StoryCorps

2010 Annual Report

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Dear Friends,

I write this letter with enormous gratitude for your support of our efforts at StoryCorps in 2010, which marked another remarkable year of service to the nation. Thousands of diverse voices from across America were recorded and archived for the ages, and powerful one-of-a-kind stories were shared with millions from coast to coast. StoryCorps continues to resonate across the country, creating a far bigger footprint than an organization of our size might suggest. This outsized impact is thanks to our extraordinarily talented team, the extremely careful management of resources, and a simple yet powerful idea that is sparking the imagination of many across this nation.

In 2010 we brought the StoryCorps interview experience to more than 12,000 Americans, giving them the opportunity to record the stories of their lives and preserve them at the American Folklife Center at the Library of Congress. We also shared excerpts of these stories with millions more through our critically acclaimed broadcasts, podcasts, books, and animated shorts. Notable 2010 highlights include:

- We partnered with more than 500 community organizations to record stories of underrepresented men, women, and children across America.
- Our Historias Initiative, funded by the Corporation for Public Broadcasting, became the largest collection of Latino voices ever gathered.
- Our new animated StoryCorps series launched to great acclaim this summer on PBS and was viewed millions of times on the Internet.

We also conducted early pilots of our new education program, StoryCorpsU, which we hope will one day bring StoryCorps’ interview methods and stories into classrooms across the country. Indeed, a letter recently crossed my desk from one of the first teachers to adopt the curriculum. Josh Lupher teaches a class of African American and Latino ninth-graders at the Urban Assembly School for Law and Justice in Brooklyn, New York:

“The experience that I had working with StoryCorps is something that words cannot convey. One of the most difficult things for teenagers to do is to find their voice. StoryCorps gave my students a platform not only to find their voice, but to let that voice be shaped by the words, history, and experiences of their loved ones. By sharing their interviews, these young men became more confident in themselves, more empathetic toward their peers, and more united as a group.”

We’re looking forward to an equally productive 2011, as we:

- Continue to develop, expand, and evaluate our education program, StoryCorpsU.
- Pilot our new Legacy Initiative, which will bring StoryCorps services to people in hospice and palliative care.
- Launch our National Teachers Initiative, which will celebrate the stories of educators across the nation.

On behalf of our Board of Directors, staff, and the multitudes we serve, thank you for helping StoryCorps tell the real American story and illuminate the power, poetry, and grace in the voices we find all around us when we take the time to listen. Your support brings StoryCorps to life!

Warmly,

Dave Isay
Founder & President
First, StoryCorps rests on the principle—and makes possible the reality—that every human life has worth and every voice deserves a hearing. Second, StoryCorps brings people together, particularly at this time of almost toxic polarization in our political system. More and more I think that one urgent response is to get people to listen to one another. StoryCorps is a vehicle that can accomplish this across the divides of partisanship and difference.

GARA LAMARCHE | President of The Atlantic Philanthropies and Vice Chair of the StoryCorps Board
StoryCorps recorded more than 6,000 interviews with people from all walks of life in 2010. We served scores of communities large and small, recording, sharing, and preserving legacies for future generations. Our archive now contains 35,000 interviews with nearly 70,000 participants.

**MOBILEBOOTHS**  
5,142 participants

Our MobileBooths visited 20 cities in 2010—from Trenton, New Jersey, to Los Angeles, California—and recorded 2,599 interviews. The arrival of our iconic MobileBooths attracts local press, community groups, and everyday people eager to include their voices in our national archive at the American Folklife Center at the Library of Congress.

**STORYBOOTHs**  
4,326 participants

Through our StoryBooths at Foley Square in New York City, the Contemporary Jewish Museum in San Francisco, and WABE in Atlanta, we recorded 2,179 interviews.

**DOOR-TO-DOOR SERVICE**  
1,588 participants

Trained Facilitators with professional, portable recording equipment bring the StoryCorps experience anywhere. This year, we recorded 828 interviews across the country.

