Letter from CEO Brenda Barnes

The major behind-the-scenes work of this year has been finding a new home for Classical KING FM. We are thrilled that KING FM will be moving into the new Opera Center at Seattle Center in a few months. This is a wonderful opportunity to be in the same building as an important partner, to know that the money we are paying in rent each month is strengthening the financial position of Seattle Opera, and to be “walking the talk” of the importance of greater collaboration in the arts.

We are also grateful to the many donors helping us raise the funding to build out our new space in the Opera Center. As I write this, we have raised more than $2 million of the $3 million we need to construct new broadcast studios, technological infrastructure, and offices for KING. Investing in KING FM in this way is important, not only for the station, but for the future of classical music in the Puget Sound region.

Classical KING FM is the primary organization developing new audiences for classical music. As the easiest way to make classical music part of your daily life, KING FM has a larger, more diverse audience than any other classical music organization in the region. For example, of the quarter of million people that listen to KING FM each week 46,000 are under the age of 35 and 7,600 are under the age of 11. We reach over 15,000 African American and Latinx listeners each week - which would sell out Benaroya Hall six or half times over.

We look forward to continuing and deepening this important work in our new home. This past year we also increased our engagement with young people. We expanded our popular Instrument Petting Zoos to spur young children to consider playing an instrument, we conducted an instrument drive for public school students in need, and we celebrated the 75th anniversary of the Seattle Youth Symphony Orchestra program. Furthermore, we established a partnership with Key to Change, a program founded by violinist and Seattle University professor Quinton Morris to provide affordable violin lessons to underserved students in South King County.

Thank you for your support of Classical KING FM, which makes all that we do possible!

With gratitude,

Brenda Barnes, CEO
2018 by the numbers

Current Members: **15,500**
Average listeners at any given time: **5,600**
Listeners each week: **250,000**
Percent increase in streaming in 2018: **4%**
Arts groups featured: **182**
Social Media Followers: **24,102**
Hours of music played in 2018: **7,884**
Live Broadcast Performances: **68**

**SYSO Week on KING FM**
This season KING FM celebrated the 75th concert season of the Seattle Youth Symphony Orchestra with SYSO Week on KING FM. We highlighted students’ voices on air, included SYSO recordings in our regular programming, and featured on-air interviews with SYSO leadership. This special week of programming culminated in a live broadcast of the 75th anniversary concert hosted by SYSO alumni from the KING FM staff.

**Key to Change on NW Focus LIVE**
KING FM joined forces with Key to Change to shine a spotlight on young musicians in South King County. As the media sponsor for Key to Change’s inaugural Solo String Festival, we helped spread the word about this new string competition dedicated to access and inclusivity in classical music. The three winners of the festival, violinists Davie Ann Ross, Alia Uffenorde, and Ruby Ro, were also featured on NW Focus LIVE, where they performed and shared stories about the impact of music in their lives.

**Music4Life Instrument Drive**
KING FM partnered with Music4Life in the spring of 2019 to amplify their mission of putting free musical instruments into the hands of students who need them. Our on-air promotion of their Instrument Drive resulted in a 39 percent increase of instrument donations to Music4Life during the month of April, providing over 50 instruments to students in need across the region.

**Instrument Petting Zoos**
Hundreds of children were introduced to new musical instruments for the first time this year during our Instrument Petting Zoos, which invite music-lovers of all ages to pet and play instruments from the orchestra KING FM partnered with Pacific Northwest Ballet, the King County Library System, Washington Academy of Music, and Music Center of the Northwest to provide more than 15 Instrument Petting Zoo events in libraries, schools, and concert lobbies all over the Puget Sound region.

**ON THE AIR**
As the Puget Sound region’s radio home for classical music, Classical KING FM offers a unique mix of great recordings paired with expert curation by local hosts tailored specifically to reflect and enhance life in the Northwest. Last season, our 7th year of operation as a listener-supported station, we convened arts leaders, arts educators, and members of the new music community to help assess our local programming and make subtle changes to better serve our community. Alongside the main broadcast service, Classical KING FM continues to offer the nature-inspired Evergreen Channel and the seasonal Classical Christmas Channel, as well as varied digital content online. We also added podcasts produced in partnership with Seattle Opera and Seattle Chamber Music Society to our collection of digital products.

