

CLASSICAL

KING FM 98.1

KING FM



CLASSICAL

2020-2021  
ANNUAL REPORT

# Letter from CEO Brenda Barnes



It's very easy to pinpoint the reason for our success in the past year while navigating a pandemic. You. You and our other generous donors made it possible for us to move into a new facility two weeks before everyone except essential workers (like us) were asked to stay at home. The new offices and studios, the new HVAC system, and the new furniture and equipment have been critical to our ability to operate safely and serve our listeners and the arts community well.

Furthermore, you continued to support the station financially after our move. Corporate support and program sponsorship revenue dropped

almost to zero very quickly once the pandemic began, and it will not come back any time soon because it will take businesses and arts organizations time to recover from the extreme revenue loss they have experienced.

I could spend considerable time telling you how courageous and dedicated the staff has been in coming to work when it felt risky and how diligently they have focused on serving you to the best of their ability. I am incredibly proud of them and honored to be their colleague. However, none of that would have been possible without you supporting us financially and cheering us on. Every note or phone call we received from a listener was shared with the staff, and it buoyed our spirits and caused us to redouble our efforts to serve you and the community well.

I believe very much in the power of the words "thank you," but they still feel inadequate to describe our extreme gratitude to you for all you have done for Classical KING FM in the past year. We hope you take the same pride we do in all that the organization accomplished under difficult circumstances because it never would have happened without you.

With deepest gratitude,

Brenda Barnes, CEO

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Attorney, Karr Tuttle Campbell

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### **Christopher T. Bayley**

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CEO, Classical KING FM 98.1

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CEO, Seattle Symphony

### **Christina Scheppelmann**

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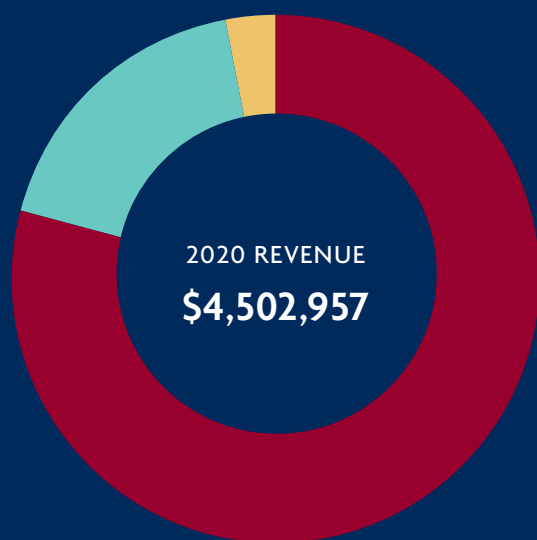
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Principal, Riddell Williams P.S.

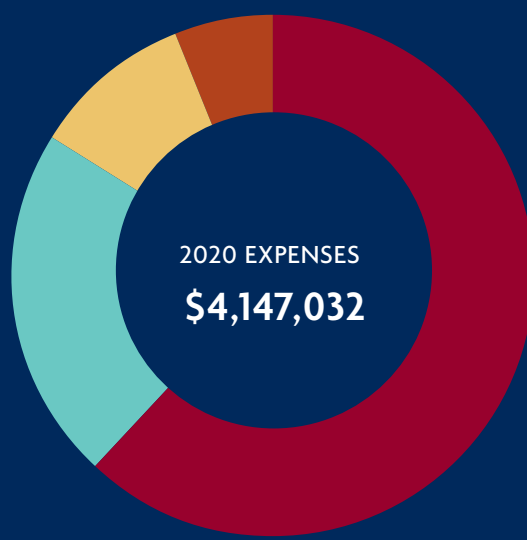
# 2020 FINANCIAL OVERVIEW

Classical KING FM is very grateful 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. A Capital Campaign with a \$6 million goal was launched in May 2018 to remedy that and fund construction of the new facility for the station, where we moved debt-free in February 2020. The overall goal was reached in January 2021, and we are very grateful for the 2,800+ individual donors and foundations who have contributed to this effort. Two million of the funds raised have been placed in a Board-Designated Investment Fund that functions the way endowments function for established nonprofits. As good stewards of our donors' contributions, we are committed to continue our practice of careful financial planning for stability and sustainability of the organization.

