



Life After CPB

How CapRadio Reinvented Its Future

Greater Public Webinar

Nov. 5, 2025

LOCAL

Capital Public Radio projected to be insolvent by January, Sacramento State says

By Sam Stanton

Updated October 5, 2023 8:28 AM |  Gift Article



News ▾ Music ▾ Podcasts & Shows

CapRadio lays off 12% of staff, cancels music programs amid financial issues

 Kristin Lam

Friday, September 1, 2023 | Sacramento, CA



LOCAL

Mass resignation at CapRadio board of directors in wake of scathing financial audit

By Sam Stanton

Updated October 5, 2023 8:49 AM |  Gift Article

LOCAL

CapRadio's financial woes lead to \$2 million grant in California funds being placed on hold

By Sam Stanton

November 16, 2023 5:00 AM |  Gift Article



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Four more CapRadio board members resign amid fallout from audit of station's finances

 Chris Hagan

Thursday, October 12, 2023 | Sacramento, CA



Key Takeaways to Our Success

Tell Your Story

Message with intentionality and consistency

Engage with your supporters and the community

Lean into openness and transparency

Break Down Silos

Increase collaboration across revenue departments

Communicate between content and revenue teams

Embrace Change

Challenge existing assumptions

Focus and stop doing some things

Champion a data-informed culture

Membership

Sponsorship

Development



Highlights

35,000 members

250 business sponsors

700 vehicle donations a year

What We'll Cover

Impact in the Community

Partnerships

Big Day of Giving

Nonprofit Showcase

On-Air Messaging

Approach to Fundraising

Member Journey

Donor Recognition

Product Packaging

Design Thinking



≡ MENU

Building a Better CapRadio - Our Story



Last updated: May 30, 2025

Under new management and leadership, CapRadio has stabilized our finances and operations and implemented new internal controls while improving and expanding audience services and significantly growing listenership and engagement. The future of CapRadio is bright, and we are deeply grateful for the community's ongoing support during this remarkable turnaround story.

Resources: The CapRadio Story

- [Background](#)
- [Internal Controls & Financial Progress](#)
- [Turnaround Facts](#)
- [Timeline of Events](#)
- [New Leadership & Governance](#)
- [Funding Overview](#)
- [Reach & Impact](#)
- [Frequently Asked Questions](#)
- [Independent Newsroom Reporting](#)
- [Forensic Examination](#)

Reimagining Community Partnerships

Goals

Community impact
Brand awareness
Donor engagement
Fundraising

Outcomes

Exclusive member events
Partnership testimonials
Speaking engagements
Advertising

