

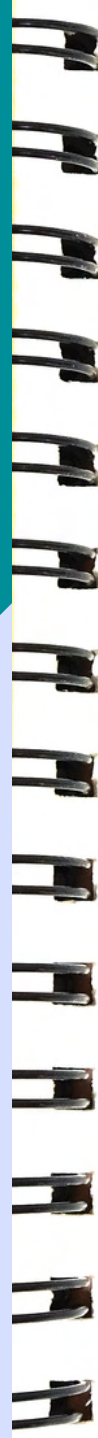


# 2022 ANNUAL REPORT



Katie Stone, Executive Director

## DEAR FRIENDS,



I'm delighted to be sharing our annual report for 2022 with you. We have had a very productive year on The Children's Hour, producing 52 radio programs, 58 podcast episodes, hosting 7 live events, and bringing our Kids Crew back together again for in-person live recording sessions.

Thanks to the generosity of the Outpost Performance Space in Albuquerque, New Mexico, we now have ample space for our Kids Crew to gather while observing good public health measures (like not sharing microphones!), and keeping an online option available for the kids and our guests.

The show's reach has continued to expand, now broadcasting weekly on more than 140 radio stations worldwide. We have continued to add "Learn-Along" guides to many episodes, which meet and cite US education standards so teachers can use our podcasts in the classroom. The Kids Crew has also welcomed more voices and contributions from kids in our listening audience.

One of the most exciting projects of 2022 was our "Brief History of the American Southwest for Kids" curriculum series. This robust program was created out of six virtual field trips to historical sites around New Mexico which are key players in the comprehensive story at the core of the series. We partnered with the NACA school, the NACA Inspired Schools Network, the New Mexico Center for Archeological Research, and many others to enrich the project. Please give it a listen! You'll find it on our website under the Podcasts tab.

This year we augmented our website, redesigned our logo, and internal databases to enhance the management of our connections with our community. We are so thankful for the great work from LionSky Design and Nonprofit Software Specialists, and the incredible support of United Way of Central New Mexico for making this transition possible.

Many thanks to all of our contributing listeners, sponsors, grantors, and friends who keep the programming rolling all year long.

Katie Stone, Executive Director & Producer



# BY THE NUMBERS, WHO WE SERVED

## 206K

The Children's Hour podcasts have had more than 206,000 downloads! Our podcasts are found on more than 20 websites, including our own. Leaving reviews of our podcasts helps increase our visibility.

## 707

Volunteers donated more than 707 hours to The Children's Hour in 2022, including 2 teenage interns, our vibrant and active Kids Crew, their parents, and the many people in our community who give their time to make our programs possible.

## 600+

The Children's Hour directly reached and served more than 600 children in 2022, in spite of challenges that continue to accompany the endless pandemic. This number includes the kids who attended our virtual field trips, and our Kids Crew volunteers.

## 58

The number of podcasts produced in 2022 by The Children's Hour Inc, including our six part series on the History of the American Southwest. Our podcasts are a vital and fun resource for families and educators, and make great soundtracks for any road trip.



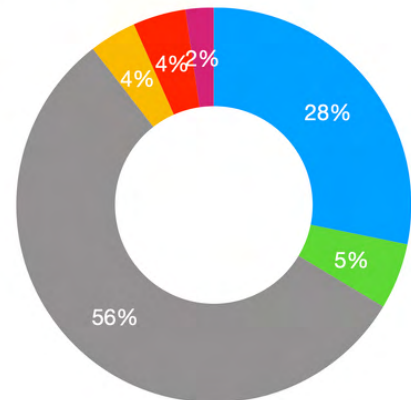


# INCOME 2022

Support for The Children's Hour grew by \$14,655 in 2022 because of our generous donors, grantors, and corporate sponsors!