2020 was a difficult year for the entire arts industry, and Classical KING FM is one of very few arts organizations that has been able to operate without major interruptions to its service. However, while over 70% of the KING FM operating budgeted is provided by listener-support, many of our other sources of revenue have been impacted. Our underwriting budget is typically provided, in large part, by arts organizations promoting concerts and events which were all cancelled. Car donation revenue and Travel Club revenue were also significantly reduced or eliminated, with a combined net loss of over \$500,000. We adjusted our expenses right away and unfortunately had to cut seven positions (3 full-time and 4 part-time) to keep the organization operating within its means. Thanks to a PPP loan and extra help from the Corporation for Public Broadcasting, as well as steady listener support, we have been able to close the year in the black.



- Listener Support: \$3,624,406 - 80%
- Underwriting: \$145,395 - 3%
- Government Grants: \$733,156 - 18%



- Program Services: \$2,575,353 - 62%
- Listener Support: \$925,967 - 22%
- Administration: \$411,591 - 10%
- Underwriting: \$234,121 - 6%

## 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).



As Brenda Barnes mentioned in her letter, gratitude is the first thought that comes to mind. We are fortunate and thankful for Brenda's intrepid, inclusive, and compassionate leadership as the station navigated the pandemic. We have a stellar and engaged Board of Directors at Classical KING FM. They literally and figuratively rolled up their sleeves to ensure that the station continued to serve listeners even as the pandemic gripped us. I want to thank each of them for their commitment, expertise, and generous support of the station.

I am honored to succeed Chris Bayley as President of the Board of Directors. Over the years, Chris steered the organization very successfully through several significant changes, including the organization's transformation to a listener-supported nonprofit station in 2011. I sincerely appreciate that Chris has agreed to continue as President Emeritus so I can continue to draw on his expertise and wisdom.

In the fall of 2019, our board appointed a Strategic Planning Committee to develop a new strategic framework for KING FM, and the board approved that new framework in December 2020. The Committee interviewed more than 140 people in the community, and the overwhelming feedback received was for us to think about the best way to increase diversity. One of our goals is to have the demographics of our audience mirror the demographics of the community, and we have begun to act.

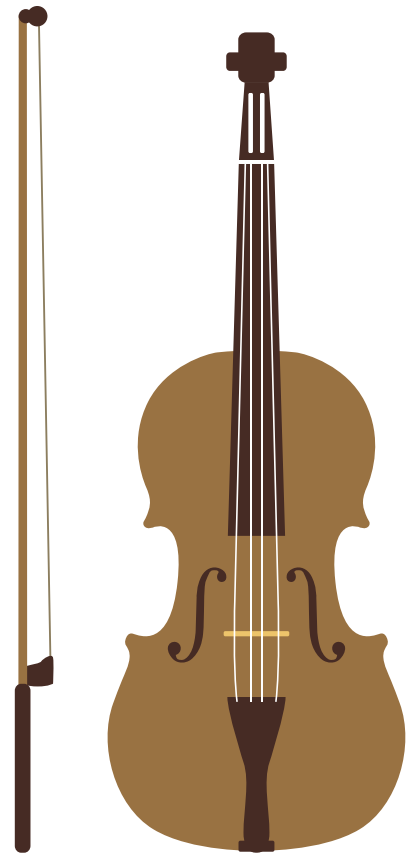
As a first step, our programming features more women and composers of color. We were thrilled to appoint Dr. Quinton Morris as our first Artist-Scholar in Residence to help guide these efforts. Our board also created a Social Action Committee chaired by Jon Rosen and Dr. Raymond Tymas-Jones. Our plan includes diversification of our staff and board. We are excited about this work, and we welcome your support, which will be critical to make our goals a reality.

Thank you for your generous support of Classical KING FM. Because of you, we now have a new digital broadcasting facility. We have been able to support listeners and over 100 arts and culture organizations during the pandemic. And, with your input, we have a new vision and a future where we can grow together.

