

CLASSICAL

KING FM 98.1

www.KING.org

2014 Annual Report



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Letter from the General Manager **Jennifer Ridewood**



I am extremely happy to report that we have successfully completed our transition to a listener supported radio station. When we embarked on this path four years ago we followed a careful plan with a promise to you to play more great music, support the arts, expand the classical music audience, and convince our radio station lovers to become financial stakeholders.

It's fair to say that Classical KING FM is now healthier in every respect: we've grown our listenership, established a sound and sustainable financial base, added more local programming, and immersed and engaged ourselves in the community in new and wonderful ways.

Classical KING FM staff and volunteers supported nearly 150 community music events in 2014, from broadcasting community concerts and presenting summer "Pop-Up" concerts in Pioneer Square to hosting a live broadcast of the Seattle Symphony at Carnegie Hall.

We are committed to supporting the next generation of classical music listeners in multiple ways. In addition to our programs on air—*Young Artist Awards*, *Explore Music*, and Seattle Youth Symphony broadcasts—in 2014 KING FM launched Second Inversion, a website and online channel devoted to playing contemporary classical works. The channel and its director, Maggie Stapleton, are already earning national recognition.

I am most excited, though, about our new vision and strategic plan. Classical KING FM's board has worked diligently to produce the next blueprint for our growth and success. We are inspired by our bold vision of classical music as an essential part of living in the Pacific Northwest and building a stronger community by sharing the love of classical music. I hope you are inspired, too, and I invite you to join us in fulfilling this mission.

In particular, I'd love for you to share our vision with your friends and invite them into our expanding community. Our region is growing, our arts scene is growing, and so is Classical KING FM and its role as the voice of the arts. This is an exciting time and we want to share this richness with as many people as possible.

Thanks so much for your support.

A handwritten signature in black ink that reads "Jennifer Ridewood". The signature is fluid and cursive.

Jennifer Ridewood
General Manager



OUR COMMITMENT

KING FM's Mission

Classical 98.1 will actively grow, diversify, and enrich the love of classical music in our community by providing a voice for classical music and the arts.

KING FM's Vision

"An Hour a Week" classical music is part of the Northwest lifestyle. Transforming the perception of classical music one listener at a time by building a community of listeners, performers, supporters who enjoy, share, support, and promote classical music and the arts. We will share the love of classical music with the next generation and thereby build a stronger community.

KING FM's Values

- Classical music should be accessible to all
- The arts are a critical component of a world class city
- K-12 arts education is necessary to maintain and build a strong community
- Fiscally responsible planning is necessary to achieve our vision

Letter from the President of the Board Christopher Bayley



As Classical KING FM has transitioned to a listener-supported station over the last four years, the board has added members, become more involved in supporting the station's fundraising, and is now deeply engaged in guiding the station into a new and bright future as the voice of the arts in our region.

In 2014 our board and station management completed a new strategic plan. As you saw on the preceding page, we developed a vision statement, articulated our core values, and refined our mission. We see KING FM as both the voice of our growing and vibrant arts community and the catalyst for broadening appreciation of the arts in our region. We are inspired by the vision and committed to the work it will take to realize it. With your support, we will achieve it.

I'm particularly grateful for the hard work of the board and staff in positioning KING FM to provide this service to our community. Two key board members are retiring from their posts: Tom Alberg, one of two remaining original board members from our inception as a community-owned station in 1994, and Karl Siebrecht, who joined us in 2009. Both of these gentlemen provided invaluable insights and leadership and we will miss them greatly.

Meanwhile, our General Manager, Jennifer Ridewood, is doing an outstanding job leading the staff through this phase of transition and growth and the board is very appreciative.

Finally, we know that our donors are the key to our success and on behalf of the board I thank you for supporting our mission to grow, diversify, and enrich the love of classical music in our community.

A handwritten signature in black ink that reads "C. T. Bayley". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Christopher T. Bayley
President of the Board



BOARD MEMBERS

DIRECTORS

Christopher T. Bayley, President
Chairman, Stewardship Partners

James Duncan, Vice President
Chairman Emeritus, Sparling

Steven A. Clifford, Treasurer
Retired CEO, KING Broadcasting Company

Patricia Tall-Takacs, Secretary
Community Representative

Susan Harmon
*Co-Founder & Former Managing Director
Public Radio Capital*

Stan Mak
*Vice President & General Manager
CRISTA Broadcasting*

Scott McAdams
Retired President & CEO, McAdams Wright Ragen, Inc.

