

StoryCorps

Annual Report



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2011

Message from the Founder & President

Dear Friends,

It is a privilege to write to you today and thank you for your generous support of our efforts. As you'll see in the pages that follow, StoryCorps continues to deliver a vital and unique public service to the American people. Your support makes everything we do possible.

In 2011 StoryCorps gave 12,000 people the opportunity to record a facilitated interview with a friend or loved one. Each interview became a part of this nation's history at the American Folklife Center at the Library of Congress. Our archive now stands at more than 40,000 interviews strong, and just may be the most important collection of human voices ever gathered.

We work tirelessly to ensure that the widest possible swath of the country has access to this remarkable experience. Over the past year, we partnered with more than 500 community organizations from coast to coast, serving the homeless, the elderly, immigrants, LGBT youth, ex-offenders, and others. Thousands who might otherwise feel silenced were reminded of how much their lives and stories matter through the StoryCorps interview process.

In 2011, we also gave millions more the opportunity to experience the finely crafted stories we edit from our interview archive. Whether on the radio, through our animations, or in our books, these powerful stories remind us of the wisdom, poetry, and grace we can find in the lives and stories of those all around us when we take the time to listen. We are working to create content that is meaningful and permanent and in all ways good. These stories speak

to our best and highest selves, nurture and sustain us, and give us hope.

The year also marked the eighth consecutive time that we ended the year in a strong positive financial position. We are committed to creating as fiscally responsible and transparent a nonprofit as this nation has ever seen.

Other notable 2011 highlights include:

- The national launch of our Legacy Initiative, which brings the StoryCorps interview experience to men, women, and children in hospice and palliative care (lead funding provided by Joe and Carol Reich).
- The launch of our National Teachers Initiative at the White House, celebrating the work of extraordinary public school teachers across the country (lead funding provided by the Corporation for Public Broadcasting, the Bill & Melinda Gates Foundation, and the Joyce Foundation).
- The series of special broadcasts we produced to honor the 10th anniversary of 9/11 (in collaboration with the National September 11 Memorial & Museum). This work was recently recognized with a Peabody Award, the highest honor in broadcasting. StoryCorps stories are also the only content available to visitors at the newly opened National September 11 Memorial & Museum at Ground Zero.
- The national expansion of StoryCorpsU, our yearlong high-school college-readiness curriculum. With support from the Corporation for Public Broadcasting, StoryCorpsU is now being piloted to



remarkable effect in schools with some of the highest dropout rates in the country.

But there's much more work to be done. The year 2012 promises to bring additional milestones for the organization, including the launch this fall of our Military Voices Initiative, which will serve active-duty military personnel and their families across the country.

Thank you for all you do to keep the flame of StoryCorps burning bright. I look forward to working with you as we continue to build StoryCorps into a national institution that will one day touch the lives of every American family. We are profoundly grateful for your support.

Warmly,

Dave Isay
Founder & President
June 2012

Message from the Board Chair

Other than food and water, there may be nothing more essential to what we are about as humans on this planet than stories. We crave them in all forms and always have, in a chain stretching from cave dwellers huddled around a fire to hipsters tweeting away in Brooklyn. We need stories to make meaning of our lives and the world around us.

Everyone has a story—indeed, many of them—and StoryCorps provides what our founder, Dave Isay, calls a “sacred space” for them to be shared with our loved ones and colleagues, from our booths in New York, San Francisco, and Atlanta, to our StoryKits, MobileBooths, and Door-to-Door services.

How your parents met, why your grandfather decided to come out, or how your son feels about growing up with Asperger’s. What it was like to come home after fighting for your country in the Second World War and be turned away, because of your black skin, from a movie theater in your hometown. What you want your children to know about their father lost in the 9/11 attacks or their mother killed in Iraq.

Since I joined the StoryCorps board and recently became its chair—succeeding the wonderful Deborah Leff, who led us through a period of expanding access to the StoryCorps experience—I’ve

been struck by how many people know about us from NPR and our podcasts or website and how much they like what they hear. We bring smiles, and often tears, to their day. They feel a personal connection.

But they often don’t know what makes StoryCorps possible and what it will take to preserve and build this national treasure. It is the support, vision, and generosity of those who value it.

