DEAR FRIENDS,

I’m proud to present to you our 2021 Annual Report for The Children's Hour Inc. It’s been a year that taught me a lot about flexibility and the expansiveness of creativity.

I believed it was essential to keep our Kids Crew together weekly, even if it was online, just to help one another feel less alone during the lockdown months. It also enabled our crew to include New Mexican kids from outside the Albuquerque metro area, like Cade from Edgewood and Airdrie and Flo in Chama. We also have been able to interview guests no matter where they are. That's opened a lot of doors for us, like our chat with Dr. Fauci back in January, and the amazing Sonia Manzano, also known as Maria from Sesame Street in September.

We've also expanded our reach globally, now airing in Australia, the Philippines, Switzerland and Canada, as well as on more than 120 public radio stations around the country. Every week I'm careful to consider how our programming might uplift children and families, tapping into the hope and promise that every child comes into this world with, and creating educational content that will not alienate the adults in the room.

I think we're doing a pretty good job, and I'm very proud of our team who make the show happen. I feel incredibly supported by our amazing board of directors, who field weird questions and give me direction and advice. When we're out in the community, or recording a pandemic musical socially distanced in cars parked across a field, it's Andrés Martínez at the board, leading our field recordings. Our post production engineering is perfected with segments and sound design from Christina Stella and Marci Krivonen. Wayne and Kathy at Creative PR are telling the world’s public radio stations that we exist and are an invaluable tool to expand their audiences into the younger generations. Our social media maven and digital designer is Corie Chambers, and the fabulous P-Media team, Peri Peckroo and Ana Vela have greatly improved our website. The learning guides that are accompanying many of our episodes are written by Jonathan Dunski, a playwright, director, and educational writer, and also the director of our original pandemic musical ICKY: A Radio Musical.

Speaking of ICKY, there were 17 creative professionals who worked on ICKY, including Sarin West our playwright and Sage Sarason our musical director, who had both been child performers on The Children's Hour! Our intention with ICKY was to create a project to engage our Kids Crew during the lockdown, make a work of art to document this extraordinary time in history, and employ theater professionals who had abruptly found their jobs on hold. We accomplished all of our goals and then some! Please give ICKY a listen and let me know what you think. It's a great conversation starter about the emotional toll Covid has had on our kids, and on all of us. Find it at ChildrensHour.org/ICKY

There's a lot of news to share, but most important of all is my gratitude for the generosity of our community who have enabled The Children's Hour to grow wings and fly. Thank you to each one of our generous donors, grantors, sponsors, volunteers and team members. I am privileged to share our accomplishments in this very unusual year.

Best to everyone,

Katie Stone
Executive Director & Producer
OUR BOARD

Our Board of Directors is comprised of ten community members and 4 Advisory Board members. We are fortunate to have a wide range of perspectives on our board, which help Katie and the team make critical decisions, provide oversight and direction for our finances, and give invaluable advisement. Our members include educators, business leaders, marketing specialists, attorneys, parent volunteers, entertainment professionals, and our Executive Director.

TCH Board Leadership

President: KC Gonzales is a public school librarian, and longtime listener of The Children's Hour. She leads our meetings, and keeps us organized and on track.

Vice President: Evan Moulson began volunteering with The Children's Hour at 11 years old, and was the first member of the Kids Crew. Evan works on our governance and fundraising committees.

Secretary-Treasurer: Sonya Priestley uses her CPA and businesswoman's knowledge to provide The Children's Hour with oversight of our finances. Sonya is a longtime listener of The Children's Hour.

Regular Board Members
Molly Madden, Sasha Menendez, Katie Stone, David Torres, Esteban Vasquez

Advisory Board Members
Peter Chestnut, Armando Ortega, Jeffrey Squires, Andrew Stone
OUR TEAM

Our core crew is currently 32 children ages 4 to 18 from across New Mexico. Along with Katie, the "Kids Crew" conducted weekly online interview sessions, workshopped a radio musical production, engaged in independent audio work, and helped with show research, planning, and writing scripts, our jokes, and reviews.

Kids also participated from regional Title 1 schools using our online recording app. We had children participating from a family cancer support organization based in San Diego, indigenous teens out of KFOI-fm in Redding/Red Bluff California at Extinction Diaries, and children who showcased their talents on our programs.

