

# Story Corps®

IMPACT  
REPORT  
**2022**





2022 IMPACT REPORT

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OUR MISSION

To preserve and share  
humanity’s stories in order  
to build connections between  
people and create a more just  
and compassionate world.



# A NOTE FROM OUR CEO

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In 2022, the COVID-19 pandemic began to subside and for StoryCorps, like many organizations, it was a year of transition. I have been so inspired by our staff, who have demonstrated a steadfast commitment to the communities we serve and to creating an inclusive society where every story matters.

Through it all, our partners and supporters have stood by our side and we are deeply grateful for your support. We are both humbled and invigorated as we look ahead toward a bright future.

Warmly,

**SANDRA M. CLARK**  
STORYCORPS CEO





## STORIES THAT BRING US TOGETHER

# NPR BROADCASTS

Our award-winning national broadcasts air on NPR's "Morning Edition" every Friday and on "Weekend Edition" several times over the course of the year. We foster understanding and empathy through the personal stories of real people who offer perspectives on life in America that are simultaneously unique and universal.

# 58

**"MORNING EDITION" AND  
"WEEKEND EDITION"**  
BROADCASTS

# 12M+

**LISTENERS  
EVERY WEEK**



**'A Package Deal': Two Brothers  
Face Mortality Together**



**After Four Decades In The Classroom,  
A Texas Teacher Is Keeping History Alive**



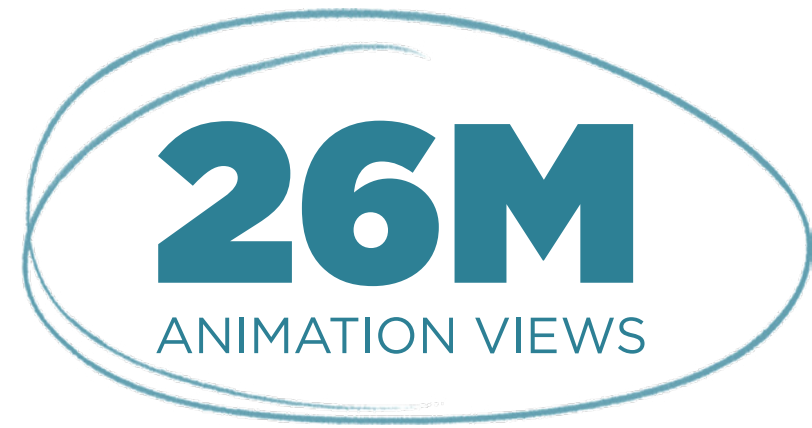
**He Survived The Holocaust  
Because Of A Stranger's Kindness**



## STORIES THAT BRING US TOGETHER

# ANIMATIONS

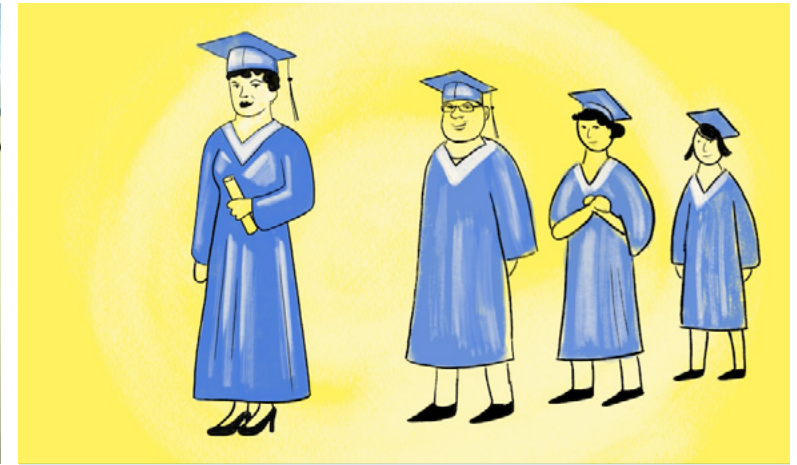
We debuted two new animation seasons, and upon the overturning of *Roe v. Wade*, we released “Miss Betty’s Calling,” a powerful story about Betty Thompson, who dedicated 25 years of her career to the Jackson Women’s Health Organization.



[Meet the Greenbergs](#)



[Joyce's Neighborhood](#)



[Lessons from Lourdes](#)



[Miss Betty's Calling](#)



[An Honest Life](#)



[Labor of Love](#)



## STORIES THAT BRING US TOGETHER

# THE STORYCORPS PODCAST

The StoryCorps Podcast released 20 full-length episodes and seven extras in 2022. The podcast, which expands on first-person stories from our weekly broadcasts on NPR, features original content exploring moments of love, loss, and triumph.

