Our mission is to honor and celebrate one another’s lives through listening.
This past October, StoryCorps turned five—giving us an amazing opportunity to look back and reflect on how much we have achieved since the day in 2003 when Studs Terkel cut the ribbon on our first StoryBooth in Grand Central Terminal.

Back then we envisioned StoryCorps as a ten-year effort. As a time-limited project, StoryCorps was made up of a small support staff and consultants. We started with a $400,000 budget and a staff of four.

Today, StoryCorps is committed to becoming a lasting national institution. We are now a $6 million organization employing almost 80 people across the country. We’ve recorded nearly 25,000 interviews with nearly 50,000 people from every state in the nation. We are one of the largest collections of American voices ever gathered.

I am especially pleased to share with you our first StoryCorps Annual Report. As you’ll see in the following pages, 2008 was another extraordinary year for the project, and, equally, a year of institutional building to lay the foundation for the next five years and beyond. Major 2008 accomplishments include: the launch of the first annual National Day of Listening; the release of our best-selling book, *Listening Is an Act of Love*, in paperback; our Griot Initiative surpassing the Works Progress Administration (WPA) Slave Narratives to become the largest collection of African American voices ever gathered; and the successful restructuring of the organization. We did all of this while we delivered extraordinary service to over 13,000 participants from coast to coast, reached thousands of disadvantaged Americans through our targeted outreach efforts to more than 500 organizations, and continued our award-winning broadcasts and podcasts to millions.

These accomplishments come thanks to the hard work and guidance of so many: our dedicated staff and Board, our intrepid institutional funders and partners, and our loyal fans and supporters. I am so excited to work with all of you as we continue to weave StoryCorps into the fabric of American life and the lives of all Americans.

The overarching priorities for our work in the coming years are to enhance access to both the StoryCorps interview experience and StoryCorps content, as well as to nurture the community of listeners and StoryCorps participants that is growing each day.

The road ahead promises to present StoryCorps with new opportunities and, undoubtedly, new challenges. In the midst of the economic troubles now facing our country, we hope that StoryCorps will serve as a beacon of hope. Just as the documentary work that emerged from the WPA inspired and uplifted the country during the Great Depression, StoryCorps has the capability to do the same. StoryCorps can capture the courage, grace, and poetry found in the stories of our fellow Americans and share those stories with the entire nation. These stories play a particularly critical role during times of economic hardship. Through them people are reminded that their lives matter, and that many have made it through difficult times before us.

I hope you’ll take a moment to read about some of the exciting accomplishments of 2008 and to reflect on how far we’ve come together. And we have only just begun to tap the potential of this project. I look forward to the next five years—and beyond—with great optimism and excitement, as well as gratitude for all you’ve done on behalf of StoryCorps. Onward!

Sincerely,

Dave Isay
Founder & President
Access to the StoryCorps Experience

We aim to provide all individuals with the StoryCorps recording experience through a variety of services. All interviews collected through our services are archived at the American Folklife Center at the Library of Congress.

StoryBooths

StoryBooths are soundproof booths with professional recording equipment and operated by trained staff. Reservations are open to the public year round.

After recording more than 5,000 interviews in five years, our very first StoryBooth in New York City’s Grand Central Terminal permanently shut its doors in May 2008. The flagship booth relocated to Foley Square in Lower Manhattan (pictured above), where it offers a vital public service.

In January 2008, our first temporary StoryBooth at the Milwaukee Public Library completed its one-year term. The booth served as a pilot for future spaces that are outfitted as StoryCorps facilities. We partnered with the Center on Age & Community at the University of Wisconsin-Milwaukee to capture 545 interviews with more than 1,000 local residents during our stay in the community.

Our second temporary StoryBooth in the Nashville Public Library completed its one-year term in October 2008, after capturing nearly 500 stories of everyday people. Our newest StoryBooth opened that same month in San Francisco at the Contemporary Jewish Museum, where it will operate through October 2009.

MobileBooths

MobileBooths are Airstream trailers outfitted with professional recording equipment that travel the country year round collecting stories.

In 2008, after three years on the road, our two MobileBooths have stopped in each of the lower 48 states in America.

Throughout the 2008 tour, StoryCorps continued to partner with local public radio stations and organizations in each of the 28 cities we visited, serving over 5,000 participants and giving StoryCorps a true national presence.

Our outreach program on the road was essential in providing the recording experience to many Americans who might not have otherwise known about StoryCorps, giving many different kinds of people the opportunity to share memories, stories, and conversations with their loved ones.

