IMPACT REPORT 2023
We celebrated the 20th anniversary of StoryCorps in 2023, which was especially meaningful as the major impacts of the COVID-19 pandemic finally subsided, making it a transition year for StoryCorps and so many other organizations. In October, we were gratified to have our first in-person gala in four years, our most successful to date.

I am so inspired by our staff, who have demonstrated a steadfast commitment to the communities we serve and continue to innovate on even better ways to stay connected to create a more inclusive society where every story matters.

Through it all, our amazing partners and friends stood by our side, and we are deeply grateful for your support. We are both humbled and invigorated as we look ahead toward an even brighter future.

Warmly,

SANDRA M. CLARK
STORYCORPS CEO
Our 20th Anniversary Gala — hosted by New York Times best-selling author Jason Reynolds, a former StoryCorps facilitator and current board member — marked a significant milestone. The event at the Brooklyn Museum recognized and honored Alberto Ibargüen’s exceptional legacy on his retirement as President of the John S. and James L. Knight Foundation.

The evening celebrated StoryCorps’ groundbreaking history over two decades, sharing some of our favorite stories. Equally important, we looked forward to a time when our mission of amplifying hope, humanity, and helping people believe in each other is more resonant than ever.
BROADCASTS

StoryCorps produced a special 20th Anniversary weekly series for NPR’s *Morning Edition* in September, featuring follow-up stories of some of our most memorable broadcasts.

58 broadcasts

11 MILLION weekly listeners

Stories That Connect Us
During this banner year, we released 13 animations — narratives about witnessing pivotal moments in history, and stories that reflect the true meaning of StoryCorps.

Watch all three seasons now: New Beginnings in Love, History Lessons, and 20th Anniversary.

36.7 MILLION animation views
Hosts Jasmyn Morris and Michael Garofalo returned for a special eight-episode season, *StoryCorps Then and Now*, which traces the journey of StoryCorps from inception to present day. The series features updates from participants, and takes listeners behind the scenes through interviews with StoryCorps staff and alumni.
Expanding Our Reach

» CONTENT DISTRIBUTION «

With more capacity than ever dedicated to partnerships and distribution, we achieved a record-breaking increase in video views through both partnerships and national broadcasts, and further expanded radio broadcast carriage outside of Morning Edition.

568% year-over-year increase in partner video views

157% year-over-year increase in radio station segment carriage

46% year-over-year increase in national broadcast video views
In 2023, StoryCorps Studios, our fee-for-service division, brought our award-winning model for ethical storytelling to Fortune 100 companies, major foundations, higher education institutions, and others, helping them share their brand stories through the voices of real people.

2023 Studios clients included the Robert Wood Johnson Foundation, Amgen, the City of San Diego, PBS: American Experience, and others. Studios continues to refine its offerings — including a special focus on university campuses — for increased scalability in 2024 and beyond.
MEASURING OUR IMPACT

By fostering an environment that encourages individuals from a diversity of backgrounds to share their stories, we actively work toward constructing bridges of understanding among Americans.

80% of listeners say that StoryCorps helped them better understand the experiences of people different from them.

82% of listeners say it helped them see the value of everyone’s life story and experience.
Collecting Stories Across the Country

We traveled across America to gather stories through our programs and initiatives.

Military Voices Initiative
Portland, ME
Anchorage, AK
Savannah, GA

The Mobile Tour
El Paso, TX
Marfa, TX
Taos/Albuquerque, NM
Logan, UT
Colorado Springs, CO
Kalamazoo, MI
Green Bay, WI
St. Louis, MO
Mobile, AL
Lafayette, LA

The Atlanta Booth
Atlanta, GA

One Small Step
Fresno/Central Valley, CA
Richmond, VA
Wichita, KS
Columbus, GA

One Small Step Hubs
Rohnert Park, CA
Elkhart, IN
Blue Hill, ME
Seattle, WA
Jackson, WY
One Small Step

In 2023, we refined our strategy to prioritize localization and inclusive outreach, ensuring that our efforts aligned with the uniqueness of each community that we serve. In September, we successfully launched our new Model Community in Columbus, Georgia. We also received a generous gift from the Robins Foundation in Richmond, Virginia — a powerful testament to the trust and credibility that we’ve built there, and to the possibilities our work presents.

