This year brought a pandemic,
unprecedented civil unrest, wildfires,
election whiplash, and economic dislocation.

Through it all SCPR was there.

You helped us *Rise to the Challenge.*
“This is a sensational report. Please convey my appreciation and admiration to the team involved.”
Ron Olson, Founding Board Chair and Honorary Life Trustee

“I deeply appreciate LAist’s dedicated and illuminating reporting on local issues that touch all Angelenos – it’s foundational to the city’s cultural and civic health. Thank you so much to the entire staff for everything you do!”
Sam Ancona, Los Angeles

“I rely on LAist for ‘on the ground’ local news that doesn’t get reported or require a paywall. It’s also an awesome resource for local events and restaurants.”
Toni Rodriguez, Alhambra

“My stimulus money just came in, and even though I have bills to pay, this extra money will go a long way invested in KPCC. Hopefully the small amount helps!”
Maribel Lopez, Pico Rivera

“Hats off to the podcast team and to marketing for California Love being named a best podcast of 2020. This is wonderful!”
Mary-Jane Wagle, Trustee

“KPCC has been my lifeline since the pandemic hit.”
Sarah Quigley, Burbank

“KPCC is helping us maintain sanity even more than usual while keeping us informed with up-to-the-minute facts. We don’t know how all the SCPR teams are managing but it’s a testament to their talent and dedication.”
Glenn Camhi, Pasadena
A Year of Challenge and Change

When the history of 2019-20 is written, there will be no shortage of topics for examination. COVID-19 and the murder of George Floyd. Protests and wildfires. Quarantines and Zoom school. Soaring unemployment and economic dislocation. A contentious (and, ultimately, contested) presidential election. It wasn’t one thing after another, but rather one thing on top of another. Through it all, Southern California Public Radio was there.

Our annual report’s theme is “Rise to the Challenge,” and it’s appropriate in so many ways. As members of our audience across Southern California struggled to maintain their footing in the face of constant change, so, too, did SCPR. We doubled down on our commitment to fair, timely and accurate reporting despite a landscape that was hostile to fact-based journalism and a stressful financial environment that created even rockier terrain.

Yet, SCPR did what we do best: meeting the moment with insightful, impactful news and programming that helped Angelenos make sense of the world. The murder of George Floyd galvanized people across our city to tackle issues related to systemic racism in ways we never had before, and SCPR was in the thick of it, leading with coverage that shed important light on efforts to build a diverse, equitable and inclusive society.

We also turned the lens inward, examining our own organization and identifying opportunities for the newsroom to reflect our broader community.

As people began to fall ill with the coronavirus, the inequities that have long plagued our country became even more apparent, and SCPR was on the front lines of covering them. Our intrepid reporters were keeping Angelenos informed and engaged on subjects ranging from disparities in housing to the digital divide. We also offered our expertise as a resource for the community, transforming SCPR into LA’s “help desk” and fielding thousands of questions about navigating the pandemic, the wildfires, the election and more.

The pandemic touched all aspects of life in Southern California, taking a massive toll on everything from infrastructure to the economy – and SCPR was not immune to its effects. Facing a massive budget shortfall and the near-certain prospect of significant layoffs, we launched our Rise to the Challenge campaign, seeking support from the members we so proudly serve. The response was overwhelming, generating more than $8 million in donor contributions and saving more than 40 jobs. Our mission was public service in these trying times and we couldn’t have done it without the generosity and support of our supporters and members. They rose to the challenge for us and the city at large, and for that, we are incredibly grateful.

Looking back over these past 12 months, I am deeply grateful for the dedication and vision of a public that understands and prioritizes the value of public media. On behalf of the entire SCPR team, thank you for your partnership and for working together to make Southern California a vibrant, dynamic place to call home.

Herb Scannell
SCPR President and CEO
Twenty Years of Truth Telling

In 2000, Southern California Public Radio was founded to meet a need for honest, insightful, compelling public service journalism. Two decades later, SCPR is one of our community’s most trusted and highly valued institutions – an indispensable resource for Southern Californians and for audiences around the world. (Photo captions on page 25.)
A Picture of Our Year

Over the course of a strange and turbulent 12 months, SCPR served our region with distinction, providing vital news and information in innovative ways while grappling with some of the biggest challenges Southern California has faced in a century.

JUL 2019
Between July 2019 and June 2020, the LAist.com news site is up over 250% in monthly readers while LAist Studios launches and becomes a producer of original podcast content, telling diverse LA stories.

JAN 2020
SCPR’s first ad campaign in years, “Democracy Needs to Be Heard,” rolls out in advance of the California primary election, seeking to heighten awareness of the important role public media plays in maintaining a healthy democracy.

JAN 26, 2020
SCPR pays tribute to one of LA’s most beloved sports icons: NBA superstar Kobe Bryant, who died in a tragic helicopter crash with his daughter Gianna and seven others.

FEB 12, 2020
“Stuck: Deceit, Disrepair and Death Inside a Southern California Rental Empire,” a major award-winning investigative report, exposes deplorable conditions faced by low income tenants in rental units owned by one of California’s largest landlords.

NOV 2019
One year out from a presidential election, KPCC initiates The Purple Project, focused on sidestepping the pitfalls of red/blue politics and exploring the fundamental underpinnings of democracy.

MAR/APR 2020
Southern Californians turn to SCPR to stay connected and informed. As the pandemic rages, SCPR’s digital traffic skyrockets 350%.
MAR 18, 2020

LAist publishes the No-Panic Guide To Coronavirus In Los Angeles, a comprehensive and dynamic manual for how to navigate LA during the pandemic. The guide becomes a sought-after resource with over 600,000 page views.