**27**

NEW PODCAST  
EPISODES

**5.6M**

PODCAST  
DOWNLOADS



### SEASON 7

Trailblazers



### SEASON 8

The Kindness & Generosity of Strangers



### SEASON 9

The Things We Carry



# OUR IMPACT

We continue to expand opportunities for individuals from all backgrounds to share their stories and by doing so, we build bridges of understanding between Americans of different backgrounds and experiences.

## MEASURING OUR IMPACT

84%

of the respondents to StoryCorps' participant survey **gained a better understanding of others' experiences and the value of diverse life stories.**

81%

**felt positive about humanity** after listening to a StoryCorps story.

80%

**gained a better understanding** of social issues.

50%

felt motivated to **improve society.**

69%

reported that their **opinions of others were challenged.**

### Broadcasting Stories From Diverse Backgrounds

Rooted in our mission, we have maintained a deep commitment to capturing the stories of individuals from diverse backgrounds.

28%

Black or African American

11%

Latine

5%

Indigenous

9%

Asian American or Pacific Islander

13%

LGBTQ+



# STORIES FROM ALL OVER

This year we traveled near and far to preserve the stories from different communities. Through our various programs and initiatives, we were able to engage with individuals from across the map.

## One Small Step Radio Station Hubs

699 Conversations  
270 Participants  
18 Nonprofit Community Partnerships

- |             |                  |
|-------------|------------------|
| Atlanta, GA | Wilmington, DE   |
| Ignacio, CO | Grand Marais, MN |
| Detroit, MI | Chattanooga, TN  |

## One Small Step Anchor Communities

147 Conversations  
1,087 Participants  
16 Nonprofit Community Partnerships

- |                           |
|---------------------------|
| Oklahoma City, OK         |
| Fresno/Central Valley, CA |
| Wichita, KS               |
| Richmond, VA              |

## Mobile Tour

847 Conversations  
1,668 Participants  
77 Nonprofit Community Partnerships

- |               |                    |
|---------------|--------------------|
| Tampa Bay, FL | Moses Lake, WA     |
| Gulf Coast    | Boise, ID          |
| Tulsa, OK     | Salt Lake City, UT |
| Ozarks, MO    | Las Vegas, NV      |
| Missoula, MT  | San Antonio, TX    |

## Learning & Engagement

190 Conversations  
331 Participants  
6 Nonprofit Community Partnerships

- |               |                 |
|---------------|-----------------|
| Palo Alto, CA | Portland, OR    |
| Bristol, NH   | Lake Geneva, WI |
| New York, NY  | Waukesha, WI    |

## Military Voices Initiative

223 Conversations  
210 Participants  
3 Nonprofit Community Partnerships

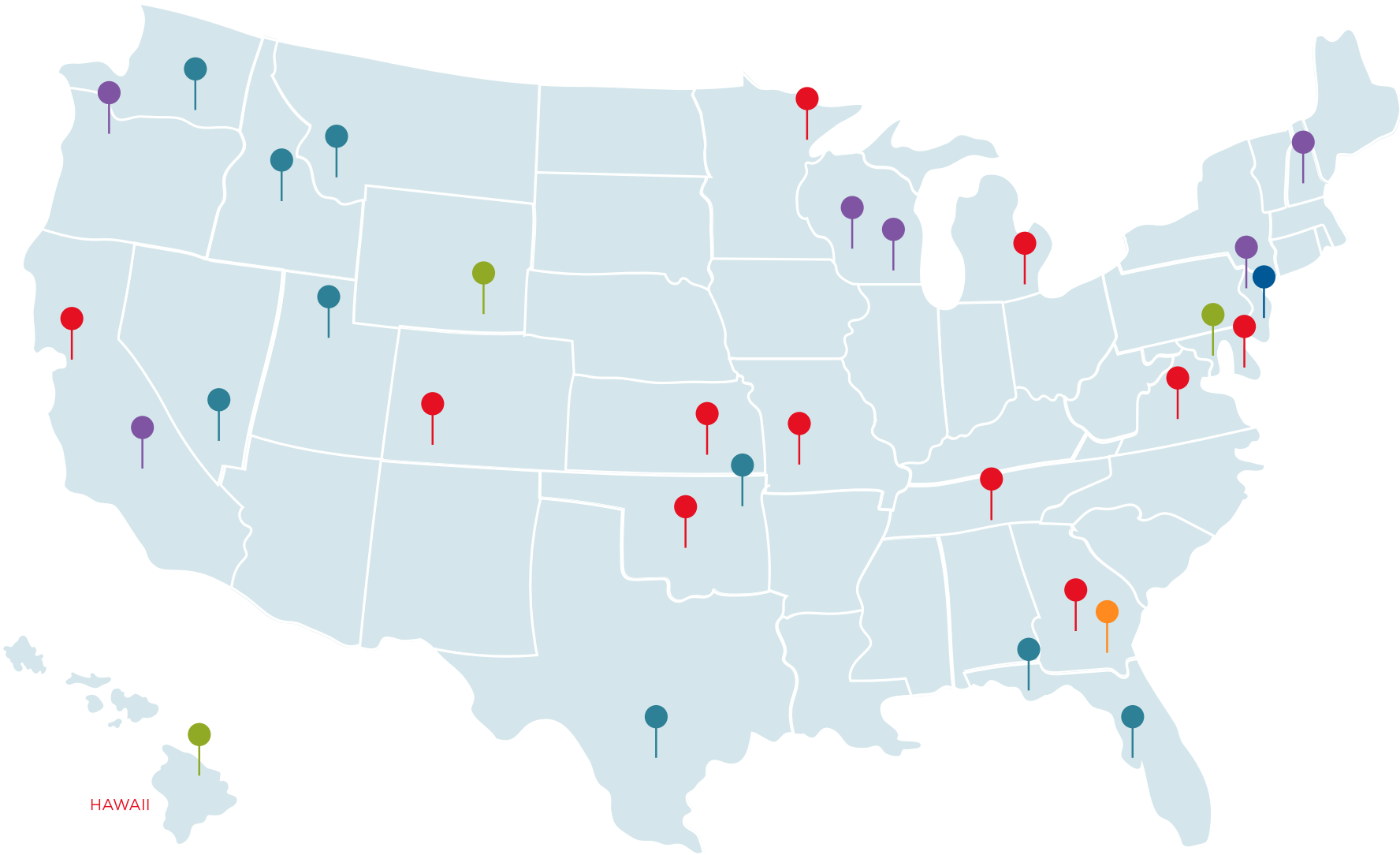
- |                |
|----------------|
| Washington, DC |
| Hawaii         |
| Cheyenne, WY   |