Our related OSS Congress program secured the participation of a dozen U.S. House members, and had a meaningful presence — a spot on the stadium Jumbotron and an interactive activation — at the annual Congressional Baseball Game in Washington, D.C.

1,375 total participants
708 total interviews
25 partner organizations
Collecting Stories Across the Country

MOBILE TOUR

Last year’s Mobile Tour covered 10 cities across the United States, bringing our initiatives directly to diverse communities. To deepen engagement, we introduced experimental “Meet & Greets” in Texas, providing a unique opportunity for individuals to connect with our team firsthand. These Meet & Greets were designed to foster meaningful interactions, inviting both community partners and members of the public to come together, learn about our initiatives, and even sign up for appointments. Additionally, we premiered our newly revamped Airstream outside the Brooklyn Museum for our gala.

168 partner organizations
942 total interviews
1,798 total participants
MILITARY VOICES INITIATIVE

Since 2012, the Military Voices Initiative has collected the stories of veterans, active duty service members, and their families, to honor their service and sacrifice. It ensures these narratives are acknowledged and preserved for future generations. The Military Voices Initiative made 2023 stops in Maine, Alaska, and Georgia.

Collecting Stories Across the Country

136 total participants

146 total interviews

3 partner organizations
Collecting Stories Across the Country

ATLANTA BOOTH

StoryCorps’ Atlanta Booth — located at the Atlanta History Center — has been a vital resource for the city’s residents since 2013. Throughout the last year, we continued recording diverse voices, documenting and preserving the stories of Atlantans.

- 221 total participants
- 130 total interviews
- 6 partner organizations
Collecting Stories Across the Country

COMMUNITY TRAINING

Our Learning & Engagement team — through workshops, in-depth trainings, and free learning resources — equipped individuals and organizations with the skills and tools to be better listeners, preserve local stories, and contribute to the rich tapestry of the StoryCorps archive.

1,707 attendees
1,346 new registered DIY users
(171 interviews recorded by L&E trained partner facilitators at 33 live events & workshops)
5 active partners
Since 2003, StoryCorps has gathered and curated the largest collection of human voices in history — the recorded voices of over 650,000 people — in our Online Archive.

<table>
<thead>
<tr>
<th>Digital Platforms</th>
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<tbody>
<tr>
<td><strong>32,847</strong></td>
<td>registered online users</td>
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<tr>
<td><strong>17,114</strong></td>
<td>self-guided conversations</td>
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<td><strong>2,386</strong></td>
<td>facilitated conversations</td>
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<td><strong>44.3M</strong></td>
<td>video views (25% increase in views)</td>
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<tr>
<td><strong>2.7M</strong></td>
<td>website sessions</td>
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Adapting with the social media landscape, we added TikTok and Threads to our portfolio, and expanded our reach to include more vertical targeting.
At StoryCorps, we strive for an inclusive society where every story matters. Our commitment to inclusion, diversity, equity, and accessibility (IDEA) is reflected in our internal culture. This past year, we implemented our comprehensive IDEA Plan, while recognizing the ongoing work is always ahead.

**Our Commitment to Diversity, Equity, Inclusion, and Accessibility**

- **Received** 100% staff identity survey response rate.
- **Met** the majority of our internal staff diversity and recruitment benchmarks.
- **Implemented** significant steps for pay equity, including raising the salary floor to $50K and enhancing the 401K match.
- **Streamlined** benefits by reducing the wait period for medical coverage.
2023 was a transformational year for StoryCorps. The organization underwent a period of unprecedented growth in both revenue and the public service we deliver to the nation. Interest in our work increased dramatically from all corners.

In 2023, we also continued to refine and expand One Small Step, our work helping Americans see the humanity in those with whom they may disagree. Today, OSS stands as the only tested, shovel-ready, scalable antidote to the toxic political polarization tearing the very fabric of our country.

With a first-rate team led by our CEO Sandy Clark, an extraordinary board chaired by Dane Holmes, and a tireless focus on our values and mission, along with the people we serve, the potential to weave StoryCorps into the fabric of American life and the lives of all Americans is more promising than ever.

We are grateful to everyone in this community for your belief in and support of the work — we simply could not do it without you.

Dave Isay
StoryCorps Founder & President

THANK YOU

We are immensely grateful to our supporters and partners for their contributions in 2023. Your unwavering friendship and boundless generosity inspires us to reach new heights.