed by a major American orchestra — and Jessie Montgomery — a rising star who was the most programmed living composer in the 2021 season with 51 performances — were part of the lineup that aired throughout the month of March.

CapRadio also conducted weekly interviews highlighting local Sacramento-area musicians who are making a creative impact in their communities. The features were specifically produced for radio and streaming platforms ([audio](#)), social media platforms ([short-form video](#)) and digital platforms ([written articles](#)). The musicians included Deborah Pittman, Natsuki Fukasawa, Casey Lipka and Alicia Hall.

Since 2018, CapRadio has focused on raising the profile of underrepresented composers in a major shift to our music programming. As part of this effort, CapRadio increased the airtime of music written by women by 700% over the last five years, now making up 11% of our daily classical programming. Initiatives like *Women in Music* are designed to introduce even more listeners to exceptional artists and music that they may not discover elsewhere.

4 hrs & 30 mins

the average time spent listening daily to CapRadio music stations during Women's History Month.

Source: Nielsen



posts on social media related to local women in music.

Source: Sprout Social



Women in Music



Florence Price



Cécile McLorin Salvant



Billie Holiday



Caroline Shaw



Jessie Montgomery

"I LOVE CapRadio — thank you for providing amazing hosts who introduce me to the composers, especially women and composers of color, who have created beautiful classical music. I listen to CapRadio every day as I am working. It is absolutely delightful."

Katherine
Gualala, CA

HIGHLIGHTING UNIQUE COMMUNITY EXPERIENCES

Mid Pacific



CapRadio's Sarah Mizes-Tan used her own lived experience as the inspiration for the limited-series podcast *Mid Pacific*. Drawing on the questions and struggles she — and many of her friends, family and colleagues — experienced with identity, Mizes-Tan set out to discover how others navigate the challenges of living in a liminal space and what unites everyone in this broad category known as Asian American.

Through personal stories and commentary from people familiar with the AAPI immigrant experience, Mizes-Tan unwrapped the history of the term, what it signifies today and how Asian Americans can define their own experience. Sharing voices from the vast diaspora, *Mid Pacific* illuminated how food, relationships, politics and more influence the idea of Asian American identity.

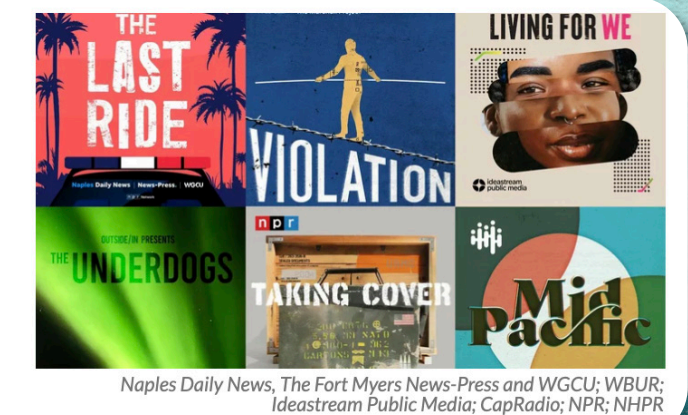
280,000 downloads
Source: Chartable

CULTURE

New and noteworthy public media podcasts to check out this month

by THE NPR ONE TEAM

April 14, 2023 • If you're in the market for a new podcast, the NPR One team has you covered with these can't-miss picks from across public media.



Amazing!!! Such an important podcast!!!

★★★★★

Apr 20, 2023

Okonkwo esquire III

This podcast so eloquently delves into the complexities of the Asian American experience. I am an Asian American and this podcast made me feel so heard and seen. For those who aren't Asian American, there's a lot of misunderstanding about who we are as a racial group. Even confusion amongst ourselves about who we are! There isn't much room for the voices of asian Americans and not much willingness by others to listen to our stories. This podcast goes into the many layers of what it means to be Asian American beyond what is usually portrayed in American media.