In our increasingly polarized society, it is more important than ever that each person gets to tell his or her own story, as unmediated and unencumbered as possible. As you read about the fabulous range of work that StoryCorps did in the past year, I hope you will be moved to offer—or increase—your support.

Sincerely,



Gara LaMarche
Chair



In our increasingly polarized society, it is more important than ever that each person gets to tell his or her own story, as unmediated and unencumbered as possible.

Mission & Core Principles

The mission of StoryCorps is to provide Americans of all backgrounds and beliefs with the opportunity to record, share, and preserve the stories of our lives.

We do this to remind one another of our shared humanity, to strengthen and build the connections between people, to teach the value of listening, and to weave into the fabric of our culture the understanding that every life matters. At the same time, we are creating an invaluable archive of American voices and wisdom for future generations.

Core Principles

StoryCorps is built on an uncompromising commitment to excellence throughout the organization that includes an intense focus on the collecting, sharing, and preserving of people's stories; high-quality organizational management; and the care and support of an extraordinary work environment where respect and dignity are paramount.

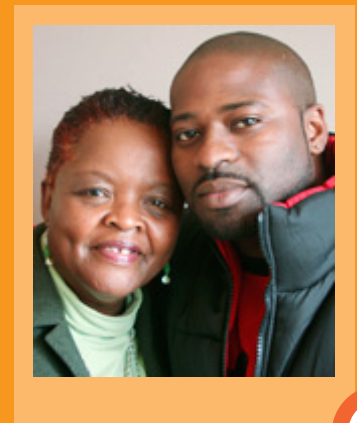
- The interview session is at the heart of StoryCorps. We treat participants with the utmost respect, care, and dignity.
- StoryCorps maintains a relentless focus on serving a wide diversity of participants.
- StoryCorps is a public service.

Being both a dreamer and pragmatist, I am simply moved that StoryCorps exists. There is not a story I have heard that left my emotions untouched. Capturing the precious moments of other human beings is the very foundation of society. As a collective, StoryCorps is our story.

Scott Opper
West Palm Beach, FL
Donor

Listen to StoryCorps Stories

"I just hugged the man who murdered my son."



Mary Johnson speaks with Oshea Israel, who killed her son in 1993.

Listen online:

storycorps.org/listen/stories/mary-johnson-and-oshea-israel/

StoryCorps interviews are featured every Friday on NPR's *Morning Edition*. Hear hundreds of powerful excerpts from the StoryCorps archive at storycorps.org/listen.

Recording Stories Across America

Over the past nine years, we've given nearly 80,000 everyday people the chance to record interviews about their lives, pass wisdom on from one generation to the next, and leave a legacy for future generations. Throughout 2011, in towns and cities across the country, **we recorded 6,000 interviews with nearly 12,000 participants.** StoryCorps provides the interview experience in a number of different ways.

MobileBooths

Our iconic MobileBooths travel the country—from the Warm Springs Reservation in Oregon to Wilmington, North Carolina—recording stories. At every Mobile stop, our facilitators work closely with local radio stations and dozens of community groups to ensure that we represent the diversity of the area.

2,108 *MobileBooth interviews recorded in 2011*

StoryBooths

StoryCorps records local stories at our stationary StoryBooths in New York City's Foley Square, San Francisco's Contemporary Jewish Museum, and Atlanta's WABE public radio station.

2,055 *StoryBooth interviews recorded in 2011*

Door-to-Door

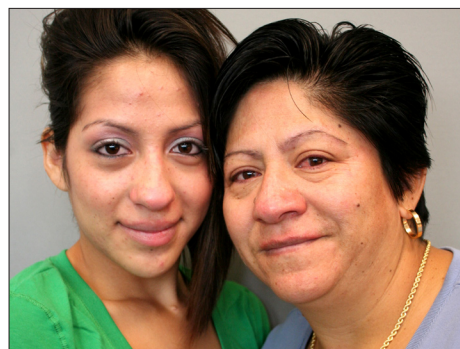
Trained facilitators bring professional, portable recording equipment to you. Corporations, organizations, and even family reunions can use this service to provide a meaningful StoryCorps experience to their community.

