A close-up photograph of a woman with long brown hair leaning over a young child with light brown hair. The child is holding a brass trumpet to their mouth. The woman's hands are positioned to help the child hold the instrument correctly. The background is blurred, showing other people in a crowd.

CLASSICAL

KING FM 98.1

Classical KING FM 98.1
2017 ANNUAL REPORT

Letter from CEO Brenda Barnes



Thank you so much for your support of Classical KING FM, which made possible all of the accomplishments you will see in this report. I was not on the staff of Classical KING FM during 2017; however, I am very proud to lead a classical music service valued by so many listeners that supports music education and the excellent organizations that provide classical concert experiences for the Puget Sound Region--from Petting Zoos that introduce children to the joy of playing an instrument, to NW Focus and NW Focus LIVE that feature the performances of Puget

Sound musicians and chamber ensembles, to broadcasts of the Seattle Symphony, Seattle Opera, Seattle Chamber Music Society, and others.

You will also notice from reviewing the financial information that Classical KING FM is relatively new to operating exclusively as a nonprofit. We have been successful in building a donor base of 15,500 members and 285 Performance Circle members in the past seven years; however, it will take another couple of years for us to increase revenue to the point that we can easily cover all of our operational costs.



In addition, we have the challenge of raising funds to move KING FM to a new location by February 2020, when our building will be demolished to make way for new development. We have launched the quiet phase of a campaign to fund the station's move and created an invested fund to allow Classical KING FM to seize opportunities and react to unexpected threats, while maintaining general operations of the organization.

Please contact me if you have questions. My email address is brendab@king.org. Thank you, again, for your support of Classical KING FM.

Sincerely,

Brenda Barnes
CEO

Classical 98.1 Board of Directors

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2017 FINANCIAL OVERVIEW

Classical KING FM is very thankful for the support provided by individual donors, corporate sponsors, and grants.

Last year, individual contributions made up the bulk of revenue at over 80%, with more than 16,000 donors donating over \$3,000,000. Corporate sponsorships made up 12% of revenue with government grants at 6%.

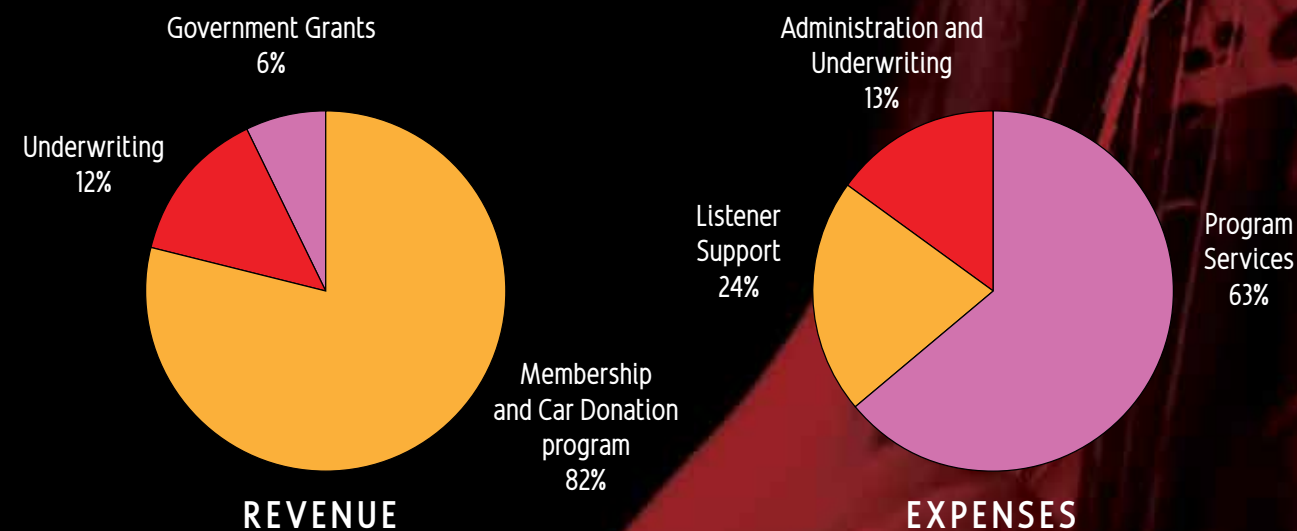
Federal funding from the Corporation for Public Broadcasting consisted of \$230,000 in 2017.

Classical KING FM is clearly a community station with listeners who continue to contribute to support classical music.

Thank you!

Independent Auditor's Report

Classical 98.1 follows generally accepted accounting principles and is audited annually by an independent accounting firm. The 2017 audit was issued by Jacobson Jarvis & Co, PLLC. Completed audited financial statements for 2017 and other financial information can be found at www.KING.org/reports.



PROGRAMMING

As a listener-supported station, KING FM is proud to be a voice for the music community in Seattle and the Puget Sound region. Not only does KING FM offer listeners the very best performances of the classics, but it also connects audiences to the vibrant music community in the Northwest, showcasing high-quality live and local performances by ensembles and performers of all kinds.

In 2017, KING FM's programming included over two dozen special Live and Local Broadcasts, showcasing live concerts by the Seattle Chamber Music Society, Seattle Opera, Seattle Symphony, Pacific Northwest Ballet, and more. We also welcomed over 40 ensembles for a live presentation and interview on our signature program, NW Focus LIVE.



Our programming, in all of its aspects, also renewed our commitment to growing the next generation of listeners and performers. In 2017, KING FM released 27 new performance videos, eight of which came from Second Inversion, KING FM's New Music streaming channel. Listeners of all ages continue to enjoy our daily presentation of our prize-winning two-minute vignette *Explore Music*.

