

CLASSICAL

KING FM 98.1

CHIEF DEVELOPMENT OFFICER

ABOUT CLASSICAL KING FM 98.1

Public radio is America's most wide-reaching, inclusive, equitable, and affordable path to classical music. Nearly 11 million Americans tune in to classical music on public radio each week. Thirty percent of *everyone* in the United States reported that in the last month they've listened to at least one hour of classical music either on public radio or other media. There are documented physiological and psychological benefits to listening to classical music. Health researchers have discovered that listening to classical music [lowers blood pressure](#) and [reduces stress levels](#) in as little as 30 minutes. With the recent global pandemic, Seattle-based Classical KING FM serves as a beacon providing a place of calm, healing, and companionship to its thousands of listeners.

Classical KING FM 98.1 is the primary institution for classical music in Seattle, Bellevue, and Greater Puget Sound region and serves as the catalyst for the vitality of the entire regional arts community. KING FM strives each day to make classical music and the arts easily accessible by developing new diverse audiences for classical music. The station's seven-decade history and its unique legacy of leadership in the Seattle arts community have enabled them to achieve an exceptional level of influence. Today, Classical KING FM is recognized as a regional treasure and an experienced, authoritative source of high-quality classical music and arts programming. In addition, KING FM engages young people with classical music in school, at home, and at specially designed events.

Classical KING FM operated as a commercial classical station until 2011 when it became a nonprofit classical public radio station. Founded in 1948 by radio pioneer and philanthropist Dorothy Stimson Bullitt, Classical KING FM 98.1 is among the longest-running classical radio stations in the United States. Since transitioning in 2011, KING FM has developed a stronger nonprofit operating model, with richer

Key Facts

- 23 total staff
- \$4.2M budget
- 6 development staff
- 15-member [Board of Directors](#)
- 16-member [Community Advisory Board](#)
- 16,000+ member and donors cover 70% of its annual budget
- 250,000 listeners weekly

Visit



programming, and a greater focus on member, donor, and community partnerships. Even in this short period of time, KING FM has been very successful at building a solid philanthropic base to support its operating budget.

With over 250,000 weekly listeners, the Classical KING FM audience is as varied as their musical selections. Nearly 20 percent of their listeners are under 35 and thousands of them are under the age of 11. They have 8,300 weekly listeners who identify as disabled and over 40,000 who are people of color. More than 16,000 members are supporters of Classical KING FM, helping to pave the way for a bright future and bring the richness of classical music to diverse audiences in the rapidly growing Puget Sound Region.

PROGRAMMING AND COMMUNITY OUTREACH

Classical KING FM airs nearly 100 live and local concert broadcasts annually and supports more than 160 regional arts organizations with on-air, online, and onsite promotion, from the Seattle Symphony and Bellevue Art Museum to ACT Theatre and the Seattle Youth Symphony Orchestra. KING FM provides an eclectic series of [shows and podcasts](#) each week. In addition to creating innovative programming, Classical KING FM partners with arts and culture organizations of all sizes and scope in the region. They offer broadcast performances of local concerts as well as an opportunity for local musicians to perform on their signature Friday evening program *Northwest Focus LIVE*. The *Northwest Focus Concert Calendar* offers listeners the opportunity to learn more about concerts and events to encourage them to deepen their involvement with classical music and the arts. [Second Inversion](#) is a weekly program dedicated to rethinking classical music and exploring the vast range of rich, diverse music in and related to the genre. Teachers and parents use Classical KING FM routinely to introduce children to the world of classical music and arts appreciation, and the station provides youth-centered programs to supplement this important work. Through their popular Instrument Petting Zoos, the annual Young Artist Awards competition, and other partnerships, KING FM provides strong support for arts education in the region.