MAR 16, 2020

Broadcasts go remote as SCPR hosts and reporters work from home studios. Staff identify new ways to produce journalism and reimagine how we connect with audiences.

APR/MAY 2020

Facing a $10 million operating deficit and the potential layoff of up to one-third of the staff, SCPR launches the Rise to the Challenge fundraising campaign, bringing in more than $8 million and saving 44 jobs.

SPRING 2020

SCPR leverages machine learning technology to streamline the review of audience questions. The new process enables us to quickly answer over 4,000 questions, significantly boosting audience engagement.

MAY 2020

Following the brutal murder of George Floyd and the rise of the Black Lives Matter movement, SCPR provides extensive coverage of protests – driving conversations about diversity, equity and inclusion in LA and sparking internal dialogue about how to increase inclusivity in the newsroom.

SUMMER 2020

To strengthen reporting around the 2020 census, SCPR partners with local ethnic media outlets such as the Asian Journal, Boyle Heights Beat and KIRN Persian language radio.
LISTENERS AND READERS DONATED LIKE NEVER BEFORE, SUPPORTING OUR JOURNALISM DURING OUR DARKEST HOUR.
In January 2020, Managing Editor Adriene Hill suggested we order masks and prepare a coverage plan, “should the COVID-19 virus hit California.” Looking back, it feels like the opening scene in some disaster movie, where the characters are going about their day, blissfully unaware of the horror to come.

Within months, the virus forced us out of our building, separated us from our colleagues and cost some of our family members their lives.

Our homes transformed into studios and offices. Some employees began working alongside their children, toggling between Zoom meetings and virtual classrooms. The distinction between work and life disappeared.

The pandemic continued its devastating march across the region while protests over systemic racism erupted. Our reporters were assaulted in the field: Josie Huang was attacked by Los Angeles County Sheriff’s Department deputies, detained for simply doing her job. Adolfo Guzman-Lopez was hit by a rubber bullet fired by police in Long Beach while reporting on a protest against the murder of George Floyd.

Our newsroom was anxious, stressed. But our finance and development teams were facing a more existential threat: a massive budget shortfall that threatened dozens of jobs. We needed to raise millions of dollars in a short amount of time, a seemingly impossible task. That’s when you came to our rescue.

Listeners and readers donated like never before, supporting us during our darkest hour. We heard directly from many of you, thanking us for our work. We shared all those messages with one another to encourage us to keep going. With every dollar raised, we exhaled.

We doubled down on providing news and information to help you navigate our new reality, whether it was instructions on how to access unemployment, avoid eviction or cast your ballot. We put our hearts and souls into delivering on our mission so you could make informed decisions about your lives and communities.

2020 is over but the transformation of our region has just begun – and our challenges are far from over. Disparities (health, education, racial) that existed before the virus have increased. Threats to democracy and the spread of misinformation persist. But our mission is clear: providing accurate, fair and fact-based news that connects the diverse communities of Southern California.

We invite you to join us in conversations about our future and how the past informs it. We need engaged community members like you to be part of civic debate and thoughtful analysis. We must be more equitable and inclusive in everything we do, from the way we gather news, to the way we treat one another.

Thank you for trusting us. We do not take your support for granted. We will work every day to earn it.
“YOU HAVE ABSOLUTELY THE BEST, MOST INFORMATIVE, MOST EXHAUSTIVE GUIDE TO FIGURING OUT WHAT’S OPEN LOCALLY, WHAT’S HAPPENING AND HOW TO COPE WITH THE PANDEMIC. YOU ARE THE BEST LOCAL SOURCE. THANK YOU, THANK YOU!”
Welcome to LA’s Help Desk

As the pandemic rages, SCPR and LAist become go-to resources for weathering extraordinary times.

Even during normal times, navigating a dynamic, chaotic metropolis like Los Angeles can feel daunting. Making it more manageable was the animating idea behind LAist’s practical guide for living in the city, How to LA. When it first debuted, it was envisioned as a how-to manual with an extended shelf life that would require only periodic updates – and then, says Associate Editor Lisa Brenner, “the world exploded, and all the rules changed.”

When the pandemic struck, Brenner and the team at LAist swung into action, morphing “How to LA” into the No-Panic Guide, a comprehensive and ever-evolving roadmap to LA life during COVID-19. “Things were so confusing for all of us,” Brenner recalls. “The ground was moving, and the rules were changing every day – sometimes every hour. Updates were coming faster than we could publish them.”

Despite the challenge, the need was clear, so Brenner created an online home for all the coronavirus-related content pouring out of SCPR’s newsroom. “Our goal was to get the most up-to-date information into the guide, so that if you clicked on it at any given moment, you’d have the latest at your fingertips,” she says. The sheer volume of data was massive, and for months Brenner spent most of her waking moments chronicling the shifting landscape of a city under siege.

As the guide ballooned in size, Brenner and her colleagues worried it would become unwieldy and decided to pivot yet again, breaking it into pieces and launching How to [New] LA – what Brenner describes as, “more digestible, mini-guides providing easy access to everything someone would need to know to plan their day.”

“We basically started positioning ourselves as LA’s Help Desk – a place where people could not only come for timely information, but where they could also submit questions and get meaningful, actionable answers,” she continues. “The official messaging related to COVID was so confusing, even for a newsroom of professionals, and answers were hard to find. We wanted to be a community resource dedicated to making things easier.”

Questions poured in by the thousands, and powered by SCPR’s top-notch newsroom and world-class community engagement team, the staff at LAist generated response after helpful response. “We posted pieces on how to talk to people who don’t wear masks, how to access mental health support if you need it and how to apply to college given how much has changed,” says Kristen Muller, SCPR’s chief content officer.

