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Dear Friend,

As you'll see, hear, and read in our latest Annual Report, 2012 was another landmark year of public service, creativity, and organizational growth for StoryCorps.

I founded StoryCorps in 2003 based on a few simple beliefs: listening carefully is one of the most profound ways in which we can honor another person's life, and great wisdom and beauty can be found in the stories of the everyday people all around us. I've come to believe more strongly in those ideas with each passing day. StoryCorps works tirelessly to reach people whose stories are often silenced, giving people from all backgrounds and beliefs the opportunity to have their voices heard. Each week, StoryCorps celebrates authentic stories that speak to the resilience, fortitude, and decency of everyday people. Our edited radio segments have moved and challenged millions of Americans, creating a place where we can connect to one another above the din of an increasingly harsh media environment.

Thanks to your support, StoryCorps stories have had an impact on many more Americans through our NPR broadcasts, best-selling books, animated shorts, and educational programs.

In 2012 our reach continued to expand. Highlights include:

- Launching our Military Voices Initiative—collecting, preserving and amplifying the stories of post-9/11 veterans, active-duty service members, and their families. This collection will serve as a definitive record of the conflicts in Iraq and Afghanistan through the eyes of those who experienced them.
- Recording hundreds of interviews through our National Teachers Initiative, celebrating the work of public school teachers across the country.
- Expanding StoryCorps Legacy—which delivers the StoryCorps recording experience to those who have been diagnosed with a serious illness—to pediatric patients and their families.
- Doubling the number of students participating in StoryCorpsU—our yearlong standards-based college readiness curriculum for high-needs schools. StoryCorpsU trains teachers to use StoryCorps content and interviewing methods to improve students’ speaking, listening, writing, and critical thinking skills. Evaluation findings from Harvard indicate that StoryCorpsU is doing just that.
- Partnering with more than 500 community-based organizations across the country, to ensure that the widest possible swath of American voices is recorded and preserved.

From LGBT youth, to homeless veterans, to survivors of domestic violence, our work to honor and uplift the voices and stories of those least heard among us deepened and grew.

In the coming year, StoryCorps will continue to expand and improve upon the unique and extraordinary service we deliver to the American people. As we look forward to marking our 10th anniversary in October 2013, the organization is redoubling its efforts to use the power of listening to better people’s lives.

I look forward to keeping you up to date on our progress in the year to come. I am deeply honored by your belief in StoryCorps, and it remains the greatest privilege of my life to lead this organization and its devoted staff. Profound thanks for your support.

Sincerely,

Dave Isay
StoryCorps is one of the few places where ordinary citizens can take a step—listening, talking, or both—that moves the nation closer to the ideals of social justice, transcending differences and divides that keep Americans from rising to be their best selves.

An African American man talks with his teenage daughter about the challenges and joys of raising her as a single father trying to make it through college. Two women who have survived domestic violence talk about having tattoos removed because they were a constant reminder of the abusive relationships they escaped. A young man with Down syndrome talks with his father about realizing his dream of opening a café where he greets all customers with a hug. These are just a few of my favorite StoryCorps broadcasts of the past few months—new strands in the rich tapestry of American life woven by the organization whose board I am privileged to chair.

StoryCorps, more than almost any other institution, can help Americans navigate and overcome the dualities and contradictions of contemporary life. We are a multicultural society in which much of our media is monoculture. We prize “reality,” but virtually all of the programming with that label is staged and coarse. We say we value and respect difference, but too many children are bullied, too many with disabilities are marginalized, and too many elders are shunted aside, their collective wisdom untapped. We laud bipartisanship and compromise, but we too often talk past one another, comfortable in our silos. StoryCorps is one of the few places where ordinary citizens can take a step—listening, talking, or both—that moves the nation closer to the ideals of social justice, transcending differences and divides that keep Americans from rising to be their best selves. It stands for the proposition at the core of every creed and constitution: that every voice counts and every life has value. Tens of thousands have sat for an interview in a StoryBooth, emerging with a priceless family treasure and the confidence that their story will become part of American history through our archive at the American Folklife Center at the Library of Congress. Millions more have been moved by listening.

But to have the impact on the culture that we strive for, we need to do much more. We need to make sure that the content we produce—the stories of the nation—reach an even larger audience. We need to expand the availability of the interview experience to meet ever-increasing demand for our services. We need to continue developing measures that demonstrate our impact on participants and listeners.