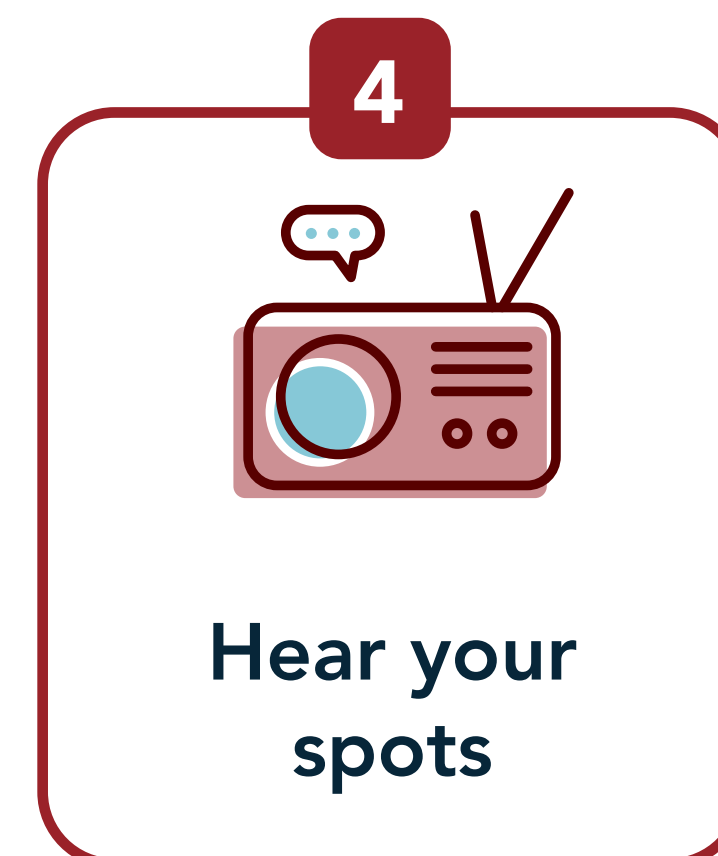


NONPROFIT SHOWCASE

PROGRAM



Listen here



capradio.org/showcase

Big Day of Giving



NEW FUNDRAISING RECORDS

\$13.8M
Big Day of Giving

\$200,000
CapRadio

Big Day of Giving Partners



Niva Flor
Chief Impact Officer at SRCF

[Listen here](#)



Kelly Siefken
Chief Philanthropy Officer at SRCF

[Listen here](#)

Mission



Jeff Holden
Board Member at CapRadio

[Listen here](#)



Chris Bruno
Chief Marketing & Revenue Officer at CapRadio

[Listen here](#)

Impact



Nia Towne
Chief Content Officer at CapRadio

[Listen here](#)