With deepest gratitude,



James R. Duncan  
President, Board of Directors of Classical 98.1



# 2021-2025 STRATEGIC FRAMEWORK

Our Board of Directors approved a new strategic framework for Classical KING FM in December 2020. Over the next five years, we will:

## Diversify KING FM

**Feature** the music of composers of color on a daily basis.

**Ensure** there are qualified Black, Indigenous, and People of Color in every candidate pool for every position.

**Create** a fellowship program to employ and train Black, Indigenous, and People of Color (including young people of Asian descent) to become our radio announcers and producers of the future.

**Continue** efforts to diversify our board.

**Conduct** research to ensure we are doing all we can to communicate that we welcome people of all ages and backgrounds to discover classical music and enjoy the benefits of listening.

## Support Recovery of the Arts Community

**Inform** our audience of arts organizations that are opening.

**Offer** free on-air announcements to arts organizations during their recovery.

**Meet** regularly with arts leaders to understand their needs.

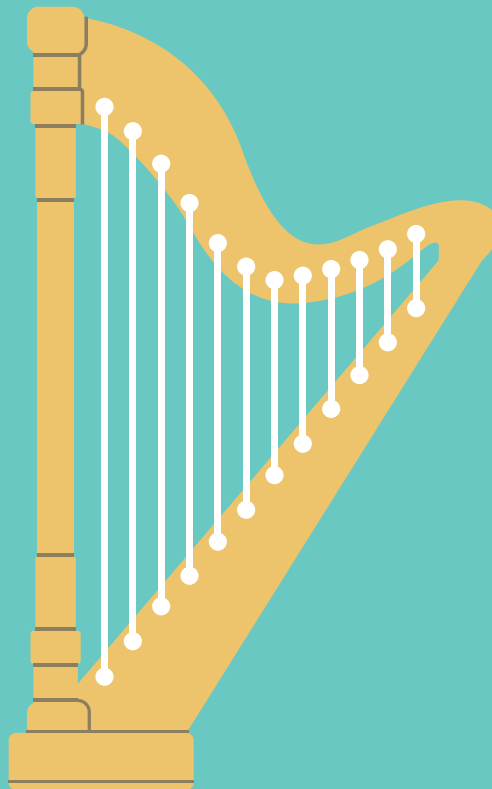
**Advocate** for organizations offering access to music education.

**Expand** partnerships to more diverse cultural organizations and community groups

## Strengthen Our Infrastructure

**Invest** in digital marketing efforts

**Increase** our internal technical expertise





### All Request Fridays

Bringing the community together and interacting with our listeners was a priority for us this last year. Thanks to a huge outpouring of requests, we were able to make the last Friday of most months throughout the year an *All Request Friday* full day of music. Adding to the fun, we incorporated themes like *Requests of Love* in February and calls for *Requests and Dedications of Gratitude* for the Thanksgiving holiday. People have still been calling, submitting online, and emailing to get the pieces they want to hear on the Friday playlist. It's been a joy to continue to spend a day each month celebrating the sounds of our listeners.

### Virtual Summer Vacation

Though we were unable to travel very far last summer, KING FM took us on a musical trip around the world. Throughout the summer, Monday through Friday at 2 pm, host Ted Askew took us up and away with pieces inspired by different destinations. From listening to *Nights in the Gardens of Spain* by Manuel de Falla to crossing the globe for Alfred Hill's *Australia Symphony*, it was the perfect year for a *Virtual Summer Vacation*.



### Sunday Sunrise

First time host David Dodman is your guide for this new program that puts vocal and choral music in the spotlight. Rise and shine with this beautiful choral music programming from 6 to 8 am Sunday mornings and start the day with *Sunday Sunrise*.

### Second Inversion

The classical tradition is still unfolding—and we get to be a part of it! Each week on *Second Inversion*, host and curator Maggie Molloy explores innovative new sounds from living composers. Each episode showcases a different theme in contemporary music ranging from Musical Postcards to 21st Century Troubadours, Colors of the Rainbow, Listening to the Birds, and more. The show also highlights the breadth and diversity of contemporary music, with women composers and composers of color featured in each week's episode. *Second Inversion* is now celebrating its first anniversary as a weekly on-air show airing every Saturday night at 9pm.