977 *Door-to-Door interviews recorded in 2011*

StoryKits

StoryKits are designed to reach families without access to other recording options who want to participate in StoryCorps.

481 *StoryKit interviews recorded in 2011*



Tacoma, WA

2011 Mobile Tour Stops

Birmingham, AL

Phoenix, AZ

Chico & Oroville, CA

Los Angeles, CA

Ukiah, CA

Denver, CO

Macon, GA

Oahu, HI

Lexington, KY

Whitesburg, KY

Wilmington, NC

Warm Springs
Reservation, OR

Pasco, WA

Tacoma, WA

Tri-Cities, WA

Sharing Our Stories

Broadcast

Through our award-winning weekly broadcasts on NPR's *Morning Edition*, StoryCorps reaches an audience of 14 million listeners each week.

Animation

StoryCorps continued its popular series of animated shorts with five new releases in 2011. They were broadcast on the PBS documentary series *POV*, featured on YouTube's home page, and viewed more than 4 million times online. Watch them at storycorps.org/animation.



StoryCorps Archive

The StoryCorps Archive is the largest collection of born-digital oral histories ever collected, unprecedented in size and scope:

More than **40,000** interviews

More than **25,000** hours of audio

More than **250,000** digital objects, including audio, interview and participant data, photographs, and supplementary materials totaling more than **16** terabytes of data.

Archives

Our collection of 41,000 interviews is archived at the American Folklife Center at the Library of Congress in Washington, DC. You can also access our stories at more than 250 local archives in communities we have served across the country. Major collections will be placed at the National September 11 Memorial & Museum, the Smithsonian National Museum of African American History and Culture, and the Nettie Lee Benson Latin American Collection at the University of Texas at Austin.

Press

In 2011, StoryCorps was featured in a variety of national and local outlets, including *NBC Nightly News*, *ABC World News with Diane Sawyer*, and *HuffingtonPost.com*.

Social Media

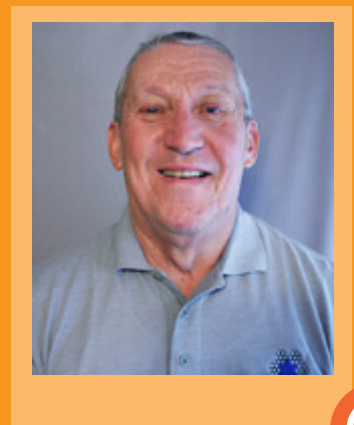
Our fan base on Facebook and Twitter increased by 54 percent in 2011 and continues to grow. Join us at twitter.com/storycorps and facebook.com/storycorps for exclusive content.

StoryCorps edits the extended reminiscences until all that is left is essential—tone poems about the deepest moments in people's lives.

James Rainey
Los Angeles Times

Listen to StoryCorps Stories

“There was no doubt in my mind, I was going to work alongside of my dad, my granddad, my uncles.”



Retired teacher George Lengel remembers growing up in the company town of Roebing, NJ.

Listen online:

storycorps.org/listen/stories/george-lengel/



Capturing the Diversity of Our Nation



An organization-wide emphasis on diversity is central to all that we do at StoryCorps. It is why we set annual diversity goals and reserve a full 50 percent of interview openings for the constituencies of **over 500 community organizations**. We partner with youth organizations, immigrant services organizations, local arts and community-based social services groups, and others to record the stories of the communities they serve.