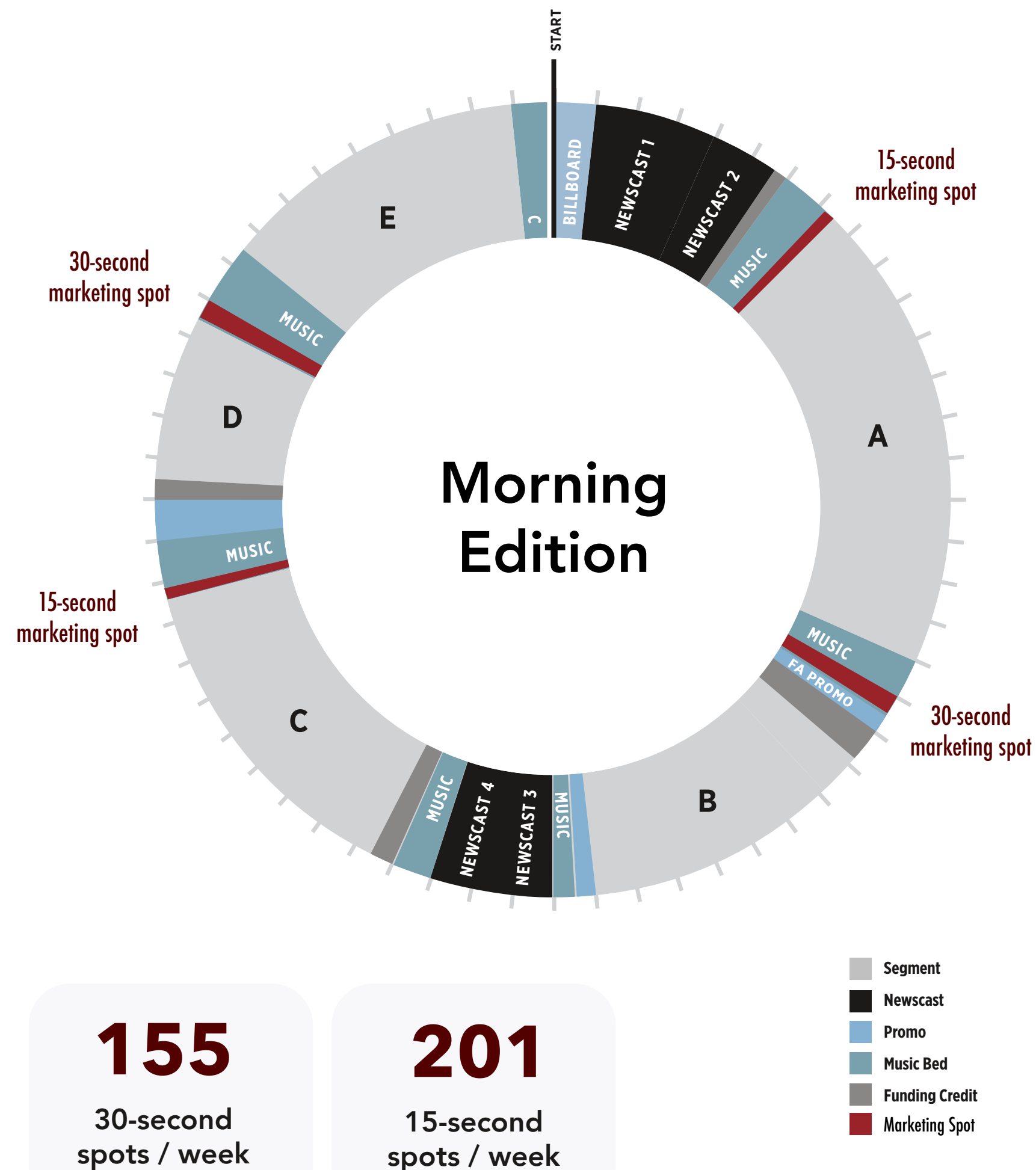


Jennifer Halm
Senior Director of Development at CapRadio

[Listen here](#)

New Approach to On-air Messaging

Marketing Inventory Restructuring



Messaging Pillars

Brand Positioning

Reporter spotlights

Newsroom impact showcases

Leadership messages

 [Listen here](#)

Sustainability

Evergreen membership
Vehicle donations
Funding education

 [Listen here](#)

Partnerships & Community Engagement

Community partner testimonials

Member, business and listener testimonials

Nonprofit Showcase spots

 [Listen here](#)

