

2018

2019

2020

THE CAMPAIGN FOR CLASSICAL KING FM



2018 2019 2020



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A Letter from Leslie Jackson Chihuly, Honorary Co-Chair of the Campaign for Classical KING FM

Dear Friend of Classical KING FM,

As a longtime listener and supporter of Classical KING FM, I am thrilled and honored to take part in the vision and goals for the Campaign for Classical KING FM. As immediate past Chair of the Seattle Symphony, I am also well aware of KING FM's important role in developing new audiences for all the classical music performance organizations in the region. The programming and service KING FM provides to our community are essential for the sustainability and vitality of our region's musical culture. While KING FM has served the Greater Puget Sound Region for 70 years, it has only operated as a nonprofit for seven years. More than 15,000 of us stepped up to support Classical KING since its transition. However, our market research tells us that we have much work to do in developing its identity as a strong nonprofit arts organization which relies on the generosity of donors to deliver its mission to a growing audience.



This campaign is designed to help KING FM move into a new space by February 2020 when the current lease expires, to build greater financial sustainability, and to support audience development on new digital platforms.

As President and CEO of Chihuly Studio and in my various board roles, I help organizations, many of them arts organizations, build and achieve exciting visions for the future. The vision behind this campaign moves Classical KING FM into the future as the organization it can and must be to support the vibrant, growing arts community in Seattle and the Puget Sound Region. I hope you will join me in supporting The Campaign for Classical KING FM.

Sincerely,

Leslie Jackson Chihuly
President and CEO, Chihuly Studio

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THE CAMPAIGN FOR CLASSICAL KING FM

A Letter from Lyn and Jerry Grinstein, Honorary Co-Chairs of the Campaign for Classical KING FM

Dear Friend of Classical KING FM,

There is nothing like fine music, and in our daily lives, nothing brings it to us like Classical KING FM. It creates a non-stress cocoon in our cars and provides a beautiful backdrop to activities at our home. We are everyday listeners just like thousands of people in the Seattle region, and we are part of a diverse community of 250,000 people who every week are inspired and soothed by the power of classical music, and treated to insights into its genesis and complexity by the knowledgeable on-air personalities on KING FM.



We are championing this capital campaign because we know that KING FM is at a pivotal point in its development:

- ♦ It is a relatively young nonprofit institution in Seattle – only seven years since it was transformed from commercial to nonprofit.
- ♦ We have a new CEO – Brenda Barnes – who comes to Seattle from LA where she pioneered ideas at the leading classical station in America for making our music accessible to people of all ages and backgrounds, including those who never dreamed they might actually *like* classical music!
- ♦ KING FM has to move its facilities because the building where it is currently housed will be torn down within two years.
- ♦ Brenda and the KING FM Board share a vision for a sustainable, financially responsible organization that collaborates fully with the other arts institutions and services we also support.

Finally, we applaud this campaign because we understand how important it is for the Pacific Northwest to have an excellent, local classical music service just like other great cities and regions in America. A strong KING FM adds significantly to the quality of life for all of us “everyday listeners.”

Thank you so much.

Sincerely,

Lyn and Jerry Grinstein

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THE CAMPAIGN FOR CLASSICAL KING FM

A NEW HOME FOR CLASSICAL KING FM

PHASE I – AMOUNT TO RAISE \$3M

Campaign
quiet phase

Community and
On-air drive

May 2019

Move in celebration



Early 2020

PHASE II - \$3M

Endowment and
innovation funds

2022

Why is KING FM moving?

The building that Classical KING FM has shared with ArtsFund for many years will be demolished to make way for new development. KING FM must move to a new location by **February 2020** when our lease expires. We are currently in the process of identifying the best location in Seattle, close to our arts partners, with the goal of signing a long-term agreement by May 2019, and construction slated to start in the summer.

What is the fundraising deadline?

All of the expenses for our relocation will take place between May and December 2019. KING FM is a relatively new nonprofit of only seven years, with no endowment and slim reserves. Therefore, **we must raise all the funding** needed for the move.



Why is KING FM important?

Classical KING celebrates the great musical achievements of human beings 24 hours a day, including the talented musicians and composers of the Pacific Northwest.

As the most accessible source of classical music, with a diverse audience of 250,000 listeners in a week, KING FM introduces more people to classical music than any other organization in the region.

All classical music organizations in the Puget Sound rely on KING FM to help them develop audiences for their performances.

Campaign contact information:

Blandine Van de Velde—blandinev@king.org or 206-691-2975

Planning, Design and Build Out—\$1.88M

- * Construction of on-air and multiple production studios
- * Extensive soundproofing
- * Supplemental air-conditioning
- * Electrical upgrades with installation of auxiliary power and extensive back-up systems for 24/7 operation in all conditions
- * Music collection (10,000+ recordings)
- * Office space for 25 staff members

Major Broadcasting Equipment Upgrade—\$870,000

Moving to a new space is a wonderful opportunity to upgrade our equipment, and to increase its reliability and compatibility with current software.