**Young Artist Awards**
Each year KING FM offers talented young musicians a bigger stage through our Young Artist Awards, presented in partnership with Seattle Chamber Music Society. Musicians ages 6-20 are invited to participate in two age divisions, with finalists from each age group selected through a combination of world-class judges and listener votes. Our 2018 grand prize winners were violinist Takumi Taguchi and flutist Julin Cheung, each of whom performed on NW Focus LIVE in front of a live audience.

**Our Commitment to Youth**

RHYTHM OF THE AIR
2018 PERFORMANCE CIRCLE

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

COMPOSER GIFTS ($500,000+)
Mary & Christopher Meek
Estate of Anne MacKenzie
Wendy Jia
Lynn & Brian Grant Family
Reanne & Don* Douglass
City of Seattle Office
Christopher & Cynthia Bayley
Tom Alberg & Judi Beck
Estate of Carmel Pope*
The Ariel Fund
Ciara & Neil Jordan
Estate of Beverly N. Huchala*
4Culture
Anonymous (5)

VIRTUOSO GIFTS ($100,000+)
Debbie & Rick Zajicek
Michael Wechsler
Tateuchi Foundation
The Robert & Georgia ($25,000+)
Google, Inc.

COMPOSER GIFTS
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 programs, or as a deferred gift through their estate plans.

2018 PERFORMANCE CIRCLE
Jason Subotky
Ann P. Wyckoff
Kaye Scott
James Monteith

ENCEMBLE GIFTS ($1,000+)
Anonymouse (28)
Anonymous (28)
Anonymous (5)

ANNUAL GIFT $125,000+
Mr. Charles S. Shipley
Elizabeth Rudolf & David Pratt
Mary Pigott
New Music USA
Gloria & Gary Moss
Sylvia & Steve Burges
Micaela & Kenneth Brostrom
Nancy & Ben Brodie
Jon & Bobbe Bridge
Ruth Gerberding
Mimi & Bill Gates, Sr.
Leif Eie
Joseph Lawson
Kathleen & Paul Lantz

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

CAMPAGN DONORS
Classical KING FM is grateful to the generous donors who have committed their support of $1,000 or more to the Campaign for Classical KING FM through March 31, 2019. This campaign will enable the station’s relocation to a new building in February 2020, and reinforce its financial stability by creating reserves and a board-controlled invested fund.

Anonymous (5)
Mr. & Mrs. Eldredw C. Arnold III
Branch & Bill Barnes
Peter & Jane Barron
Christopher & Cynthia Bailey
Diane K. Carey
The Dale & Leslee Chisholm Foundation
Steve & Judith Clifford
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Kean Fox & Lynne Fox
Herald A. Gray
Lyn & Jerry Grinstein
Susan Harmon
Richard Meyer
Catherine B. Rollo
Jamie K. Roff

Dedicated donors are acknowledged in-kind gifts, vehicle donations, matching gifts, and pledge payments.

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

Murl G. Barker
Donna Doerer
Ronald & Carolyn Langford
Evelyn & John La Fond
Dale Kingman
King & Oliason PLLC
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Apogee & Chick Silver
Claudia & Daryl Vander Pol
Mary Vassar
Magge Weber
Carmen Vink Wirkman
Ann P. Wyckoff
Delia & Rick Zajacik

Broadcasting studios
Lisa Bergman and Mike Brooks in front of the future building for our new broadcasting studios.
I start my morning with beautiful music each day instead of bleak news. It sets me up for a great day at work and then, when I am in a positive frame of mind, I can turn myself to the problems of the day with calm focus and attention.

Michele, West Seattle, 30-year listener

I love listening on my way to work and home. It calms me down while I sit in traffic and I hope to share the love of classical music with my toddler.

Kaitlyn, Bellevue, 1-year listener

Mission
Classical 98.1 will actively grow, diversify, and enrich the love of classical music in our community.

Vision
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.

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
Seth Tompkins, Program Director
Rachele Hales, Operations Director
Rashad Brown, Director of Strategic Fundraising
Blandine Van de Velde, Director of Major Giving
Blaine Shepherd, Director of Corporate Sponsorship

10 Harrison Street, Suite 100, Seattle, WA 98109   Tel (206) 691-2981   king.org