

The background of the entire page is a photograph of the Seattle Opera building. The building features a modern design with large glass windows on the left and a facade of perforated metal panels on the right. The sun is shining from behind the building, creating a bright lens flare effect. In the foreground, there is a concrete wall with raised lettering and some tall grass.

CLASSICAL

KING FM 98.1

SEATTLE OPERA  
363 MERCER STREET  
CLASSICAL KING FM

2019-2020 ANNUAL REPORT

# Letter from CEO Brenda Barnes

In some ways, it's difficult to think back on the last year since the past few months have changed our world and our lives so dramatically. However, through all the changes, Classical KING FM has been there continuing to provide that place of calm and companionship you and all our listeners truly need.

I am incredibly proud of the way our staff immediately rose to the challenges. They were worried less about their own safety than being there to serve you (fortunately, I was just as focused on their safety and lectured and sanitized regularly). They all understood that KING FM is an essential business mandated by the Federal Communications Commission to operate during emergencies.

One very important aspect of our ability to operate during this time was our move to a new facility in February, just two weeks before the stay at home orders were issued. Most of 2019 was spent finding our new home, raising the funding, and constructing it, in addition to maintaining our 24 hours a day programming!

Thanks to the generosity of many donors, we were able to raise the funding needed to build our new facility and move in debt-free. Our new space is in the Opera Center at Seattle Center, and it has been a joy to work with General Director Christina Scheppelmann, COO/CFO Jane Repensek, and Facilities Manager Todd Clark. They have all been wonderfully supportive of having us as their partner in the building. Board member Jim Duncan, who has a background in construction, assembled a first-rate construction team led by architect Owen Richards of ORA, Mahi Demissie of Sellen Construction, and broadcast integrator Erik Utter of Utter Associates.

There are moments when the stars align during a tough challenge, and great teamwork wins the day. That was definitely the case in our urgent need to find and build a new home. We owe a huge debt of gratitude to the thousands of people on this very important team.

There is also a section in this report about the way we have been responding to the challenges our listeners and arts partners are facing as we learn to live during a pandemic. Know that we welcome your thoughts, suggestions, and perspectives anytime. We are all in this together!

Thank you so much for your generous support of Classical KING FM.



Take good care,

*Brenda Barnes*

Brenda Barnes, CEO

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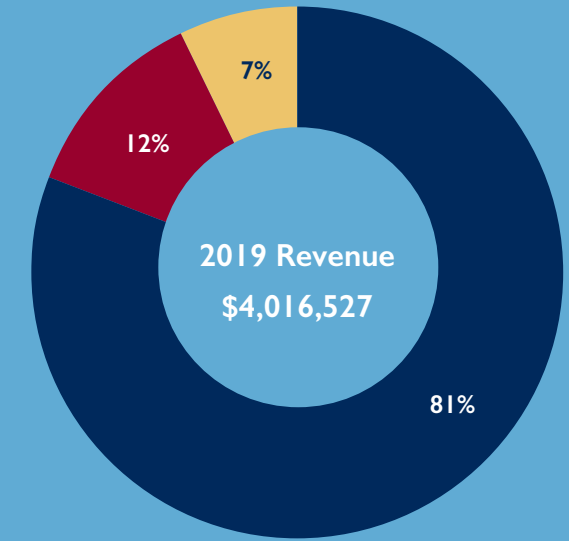
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# 2019 FINANCIAL OVERVIEW

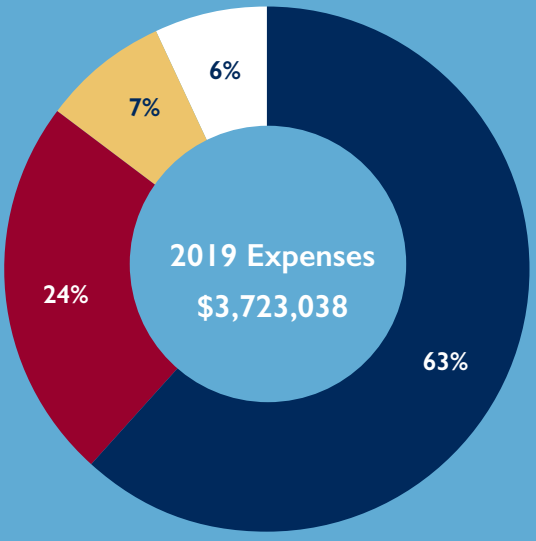
Classical KING FM is very thankful for the support provided by individual donors, corporate sponsors, and grants.

