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 ODA, 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 who have contributed to this effort. I am extremely proud of the way our staff and board members have come together to make this happen.

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.

Brenda Barnes, CEO

Classical 98.1
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Michael Greer
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Take good care,

Brenda Barnes, CEO

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 24% 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.

2019 / 2020 ANNUAL REPORT
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 11pm.

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!

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.

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-Efrid (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.

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.

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.
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.

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

$250,000+ Alva & Robert and Estate of Allen C. Vautier* Delilah & Pick Zajac
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CAMPAIGN DONORS

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Estate of Allen C. Vautier*
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Estate of Allen C. Vautier*
Elias Alvord

reserves and a Board-Designated Investment Fund.
**2019 PERFORMANCE CIRCLE**

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

**COMPOSER GIFTS ($50,000+)**
Corporation for Public Broadcasting
Google, Inc.

**CONDUCTOR GIFTS ($25,000-$49,999)**
Estate of Susan E. Johnson
Microsoft Gift Program

**Estate of Elizabeth A. Star**
Debbie & Rick Zalot

**VIRTUOSO GIFTS ($10,000-$24,999)**
Anonymous (3)
4Culture
Chap & Eve Alvand
The Boeing Company Gift and 4Culture

**PRINCIPAL CHAIR GIFTS ($2,500-$4,999)**
Anonymous (8)
Brenda & Bill Barnes
Joyce & William Bernheim
Dan Caldwell & Bonnie Brin-Calisher
Susan & Dennis Christie
Roberto Cittadini

**ENSEMBLE GIFTS ($1,000-$2,499)**
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Terry A. Baker
Robert Barlow
William Bauman
Stephen Bax
Brian Bedini
Anita Bennett
Deborah B. Blakeslee
Anne Blevins
Allison Brack
Eli Brecher
Kathie Brown
Ira Grundman
Liz Harris
Blair Heim
Jane Hinton
Joan Hockett
Alice Hong
Garth Hudson
David Hughes
Mark Hughes
Mary Jackson
Cory Jalbert
Eliana Jelin

** gifts ($25,000-$49,999)**
Rob & Janet Coe
John F. Saum
Anne M. Redman
Nesholm Family Foundation
Steve & Lynn Mowe
Lenore Hanauer
— Joe

**The Boeing Company Gift and 4Culture**

**2019 PERFORMANCE CIRCLE**

“We are 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. Gethering
Leanne Hanna
Susan Hamilton
Allison Hart
John F. Saum
Richard & Mary Schrader

**CONCERTMASTERS GIFTS ($5,000-$9,999)**
Bank of America Matching Gifts Program
Steve & Judith Clifford
Rob & Joan Coe

**An additional $200,000 was given in a deferred gift through an estate plan.**

**“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

Linda Shoob
Ronald Smitson
Jeanne Sromp
Lynne Singer
Barbara Snipe & Phil Chapman
Kris Noack
Judith St. Hilare
Philip Soule
Mary M. Stanton
Carol Kaiser Stark
Carolyn Stalyn
Sylvia Strom

**LEGACY CIRCLE**

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

Anonymous (2)
Brenda & Bill Barnes
Sharon Bowell
Jadyn Brandt
Christina Brue
Christine Christian
Conor Corbin
Adam and Martha Dierks
Debra Dobos
Estate of William & Cynthia*
Michael Gair
Pamela Gross
Jerry & Helene Hesowitz
Estate of Carol L. Marksimo**
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Lorry & Phil D. Daniel
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**10**

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* indicates deceased

**CLASSICAL KING FM 98.1**

2019 / 2020 ANNUAL REPORT

**“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. It has 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 thank you!”**

— Patrick

Martha Nober & Jeffrey Kanne
Shila Nisham & Peter
Hartley
Elizabeth Nyland
Tara O’Brien & Zachary
Melody Oakes
Miles O’Donnell
Jean & Richard Patton
Nancy Peacock
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Patria Lynn
Carole Maclean & Richard
Kosar
Claude-Michel Malek
Jawahar & Roberta Cappell
Michael Mirabile & Sylvia
Wright
Kathleen Baker
Robert & Angela deCaire
Carla & John Dilling
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**Anonymous** (8)

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**Meriel Van Houweling**

**Laura Varnum**

**Debbie & Rob Zajcic**
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

Main Line: 206-691-2981  king.org