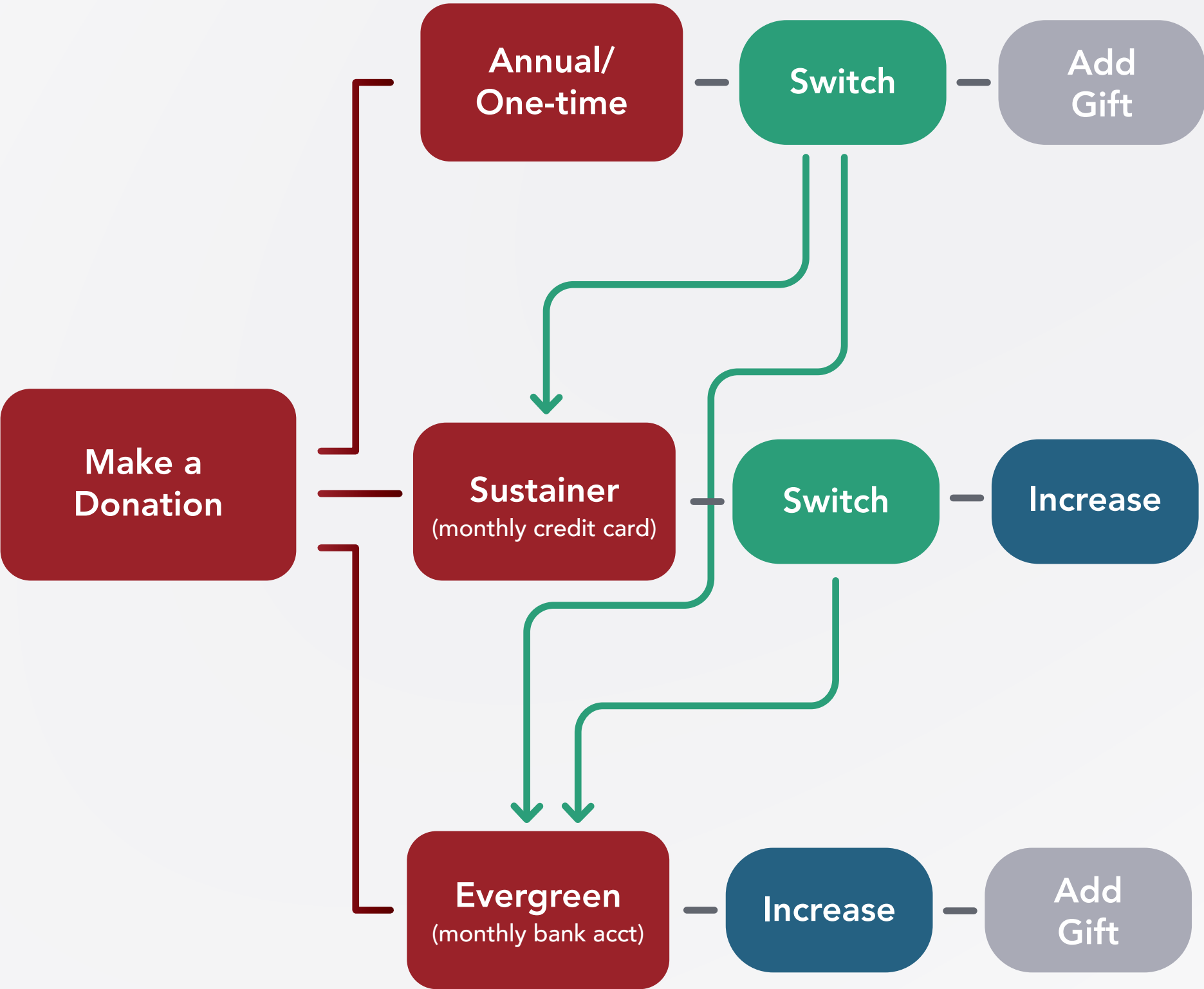
Products & Services

- Content brands
- Content series
- New mobile app

 [Listen here](#)

Member Engagement and Recognition

Member Journey



Expanding On-air Donor Recognition



News Magazines



Support for CapRadio's regional news coverage during Morning Edition is made possible by members like [DONOR NAME], who encourage you to join them in sustaining the future of fact-based local news for the community.

News Beats

Support for CapRadio's health care reporting is made possible by members like [DONOR NAME], who encourage you to join them in sustaining the future of fact-based local news for the community.



Product Packaging



Sounds OF THE Season,

88.9 FM SACRAMENTO • 91.7 FM GROVELAND/SONORA • 88.7 FM SUTTER/YUBA CITY

November 24 - November 30, 2025

Thu, Nov 27	
1pm	Every Good Thing
2pm	Songs of Thanks with Cantus
3pm	Shadowglow: Thanksgiving with the American Sound
6pm	Feasting with the Great American Songbook: An Afterglow Thanksgiving Special

December 1 - December 7

Sat, Dec 6	
4pm	Connections: The Nutcracker
Sun, Dec 7	
2pm	Connections: The Nutcracker

December 8 - December 14

Mon, Dec 8	
6pm	Welcome Christmas <i>Generously Supported by [DONOR NAME]</i>
Wed, Dec 10	
6pm	A Chanticleer Christmas
Thu, Dec 11	
6pm	Las Posadas: Christmas Music from Renaissance and Baroque Mexico
Fri, Dec 12	
5-7pm	St. Olaf Christmas Festival 2025
Sat, Dec 13	
4pm	Connections: The Pastoral Connection

December 22 - December 28

Mon, Dec 22	
2pm	Midday Masterpiece
6pm	In Winter's Glow <i>Generously Supported by [DONOR NAME]</i>
7pm	NPR's A Jazz Piano Christmas
Tues, Dec 23	
2pm	Midday Masterpiece
6pm	December Around the World with Jennifer Reason
7pm	A Swinging Holiday Jazz Party with Wynton Marsalis
Wed, Dec 24	
8-10am	Festival of Nine Lessons and Carols
10am	Las Posadas: Christmas Music from Renaissance and Baroque Mexico
11am	December Around the World with Jennifer Reason
12am-2pm	St. Olaf Christmas Festival
2pm	Midday Masterpiece
3pm	A Chanticleer Christmas
4pm	Carols Customs and Candlelight: A Celtic Christmas Celebration
5pm	The Sound of Cinnamon
6pm	The More the Merrier with Avery Jeffry
7pm-12am	Jingle Bell Jazz with Gary Vercelli & Avery Jeffry
Thurs, Dec 25	

Donor Recognition

Opportunities for donors to receive recognition on up to 10 shows, including a personalized on-air thank you from local show hosts.