It will take more resources to do this, resources that the Board and I are committed to finding. In the past year we have made great strides with foundation and individual donors—and were recently recognized with a prestigious “Creative and Effective Institutions” award from the John D. and Catherine T. MacArthur Foundation.

These successes encourage us to aim even higher. The path we are on—moving from reliance on a handful of foundation and government funders to a broad base of core support, more and more from individuals and families, that enables us to chart our own destiny—is an essential one if we are to realize our vision.

In the coming years, with help from supporters like you, we will build on the dazzling first decade of StoryCorps to create an enduring institution that will in time touch the lives of every American family: a public service no less revered, experienced, and beloved than the National Park Service and our public library system. Thanks for your partnership in working toward that vision.

Sincerely,

Gara LaMarche
Chair
**Miss Devine**

Cousins James Ransom and Cherie Johnson recall their formidable Sunday school teacher, Miss Lizzie Devine, the only woman who scared them more than their grandmother.

**MISSION**

StoryCorps’ mission is to provide people 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 everyone’s story matters. At the same time, we are creating an invaluable archive of 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.

*What a fantastic service you provide. You move me beyond words. To tell our stories, to honor them, illuminate them, celebrate them. You enrich so many hearts and spirits by doing so.*

Dan Butler, Newbury, VT
DOOR-TO-DOOR
Trained facilitators travel across the country recording stories on-site with community partners, bringing professional, portable recording equipment to corporations, organizations, and even family reunions. This service provides a meaningful StoryCorps experience to a variety of communities.

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

2012 MOBILE TOUR STOPS

We recorded a total of 4,536 interviews with 9,454 participants in 2012.

RECORDING STORIES ACROSS AMERICA

Since 2003, we’ve given nearly 90,000 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 2012, in towns and cities across the country, we recorded more than 4,500 interviews with nearly 10,000 participants.

StoryCorps provides the interview experience in a number of different ways.

MOBILEBOOTHS
Our iconic MobileBooth travels the country—from the Rio Grande Valley in Texas to Charleston, South Carolina—recording the stories of everyday people. At every Mobile stop, we partner with local radio stations and community-based organizations to ensure a diverse representation of communities from rural to urban, East Coast to West Coast.

STORYBOOTHS
In 2012, StoryCorps recorded local stories at our stationary StoryBooths in New York City’s Foley Square, San Francisco’s Contemporary Jewish Museum, and WABE 90.1 FM in Atlanta.

2012:

1,495 MobileBooth interviews recorded with 3,008 participants
770 Door-to-Door interviews recorded with 1,565 participants
1,475 StoryBooth interviews recorded with 3,252 participants
376 StoryKit interviews recorded with 677 participants*

* (including 338 interviews through StoryCorps Legacy initiative)
“I came into the topless bar that you were bouncing.”

Biologists Susan and Philip McClinton live just outside of Yellowstone National Park in Cody, Wyoming.

Listen online: http://storycorps.org/listen/philip-susan-mcclinton/

SHARING OUR STORIES

Broadcast
Through our award-winning weekly broadcasts on NPR’s Morning Edition, StoryCorps reaches an audience of 14 million ears each week.

Animation
StoryCorps Animated Shorts feature the stories of everyday people, told in their own voices and brought to life with animation from the Rauch Brothers. StoryCorps continued its popular series of animated shorts with five new releases in 2012. They were broadcast on the PBS documentary series POV, featured on YouTube’s home page. Watch them at storycorps.org/animation.

Archives
Our collection of more than 45,000 interviews is archived at the American Folklife Center at the Library of Congress in Washington, DC, the National Museum of African American History and Culture, and the Nettie Lee Benson Latin American Collection. You can also access our stories at nearly 300 local archives in communities we have served across the country.

Press
In 2012, StoryCorps was featured in a variety of national and local outlets, including the Associated Press, USA Today, Los Angeles Times, Chicago Tribune, The Daily Beast, and Mashable.

Social Media
Our fan base on Facebook and Twitter increased 55 percent in 2012 and continues to grow. Follow us on Twitter and join us on Facebook for updates and exclusive content.