The audience response was overwhelming, and with good reason: “Dealing with a confluence of crises and watershed moments left Angelenos searching for guidance,” Brenner says. How to [New] LA offered it in a cogent and compelling way.

“We gave it to them straight,” she says. “Up is down. Day is night. High is low. Left is mustard. This is LA right now. Here’s how to live in it.”
With their support for SCPR, John and Mary Tu give [more than] a little help to their friends

When it comes to showing support for Southern California Public Radio, John Tu, co-founder and CEO of Kingston Technology, never misses a beat. The computer entrepreneur, who loves to play the drums, and his wife, Mary, have long been among the station’s most dedicated boosters, donating both treasure and talent to help sustain the bottom line. This year, that meant coming to the rescue with a $2,750,000 donation as part of KPCC’s Rise to the Challenge campaign, staving off a major budget gap and saving dozens of jobs.

For Tu, the gift is a continuation of a decades-long relationship built on a commitment to giving back and a passion for public radio. “I’ve been listening to KPCC for 20 years, and my admiration and appreciation for it have only grown, especially given the climate today, when there’s all this mistrust out there and nothing feels real,” he says. “KPCC is the one source I can always rely on.”

That’s why, as the effects of COVID-19 began to ravage the local economy and SCPR’s financial position grew increasingly precarious, John and Mary stepped in. “I was shocked that a resource like KPCC could be in jeopardy. Our community needs this type of journalism, so I called up right away and asked, ‘What can I do?’” he says.

Tu’s contributions to SCPR go beyond the financial. For the past six years, he has also given the gift of music, donating the more than 50-piece band that bears his name – JT & Friends – to play at the station’s annual gala fundraiser. Tu himself mans the drums, a passion he first nurtured as a teenager in his native Taiwan.

“Of course, getting together now is not possible, so it may be awhile before we can play in person for KPCC again,” he acknowledges. “But whenever they call, we’ll be ready!”

In the meantime, John and Mary stay glued to their radio. “There’s so much on KPCC that people can learn from, whether it’s music, politics or science,” he says. “By supporting the station, I feel like I’m part of making it possible. It’s so important – and it makes me happy.”
Stepping Up and Standing Out

SCPR leadership comes through with significant support in response to uncertain economy

As the local economy reeled from the effects of the pandemic, donors across Southern California were faced with countless opportunities to invest their charitable dollars. The need was everywhere, and decision-making was difficult – but Gordon Crawford and his wife, Dona, knew where to start.

“You know the old expression, ‘If not now, when?’” asks Crawford, a life trustee and former chair of SCPR’s board of trustees. “Now was that time. This year put an exclamation point on the importance of in-depth, unbiased news and information. Dona and I felt so strongly about it that we gave $1 million as part of SCPR’s Rise to the Challenge campaign.”

The Crawfords structured the gift as a challenge grant, meaning they would match other donor contributions up to $1 million. “We wanted to try to motivate other people, from major donors to listeners, to step up, as well,” Gordy says. “We believe we’re all in this together, and everyone should be part of the solution.”

The solution required some heavy lifting. With COVID driving revenues down, SCPR faced a $10 million operating deficit and potential layoff of one-third of its staff. The stakes were high, but motivated by Gordy and Dona’s challenge, people responded like never before.

SCPR trustee Cathy Ward was one of the first to chime in. Ward, who spent decades working alongside Crawford at Capital Group, had soaked up his passion for public radio and understood what was at stake. “As an LA native, I was afraid we were going to lose the station’s valuable insights into issues around the place I’ve lived all my life. I didn’t want to see that happening,” she says.

For Dr. James Pick and his wife, Rosalyn, supporting SCPR felt like the responsible thing to do. “In this emergency situation, we felt it was critical to keep the team at KPCC working around the clock providing essential information to audiences in our region that were grasping for it,” says Pick, another SCPR trustee and professor at the University of Redlands School of Business. “We’re truly fortunate to have KPCC in our backyard, giving us a truthful look at what’s happening in a very turbulent time.”

The campaign was a resounding success, producing $8 million from major donors, accompanied later by the best-ever one-day fundraising drive. It was, says Crawford, a remarkable testament to SCPR’s ability to unite people in common cause. “SCPR is a centering institution where civil discourse takes precedence over division and polarization,” he says. “Now that’s something worth fighting for.”
Heroes of Sound

In the face of crisis, SCPR engineers deliver audio excellence

Fans of Southern California Public Radio will recognize the names of on-air talent like Larry Mantle, A Martínez, Susanne Whatley and John Horn. Less familiar – but equally vital to the quality of SCPR’s renowned programming – are Bianca Ramirez and her expert team, who together make up the station’s Operations Department. Working at all hours to keep the station running – and sounding great – during the pandemic, Ramirez and her colleagues have proved themselves to be the station’s true stars despite the stress of these perilous times.

“Studio engineers are on the front lines of a station’s broadcasts, just as much as a show’s producer and its host,” says Ramirez, SCPR’s broadcast production manager. “They play all the audio, making sure it’s top notch, and often they have to switch gears on the fly to accommodate breaking news. Usually, everyone’s working together in studio, but with COVID, our workflow has changed 180 degrees.”

Those changes are not easily made, notes Doug Johnson, SCPR’s vice president of technology and operations. “When COVID happened, we had to build home studios for most of our hosts. That meant creating entirely new communication systems to let them hear cues and talk to their engineers, who still need to be on-site because of the equipment required to do their jobs,” he says. “You can imagine how challenging that would be: If I need to talk to you in a visual way, but you can’t see me through the glass because we’re no longer co-located, it complicates the broadcast enormously.”