**STORYKITS**  
1,106 participants

Our StoryKits offer a convenient way to do an interview on your own—rent one and we will deliver it right to you. This year, we collected 464 interviews.
Capturing the Diversity of Our Nation

“We heard dozens of great stories from participants in our organization’s day of recording with StoryCorps. Two men swore it was a life-changing experience. Another pair—who previously didn’t get along—had revelatory experiences. They discovered each other’s humanity, and now have a new kind of relationship.”

ANITA BEATY | Taskforce for the Homeless
Atlanta, Georgia

StoryCorps remains focused on diversity throughout the organization. Outreach efforts are central to our commitment to sharing stories of everyday people, especially those whose voices have traditionally gone unheard.

COMMUNITY OUTREACH: CREATING A DIVERSE PORTRAIT OF AMERICA

We recorded stories in partnership with more than 500 community organizations from coast to coast. We dedicated more than 25 percent of our interview appointments to community partnerships that represent a wide spectrum of nonprofit services to seniors, families living in poverty, immigrants, children, the Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) community, and others in 2010.

StoryCorps sets annual diversity goals in order to fulfill our commitment to record as diverse an array of voices as possible. The goals for African Americans and Hispanic/Latinos are based on U.S. Census data; the goals for people who identify as LGBTQ are based on an academic survey. The chart below presents StoryCorps’ 2010 diversity goals and results as a percentage of the total number of participants who self-identified at their interview. We are proud that we exceeded our 2010 goals in each of the three categories, across all tiers of service.

<table>
<thead>
<tr>
<th>Participant</th>
<th>2010 Goal</th>
<th>2010 Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>Hispanic / Latino</td>
<td>15%</td>
<td>21%</td>
</tr>
<tr>
<td>LGBTQ</td>
<td>5%</td>
<td>9%</td>
</tr>
</tbody>
</table>

“We will be inviting all our graduates to interview with StoryCorps—women made homeless as a result of domestic violence, homeless veterans, and people coming home following incarceration. We are very appreciative of StoryCorps for the opportunity to record our friends’ stories. They have all been homeless and are now again contributing members of our communities.”

MARC GREENBERG
Interfaith Assembly on Homelessness & Housing
Yonkers, New York

“We heard dozens of great stories from participants in our organization’s day of recording with StoryCorps. Two men swore it was a life-changing experience. Another pair—who previously didn’t get along—had revelatory experiences. They discovered each other’s humanity, and now have a new kind of relationship.”

PARtICIPANT DIveRSIty

ANITA BEATY | Taskforce for the Homeless
Atlanta, Georgia

storycorps.org

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ANITA BEATY | Taskforce for the Homeless
Atlanta, Georgia

storycorps.org
INITIATIVES

StoryCorps launches select national Initiatives that focus on specific segments of the population.

StoryCorps Historias

We recorded more than 1,400 interviews across the country as part of StoryCorps Historias, which became the largest collection of Latino voices ever gathered. All interviews will be archived at the Nettie Lee Benson Latin American Collection at the University of Texas at Austin.

Memory Loss Initiative

Through our Memory Loss Initiative, StoryCorps recorded hundreds of stories of people living with various forms of memory loss disorders, including Alzheimer’s disease. We also released a unique toolkit called Commemorate with instructions to help organizations serving the memory loss community record, share, and preserve the stories of their clients, thus enhancing their programs and activities.

Legacy Initiative

We launched the Legacy Initiative to encourage and support the act of reminiscence and to preserve and share the stories of people with life-threatening conditions. We partner with palliative care and hospice care organizations and assist them in incorporating the StoryCorps experience into their existing services. The Legacy Initiative provides a meaningful opportunity for our loved ones’ voices to live on.