STORYCORPS ARCHIVE

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

More than 47,000 interviews
More than 30,000 hours of audio
More than 250,000 digital objects, including audio, interview and participant data, photographs, and supplementary materials totaling more than 17 terabytes of data.
Sundays at Rocco’s

For eighteen years Nicholas Petron’s grandfather, Rocco Galasso, served as owner and superintendent of an apartment building where much of his family resided—until the day they were given notice that their building faced demolition to make way for new apartments. As Nick remembers, that’s when everything changed.

Books


Eyes on the Stars

On January 28, 1986, NASA Challenger mission STS-51-L ended in tragedy when the shuttle exploded 73 seconds after takeoff. On board was physicist Ronald E. McNair, who was the second African American to enter space. But first, he was a kid with big dreams in Lake City, South Carolina.
CAPTURING THE DIVERSITY OF OUR NATION

An organization-wide emphasis on diversity is central to our work at StoryCorps. For this reason, we set annual diversity goals and reserve 50 percent of interview openings for the constituencies of more than 500 community organizations. To ensure that the StoryCorps Archive and broadcasts fully represent the diversity of voices in America, StoryCorps’ Participant Diversity Team (PDT) sets and supports the achievement of organization-wide participant diversity goals.

### PARTICIPANT DIVERSITY

<table>
<thead>
<tr>
<th></th>
<th>2012 GOAL</th>
<th>2012 ACTUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>Hispanic / Latino</td>
<td>16%</td>
<td>12%</td>
</tr>
<tr>
<td>Asian</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>LGBTQ</td>
<td>5%</td>
<td>7%</td>
</tr>
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</table>

### SELECT COMMUNITY PARTNERS

In 2012, StoryCorps deployed new and continuing initiatives to capture an array of voices nationwide.

StoryCorps Legacy
StoryCorps Legacy provides people living with serious illness, along with their families, the opportunity to record and preserve cherished interviews.

Military Voices Initiative
The Military Voices Initiative captures the stories of post-9/11 veterans, active-duty service members, and their families.

September 11th Initiative
StoryCorps has recorded more than 1,200 interviews with people impacted by the tragedies at New York’s World Trade Center on February 26, 1993, and September 11, 2001. StoryCorps was awarded an Alfred I. duPont–Columbia University Award for its 9/11 series of animated shorts and audio.

Historias Initiative
The Historias Initiative celebrates and preserves the voices of Latinos across the United States. It is the largest collection of Latino voices ever gathered.

Griot Initiative
Our Griot Initiative ensures that the contemporary experiences of African Americans will be preserved and available for generations to come. To date, StoryCorps Griot has recorded the largest collection of African American voices ever gathered.

I listened to my CD at home. I started out by myself, but my wife heard it and stopped cooking dinner to come listen, and then my kids stopped doing their homework to come in, too. It turned into a shared family experience, and they learned some things about my experience they had not heard before. They want to thank you and your organization for doing this kind of work, as do I. What you produce is very special and opens many doors.

Bob Ousley, Alumni, Nashville, TN
As my brother seems to be slipping away from us, I want to tell you how appreciative we all are for your sacrifice in opening up StoryCorps on a Saturday (and even patiently waiting while we endured flight delay after flight delay!), as it may have been the last time he was mobile.

It was just three weeks ago when Doug sat in the recording booth. Casually mentioning that he has cancer, as if it were not of much concern. He was so positive and upbeat, telling us he would hopefully be here for years to come. Of course, I knew it was worse than that, but somehow hoped that Doug was right, not the doctors.

With vacation and getting back to work, I had not yet downloaded the StoryCorps recording until this weekend, and when he took sick this weekend, I got it out to my family yesterday. Even though it was well past my Mom’s bedtime, she apparently listened to Doug’s story over and over last night, and I know it gave her so much comfort.

Just in case you guys ever think you are tired of doing this good work, think of me and Doug and how you made yourself available to him at just the right moment, and how much it means to us. And now we will have him with us forever, in a way.

Thank you all so very much.

Donna Pugh
“We were about as close as people that don’t speak the same language can be.”

Army National Guard Specialist Justin Cliburn tells his wife, Deanne, about Ali, the young Iraqi he befriended during his service in Iraq.

