



IMPACT REPORT



REPORTING PERIOD: JULY 1, 2021 – JUNE 30, 2022

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TABLE OF CONTENTS

GENERAL MANAGER ADDRESS	3
2022 BY THE NUMBERS	4
ESSENTIAL PUBLIC SERVICES	6
LOCAL IMPACT OF MAJOR NEWS EVENTS	16
COMMITMENT TO OUR COMMUNITIES	22
AWARDS & RECOGNITION	25
AUDITED FINANCIALS	26
THANK YOU	27
OUR SUPPORTERS	28



During a year filled with even more uncertainty — a mass shooting in downtown Sacramento, the California gubernatorial recall election, another devastating wildfire season, the ceaseless coronavirus pandemic, invasion of Ukraine — I was inspired each day by our staff's unwavering commitment to public service.

As a mission-driven organization, CapRadio operates in service of our audience. We are devoted to offering a relevant and powerful connection to the information, insights and sense of community they need to navigate life each day. And because of generous supporters such as you, we continue delivering on this mission.

With your help, we increased our investigative reporting on wildfires that resulted in meaningful changes to public policy decisions and state actions. We partnered with other public radio stations to launch The California Newsroom. We furthered our digital storytelling to meet audiences where they are. We elevated more voices that reflect the diversity of our communities. We expanded our music programming to better represent the robust community of composers, artists and creators. Yet we still have more to do.

It is difficult to predict what the future holds. But I know, with your steadfast support, that we will rise up to serve our communities and act as an anchor throughout whatever comes next.

Our donors, staff, board members and communities — we are all part of this incredible institution known as public radio: a valuable and essential public service that is free and accessible to all. With you, we will continue to stand in service to the public. Together, we are public radio.

Thank you for your commitment to CapRadio!



Jun Reina
General Manager



2022 BY THE NUMBERS

500,000 people served each week across radio, streaming, podcasts and CapRadio.org.

Source: Nielsen Fall 2021/Spring 2022, Google Analytics, Triton Digital, July 2021-June 2022.

SERVING AUDIENCES IN NEW WAYS

2 million

The number of user sessions on the CapRadio mobile app, 14% more than last year.¹

1.1 million

The number of video views on CapRadio social media accounts, 73% more than last year.²

537,000

The number of interactions with CapRadio social posts, 18% more than last year.²

¹ Source: Public Media App Analytics, July 2020-June 2022

² Source: Sprout Social, July 2020-June 2022

POWERED BY YOUR SUPPORT

84%

The percentage of renewing CapRadio Members who maintained or increased their support.

66%

The percentage of all CapRadio Members who give ongoing monthly support.

82%

The percentage of CapRadio Sustaining Members (monthly donors) who have given for 3+ years.

YOUR TOP STORIES

MOST READ

"Newsom misled the public about wildfire prevention efforts ahead of worst fire season on record"

by Scott Rodd, June 23, 2021

Collectively, CapRadio.org readers spent more than **50 days' worth of time** reading this story.

Source: Google Analytics

MOST SHARED

"After racist videos circulate at a Roseville high school, parents call for honest conversation about the N-word"

by Janelle Salanga, June 21, 2022

Instagram users shared this story more than **1,775 times**.

Source: Instagram

MOST ENGAGEMENTS

"At least 6 dead and 10 injured in downtown Sacramento shooting"

by Nick Miller and Scott Rodd, April 3, 2022

Facebook users engaged with this story more than **3,500 times**.

Source: Facebook

MOST VIEWED

"Meet Patricia Dansby, Sacramento's very own book angel"

by Andrew Nixon, June 8, 2022

Instagram users viewed this story more than **75,000 times**.

Source: Instagram



“

Thank you for all the relevant content you work so hard to communicate to the public. I count on CapRadio as an objective news source.

Jessica
Carmichael, CA

Drought, extreme heat and reduced snowpack all contributed to another severe fire season. By July 2021, more than three times as many acres had burned compared to the previous year in California.

In August 2021, the state faced “unprecedented fire conditions” as multiple fires, including the Dixie Fire, McFarland Fire and Caldor Fire, raged on. The Dixie Fire would grow to become the state’s second-largest wildfire in its history, burning 963,309 acres.

As wildfires upended the lives of the communities we serve, CapRadio provided extensive coverage that ranged from analyzing and visually presenting the data to sharing stories that reflected the human experiences of those navigating wildfires.

WILDFIRE COVERAGE

IMPACT BY THE NUMBERS

858,850

people accessed our essential wildfire resources on CapRadio.org.

Source: Google Analytics

750,000

people reached with important wildfire updates from 175+ tweets.

Source: Sprout Social

13,250

people collectively spent over 21 days’ worth of time using our Wildfire History Map.

Source: Google Analytics

As the size and scope of wildfires continued to grow along the west coast, our reporting expanded with deeper looks into failing policies, the impact on local communities and the link to climate change, highlighting the voices of [experts](#), [Indigenous tribes](#) and communities [dealing with wildfire risk](#).

We also worked to keep our communities safe by providing the latest evacuation information, offering resources and tips about hazardous air quality and sharing other vital information across multiple platforms, including radio broadcasts, our mobile app and social media.

INVESTIGATIVE REPORTING THAT SPARKED REAL-WORLD CHANGE

WILDFIRE PREVENTION FUNDING

CapRadio's investigative reporting found that California Gov. Gavin Newsom misled the public about [wildfire prevention efforts](#) and even disinvested wildfire prevention funding before the 2021 wildfire season — the worst on record. This investigation led to Newsom and lawmakers **adding an extra \$500 million for wildfire prevention** — a last-minute change that more than doubled the existing budget deal.

SMOKE EXPOSURE IMPACT

Our first major collaborative investigation as part of The California Newsroom, [Dangerous Air](#), created a groundbreaking analysis of smoke exposure for every zip code in America, proving that smoke from western wildfires chokes vast swaths of the country. This discovery led to state and federal lawmakers announcing a plan to [introduce legislation and hold oversight hearings](#) to address wildfire smoke impacts.

WILDFIRE HISTORY MAP



Through audience surveys, we learned that people wanted to better understand how wildfires are worsening in California. However, the data is not easily accessible. To help offer a solution, CapRadio launched a tool that lets you learn about fire trends in California by visually exploring the data.

The [Wildfire History Map](#) has been one of our highest-engaged digital resources since it launched. It has been shared thousands of times, cited by researchers, used in museum exhibitions and included in university fire science curriculum.

CALIFORNIA ELECTIONS

In less than two years, Californians were asked to vote on four separate occasions. When the voting process is opaque and riddled with misinformation, it becomes exhausting.

CapRadio focused on providing essential resources and information to offer clarity about the voting process, issues and candidates during the gubernatorial recall and the 2022 primary elections.



IMPACT BY THE NUMBERS

218,400

people utilized our election resources on CapRadio.org.

Source: Google Analytics

190,250

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

Source: Nielsen, 6+ M-Su, 6a-12m, August-September 2021 and May-June 2022

43,150

people viewed our five election videos shared across social media platforms.

Source: Instagram, YouTube and Facebook

Andrew Nixon / CapRadio

CALIFORNIA RECALL ELECTION

Californians voted in a gubernatorial recall election for the first time in nearly two decades. An unordinary election such as this increases the likelihood of misinformation and confusion. The CapRadio newsroom worked to refute false claims and provide our communities with the vital information they needed to cast their ballots with confidence.

KEEPING YOU INFORMED

We launched a [Recall Election Hub](#) so voters could find fact-checked articles, candidate debates, election results, a [voting guide](#) and more. We also shared this information across social media platforms, including [YouTube](#), [Twitter](#) and [Instagram](#), to meet our audiences where they are.