NEW BUILDING AND HISTORIC CAMPAIGN

As of February 2020, KING FM is located in a new 4,000 square-foot office space on the second floor of the Seattle Opera Administration Building on the Seattle Center Campus near the Space Needle. KING FM's [new home](#) at 363 Mercer Street transformed the existing shell space within the center into a dynamic suite of state-of-the-art broadcast studios, open offices, and collaboration spaces that integrates well with the neighboring Seattle Opera while creating a distinct identity for KING FM. The broadcast studios were designed as boxes-within-boxes, each carefully tuned to provide superior broadcast capabilities and maintain acoustic isolation from adjoining spaces. To enhance engagement with the Seattle Opera, KING FM's broadcast studios are situated adjacent to the primary open stair: a prominent window from the Master Control Room engages passersby and provides their on-air hosts welcome visibility and natural light. Live in-studio performances occur in an adjoining rehearsal studio shared with the Seattle Opera.

Mission

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

Vision

Expand our diverse community of listeners, performers, and supporters who understand and benefit from the powerful impact of classical music and the arts in our region.

Values

- Classical music should be accessible to all
- The arts are a critical component of every vibrant city
- K-12 arts education is necessary to develop creativity, innovation, and lifelong appreciation of the arts.
- Fiscally-responsible planning is necessary to achieve our vision

Before relocating to this new space, Classical KING FM had to complete an ambitious capital campaign. The Campaign for KING FM had a \$6 million goal to address critical facility and sustainability needs, aiming to raise \$3 million for a new home, while also raising \$1 million for digital programming innovation, and \$2 million to create a board-designated fund for future financial stability. KING FM had not completed a capital or endowment campaign prior to the Campaign for Classical KING FM, and its donors were accustomed to making regular annual gifts. The organization’s primary challenge was to engage donors in learning about the urgency and impact of the campaign. Major and leadership level gifts were prioritized and the campaign enhanced KING FM’s long-term funding and programming needs. Despite the recent pandemic, the campaign was a complete success raising \$6.8 million, allowing the organization a strong foundation for continued philanthropic donor growth.

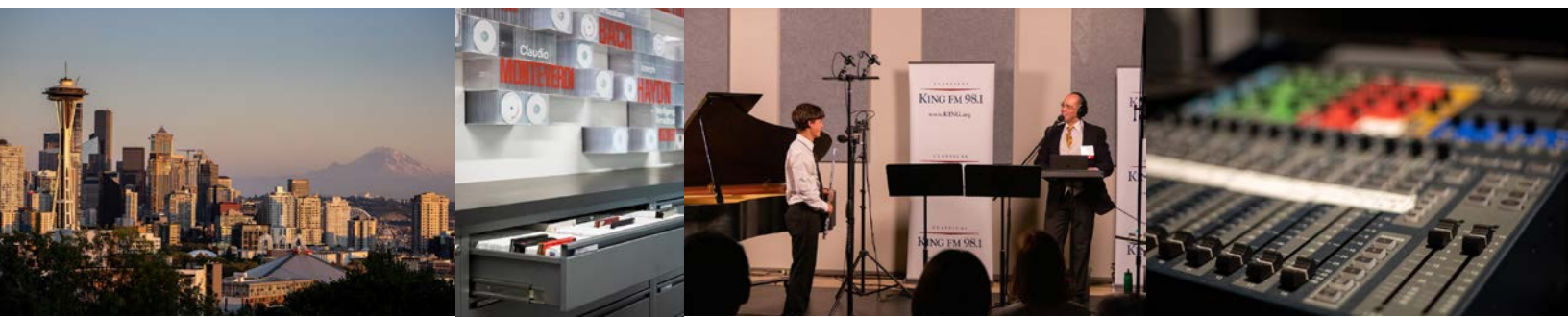
DIVERSITY, EQUITY, AND STRATEGIC PRIORITIES TOWARD 2025

Classical KING FM’s greatest strength is their growing diverse audience of listeners. KING FM recognizes that the music we all refer to as “classical” comes from a predominantly white Western music tradition and was written for the church or commissioned by wealthy, white patrons. Despite the brilliant work of composers and performers of color, classical music remains predominantly white, because of its history and structural racism. Many other cultures have their own forms of classical music. KING FM recognizes and respects these traditions, which listeners can explore on world music stations and streams. KING FM’s goal is to make the station a warm, welcoming place for people of all backgrounds and cultures to explore music.