MILITARY VOICES INITIATIVE

The Military Voices Initiative preserves the stories of American military veterans and sends the message that we—as a nation—are listening. We partner with organizations like Iraq and Afghanistan Veterans of America, The Coming Home Project, and Got Your 6 to gather the diverse voices of the military community and their families.

I thank you for the opportunity to speak about Ali and Achmed..., I realized that I’ve forgotten certain firefights and explosions, but I never forgot about each day I spent with those two. Helping me tell their story rather than the typical “war” story is what makes StoryCorps so wonderful. I learned a lot about man’s capacity for kindness and cruelty in Baghdad, but I continue to be amazed by the efforts of people like you.

Army National Guard Specialist Justin Cliburn, Interview Participant
“At the time, I was tutoring at an after-school program...”

Ayodeji Ogunniyi remembers how the murder of his father led him to a new career.

Listen online: http://storycorps.org/listen/ayodeji-ogunniyi/

NATIONAL TEACHERS INITIATIVE

20,970 minutes recorded
27,762+ miles traveled
60 locations visited
1,413 participants
687 interviews

Thank You, Teachers!

This 18-month Initiative celebrated the work of public school teachers across the country. By recording, sharing, and preserving these stories, we called attention to the invaluable contributions teachers have made to this nation, honored those who have embraced the profession as their calling, encouraged teaching as a career choice, and helped to unify the country behind its teachers. The National Teachers Initiative placed special attention on the work of teachers striving to increase the number of students who graduate prepared for college and careers.

Stories are the cloth which binds us, holds us, and protects us from the cold. May we live through many more winters warmed by StoryCorps’ blessed fabric of love.

Greg Huang-Dale, Fryeburg, ME
The StoryCorpsU College Readiness Curriculum is an interactive, standards-based, college-readiness program built around StoryCorps content and methods. Its aim is to improve students’ speaking and listening skills, and build their self- and social awareness, and connection to their schools.

**National Day of Listening**

StoryCorps partnered with SoundCloud to debut an interactive platform that collects stories submitted from all across the country. The Wall of Listening allows people to record an interview and upload it with a picture of the interview partners. You can record using your web browser or equipment readily available to you, such as an iPhone, a digital recorder, or a laptop.
2012 FINANCIAL HIGHLIGHTS

StoryCorps is committed to meeting the highest standards of fiscal responsibility and transparency. Rated a four-star organization by Charity Navigator, this year more than three-quarters of our expenditures directly supported StoryCorps programs.

Revenue

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate</td>
<td>$772,825</td>
<td>11.8</td>
</tr>
<tr>
<td>Foundations &amp; Major Donors</td>
<td>$2,343,636</td>
<td>35.6</td>
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<tr>
<td>Government</td>
<td>$2,201,428</td>
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<tr>
<td>Individuals</td>
<td>$250,293</td>
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<tr>
<td>Donated Services &amp; Materials</td>
<td>$281,719</td>
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<tr>
<td>Other Income</td>
<td>$724,415</td>
<td>11</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$6,574,316</strong></td>
<td><strong>100</strong></td>
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</table>

Expenses

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Amount</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>StoryCorps Program</td>
<td>$5,188,746</td>
<td>78</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>$774,517</td>
<td>11.6</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$689,723</td>
<td>10.4</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$6,652,986</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Assets

- Cash & Cash Equivalents $2,335,436
- Unconditional Promise to Give $3,624,966
- Miscellaneous Receivables $175,377
- Prepaid Expenses & Other Assets $59,070
- Property & Equipment, At Cost (net of accumulated depreciation) $78,385
- Security Deposits $35,497
- **Total Assets** $6,308,731

Liabilities & Net Assets

**Liabilities**

- Accounts Payable & Other Liabilities $238,598
- Deferred Revenue $119,875
- Note Payable $609,504
- Book Advance $63,750
- **Total Liabilities** $1,031,727

**Net Assets**

- Unrestricted $1,390,400
- Temporarily Restricted $3,886,604
- **Total Net Assets** $5,277,004
- **Total Liabilities & Net Assets** $6,308,731
GOVERNMENT, FOUNDATION, & CORPORATE FUNDERS

$500,000 and above
Corporation for Public Broadcasting
The Atlantic Philanthropies, Inc.
Ford Foundation
John D. and Catherine T. MacArthur Foundation

