If there’s one thing I’ve learned from 2020, it’s to be ready for the unexpected. At The Children’s Hour, we were ready for the pandemic even though we had no clue it was coming. In 2019 at the urging of our Board of Directors, I created a studio just for The Children’s Hour production. Thankfully, the studio is on my own property, which situated me well for stay-at-home orders that came to us in March. Our space was equipped and ready for remote broadcasting and recording, and we never missed a single week.

From the point of view of children, this year has been scary and chaotic. We instantly recognized that we could help provide stability and consistency for kids and families just by continuing our work each week. For the children on our Kids Crew, we amped up our pre-production work, better preparing the crew for our interviews & giving a place for them to share this journey. I’ve been so impressed with these kids, who rise to the occasion every week to help me bring you The Children’s Hour. Our Kids Crew has grown larger during the pandemic! We now have a couple of kids who live in Chama, New Mexico & my granddaughter, who lives out of state, on the Crew. This couldn’t have been possible pre-Covid.

As we watched the toll the pandemic was taking on our Kids Crew, we launched a side project: an original Children’s Hour Radio musical. Nearly 20 children & some parents joined the cast, working with 6 theatre professionals to create a radio musical to mark this extraordinary time in history told from a child’s point of view. The musical will air in spring 2021, produced using Covid-safe recording techniques. This project was made possible thanks to the support of listeners, the McCune Foundation, and the Albuquerque Community Foundation. In 2020 we continued to address topical & timely events, such as Covid-19, a deep dive into the Bill of Rights, confronting racism & bias, an exploration of our electoral college & the Presidential election. We were able to host regional and national experts from all over the country!

Counting blessings is one of my strengths that is fueling my work daily. I’m grateful for my kids’ crew & their fantastically dedicated parents. I’m grateful for the dedication of our sponsors: the Electric Playhouse just signed to sponsor us thru 2021, and Token Ibis has taken our nonprofit on as one of their nonprofits users can fund every month. Our monthly donors thru PayPal & Patreon continue to provide needed income. Our grantors are fully behind us not only with funding but encouragement, networking & offering us training opportunities. Listeners have continued to pitch into the show, sending us sweet notes of encouragement, full of kindness about the work we do.

Every day I’m grateful for the gift I’ve been given to make one hour of public radio a little more family-friendly with a lot more full of children’s voices than we hear anywhere else. It’s your faith in me that drives my creativity. Thank you for believing in The Children’s Hour. I am grateful for you.
When the pandemic hit New Mexico in March, we pivoted immediately to remote recording tools, and shifted our entire schedule of programs, canceling all of the live shows we had planned.

In spite of these challenges, not one week was missed of The Children’s Hour radio show. We doubled our number of syndicated radio stations in 2020, and our shows were heard on an additional 80+ stations as special episodes.

The Children’s Hour was featured twice by Pacifica Radio Network’s Sprouts program, a 30 minute radio show that features the best work of independent producers worldwide.

Sonya Priestley, Akashia Allen, Kari Barrera, Molly Madden, Floyd Vasquez, KC Gonzales, David Torres, Sasha Menendez, Dimitri Kapelianis, Peter Chesnut, Armando Ortega, Jeffrey Squires, Andrew Stone
BY THE NUMBERS

AIRING STATIONS

96 Weekly Stations
90+ Special Pickups
3 Countries
30 States
2 Features on Radio Pacifica
I believe my child's participation in The Children's Hour is beneficial. It is a way to encourage creativity. It promotes questioning the world. It shows that children's voices are important & should be heard.  

-Roxanne

I LOVE that we have folks like Mayor Keller, Senator Heinrich, & [Governor] Michelle Lujan Grisham who have come on the show and have fun talking intelligently with our New Mexico Kids!  

-Marti

In the Children's Hour, Katie Stone & her incredible crew of energetic children have created an icon of New Mexico programming invaluable to the communities KUNM serves.  

-Michelle Lujan Grisham  
NM Governor

I love your stations... My grandkids listen when they come over. Nana loves it too!  

-Nana Diana
STATEMENT OF ACTIVITY: REVENUE

The Children’s Hour statement of activities is a record of the revenue during 2020. This includes all the income flows from corporate donors to in-kind gifts.

- Direct Public Support: 36.6%
- Corporate Contribution: 21.7%
- Direct Public Grant: 21.6%
- Foundation Donors: 13.2%
- In Kind Gifts: 5.8%
- Other: 1.1%

STATEMENT OF ACTIVITY: EXPENSES

The Children’s Hour statement of expenses by function in 2020. This includes Payroll and Fees associated with contractors and syndication.

- Payroll: 40%
- Professional Fees: 13.3%
- Professional Fees: 13.3%
- Equipment: 21.1%
- Awards, Grants: 7%
- Utilities, Rent: 7.6%
- Syndication Services: 11.1%
SPONSORS

FOUNDATION DONORS

- INFINITE GESTURE FUND
- LAUGHING BUDDHA FUND
- WINDMILL FUND
- LIVINGRY FOUNDATION
- TARBELL CHARITABLE FUND
- LIMESTONE FOUNDATION

INDIVIDUAL DONORS


- THANK YOU FOR ALL YOUR SUPPORT AND KINDNESS IN 2020

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