Available for donations of \$5,000 or more

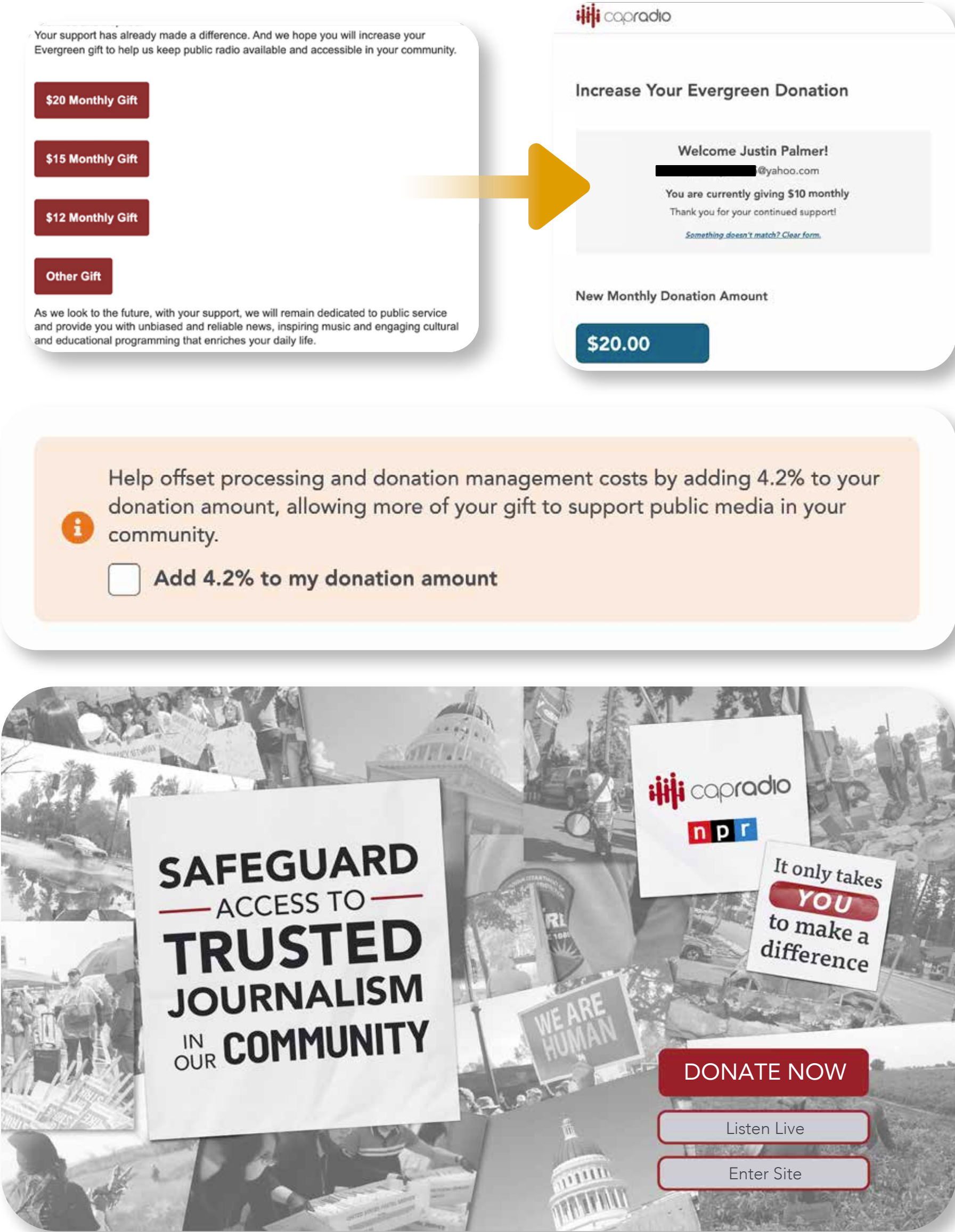
Sponsor Recognition

Up to five Sounds of the Season business sponsorships. A five-week standard schedule with 50 bonus promos for Sounds of the Season with business tagged as a proud sponsor.