Generously Supported by:

Comcast

Charles Robuck and Trish Brandt-Robuck

Shiro and Asuka Suzuki

Local Community Engagement

In 1964, Sacramento annexed North Sacramento into District 2. Local residents view the annexation as a poor decision, eroding the small-town governance that once allowed them to thrive. Instead of the water and police protection they were promised, they suffered neglect from elected officials and inequities in resources provided by the city, including basic infrastructure like street lights and sidewalks. CapRadio journalists spent nearly a year meeting with residents, listening to their concerns, frustrations and ideas for the future.

Among these challenges was an investigation into the district's city council member, Sean Looee, for allegedly residing in a million-dollar home in Granite Bay instead of the district he represents, violating residency requirements. CapRadio uncovered nine police complaints of parties, stolen cars and a gun at Looee's North Sac residence when there were accusations that he was renting out his home.

This work of community listening developed into a series of digital articles, social media posts and a series on CapRadio's *Insight with Vicki Gonzalez* to share the voices of North Sacramento and look at solutions they are creating.

40

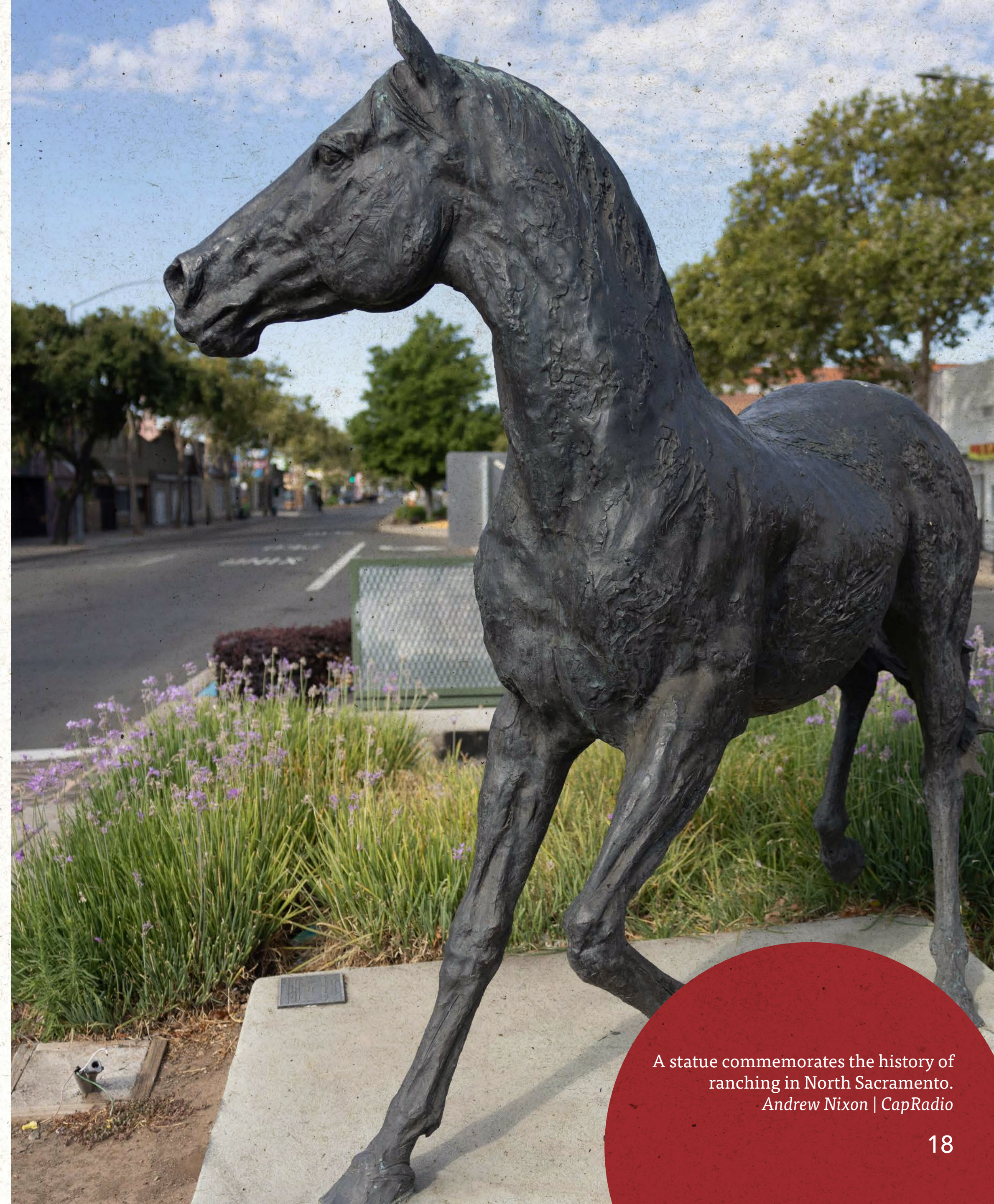
radio, digital and social stories published related to North Sacramento.