Multiple departments had to scramble to set everything up, Johnson says, but over time, maintaining the reliability of 24/7 radio broadcasts fell directly on Ramirez and her team.

“There’s a limit to the number of people who are allowed into KPCC at any one time these days, but every person on her staff is on the list of essential personnel. They’re at the greatest risk in terms of COVID exposure, but even with the pressure, they knock it out of the park every day.”

“I’m fortunate to be surrounded by such a talented and resilient group of folks,” Ramirez says. “It makes me proud to know that staying on air, and making sure the audience doesn’t notice the difference and still feels connected to us – the engineers make that happen.”

Members of the team include: Shawn Campbell, Alex Gonzales and Eduardo Perez, audio production engineers; Thuy Mao, Hasmik Pohosyan, Dale Hoppert and Ken Harris, senior studio technicians; and Rich Garcia, Donald Paz and Parker McDaniels, studio technicians.
Enduring Impact

When she passed away in November 2019 at the age of 101, Adelaide Hixon left behind a lasting philanthropic legacy. During a lifetime spent working on issues ranging from early childhood development and the environment to arts and culture, she played a transformative role in strengthening our community – including through her generous contributions to Southern California Public Radio.

A former member of SCPR’s board of trustees, Hixon was a key investor in building the station’s Mohn Broadcast Center as a town hall for the 21st century. “My mom was a big believer in equality, justice, and fair dealing,” says Hixon’s son, Andrew. “She saw SCPR as an important convener that could get the dialogue about those things going.”

Advancing dialogue was central to Hixon’s extensive charitable endeavors. She saw it as critical to fostering understanding among diverse people and creating opportunities for them to thrive. In her view, Andrew recalls, that was something everybody deserved. “She was always struck by her own good fortune and the luck of the draw that gave it to her,” he says. “She was committed to assisting others who didn’t have her lucky birth.”

Today, Hixon’s dedication to giving back lives on through her bequest to establish SCPR’s first endowed fund, the Alexander and Adelaide Hixon Fund, which informs and connects Southern Californians by supporting programs that encourage civic participation.

Driving Support

Alejandra Gutiérrez started listening to Southern California Public Radio in 2009. The UC Santa Cruz graduate had just moved home to Long Beach and would be pursuing her master’s degree in cultural studies. “I went to Claremont for grad school, which meant a really long commute, but KPCC made it bearable,” she says. “The things we were covering in class were all things I would hear reflected on the radio, so my drive was like an extension of my studies.”

The more Gutiérrez listened, the more she learned. Degree in hand, she eventually took a job as an academic counselor at UC Irvine, which put her on the road in a different direction – and still gave her time to tune into KPCC.

“One morning, on my way to work, the SCPR pledge drive was on,” Gutiérrez remembers. “As a first-generation American from a low socioeconomic background, public media was so influential in my development. Now that I was an adult, I felt it was my responsibility to bring this resource to other people. So I parked the car, called KPCC and became a sustaining member.”

These days, Gutiérrez is working from home, sheltering from the pandemic, but SCPR continues to be essential to her daily routine. “I listen even more now that I’m not in my car,” she says. “KPCC is my constant companion!”
It’s a subject that has been at the center of the American story since its inception: the ways in which questions of race shape our lives and experiences. This year, the tension created by those questions exploded to the surface, compelling a wholesale reexamination of fundamental aspects of our society. Southern California Public Radio was a witness to the wrenching social upheaval – and an engaged participant in envisioning more diverse, equitable and inclusive communities.

When protests erupted following the brutal murder of George Floyd, KPCC documented the unrest, bringing critical news and information to audiences regionwide. What made the station’s coverage different, notes Diverse
Communities Editor Leslie Berestein Rojas, was that it immediately delved into the story behind the story. “We didn’t simply cover the protests – we actually tried to get at some of the root causes,” she says. “Our reporting sought to portray this as more than just another Black or brown person being shot; it was an opportunity to reflect on how this problem affects all of us and requires serious attention.”

That reporting had internal impact, as well, forcing a hard look at the newsroom and its daily operations. “We launched a diversity, equity and inclusion taskforce charged with making sure our stories and our sourcing reflect the people living in LA,” says Kristen Muller, SCPR’s chief content officer. “That’s literally why we’re here, and we can always do better.”
Using My Voice

As 2020 began, I thought ahead to October, my 20-year anniversary as a reporter at Southern California Public Radio. I wondered which career stories to highlight. Political corruption in South Gate, profiles of key arts figures, or my current higher education reports?

I got my answer on May 31.

On that day, I was hit at the bottom of my throat by a rubber bullet fired by police in downtown Long Beach. I was covering a protest against the killing of George Floyd. I Tweeted a photo of my bloody wound minutes after I was shot.

The physical recovery was quick but the psychological impact was longer lasting. After seeing my Tweet, many people commented that they valued my reporting over the years. A few said they’d listened to me for most of their lives. That was an anniversary gift I didn’t anticipate.

I feel the praise was as much for the national, international and local reports that have preceded or followed my stories as it was for me. I’m grateful for my current and former colleagues and for everyone who’s pushed SCPR’s public service mission along the way.

How’s my voice? There’s a strength and ease in it that I don’t remember having before May.

— Adolfo Guzman-Lopez

Staying Away to Support SCPR

As Angelenos endured months of coronavirus-inspired isolation, they could take some comfort in knowing everyone was experiencing the same thing. Even icons were having COVID fatigue, which is what brought together Randy Newman and Southern California Public Radio.

