

2018

2019

2020

THE CAMPAIGN FOR CLASSICAL KING FM



2018 2019 2020



THE CAMPAIGN FOR CLASSICAL KING FM

A Letter from Leslie Jackson Chihuly, Honorary Co-Chair of the Campaign for Classical KING FM

Dear Friend of Classical KING FM,

As a longtime listener and supporter of Classical KING FM, I am thrilled and honored to take part in the vision and goals for the Campaign for Classical KING FM. As immediate past Chair of the Seattle Symphony, I am also well aware of KING FM's important role in developing new audiences for all the classical music performance organizations in the region. The programming and service KING FM provides to our community are essential for the sustainability and vitality of our region's musical culture. While KING FM has served the Greater Puget Sound Region for 70 years, it has only operated as a nonprofit for seven years. More than 15,000 of us stepped up to support Classical KING since its transition. However, our market research tells us that we have much work to do in developing its identity as a strong nonprofit arts organization which relies on the generosity of donors to deliver its mission to a growing audience.



This campaign is designed to help KING FM move into a new space by February 2020 when the current lease expires, to build greater financial sustainability, and to support audience development on new digital platforms.

As President and CEO of Chihuly Studio and in my various board roles, I help organizations, many of them arts organizations, build and achieve exciting visions for the future. The vision behind this campaign moves Classical KING FM into the future as the organization it can and must be to support the vibrant, growing arts community in Seattle and the Puget Sound Region. I hope you will join me in supporting The Campaign for Classical KING FM.

Sincerely,

Leslie Jackson Chihuly
President and CEO, Chihuly Studio

2018 2019 2020



THE CAMPAIGN FOR CLASSICAL KING FM

A Letter from Lyn and Jerry Grinstein, Honorary Co-Chairs of the Campaign for Classical KING FM

Dear Friend of Classical KING FM,

There is nothing like fine music, and in our daily lives, nothing brings it to us like Classical KING FM. It creates a non-stress cocoon in our cars and provides a beautiful backdrop to activities at our home. We are everyday listeners just like thousands of people in the Seattle region, and we are part of a diverse community of 250,000 people who every week are inspired and soothed by the power of classical music, and treated to insights into its genesis and complexity by the knowledgeable on-air personalities on KING FM.



We are championing this capital campaign because we know that KING FM is at a pivotal point in its development:

- ◆ It is a relatively young nonprofit institution in Seattle – only seven years since it was transformed from commercial to nonprofit.
- ◆ We have a new CEO – Brenda Barnes – who comes to Seattle from LA where she pioneered ideas at the leading classical station in America for making our music accessible to people of all ages and backgrounds, including those who never dreamed they might actually *like* classical music!
- ◆ KING FM has to move its facilities because the building where it is currently housed will be torn down within two years.
- ◆ Brenda and the KING FM Board share a vision for a sustainable, financially responsible organization that collaborates fully with the other arts institutions and services we also support.

Finally, we applaud this campaign because we understand how important it is for the Pacific Northwest to have an excellent, local classical music service just like other great cities and regions in America. A strong KING FM adds significantly to the quality of life for all of us “everyday listeners.”

Thank you so much.

Sincerely,

Lyn and Jerry Grinstein

2018 2019 2020



THE CAMPAIGN FOR CLASSICAL KING FM

BUILDING CLASSICAL KING FM'S FUTURE

PHASE I – AMOUNT TO RAISE \$3M

Move in celebration

PHASE II - \$3M

Campaign
quiet phase

Community and
On-air drive



Endowment and
innovation funds

May 2019

Early 2020

Dec 2020

WHAT WE RAISE FUNDS FOR

Broadcasting Studios Relocation - \$3M

- * Construction of on-air, interview and production studios
- * Major broadcasting equipment upgrades for increased reliability
 - * Extensive soundproofing and supplemental air-conditioning
- * Extensive back-up systems for 24/7 operation in all conditions
- * Music collection (10,000+ recordings)
- * Office space for 25-30 staff members

Board-Designated Invested Fund - \$2M

Creation of a new fund that will generate revenue and assure long-term financial stability.

Digital Programming Fund - \$1M

Innovation funds to allow long-term investments in local programming, music education and digital technologies.

When is KING FM moving?

Our new broadcasting studios and offices are in construction at the Opera Center! We are planning to move in **February 2020** just before the expiration of our lease. The building that KING FM has shared with ArtsFund for many years will be demolished to make way for new development.

Why are you creating these new funds ?

KING FM is a relatively new nonprofit of only eight years, with no endowment and slim reserves. To guarantee its future, building its financial stability and giving it the means to invest in digital technologies and programming activities is as essential as building its new walls.

Why is KING FM important?

KING FM celebrates the great musical achievements 24 hours a day, including the talented musicians and composers of the Pacific NW.