Source: Google Analytics and Sprout Social

"The annexation was a disaster for us, it just let the potholes grow and let the poverty rise and the crime rate rise. ... It was a place for the city of Sacramento to put everything bad."

Bob Slobe

North Sacramento resident

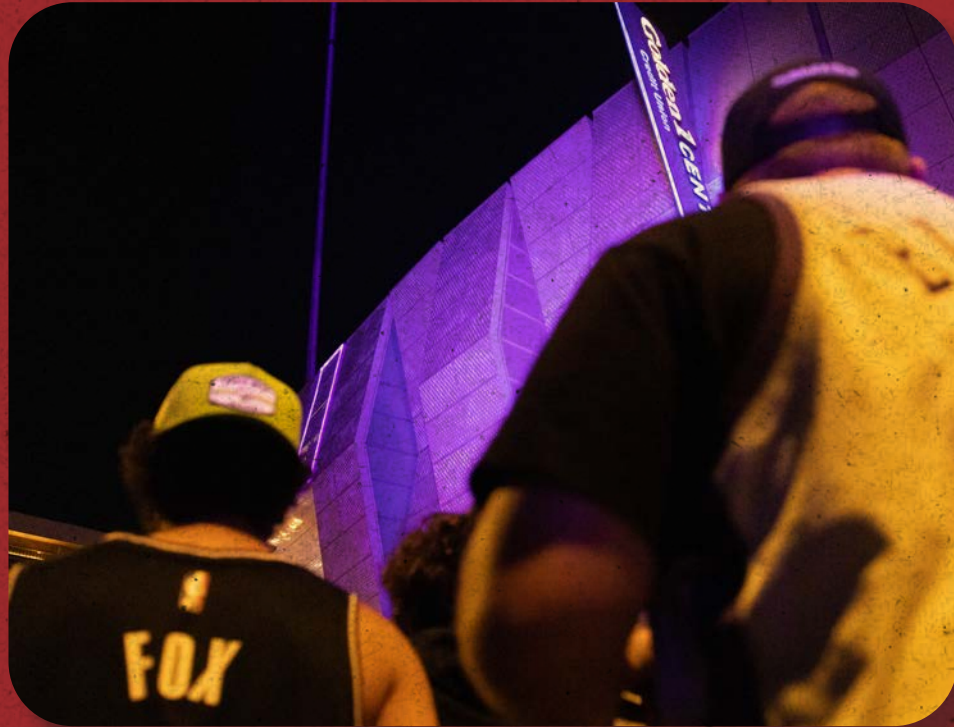


A statue commemorates the history of ranching in North Sacramento.
Andrew Nixon | CapRadio



King's Playoffs

The Sacramento Kings clinching a playoff spot marked a historic and exhilarating moment for the region, finally bringing an end to their 16-year playoff dry spell. People united in support for their beloved home team chanting “light the beam”—some even got tattoos commemorating the moment. Local businesses had themed drinks and discounts. CapRadio was in the streets to capture the palpable team pride and the ripples it created throughout the region.