“We were brainstorming about celebrities who might be willing to share messages of hope, and I thought Randy would be perfect,” says Jessica Pilot, Talent Relationship Manager for SCPR’s LAist Studios. She reached out to Newman’s team and to her surprise, his manager replied with, “Randy is going to write a song.”

“We were thrilled!” Pilot recalls.

The fruit of his labor, called “Stay Away,” was an instant classic – and it aired live on KPCC. “We got the first play, which was so cool,” Pilot says. “The song cautions listeners to take the pandemic seriously by maintaining social distance, but it’s also funny and authentic. It perfectly captures the spirit of the times.”

For Pilot, Newman’s composition was more than just a show of support for SCPR – it was a gift to the entire community. “It was incredibly generous,” she says, “because by giving us music and laughter, he made all our lives a little brighter.”
Energizing Leadership

Drew Murphy takes the helm of SCPR’s board of trustees

“If you look at what happened this year, with the pandemic and how it has affected all of our lives, it’s clear how much we need each other and our community,” says Drew Murphy, senior vice president of strategy and corporate development for Edison International and the new chair of Southern California Public Radio’s board of trustees. “SCPR provides an important forum for bringing us all together.”

Strengthening SCPR to bolster the local community is a central goal of Murphy’s as he embarks on a multi-year term at the helm of the organization’s board. The events of the past year have made his mission more urgent than ever before. “People are desperate for – and deserving of – a trusted source of information that is relevant to them and their lives, but they also want to discover things outside of their own experiences,” he says. “On both fronts, SCPR delivers.”

Murphy knows that first-hand: A native Californian, he spent over 30 years on the East Coast before moving to Los Angeles in 2015. He was looking for a map to decoding life in LA when he tuned into KPCC. “I liked what I heard; it was a great way to get the lay of the land and to stay on top of issues that mattered to me,” he says. “I was immediately interested in learning more about the station and figuring out how I could get involved.”

Five years later, he’s right in the thick of it – and he’s energized by the possibilities that lie ahead. “There’s so much I’m excited to do,” he says. “One thing we’re committed to as a board is building up a truly inclusive organization, making sure we’re incorporating diversity into our programming, our staff and our fundraising. The moment we’re in demands that we rise to the occasion and really examine how we can put issues of equity at the core of everything we do.”

Another key area of focus for Murphy is creating a robust culture of philanthropy. “SCPR provides an important public service, but it takes resources to make it happen,” he points out. “Growing our membership will give us a longer runway financially.”

Additional funding, Murphy notes, will enable SCPR to make a bigger difference for the audience it serves. “By expanding our capacity to tell stories, we can do an even better job reflecting the lived experiences of people across Southern California and beyond,” he says. “I look forward to helping make that a reality!”

“THE MOMENT WE’RE IN DEMANDS THAT WE RISE TO THE OCCASION AND REALLY EXAMINE HOW WE CAN PUT ISSUES OF EQUITY AT THE CORE OF EVERYTHING WE DO.”

Drew Murphy
In Fiscal Year 2020, SCPR spent $23 million directly on our Programming, Live Event, Digital, On Demand and Broadcast activities. This allowed us to produce local shows (AirTalk, The Frame, Take Two), local podcasts (California Love, California City, Servant of Pod, and Hollywood, The Sequel), information through our websites (LAist and KPCC), national and international broadcast shows (Wait Wait Don’t Tell Me, BBC International), and events. Our financial position continues to be strong. A consolidated balance sheet shows total assets of $44.8 million with total liabilities of $10.2 million.

A full Statement of Activities can be found online at www.scpr.org/about/public.
SCPR is grateful to the following donors, whose gifts, multiyear commitments, and special campaign support were received between July 1, 2019 and June 30, 2020.

$1,000,000+
Anonymous
Gordon and Dona Crawford
John and Mary Tu

$500,000 - $999,999
College Futures Foundation
The Kopcho Family Foundation
Dr. Rosalyn M. Laudati
and Dr. James B. Pick
The Rose Hills Foundation
The Ward Family Foundation

$100,000 - $499,999
Anonymous (3)
Atlas Family Foundation
Harold and Colene Brown
Family Foundation
John and Louise Bryson
Buffett Early Childhood Fund
California Health Care Foundation
The California Wellness Foundation
The Corporation for Public Broadcasting
Edison International
Ford Foundation
Heather and Paul Haaga
Stanley L. Iezman and Nancy Stark
The James Irvine Foundation
Karin L. Larson
Henry Luce Foundation
Carolyn Miller
Molly Munger and Stephen R. English
Peter Rice and Megan Haller
The Ring Foundation
Roth Family Foundation
Ms. Susan Saitz
Gary Saitz Foundation
Susan Steinhauser
and Daniel Greenberg
Tom and Marilyn Sutton
Tikun Olam Foundation

$50,000 - $99,999
The Ahmanson Foundation
Brad and Ashley Barrett
The Carl and Roberta Deutsch Foundation
First 5 LA
Marianna and David Fisher
Jeff and Nancy Folick
The Rosalinde and Arthur Gilbert Foundation
William H. Hurt
Winnie Kho
Janet and Barry Lang
Alicia Miñana and Robert Lovelace
Justine and Julian Wing-Kai Poon
Jane and Ron Olson
QueensCare
Rosenthal Family Foundation
Marla and Jim Ryan
Katherine Shen and Pei-Yuan Chia
Ana and Jeff Valdez
Mary-Jane Wagle