KING FM has functioned as a nonprofit organization only since 2011. As recently as 2018, there were no reserves and no endowment. We launched a campaign in 2018 to remedy this and to fund construction of the new facility for the station. We are on track to raise \$2 million for a board-designated fund thanks to the generosity of our donors in addition to raising the funding needed for the new facility. We are slowly building an operating reserve fund as well. It is our goal to ensure that we do not draw upon that \$2 million, but instead keep it intact for the future as the beginning of a fund that functions the way endowments function for established nonprofits. We will continue to operate the organization keeping financial stability and sustainability in the forefront.

As is typical for public radio stations across the country, listener support is our most important source of funding. Last year, 81%, totaling over \$3,200,000 of our revenue was provided by listener support, an increase of more than \$240,000 from our 2018 fiscal year. Both corporate sponsorships, bringing in 12% of revenue, and government grants at 7% showed an increase from the previous year as well. We clearly remain an independent listener-supported radio station with individual contributions providing the majority of the support. Programming services make up the highest percentage of KING FM's expense budget at 63%, ensuring we provide high quality classical music to our listeners.



■ Listener support  
■ Underwriting  
■ Government Grants



■ Program Services  
■ Listener Support  
■ Administration  
■ Underwriting

## Independent Auditor's Report

Classical 98.1 follows generally accepted accounting principles (GAAP) and is audited annually by an independent accounting firm. The 2019 audit was issued by Jacobson Jarvis & Co, PLLC. Completed audited financial statements for 2019 and other financial information can be found at [www.KING.org/reports](http://www.KING.org/reports).



## Local Programming

Building audiences for classical music in our region is at the heart of our mission. We broadcast over 90 live performances a year through *Broadcast Concerts*, *Seattle Opera Broadcasts* and *NW Focus LIVE*. This season, we introduced a new feature hosted by Sean MacLean, the *NW Focus Concert Calendar* that showcases over 120 arts groups a year throughout the day, when we have the most listeners.

## Second Inversion

Our newest on-air show *Second Inversion* highlights the breadth, depth, and diversity of classical music in the 21st century. Each week's episode highlights a different theme or trend in contemporary music, inviting listeners to hear innovative and experimental works from a new perspective. Curated and hosted by Maggie Molloy, the show draws connections between classical music of the past, wide-ranging musical genres of the present, and cutting-edge sounds of the future. *Second Inversion* airs every Saturday night at 10pm.



## Programming Highlights

New programs have been launched in 2019-2020 to engage with our growing audience and make the station part of the daily routine of our listeners. *Bach's Lunch* and *Mozart at 8* have been KING FM staples for years, and we've added new features and programs such as the *Morning Shot of Espresso*, *Symphony at 9* and the *Classical Commute*. We've also invited our listeners to program the station with us, introducing *All Request Friday* and *The Great 98.1* (counting down our listeners' favorite pieces) in the spring.



## Who listens to KING

With over 250,000 weekly listeners, the KING FM audience is as varied as our musical selections! Nearly 20 percent of our listeners are under 35 and thousands of them are under the age of 11. We have 8,300 weekly listeners who identify as disabled and over 40,000 who are people of color. KING FM is the most accessible way to discover classical music – only 23% of our listeners have ever attended a classical music performance!



## Young Artist Awards

The 2019 Young Artist Awards Competition marked the eighth year KING FM has invited musicians ages 6-20 to showcase their talent, in partnership with Seattle Chamber Music Society. Grand prize winners, cellist Carson Ling-Efird (age 14) and pianist Janet Phang (age 17), each performed on *NW Focus LIVE* in June 2019, sharing their talent with a live audience at Resonance at SOMA Towers and over 8,000 listeners on the radio. Winners of other Washington state competitions (including Ladies Musical Club and Horsfall Flute Society) are regularly invited to perform in our studios as well, as part of our commitment to the next generation of professional musicians.