Frank Fat's



Since 1939, Frank Fat's has been a beloved dining institution and cultural fixture in Sacramento, and over the years the restaurant has played host to some of the state's biggest political names — even being called the “third house” in the California Legislature. Frank himself was known to give the perspective of the local Chinese community, which oftentimes wasn't heard. CapRadio reflected on the restaurant's history, including its famous banana cream pie.



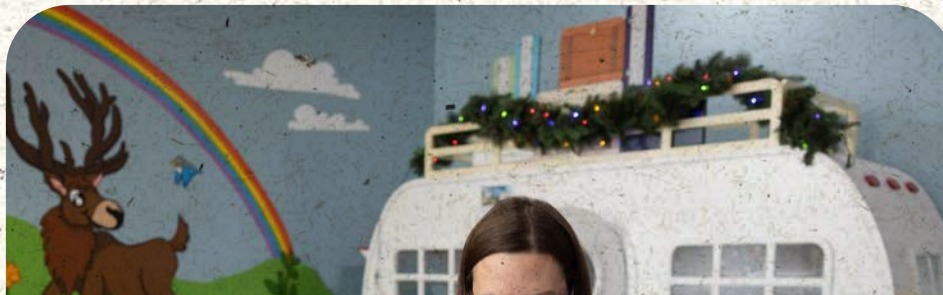
Joyce Adams-Watkins

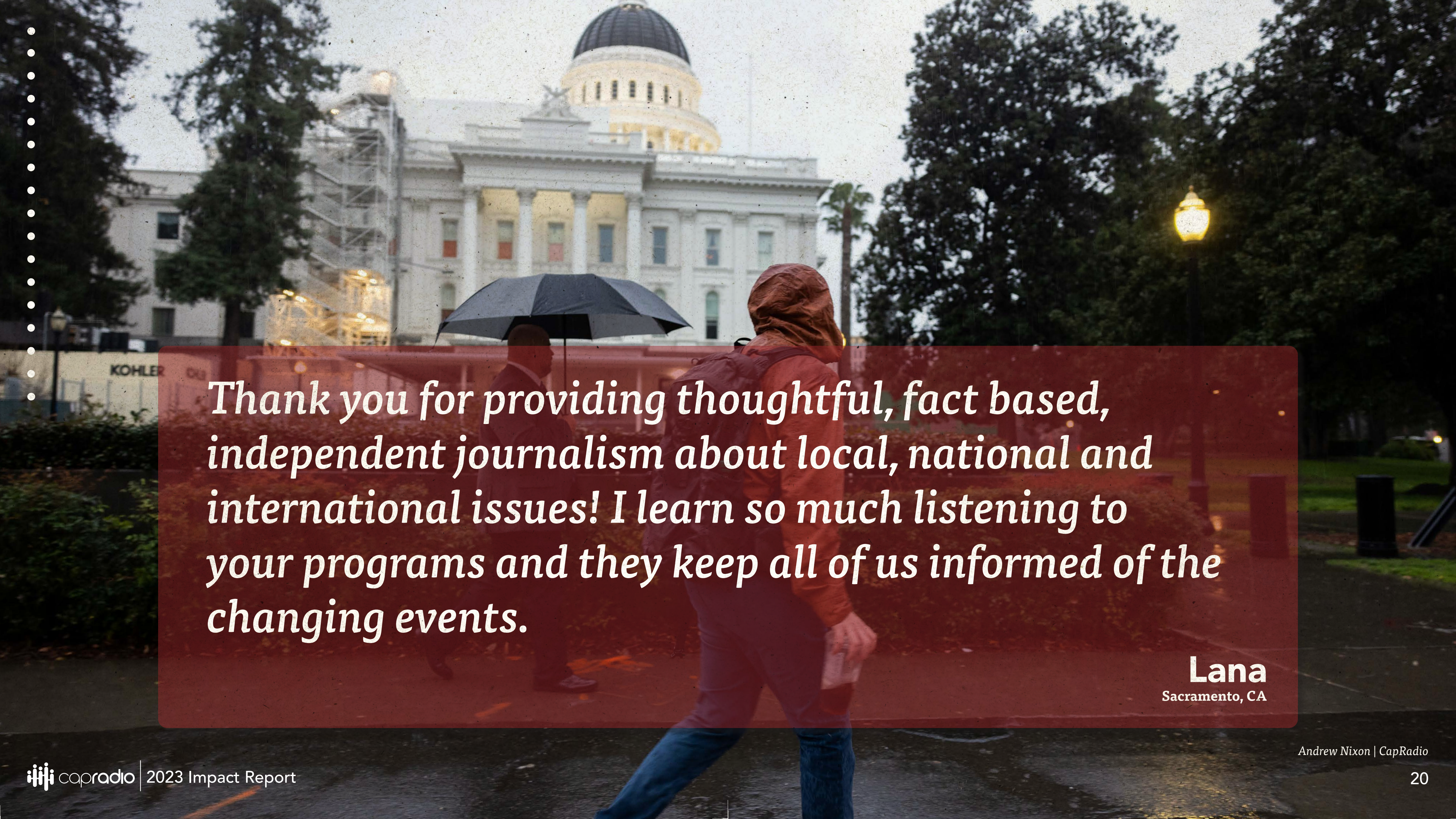
In her 43 years with the Sacramento Regional Transit District, Joyce Adams-Watkins has done more than drive buses. The SacRT's longest-tenured employee has learned how to be patient, show understanding for others' situations and laugh at herself when needed. With Joyce's story, CapRadio opened a window into the life of a Sacramentan who is at the heart of the city.