## The Children's Hour 2022 Income

Income	
Individual Donations	\$37,814
Corporate Sponsorship	\$7,240
Grants	\$74,970
Corporate Donations	\$5,175
In-Kind Donations	\$5,800
Misc. Income	\$3,099
<b>Total Income</b>	<b>\$134,098</b>



● Individual Donations  
● Corporate Sponsorship  
● Grants  
● Corporate Donations  
● In-Kind Donations  
● Misc. Income



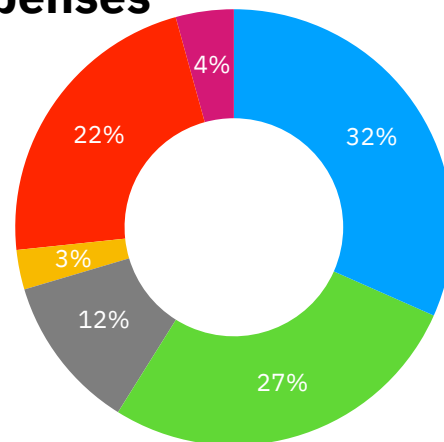


# EXPENSES 2022

We streamlined our staffing needs and grew our contract production team which enabled us to efficiently create our History of the American Southwest podcast series along with 52 radio shows

## The Children's Hour 2022 Expenses

Expenses	
Payroll	\$38,841
Production	\$33,469
Marketing	\$14,126
Office	\$3,610
Professional Fees	\$27,468
Other - Printing, Equipment, Etc.	\$5,273
<b>Total expenses</b>	<b>\$122,787</b>



- Payroll
- Production
- Marketing
- Office
- Professional Fees
- Other - Printing, Equipment, Etc.





# PROGRAMS

Our programming in 2022 was wide ranging. More than 20 programs focused on STEM, covering topics such as animals (porcupine, manatees, snow leopards, tigers, lemurs, wolves, whales, and coyotes, backyard wildlife), earth sciences, solar energy, dendrochronology, microbiology, climate and astrophysics.

Numerous programs focused on cultural and music education, and partnering with national organizations to provide social-emotional programming. Our summer interns Julia Wolfe and Sophie Anderson kept pace with current events and cowrote a show on Banned Books.

After weekly virtual meetings throughout the school year, our Kids Crew began recording live in person at our new home base, the Outpost Performance Space in Albuquerque, NM in the fall of 2022.

Our first live public recording since the summer of 2020 took place at the 'Solar Fiesta' event in Albuquerque in the summer of 2022.





# SYNDICATION: WORLDWIDE DISTRIBUTION

The Children's Hour is now airing on more than 140 stations in six countries: USA, Canada, Switzerland, Australia, The Philippines and Germany. We reach more than 750,000 listeners every week.

**FIND YOUR  
STATION!**  
at  
[ChildrensHour.org  
/stations](https://ChildrensHour.org/stations)



# DIRECT SERVICE: THE KIDS CREW

40+ KIDS  
PARTICIPATED IN  
2022 ON OUR  
KIDS CREW ONLINE  
AND IN PERSON

## Kids Crew: Free After School Program

Our Kids Crew continues to grow and flourish. The Kids on the crew wrote more than a dozen book reviews, produced 5 field recording segments, interviewed over 50 experts in varying fields, met more than 30 times both online and in person, and remains a free, weekly after school program for children ages 5 to 17. Our recording sessions are hybridized: both online & in person each week.

Kids Crew members often remain on our crew for years. One former Kids Crew member, Evan Moulson is the Vice-President of The Children's Hour Inc.'s Board of Directors.





# CURRICULUM: A BRIEF HISTORY OF THE AMERICAN SOUTHWEST FOR KIDS

This project is made possible in part with the support of the New Mexico Humanities Council and the National Endowment for the Humanities.



New Mexico  
NMHC  
Humanities Council

We have created a first-of-its-kind podcast curriculum series to teach the history of the high desert American Southwest. Six 20 minute episodes tell the unique story of our region through expert interviews with historians, archeologists and educators from around New Mexico. It comes with a Learn-Along guide that meets and cites educational standards, and it's totally FREE.