BATTLING MISINFORMATION

California is one of only 20 states that allow voters to recall elected officials. As voters filled out their ballots, it was easy to encounter inaccurate information. And because a recall election is different from a regular election, many needed clarification about the process. CapRadio's PolitiFact California debunked false claims through [digital articles](#), [YouTube videos](#) and [Instagram posts](#) to sort through the facts.



COMMUNITY REPORTING

On Election Day, CapRadio reporters went to polling places to speak with community members to learn what [was important to them](#) as they cast their ballots.

CALIFORNIA 2022 PRIMARY ELECTION



With much of the media coverage focused on statewide races, it was easy to lose sight of local elections in California’s June Primary. But local elections often have a more significant impact on the communities we serve. To meet this need, the CapRadio newsroom emphasized local coverage to help create more informed and civically engaged voters in the Sacramento region.

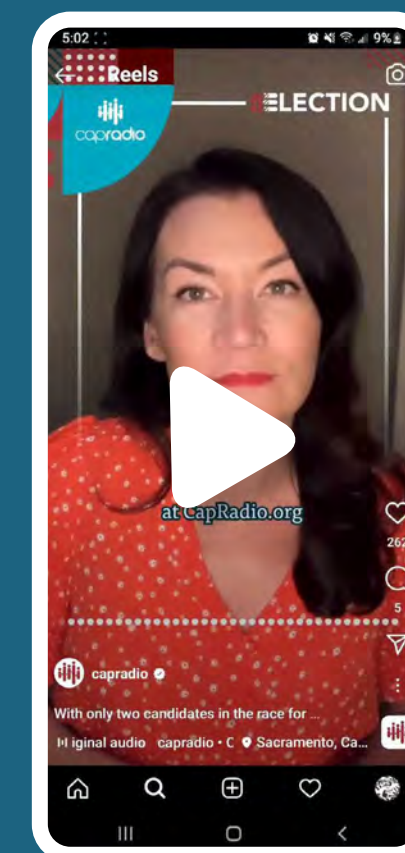
KEEPING YOU INFORMED

To keep our audiences informed on need-to-know local and statewide information, we updated our Election Hub with a voter guide, articles that took deep dives into the races and candidates, election results and more. CapRadio journalists also interviewed candidates of multiple Sacramento-area races — including the hotly contested [Sacramento County sheriff’s race](#) — to provide insight into how they think about crucial issues like [gentrification and transportation](#).

CREATING COLLABORATIVE PARTNERSHIPS

CapRadio worked with KCRA 3 to host a debate between the three leading candidates looking to represent California’s new District 3 in the U.S. House of Representatives. Moderated by CapRadio State Politics Reporter Nicole Nixon and KCRA 3 Anchor Edie Lambert, the debate was aired on television and radio and [shared online](#) to serve audiences on their platform of choice. The following day, Nicole and Edie joined host Vicki Gonzalez on *Insight* to offer [fact-checking and analysis of the debate](#).

MEETING OUR AUDIENCES WHERE THEY ARE



The consumption of news and information across social media continues to grow. We leveraged platforms such as Instagram, TikTok and [Twitter](#) to reach more people with fact-based reporting and essential information. We created and shared content designed specifically for social platforms, such as [this Instagram Reel](#), to provide background on various local races and more.



Andrew Nixon / CapRadio

IMPACT BY THE NUMBERS

838,650

people accessed critical healthcare information and reporting on CapRadio.org.

Source: Google Analytics

54,580

interactions on 1,640 posts across Instagram and Twitter covering the COVID-19 pandemic, abortion access and monkeypox.

Source: Instagram and Twitter

60

people interviewed on CapRadio's *Insight* about the pandemic, abortion access and the monkeypox virus.

Source: *Insight Archive*

HEALTH CARE
COVERAGE

The unceasing COVID-19 pandemic, a landmark decision that threatened the future of abortion access and the monkeypox virus were major healthcare events over the last year that required dedicated newsroom resources.

While still searching for a new healthcare reporter, many of our journalists shared these responsibilities to provide this critical coverage.

In addition to delivering essential information, resources and insights from experts to create a more informed public, CapRadio reporters covered the impact felt throughout our communities.

COVID-19

COVID officially entered its third year in California in 2022. And with it, an onslaught of new variants, pandemic fatigue and an ever-evolving government response. CapRadio was there to provide our communities with the most recent, accurate information while looking at some of the long-term effects caused by the lingering pandemic, like deepening inequities.

KEEPING YOU INFORMED

CapRadio worked to connect our communities to the latest information on government ordinances, school safety, vaccines and boosters. When people started removing their masks, we spoke to experts on what was safe and what wasn't. We covered The People's Convoy rally when they made it to California's state Capitol to protest pandemic-related bills.

LONG-COVID

Three years into the pandemic, we learned more about the disease, including the persistent symptoms 1 in 5 adults infected with COVID-19 might have. CapRadio reporters spoke with medical experts studying this potentially debilitating disease, patients who had to restructure their lives and other experts who examined the personal and community costs.

LONG-TERM COMMUNITY IMPACT

COVID exacerbated many of the problems that have been simmering below the surface for years. Inequities in our economy, education system and fresh food access have become more glaring. Our reporters were there to provide nuance when covering these issues. They connected topics like the increased number of unhoused people due to the rise of financial losses from shutdowns and the higher risk felt in our communities because of unsafe living conditions during the pandemic.



ABORTION ACCESS

In a historic and transformative decision, the U.S. Supreme Court overturned the right for all Americans to access an abortion, returning the issue to states. In response, California legislators took steps to secure the state’s role as a “sanctuary” for those seeking the medical procedure.

KEEPING YOU INFORMED

Confusion ensued when the Supreme Court first announced the Dobbs v. Jackson Women’s Health Organization decision. CapRadio [provided clarity](#) on what the decision meant for the “sanctuary state,” along with [information about abortion access](#) in California and how you could help protect the right to choose.

COMMUNITY RESPONSE

People across the country demonstrated against the Supreme Court’s decision, and those in the Capital region worked to share their frustrations. CapRadio attended [multiple rallies](#) to listen and bear witness as community members expressed the shock and fear they felt over the ruling — including how this affected trans individuals and if other rights were in danger of being repealed.



LEGISLATIVE CHANGES

After a draft opinion was leaked suggesting the Supreme Court would overturn Roe v. Wade, California leaders pushed hard to [expand abortion access](#) and prepare for the influx of people seeking reproductive healthcare from other states. CapRadio reporters followed these proposals with tenacity, breaking down bills, grants and opinions to deliver the facts.

MONKEYPOX

An outbreak of the rare monkeypox disease moved around the globe, and Sacramento County became the first county in California to have a confirmed case. Several myths and misconceptions around who can get the virus and how it is transmitted would arise, causing a plethora of conflicting information and guidance. The World Health Organization recently renamed monkeypox to mpox, citing that it plays into “racist and stigmatizing language.”

While California would become the third state in the nation to declare a state of emergency, the state and the federal government received criticism for their slow response to the virus resulting in delays in getting vaccines to those who needed them.

KEEPING YOU INFORMED

As cases rose, we worked to provide our communities with the most accurate and up-to-date information on symptoms, resources and vaccines, working to dispel the sensationalism of a new disease.

BATTLING MISINFORMATION

Concerns grew that the disease was becoming mischaracterized as only affecting the LGBTQ+ community. We shared where this misinformation stemmed from and broke down how negative communication around diseases can lead to stigmatization, as misinformation around the HIV-AIDS epidemic still hurts the LGBTQ+ community today.

COMMUNITY REPORTING

The state prioritized sending the sparse number of vaccines to its largest cities, leaving those in the Central Valley feeling left behind. CapRadio's *Insight* shared the region's feeling of being chronically under-resourced with public health aid.



Thank you for providing the excellent journalism and programming that you do. It truly helps me make sense of the complex and numerous issues the world, our country and my community face.

