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.
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.

'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

58 “MORNING EDITION” AND “WEEKEND EDITION” BROADCASTS

12M+ LISTENERS EVERY WEEK
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

26M ANIMATION VIEWS
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
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.

**OUR IMPACT**

**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 Manis, 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
- Gulf Coast
- Tulsa, OK
- Ozarks, MO
- Missoula, MT
- Moses Lake, WA
- Boise, ID
- Salt Lake City, UT
- Las Vegas, NV
- 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
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.
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.
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.
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.

In 2022, we engaged with more than 2,000 participants via our workshops and presentations.

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

OUR DIGITAL PRESENCE

1.4M
Social Media Followers

36.8M
Video Views

2.6M
Website Sessions

41.2K
Registered Online Archive Users

19.8K
Self-Guided Conversations

2.4K
Facilitated Interviews
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
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
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