Our adult participants include our volunteer team of parents, community members, organizational partners, teachers and others who helped us create content for the show.

The Children's Hour relied on the expertise and help of our Board of Directors, Advisory Board, educational consultants, field engineering team, post production engineers, marketing and promotion folks, our musical's creative team, and our bookkeepers, human resources, and tax consultants.
SYNDICATION

The Children’s Hour is now on the air each week on more than 120 stations in five countries: the USA, Canada, Switzerland, Australia, and the Philippines. Most of our stations are community public radio stations. All stations get our programming at no cost. We are determined to reach children and families, and we want to eliminate barriers to airing our programming.

We keep a list of stations at our website with links to their livestream feeds. Every day, The Children’s Hour is on the radio somewhere in the world.
The Children's Hour is active on social media, including FaceBook, Instagram and Twitter. You can find us @TCHradio on those sites. We post our program information, comments, photos and links. You can learn about shows that are coming up, find podcasts, and connect with us.

We also work with a team to market the program to public radio stations worldwide.

Additionally, our podcasts continue to gain traction and have more than 3500 downloads every week.

Katie Stone has appeared on numerous TV programs, radio shows, and in print media around the country promoting The Children's Hour's mission.

Our website at ChildrensHour.org just went through a major revision which makes using it easier for kids and educators. That's where we post photos and links related to our show. We have an online store for Children's Hour Crew T-shirts and other merchandise to support our show and help us get the word out.
2021 REVENUE

The Children's Hour will end 2021 with money in the bank, and under our budget. We saved money because we had planned to have multiple live event programs which did not take place. We also saved by wise stewardship of our funds, thanks to our Board of Directors for overseeing our expenditures and income.

We received more than $67,000 in public grants from multiple organizations, including the City of Albuquerque Cultural Services Department, the CABQ Urban Enhancement Trust Fund, New Mexico Arts, the National Endowment for the Arts, Bernalillo County Commissioner direct funds, City of Albuquerque Council directed funds, and the New Mexico Humanities Department.

Our generous donors gave more than $38,000, and our in-kind donators gave more than $7,000. Corporate and nonprofit sponsors donated nearly $6000. They include Electric Playhouse, Token Ibis, the Balloon Museum, the National Dance Institute, New Mexico Pediatric Society, Laurie Berkner Music, One Community Auto, National Dance Institute, and the Carrie Tingley Hospital Foundation.

The Children's Hour 2021 Revenue

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<th>Description</th>
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<tr>
<td>Grants - Government &amp; Private</td>
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We kept our expenses in check this year, by reducing our staff and restructuring our operations. The bulk of our expenses went to payroll for our full time Executive Director and for some part time office assistance. The Children's Hour Board of Directors approved benefits for our full time staff, including health care and paid time off, as well as sick, family, and bereavement leave. The Children's Hour wants to be a family friendly employer.

We rely upon our production support contractors who take our raw audio and turn it into radio magic. Our post production engineers are both experienced public radio producers with decades of professional experience. Production costs also include our fees for podcast hosting, honorariums for performers, equipment, live engineering, sound design, and syndication service fees.

The Children's Hour marketing team consists of our social media manager, public radio syndication agents, a public relations specialist, and our website engineers. These folks work in concert to promote The Children's Hour to our multiple target audiences: listeners, sponsors, and public radio stations. Their success is evidenced by our growth.
The Children's Hour had a wide variety of guests and show themes, but we really are aiming to cover very specific areas of learning for children: STEM (Science-Technology-Engineering-Math), Civics, Literacy, Music, Health (including Social-Emotional health), and Culture. We also produced a few "special" episodes for holidays like Mother's Day and Father's Day.

Our focus in 2021 was on children's mental health and well-being. Even some of the youngest children today are being diagnosed with anxiety disorders and depression at unprecedented levels. Our health episodes covered meditation, mindfulness, COVID safety, vaccines, autism, anxiety, and nutrition. We also continued our ongoing efforts to increase civics and STEM education.

Kids on the crew interviewed numerous musicians, and this year all but one of our musical guests were BIPOC or LGBTQ. The interviews included Grammy nominees and winners, along with bilingual musicians.

Our cultural episodes explored traditions near and far, from the Pueblo people of New Mexico to the Maori in New Zealand. We sought diversity to widen the perspectives of our listening audience.
The Children's Hour surveyed our Kids Crew for satisfaction and impact, and we surveyed the listeners of our pandemic musical ICKY. 100% of the Kids Crew report their involvement with The Children's Hour is an important part of their after-school activities. We have also added new Kids Crew members throughout the year.