## Seattle Opera Mornings & The Ring Cycle

With the big 2019 move to our new studios in the Seattle Opera building at Seattle Center we had the special chance to get to know our neighbors. Opening our studios to Seattle Opera's Jonathan Dean and Christina Scheppelmann with a new program, *Seattle Opera Mornings*, airing at 10am on Saturday mornings. "These broadcasts offer a way for people to relive their favorite performances, or for any music lover to experience a great opera performance" commented Scheppelmann. We even had the exciting opportunity to air in its entirety, Seattle Opera's August 2005 production of the *Ring*. Seattle Opera has a rich history performing Richard Wagner's *Ring* cycle. They staged the entire cycle for the first time in 1975 and last brought the full *Ring* to Seattle in 2013. With Seattle Opera experts and our own KING FM hosts taking part in a live chat in tandem with each broadcast, we managed to make this February 6-13 airing a personal, fun, and educational experience in the age of all things virtual.

## Saturday Morning Stories with Seattle Children's Theatre

Partnerships were an important part of KING FM programming throughout 2020 and collaborations like *Saturday Morning Stories* with Seattle Children's Theatre made it fun for the entire family. Last August, each Saturday morning beginning at 8:30 am, we were thrilled to air a new tale brought to life by an orchestra and narrator, with downloadable arts and crafts projects on the Seattle Children's Theatre website.



## Young Artist Awards

With a continued commitment to cultivating the next generation of musicians and music lovers, we finished out our 2020 Young Artist Awards virtually. In partnership with the Seattle Chamber Music Society, we were able to celebrate the ninth year of the YAA with winners **Oboist Sebastian Kelzenberg** and **pianist Edward Zhang**. Although they were unable to perform live on air during our NWFL program, one of the prizes for winners, – we look forward to inviting them back to perform when we can have live performances again!



# BRINGING DIVERSITY AND EQUITY TO OUR CLASSICAL MUSIC PROGRAMMING

**Hildegard von Bingen** (1098-1179) was a medieval German abbess who excelled not only at composition, but also writing, philosophy, and science. Her known works constitute one of the largest collections of any medieval composer with over 70 surviving works. These works were originally performed by a private community of women, primarily nuns and noblewomen. She is also known as a mystic who wrote extensively about her own religious visions. She is considered a saint by some.

German Romantic composer **Fanny Mendelssohn's** (1805-1847) career opportunities were severely limited by 19th century social norms and familial pressure. Because of this she published several compositions under her brother's name. Although she was an extremely polished pianist, she was rarely able to give performances outside the home. Despite these challenges, she left us with over 500 works, many of which were unknown to the public during her lifetime.



**Joseph Bologne**, Chevalier de Saint-Georges (1745-1799) was the conductor of one of the top orchestras in France, a virtuosic performer, and a talented fencer. Born in the Caribbean, he was the son of a wealthy plantation owner and an African Slave. He found his way to Europe while fighting in the French Revolution as part of the first all-Black European army unit. For several months he lived under the same roof as Mozart in the mansion of a Duke.

**Florence Price** (1887-1953) was an American composer who was born in Little Rock, Arkansas. She was the first Black woman to have orchestral works performed by major ensembles. Her works are uniquely American, incorporating her Southern heritage and the music of African American churches with the techniques of European Romanticism. A recent resurgence of interest in Price's music has led to the discovery of previously unknown works.



KING FM believes that classical music has the power to create positive change in Puget Sound communities. We actively work to lift-up the voice of every talented composer and performer. We make deliberate efforts to include more works by underrepresented composers and performers on air every day, but also to commemorate important events such as Black History Month, Women's History Month, International Women's Day, and Juneteenth. We are building new partnerships across the community that will allow us to create more equity in music education and build audiences that mirror the diversity of our unique communities. Our first ever Artist-Scholar in Residence, Dr. Quinton Morris of South King County's Key to Change Studio, highlights the incredible artistic contributions of composers and performers of color through his new program *Unmute the Voices*. We accomplish all of this while continuing to bring you the very best that classical music offers and telling you interesting stories about the diverse people who create this music.

**William Grant Still** (1895-1978) was an American composer and conductor from Little Rock, Arkansas. He is closely associated with the Harlem Renaissance and was the first American composer to have a stage work produced by the New York City opera. For two decades, his *Afro-American Symphony* was the most widely performed symphony composed by an American. He was also the first Black American to conduct a major symphony, have a symphony and opera played by a major ensemble, and have an opera broadcast on national television.