Steve Mowe
President, Nick's Custom Boots

Neil Jordan
General Manager of Health Worldwide, Microsoft

Jon Howard Rosen
The Rosen Law Firm

EX-OFFICIO MEMBERS

Mari Horita
President & CEO, ArtsFund

Douglass A. Raff
Principal, Riddell Williams P.S.

Jennifer Ridewood
General Manager, Classical KING FM 98.1

Kelly Tweeddale
Executive Director, Seattle Opera

Simon Woods
President & CEO, Seattle Symphony

Thank You!

KING FM is indebted to outgoing board members **Tom Alberg** and **Karl Siebrecht**.

Alberg joined the board at its very beginning, serving the station newly born of the gift from the Bullitt sisters to the community in 1994. He served as Board Secretary from 1995 to 2002.

Always interested in guiding KING FM to new technology, Alberg chaired the board's media committee and helped the station pioneer its digital capabilities.

Siebrecht joined the board in 2009, serving as Vice President from 2012 to 2013 and Secretary from 2011 to 2012. He chaired the board's media committee and strategic planning committee and provided the needed leadership to guide management to the next level of growth.

Both Alberg and Siebrecht provided strong support to KING FM launching its newest digital channel, Second Inversion, which aims to rethink classical music for a new generation.

CLASSICAL KING FM 98.1

2014 HIGHLIGHTS

- 300,000 listeners a week heard 36,500 performances on KING FM in 2014—quite a big concert hall!
- Program Director Bryan Lowe and Afternoon Host Dave Beck hosted a live broadcast from Carnegie Hall of the Seattle Symphony performing John Luther Adams' Pulitzer Prize-winning *Become Ocean*.
- Listeners are listening longer—on average 4 hours a week.
- 70% of our audience listens more to KING FM than any other radio station.
- KING FM also continues as one of the top three classical music stations in the U.S. for audience share.
- Classical KING FM tied for Best Streaming Broadcast Station in the 2014 Radio & Internet News Awards.



*Classical KING FM
is the voice
for classical music
and the arts
in our community*

- 46 live broadcasts of in-studio concerts on *NW Focus LIVE* hosted by Sean MacLean
- 79 live and local concert broadcasts heard on KING FM in 2014
- 140 organizations featured on *NW Focus*
- KING FM Insights, short commentaries by over 600 community arts leaders, deepen our appreciation of the music we love
- Over 200 interviews hosted by Marta Zekan in 2014 on the KING FM Arts Channel, a passport to the Northwest arts
- Launched the completely redesigned king.org, a benefit to listeners and arts groups with an easy-to-use web player, more on-demand music and videos, and a comprehensive Arts Calendar

“The life of the arts, far from being an interruption, a distraction, in the life of the nation, is close to the center of a nation’s purpose—and is a test to the quality of a nation’s civilization.”

—John F. Kennedy



COMMUNITY OUTREACH

Classical KING FM staff and volunteers are building a community of listeners.

KING FM participated in nearly 150 community events in 2014, including:

- In lobby to greet you at concerts all year round
- 12 instrument Petting Zoos
- 8 “Pop-Up” concerts in Pioneer Square
- 3 live Second Inversion broadcasts
- Bellevue ARTSfair
- Bayview Retirement Community

KING FM Hosts regularly spend time in the community - A few examples:

Brad Eaton

- Hosted a live performance featuring Seattle Chamber Singers at the UW Odegaard Library for “W Day.”