Joy
Carnelian Bay, CA

K ST. SACRAMENTO MASS SHOOTING

On April 3, 2022, around 2 a.m., gunshots were fired into a crowd leaving clubs and bars in downtown Sacramento. The shooting left six people dead and 12 injured.

In the days and weeks to come, CapRadio sought to support the region by providing insights into the events with information rooted in fact and gathered by reporters with sensitivity to the victims' families and friends and the community at large.

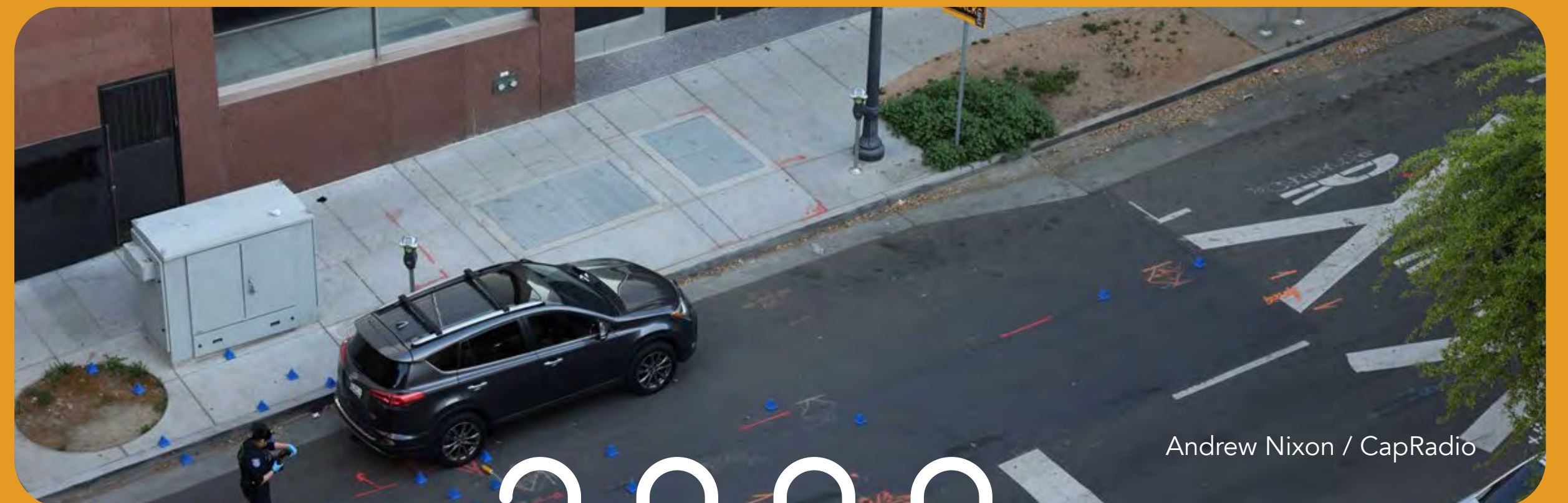
Our approach to reporting focused on treating people with care and taking steps to avoid sensationalizing the story and creating more harm to those directly impacted by the tragedy.

“

I'm sorry for people who lost their family members. The pain never goes away, and we can only just live day to day.

MARK

Community Member at the April 4 vigil who previously lost a friend to gun violence



TIMELINE

APRIL 3, 2022

Six people are killed and a dozen others hurt in a shooting early morning in downtown Sacramento. CapRadio speaks to eyewitnesses and police at the scene and shares photographs of the aftermath. [Learn more](#)

APRIL 4, 2022

Authorities identify the six people killed. [Learn more](#)

APRIL 4, 2022

Reporters and a visual journalist speak to community members holding vigils to mourn the victims. [Learn more](#)

APRIL 5, 2022

Detectives take 27-year-old Smiley Martin into custody. Martin had recently completed a prison sentence in only four years, rather than 10 years as originally planned, creating a firestorm of controversy surrounding criminal justice reform. CapRadio breaks down what made this possible. [Learn more](#)

APRIL 26, 2022

Police claim the incident as 'gang-related,' and CapRadio details how city officials plan to ask voters to create permanent funding for gang intervention and youth programs. [Learn more](#)

MAY 3, 2022

Police charge three suspects — Mtula Payton, Smiley Martin and Dandrae Martin — with three counts of homicide in the deaths of Johntaya Alexander, Melinda Davis and Yamile Martinez. CapRadio shares how the term 'gang-violence' can minimize loss of life and previous impacts of intervention programs. [Learn more](#)

MEETING OUR COMMUNITIES WHERE THEY ARE

-  8 interviews on *Insight*
-  1 latest updates blog
-  12 digital articles
-  5 Instagram posts
-  20 tweets

FALL OF AFGHANISTAN REPUBLIC TO TALIBAN

MEETING OUR COMMUNITIES WHERE THEY ARE

10 interviews on *Insight*

3 digital features

3 Instagram posts

3 tweets

1 video



The day we arrived to the Sacramento airport, after that I just took a deep breath and said finally, finally, we arrived to our home and back to the U.S. And I was really excited to see my kids, the way they were jumping, and they were hugging and they showed their happiness.

HUMA

Mother of Afghan family who escaped and returned after three months



As the world watched the fall of Afghanistan to the Taliban and the American military pulling out of the country, many Sacramento locals feared for their families and friends. The region has been one of the largest resettlement hubs for new Afghan refugees in the United States — many of whom immigrated using the Special Immigrant Visas (SIVs) after aiding the U.S. military effort — for years.

CapRadio spoke with residents and nonprofit organizations to connect the impact of this international news story to our home. While the region braced for an influx of new families fleeing the Taliban regime, CapRadio looked at what a comprehensive plan and a coordinated effort to help resettle new families might look like, including sharing resources and potential challenges.

We followed the story when it was discovered that around 70 Sacramentans were still trapped inside the country, trying to flee. Sacramento's San Juan school district worked to aid the safe return of their students and families. And on one family's first day back at school, we shared the relief and joy they felt to be home, reflecting on their escape.

OUR COMMUNITIES REPRESENTED

In 2019, the Sacramento region was home to the second-highest concentration of Afghan immigrants in the country, with about 11,000 people, according to census data analyzed by the Migration Policy Institute.

INVASION OF UKRAINE

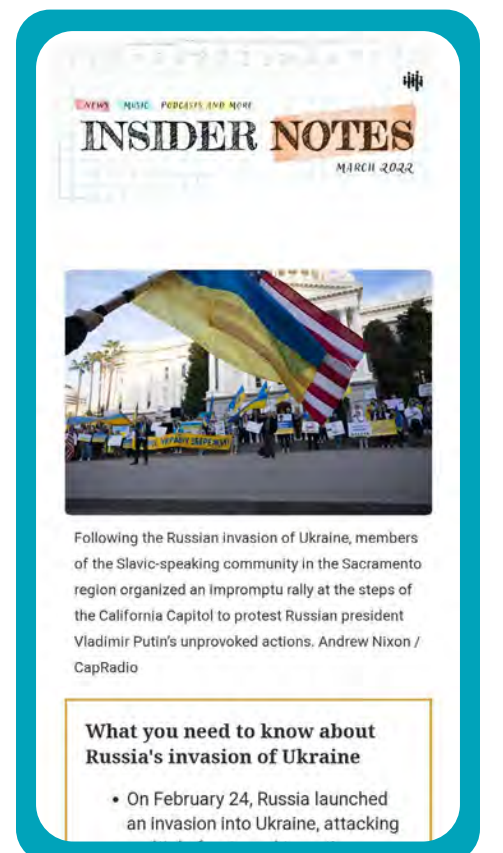
Thousands of Ukrainian immigrants call Sacramento County their home. On February 24, 2022, Russia invaded Ukraine, beginning an assault on the country that led to thousands of casualties and forced more than a million people to flee as refugees. Many Sacramento region residents feared for the lives of family and friends.