LISTEN TO: GWEN RICHARDS

“My mother was the glue to our family…”

Gwen Richards remembers her mother, Helen, who had Alzheimer’s.

storycorps.org/s/gwen-richards

“Our visit with you has been the talk of the family, both here and in México, for the past five days. The CD has already made its rounds. So inspired are my mom and I that my two younger sisters are now committed to all of us meeting once a month to tell and listen to each other’s stories. I don’t think this would have been possible if not for the wonderful experience we had with you. I cannot thank you enough for opening that door for us.”

LOANA VALENCE

Los Angeles, California

“Participating in StoryCorps with my mother when the MobileBooth was in Pittsburgh was the best thing I could have done with her, for her, and for our family. She is now suffering from memory loss. Her story would have been gone forever. Instead, we have this lasting memory.”

CLAUDIA BROMAN

Pittsburgh, Pennsylvania

Other Initiatives include our September 11th Initiative, memorializing the lives lost on September 11, 2001, and our Griot Initiative, celebrating the stories of African American families across the country.
“It makes me laugh, and it makes me cry as I dress for work in the morning. I am trying to make the theme ‘listening is an act of love’ prevail in my life and my work. Thank you, StoryCorps, for initiating this wonderful project for all of us to share and emulate.”

CONSTANCE DUBICK
Akron, Ohio

AUDIO SEGMENTS

Through our award-winning weekly radio broadcasts, we give a broad audience the opportunity to experience powerful, authentic, and thought-provoking stories. NPR’s Morning Edition allows us to reach 13 million listeners each week.

ANIMATED SHORTS

StoryCorps premiered a series of original animated shorts in August on the PBS documentary series POV. They were featured on the homepage of YouTube, viewed online more than five million times, and covered by over 100 press outlets. Richard Corliss of Time called these animated shorts “Must-see, can’t-miss, your-life-depends-on-it TV!” Watch them at storycorps.org/animation.

BESTSELLING BOOKS

Our second book, Mom: A Celebration of Mothers from StoryCorps, was a New York Times bestseller and reached #1 on the Los Angeles Times bestseller list.

One hundred percent of speaking fees and book revenues earned are returned to StoryCorps so we can deliver more service to more people across the nation. StoryCorps prides itself on adhering to the highest standards of ethics, transparency, and excellence.

SOCIAL MEDIA

Our fan base continued to grow on Facebook and Twitter, where we featured the stories we broadcast, highlighted our Initiatives, and noted upcoming events. This outreach is essential to engaging our existing fans and introducing new communities to StoryCorps. Our Facebook and Twitter fans and followers each tripled over the course of 2010.

STORYCORPS ARCHIVES

Our collection of 35,000 interviews is archived at the American Folklife Center at the Library of Congress in Washington, D.C. You can access our stories at more than 250 local archives in communities we have served across the country. Major collections can be found at the future Smithsonian National Museum of African American History and Culture, the National September 11 Memorial & Museum, and the Nettie Lee Benson Latin American Collection at the University of Texas at Austin.

LISTEN TO: ANGELO BRUNO & EDDIE NIEVES

“I think I could have done another 31 years.”

Retired New York City sanitation worker Angelo Bruno (L) speaks with his friend and former partner, Eddie Nieves (R), about working together on their daily route.

storycorps.org/s/angelo-bruno
Widening Our Impact

NATIONAL DAY OF LISTENING

Our third annual National Day of Listening featured a huge grassroots campaign and new partnerships with the U.S. Olympic Committee, the Smithsonian National Museum of the American Indian, and NPR, which gave us broad exposure.

Numerous states declared the day an official holiday, and community organizations across the nation participated, including the City College of Chicago’s Center for Creative Aging in Illinois, the Boston Chinatown Neighborhood Center in Massachusetts, the Arab American National Museum in Michigan, Girls for Gender Equality in New York, the Arts and Ideas Program in North Carolina, the National Alliance of Women Veterans in Pennsylvania, and the First Universalist Unitarian Church of Wausau, Wisconsin.

