Dear Friends,

I am pleased to report that 2009 was another successful year at StoryCorps. Through disciplined fiscal management and deep sacrifices from all staff, StoryCorps made it through the toughest economic period since the Great Depression in a positive financial position. Today, the organization stands stronger than ever, poised to expand the profound public service we deliver to this nation every day. We remain fiercely committed to our mission and values as we continue to illuminate two fundamental truths: that every story matters and every life counts.

As you’ll see in the pages that follow, StoryCorps made great strides in recording the voices that reflect the character of this nation and in broadcasting these stories to a broad American audience. Highlights include the launch of our CPB-funded StoryCorps Historias Initiative, a massive undertaking to honor Latino and Hispanic voices across the U.S.; a new StoryBooth in Atlanta; and our second annual National Day of Listening. We also completed our 2010-2014 Strategic Plan, in which we articulate for the first time StoryCorps’ bold overarching vision: to touch the lives of every American family (see page 9).

It’s an ambitious goal that becomes more important with each passing day. In an ever more vapid instant-communication culture, StoryCorps nurtures and celebrates all that is permanent, authentic, and meaningful in our lives. In an era of fierce political divides, StoryCorps reminds Americans of all political stripes how much more we share in common than divides us. At a time when a reality TV-choked media drives people to lower lows in pursuit of their 15 minutes of fame, StoryCorps celebrates the courage, grace, poetry, and dignity we find in the people all around us when we take the time to listen. StoryCorps reminds us of what’s really important and how lucky we are to be alive.

As I write, StoryCorps has lost a beloved member of our community, Facilitator Lillie Love. The week after she passed away, we broadcast this excerpt of Lillie’s own StoryCorps interview:

"WHEN I WAS THIRTEEN, I MAPPED OUT MY LIFE..."
StoryCorps Facilitator Lillie Love talks to her friend and fellow Facilitator Anthony Knight about how her life has been different than she’d imagined.

After we broadcast Lillie’s interview, we received this note from a StoryCorps participant whose interview Lillie had recently facilitated:

LILLIE LOVE WAS LOVE. It’s rare in this hurried world to encounter someone who instantly makes you feel significant. Lillie Love was that kind of person. She listened for a living, a talent few of us can boast. She sat still, at times closing her eyes, and listened. Her heart absorbed stories. She was fed by them. The more she heard about you, the more she loved you.

"Now I’m a hugger," she warned at the end of the interview. “My rule is that if I record you, you’re gonna get a hug.” Oh what a hug it was. A soul-squeezer. Lillie Love was a minister of hugs. A purveyor of joy. She was God’s designated hugger. She made me want to be just like her.

On that day love was shared. On that day we mattered to each other. We embraced and became a blending of age, race, and experiences. And today, as I learn of Miss Love's passing, I weep for those who will never know her love, yet celebrate a beautiful life that made everyone, everyone she met matter.

I suspect there’s a whole lot of hugging going on in heaven right now. Big BIG hugs to you, Miss Lillie Love.

RENEA WINCHESTER | ATLANTA, GA

On behalf of our Board of Directors and staff, and in memory of Lillie Love, I thank each of you who has contributed to our vital efforts over the past year. I humbly ask for your continued support as we work tirelessly to unleash the full power and potential of StoryCorps. Working together, one day we will indeed touch the lives of every American family.

Thank you and onward!

Dave Isay | Founder & President
Our Mission, Vision, & Core Principles

MISSION

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

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

VISION

In the coming years we will build StoryCorps into an enduring institution that will touch the lives of every American family.

CORE PRINCIPLES

- StoryCorps is built on an uncompromising commitment to excellence across all aspects of the organization, from collecting, sharing, and preserving people’s stories; to organizational management; to maintaining 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 has a relentless focus on serving a wide diversity of participants.

- StoryCorps is a public service.
Recording Across the U.S.

Participating in StoryCorps deepens connections between people, teaches the value of listening, and reminds us of our shared humanity. In 2009, 12,000 Americans of all backgrounds and beliefs recorded an interview at one of our venues across the nation.

**STORYCORPS VENUES**

**MobileBooths**

Our MobileBooths travel the country year-round recording a diverse array of voices, generating front-page local news, yielding powerful broadcast content, and giving us a highly visible national presence.

- 2,609 interviews

**StoryBooths**

Our StoryBooths are currently located in New York City’s Foley Square in Lower Manhattan, at San Francisco’s Contemporary Jewish Museum, and in Atlanta in partnership with Public Broadcasting Atlanta.