2,728 MobileBooth interviews recorded in 2008

2008 Mobile Tour Stops

<table>
<thead>
<tr>
<th>Los Angeles, CA</th>
<th>Laramie, WY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orlando, FL</td>
<td>Denver, CO</td>
</tr>
<tr>
<td>San Antonio, TX</td>
<td>Buffalo, NY</td>
</tr>
<tr>
<td>Charlotte, NC</td>
<td>Grand Junction, CO</td>
</tr>
<tr>
<td>Camp Lejeune, New Bern, &amp; Beaufort, NC</td>
<td>Springfield, MA</td>
</tr>
<tr>
<td>Abilene, TX</td>
<td>Roanoke, VA</td>
</tr>
<tr>
<td>Sacramento, CA</td>
<td>Peoria, IL</td>
</tr>
<tr>
<td>Georgetown, DE</td>
<td>Gainesville, FL</td>
</tr>
<tr>
<td>Boise, ID</td>
<td>Tucson, AZ</td>
</tr>
<tr>
<td>Cincinnati, OH</td>
<td>Tulsa, OK</td>
</tr>
<tr>
<td>Glens Falls &amp; Saranac Lake, NY</td>
<td>Northampton, Lenox, Greenfield, MA</td>
</tr>
</tbody>
</table>

1,915 StoryBooth interviews recorded in 2008

"StoryCorps is one of the best projects to happen in my lifetime. I was so pleased to be allowed to participate when the MobileBooth was in Sioux Falls, South Dakota. I am grateful to have had the chance to express my impression of what I saw growing up at the end of one era and the beginning of another.”

MJ McMillan
Mobile Tour Alumni
Door-to-Door Service

Organizations, institutions, and companies can sponsor on-site recording days with Door-to-Door. StoryCorps sends trained staff and professional recording equipment to the location of their choice.

Door-to-Door significantly expands our reach by taking the recording experience out of the booth and directly to participants. Without Door-to-Door, achieving our community outreach goals would not be possible.

Door-to-Door allows StoryCorps to reach out to a range of local and national community partners at no charge in conjunction with our special initiatives.

1,004 Door-to-Door interviews recorded in 2008

StoryKits

StoryKits are portable packages that include professional recording equipment and a User’s Guide to record interviews at home.

Individuals and families rent StoryKits to record interviews in the comfort of their own homes. This service strengthens our ability to bring the StoryCorps experience to people in hard-to-reach parts of the country, including Hawaii and Alaska.

465 StoryKit interviews recorded in 2008

Community Outreach

StoryCorps partners with community organizations to bring the StoryCorps experience to diverse groups of people who may encounter barriers to participation. We dedicate resources for community outreach in each city we visit to ensure the greatest range of participation by local groups. We aim to hold 25% of our interview slots for these outreach participants, engaging people who may not be familiar with StoryCorps.

This commitment guarantees that our national archive and broadcasts include the voices of individuals from all walks of life and all parts of our nation—voices not traditionally heard in mainstream media.

National Day of Listening

StoryCorps launched the first annual National Day of Listening on November 28, 2008, to encourage everyone in America to record and archive stories, conversations, and favorite memories with their loved ones using our free Do-It-Yourself Instruction Guide. School and libraries across the country were also encouraged to bring StoryCorps to their communities by using our National Day of Listening Teacher Toolkit and Library Toolkit. We inspired tens of thousands of people and hundreds of schools and libraries to celebrate the National Day of Listening, and the campaign received attention from national media, including NPR, the Associated Press, and CNN.

What people are saying about the National Day of Listening

“It was one of the best things I have ever done. We chose to do it on Thanksgiving afternoon because all of our family was together. Each interview lasted about 40 minutes, and we all sat in the room and listened to all of the conversations. I learned things about my parents that I never knew before. There was laughter and tears. I am so thankful that we had the opportunity to do this.”
StoryCorps Initiatives

StoryCorps initiatives are coordinated national programs that deliver StoryCorps to specific populations.

StoryCorps Griot

A Griot is a storyteller, a position of honor in West African tradition, who hands down family and community history from one generation to the next. StoryCorps Griot is an ongoing initiative to ensure that the voices, experiences, and life stories of African Americans will be preserved and presented with dignity for generations to come.

In February 2008 StoryCorps concluded a yearlong Griot MobileBooth Tour, which traveled across the nation to partner with radio stations, historically black colleges and universities, and cultural organizations to record and distribute the stories of African Americans. In 2008, 385 stories were recorded through Griot.

StoryCorps Griot is now the largest collection of African American voices ever gathered, surpassing the Slave Narratives recorded by the Works Progress Administration in the 1930s, and is the first national partner of the Smithsonian National Museum of African American History and Culture.