$25,000 - $49,999
Anonymous (3)
Melissa and Bob Alvarado
The Angell Foundation
Timothy D. and Sandy Armour
Richard Allan Barry Family Charitable Foundation
Peter Benedek
Jeanne and Sam Benjamin
Lynda Boone Fetter
and Blaine P. Fetter
Ying Cai and Wann Lee
California Arts Council
California Community Foundation
Glenn Camhi and Paul Felix
Esther S. M. Chao
Alison Cotter
Daniel and Phyllis Epstein
Dianne C. Freeman
Bryan G. Garth/Kenneth and Harle Montgomery Foundation
Larry and Janice Hoffmann
Hollywood Foreign Press Association
The Lenfest Institute for Journalism
Theresa June and Simon Li
Jeff and Rachel Lipp
Betsy and Ted Merchant
Drew Murphy
Orange County Community Foundation
Satterberg Foundation
Christine Sorenson
Eugene and Marilyn Stein
Isaac D. and Michal Sudit
United Plankton Charitable Trust/ Hillenbrand Family

$10,000 - $24,999
Anonymous (8)
Danny Acosta
Robert and Sara Adler
American Public Media Group
Meridith J. Baer
Sandra J. Ball-Rokeach
Kevin Beggs
Otis Booth Foundation
Albert and Elaine Borchard Foundation
California Humanities
Ms. Virginia Campbell
The Capital Group Companies Charitable Foundation
Johnny Carson Foundation
Marguerite Casey Foundation
Bill and Elaine Davis
Marina Day
Christian Denhart and Erin Brett
Sally Graves De Witt
Marilyn K. Dubas
Steve and Laurie Duncan
Elyssa and Gil Elbaz
Lauren and Austin Fite
Richard M. Friedel
and Janet Gardner
Gisella and Jeff Friedman
Paul and Susan Gaye
Google News Initiative
Ken and Lori Grotvetzian
 Gibson, Dunn & Crutcher LLP
Jennifer Hinman
and Michael Moody
Kurt Knutzen and Audrey George
Lionsgate Entertainment Corporation
Leonard M. Lipman, M.D.
Regina G. Liwnicz
Gene Lucero and Marcia Williams
Denise and Joseph Lumard
Kevin MacCarthy and Lauren Lexton
Katie McGrath and J.J. Abrams
Barry Meyer
and Wendy Smith Meyer
Allen Michaan
Moss Foundation
Wendy Munger
and Leonard L. gumport
James A. Newkirk
Michael Nissman
Peggy and Charles Norris
The Kenneth T. and Ellen L. Norris Foundation
Finneas O’Connell
Ann Peppers Foundation
The Reis Foundation, Inc.
Stewart and Lynda Resnick
Elisabeth Richter
and Dr. Howard Newman
Carlene Ringer
Barbara U. Roberts
Virgil and Brenda Roberts
Ronnie Rubin
Dinah Ruch
Ann and Richard Sarnoff
Herb Scannell
Risa Schwartz
Howard and Stephanie Sherwood
Stuart Silverman
Rob Sorcher and Nicolas Osama
Greg and Judi G. Steffire
Alexandria and Peter Strelow
The Sugimoto Family Foundation
Phil A. Swan
James R. Ukopina
Guillermo J. Valenzuela Foundation
The Walt Disney Company
Neil S. and Eve Weightman
Joan Wells
John H. and Connie Weston
Timothy P. Whalen
Suzanne V. Wilson
David and Jamie Rosenthal Wolf
Charles Woo
Chris Sue and Mark Yragui

$5,000 - $9,999
Anonymous (6)
526 Fund
Celia Adelson
Ms. Jeanne Anderson
and Mr. Robert S. Anderson
Mr. Gregory Ansin
Joseph and Callie August
Kevin Bacon and Kyra Sedgwick
Robert Barry
Charles B. Baumer for John and Hilda Arnold Foundation
Linda Borgeson
Brush Family Foundation
Peggy Lee Brutsche
Suzanne Bukinik
The California Endowment
Vera R. Campbell Foundation
CARS
Nancy T. Chang
Julie Chao
Judith Gamora Cohen
Barbara Cohn
Deo Foundation
Laura Donnelly
Victoria Dummer and Brion Allen
Bill and Trish Flumenbaum
Ruchika Garga
Earl L. Goldberg
and Aya Kimura Goldberg
Jay A. and Trudy L. Goldberg
Mr. Robert Goldberg
Green Fiber International Inc
Dolores Grunigen
Donald and Taylor Hall
Tom Hanks and Rita Wilson
Peter Yun Huh and Jhiee Kim Huh
Susan Huh
David and Lisa Hummelberg
John Jackson
Liz Johnson
Steve Kobilik
Blair Kohan
Susan and Doug Kranwinkle
Peter and Teri Lauenstein
BJ Ledyard
Dennis Levitt and Jane Gordon
Patricia E. Linden
Jim and Anahita Lavelace
Dr. Stephen A. Maas
and Mrs. Julie Maas
Roger Ian and Ruth MacFarlane
Richard P. Mader
Brooks and Julia McKinney
Jon R. and Debbie McTaggart
Gordon and Dale McWilliams
Joeyln Murphy
Allan and Nicole Mutchnik
Billie O’Connell
Dan Oliverio
Jon and Laurie Owang
Kamran C. Partovi
Pasadena City College Foundation
Rhoda B. Pell
Pedro Pizarro and Monica Kohler
Sandy and Barry Pressman
The Vasant and Prabha Rathi Foundation
Joel Reiss
Katherine M. Roberts
David and Victoria Rogers
Laura and James Rosenwald
Karen Ruhl
Paul and Dorene Rutter
Mark Sandelson and Nirvana Bravo
Alexander and Mariette Sawchuk
Anthony and Pamela Schwarz
Deanna Seiler
Diane Sherman
Linda Silverman and Eric Brown
Victoria and Barry Simon
Gail and David Spivack
Ronald J. and Sharon M. Stern
James Stevens
Lisa Sugimoto
Caroline Tsaw
JoAnn Turowsky
Greg and Glenda Vannn
Linda and Tod White Charitable Fund
Alan Jacob Wilson
The Harold Yellen Charitable Fund