Lisa Bergman

- Served as emcee for Northwest Girl Choir, Seattle Pro Musica Family Christmas Concert, Red Kettle Salvation Army “Christmas Fantasy” concert, and many more
- Served as judge on panel of arts representatives for the annual Great Figgy Pudding Caroling Competition

David Beck

- Presented several pre-concert lectures each for the Seattle Symphony, Cascade Symphony, and Auburn Symphony
- As a UW Music School alumnus, introduced the first appearance at Benaroya Hall by the UW Orchestra, guest-conducted by Ludovic Morlot

Marta Zekan

- Hosted pre-performance Show Talks at the 5th Avenue Theatre
- Adapted and narrated The Snow Queen with music by Adam Stern, which premiered at the 2014 Seattle Chamber Music Society Family Concert

Bryan Lowe

- Served as Master of Ceremonies at the Interlake High School Arts Night
- Serves on the board of the Mercer Island High School Radio Training Program

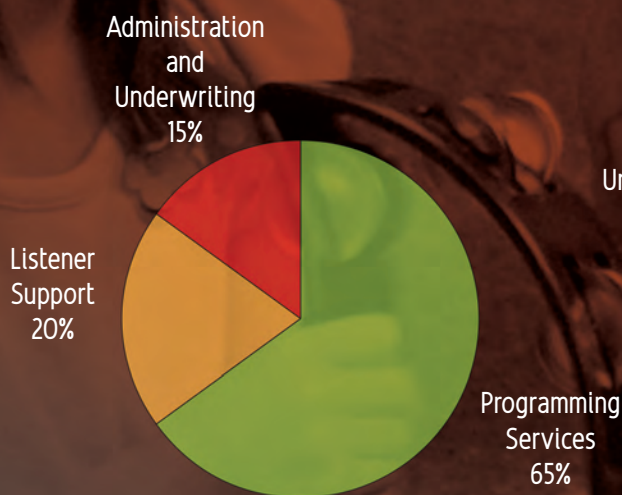
Sean MacLean

- Hosted ACT Theatre’s Behind the Scenes evenings
- Served as host at the UW World Series

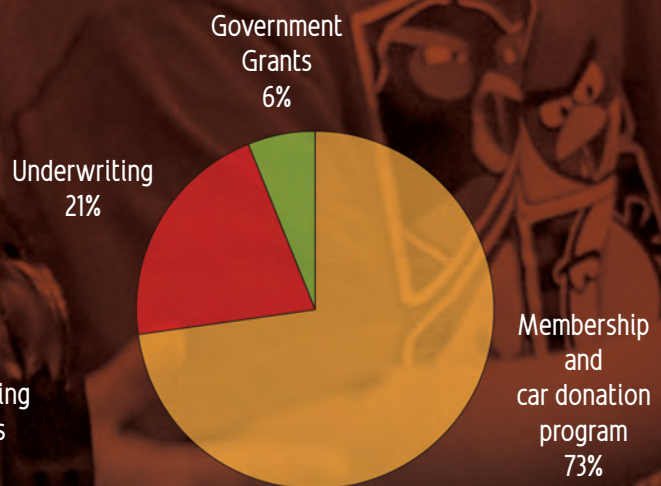




2014 FINANCIAL OVERVIEW



EXPENSES



REVENUE

Transition Financial Plan

Strong individual and community support, along with prudent fiscal management, helped KING FM achieve its financial goals set in 2011. We ended 2014 with a surplus, as planned. We will reinvest a portion into our program and start to rebuild the cash flow reserve used in the transition years.

Financial Highlights

- Total income for Classical KING FM 98.1 was \$3,760,000
- Listener support grew 11% to \$2,700,000, representing 70% of total income
- Corporate underwriting support grew 14%, representing 21% of total income
- The remaining 9% of total income derived from grants and car donations
- Expenses were flat in 2014 as we transitioned and built our donor base

Independent Auditor's Report

Classical 98.1 follows generally accepted accounting principles and is audited annually by an independent accounting firm. The 2014 audit was issued by Jacobson Jarvis & Co, PLLC. Complete audited financial statement for 2014 and other financial information can be found at king.org/reports.

2014 Membership & Performance Circle

In 2014, individual donations from more than 15,000 members accounted for a full two-thirds of Classical KING FM's operating budget. We are grateful to our members for their generosity and important role in guaranteeing the future of classical music in the Pacific Northwest and beyond.

Performance Circle

We are pleased to celebrate those who made a leadership level commitment to KING FM:

Legacy Society

We thank those who have expressed their intent to support the station through a planned gift.