Participant Diversity

	2011 Goal	2011 Actual
African American	12%	16%
Hispanic / Latino	16%	11%
LGBTQ	5%	7%

Select Community Partners

American Federation of Teachers
 American Friends Service Committee
 Asian Americans For Equality
 Asian Pacific American Historical Society
 Atlanta Down's Syndrome Association
 Atlanta Women's Foundation
 Birmingham Civil Rights Institute
 Boys and Girls Club of Ukiah
 Braille Institute of America
 Brooklyn Children's Museum
 California African American Museum
 Caribbean Roots to Southern Routes
 Central City AIDS Network, Inc.
 Chinese American Museum
 Denver Public Library
 Gateway to College National Network
 Georgia Association of Latino Elected Officials
 Georgia Gold Minds Project
 Girl Scouts of Greater Atlanta
 Global Citizen Year
 Goodwill Denver
 Homeless Prenatal Program of San Francisco
 International Rescue Committee
 Kansas City Hospice and Palliative Care
 Kentucky Domestic Violence Association
 Korean American Historical Society
 Lambda Legal
 Latino Community Association of Oregon
 Latino Public Radio Consortium
 Los Angeles County Museum of Art
 Mujeres Unidas y Activas
 National Black Arts Festival
 National Coalition for the Homeless
 National Coalition of 100 Black Women
 Native American Connections
 Northwest Immigrant Rights Project
 NYC Mayor's Office of Immigrant Affairs
 Parents, Families and Friends of Lesbians and Gays (PFLAG-Wilmington)
 St. Anthony Foundation
 St. Mary's Food Bank
 Urban Assembly High School for Law and Justice
 ...and hundreds more.

StoryCorps Initiatives

In 2011, StoryCorps used new and continuing initiatives to ensure that we accurately represented the diverse voices of America.

StoryCorps Legacy

By partnering with hospice-care and palliative-care providers, hospitals, and disease-specific centers, StoryCorps Legacy provides people with life-threatening conditions and their families an opportunity to record their stories.

108 *Total Legacy Initiative interviews recorded to date*

National Teachers Initiative

StoryCorps celebrated the work of educators by collecting the stories of teachers across the nation and featuring a select few on NPR's *Weekend Edition Sunday*. We launched the National Teachers Initiative on September 19, 2011, at the White House, an event that was co-hosted by Arne Duncan, U.S. Secretary of Education, and StoryCorps.

463 *Total NTI interviews recorded to date*



September 11th Initiative

Since 2005, StoryCorps has recorded more than 1,200 interviews with people impacted by the attacks of February 26, 1993, and September 11, 2001.

1,283 *September 11th Initiative interviews recorded to date*

Historias Initiative

Historias is an initiative to record and celebrate the voices of Latinos across the United States. It is one of the largest collections of Latino voices ever gathered.

2,281 *Total Historias interviews recorded to date*

Griot Initiative

StoryCorps helps to ensure that the voices, experiences, and life stories of African Americans will be preserved and presented with dignity through our Griot Initiative.

5,209 *Total Griot interviews recorded to date*



After 10 years, a teacher can find herself in need of something to breathe a bit of energy back into her. Now I remember why I do this job. Thank you for this opportunity; you facilitated a valuable experience for all of us. I listened to the recording, and I am proud.

Ariel Nadelstern
Queens, NY
National Teachers Initiative Alumna/Donor

The 10th Anniversary of 9/11



StoryCorps received a 71st Annual George Foster Peabody Award for our September 11th audio and animated shorts.



View our 9/11 shorts at storycorps.org/initiatives/september-11th/.

Ten years after the terrible events of 9/11 and despite the many tributes and recollections, I didn't really feel emotional about the day. I grabbed a cup of coffee and a donut and sat down at my computer to browse through my favorite websites. It was just another Sunday—until I viewed these three films. I'm no longer emotionally numb.

[Comment on YouTube](#)

Commemorating the 10th Anniversary

StoryCorps produced audio stories and created animated shorts from recorded remembrances with survivors and victims' family and friends. Our audio stories were an anchor of NPR's special coverage of the 10th anniversary. Our animated shorts were featured on the home page of YouTube on September

11, 2011, giving viewers deeper insight into what was lost that day. There were nearly 2 million views that week. We also worked closely with the National September 11 Memorial & Museum to feature stories from our September 11th Initiative on the Memorial's official app, which guides visitors through the site.

Listen to StoryCorps Stories

"There's a form we fill out and it's called 'On My Death.'"



Father Michael Duffy talks about how he came to give the homily at the funeral of his friend, Father Mychal Judge, the first official victim of the September 11, 2001, attacks on the World Trade Center.

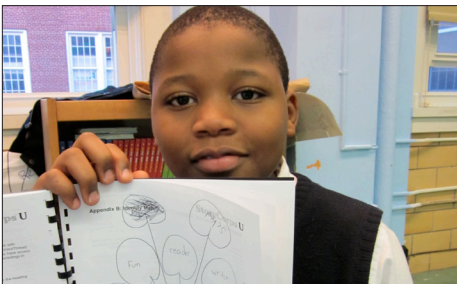
Listen online:

storycorps.org/listen/stories/father-michael-duffy/

Widening Our Impact



View our new StoryCorpU video, *What Does Your Future Hold?*, at storycorps.org/education/storycorpsu/.