2020 SCPR Annual Report 19
Cindy Winebaum
Katherine A. Winegar
Jeff Winter and Barbara Cox-Winter
Jerry Witkow and Sue Shachar
Carla Wohl
Sharon Wohl
Patti Dean Wohlford
and Carol Plekaar
Lynn Welden
Laura Wolf-Slovin and Karl Slovin
Christina J. Woo
Leonard J. and Paula M. Woo
Kathleen Wood
Laurel A. and Jeffrey S. Wruble
Deborah A. Wyscarver
Christine Yap
Edward and Anna Yeung
Robin Yu
Christine J. Yoon
Marc Young and Gary Wilson
Robert Young
Mary Zant
Christina Zeigler
Karl Zeile
Donna J. Zenor
and William T. Bisset
Herb and Arlene Zimmer
Barbara and David Zipperman
Fazlul Zubair
Candice Sherbin Zwicker
and Joel Zwicker

LEGACY SOCIETY
Anonymous (24)
Lawanda R. Allee
Sandra J. Ball-Rokeach
John M. Beringer Jr.
Arlene Robin Bernstein
Matthew Black
Herley Jim and Mollie Bowling
Robert and Wendy Brandow
Adrienne Brandriss
Dolores C. Browning
J. Linnea Bucher
Ruby Elizabeth Bugarin
Justin and Marie Cantor
Esther S. M. Chao
Richard and Karla Chernick
Jim Davidson
Susan Gray Davis
Sheila Diskin and Michael Berman
Rabbi Lisa Edwards
and Tracy Moore
Mona Field
Robin Fish
Bill and Trish Flumenbaum
John Gambardella
Cathy and Robert Garant
Katherine Gfeller
Henry and Jane Goichman
Dolores S. Grunigen
Jim and Anne Harder
William L. Hays
Laurence and Janice Hoffmann
John Jackson
Carol and Jerry Jacoby
The Hunter Karsten Family Trust
Dr. Herschel Knapp
Carol Komatsuka
Joi and Jared Kruger
Drew Lee

Brian Scott Miller
Monte and Jane Claire Montgomery
Molly Breeze Nisbet
Tom and Melinda Peters
Jean Pugh
Judith Raffel
Jonathan L. Rosenbloom
Jay H. Rosenthal
Borden Rozner Family Trust
Dianne K. Sax
Paul and Linnaea Scott
Leon and Barbara Shaog
Susan Sheryl Simmons
Jill M. Simpson
Charles Snyder and Peggy Ramsey
Christine M. Sorenson
Gail and David Spivack
Sally Stein
Stephanie Strout
and Andrew Carrico IV
The Susan Sulsky Trust.
Judith and Ward Thompson
Tamara V. Trutwin
Lupe Vela
Carol Vernon and Robert Turbin
The Larry Hurst and
Janice Watje-Hurst Living Trust
Jessica and Robert Weiner
Melanie Weir
Joan Wells
Kathleen A. Wells
Carla Wohl and Norm Johnston
Dr. Robert and Nadyne Zafran
Patricia A. Colby Trust
Estate of Carey Dutton
Estate of Adelaide Hilton
Paula Klein Trust
Doris M. Lamb and
H. Richard Lamb Foundation
Eugene A. Laumann Trust
Estate of Bernard Polsky
John Wetmore Trust

CORPORATE SPONSORS
20th Century Fox
Acuity Eye Group
Amazon TV
Apple TV+
CA Tabacco
Cedars-Sinai
Center Theatre Group
Children’s Hospital of Orange County
City of Hope
Dignity Health
Disney Television Studios
First Republic Bank
Focus Features
FX Networks
Huntington Memorial Hospital
LA Philharmonic
National Geographic Channel
Netflix
OFX
Sony Pictures Classic
Sony Pictures Entertainment
Southern California Edison
Southern California Toyota Dealers Association
United Way of Greater Los Angeles
Universal Pictures Group
University of California Irvine
Wait Disney Studios
Wait Disney Television
Warner Brothers
Wescom Credit Union
*This is a partial list.

FOUNDERS
Ron Olson
Founding Board Chair and Honorary Life Trustee
Partner
Munger, Tolles and Olson LLP
William H. Kling
Founding Vice Chair
President Emeritus
American Public Media Group

SENIOR STAFF OF AMERICAN PUBLIC MEDIA GROUP
Brendan McManus
President and CEO
Dawn Capala
Chief Revenue Officer
Lori Guest
Chief People Officer
Katie Hever
Chief Development Officer

SENIOR STAFF OF SOUTHERN CALIFORNIA PUBLIC RADIO
Herb Scannell
President and CEO
Barney Braxton
Chief Revenue Officer
Joan Dierks
Chief Development Officer

SENIOR STAFF OF AMERICAN PUBLIC MEDIA GROUP
Jon R. McTaggart
President and CEO
Morris Goodwin
Chief Strategy Officer

SENIOR STAFF OF SOUTHERN CALIFORNIA PUBLIC RADIO
Kerry Reynolds
President and CEO
Carolee Adams
Chief Revenue Officer

TRUSTEES
Danny Acosta
Managing Director and Partner
Boston Consulting Group
Melissa Alvarado
CFO
Brad Barrett
Chief Financial Officer
Kevin Beggs
Chairman and CEO
Integris Group