Anonymous (4)
The Robert and Georgia Anderson Charitable Fund*
Estate of Donald W. Bidwell, MD*
Mike and Janice Craig
Susan Johnson
Ronald E. Miller
Estate of Charles Brousse Mitchell*
Estate of Dorothy J. O'Brien*
Estate of Judie Phillips*
Patricia Tall-Takacs
Joan Tenenbaum
Don and Sylvia White

Composer Gifts (\$50,000+)

Corporation for Public Broadcasting

Conductor Gifts (\$25,000 - \$49,999)

Harriet Bullitt
Bill & Melinda Gates Foundation
Microsoft Matching Gifts
Mary Pigott

Virtuoso Gifts (\$10,000 - \$24,999)

Anonymous (1)
The Boeing Company
The Boeing Company Matching Gifts
The Clowes Fund
Lenore Hanauer
Steve Mowe and Lynn Pigott Mowe
Judy Pigott
Raynier Institute & Foundation
G Louis Roberts

Concertmaster Gifts (\$5,000 - \$9,999)

Tom Alberg and Judi Beck
Chap and Eve Alvord
Jennifer Ancona
The Robert and Georgia Anderson Charitable Fund*
Apex Foundation
Jim and Mary Dunnam
Earthbound Expeditions
Gretl Dupré Galgon
Susan Harmon and Richard Meyer
Dr. Kennan Hollingsworth
Scott and Frances McAdams
Bruce and Jeanne McNae
Donna Moreland
Estate of Judie Phillips*
Raisbeck Foundation
Lee and Stuart Rolfie Family Foundation
Richard Sanchez
Mary and Rich Shrader
Maryanne Tagney and David Jones
Ina Tateuchi
Bill & Melinda Gates Foundation Matching Gifts
Muriel Van Housen
Donna and Roger Wolthuis
Ann P. Wyckoff
Debbie and Rick Zajicek

Principal Chair Gifts (\$2,500 - \$4,999)

Anonymous (3)
4Culture
Mike and Sumi Almquist
Bank of America Matching Gifts
Cynthia and Christopher Bayley
Leslie and Dale Chihuly
Steven and Judith Clifford
Carl de Marcken and Marina Meila
Juniper Foundation
Bronwyn and Louie Echols
Judith Fong
Lyn and Jerry Grinstein
Larry Harris and Betty Azar
Lucy Helm
William Hoppin
Sara Hurley
Paul and Diana Johnson
Ginger Johnson
Ciara and Neil Jordan
Mary Rebecca Lee
Robin Luke and Pete Casseday
Laura and Roy Lundgren
Paula Mahan
Brian Marks and Carol Maione
Tom McQuaid
Molly Mignon
Shannon and Christian Moller
Lisa and Rory Nelson
William and Helene Peach
James F. Roark Jr.
Patricia and Jon Rosen
Elizabeth Rudolf
Terry Seaman
Seattle Foundation
Anita Shores
Linda Smith
Mrs. J.B. Thiersch
Brett Vansteenwyk
Merrell Wiseman

Ensemble Gifts (\$1,000 - \$2,499)