Package available at \$5,000

In Winter's Glow
Generously Supported by [DONOR NAME]

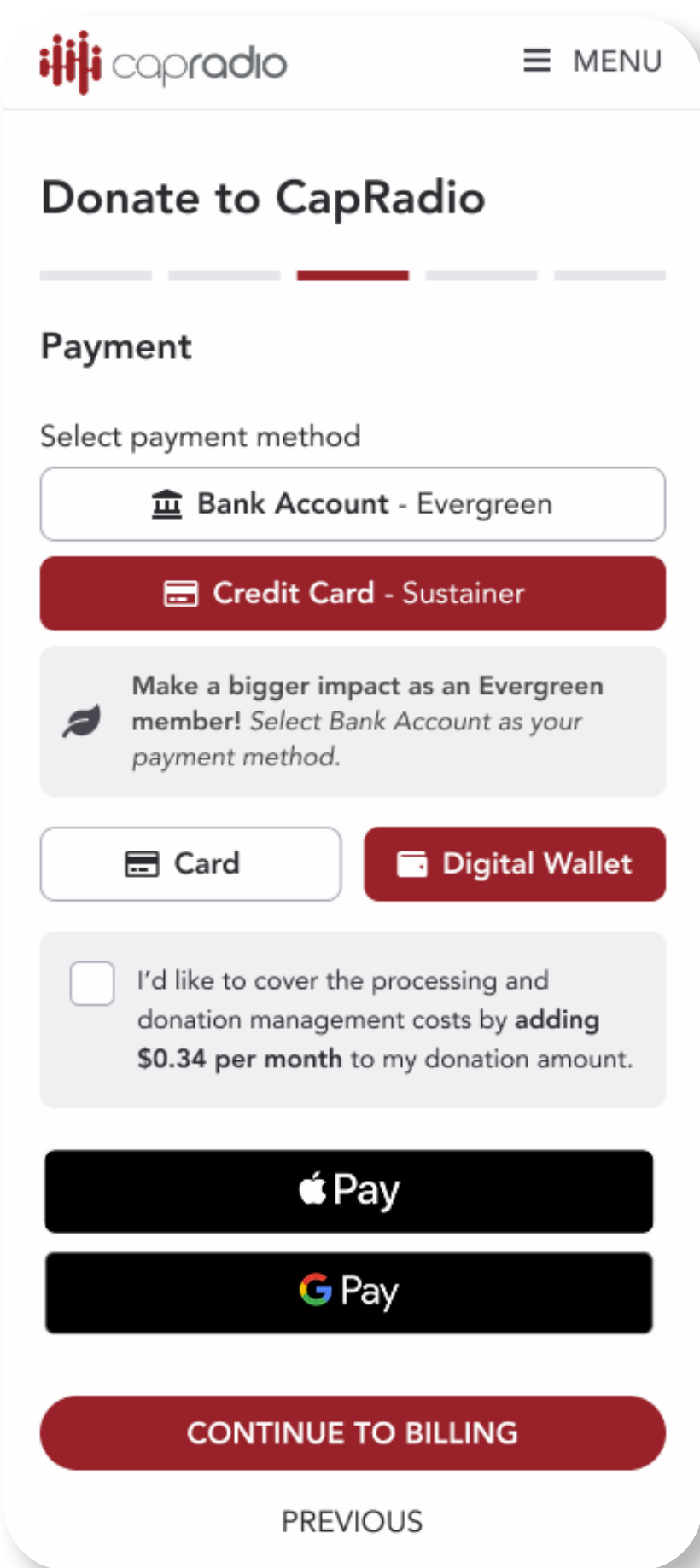
Digital Fundraising



EMAIL
112%
email revenue growth over 12 months

DONATION FEES
47%
of credit card users chose to add 4.2% to cover fees

HOMEPAGE TAKEOVER
14%
increase in donation clicks with no impact on site engagement



DONATION FORM
Upcoming preview of our multi-step form with Apple and Google Pay options
50%
of Millennials and Gen X respondents used payments services to make a donation*

* Jacobs Media Survey 2024

Thank You
Any questions?

Contact:

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jennifer.halm@capradio.org