Classical KING FM has already taken steps toward being a more inclusive organization, such as including pieces by women and/or performers and composers of color at least once per hour. A staff committee meets monthly to evaluate its music programming to ensure that it’s inclusive. The station has also hired the multitalented Quinton Morris, an associate professor of music at Seattle University who grew up listening to KING FM, as artist scholar in residence to create 10 to 12 programs featuring a range of composers of color. These programs air multiple times on KING FM and are offered free of charge to other classical stations across the country.

KING FM is committed to real and lasting change. To reach their short- and long-term goals, they have a new strategic framework that assumes significant annual revenue growth toward \$7 million toward 2025. As part of this framework, KING FM will hold themselves accountable over time by making diversity, equity, and inclusion a key strategic priority, developing a clear action plan with metrics to measure progress. KING FM is guided by the following strategic priorities:

- **Diversifying the organization and its audience:** Their goal is for the demographics of the station’s audience to mirror the demographics of the community. To do this, they need to diversify their staff and board too.
- **Community Engagement:** To serve the community they must understand the community and have authentic relationships with organizations and people serving the community.



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- Capacity Building: KING FM needs to build the human, financial, and technical capacity to achieve their goals and position the organization for the future.

CITY OF SEATTLE

Consistently ranked as a best place to live in the United States, Seattle (population 753,675) is the largest city in the Pacific Northwest and one of the most spectacular and diverse regions in the United States. Blessed with clean air and water and surrounded by stunning mountains, lakes, rivers, and forests, it is a marvelous place to visit and to call home. Seattle has a mild climate year-round, with very little snow in the winter and comfortable temperatures in summer. Seattle is one of the nation's fastest growing cities and enjoys a robust job and housing markets. For working families in the Seattle area, opportunities abound. Some of the world's top companies and institutions were started in Seattle and have major regional operations, including Amazon, Boeing, Costco, Microsoft, REI, and Starbucks. Seattle offers its residents the best of city and country recreation, including unrivaled museums, a symphony, a zoo, an aquarium, professional and college sports, and large annual film and music festivals. Fans of nature and outdoors will find excellent running, biking, hiking, camping, boating, and skiing in the city or nearby.

THE CHIEF DEVELOPMENT OFFICER

The Chief Development Officer (CDO), a collaborative, strategic, and caring fundraising professional, reports directly to [Brenda Barnes](#), the Chief Executive Officer (CEO) of Classical KING FM 98.1. The Chief Development Officer serves as an essential member of the senior leadership team that includes a Chief Content Officer and a Chief Operating Officer. The CDO leads a comprehensive development program that supports KING FM's mission, including gifts from individuals, corporations, and foundations, and sources for annual, major, planned, and events giving. The CDO manages a six-member development team that currently includes an Individual Giving Officer, Stewardship Officer, Business Analyst, Database and Research Manager, Membership Director, and Station Relations Manager. The Chief Development Officer works closely with KING FM's CEO and engaged Board to support them on strategic donor cultivation, strengthen the Board's fundraising capacity, and acts as the primary board liaison to the Development and Marketing Committee. This leader collaborates and works closely with senior leadership ensuring strategic counsel, sound advice, open dialogue, and effective communications. As a relatively new nonprofit, KING FM has significant growth potential in comparison with their national industry cohorts. To increase KING FM's fundraising potential, the Chief Development Officer will implement effective strategies to support KING FM's ambitious strategic goals and help increase annual revenues up to \$7 million by 2025.



MAJOR OBJECTIVES

Within the first 12 to 18 months, the Chief Development Officer will achieve the following major objectives:

- Establish strong, trusting relationships through capable leadership with the CEO, senior team, staff, board leaders, members, volunteers, and donor community.
- Maintain KING FM’s growth trajectory and fundraising success by developing and inspiring a high-performing development team that grows a diverse donor base through clear, achievable goals.
- Enlist the help of the Board Development and Marketing Committee to increase major giving and inspire the Board in its overall fundraising responsibility.
- Develop confidence in talking about the KING FM’s strategic framework and presenting it to donors.