Anonymous (7)
Frances and John Alcorn
Reverend Mary L. Allen
Caryn Badgett
Colymbus Foundation
Candace and Richard Barnes
Marian Barnes
Jane and Peter Barrett
Teresa Bell
Alan and Sally Black
Scott Bosen
Alan Boyd
Jon and Bobbe Bridge
Ben Brodie
Terry and Dorothy Brown
Tina Bullitt
Karen R. Bunney
Keith Butler and Ann Marie Kimball
Dan Caldwell and Bonnie Brian-Caldwell
Kathleen Campbell
Diana K. Carey
Frank and Denise Catalano
Marian Childs
Sue and Robert Collett
Dorothy and Sean Corry
Patricia Coulter
William Counce
Marylouise Craig
Dorothy Cutting
Kieunga Dang
Jane and David R. Davis
Diane de Ryss
Brian Dewey and Molly Brown
John Dey
Fred Drennan
Jim and Gaylee Duncan
Karen Eames
Anna Elarth
Dr. Nancy Ellison
Expedia, Inc. Matching Gifts
Gretchen Faulstich
Dr. Earl R. Feringa
Jaime Fernandez
Robert Fox
Zoe Freeman
Brian Futch
Mimi and Bill Gates, Sr.
Kathy Alvord Gerlich
Zanne Gerrard
Lynn and Brian Grant and Family
Harold A. Gray and Betty Ogden
Gina Green
Sandra and Theodore Greenlee
Jeffrey and Lucia Hagander
Lawrence and Hylton Hard
Mona and Richard Hardy
Jim Harris
Nancy and Hamilton Harris
Martha Lou Henley
Susan Herring
John P. Holt, Jr.
Dennis Huo
Dean A. Jacobus
Thomas and Christine Jerse
Rebecca Johnson
Clyde and Sandra Johnson
Karen Keith
Jim and Cris Kelley
King & Ollason PLLC
Vlada Knowlton
Evelyn and John La Fond
Jon and Eva LaFollette
Robert and Betty Landau
Olivia Leale
Milt and Marylou Lebsack
Henry Li
Chris Lindeman
Anne and Steve Lipner
Harriet and Stan Litt
Johannes Kwok Yan Liu
Gretchen and Matt Loschen
James Ludden
Helen Maronek
Barbara Martyn
Warrick Mathews
Lillian C. McDermott
Guy McFarland
Harriet McKelvey
Craig McKibben and Sarah Werner
Nancy Melton
Jerry Meyer
Anne A. Meyers
Anne Middleton Foster

Robertson Miller
Pamela and Donald Mitchell
Mary Mohler and Vincent Jolivet
James Monteith and Marita Caya
Ludovic and Ghizlane Morlot
Susan and Bob Nathane
Cookie and Ken Neil
Jacqueline Nigh
Sheila Noonan and Peter Hartley
Hye Yong Pak
Brian Patton
Rosie Perera
Mina Brechemin Person
Drs. Suzanne Poppema and John Cramer
Bill and Delia Purdy
Carol Ann and Thomas Quinsey
Stephen Radcliffe
Douglass and Katherine Raff
Pamela Reed
Jennifer Ridewood
Catherine and Thurston Roach
Augusto Romano
Jelcy and Conrad Romberg
Kevin Ruddell and Heather Kroll
Russell Investments Matching Gifts
Richard Saada
Werner and Joan Samson
Nancy Schultz
Craig Sheppard and Gregory Wallace
Charles Shipley
Stacie and Karl Siebrecht
Ronald Simchen
Deborah and Wayne Simmons
Kathryn Sims
Steve and Amy Sirich
Douglas Smith and Stephanie Ellis-Smith
Wanda R. Stanley
Sheila and Craig Sternberg
Verner and Marianne Stillner
Rainer Storb
Patricia Tall-Takacs and Gary Takacs
Mikal and Lynn Thomsen
Lisa Thwing
Michael Tunnell
Joachim Veith
Jackie and Chad Verbowski
David and Joyce Veterane
Jean Baur Viereck
Beverly and Paul Wanninger
JC Warren
Joan S. Watjen
John and Lynne Weidman
Sally Anne West
Patricia Wilson
Sherryl and Christopher Wilson
Rochelle Winnett
John Worthington
Wyman Youth Trust
Young Sook Yoon
Ingo Zinner

**deceased*

This list includes members in 2014. Donor levels are calculated by adding together contributions, in-kind gifts, vehicle donations, matching gifts, and pledge payments. To learn more about the Performance Circle, please contact Julia Maywald, Associate Development Director / Major Gifts Director at (206) 691-2961 or juliam@king.org.



The Next Generation

Sharing the Love of Classical Music



RETHINK CLASSICAL

Second Inversion—a streaming channel dedicated to engage 20-30 year old listeners in rethinking classical music—launched to acclaim from local media and many musicians all over the world. Second Inversion hosted three live broadcasts, launched its own mobile app, released dozens of on-demand music sessions, and filmed four in studio videos. The channel received generous grants from The Boeing Company, The Clowes Fund, the Bill & Melinda Gates Foundation, and the Seattle Office of Arts & Culture.