As refugees and their supporters [protested the invasion](#) and began work to help loved ones still in Ukraine, CapRadio mobilized to share their voices and stories and provide [resources](#) for those wanting to help.



UNDERSTANDING THE INTERNATIONAL ISSUE

The invasion of Ukraine shocked the world, but the two countries have a long, complex history. CapRadio's reporters and [Insight](#) held interviews with experts to help our community better understand the geopolitical background. Across digital platforms, we highlighted critical points of the international issue through our [Ukraine Hub](#) page and our member newsletter, [Insider Notes](#).



“

I have been emotionally kind of crying inside because the whole country and friends there [are] innocent people dying for no reason.

DINA SAMODAROV

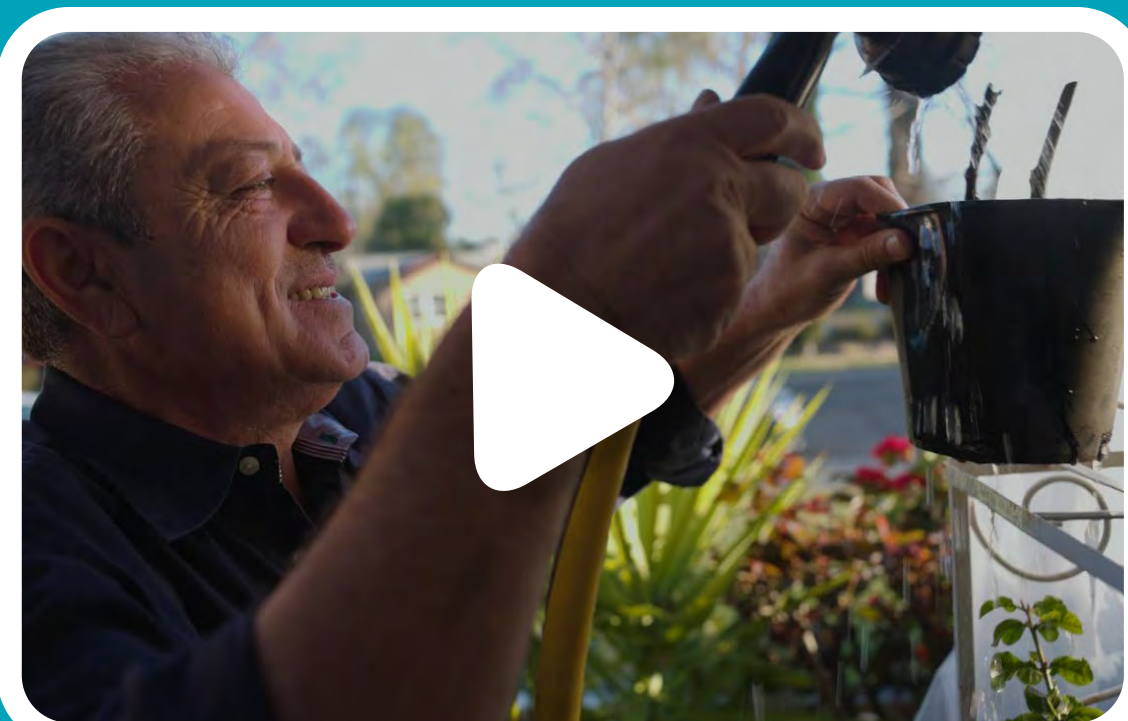
Ukrainian refugee who came to the U.S. in 1999 and now lives in Auburn, CA

SHARING COMMUNITY EXPERIENCES

Local families and churches threw themselves into the fight to bring refugees to safety. CapRadio shared their stories as [refugees worked to help refugees](#), including those [preparing to fly to the war zone](#) to help loved ones escape. When Ukrainians arrived safely in California, we shared their new journey of navigating [schools](#), [finding jobs](#) and obtaining [public assistance](#).

OUR COMMUNITIES REPRESENTED

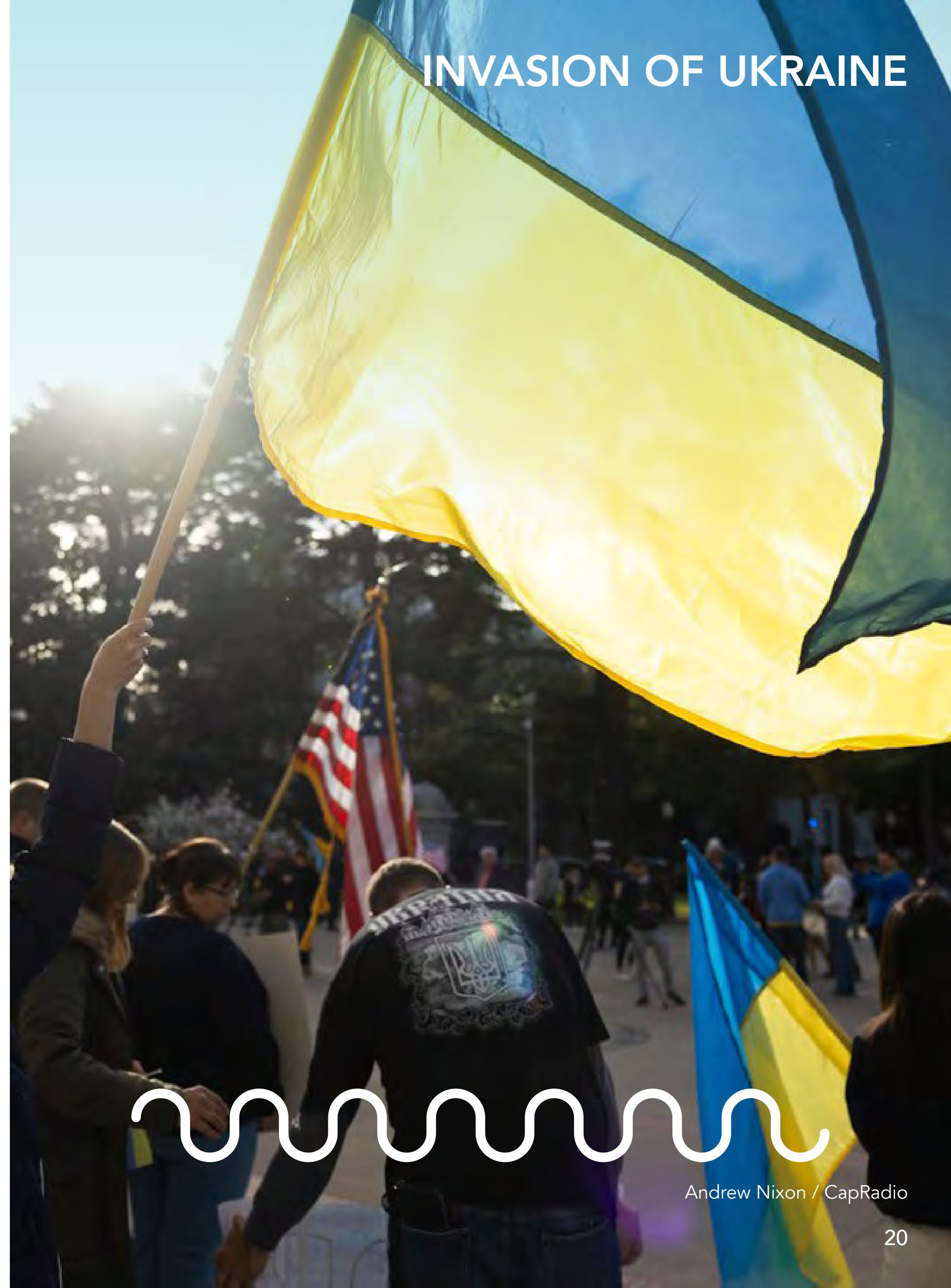
In 2019, the Sacramento region was home to the highest concentration of Ukrainian immigrants in the country, with about 18,000 people, according to census data analyzed by the Migration Policy Institute.