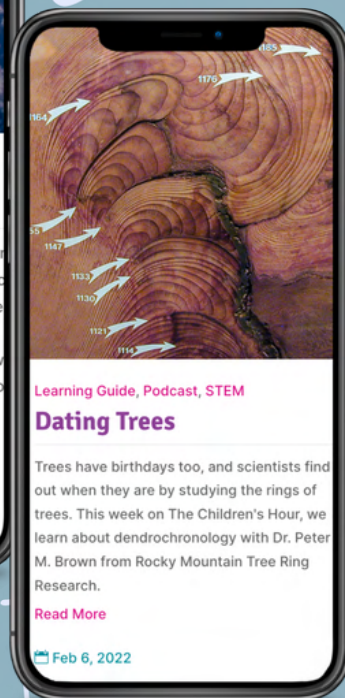
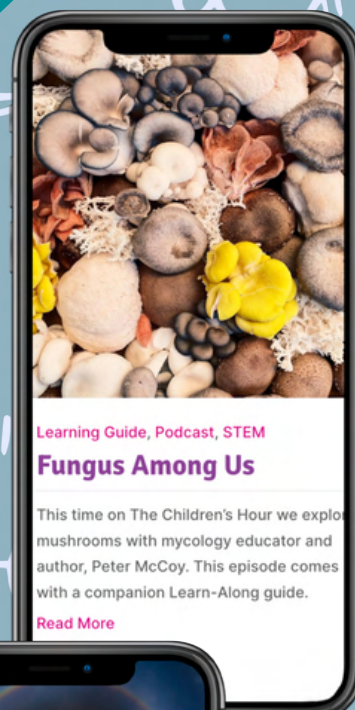
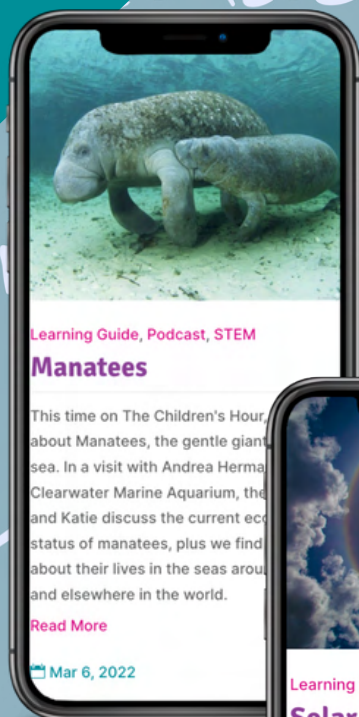
Recorded on virtual field trips with more than 300 students to White Sands, Chaco Canyon, A'shiwi A:wan (Zuni), Los Luceros & more!

Find it at [ChildrensHour.org/History](https://ChildrensHour.org/History)





# CURRICULUM: LEARN-ALONG GUIDES



## TELL A TEACHER!

We produced six new Learn-Along Guides in 2022, covering a wide range of topics. There are now a total of 14 Learn-Along Guides with more to come in 2023. Find them all under the podcast menu at [ChildrensHour.org](https://ChildrensHour.org)





# PRODUCTION TEAM

THE CHILDREN'S  
HOUR TEAM HELPS  
MAKE THE PROGRAM,  
AND ORGANIZATION,  
RUN SMOOTHLY



Katie Stone is our  
Executive Director,  
Producer & host

Christina Stella is a  
senior producer and  
editor



Jonathan Dunski  
writes our Learn-  
Along Guides



Chad Scheer engineers  
our shows at Outpost  
Performance Space



Felicia Terry helps  
us with our donor  
management



Eli Henley is on our  
post production  
editorial team



Ken & Margie  
manage our  
website



Gus Tafoya is on  
our post production  
editorial team





# THANK YOU, DONORS!

**Thanks to our donors, sponsors, grantors, and paid podcast subscribers, we were able to accomplish more than ever in 2022. Thank you, 2022 donors!**