- Joshua Roman named Artistic Advisor of Second Inversion.
- Radio & Internet News named KING FM's Assistant Music Director, Maggie Stapleton, one of 2014's "30 Under 30" for her work on our new website and streaming channel, Second Inversion.
- Our Young Artist Awards, produced in partnership with the Seattle Chamber Music Society, introduces the next generation of talented musicians in our community.
- Our Instrument Petting Zoo, presented at arts and cultural events targeted to younger children, provides them an opportunity to see, touch, hear and play a variety of instruments.
- KING FM's *Explore Music*, airing every night at 6pm, is a two-minute listening adventure designed to introduce all ages to the often fascinating and unusual stories behind classical music.

Listen, watch, and engage with Classical KING FM, wherever you are

Classical KING FM isn't just a frequency on the radio dial. In Seattle and all over the world, people depend on KING FM to be their online refuge from stress, their companion on the commute to work, and their resource for new musical discoveries.

As more than 300,000 people tune in to KING FM on the radio each week, hundreds of thousands more are listening to our five online channels on their computers, smartphones and tablets. In 2014, as tens of thousands of people discovered lively video performances shot in our studio, tens of thousands more dove into our local music and interviews on its SoundCloud.

Across countries, devices, and apps, Classical KING FM is a world-class resource for great music.

2014 by the numbers:

- 6,876,958: Hours streamed online across all five of KING FM's channels
- 6,301,086: Streaming sessions
- 1,540,699: Visits to www.king.org
- 1,410,940: Times people read about or engaged with us on Facebook and Twitter
- 126,932: Plays on Soundcloud
- 24,943: Views on YouTube
- 17,847: Page views on www.secondinversion.org
- 8,535: Average number of people listening to KING FM at any given time

Listen, watch, and engage!

On-Air:

- KING FM 98.1
- KING FM 98.1 HD1
- KING FM 98.1 HD2—Evergreen Channel
- KING FM 98.1 HD3—Symphonic Channel

Online Every Day:

- KING FM Simulcast online
- KING FM Evergreen Channel
- KING FM Seattle Opera Channel
- KING FM Symphonic Channel
- KING FM Arts Channel

Special Purpose Channels:

- New in 2014: Second Inversion—contemporary classical music
- The Mozart Channel—all Mozart, all January
- KING FM Classical Christmas Channel, November to December

Video Performances:

- Watch great performances on YouTube at Classical KING FM

Social Media:

- Go behind the scenes with us on Facebook: Classical KING FM 98.1
- Follow us on Twitter: @KingFM



ON-AIR HOSTS

WEEKDAYS

5 AM to 10 AM with Brad Eaton

An interest in politics, travel, history, and music combined with a warm voice and great sense of humor. Brad is also heard on the KING FM *Evergreen Channel*.

10 AM to 1 PM with Lisa Bergman

Lisa is a concert pianist, passionate promoter of classical music and a distinguished educator; she also hosts *Explore Music* nightly at 6pm.

1 PM to 5 PM with Dave Beck

Recipient of regional and national awards for broadcasting, Dave is a cellist who plays with several local orchestras, and also hosts *Seattle Symphony Spotlight*.

5 PM to 7 PM with Bryan Lowe and Marta Zekan

Program Director Bryan Lowe played French horn and is fascinated with unusual instruments; Marta, our KING FM Arts Channel host, is a pianist and voice teacher with a theatre background.

7 PM to MIDNIGHT with Sean MacLean

Sean is a composer, pianist and guitarist who lives life to the fullest; he also hosts *NW Focus LIVE* on Friday evenings.

12 AM to 5 AM with Michael Brooks

Mike Brooks' very first radio job was at a classical station in his hometown of Baltimore, MD. He's our host for *Musical Chairs* on Friday nights.

SUNDAY

7 PM to Midnight with Peter Newman

Classical music has been part of Peter's life since childhood. He's been with KING FM since 1977 and hosts our live concert broadcasts.





VOLUNTEER PROGRAM

Volunteers are a growing and increasingly important part of KING FM's service to the community. Our volunteer hours increased from 200 in 2013 to more than 1,500 in 2014! Out in the community, our volunteers represented KING FM at more than 130 performances, Instrument Petting Zoos, and Pop-Up Concerts. At the station, volunteers assist member services with mailings and donor questions, as well as field incoming phone calls and welcome visitors.