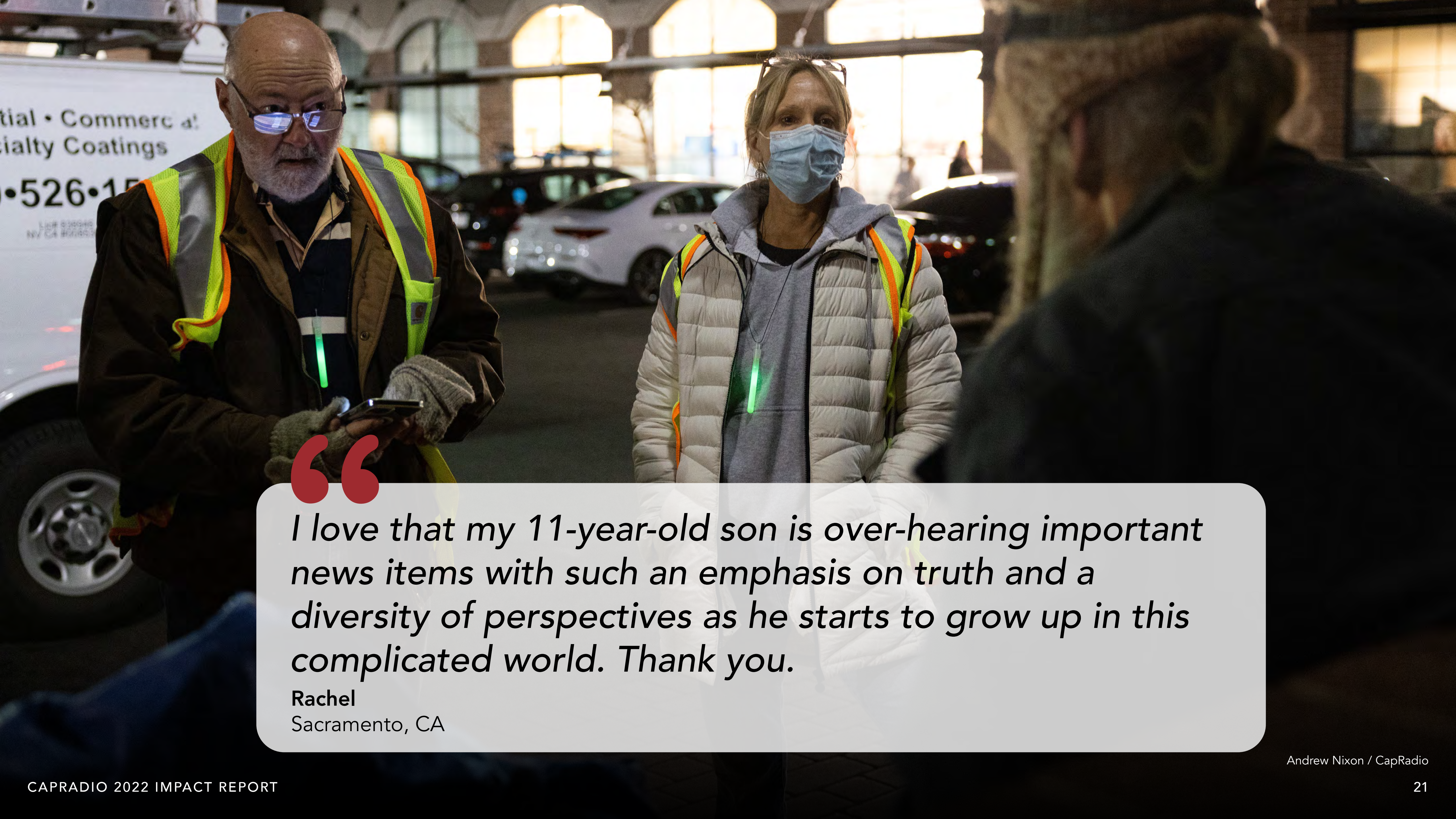
Mazin Alhaidari lived through more than two-and-a-half decades of war in his native Baghdad, Iraq before resettling in the Sacramento area. After the invasion of Ukraine, he shared his story and how that relates to the current conflict.

MEETING OUR COMMUNITIES WHERE THEY ARE

-  **16** interviews on *Insight*
-  **7** digital features
-  **4** Instagram posts
-  **9** tweets
-  **1** video



Andrew Nixon / CapRadio



“

I love that my 11-year-old son is over-hearing important news items with such an emphasis on truth and a diversity of perspectives as he starts to grow up in this complicated world. Thank you.

Rachel
Sacramento, CA

COMMITMENT TO OUR COMMUNITIES

REFLECTING THE COMMUNITIES WE SERVE

In order to strengthen the civic and cultural life of the communities we serve, CapRadio must reflect and represent those communities, their diverse perspectives and their unique experiences. We must continue to elevate the voices of those traditionally underrepresented and marginalized, share different thoughts and viewpoints and welcome authenticity.

To shape the future of CapRadio, we are committed to advancing equity, diversity and inclusion (EDI) in our work and thinking. As we begin this effort, we must look both internally and externally in order to make meaningful progress toward this goal.

We are working to create a thriving company culture that breaks down barriers, empowers staff and embraces varying perspectives. We are prioritizing efforts to understand our communities and their needs. We are building the infrastructure required to serve all our audiences better. And we are making advances in documenting our efforts to measure progress.

These steps are just the beginning. This is an ongoing process, and we recognize that we still have much to do. We know this work is essential to serving our communities, and we are grateful for your support as we continue on this journey.



“

My commitment to all of you is to keep building an organization that looks like and reflects the wonderful communities we serve — an organization that honors, respects and elevates different perspectives, backgrounds and cultures.

JUN REINA

CapRadio General Manager

COMMITMENT TO OUR COMMUNITIES

CULTIVATING AN EQUITABLE, DIVERSE AND INCLUSIVE WORKPLACE

STAFF TRAINING

We partnered with social impact firm The Justice Collective to host a series of mandatory virtual training seminars with staff that asked for active participation and conversation about EDI in the workplace.

INTERNAL ROADMAP

We organized a team of staff from across the organization to create a roadmap based on staff feedback concerning internal EDI efforts with defined goals and time-specific objectives.

EDI TEAM

CapRadio created a cross-functional team to support EDI work at our organization. Their work as a group is dedicated to our continued efforts toward addressing systemic inequities.