OUR NEW EDUCATION PROGRAM: StoryCorpsU

We piloted a college-readiness curriculum in two New York City public high schools, one of which is a partnership with New Visions for Public Schools. Our goal is to support academic achievement across multiple disciplines and to provide teachers with the tools they need to utilize our stories and interview methods in the classroom. StoryCorpsU is a powerful way for us to bring the message of StoryCorps to young people.

“My grandfather and I participated in the National Day of Listening. I really enjoyed every part of it. Although we have discussed these things on numerous occasions, there was a sense of comfort that came along with the thought that I’ll have his voice, his words, his thoughts, his wisdom, his hardships, and his laugh recorded for years and years to come.”

SAMANTHA JOERGENS
Flemington, New Jersey

“StoryCorps has emerged as one of our best teaching partners. Our StoryCorps curriculum is a vital way to help students focus on interpersonal connection, remember that communication is at the core of human progress and relationships, and discover that there is still nothing more powerful than the story one person can tell another.”

JOSEPH PINTO
Adams Street Foundation
Brooklyn, New York
StoryCorps successfully closed the year with a modest surplus in spite of the difficult economy. We were able to do this because of the incredible work of—and sacrifices made by—our staff and the generosity of our supporters.

### Revenue

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate</td>
<td>$714,135</td>
<td>11%</td>
</tr>
<tr>
<td>Foundations &amp; Major Donors</td>
<td>$1,938,909</td>
<td>31%</td>
</tr>
<tr>
<td>Government</td>
<td>$2,187,206</td>
<td>34%</td>
</tr>
<tr>
<td>Individuals</td>
<td>$251,380</td>
<td>4%</td>
</tr>
<tr>
<td>Donated Services &amp; Materials</td>
<td>$359,261</td>
<td>6%</td>
</tr>
<tr>
<td>Other Income</td>
<td>$875,423</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$6,326,314</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>StoryCorps Program</td>
<td>$4,773,728</td>
<td>77%</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>$723,462</td>
<td>12%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$719,523</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$6,216,713</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

### Assets

- Cash & Cash Equivalents: $1,915,245
- Unconditional Promise to Give: $2,012,199
- Miscellaneous Receivables: $81,615
- Prepaid Expenses & Other Assets: $61,505
- Property & Equipment, At Cost (net of accumulated depreciation): $226,179
- Security Deposits: $25,907
- **Total Assets**: $4,322,650

### Liabilities & Net Assets

**Liabilities**

- Accounts Payable & Other Liabilities: $475,637
- Deferred Revenue: $104,750
- Note Payable: $557,274
- **Total Liabilities**: $1,137,661

**Net Assets**

- Unrestricted: $1,285,706
- Temporarily Restricted: $1,899,283
- **Total Net Assets**: $3,184,989

**Total Liabilities & Net Assets**: $4,322,650
Government, Foundation, & Corporate Funders

$500,000 & Above
Corporation for Public Broadcasting
The Atlantic Philanthropies

$100,000–$499,999
John D. and Catherine T. MacArthur Foundation
Lower Manhattan Development Corporation
Members Project® from American Express and TakePart
Pumpkin Trust
The Fetzer Institute
The Ford Foundation
The Kaplen Foundation
The Marc Haas Foundation

$25,000–$99,999
Bloomberg LP
Open Society Foundations
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The New York City Department of Cultural Affairs

$10,000–$24,999
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News Corporation Foundation
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The Lucius N. Littauer Foundation
The Max Rosenfeld Foundation, Inc.
The Shelley & Donald Rubin Foundation

$5,000–$9,999
Earthward Bound Foundation
M and N Fund of the New York Community Trust
The Edward S. Moore Family Foundation
The Max and Victoria Dreyfus Foundation, Inc.

$1,000–$4,999
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MGN Family Foundation
Rockdale Fund for Social Investment, Inc.
The Mosaic Foundation (of R. & P. Heydon)
Waldron Rise Foundation

$250–$999
Domitila Barrios de Chungara Fund at Silicon Valley Community Foundation
Hughes Family Fund
Susan Isaacs and Elkan Abramowitz Charitable Fund
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storycorps.org
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Jim Moore and Jessica Moulton
Tom Moore
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$5,000–$9,999
Edgar and Clarissa Bronfman
Lewis B. Cullman
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Deborah Leff
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Tracy and Larry Nagler
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StoryCorps is grateful to all of our donors at every giving level for critical support of our efforts.