RESPONSIBILITIES

The Chief Development Officer will have the following primary responsibilities:

- Lead, manage, and inspire the work of a high-performing development team in a warm, positive, and compassionate manner to meet and exceed all goals.
- Develop and implement a comprehensive development plan that grows a diverse and increasingly larger base of donors and prospects, focusing on building an increasing a pipeline of five- and six-figure gift prospects.
- Provide direction, leadership, and oversight for a robust fundraising platform of annual giving, major giving, planned giving, corporate giving, foundation giving, direct mail, and special events, with clearly defined revenue goals and performance metrics.
- Provide senior-level advancement expertise to the CEO, the senior team, and boards to focus on strengthening organization’s overall philanthropic capacity.
- Create inclusive opportunities for all giving levels to support Classical KING FM.
- Manage a portfolio of approximately 50 to 75 leadership-level donors and prospects.
- Focus on growing the staff capacity and revising internal processes to better support out-the-door fundraising.
- Work closely with the development team to review membership donors and identify new major gift prospects for qualification, ideally at the \$10,000 level and greater.
- Continue to strengthen all organizational processes and systems, donor database, prospect research, and moves management to support operational needs.
- Ensure that all donors and prospects are appropriately stewarded in order to increase retention and increase higher levels of giving.



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- Work in close partnership with CEO in setting robust but achievable annual fundraising goals with clear strategies, goals, and metrics that ensure motivation and accountability.
- Be recognized as a committed, valued, and collegial philanthropy leader by members of KING FM's staff.
- Work closely with the CEO and COO to assist in the budget process by creating a cohesive development plan with clear financial goals.
- Travel as needed and attend evening and weekend events.

QUALIFICATIONS

The ideal Chief Development Officer will bring most of the following qualifications and skill sets:

- A passionate commitment to the mission, vision, and values of Classical KING FM and to diversifying their programming and staff.
- At least five to seven years of senior-level comprehensive fundraising experience with prior experience guiding strategy and leading a team of development professionals. Experience with public media development would be an advantage.
- Significant achievement in the areas of major giving, annual giving, corporate giving, foundation giving, donor marketing and stewardship, special events, including solicitation of six-figure gifts and greater.
- An intelligent, compassionate, and thoughtful manager with a solid ability to hire, supervise, and mentor a development team that strives for fundraising excellence, leading by example in a warm, positive, and transparent manner.
- Demonstrated success in working collaboratively with senior leadership teams, engaged boards, and volunteers.
- Strong motivational and interpersonal skills that value honor, integrity, and excellence in work.
- Excellent communication skills, including strong listening, written, verbal, and presentation skills.
- Ability to achieve targeted fundraising goals by means of strategic positioning, flexible direction, and team-oriented leadership.
- Solid financial management skills with experience in fundraising and budget analysis, forecasting, and planning.
- Strong knowledge of advancement and donor database management systems, particularly Raiser's Edge.



COMPENSATION AND BENEFITS

The salary for this position is \$150,000 to \$170,000. The Chief Development Officer will be based in Seattle at the Classical KING FM offices with the flexibility to work remotely. Benefits include medical, dental, and vision insurance; employer-paid life and disability insurance; 401(k) program, paid time off including holidays, sick days, personal days, bereavement leave, and vacation; a relaxed, healthy, joyful work environment; and a flexible work-life balance. Relocation assistance will be provided for the successful candidate.

APPLICATION

Classical KING FM 98.1 has retained Campbell & Company to conduct this search. The team for this project includes Dan Nevez, Senior Consultant, and Alexandra Catuara, Associate Consultant.

To be considered for this opportunity, please send a letter of interest and resume to:

ALEXANDRA CATUARA

Associate Consultant, Executive Search
anc@campbellcompany.com
(312) 506-0060 direct

Classical KING FM 98.1 is an equal opportunity employer with a strong commitment to diversity.



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