HIRING PRACTICES

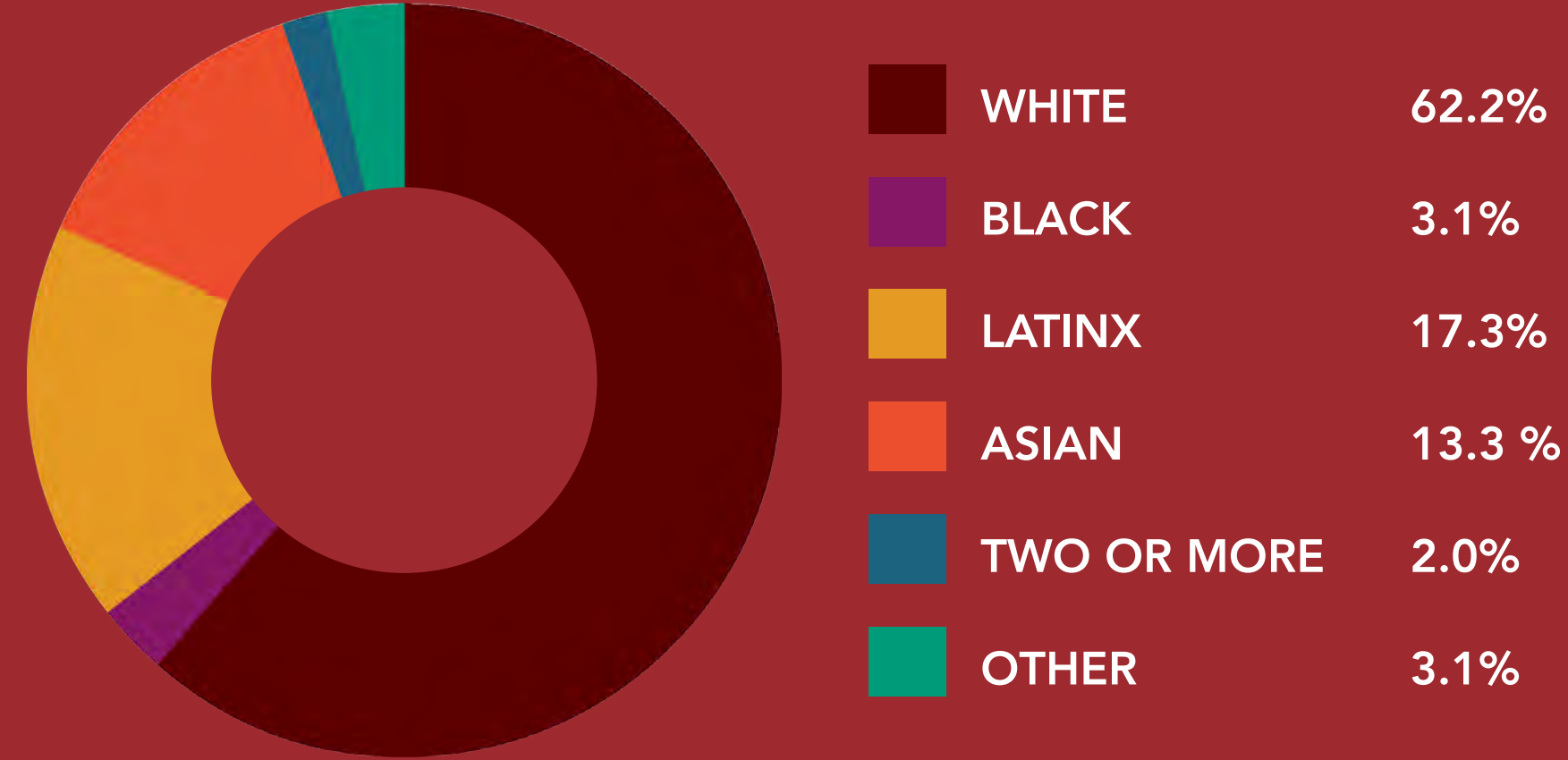
We transformed our hiring process by instituting equity-focused changes in job postings, candidate screenings and interviews. This includes creating more transparent job descriptions that better reflect the background and qualifications needed for roles as well as listing job compensation ranges.

ROLE TRANSPARENCY

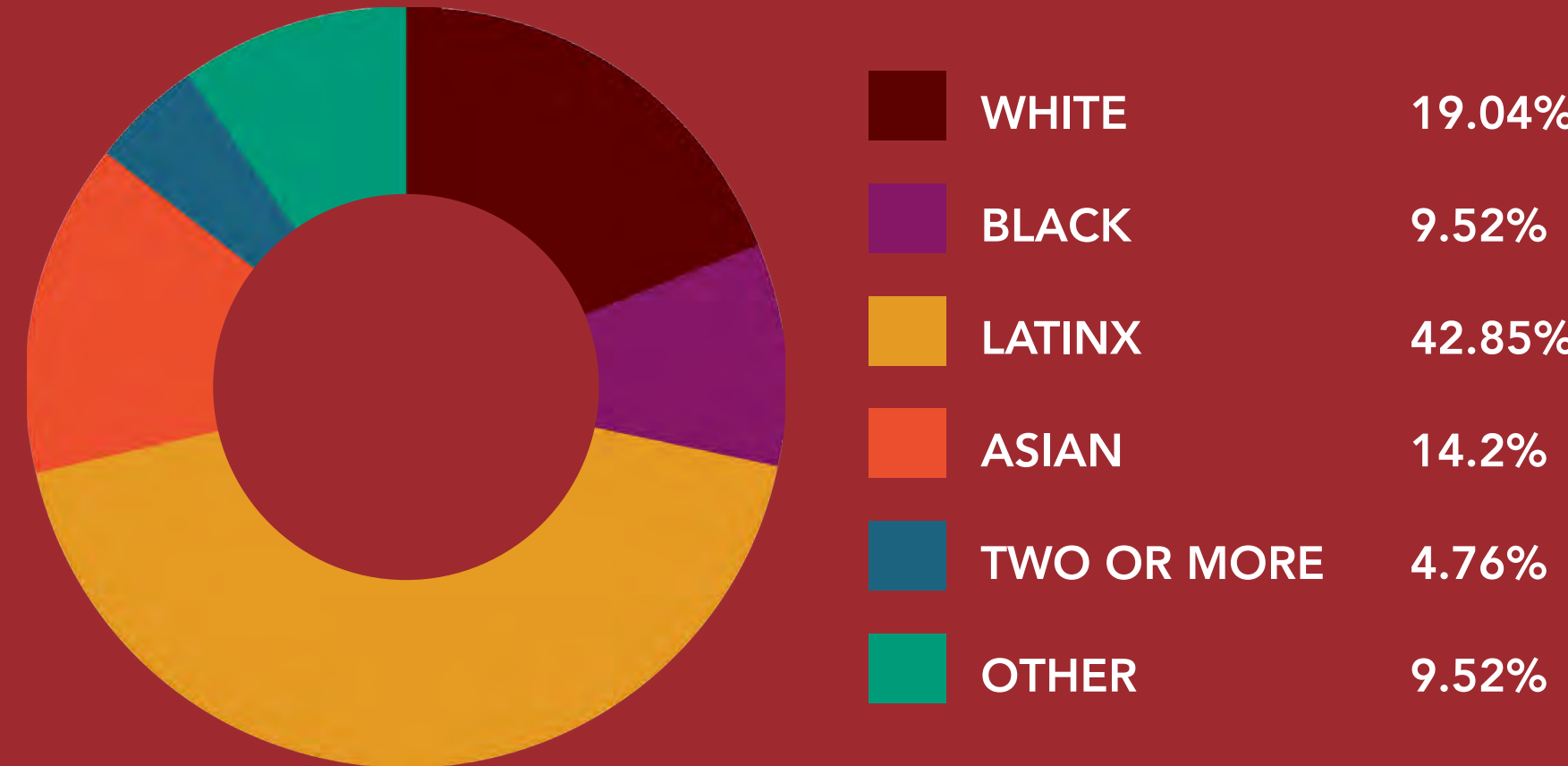
Utilizing an in-depth analysis of roles and compensation, we created a clear structure that provides clarity around the roles of our organization, including defined levels and grades, compensation ranges and advancement opportunities.

CAPRADIO STAFF SNAPSHOT

ALL STAFF



2022 NEW HIRES



RACE & ETHNICITY BREAKDOWN

COMMITMENT TO OUR COMMUNITIES

SHARING MORE STORIES AND VOICES

DIVERSIFYING OUR MUSIC LIBRARY

For centuries, classical music has relegated white men as the geniuses of the craft. In 2019, CapRadio set a goal to increase the presentation of non-white cisgender male composers to 20% within three years.

We achieved that goal thanks to new shows, such as *Saturdays at 6*, and initiatives that celebrate Black History Month, Women’s History Month and National Hispanic Heritage Month. Women now account for 10% of daily programming.

We have set high aspirational goals as we continue diversifying our music programming. By 2024 we aim to have programming from 10% Black, 8% Latinx, 4% Asian, 3% Indigenous, 2% Middle Eastern and 2% South Asian composers. We also intend to increase music from women to 15% of all programming.