As the most accessible source of classical music, with a diverse audience of 250,000 listeners weekly, KING FM introduces more people to classical music than any other organization in the region.

As only 15% of Classical KING FM's listeners have ever attended a classical music performance, KING FM's role in engaging new audiences in the arts in our region is essential. All classical music organizations in the Puget Sound rely on KING FM to help them grow larger, more diverse attendance for their performances.



Campaign contact information:

Blandine Van de Velde—blandinev@king.org or 206-691-2975



CLASSICAL KING FM BROADCASTING STUDIOS AND OFFICES

Hallway - February 2020





THE CAMPAIGN FOR CLASSICAL KING FM

CLASSICAL KING FM BROADCASTING STUDIOS AND OFFICES

Floor Plan - February 2020



KING FM @ OPERA CENTER | FLOOR PLAN

2018 2019 2020



THE CAMPAIGN FOR CLASSICAL KING FM

CAMPAIGN BUDGET

INCOME

Government	\$375,000
Secured	\$100,000
Pending and future proposals	\$275,000
Foundations	\$785,750
Secured	\$285,750
Pending proposals	\$500,000
Individual donors	\$4,839,250
Secured	\$3,649,728
Pending and future proposals	\$1,189,522

CAMPAIGN TOTAL **\$6,000,000**

EXPENSES

RELOCATION	\$3,000,000
Design	\$88,509
Stantec-Acoustical Consulting	\$27,868
Owen Richards Architect	\$60,641
Construction	\$1,530,249
Sellen Pre-Construction, MEP design	\$63,000
City of Seattle - Building Permit	\$4,478
Builders Insurance	\$1,812
Sellen Construction Build Out	\$1,314,259
KFM construction change contingency	\$70,000
Prime Receptacle Work Stations	\$15,000
Prime Move & Test Generator	\$25,000
Doty KFM Exterior Wall, Door signs	\$4,200
ORA Opera Hallway Graphics	\$24,500
HP HVAC Generator test	\$8,000
Equipment and installation	\$994,348
Utter Associates Technical Design	\$26,460
Utter Associates Broadcast Systems	\$586,472
Utter Broadcast, Data Wiring	\$150,000
Utter requested change contingency	\$50,000
KFM Technical Hardware	\$19,200
UPS	\$34,300
Zetta-new radio automation system	\$75,111
363 Roof Antennas	\$4,455
Jive Hosted VoIP Phone System	\$394
Harrington Aerial Antennas	\$27,385
Comcast Wi-Fi System	\$1,000
Isoutsourcing	\$19,571
Soft costs	\$150,553
Lile Moving	\$5,750
Commercial Office-Work Stations	\$100,441
Signage, white, cork boards, graphics	\$16,000
ORA Donor Signage	\$18,000
CD cabinets	\$10,362
Fundraising	\$236,342
BOARD-DESIGNATED INVESTED FUND	\$2,000,000
DIGITAL PROGRAMMING FUND	\$1,000,000
CAMPAIGN TOTAL	\$6,000,000

2018 2019 2020



THE CAMPAIGN FOR CLASSICAL KING FM

CLASSICAL KING FM Board of Directors

Christopher T. Bayley, President
Chairman, Stewardship Partners

Jim Duncan, Vice President
Sparling, Chairman Emeritus

Gloria Reeg, Treasurer
Board Trustee, EQ Advisors Trust

Jon Rosen, Secretary
The Rosen Law Firm

Diana Carey
Attorney, Karr Tuttle Campbell

Steve Clifford
Retired CEO, KING Broadcasting Co

Susan MacGregor Coughlin
Board of Directors, Seattle Opera

Charley Dickey
Retired President, Claesen LLP

Kevin P. Fox
Senior Vice President, US Trust,
Bank of America Private Wealth Management

Brian Grant
Psychiatrist

Susan Harmon, Co-Founder & Former
Managing Director, Public Media Company

Neil Jordan, Worldwide General Manager
Health Industry, Microsoft Corporation

Steve Mowe, President, Nick's Custom Boots

CLASSICAL KING FM Campaign leadership

Campaign Honorary Co-Chairs

Leslie Jackson Chihuly
Lyn & Jerry Grinstein

Campaign Chair

Susan Harmon

Campaign Steering Committee

Chris Bayley, Board President
Jim Duncan, Facilities Committee Chair
Steve Mowe, Development Committee Chair
Naomi Minegishi
Jon Rosen
Craig Sheppard
Burnley Snyder
Doug Smith
Moya Vazquez
Greg Wallace

CLASSICAL KING FM

Brenda Barnes, CEO
Sabina Koziel, General Manager
Seth Tompkins, Program Director
Rachele Hales, Operations Director
Blandine Van de Velde, Director of Major Giving
Rashad Brown, Director of Strategic Fundraising
Blaine Shepherd, Director of Corporate Underwriting

2018 2019 2020



THE CAMPAIGN FOR CLASSICAL KING FM

Brenda Barnes Classical KING FM CEO



Brenda Barnes was appointed CEO of Classical KING FM 98.1 in January 2018. Prior to coming to Seattle, she was president of USC Radio, responsible for all aspects of managing the classical stations serving Southern California and the Bay Area, with special emphasis on fundraising, relationships with arts organizations and strategic planning.