## Atlanta Booth

164 Conversations  
284 Participants  
11 Nonprofit Community Partnerships

## NYC Community Partnerships Program

56 Conversations  
114 Participants  
9 Nonprofit Community Partnerships





**ACROSS THE NATION**

## ONE SMALL STEP

**One Small Step (OSS) unites strangers of differing political beliefs in 50-minute conversations — not to debate politics, but to get to know each other as people.**

We share conversation snippets as animations, normalizing civil cross-partisan discourse. In 2022, we concentrated on four Anchor Communities and expanded to six more cities in partnership with Radio Station Hubs.

*In 2022, One Small Step was profiled on “60 Minutes” and “The Today Show.”*



**Simply being aware of OSS changes attitudes and engenders the following:**

- A greater belief that civil cross-partisan conversation is possible
- Enhanced mutual respect
- Increased optimism for the future

**Nearly 50% of those who listen to an OSS conversation experience a significant increase in their willingness to engage with people of opposing political beliefs.**



# ACROSS THE NATION MOBILE TOUR

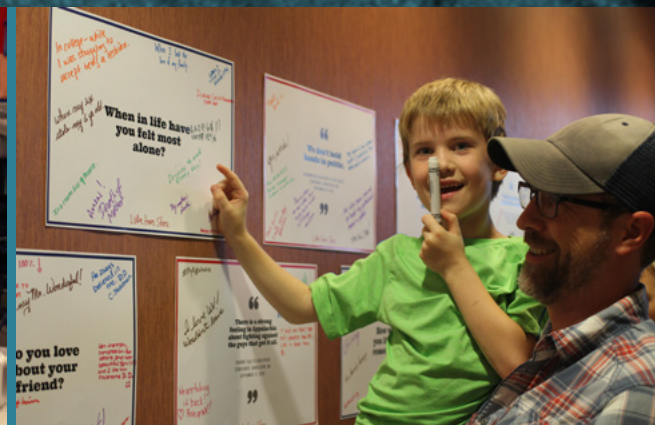
In 2022, the StoryCorps  
Mobile Tour traveled through

**10** cities

partnering with radio  
stations across the nation,  
and collected a total of

**847**  
conversations

from diverse communities,  
bringing people together  
to share their stories.





**ACROSS THE NATION**

## MILITARY VOICES INITIATIVE

Since 2012, our Military Voices Initiative has recorded, preserved, and shared the stories of veterans, active duty service members, and their families to recognize their service and sacrifice.

In 2022, we recorded and archived

**117** interviews with

**210** participants

in Washington, D.C., Hawaii,  
and Cheyenne, Wyoming.





**ACROSS THE NATION**

## ATLANTA BOOTH

**StoryCorps' Atlanta recording booth, situated in the Atlanta History Center, has been a vital resource for the city's residents since 2013.**

Throughout the year, several new community partnerships were also established, helping us to expand our reach and impact.