FOUNDERS
Ron Olson
Founding Board Chair and Honorary Life Trustee
Partner
Munger, Tolles and Olson LLP
William H. Kling
Founding Vice Chair
President Emeritus
American Public Media Group
Esther Chao
Owner and President
Giant Panda Management

Gordon Crawford
Life Trustee (Active)
Senior Vice President (retired)
Capital Research and Management Company

Lynda Boone Fetter
Principal/Manager
Boone Fetter LLC
Samuelson & Fetter LLC

Bryony Gagan
Vice President, Business & Legal Affairs
Netflix

Barbara N. Horowitz, MD
Harvard Medical School & Harvard Department of Human Evolutionary Biology
Division of Cardiology, David Geffen School of Medicine at UCLA

Jihee Kim Huh
Life Trustee (Active)
Co-chair and Vice President of New Business Development
Pacific American Fish Company

Winnie Kho
Treasurer, SCPR Board of Trustees
Owner and CEO
KTW Properties, Inc.

Ofelia Kumpf
Field Vice President
McDonald’s USA

Michael Lawson
President and CEO
Los Angeles Urban League

Capri Maddox, Esq.
Executive Director, Civil and Human Rights Department
City of Los Angeles

Jon R. McTaggart
President and CEO
American Public Media Group

Drew Murphy
Chair, SCPR Board of Trustees
Senior Vice President, Strategy and Corporate Development
Edison International

Dr. James B. Pick
Professor, School of Business
Director, Center for Spatial Business
University of Redlands

Guy Primus
CEO
Valence Enterprises

Peter Rice
Chairman
Walt Disney Television

Virginia Roberts
Vice President and Partner
Bobbit & Roberts

Herb Scannell
President, SCPR Board of Trustees
President and CEO
Southern California Public Radio

Christina Singleton
President
SophiaGrace Foundation

Nancy Stark
Executive Vice President, Strategic Planning
American Realty Advisors

Susan Steinhauser, Esq.
Attorney

Ana Valdez
Executive Director, Latino Donor Collaborative
President and Co-Founder Valdez Consulting Group, Inc.

Mary-Jane Wagle
Secretary, SCPR Board of Trustees
Chair, Board of Directors
Communities in Schools of Los Angeles

Catherine M. Ward
Vice Chair, SCPR Board of Trustees
Senior Vice President and Director (retired)
Capital Research and Management Company

Life Trustees (Honorary)

Robert Adler
Executive Vice President and General Counsel (retired)
Edison International

Louise Henry Bryson
Former President of Distribution, Lifetime Television
Executive Vice President and General Manager, Lifetime Movie Network
Chair Emerita of the Board, J. Paul Getty Trust

Fernando J. Guerra, Ph.D.
Director
Thomas and Dorothy Leavey Center for the Study of Los Angeles
Loyola Marymount University

David Hill
President
Hilly, Inc.

C. Douglas Kranwinkle
Executive Vice President and General Counsel (retired)
Univision Communications, Inc.

Stewart Kwok
Founding President and Executive Director
Asian Americans Advancing Justice

Jarl Mohn
Mohn Family Trust

Ronald L. Olson
Partner
Munger, Tolles & Olson LLP

Constance L. Rice
Co-Founder and Co-Director Advancement Project

Marilyn Sutton, Ph.D.
Professor Emeritus
California State University Dominguez Hills

Charles Woo
CEO
MegaToys

President Emeritus

Bill Davis
Southern California Public Radio

Trustees in Memoriam

Adelaide Hixon
Philanthropist, APH Group

Jon B. Lovelace
Capital Research and Management Company

Charles D. Miller
Avery Dennison Company

Harry P. Pachon, Ph.D.
The Tomás Rivera Policy Institute

Harold M. Williams
The J. Paul Getty Trust

REGIONAL ADVISORY COUNCIL

Members

Joaquin Beltran
Vice-Chair, Regional Advisory Council
Founder
Speak Up America

Felicia E Friesema
Chair, Regional Advisory Council
Director of Marketing and Communications
Foothill Transit

Steve Hochman
Music Critic
LA Times
Achievements

The news never stops in Southern California – and neither does our pursuit of journalistic excellence, which was recognized this year across our region and beyond.

**News Awards**

- **Edward R. Murrow Award (National) Hard News**
  KPCC/LAist received this award for the “Why Do We Keep Building Homes in Places That Burned Down?” news story.

- **Edward R. Murrow Award (Regional) Excellence in Video**
  KPCC/LAist received this award for the “I Hiked Alone In The Sierra Nevada For 14 Days To Prove Myself To Myself” news story.

- **Edward R. Murrow Award (Regional) Feature Reporting**
  KPCC/LAist received this award for the “Protesters Killed A Plan For A Koreatown Homeless Shelter. That’s Just The Beginning Of The Story” news story.

- **Edward R. Murrow Award (Regional) Multimedia**
  KPCC/LAist received this award for “Graying California,” a project with the California Dream Collaboration.

- **Los Angeles Press Club**
  Leslie Berestein Rojas placed first in consumer news/feature category for her report on the costs tied to a new program that legalized sidewalk vending. The judges called her report “well-told in human terms” as vendors worried about their ability to afford the cost of operating legally.

**Online Journalism Awards**

- **Southern California Public Radio** won the Gather Engagement Award again in its second year.

---

**Twenty Years of Truth Telling**


---

*Photography: Tamar Levine (Herb Scannell, Kristen Muller, Alejandra Gutierrez, Adolfo Guzman-Lopez, Drew Murphy)*

*Design: Golden Design Studio*

*Copywriting: JD Copy & Creative*

In keeping with social distancing mandates to ensure the health and safety of the individuals profiled in these pages, we relied on remote photography, taken using FaceTime.