In the past, Barnes served as general manager at a public radio station in Fort Dodge, Iowa. At WMRA in Harrisonburg, Virginia, she developed a regional network of stations serving the northwestern part of the state. She also served for two years as general manager of WGUC, Cincinnati. She has worked in public radio since 1985.

Barnes currently serves on the board of directors of the Station Resource Group and previously served on the boards of National Public Radio, the Development Exchange and Eastern Public Radio. She also sits on the boards of the Los Angeles County High School of the Arts (LACHSA) Foundation; Yarlung Artists, a nonprofit organization that assists young artists in achieving their career goals; and the Orel Foundation, which is dedicated to the revival of music suppressed by the Nazis.

Barnes holds a bachelor's degree in music from the University of North Carolina, Chapel Hill, and master's degrees in clarinet performance and musicology from Michigan State University and the University of Notre Dame, respectively. In 2009, she earned a doctorate in planning and development studies from USC.

2018 2019 2020



THE CAMPAIGN FOR CLASSICAL KING FM

NAMING OPPORTUNITIES

\$5,000,000

BROADCASTING STUDIOS

Unique opportunity to associate your name or someone you want to honor with Classical KING FM. In addition to signage at the entrance of our facility, this naming opportunity will be acknowledged to KING FM's 250,000 weekly listeners at least once per day on the air.

Sample: "This is Sean MacLean on KING FM, broadcasting from the Jane & John Smith Studios in Seattle"

\$1,000,000

BROADCASTING SUITE

Recognition at the entrance of the broadcast suite, where all of the KING FM programs are created.

Includes signage and total of 75 on-air mentions

\$500,000

MASTER CONTROL STUDIO

This studio is the heart and soul of KING FM, where our knowledgeable hosts broadcast live every day.

Includes signage and total of 50 on-air mentions

\$250,000

INTERVIEW STUDIO

This soundproof studio welcomes the guests for Seattle Symphony Spotlight, Musical Chairs or Seattle Opera Broadcasts. World-renowned performers will sit in this room.

Includes signage and total of 35 on-air mentions

\$150,000

KING FM DIGITAL HUB

Technical heart of the station, this room hosts the transmitters and servers that make radio broadcasts possible.

Includes signage and total of 25 on-air mentions

PRODUCTION STUDIOS (3 AVAILABLE)

These soundproof studios will be used daily by announcers to record and/or edit their programs.

Includes signage and total of 25 on-air mentions

\$100,000

MUSIC COLLECTION CABINETS (6 AVAILABLE)

These special purpose units will contain the entire collection of the CDs played on Classical KING FM.

Includes signage and total of 20 on-air mentions

STAFF WORKSTATION AREA

Includes signage and total of 20 on-air mentions.

\$50,000

PRIVATE OFFICES (7-AVAILABLE)

Includes signage and total of 10 on-air mentions

\$25,000

24-HOUR PROGRAMMING PATRON

Unique opportunity to sponsor a day of programming with a total of 8 on-air mentions.

CAMPAIGN BENEFITS

\$10,000+

Exclusive invitation to the inaugural NW Focus LIVE Broadcast from the new Live Performance Broadcast Studio.

\$5,000+

Campaign Donor Wall Special Highlight

\$1,000+

Campaign Donor Wall recognition

\$500+

Autographed copy of Morten Lauridsen's new CD of choral music, *Light Eternal*.

Campaign donors also enjoy our exclusive Performance Circle benefits in the year their gift is received, including:

Ensemble Level (\$1,000+)

- Invitations to NW Focus LIVE studio concerts
- Quarterly insider updates

Principal Chair Level (\$2,500+)

- First notification of KING FM Travel Club listener tours

Concertmaster Level (\$5,000+)

- Opportunity to select one piece from KING FM playlist to play on-air
- Lunch with KING FM's CEO

Virtuoso Level (\$10,000+)

- Spend one hour with a KING FM announcer during a live broadcast

Conductor Level (\$25,000+)

- Opportunity to invite a KING FM announcer to attend your private gathering.

2018 2019 2020



THE CAMPAIGN FOR CLASSICAL KING FM

Commitment Form

YES! I want to support The Campaign for Classical KING FM to enable its relocation to a new building and give it the financial means to share the love of classical music with everyone in our region.