Aileen O'Catherine • Albuquerque Community Foundation • Albuquerque Involved • Allen Mullen • Andrea Fellows Fineberg • Andrew Stone • Anita Massari • Ann Thomas • Anonymous • Anonymous • Anthony Anella • Ben Daitz and Mary Lance • Bernalillo County • Betsey Sweetwater • Blush Salon and Spa • Bomi Parakh • Brian Colon • Canvas Organics Inc. • Carol and Mark Fidel • Carole Owens • Carolyn & Jonathan Siegel • Celeste Hime and David Penasa • Cerevisiae Industries LLC: Boxing Bear Brewing Company • City of Albuquerque Urban Enhancement Trust Fund • City of Albuquerque Cultural Services • CJ Barclay • Claire Lissance • Cristina Baccin in honor of Livio Baccin • D Caprise • Dave Michelsohn • David Harris • David Lang and Lyn Jones • David Rubin • Deb Novak • Deborah Brink • Denise Wheeler and Joan Robins • Edmund Tucker • Electric Playhouse • Eli Stone • Eliud and Kathryn Salazar • Elizabeth Stone • Eric Blinman & Melissa Hagstrum • Erika Roesler • Estevan Vasquez • Evan Moulson • Frank and Billie Chambers • Fred and Arlyn Nathan • Gerald Ortiz y Pino • Gerald Stone • Glen Thamert and Myra Maher • Gudrun Mauter • Jamie Welles • Jan Mitchell • Jane Roman Pitt • Jean Crawford • Jene Bass • Jennifer Schuetz Hadley • Jessie Fries-Kraemer • Jihan Jai • Joanna Salinas • Joe Gorvetzian • Joe Sackett • Joe Senechal • John Arango • John Gilmore • Josie M • Judith Brown and Henry Shonard • Kathleen Mo Taylor • Kathryn Gonzales Mitchell • Katie Stone • Kaye Summerhays • Kei & Molly Textiles • Kenneth Redwine • KOY LLC, Tako Ten • Krisztina Udvardi • Kurt Christopher • Laurie Berkner • Lillie Mae Stone • Linda Mackie • Margaret Roberts • Margaret Stone • Marianna McJimsey • Marilyn Roy • Mark Lee Corey • Mark & Jane Epstein • Martha Heard • Mary Bokuniewicz • Mary Southard in honor of Barbara Clark • Matthew L. Connelly • Monica Lovato • Molly Madden • Nadine Mary • National Endowment for the Arts • National Endowment for the Humanities • New Mexico Arts • New Mexico Department of Cultural Affairs • New Mexico Humanities Council • New Mexico Museum of Natural History and Science • Nikihana Baptiste • Norty Kalishman • One Community Auto • Outpost Performance Space • Painter/Rudd Charitable Fund • Paleta Bar Tramway LLC • Patricia Graunke • Patricia Vasquez Neira • Peggy Moore • Refresh LLC, Firenze Pizzeria • Rosalie Moscoe • Russ and Ruth Graunke • Russell Baker • Russell & Shirley Graunke • Sabrina Ezzell • Sasha Menendez • Sherrie Doke • Sonya Priestley and Art Gardenschwartz • Steven Kanig • Susan Wickes • Suzanne Stone • Tabitha Hall • Thai Street • The Newhall Family • Theresa Palmer and Kurt Christopher • Timothy MacAlpine • Token Ibis • Toney Wilson • Travis Dockter • Trista Teeter • Trish Lopez • United Way of North Central New Mexico • Val Smalkin • Victoria Bell







**The Children's Hour®**  
kids public radio

## SPONSORS & GRANTORS



**ONE  
ALBUQUE  
RQUE**



**ELECTRIC  
PLAYHOUSE**

NATIONAL  
ENDOWMENT  
for the **ARTS**  
arts.gov

n m | a  
new mexico arts  
public support for the arts



NATIONAL  
ENDOWMENT  
FOR THE  
HUMANITIES

**United Way of North  
Central New Mexico**  
Serving Bernalillo, Sandoval, Santa Fe, Torrance,  
and Valencia counties



## BOARD OF DIRECTORS:

PRESIDENT: KC GONZALES MITCHELL  
VICE PRESIDENT: EVAN MOULSON  
SECRETARY/TREASURER: SONYA  
PRIESTLEY  
MOLLY MADDEN  
SASHA MENENDEZ  
LONNIE ANDERSON  
ANDRE LACERDA  
KATIE STONE

## ADVISORY BOARD:

PETER CHESTNUT  
JON GHAHATE  
ARMANDO ORTEGA  
JEFFREY SQUIRES  
ANDREW STONE