$100,000 — $499,999
Bloomberg Philanthropies
Charina Endowment Fund
Institute of Museum and Library Services
The Joyce Foundation
Open Society Foundations
The Kaplen Foundation
The Marc Haas Foundation
Newman's Own Foundation
Polk Bros Foundation
Pumpkin Trust

$25,000 — $99,999
The BayTree Fund
Margaret A. Cargill Foundation
Lloyd A. Fry Foundation
National Endowment for the Arts
The New York City Department of Cultural Affairs
Taconic Foundation

$10,000 — $24,999
Colbert Family Fund of the Coastal Community Foundation of SC
Cornelia Bessie Foundation
Grand Street Fund
News Corporation Foundation

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

2012 CORPORATE SPONSORS

2012 NATIONAL PARTNERS
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Tom and Addie Jones
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Tom Moore
Kathleen Barksdale Pattillo
Michael A. Shuman
Hildy Simmons
Murray and Robin Sinclaire

$5,000 — $9,999
Anonymous (3)
Howard P. and Judy Berkowitz
Katie Butterfield
Lewis B. Cullman
Jane Isay
Richard Isay and Gordon Harrell
Kevin Klose
Deborah Leff
Ken Miller

$1,000 — $4,999
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Brett Dunst
Edwards Family Fund
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Roselyne Chroman Swig
William J. and Melinda vanden Heuvel
John L. Vogelstein
William Lynn Weaver
Brad Whitman
Roger and Judith Widmann
Howard and Barbara Wollner
Zane Anthony Zumbahlen

$250 — $999
Anonymous (3)
Patricia Colleen Abiog
Verble Gorman Alexander
Martha Lou Alman
Stacey Alston
Charlie Anderson
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Susan Baker
Megan Baldrige
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Patricia Bauman
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Raine Campeau
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Naveen Shivapuja Chandra
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William Wyatt Holland
Robert Hood
Third Grade Class of Temple Israel
Jesse L. Jones
Tunisia Monica Jones
StoryCorps is grateful to all of our donors at every giving level for their 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.

OUTLOUD INITIATIVE DONORS

In Memory of Dr. Richard Isay
1934–2012

$10,000 — $99,999
David Dechman
Grand Street Fund
Josh and Cathie Isay
Gara LaMarche

$5,000 — $9,999
Anonymous
Scott Rudin

$1,000 — $4,999
Cary Davis and John McGinn
The Mosaic Foundation (of R. & P. Heydon)
Tom & Addie Jones
Deborah Leff
Lawrence and Gale Levine
Andrea Miller
Bradley Tusk and Harper Montgomery
Murray and Robin Sinclaire
Connie Wolf

$250 — $999
Jennifer Cunningham
Michael and Betsy Gonnerman
Marc and Mary Carole Harrison
Milton Isay
Donald Johannesson, M.D.
David and Kimberly Levine
Patrick Lo
Marianne Makman
Michael Marino
Jeffrey Pollock and Deborah Brown
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Michael A. Shuman
Founder and Principal, MASdesign

Murray Sinclaire, Jr.
President and CEO (Co-Owner), Ross, Sinclaire & Associates, LLC

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Dave Isay

Director, Programs
Donna Galeno

Director, External Relations
Meridith Burkus

Director, Finance & Administration
Sharyanne McSwain

Special Assistant to the President
Kathrina C. Proscia
StoryCorps couldn’t exist without the dedicated work of our staff, interns, and volunteers.

Thank you.
CONTINUE THE CONVERSATION

EXPERIENCE

Listen to stories and share them with your friends and family at storycorps.org/listen or tune in to NPR’s Morning Edition every Friday.

Subscribe to our free podcast on SoundCloud, Stitcher or iTunes.

Watch our critically acclaimed animated shorts series at storycorps.org/animation.


Subscribe to our weekly newsletter to receive StoryCorps stories by email at storycorps.org.

RECORD

Make a reservation to record an interview with a loved one at storycorps.org.

Sponsor on-site recording days through our Door-to-Door service. Learn more at storycorps.org/bring-storycorps-to-your-organization.


SUPPORT

Help us reach every person in America. Make a tax-deductible donation today at storycorps.org/donate.

Or mail your donation to:

StoryCorps
80 Hanson Place | 2nd Floor
Brooklyn, New York 11217

Thank you!