StoryCorps strives to acknowledge our donors accurately. If we have misspelled or omitted your name, please accept our apologies and contact Mitra Keykhah at: mkeykhah@storycorps.org.
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Special Assistant to the President
Kathrina C. Proscia
StoryCorps could not exist without the dedicated work of our interns and volunteers. Thank you.
StoryCorps’ mission is to provide Americans of all backgrounds and beliefs with the opportunity to record, share, and preserve the stories of our lives. With a persistent focus on recording the stories of everyday people—those often excluded from the historical record—StoryCorps captures lives that would otherwise be lost and reminds the nation that every story matters and every voice counts.

Over the past eight years, we’ve given nearly 70,000 Americans the chance to record interviews about their lives, pass wisdom from one generation to the next, and leave a legacy for future generations through our archive in the American Folklife Center at the Library of Congress. We also share edited excerpts of some interviews with the world through weekly NPR broadcasts, animated shorts on POV, at storycorps.org, in podcasts, and in our books. We hope these stories illuminate our shared humanity and how much more we share in common than divides us.

StoryCorps stories are recorded in three types of venues:

1. Our stationary StoryBooths, located in New York City, San Francisco, and Atlanta;
2. Our MobileBooths, specially equipped AirStream trailers that travel the country and make extended stops in cities and towns from coast to coast each year;
3. Our Door-to-Door service, where StoryCorps’ Facilitators use portable equipment to record interviews with participants at the location of their choice.

StoryCorps partners with more than 500 community organizations nationwide each year to ensure that we capture the widest diversity of stories possible. To this end, we have also launched a series of successful special initiatives including:

- September 11th Initiative, helping families memorialize the stories of lives lost on September 11, 2001;
- Memory Loss Initiative, preserving the stories of people living with memory loss;
- Griot Initiative, the largest collection of African American voices ever gathered;
- StoryCorps Historias, Latino and Hispanic American stories collected in urban and rural areas across the nation;
- Legacy Initiative, preserving the stories of people with life-threatening illnesses.
- National Teachers Initiative, honoring the work of educators and their impact on our lives.

We’re working to build StoryCorps into an enduring national institution that celebrates the dignity, power, and grace that can be heard in the stories we find all around us. In the coming years we hope StoryCorps will touch the lives of every American family.
I sat down across from my father and listened to him talk for forty minutes, almost completely uninterrupted. It was more than extraordinary, it was *pivotal*. I listened to him talk about himself. Our family. Our lineage. Our legacy. StoryCorps is right: Listening is an act of love.

**KIMBERLY MANNING**  
Atlanta, Georgia

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**WATCH:** Enjoy our critically acclaimed animated shorts series at [storycorps.org/animation](http://storycorps.org/animation).

**SUPPORT**

Show your support for StoryCorps by making a tax-deductible donation today. Donate securely online at [storycorps.org/donate](http://storycorps.org/donate).

Or mail your donation to:  
**StoryCorps**  
80 Hanson Place | 2nd Floor  
Brooklyn, New York 11217

Thank you for your support!

**EXPERIENCE**

Listen to stories and share them with your friends and family at [storycorps.org/listen](http://storycorps.org/listen), or listen every Friday on *NPR’s Morning Edition*.

Subscribe to our free podcast on iTunes and download our *iPhone app*.

Watch our animated shorts at [storycorps.org/animation](http://storycorps.org/animation).

Read our *bestselling books*.

**RECORD**

Make a reservation to record an interview with a loved one at [storycorps.org](http://storycorps.org).

Sponsor on-site recording days through our Door-to-Door service. Learn more at [storycorps.org/your-community](http://storycorps.org/your-community).