- 1,625 interviews

**Door-to-Door Service**

Our Door-to-Door Service is our newest and fastest growing method of service delivery. With Door-to-Door, trained Facilitators outfitted with portable recording units visit community organizations and other institutions to record interviews. Door-to-Door gives us the flexibility to bring StoryCorps anywhere in the nation at any time. Our Door-to-Door Service also generates earned income by offering days of service to nonprofits, corporations, and others. For more information, please visit storycorps.org/your-community/door-to-door.

- 1,237 interviews

**StoryKits**

StoryKits are compact, easy-to-use recording devices that can be rented for home use by those who do not have access to other tiers of service.

- 424 interviews

**IT IS A TRULY WONDERFUL PROJECT.**

I interviewed my 98-year-old mother on the National Day of Listening, and only wished I had done so years earlier.

Carol Livingston
Listener & Donor | San Francisco, CA

**YOU PROVIDE INDIVIDUALS with permanent links to their loved ones, and the nation with an incredible richness of history that would otherwise be lost. Thank you.**

Diane Senior
Alumna & Donor | New York, NY

**COMMUNITY OUTREACH**

StoryCorps dedicates at least 25% of our interviews to people we reach through community outreach partnerships with nonprofit organizations from coast to coast. This guarantees that our national archive includes stories of individuals from all walks of life across our diverse nation.

In 2009, StoryCorps worked with more than 500 nonprofit partners nationwide, including senior centers, homeless shelters, immigrant advocacy groups, juvenile justice centers, and social service agencies. For a list of our community partners, please visit storycorps.org.

**THE NATIONAL DAY OF LISTENING**

StoryCorps celebrated the second annual National Day of Listening on November 27, 2009, the day after Thanksgiving. We hope to give new meaning to “Black Friday” by encouraging families to record interviews with loved ones during the holidays as one of the least expensive and most meaningful gifts we can give one another. Thousands of families and hundreds of schools and libraries across the country participated in 2009.

_It is a truly wonderful project._

I interviewed my 98-year-old mother on the National Day of Listening, and only wished I had done so years earlier.

Carol Livingston
Listener & Donor | San Francisco, CA

_You provide individuals with permanent links to their loved ones, and the nation with an incredible richness of history that would otherwise be lost. Thank you._

Diane Senior
Alumna & Donor | New York, NY
STORYCORPS INITIATIVES

StoryCorps’ initiatives reach out to targeted populations to fulfill our commitment to record as diverse an array of voices as possible.

Memory Loss Initiative

In its third year, the Memory Loss Initiative reached out to those affected by Alzheimer’s disease and other memory loss disorders, their families, friends, and caregivers through our many community partners. Our goal is to encourage families to share their life stories before they are lost to the illness and to leave a legacy. This national program has recorded nearly 2,000 interviews to date.

StoryCorps Alaska

StoryCorps Alaska captured the rich heritage of Alaskans, including many individuals from the Alaska Native population. The initiative recorded more than 500 interviews in six months 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.

September 11th Initiative

The September 11th Initiative helps families memorialize the lives lost on September 11, 2001, in partnership with the National September 11 Memorial & Museum at the World Trade Center.

Griot Initiative

The Griot Initiative collects the stories of African-Americans in collaboration with the Smithsonian National Museum of African-American History and Culture. Griot recently became the largest collection of African-American voices ever gathered, surpassing the Slave Narratives recorded as part of the Works Progress Administration in the 1930s.

THANK YOU, STORYCORPS.

During this time of incivility and war, you are the path to civility and peace.

Trevor Scott Barton
Listener & Donor | Greeneville, SC

MY MOM HAS REACHED A POINT where the kind of conversation we had at StoryCorps is no longer possible. It’s great to have the recording so that one day my daughter can really understand how much she meant to my mom.

Rebecca Posamentier
Alumna & Donor | Oakland, CA

StoryCorps Historias: A Groundbreaking Initiative

StoryCorps Historias records, shares, and preserves the stories of Latino and Hispanic Americans. Launched in September 2009, Historias is building a comprehensive collection of voices that represents the rich culture of Latino and Hispanic Americans.

Many of the interviews have been recorded during our MobileBooth stops in Yuma, AZ; Los Angeles, Fresno, and San Francisco, CA; Houston, TX; New Orleans, LA; Grand Rapids, MI; Norfolk, VA; and New York City. Organizational partners include Chicanos Por La Causa, Los Isleños Heritage and Cultural Society, Mexican American Legal Defense and Educational Fund, Braceros Project, El Museo del Barrio, U.S. Latino and Latina WWII Oral History Project, and United Farmworkers of America.

IN SPANISH IT MEANS STORIES—in public radio it means that the experiences of Latinos are included as part of the narrative of this country. The partnership between StoryCorps and the Latino public radio stations makes the word diversity not an abstract concept, but a broadcast program that is a true reflection of the mélange that is the United States.

