

C L A S S I C A L

KING FM 98.1

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

KING FM's goals are to grow the audience for classical music and support access to classical music. This involves both offering an array of radio content to audience members and serving the community through educational, partnership, and informational activities, both on-the-air and off-the-air.

KING FM's main programming service, which reaches over 235,000 people weekly, is both broadcast and live-streamed. This service is free for anyone with a radio or an internet-connected device, and so is the lowest-barrier access point for classical music in our community. This service is designed to be as approachable as possible to people from varied backgrounds. The station strives to present as few barriers (financial, educational, and cultural) to entry into classical music as possible.

Beyond regular on-air programming, which provided barrier-free access to classical music, KING FM has special on-air elements which encourage access to classical music in the form of community information and partnership-driven programming.

KING FM also leverages partnerships to increase access to classical music, mostly-off the air, with in-person events that put more people in direct contact with classical music in a variety of ways. These in-person engagement opportunities focus primarily on access to classical music for young people.

Many of KING FM's partners are organization that are heavily involved in education efforts. KING support classical music education largely by amplifying and extending the work done by the station's education partners.

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies,

educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

In 2019, KING FM's key partners were the Seattle Chamber Music Society, Seattle Symphony, Seattle Opera, Pacific Northwest Ballet, King County Library System, Kitsap Region Libraries, Music Center of the Northwest, Washington Academy of Music, Key to Change, Music4Life, and Seattle Sings.

With the Seattle Chamber Music Society, KING FM produced the 8th annual Young Artist Awards music competition, a performance competition that encourages youth participation in classical music, provides high-level educational opportunities to high-achieving young musicians, and offers high-visibility radio and web exposure to young performers who excel in the competition. This competition connects student, teachers, and parents with classical public media and a large radio and digital audience.

KING FM also partners with the Seattle Chamber Music Society on a classical music podcast. The *SCMS Classical Conversations* podcast is curated on-demand audio drawn from interviews with high-profile classical musicians. This product offers classical music content to podcast listeners, a rarity in the podcast format. This product also amplifies the work of the Seattle Chamber Music Society, sharing high-quality content with audiences from both organizations.

With Seattle Opera and Seattle Symphony, as well as with the Seattle Chamber Music Society, KING FM collaborated to deliver timely local broadcasts of local classical music events. KING FM broadcasts every production of Seattle Opera (five annually), broadcasts a Seattle Symphony concert monthly (in addition to a live broadcast of Seattle Symphony's opening night concert), and offers every single concert produced by the Seattle Chamber Music Society to radio and streaming listeners, most of which are live broadcasts. These live and local broadcasts connect listeners to the much of the best classical music performances that the local community has to offer and amplify the high-quality and forward-thinking work of these organizations.

Working with Music Center of the Northwest, King County Libraries, Kitsap Regional Libraries, and Washington Academy of Music, KING FM produces "Musical Instrument Petting Zoo" events, which offer hands-on access to classical instruments and personal interaction with professional musicians for young people and their families. These events took place mainly at various King County Libraries and Kitsap Regional Libraries facilities, but also at other venues including Benaroya Hall and McCaw Hall through collaboration with Seattle Symphony and Pacific Northwest Ballet.

KING FM partnership with Key to Change highlights the work and promise of young musicians, particularly young musicians of color and young musicians from underserved communities. The station spread the word about the organization and its new-in-2019

“alternative” competition (the Solo String festival), and featured the winners and leadership of the organization on the air in a special episode of NW Focus Live.

KING’s partnership with Music4Life magnified the impact of that organization, which provides musical instruments to students in need at no cost. This instrument drive puts instruments in the hands of student who would not otherwise have the ability to participate in school music programs.

KING FM partnered with Seattle Sings to support the vibrant choral community that exists in the Seattle area by increasing awareness of the festival and inviting people to participate.

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

KING FM’s collaboration with Music4Life greatly increased the number of instruments collected for students in need:

“Thank you for KING FM’s help in promoting our “May Is Music4LifeMonth” program this year... [T]he instruments we received in April increased just shy of 39 percent!” – David Endicott, President, Music4Life

The Musical Instrument Petting Zoos organized by KING FM and produced with help from community music schools and local library systems, allowed many young people to have encounters with musical instruments. These events would not have happened without KING FM’s role as facilitator:

Thank you and the musicians for giving so many of our young patrons an amazing introduction to music and instruments. – Deborah Schneider, King County Library System

Seattle Sings 2019, which KING FM promoted was a part of, saw greatly increased attendance over previous festivals:

With KING FM’s support, we are able to connect with choirs and audiences all over the region, sharing the mission of the festival (and the consortium) inviting them to “come hear, come sing, come celebrate” the First Art. – Seattle Sings

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

- Racial/Ethnic Minorities: yes
 - Increased broadcasts of music by African-American composers and performers during February (2019)
 - An episode of *NW Focus Stories* program on classical music with connections to non-Eurocentric traditions (debuts February 2020). This episode features classical music from Asian, Latin American, and Native American cultures.
 - *Second Inversion* album review on an album inspired by music of the women of Haiti (2019)
 - KING FM Strategic Planning effort specifically seeking input from communities of color (2020)
- Other minorities: yes
 - Special features on queer musicians for pride month (2019)
 - Jewish religious music programmed for Hanukkah on KING FM (annual)
- Women: yes
 - Women in New Music ongoing blog series on *Second Inversion* (ongoing)
 - *Second Inversion* episode with 100% women composers for International Women's Day (2020)
 - Every episode of *Second Inversion* features music by women and people of color (2020)
- New immigrants: no
- ESL people: no
- Illiterate adults: no

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

CPB funding has enabled KING FM to continue to stream its broadcast online and grow digital audiences. KING FM's online offerings allows listening from audiences beyond those who use radio and/or who live in the broadcast area. This allows more listening to all aspects of programming, including the locally-focused programs KING FM presents, local *Broadcast Concerts*, the *NW Focus Concert Calendar*, *NW Focus LIVE*, *Musical Chairs*, *Seattle Symphony Spotlight*,

and *NW Focus Stories*. Increased listening also means an increased audience for KING FM's educational content, like the *Explore Music* program, and increased exposure for local performers and ensembles, who are featured beyond local programs in regular music programming throughout our broadcast day.

Streaming

2018 session starts: 7,348,004

2019 session starts: 7,685,633

Increase of 4.6% year-over-year for 2019

CPB funding also allows KING FM to produce performance videos generated by *NW Focus Live*. In 2019, views of KING FM performance videos on YouTube increased by over 30%. These videos primarily feature Northwest performers.

YouTube

Views as of December 31, 2018: 535,789

Views as of December 31, 2019: 699,881

Increase of 30.6% year-over-year for 2019

CPB's funding is also directed towards youth. KING FM's youth-focused activities include the Young Artist Awards performance competition, broadcasts of the Seattle Youth Symphony Orchestra, and Musical Instrument Petting Zoos.