The Memory Loss Initiative

The Memory Loss Initiative (MLI) encourages those affected by Alzheimer’s and other memory loss disorders to preserve and share their life stories, leaving a legacy for future generations. In June 2008, MLI completed its first year as a national program, and MLI participant, listener, and partner responses have been overwhelmingly positive.

In 2008 we recorded 591 MLI stories, and we have worked with over 100 organizations to date. MLI was invited to many national conferences and conventions in 2008, including the New York City Alzheimer’s Association 8th Annual Early Stage Memory Disorders Conference, and the Los Angeles Alzheimer’s Association First Early Stage Conference.

1,255 Total MLI interviews recorded to date

849 Total September 11th interviews recorded to date

The September 11th Initiative

StoryCorps launched the September 11th Initiative to honor and remember the stories and people affected by the events of September 11, 2001. Throughout 2008, in partnership with the National September 11 Memorial & Museum, we recorded 217 stories of World Trade Center and Pentagon survivors, firefighters, police officers, rescue workers, MTA workers, witnesses, volunteers, and anyone closely impacted by 9/11. In September 2008, StoryCorps was invited to the Pentagon to collect over 30 stories from office staff and family members of the victims of the Pentagon attack.

All stories and interviews collected as part of the September 11th Initiative are also archived in a special collection at the National September 11 Memorial & Museum.

StoryCorps Alaska

StoryCorps Alaska is a six-month initiative to capture the rich heritage of Alaskans, including many individuals from the Alaska Native population. The initiative launched in October 2008, collecting interviews in Fairbanks, Nome, Barrow, Dillingham, Unalaska, Juneau, and other remote areas. StoryCorps Alaska partnered with Alaska Public Radio Network, the University of Alaska-Fairbanks, and other institutions to distribute and share these stories.

2,858 Total Griot interviews recorded to date

692 Total Alaska interviews recorded to date

692 Total Alaska interviews recorded to date
Local & national archives
StoryCorps is creating a remarkable oral history of America that will serve to document and define the character of this nation. These interviews, housed in the American Folklife Center at the Library of Congress, will soon make up the largest oral history archive ever collected.

We are working to expand distribution and access to StoryCorps content by exploring a variety of new channels beyond public radio, including the StoryCorps Listen Pages on our website, podcasts, YouTube, local and national archives, and print titles.

Award-winning broadcasts on NPR, public radio, and beyond
Our award-winning production team edits select interviews into highly crafted segments that are widely distributed through many channels. These stories are broadcast to 14 million listeners each week on NPR’s top-rated program, Morning Edition, which has an average daily audience 60% larger than Good Morning America and one-third larger than the Today Show. Individuals can listen to these stories on storycorps.org, npr.org, and as free weekly podcasts available on iTunes.

Best-selling book

StoryCorps was widely featured in the media in 2008, including CNN, the Associated Press, and the Today Show. StoryCorps was also featured in the New York Times, Boston Globe, Chicago Tribune, Christian Science Monitor, and Los Angeles Times.

Access to StoryCorps Content
StoryCorps also archives interviews in a growing number of other national and local archives in partnership with libraries, museums, and other organizations across the country to offer access to StoryCorps stories within the communities where they were recorded.

By the Numbers
14,000,000
number of people reached with our NPR broadcast each week

189,760
copies of Listening Is an Act of Love sold

111,000
number of podcast downloads per month

100
number of local StoryCorps archives in America

StoryCorps sees the widest possible distribution of our content as a key component in building awareness of the value in every life, and a movement around our principles of careful listening and respect for all stories.
“I just tried to stay in the background...”

Joe Buford recorded an interview with his literacy tutor, Michelle Miller, about what it was like not knowing how to read.

Listen online:
www.storycorps.org/listen/stories/joe-buford-and-michelle-miller

Joe Buford received hundreds of emails and letters following this broadcast, and continues to receive them to this day. “Each time he reads a letter,” his tutor, Michelle Miller, told us, “his shame melts away a little more.” Here’s one of them:

Mr. Buford,

I am sitting here in my office, overlooking Houston’s skyline, listening to your wonderfully inspiring story. I think I was five or six years old when I discovered that my mother could not read or write. I remember the hardships she went through because of it. At twenty-nine, I now understand her unwavering dedication to my education.

I have gone on to finish high school, graduated cum laude from the University of Houston with an engineering degree, and will return this fall for my graduate degree. I know I would have never accomplished any of this without my mother’s encouragement and support. Thank you for reminding me of my mother’s struggle. I think I will call her and tell her how much I love and appreciate her.

