

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.

The Classical KING FM Board of Directors approved a new strategic framework for the organization that calls for us to increase and improve our audience service for both current and new, more diversified audiences. The process included interviews with more than 100 people in the area most of whom identified diversifying the audience as a key need. To this end, we will:

- Become more outward looking in our approach to community engagement, especially to attract new and more diversified audiences;
- Strengthen our technical infrastructure so we can serve more audiences better, wherever they listen – on the radio, on the Internet, phones, and other smart devices;
- Undertake formal research of ethnic groups such as Asian, African American and Latinx to determine how, why, and when they listen to classical music;
- Develop a paid Apprenticeship Program to ensure we have a diverse pool of applicants for open positions in announcing and production; and,
- Work with our Community Advisory Board, comprised of music education professionals, to support music and arts education in the region.

In its new strategic framework, Classical KING FM commits to real and lasting change. To reach our short- and long-term goals, we will hold ourselves accountable by making diversity, equity, and inclusion key strategic priorities, developing new action plans to move us forward, and setting metrics to measure our progress. We envision much greater service to audiences that reflect the demographics of our region while serving our current audience well and promoting a more vigorous and impactful arts and culture community

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 2020, KING FM was able to forge new partnerships even during the pandemic, collaborating on programming with Seattle Chamber Music Society, Seattle Children's Theatre, ACT Theatre, Seattle Shakespeare Theatre, Emerald City Music, Seattle Opera, Seattle Youth Symphony Orchestra, Seattle Symphony, and a number of other organizations in an effort to get them visibility during a time when they were unable to operate.

Seattle Chamber Music Society: We were able to successfully finish another year of our Young Artist Awards, recognizing two talented young performers in the Puget Sound Region.

Seattle Children's Theatre: With theatres shut down, we partnered with SCT and ran a 17-week program called *Saturday Morning Stories*. We aired children's stories that inspired classical pieces, and SCT provided curricula to go along with each story that was offered free of charge on our website.

ACT Theatre: ACT Theatre provided us with a radio drama version of *A Christmas Carol* that we aired on Christmas Eve since the Theatre is unable to welcome patrons. One of our hosts interviewed the composer of the score at intermission.

Seattle Shakespeare – Seattle Shakespeare along with several other local arts organizations partnered to produce two different interactive scavenger hunts safe for the public during COVID-19. KING FM was the primary radio sponsor.

Emerald City Music: Emerald City Music worked with more than 21 arts organizations in the region to celebrate and recognize Beethoven on what would have been his 250th birthday. KING FM promoted the festival, *This is Beethoven*. During the event, one of KING FM's on air hosts was the host of a nightly ZOOM call with all of the organizations (4 nights) moderating and fielding questions and comments about Beethoven. This was open to the public.

Seattle Youth Symphony Orchestra: Of major importance to KING FM is advocating for the importance and value of music education. As part of a Back to School promotion focusing on music education, we invited SYSO students to introduce pieces on KING FM and tell us audience how playing an instrument enriches their lives.

Seattle Opera: With venues being closed for so many – we began broadcasting past performances of Seattle Opera to keep the organization front and center in the minds of opera listeners.

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 Seattle Chamber Music Society once again created a platform for young adults to be heard to help them follow their love for music education moving ahead. One of our Young Artist Awards winners stated the following not only about our project, but, about playing music in general;

You'll be amazed at how valuable your music is and how many people you can touch and uplift. What's better than having a skill that's not only impressive, but one that people everywhere find useful and important? – Edward Zhang, YAA winner, 2020

Seattle Children's Theatre partnered with us on our Saturday Morning Stories and found an increase in interest in their organization because of the stories we were broadcasting in partnership with them. Each week we had listener appreciation emails. Here is one that showed the extension we gave them during this "stay at home" time. The theatre also had positive feedback.

I used today's broadcast of Julia Child/ Tubby the Tuba to connect families of young kiddos in Issaquah, San Fran, Santa Barbara and Vermont. Thank you for the fun, fun gift, 14 minutes of pivot to joy!

Tubby the Tuba was a favorite childhood story/ record for my husband & me, separately but dead giveaway that we are of that age!

We shared photos, zoom, entertained across the country & you made our day.

KING FM partnered with Seattle Shakespeare on a city wide scavenger hunt of which we heavily promoted – they had success and choose to come back and do the same promotion again in the fall.

This autumn Seattle Shakespeare Company is hosting The Great Seattle Arts Adventure, an arts-themed digital scavenger hunt Oct. 5-25. We held a similar digital scavenger hunt in July and August called O, Wonder! Where we had nearly 1000 participants from all over the nation play the game. We currently have 18 local arts organizations signed on for the event.

In December we promoted Beethoven's Birthday alongside more than 20 local arts organizations that culminated with an online festival they called: ***This is Beethoven***. The results were:

- **152 total individual donors**
- **1,500 live, unique viewers**
- **3,800 total festival watchers**
- **21 mins was the average watch time duration**

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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

- Racial/Ethnic Minorities: yes
 - Increased broadcasts of music by people of color– both composers and performers and will continue to do so.
 - KING FM hired African American violinist and educator Dr. Quinton Morris to be our first Artist-Scholar in Residence. Quinton will be instrumental in helping us create radio programs that focus on classical composers and performers of color.
 - *Second Inversion* – Features People of Color on an ongoing basis.
 - KING FM Strategic Planning effort specifically sought input from communities of color (2020 and 2021)
- Other minorities: yes
 - Jewish religious music programmed for Hanukkah on KING FM (annual)
- Women: yes
 - Increased broadcasts of music by women composers and performers.
 - *Second Inversion - A Women in Music* was aired in March 2020.
 - Every episode of *Second Inversion* features music by women and people of color (2020 and 2021)
- 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 stream its broadcasts online and grow digital audiences by developing additional programming services. CPB funding also supports our music education programs including the Young Artist Awards competition, broadcasts of the Seattle Youth Symphony Orchestra, and Musical Instrument Petting Zoos when they return in 2021.