StoryCorpsU

StoryCorps' in-school College Readiness Curriculum debuted nationally in 2011. The program, which uses StoryCorps' content and interviewing techniques to teach speaking, listening, writing, and critical thinking skills, reached nearly 300 at-risk high-school students in New York City, St. Louis, and Washington, DC. StoryCorpsU fosters self-awareness, social awareness, and school connectedness.

National Day of Listening

StoryCorps created the National Day of Listening in 2008. Each year, on the day after Thanksgiving, we ask everyone in the nation to take time to have a conversation with someone they care about. In 2011, we encouraged the country to post a tribute to a favorite teacher on Facebook and Twitter.



National Medal For Museum and Library Service

Each year, the Institute of Museum and Library Services chooses five museums and five libraries to receive the National Medal for Museum and Library Service, the nation's highest honor for museums and libraries. For the past two years, the Institute has partnered with StoryCorps to demonstrate the impact of these award-winning institutions by recording personal stories.



This is so amazing! The two main reasons high-school students drop out are family crises and because they think nobody at the school even knows they're alive. This can't change their situation outside of school, but just letting them know that someone in the school system cares about them and what they have to say is a big step toward keeping them in school.

[Comment on Facebook](#)

StoryCorps Timeline

2003

October: StoryCorps is born with the opening of a StoryBooth in Grand Central Terminal in New York.



2005

May: StoryCorps launches two MobileBooths—traveling recording studios housed in Airstream trailers—from the Library of Congress. By 2010, they had recorded stories in 48 states. StoryCorps’ weekly broadcasts debut on NPR’s *Morning Edition*.

July: StoryCorps launches its first special initiative—the September 11th Initiative—to remember the people affected by the events of September 11, 2001, in partnership with the September 11 Memorial & Museum at the World Trade Center.



2006

July: StoryCorps launches the Memory Loss Initiative to reach out to people affected by memory loss.



2007

February: StoryCorps launches the Griot Initiative to collect the stories of African American families across the nation.

June: StoryCorps receives a rare Institutional Peabody Award.

November: The first StoryCorps book, *Listening Is an Act of Love*, is released by The Penguin Press and featured at Starbucks. The book is an instant *New York Times* best seller.

2008

September: StoryCorps’ Griot Initiative becomes the largest collection of African American stories in history, surpassing the 2,300 slave narratives gathered by the WPA in the 1930s.

October: StoryCorps opens a StoryBooth in San Francisco.



November: StoryCorps launches the first annual National Day of Listening on the day after Thanksgiving.

2009

September: StoryCorps launches the Historias Initiative to honor and celebrate Latino stories across the country.

October: StoryCorps opens a StoryBooth in Atlanta.



2010

April: StoryCorps’ second book, *Mom: A Celebration of Mothers from StoryCorps*, is released and becomes a *New York Times* best seller.

June: StoryCorps’ first series of animations premiere on public television and receive millions of views online.

July: StoryCorps launches the Legacy Initiative to provide people with life-threatening conditions and their families the opportunity to record, preserve, and share their stories.

2011

September: StoryCorps launches the National Teachers Initiative, celebrating teachers across the United States.

September: StoryCorps rolls out its education program, StoryCorpsU, with its first curriculum for high-school students in New York City; Washington, DC; and Oakland, CA.

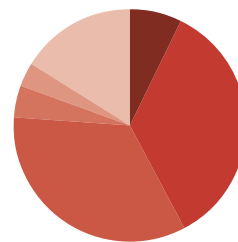
September: StoryCorps commemorates the 10th anniversary of the September 11, 2001, terrorist attacks with special audio and animation pieces, receiving a Peabody Award.

2011 Financial Highlights

In 2011, StoryCorps managed its expenses carefully and once again ended the year with a modest surplus. Rated a four-star organization by Charity Navigator, we strive to use our resources efficiently. This year, 79.6 percent of expenses were directed to supporting our programs.