Our volunteer team is a solid corps of devoted listeners and members:

Neil Baldock
Phil Bytheway
Olivia Cacchione
Lena Console
Zoe Freeman
Giselle Gonzales
Mei-Ling Heung
Deeanna Holman-Mohr Dimmick
Michael King

Joni Klein
Mary Kremer-Hartrick
Mary Rebecca Lee
Pat Perron
Lan Remme
Traci Sims
Walter Tomaszewski
David Wall
Antje Winkler

UNDERWRITING

Classical KING FM would like to thank the growing list of businesses for their support of the station and its transition to a listener and corporate supported format. Classical KING FM relies on our local communities to provide the means for us to offer quality programming with the classical music you love. Businesses of all sizes support Classical KING FM in many significant ways. Sponsorship and underwriting opportunities exist for KING's popular radio and online programs as well as for events and in other areas.

Classical KING FM gratefully acknowledges the underwriting support of local companies that help us bring the best in classical music to our listeners each month. Without all of you, there wouldn't be a Classical KING FM!

Staff

Michelle Abramson, Development Coordinator
Sarah Anthony, Arts Outreach Manager
Jennifer Batchelder, Traffic Director
Dave Beck, Host
Lisa Bergman, Host
Michael Brooks, Operations Director
Rashad Brown, Membership Director
David Brown, Assistant Production Director
Justin Davis, Board Operator
Brad Eaton, Host
Lauren Goffin, Board Operator
Rachele Hales, New Media Manager
Jill Kimball, Website and Social Media Manager
Sabina Koziel, Assistant General Manager
Geoffrey Larson, Assistant Music Director
Bryan Lowe, Program Director
Sean MacLean, Host
Bryan Madar, Board Operator
Melody Marcelja, Database Coordinator
Julia Maywald, Associate Development Director/Major Gifts Director
Terry McKiel, Database Director
Peter Newman, Host
Matthew Ogaz, Producer
Jennifer Ridewood, General Manager
Joshua Rodman, Board Operator
Nikhil Sarma, Board Operator
Mae Saul, Community Outreach Manager
Maggie Stapleton, Assistant Program Director
Aaron Stoess, Music Director
Thom Stuart, Accountant
Blandine Van de Velde, Grants and Corporate Giving Manager
MaryAnn Wagner, Community Relations Director
David Wall, Events Coordinator
Marta Zekan, Host

Front Cover: UW Symphony Orchestra, UW School of Music, photo © Steve Korn **Page 2:** KING FM Host Dave Beck in Benaroya Hall, photo-Jill Kimball **Page 3:** Seattle Symphony Music Director Ludovic Morlot, photo-Brandon Patoc-brandonpatoc.com **Page 4:** KING FM/NW *Focus LIVE* Host Sean MacLean, photo © Sean MacLean **Page 5:** Seattle Opera, Don Giovanni, photo © Ellise Bakketun **Page 6:** Seattle Youth Symphony Orchestra, photo © Christopher J. Reicks; Seattle Chamber Music Society, photo-Justina Schwartz; Tacoma Symphony Orchestra, Sarah Ioannides, Music Director, photo-Dane Gregory Meyer; Pacific Northwest Ballet principal dancers Balthuzel Bold and Laura Tisserand with company dancers in Kent Stowell's Swan Lake-photo © Angela Sterling; Cornish College of the Arts, photo-Daniel Sheehan **Page 8:** Seattle Symphony Music Director Ludovic Morlot and KING FM Host Dave Beck in café video series-Seattle Symphony and Gigantic Planet; KING FM Host Sean MacLean at Town Hall, photo-Morgen Schuler-morgenschulerphotography.com; *NW Focus LIVE*, photo-Classical KING FM; Seattle Parks and Recreation, Petting Zoo, photos-MaryAnn Wagner; Petting Zoo in Benaroya Hall, photos-David Wall **Page 9:** young musicians at Music Works Northwest, photo © Karen Nestvold **Page 11:** KING FM Assistant Program Director Maggie Stapleton and cellist Joshua Roman, photo-David Wall **Page 12:** Cafe photo © Jerry and Lois Photography **Page 13:** KING FM Program Director Bryan Lowe and Arts Channel Host Marta Zekan, photo-Jill Kimball **Page 14:** SCREE! Chamber Music Ensemble, photo-MaryAnn Wagner