Florence Hernández-Ramos
Project Director, Latino Public Radio Consortium

The Historias collection is archived at the American Folklife Center at the Library of Congress and the Nettie Lee Benson Latin American Collection at the University of Texas at Austin, the largest university library collection of Latin American materials in the U.S. These stories are also available in over 15 local community archives across the country.

StoryCorps Historias edited segments are broadcast nationally on NPR’s Latino USA—the only national English-language public radio program produced from a Latino perspective—and Morning Edition.
AWARD-WINNING BROADCASTS & BESTSELLING BOOKS

StoryCorps continues to broadcast interview segments weekly on NPR’s news program Morning Edition, reaching nearly 14 million people nationwide.

In 2009, StoryCorps collected stories for its second book, Mom: A Celebration of Mothers from StoryCorps. This volume of collected stories follows the success of our first best-seller, Listening Is an Act of Love.

SOCIAL MEDIA & PODCAST

In 2009 we continued to grow our communities on Facebook and Twitter, attract new visitors to storycorps.org, and grow our podcast audience.

PRESS


THE STORIES YOU BROADCAST truly make us appreciate the small things in life and value the relationships of those close to us. What a wonderful idea to capture this forever!

Catherine Quillin
Listener | Stone Creek, OH

I LOOK FORWARD TO STORYCORPS ON NPR EVERY FRIDAY. In this age of soundbites, one-liners, and tweets, your stories provide depth, emotion, and the opportunity for reflection.

Susan Gigli
Donor | Washington, DC

I HOPE THAT OUR STORY will help other fathers and sons start their own conversations and grow closer together.

José “Joe” Barrera
Alumnus | Colorado Springs, CO

LOCAL & NATIONAL ARCHIVES

StoryCorps archives all our recordings at the American Folklife Center at the Library of Congress and in more than 140 national and local archives, ensuring that communities have ready access to their own oral histories. StoryCorps created more than 42 local archives in 2009. Stories recorded as part of our initiatives are also archived with the following partners:

The future Smithsonian National Museum of African American History and Culture will house Griot interviews, and the future National September 11 Memorial & Museum will be home to September 11th interviews. The Nettie Lee Benson Latin American Collection at the University of Texas at Austin will house Historias interviews.

Listen to stories broadcast in 2009

“I SPOTTED THIS BOOK THAT LOOKED RATHER RISQUÉ...”

Judge Olly Neal tells his daughter, Karama, how he discovered African-American author Frank Yerby while cutting class and hiding out in the school library.

storycorps.org/listen/stories/judge-olly-neal-and-his-daughter-karama

“MY MATERNAL GRANDFATHER, ROCCO GALASSO, WAS A SUPERINTENDENT IN AN APARTMENT BUILDING...”

Nicholas Petron remembers his grandfather, who came to the U.S. from Italy as a young man.

storycorps.org/listen/stories/nicholas-petro
We are pleased to share our vision and goals for the next five years. Please visit storycorps.org/about/strategic-plan for the full plan.

HELPING AMERICANS TELL THEIR STORIES
By 2014, StoryCorps will more than double the size of our archive—helping 80,000 Americans record at least 40,000 new stories through all our tiers of service.

NATIONAL PORTRAIT: DIVERSITY & INITIATIVES
StoryCorps maintains a relentless focus on diversity to ensure that the portrait of America we record includes people of different ages, gender identities, sexual orientations, races, ethnicities, mental or physical abilities, socioeconomic conditions, and other characteristics that help define who we are, both as individuals and as a nation. We will continue to collect stories from Americans of all beliefs and walks of life; share diverse edited segments on our weekly radio broadcasts, podcasts, books, and website; and hire staff that reflect the demographics and richness of the communities we serve.

SHARING STORIES
To realize our vision of one day touching the lives of every American family and to maximize our impact, StoryCorps will work to greatly expand the audience for our stories. We will accomplish this by doubling the number of stories we edit for public distribution and creating new and more diverse audiences by expanding our distribution platforms—for example, animating our stories for television—and through strategic marketing and communications.

UNLOCKING THE POTENTIAL OF STORYCORPS’ ARCHIVE
With investments in our archive management system and working with the Library of Congress, our entire archive of American stories will be online by 2014. By harnessing the power of new technologies, we will provide controlled online access to interview participants, researchers, and the public—making our archive its own destination, allowing people to experience StoryCorps in a way that isn’t possible today.

TEACHING THE VALUE OF LISTENING: StoryCorpsU
To date, hundreds of teachers have creatively used StoryCorps in their classrooms to enhance academic skills. Our interview methods teach the value of listening and help students understand that every voice counts and every life matters. Our goal is to formalize and expand the ways StoryCorps is used in schools by creating StoryCorpsU to provide teachers across the country with the tools they need to utilize our stories and interview methods in their classrooms. To ensure that student achievement is encouraged and measured in ways important to educators, our program will be grounded in widely used benchmarks for academic achievement. We will launch StoryCorpsU in 2011.