## Instrument Petting Zoos

Spanning the Puget Sound region, KING FM's Instrument Petting Zoos invite music-lovers of all ages to play and get to know instruments from the orchestra. Pacific Northwest Ballet, Seattle Symphony, Kitsap Regional Library System, King County Library System, Washington Academy of Music and Music Center of the Northwest have all made these Petting Zoos possible for numerous children to experience the joy and sense of accomplishment that comes with playing a musical instrument for the first time.



## Juneteenth Celebration

Diversity has always been a criterion in selecting music we play on KING FM, and we are increasing our efforts to be more inclusive and elevate diverse composers and performers on the air. In June 2020, we partnered for the first time with the Northwest African American Museum to celebrate Juneteenth, a day commemorating the end of slavery in the United States. Black and African American composers and performers that have enriched classical music were highlighted for an entire week, and we invited our listeners to join an online event that included a reading of the Emancipation Proclamation by Smithsonian Secretary Lonnie Bunch.



Our on-air hosts: Brad Eaton, Dave Beck, Maggie Molloy, Mike Brooks, Sean MacLean, Ted Askew and Peter Newman.

## COVID-19 RESPONSE

Moving a radio station while continuing to operate is no small task. One week after we moved in, the restrictions related to the novel coronavirus began, and we had to determine how best to continue to provide our service during a scary and stressful time. Our staff members remained committed to the work we do, recognizing that you and all of our listeners needed us even more than usual.

First, we decided that we would never mention coronavirus or COVID-19 on the air. There were so many places to receive information about the virus and listening to the news was so stressful, we decided KING FM needed to continue to be an oasis of calm, providing a break from the stress of living in a pandemic.

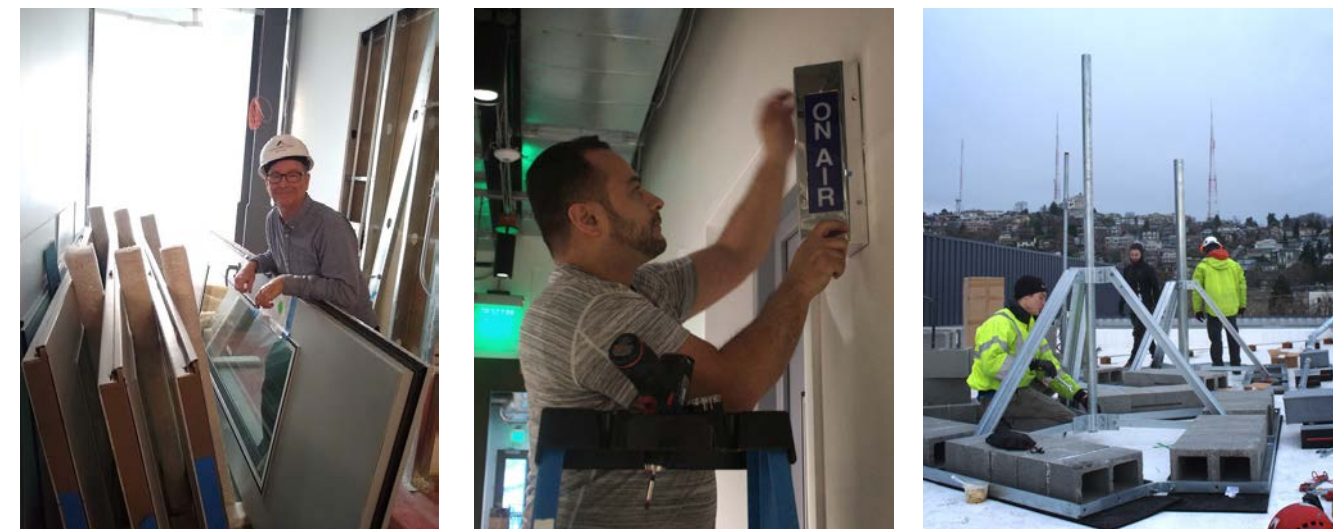
We sprinted into action to create new programming features, recognizing that you had more time to interact with us. We began with All Request Fridays and continued with a Great 98.1 Countdown in May. Thanks to you, we received nearly 1000 requests in a couple of short weeks and that allowed us to do all request Fridays for a couple of months.