You are the perfect example of the power of the human spirit.

Kind regards,
Refugio “Fugy” Trejo
Houston, Texas
2008 Financials

In 2008, StoryCorps prudently managed its expenses while significantly enhancing its capability to provide services to participants and access to our content. In addition, we positioned the organization to further diversify its sources of funding, including our fee-based services. StoryCorps’ proactive approach to managing its finances is essential given the challenges associated with the downturn in the economy. We extend our thanks to all of our generous supporters!

Revenue

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Amount</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Corporate</td>
<td>$572,291</td>
<td>10%</td>
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<tr>
<td>Foundations &amp; Major Donors</td>
<td>$1,858,113</td>
<td>33%</td>
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<tr>
<td>Government</td>
<td>$2,174,448</td>
<td>38%</td>
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<tr>
<td>Individuals</td>
<td>$250,781</td>
<td>4%</td>
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<tr>
<td>Donated Services &amp; Materials</td>
<td>$281,334</td>
<td>5%</td>
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<tr>
<td>Other Income</td>
<td>$562,391</td>
<td>10%</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$5,699,358</strong></td>
<td><strong>100%</strong></td>
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Expenses

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<thead>
<tr>
<th>Expenses</th>
<th>Amount</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>StoryCorps Program</td>
<td>$4,317,405</td>
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<tr>
<td>Management &amp; General</td>
<td>$781,544</td>
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<tr>
<td>Fundraising</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$5,588,555</strong></td>
<td><strong>100%</strong></td>
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## 2008 Financials

December 31, 2008

### Assets

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<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Cash &amp; Cash Equivalents</td>
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<tr>
<td>Unconditional Promise to Give</td>
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<td>Miscellaneous Receivables</td>
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<tr>
<td>Prepaid Expenses &amp; Other Assets</td>
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<tr>
<td>Property &amp; Equipment, At Cost (net of accumulated depreciation)</td>
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<tr>
<td>Security Deposits</td>
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<tr>
<td><strong>Total Assets</strong></td>
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### Liabilities & Net Assets

### Liabilities

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Accounts Payable &amp; Other Liabilities</td>
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<tr>
<td>Deferred Revenue</td>
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<td>Book Advance</td>
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<tr>
<td>Note Payable</td>
<td>$509,520</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$972,183</strong></td>
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</table>

### Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Unrestricted</td>
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<tr>
<td>Temporarily Restricted</td>
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<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>$2,543,289</strong></td>
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### Total Liabilities & Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td><strong>$3,515,472</strong></td>
</tr>
</tbody>
</table>
$500,000 and above

The Lower Manhattan Development Corporation*, which is funded through Community Development Block Grants from the U.S. Department of Housing and Urban Development

$100,000 — $499,999

The Atlantic Philanthropies, Inc.
The Ford Foundation*
The Marc Haas Foundation
The Kaplen Foundation*
Open Society Institute*

$5,000 — $9,999

The Harnisch Foundation
The Edward S. Moore Family Foundation
The Milton and Beatrice Wind Foundation

$1,000 — $4,999

The M. Bernard Aidinoff and Elsie V. Aidinoff Fund
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Halcyon Hill Foundation
The MacArthur Foundation (Matching Gift Program)
The Mosaic Foundation (of R. & P. Heydon)
The New York Times Co. Foundation (Matching Gift Program)
The Jan and Glenn Piercy Family Charitable Fund
The Public Welfare Foundation (Matching Gift Program)
Qualcomm (Matching Gift Program)
Roll Giving (Matching Gift Program)

$100 — $999

Citi Foundation (Matching Gift Program)
The Daffy’s Foundation
The Ford Foundation (Matching Gift Program)
Google (Matching Gift Program)
Harcourt, Inc. (Matching Gift Program)
The Lewis M. and Esther Perlstein Family Foundation
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In-kind supporters

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Maxell is the official CD of StoryCorps

*Denotes a multiyear gift.
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Jerry Avila Johnson
Mary Johnson
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Christopher Juhl
Michael and Lorie Kaplan
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Diane Keating
Steve Ketcham
Kathryn Keyes
Jennifer Sils and Paxon King
Wendy King
Maureen Kling
Catherine Kohanek
Deborah J. Kopacz
Mickey Kross
Bangalore Lakshman
Francine Lange
Patricia Cirigliano Larkin
Karen Larsen
Susan Laskey
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Jane Llewellyn
Andree Lockwood
Jane Loggins
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“StoryCorps is history in the richest sense of the word. It is a bottom-up history, history that will make people feel like they count.”

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