**Caroline Shaw** (b. 1982) is an American composer and performer from North Carolina. Her *Partita for 8 Voices* won the Pulitzer Prize for Music in 2013 while she was still studying music at Princeton. She began writing music at an early age, imitating the style of classical and romantic composers. She performs as a violinist with the American Contemporary Music Ensemble (ACME) and as a vocalist with the new music ensemble Roomful of Teeth. Her vocal work has also been featured on the albums of rapper Kanye West.



**Tan Dun** (b. 1957) is a Chinese composer from Hunan province most famous for the evocative score of *Crouching Tiger, Hidden Dragon* and the medal ceremony music from the 2008 Beijing Olympics. His music is influenced by the traditional Chinese culture that fascinated him as a child, but often also incorporates more contemporary elements, such as unusual instruments made of organic material or stone. He has won numerous entertainment industry awards and has been named a UNESCO Goodwill Ambassador.

**HJ Lim** (b. 1987) is a Korean pianist known for her virtuosic ability. For Lim, classical music is a symbol of freedom. At the age of 12 she left Asia to study music in Europe. She resigned herself to a career as a classical pianist after being denied the religious training required to become a Buddhist nun. In 2010, she created a stir in the classical music world by performing all of Beethoven's piano sonatas over the course of eight consecutive days, presenting the music alongside her own essays and analysis.

# 2020 PERFORMANCE CIRCLE

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.

## COMPOSER GIFTS (\$50,000+)

Corporation for Public  
Broadcasting  
Estate of William and Cynthia  
Fray\*  
Google, Inc.

## CONDUCTOR GIFTS (\$25,000-\$49,999)

Microsoft Matching Gift  
Program  
Debbie & Rick Zajicek

## VIRTUOSO GIFTS (\$10,000-\$24,999)

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4Culture  
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Volunteer Match Program  
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Muriel Van Housen

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

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Donna & Roger Wolthuis  
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## PRINCIPAL CHAIR GIFTS (\$2,500-\$4,999)

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Eric Zeigler

**Donor levels are calculated by adding together annual fund contributions, in-kind gifts, vehicle donations, matching gifts, and pledge payments.**

## LEGACY CIRCLE

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

Anonymous (3)  
Brenda & Bill Barnes  
Scott Bessho  
Sharon Bidwell  
Jaclyn Brandt  
Christine Brass  
Carol Christiansen  
Christopher Corfman  
Johannes & Martha Dankers  
Delores DuBois  
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Barbara O'Steen  
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William R. Trilsch  
Muriel Van Housen  
Estate of Arthur Wilfred  
Whittingham\*  
Debbie & Rick Zajicek  
\* indicates deceased



CLASSICAL

KING FM 98.1

The music, attitude, and atmosphere that you consistently provide have been a calming and supportive backdrop this last year while I help my kids with remote learning. So many reasons to feel discouraged, but your station quietly and gently keeps us floating.

—Susie, KING FM listener, Mountlake Terrace

KING FM is truly helping us create a bright and innovative future for classical music in Seattle, providing Emerald City Music the opportunity to lean into our mission despite the circumstances, and actually increase access to the arts during this time when our community needs the arts most. Thank you, KING FM, for your generous, collaborative, and visionary leadership for the arts of Seattle!

—Andrew Goldstein, Emerald City Music

## OUR MISSION

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

## OUR 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.

## OUR 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.

The storytelling of the past year or two brings a humanity to the music and empathy towards the composer or performer I would not otherwise have known or felt. I deeply appreciate the time and effort it takes to do this research and make it fresh. Being a beneficiary of it, I am now faced with not knowing whether I look forward more to the music or the story that will be told!

—Jenny, KING FM listener, Renton

2020 would have been a much harder year to get through without the steady presence of KING FM. Hearing stories about composers and their struggles and the difficult times they endured helps put current events in perspective and reminds me that even in the darkest times, great art is created and prevails over the centuries.

—Choom, KING FM listener, Gibsons (BC)

Main Line: 206-691-2981    [king.org](http://king.org)