Our other major focus was the arts organizations that were forced to cease operating and are still unable to operate. Recognizing that they would face increasing financial distress, we talked with our arts partners regularly and asked our listeners to donate the value of unused tickets, made them aware of the ArtsFund COVID-19 Relief Fund, and created season preview specials. In addition, we preempted archive performances of the Metropolitan Opera to offer archive performances of Seattle Opera.

COVID-19 will continue to be a part of our lives for the foreseeable future, and Classical KING FM will continue to be there when you need a break. We will also do all we can to help the arts, education, heritage, and science organizations in our community recover, so they will be there when we are able to return to our normal activities. We will need them more than ever, and it will take commitment from all of us to ensure they can weather this very challenging storm.

Thank you so much for your support of KING FM and for making it possible for us to be here to serve you and our community well.

## CONSTRUCTION & MOVE



In November 2017, we learned that our lease on Harrison Street would not be renewed and that our building would be demolished to make way for redevelopment. After a long and challenging search, we finally found the perfect home at Seattle Center, in the brand new Seattle Opera Center building.

Thanks to the generosity of our listeners, we were able to raise the funds to build and equip our new studios in just a few months. We gathered a fabulous team of architects, acoustic designers, carpenters, electricians and broadcast engineers, and over 60,000 ft of cable (the cruising altitude of a commercial airplane) and after 6 months of around the clock construction and installation, in February 2020, we moved into our new home.

With four recording and broadcasting studios, space for our large music collection and servers, and an open space for our staff, our new broadcasting studios are equipped with the latest digital technology. In addition, our partnership with Seattle Opera is a true win-win. We are thrilled to pay rent to an arts partner, and share many common spaces in their beautiful new building, including a professional rehearsal room to host NW Focus LIVE that can accommodate an audience of up to 100 people.

CAMPAIGN DONORS

Classical KING FM is grateful to the generous campaign donors who have committed their support of \$1,000 or more to the Campaign for Classical KING FM through June 2020.This campaign enabled the station to relocate to its new building in February 2020 and reinforces its financial stability by creating reserves and a Board-Designated Investment Fund.

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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.

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Annemarie & William Newsom

“I (re)discovered you guys this past week and I really want to say thank you to the comfort you’re providing not just me but anyone who tunes in. I have very bad anxiety and it’s really helping. Even pulled out an old AM/FM radio (I know, I can stream). Please stay safe and thanks again!”

— Patrick

Martha Noerr & Jeffrey Keane  
Sheila Noonan & Peter Hartley  
Elizabeth Nyland  
Tara O'Brien Pride & Arrow Pride  
Melody Ojala  
Miles Otoupal  
Jean & Richard Patton  
Nancy Peacock  
Jody Peetz  
Rosie Perera  
Rebecca Phipps  
Greg & Mary Ellen Psaltis  
Bill & Delia Purdy  
Douglass & Katherine Raff  
Sue & Tom Raschella  
Hamish & Peggy Robertson  
James Rodman  
Joy Rogers & Bob Parker  
Metha & Arnold Rolfsrud  
Wendy & Edwin Rubel  
Michael Russell  
Saundra Ruth  
Sandra & Ronald Ryder  
Robert\* & Doris Schaefer  
Daniel Schalke  
Gary R. Schmidt  
Suzanne Schreiber & Robert Greco  
Charles & Maria Schweizer  
Kaye Scott  
James Sebring  
Craig Sheppard & Gregory Wallace