Our crew learns together as we interview guests. They do their own research, write their own questions, and contribute original reviews, poetry, commentary, jokes and music.

Participants in The Children's Hour tend to stay with us for years, even during a pandemic when forced to meet online. We are proud of our crew and know the impact extends beyond the hours we spend together.

What is your favorite part of being on the Kids Crew?

• Getting to interview special people.
• I think it’s that I get to write some of the jokes.
• Getting to meet new people, and I am free to ask as many questions as I want!
  • Learning about different topics.
  • Learning and being a part of the team
• The interesting people we get to meet, the questions we get to ask, and Katie!
  • Listening to the voices and asking my question
  • Being with Katie
  • Meeting interesting people.
• Learning new things, and spending time with Katie and The Crew.
• I love being able to meet new, cool people, I get to ask them my own questions too, so it’s personal and super interesting!
• Interviewing cool people.
• When we get to interview STEM experts.
• I get to learn a lot about a wide variety of topics.
• Learning about new subjects and meeting new guests
• I like listening to the answers to people’s questions when we are interviewing guests.
THANK YOU DONORS!

Because of you, all of this is possible. Thank you for helping The Children's Hour get through this challenging year. Your support bolstered our confidence, and kept us going. We are grateful.

Lisa Anderson • Robert Anderson • Anthony Anella & Cara McCullough • John Arango • Jaclyn Armijo • Sarah Armstrong • Russell Baker • CJ Barclay • Rosalie Bargmann • Vance Bass • Kristin Berg • Joellen Bingener • Beth Blenz-Clucas • Jamie Blosser • Jade Richardson Bock • Judy Brown & Henry Shonard • Dean Buck • D Caprice • Frank & Billie Chambers • Arianna Chavez • Kurt Christopher • Roger Cinelli & Jo Montague • Brian & Aleli Colón • Nina Crawford • Ben Daizt & Mary Lance • Pat Davis • Travis Dockter • Mark & Jane Epstein • Shannon Estes • Elizabeth Eszterhas • Sabrina Ezzell • Andrea Fellows Fineberg • Carol & Mark Fidel • Kimberly Fredenburgh • Irini Georgas & Sasha Menendez • Rhea Graham & Cliff Dahm • Patricia Graunke • Russell & Shirley Graunke • Amy Grochowski • Barbara Grothus • Tom Guralnick • Jennifer Hadley • Gregory & Sam Henning • Celeste Hime & David Penasa • Emjay Jeanne • Amy Johnson • Rebecca Jutterbock • Norty & Summer Kalishman • Steven Kanig • Dimitri Kapelianis • Laurie Kerr • Pamela & Jay Kilby • Deena Klein • André Lacerda • David Lang • Carol Lange • The Laughing Buddha Fund • Emet Maayan • Molly Madden • Nadine Mary • Anita Massari • Siobhan Mattison • Gudrun Mauter • Linda Lopez McAlister • Ann McGough • Marianna McMjimsey • Jeff Meyers • J Middendorf • Michael Miller • John Miner • Jan Mitchell • Brian Molley • Evan Moulson • Chris Murphy • Elaine Murphy • Fred and Arlyn Nathan • Kassia Oset • Carole Owens • Jim Palmer • Bill & Christine Palmieri-Bumgarner • Michelle Peacock • Alberto Perez • Helaina Piper • Sonia Priestley & Art Gardenschwartz • Faye Richards • Margaret Roberts • Rachel Rodriguez • Erika Roesler • Raymond Rose • Joe Sackett & Karen Meyers • Virginia Scharff • CJ Slough • Cirrelda Snider • Lauren Sofia • Jeffrey Squires • Eli Stone • Katie & Andrew Stone • Lib Stone • Lillie Mae Stone • Margaret Stone • Tomas, Robin, Christopher & Annabelle Stone • Betsey Sweetwater • Rick Thaler • Glen Thamert & Myra Maher • Kei & Molly Textiles • Alex Tibble • Estevan Vasquez • The Vista Foundation • Vennie White • Susan Wickes • Karen Wright & Mo Taylor • Sridhar Yarlagadda • Christina Yovovich