DONOR INFORMATION (please type or print):

NAME(S) _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE home work cell _____ E-MAIL _____

ONE-TIME GIFT TODAY: \$ _____

COMMITMENT AMOUNT: \$ _____ (all payments must be completed by 12/31/2022)

My/our commitment will be fulfilled as follows:

By 12/31/2019: \$ _____

By 12/31/2020: \$ _____

By 12/31/2021: \$ _____

By 12/31/2022: \$ _____

If you would like to designate part (or all) of your donation to a specific fund or purpose, please contact Blandine Van de Velde at 206-691-2975 or blandinev@king.org.

OR scheduled: **Annually / Semi-annually / Quarterly** starting ____/____ (mm/yy).

PAYMENT:

By check First/full payment is enclosed.

Please charge my credit card (for each billing cycle): Visa MasterCard AMEX

Name on card : _____

Card #: _____

Exp Date ____/____ Sec. Code _____

Stock Transfer (please notify us before each stock transfer)

I plan to make a grant recommendation for the amounts outlined above from the following Donor-Advised Fund or Private Foundation: _____

RECOGNITION:

Name to use in all print acknowledgments: _____ Anonymous

Name to use in on-air acknowledgments: _____ Anonymous

DONOR SIGNATURE

DATE

PLEASE MAKE CHECKS, CORPORATE MATCHES & STOCK TRANSFERS PAYABLE TO CLASSICAL 98.1.
Classical 98.1 is a 501(c)(3) non-profit and all donations are tax deductible to the extent of the law, EIN 27-3067797.

PRESS RELEASE

In Seattle, the opera and classical music station get ready to work, collaborate under one roof KING FM 98.1 leases 4,000-square-feet in Seattle Opera's new civic home

SEATTLE—In a time when many arts organizations are struggling to stay afloat, two companies dedicated to classical music have found a way not only to survive, but to thrive. Beginning in early 2020, Seattle Opera and Classical KING FM 98.1 will be housed under one roof: the opera's civic home on the Seattle Center campus. While the Opera Center was completed in December 2018, the second-floor office has remained intentionally vacant. **Seattle Opera General Director Aidan Lang** said the company was looking for an organization to rent the space who shared a similar vision and mission. With a long history of working together, (such as broadcasts of McCaw Hall performances), KING FM was the ideal match, Lang said. This summer, a new radio broadcast facility will be constructed on the opera's second floor.



“We have worked closely with Seattle Opera for years, and look forward to finding more opportunities to collaborate once we are only a floor apart,” said **KING FM CEO Brenda Barnes**. “We are thrilled to be moving into this beautiful space, and to be in such close proximity to one of our most important partners.”

One example of a future collaboration will include live, Friday-night broadcasts from one of the opera's rehearsal studios.

Through this new agreement, Seattle Opera is helping to secure its future through rental income that will fund the ongoing costs of operating its \$60 million building.

The opera is providing higher quality space than KING FM could construct on its own, helping KING continue to build audience for the art form.

With no need to purchase a ticket, figure out what to wear, travel to the performance venue, or worry about when to clap, classical radio stations are the easiest way for people to give classical music a try. (In fact, only 15 percent of the KING FM audience has ever attended a classical concert). Additionally, the station includes 46,000 listeners under 35 and 7,600 listeners under 11. African American and Latinx make up over 15,000 of our listeners, which is enough people to fill McCaw Hall seven times over. In terms of socioeconomic diversity, 30,000 listeners are people with annual incomes under \$35,000.

“Seattle Opera and KING FM believe that stronger collaboration is critical to the success and sustainability of the major arts institutions in Seattle,” Lang said. “With this agreement, we are creating a more viable future for performance, music, and civic engagement in this community.”

About Seattle Opera

Established in 1963, Seattle Opera is committed to serving the people of the Pacific Northwest with performances of the highest caliber and through innovative educational and engagement programs for all. Each year, more than 95,000 people attend Seattle Opera performances, and more than 400,000 people of all ages are served through school performances, radio broadcasts, and more. By drawing our communities together, and by offering opera’s unique fusion of music and drama, we create life-enhancing experiences that speak deeply to people’s hearts and minds. Connect with Seattle Opera on Facebook, Twitter, SoundCloud, and on Classical King FM. 98.1.

About Classical KING FM 98.1

Founded in 1948 by Dorothy Stimson Bullitt, Classical KING FM 98.1 is among the longest-running classical radio stations in the United States. KING FM’s focus on the Northwest community extends beyond live and local broadcasts to its “Northwest Focus” programming. These elements of KING’s programming allow the station to connect listeners with what is happening in the classical music world of the Northwest and beyond, with weekly concert preview programming, broadcasts of locally-recorded concerts, and live broadcasts from the KING FM studio and from locations around the region that feature the best in local classical music.