CONTENT SOURCE AUDIT

We partnered with Impact Architects to conduct [a content and source audit](#) of CapRadio-produced work. This included a deep sampling of content from our *Insight* talk show, radio newscasts and digital news.

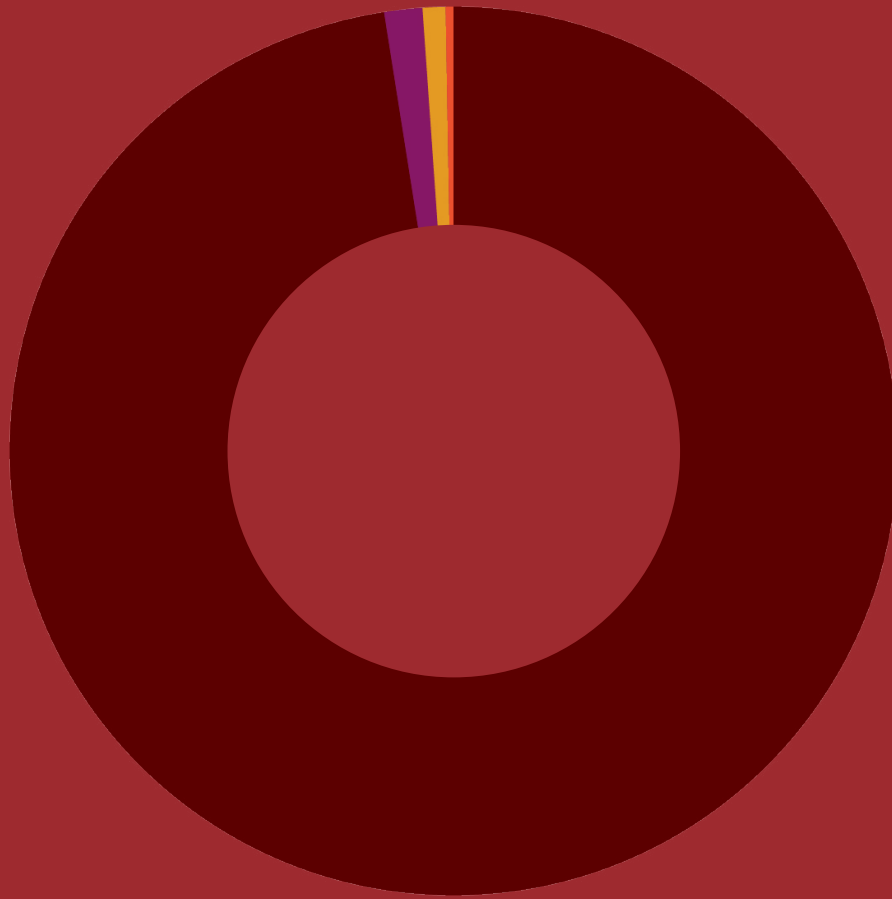
The findings identified the need to hear from more women and non-binary sources as well as more Hispanic/Latinx, Indigenous and Asian/Asian American sources.

Our News, Digital Content and News-Talk teams are now working on a plan that paves the way for long-term changes in how we track and assess our News content.