**In 2022, we collected**

**164**  
conversations

**preserving the  
experiences  
of Atlantans.**



## ACROSS THE NATION

# LEARNING & ENGAGEMENT

**The Learning & Engagement team at StoryCorps actively unlocks the transformative power of storytelling, extending an invitation to communities to join us in fulfilling our mission.**



## STORYCORPS DIY

Alongside these efforts, StoryCorps DIY provides multimedia resources to empower educators, libraries, and nonprofit organizations to develop their own storytelling projects.

# 1.3K

**New StoryCorps DIY Users**

**In 2022, we engaged with more than**

# 2,000

**participants via our workshops and presentations.**

## OUR DIGITAL GROWTH

### THE ONLINE ARCHIVE

**This year, StoryCorps made enhancements to our Online Archive, which makes the nation's largest collection of oral histories available for anyone who wants to explore them.**

We improved the way participants experience the Archive by creating a new search interface and new ways to share interviews, and we made it possible for organizations who partner with us to display their stories on a unique landing page.

# 41.2K

Registered Online Archive Users

# 19.8K

Self-Guided Conversations

# 2.4K

Facilitated Interviews

## OUR DIGITAL PRESENCE

# 1.4M

Social Media Followers

# 36.8M

Video Views

# 2.6M

Website Sessions





## OUR DIGITAL GROWTH

# A NEWLY REPLATFORMED MOBILE APP

**In 2022, we launched a major update to the StoryCorps Mobile App.**

The new app improves the user experience, provides access to a range of StoryCorps content, and allows users to personalize their profiles and share their stories on social media. We launched the new app just in time for The Great Thanksgiving Listen, our annual self-recorded interview initiative, and achieved a 1% increase in app interviews year over year.

# 64.8K

App Downloads

# 16.4K

App Conversations





## INTRODUCING

# STORYCORPS STUDIOS

## We rebranded our fee-for-service program in July 2022.

StoryCorps Studios, formerly Custom Services, empowers businesses and organizations to convey their brand story through the voices of real people. We work with our partners to enhance their brand, engage audiences, mark company milestones, and more. This year, we rebranded the division, and created a new marketing plan, messaging, and sales tools to drive demand for our services.



“Championing this project while at McCombs was a dream come true. If you’ve ever considered working with StoryCorps for your brand, I can tell you it’s a phenomenal experience.”

**IVY OLIVER**

FORMER CHIEF MARKETING OFFICER, McCOMBS SCHOOL OF BUSINESS

## AND THE EMMY GOES TO...

In September 2022, StoryCorps Studios received an Emmy for “Un(re)solved,” a digital project featured on PBS’s “Frontline,” exploring the legacy of racist killings in America.



## 2022 CLIENTS

City of Decatur, GA

UT Austin’s McCombs School of Business

KIPP Northern California Public Schools

Innisfree Village

Acadia Healthcare

Amgen

connectRN

CAA Foundation’s #FirstRespondersFirst Initiative

Bill & Melinda Gates Foundation

American Battlefield Trust

The North Country Trail Association



## OUR STORY

### At StoryCorps, we're creating a more inclusive society where everyone's story matters.

We're devoted to aligning our internal culture with the values that guide our work. Our dedication to inclusion, diversity, equity, and accessibility (IDEA) fosters a workplace where diverse staff feel a strong sense of belonging. In a 2022 staff survey, 94.5% indicated the importance of further IDEA education for professional development.

**In 2022, we began to implement a comprehensive IDEA Plan, and while we have much more work to do, we are proud of these accomplishments.**

- ✓ Nine Culture Club events
- ✓ Increased access to IDEA trainings
- ✓ Enhanced recruitment and hiring practices, boosting our African American and Latine staff by 30%
- ✓ Collaboration with the National Center for Accessible Media to enhance accessibility of our Online Archive and DIY Trainings
- ✓ Updated color palette to enhance web accessibility for diverse audiences with visual impairments





# Thank You

**We're immensely grateful to our supporters and partners for their contributions in 2022. Your unwavering support and boundless generosity inspire us daily.**

2022 was another year of growth and progress for StoryCorps — we continue to go from strength to strength. This year we welcomed our trailblazing CEO Sandy Clark and Dane Holmes took the helm as our Board Chair.

From kicking off 2022 with one of the most popular segments of the year on “60 Minutes” to making enormous progress on One Small Step — our effort to remind the country that it’s our patriotic duty to see the humanity in those with whom we disagree — StoryCorps is doubling down on the public service we offer the American people.

It’s a privilege for all of us to help this country connect at a moment where authentic connection is so desperately needed. As someone recently said to me, “There are few things as powerful as an idea whose time has come.” We are so grateful for your support of our work — you make StoryCorps possible.

**DAVE ISAY**

STORYCORPS FOUNDER & CEO