A Seat at the Table

When Emily Autenrieth moved to Elk Grove, she was struggling to find places where her queerness and her son's autism were fully embraced — sparking the idea for bookstore and cafe A Seat at the Table. In its first year of business, the space became a hub for reading groups, community events and educational conversations centered on awareness months and civic engagement. The store makes space for marginalized identities and people of all ages to be celebrated, and it even helped to organize Elk Grove's first Pride weekend. CapRadio profiled this organization and brought attention to the role it has played in serving underrepresented communities.





Thank you for providing thoughtful, fact based, independent journalism about local, national and international issues! I learn so much listening to your programs and they keep all of us informed of the changing events.

Lana
Sacramento, CA

AWARDS AND RECOGNITION

Excellence in Journalism Award for Investigative Reporting

After The Assault

The Society of Professional Journalists' Northern California

Investigative Reporting Award

BURNED

The Society of Professional Journalists' Northern California

James Madison Freedom of Information Award

BURNED

The Society of Professional Journalists' Northern California

Regional Edward R. Murrow Award - News Documentary

BURNED

Radio Television Digital News Association

Best Interview Podcast Award

A Music of Their Own

Public Media Journalists Association

Best Daily Politics Reporting - Audio/Radio

California Democrats can't agree on how to use the budget surplus to offset gas costs

Sacramento Press Club

THANK YOU

All of us at CapRadio would like to thank you for your support over the years. Your continued generosity has helped us create more informed, involved and educated communities. We could not do what we do — each and every day — without you!



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Joyce Ratner
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Anonymous

Benefactor's Circle \$20,000+

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Thomas and Hedda Smithson

President's Circle \$10,000+

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Suzanne Trimble
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Buzz Wiesenfeld
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United Way California Capital Region

Producer's Circle \$5,000+

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Richard and Maisie McGill
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Walter and Ann Stone
Anthony and Joan Stone
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Brian Witt and Vivian Long
Danny Yen, M.D.
Ayers Giving Fund
Balanced Body, Inc.
Runyon Saltzman & Einhorn, Inc.
Schwab Fund for Charitable Giving

Tower Circle \$1,500+

Jack and Karin Aguilar
Ruth Alexander
Bena and Karimi Arao
Paul and Constance Batterson
Lorelei Bayne Yacur
Robert and Susan Benedetti
Herum and Anna Lee Bjork
Ruth Blank and Chris Spanos
Sandra Blazer
Troy Bowers and Susan Calhoun
John and Annie Bowler
Laura M. Boyer
Terry and Karen Brown
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