KING FM *by the numbers*

- 15,500** members
- 8,000** hours of music on KING FM annually
- 8,378,000** hours streamed online across all KING FM channels – a 9% increase over 2016
- 1,127,900** pageviews on king.org
- 113,658** pageviews on secondinversion.org – a 13% increase over 2016
- 21,139** social media followers
- 681,500** Twitter impressions
- 225,000** on-demand performances enjoyed on SoundCloud
- 235,416** Youtube views – an increase of 32% over 2016
- 4,850** people listening to KING FM at any given time (average)
- 225,000** weekly listeners over the air and online (average)
- 116** local groups featured on Northwest Focus
- 72** live broadcast performances

LISTEN, WATCH & ENGAGE

On-Air:

- KING FM 98.1 FM
- KING FM 98.1 HD1 – simulcast of KING FM
- KING FM 98.1 HD2 – Evergreen Channel
- KING FM 98.1 HD3 – Seattle Symphony Channel

Online Every Day:

- KING FM simulcast online
- KING FM Evergreen Channel
- KING FM Seattle Symphony Channel
- Second Inversion (KING FM's contemporary classical service)

Holiday Channel:

- KING FM Classical Christmas Channel (November through early January)

Video:

Watch incredible video performances on KING FM's and Second Inversion's YouTube channels at youtube.com/981KINGFM and youtube.com/RethinkClassical

Podcasts:

SCMS Classical Conversation podcast – a partnership between the Seattle Chamber Music Society and KING FM

Social Media:

- Facebook:** Classical KING FM 98.1 and Second Inversion
- Twitter:** @KingFM and @secondinversion. All KING FM hosts are on Twitter, too. Follow @KingFM AND your favorite hosts!
- Instagram:** @classicalkingfm and @secondinversion



OUTREACH

Through a series of public events supporting all kinds of arts organizations large and small, KING FM is strengthening its position as a major arts institution and cultural hub in the region. Our new and innovative on-location programming has significantly expanded our reach throughout the Puget Sound and was designed to connect our community with its cultural landscape. At the core of its advocacy, KING FM's growing educational initiative is tailored to foster an inviting and non-intimidating entryway for children and adults into the world of classical music.

In 2017 KING FM's Outreach:

- Partnered for the first time with King County Libraries to present a new series of Instrument Petting Zoos
- Attracted 92 of the region's most promising classical music talents with its 6th Young Artist Awards
- Co-sponsored highly popular family/children's concerts with the Seattle Symphony and the Seattle Chamber Music Society
- Produced its third On Stage with Classical KING FM concert series at Resonance at SOMA Towers in Bellevue
- Created the Grand Piano Hour, a live piano-centric show with hundreds in attendance at various locations
- Collaborated with regional landmark events such as Pianos in the Parks, Ten Grands and NW FolkLife, reaching thousands
- Was present at over 100 classical music and arts events in various diverse communities



2017 PERFORMANCE CIRCLE

We are pleased to celebrate those who made a leadership level commitment to KING FM, either through a gift to our annual fund or special program, or as a deferred gift through their estate plans.

Composer Gifts (\$50,000+)

Corporation for Public Broadcasting
Google, Inc.
Su Development
Robert L. Wiley, Jr.

Conductor Gifts (\$25,000+)

Harriet Bullitt
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Virtuoso Gifts (\$10,000+)

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Wyman Youth Trust

Ensemble Gifts (\$1,000+)

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

Donor levels are calculated by adding together contributions, in-kind gifts, vehicle donations, matching gifts, and pledge payments.

Corporate sponsors

We are very grateful for the support of the following organizations who contributed over \$1,000 through sponsorships and underwriting in 2017.

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Northwest Choirs
Northwest Symphony Orchestra
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Olympic Music Festival
Pacific Galleries
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Seattle Pro Musica
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Tacoma Power
Tacoma Youth Symphony
USAF Band of the Golden West
UW Meany
UW School of Music
Victoria Symphony Society
Waldo Medical Foundation
Washington Center for the Performing Arts
WaterAid
Westminster Chapel
Whatcom Symphony
Whidbey Island Center for the Arts

Cover Page: KING FM Petting Zoo at Benaroya Hall, photo © Jenn Ireland Page 2: Top photo/Brenda Barnes, photo © Diane Alancraig bottom photo/Dave Beck and Bryan Lowe, photo © King FM Page 3: Young Artist Award Winner Marley Erickson taken from a KING FM video - cameras & direction, Sean MacLean and audio cameras & editing, Matt Ogaz © Sean MacLean Page 4: KING FM Petting Zoo, photo © Christophe Chagnard Page 5: Top Christophe Chagnard and Tanya Stambuk at the Grand Piano Hour, photo © KING FM middle photo/ KING FM personalities in concert at SOMA Towers, photo © KING FM bottom photo/ Marta Zekan, photo © Jenn Ireland Page 7: NW Focus LIVE at Bloedel Reserve, photo © David White Cohen

"I am a contributing Classical KING FM member and a jazz guitarist. I love this radio station so much. I work as an Emergency Medical Technician for a day job and my partner and I listen to 98.1 constantly. It's great for us and our patients. And I listen to 98.1 on my way to and from work. So thank you so much for your incredibly important service to the greater Seattle area."

– Evan, Capitol Hill

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, and 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

CONTACT

Brenda Barnes, Chief Executive Officer
Sabina Koziel, General Manager
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Rachele Hales, Operations Director

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