THE NATIONAL DAY OF LISTENING
StoryCorps will continue to encourage Americans to celebrate the National Day of Listening on the day after Thanksgiving, using marketing and communications strategies to expand participation, visibility, and impact each year.

EVALUATING OUR IMPACT
Thousands upon thousands of people have written to tell us just how much StoryCorps has meant to them, and our preliminary evaluation results show that we make a profound impact on the lives of those who experience StoryCorps.

Over the next five years we will formalize our evaluation and measurement of StoryCorps to better serve our participants and quantify our impact to our supporters.

BUILDING A SUSTAINABLE ORGANIZATION
Our vision requires that we grow our financial resources to $10 million annually by 2014. To accomplish this, we will focus on growing and diversifying all sources of revenue and finding ways to further inspire our current and future funding partners.

AMERICA’S PROJECT
We believe that an uncompromising commitment to excellence across the entire organization combined with a disciplined focus on priorities will help us take great strides toward our long-term vision for StoryCorps: that one day we will touch the lives of every American family.

We believe that whether it’s through our National Day of Listening, visiting our new online archive, making a trip to one of our StoryBooths, reading a StoryCorps book, watching one of our animated stories come to life on a mobile device, or connecting to StoryCorps in a classroom, everyone in the entire nation will soon embrace StoryCorps as their own. We look forward to that day when StoryCorps is woven into the fabric of American life and the lives of all Americans.
2009 Financials

In 2009, StoryCorps put into place several cost-saving measures in response to overall weakness in the economy. In addition to making targeted cuts in operating expenses, we also instituted salary reductions and an unpaid furlough week for all employees. These expense reductions were painful, but they kept StoryCorps on a solid financial footing and allowed us to provide thousands of Americans with the opportunity to record, share, and preserve their stories.

### REVENUE

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<thead>
<tr>
<th>Revenue</th>
<th>Amount</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Corporate</td>
<td>$509,535</td>
<td>8%</td>
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<tr>
<td>Foundations &amp; Major Donors</td>
<td>$2,321,411</td>
<td>38%</td>
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<tr>
<td>Government</td>
<td>$1,552,583</td>
<td>25%</td>
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<tr>
<td>Individuals</td>
<td>$288,249</td>
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<tr>
<td>Donated Services &amp; Materials</td>
<td>$463,452</td>
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<tr>
<td>Other Income</td>
<td>$992,346</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$6,127,576</strong></td>
<td><strong>100%</strong></td>
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### EXPENSES

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<tr>
<th>Expenses</th>
<th>Amount</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>StoryCorps Program</td>
<td>$4,548,952</td>
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<tr>
<td>Management &amp; General</td>
<td>$655,650</td>
<td>11%</td>
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<tr>
<td>Fundraising</td>
<td>$684,720</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$5,889,322</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

### ASSETS

- Cash & Cash Equivalents: $1,628,981
- Unconditional Promise to Give: $1,367,864
- Miscellaneous Receivables: $120,750
- Prepaid Expenses & Other Assets: $101,727
- Property & Equipment, At Cost (net of accumulated depreciation): $345,276
- Security Deposits: $29,907
- **Total Assets**: $3,594,505

### LIABILITIES & NET ASSETS

- **Total Liabilities**: $924,743
- Unrestricted: $1,176,105
- Temporarily Restricted: $1,493,657
- **Total Net Assets**: $2,669,762
- **Total Liabilities & Net Assets**: $3,594,505
Government, Foundation, & Corporate Funders

$500,000 & ABOVE
The Atlantic Philanthropies, Inc.
Corporation for Public Broadcasting
Lower Manhattan Development
Corporation

$100,000–$499,999
The Annenberg Foundation
The Ford Foundation
The Marc Haas Foundation
John D. and Catherine T. MacArthur
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The Kaplen Foundation*
The Pumpkin Foundation and Pumpkin
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$25,000–$99,999
The BayTree Fund
Bloomberg L.P.
Charina Endowment Fund
The National Endowment for the Arts
The New York City Department of Cultural
Affairs*
Open Society Institute
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$10,000–$24,999
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Maxell is the official CD of StoryCorps.

StoryCorps is grateful to our local station
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ing, Lincoln Center, New Hampshire Public
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Public Radio, KCPW Public Radio, WXXI,
WQLN, KVNF, WKSU, KRCC, WGVU, WHRO,
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and KLCC

*Denotes a multi-year gift.
**Denotes a matching corporate gift.

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Dan Mauzy, Internal Audio Assistant
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