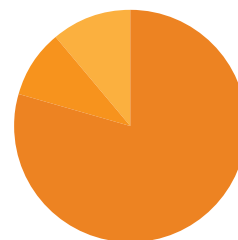
Revenue

Revenue	Amount	Percentage
Corporate	\$471,182	7.4
Foundations & Major Donors	\$2,225,344	34.9
Government	\$2,166,460	34
Individuals	\$276,473	4.3
Donated Services & Materials	\$216,269	3.4
Other Income	\$1,018,224	16
Total Revenue	\$6,379,952	100



Expenses

Expenses	Amount	Percentage
StoryCorps Program	\$4,925,123	79.6
Management & General	\$586,539	9.4
Fundraising	\$678,926	11
Total Expenses	\$6,190,588	100



Assets

Cash & Cash Equivalents	\$1,924,636
Unconditional Promise to Give	\$2,568,966
Miscellaneous Receivables	\$44,373
Prepaid Expenses & Other Assets	\$55,782
Property & Equipment, At Cost (net of accumulated depreciation)	\$149,945
Security Deposits	\$25,425
Total Assets	\$4,769,127

Liabilities & Net Assets

Liabilities	
Accounts Payable & Other Liabilities	\$280,754
Deferred Revenue	\$80,750
Note Payable	\$582,807
Total Liabilities	\$944,311
Net Assets	
Unrestricted	\$1,469,070
Temporarily Restricted	\$2,355,746
Total Net Assets	\$3,824,816
Total Liabilities & Net Assets	\$4,769,127

Government, Foundation & Corporate Funders

\$500,000 and above

Corporation for Public Broadcasting
The Atlantic Philanthropies, Inc.

\$100,000 — \$499,999

Bloomberg Philanthropies
Institute of Museum and Library Services
John D. and Catherine T. MacArthur Foundation
Lower Manhattan Development Corporation
Margaret A. Cargill Foundation
The Community Foundation for Greater Atlanta
The Joyce Foundation
The Kaplen Foundation
The Marc Haas Foundation
The Pumpkin Trust

\$25,000 — \$99,999

Archstone Foundation
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Charina Endowment Fund
Open Society Foundations
The BayTree Fund
The Lucius N. Littauer Foundation
The National Endowment for the Arts
The New York City Department of Cultural Affairs

\$10,000 — \$24,999

Cornelia Bessie Foundation
Nathan Cummings Foundation
News Corporation Foundation
The New York Community Trust
The Shelley & Donald Rubin Foundation

\$5,000 — \$9,999

Edward S. Moore Family Foundation
M and N Fund of the New York Community Trust
Real Networks Foundation
The Mosaic Foundation (of R. & P. Heydon)

\$1,000 — \$4,999

Carmen J. Moore Charitable Trust
Hospice Foundation of the Florida Suncoast
Waldron Rise Foundation

\$250 — \$999

Birmingham Holocaust Education Committee
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Community Foundation
Susan Isaacs and Elkan Abramowitz Charitable Fund
TisBest Charity Gift Cards

Matching Gifts

Google
McKinsey & Company and United Way of New York City
Microsoft
Morgan Stanley
Open Society Foundations
Random House
Roll Giving
Textron

2011 National Partners



Individual Donors

\$100,000 and above

Joseph and Carol Reich

\$10,000 — \$99,999

Roger Altman and Jurate Kazickas
Bill and Peg Balzer
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Tom and Addie Jones
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Vincent and Anne Mai
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Tom Moore
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Murray and Robin Sinclair
Billie Tisch

\$5,000 — \$9,999

Edgar and Clarissa Bronfman
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Deborah Leff
Gail O'Neill and Paul Viera
Jack Rosenthal

\$1,000 — \$4,999

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\$250 — \$999

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Mave Houston
Brett Hunt

StoryCorps is grateful to all of our donors at every giving level for critical support of our efforts.

StoryCorps strives to acknowledge our donors accurately. If we have misspelled or omitted your name, please accept our apologies and contact us at support@storycorps.org.

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StoryCorps couldn't exist without the dedicated work of our staff, interns, and volunteers.

Thank you.

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