



CLASSICAL

KING FM 98.1

2018-2019 ANNUAL REPORT

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



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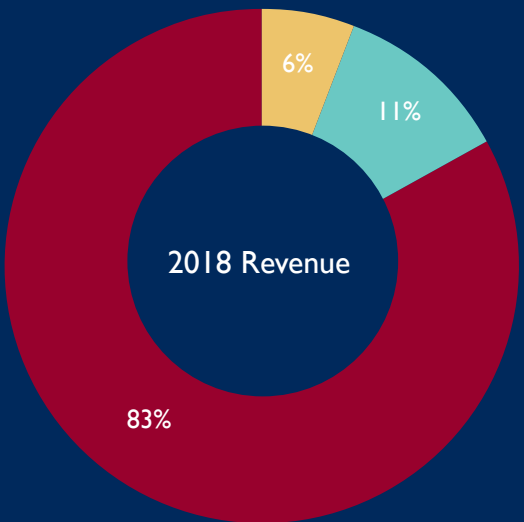
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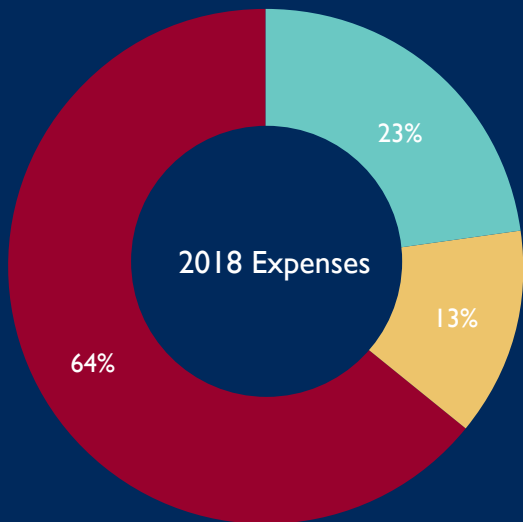
Douglass A. Raff
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2018 FINANCIAL OVERVIEW

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 15,000 donors donating over \$3,000,000. Corporate sponsorships made up 11% of revenue with government grants at 6%. Federal funding from the Corporation for Public Broadcasting consisted of \$233,209 in 2018. Classical KING FM is clearly a community radio station with listeners who continue to contribute to support classical music.



■ Government Grants
■ Underwriting
■ Listener support



■ Listener Support
■ Administration and Underwriting
■ Program Services

Independent Auditor's Report

Classical 98.1 follows generally accepted accounting principles (GAAP) and is audited annually by an independent accounting firm. The 2018 audit was issued by Jacobson Jarvis & Co, PLLC. Completed audited financial statements for 2018 and other financial information can be found at www.KING.org/reports.



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.

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**

OUR COMMITMENT TO YOUTH



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.

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.



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.

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.

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.

2018 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 programs, or as a deferred gift through their estate plans.

COMPOSER GIFTS (\$50,000+)

Corporation for Public Broadcasting
Google, Inc.

CONDUCTOR GIFTS (\$25,000+)

The Robert & Georgia Anderson Charitable Fund
Microsoft Matching Gift Program
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Sylvia Zonoff

* indicates deceased

Donor levels are calculated by adding together contributions, 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.

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Sherwood P. & Judith G. Smith
Estate of Elizabeth A. Starr*
Patricia Tall-Takacs
Dr. Joan M. Tenenbaum
Lawrence Wichman
Debbie & Rick Zajicek

CAMPAIGN 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.

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Mr. & Mrs. Ellsworth C. Alvord III
Brenda & Bill Barnes
Peter & Jane Barrett
Christopher & Cynthia Bayley
Diana K. Carey
The Dale & Leslie Chihuly Foundation
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Susan M. Coughlin
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Kevin P. Fox & Lynne Fox
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Claudia & Daryl Vander Pol
Moya Vazquez
Maggie Walker
Carolyn & Vincent Wirkman
Ann P. Wyckoff
Debbie & Rick Zajicek



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

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Cover page: Julin Cheung performing for NW Focus LIVE at Resonance at SOMA Towers, photo © KING FM. Page 4: photo © KING FM. Page 5: KING FM Instrument Petting Zoo, photo © KING FM. Davie Ann Ross, Ruby Ro and Quinton Morris in the KING FM broadcasting studio, photo © KING FM. Page 7: Lisa Bergman and Mike Brooks in front of the new building for our broadcasting studios at Seattle Center, photo © Shane Welch Photography.