Linda Shwab  
Ronald Simchen  
Jeannie Simpson  
Lynne Singer  
Barbie Snapp & Phil Chapman  
Krish Srinivasan  
Judith St. Hilaire  
Philippa Stairs  
Mary M. Stanton  
Carlyn Kaiser Stark  
Karen Stay  
Carol Stayton  
Sylvia Sterne  
Dr. W. Theodore & Donna Steudel  
Verner & Marianne Stillner  
Kent Stowell & Francia Russell  
Michael Subit & Leslie Hagin  
Bert Sullam  
Sharon Swift  
Margaret Viggiani & David Swift  
Gazel Tan & Lewis Thorson  
Atul & Birage Tandon  
Luther Taylor  
Robert & Marilyn Terwilliger  
Seth Tompkins  
Phyllis & Randolph Tompkins  
Judy & Allan Trinkwald  
Tucker Family Foundation  
Robin Twelker  
Ted Van Decar  
David Vander Pol  
Moya Vazquez  
Benjamin Verdier  
Diane Verge  
David & Joyce Veterane  
Laura Wagner  
Jean Muir & Ian Walker  
Frances Walton  
Ellen & Bill Wanless  
Laurie Weckel  
Jason Weisenhaus  
Virginia Williams II & Corrie Anderson, MD  
Dan & Joann Wilson  
Susan Winokur & Paul Leach  
Margaret Winsor & Jay Hereford  
Jim & Nancy Woods  
Nancy Worsham

Wyman Youth Trust  
Gail Yates  
Sylvia Zonoff

LEGACY CIRCLE

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

Anonymous (2)  
Brenda & Bill Barnes  
Scott Bessho  
Sharon Bidwell  
Jaclyn Brandt  
Christine Brass  
Carol Christiansen  
Christopher Corfman  
Johannes & Martha Dankers  
Delores DuBois  
Estate of William & Cynthia Fray\*  
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David Kerlick  
Estate of Carol L. MacKinnon\*  
Carol MacLaren & Richard Kovak

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Ronald E. Miller  
Betty & Tracy Moore  
Barbara O'Steen  
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Estate of V. Sidney Raines\*  
G. Louis Roberts  
Sherwood P. & Judith G. Smith  
Patricia Tall-Takacs & Gary Takacs  
Dr. Joan M. Tenenbaum  
Maureen & William Trilsch  
Stephanie & David Twigg  
Muriel Van Housen  
Lawrence J. Wichman  
Debbie & Rick Zajicek

\* indicates deceased

“I am writing to you folks at KING to express my immense gratitude for your continuing and steadfast work to keep the music alive and vibrant. I have been listening to classical music since I was a child and it has always given me peace in my heart. Now we are in the midst of this terrible pandemic, I feel we need this music in our lives more than ever to ground us, to soothe the chaos of the world and to bring hope when sometimes there is little hope to be had. I hope for the best in these times ahead and I trust that this music is a large part of what will help us endure whatever comes next. Peace to you all.”

— Joe

Anne E. Gittinger  
Lenore Hanauer  
Susan Harmon & Richard Meyer  
Ciara & Neil Jordan  
Juniper Foundation  
Steve & Lynn Mowe  
Nesholm Family Foundation  
Anne M. Redman  
John F. Saum  
Richard & Mary Shrader

CONCERTMASTER GIFTS (\$5,000-\$9,999)

Bank of America Matching Gifts  
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Rob & Janet Coe

The Aaron Copland Fund for Music, Inc.  
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David R. Davis  
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Kevin P. Fox & Lynne Fox  
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TEW Foundation  
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Dr. Earl R. Feringa\*  
Susan Fleetwood  
James Fowler  
Jane & Robin Fraser  
Jane Fraser  
Gretchen Freed & Matt Loschen  
Zoe Freeman  
Brian Futch  
Rod & Barbara Gallagher

“I am a big fan of KING in normal times, but listening to that livestream for Byrd Ensemble nearly brought me to tears. Thank you so much for helping to preserve live music in Seattle with your concert broadcasts and for letting us know how we can purchase “tickets” for a performance to continue to support these groups financially during this time.”

— Nan

## Our Mission

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

## Our 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.

## Our 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

Rachele Hales, Operations Director

Rina Romero, Chief Operating Officer

Blaine Shepherd, Program Director and  
Director of Corporate Sponsorship

Blandine Van de Velde, Development Director