CLASSICAL PROGRAMMING SNAPSHOT

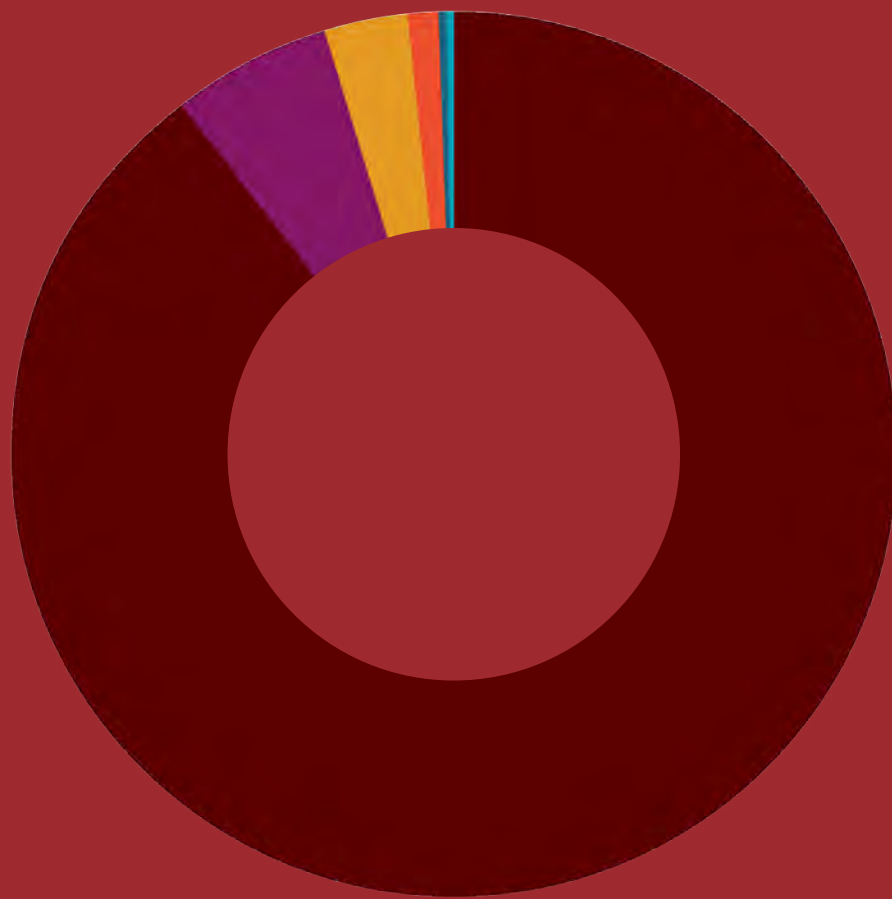
RACE & ETHNICITY BREAKDOWN

2019



WHITE	97.7%
BLACK	1.22%
LATINX	0.87%
ASIAN	0.20%
INDIGENOUS	0%
MIDDLE EASTERN	0.01%
SOUTH ASIAN	0%

2022



WHITE	89.3%
BLACK	5.79%
LATINX	2.97%
ASIAN	1.22%
INDIGENOUS	0.12%
MIDDLE EASTERN	0.07%
SOUTH ASIAN	0.10%

AWARDS & RECOGNITION



JOURNALIST OF THE YEAR AWARD

Scott Rodd / CapRadio
Sacramento Press Club Journalism Awards

REGIONAL EDWARD R. MURROW AWARD

Digital Coverage
Radio Television Digital News Association

REGIONAL EDWARD R. MURROW AWARD

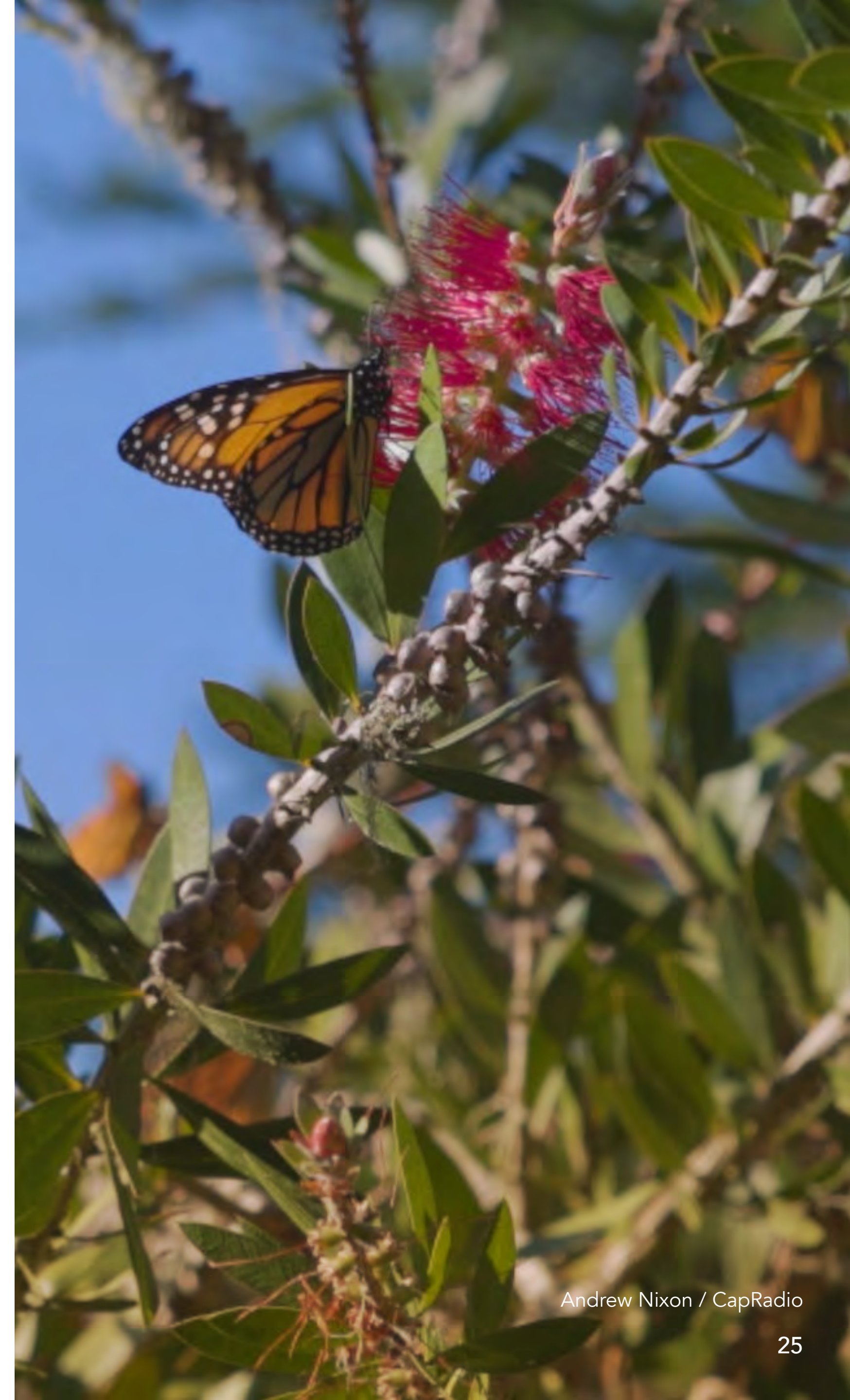
Investigative Reporting
Radio Television Digital News Association

MULTIMEDIA PRESENTATION AWARD

After the Assault
Public Media Journalists Association

EXCELLENCE IN HEALTH CARE JOURNALISM – AUDIO REPORTING

After the Assault
Association of Health Care Journalists



AUDITED FINANCIALS

BREAKDOWN

CURRENT ASSETS
\$5,911,717

TOTAL ASSETS
\$40,472,565

CURRENT LIABILITIES
\$5,365,116

TOTAL LIABILITIES
\$27,275,281

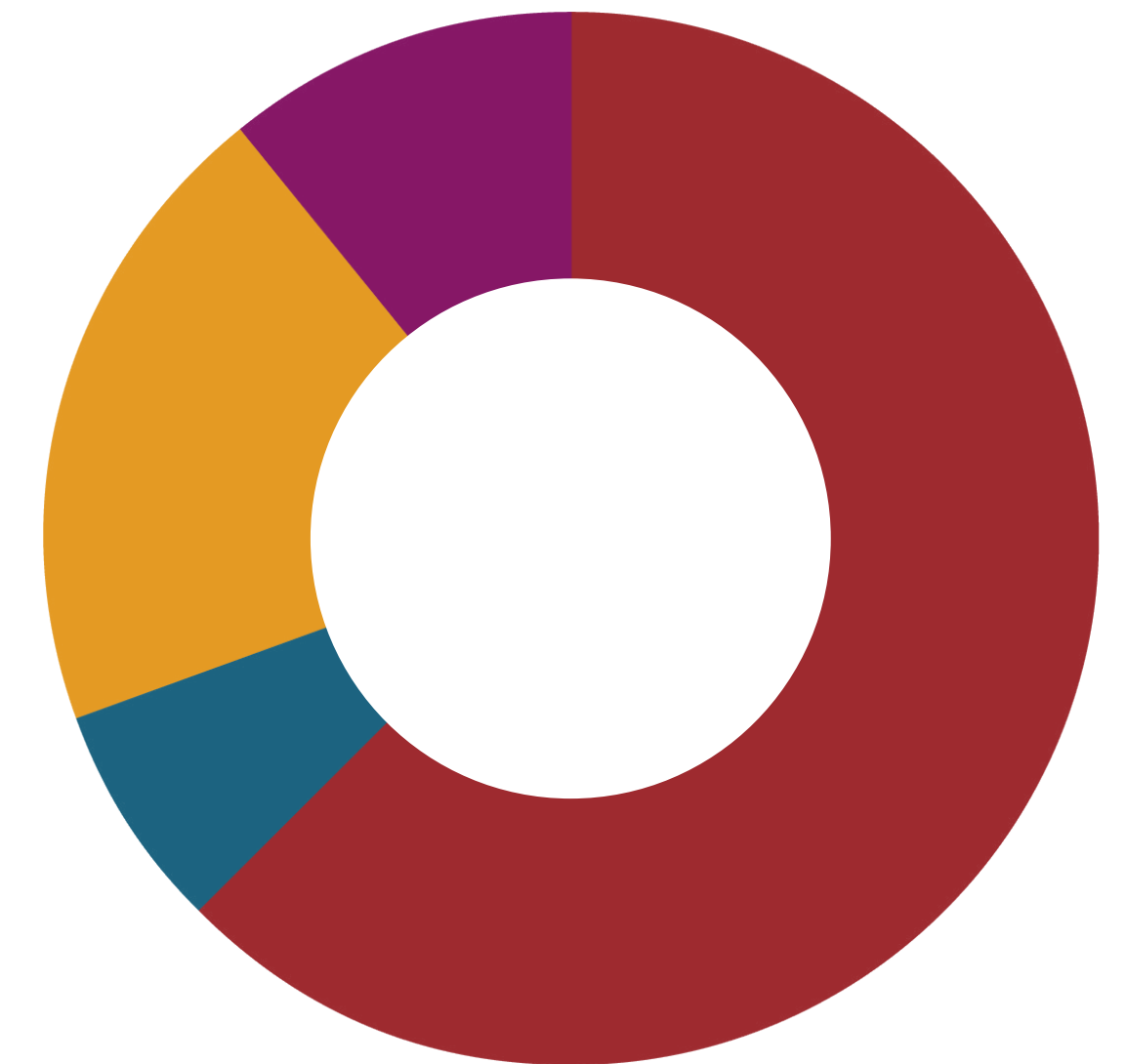
TOTAL NET ASSETS
\$13,197,284

SOURCES OF SUPPORT



■ INDIVIDUAL CONTRIBUTIONS	\$8,020,151
■ CORPORATE SUPPORT	\$3,227,979
■ GRANTS	\$3,224,651
■ OTHER GIFTS	\$1,506,461
■ OTHER REVENUE	\$152,105
■ IN-KIND CONTRIBUTIONS	\$4,233,654

EXPENSE ALLOCATIONS



■ PROGRAMMING	\$13,627,204
■ MARKETING	\$1,514,338
■ DEVELOPMENT	\$4,279,234
■ GENERAL & ADMINISTRATIVE	\$2,340,810



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