We must also operate while constructing new space. New purchases allow us to create a state-of-the-art facility while ensuring consistency of our service during the construction and move.

Facilities Fund—\$250,000

Our Facilities Fund will provide seed funding for ongoing equipment updates.

Because we operate 24/7, equipment at KING is so heavily used, we need to replace much of it every few years.

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CLASSICAL KING FM Board of Directors

Christopher T. Bayley, President
Chairman, Stewardship Partners

Jim Duncan, Vice President
Sparling, Chairman Emeritus

Gloria Reeg, Treasurer
Board Trustee, EQ Advisors Trust

Jon Rosen, Secretary
The Rosen Law Firm

Diana Carey
Attorney, Karr Tuttle Campbell

Steve Clifford
Retired CEO, KING Broadcasting Co

Susan MacGregor Coughlin
Board of Directors, Seattle Opera

Charley Dickey
Retired President, Claesen LLP

Kevin P. Fox
Senior Vice President, US Trust,
Bank of America Private Wealth Management

Brian Grant
Psychiatrist

Susan Harmon, Co-Founder & Former
Managing Director, Public Media Company

Neil Jordan, Worldwide General Manager
Health Industry, Microsoft Corporation

Steve Mowe, President, Nick's Custom Boots

CLASSICAL KING FM Campaign leadership

Campaign Honorary Co-Chairs

Leslie Jackson Chihuly
Lyn & Jerry Grinstein

Campaign Chair

Susan Harmon

Campaign committee

Chris Bayley, Board President
Jim Duncan, Facilities Committee Chair
Steve Mowe, Development Committee Chair
Naomi Minegishi
Jon Rosen
Craig Sheppard
Burnley Snyder
Doug Smith
Moya Vazquez
Greg Wallace

CLASSICAL KING FM

Brenda Barnes, CEO
Sabina Koziel, General Manager
Seth Tompkins, Program Director
Rachele Hales, Operations Director
Blandine Van de Velde, Director of Major Giving
Rashad Brown, Director of Strategic Fundraising
Blaine Shepherd, Director of Corporate Underwriting

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THE CAMPAIGN FOR CLASSICAL KING FM

Brenda Barnes Classical KING FM CEO



Brenda Barnes was appointed CEO of Classical KING FM 98.1 in January 2018. Prior to coming to Seattle, she was president of USC Radio, responsible for all aspects of managing the classical stations serving Southern California and the Bay Area, with special emphasis on fundraising, relationships with arts organizations and strategic planning.

In the past, Barnes served as general manager at a public radio station in Fort Dodge, Iowa. At WMRA in Harrisonburg, Virginia, she developed a regional network of stations serving the northwestern part of the state. She also served for two years as general manager of WGUC, Cincinnati. She has worked in public radio since 1985.

Barnes currently serves on the board of directors of the Station Resource Group and previously served on the boards of National Public Radio, the Development Exchange and Eastern Public Radio. She also sits on the boards of the Los Angeles County High School of the Arts (LACHSA) Foundation; Yarlung Artists, a nonprofit organization that assists young artists in achieving their career goals; and the Orel Foundation, which is dedicated to the revival of music suppressed by the Nazis.

Barnes holds a bachelor's degree in music from the University of North Carolina, Chapel Hill, and master's degrees in clarinet performance and musicology from Michigan State University and the University of Notre Dame, respectively. In 2009, she earned a doctorate in planning and development studies from USC.

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NAMING OPPORTUNITIES

\$1,000,000

BROADCASTING STUDIOS

Unique opportunity to associate your name or someone you want to honor with Classical KING FM. In addition to signage at the entrance of our studios, this naming opportunity will be acknowledged at least once per day on the air.

Sample: "This is Sean MacLean on Classical KING FM, broadcasting from the Jane and John Smith Studios in Seattle"

\$500,000

MASTER CONTROL STUDIO

This studio is the heart and soul of Classical KING FM, where our knowledgeable hosts broadcast live every day, bringing the best of classical music to your home, car or workplace.

Includes signage and total of 50 on-air mentions

\$250,000

INTERVIEW STUDIO

This soundproof studio welcomes the guests for Seattle Symphony Spotlight, Musical Chairs or Seattle Opera Broadcasts. World-renowned performers will sit in this room.

Includes signage and total of 35 on-air mentions

\$150,000

KING FM DIGITAL HUB

Technical heart of the station, this room hosts the transmitters and servers that make radio broadcasts possible.

Includes signage and total of 25 on-air mentions

PRODUCTION STUDIOS (3 AVAILABLE)

These soundproof studios will be used daily by announcers to record and/or edit their programs.

Includes signage and total of 25 on-air mentions

\$100,000

MUSIC COLLECTION CABINETS (6 AVAILABLE)

These special purpose units will contain the entire collection of the CDs played on Classical KING FM.

Includes signage and total of 20 on-air mentions

STAFF WORKSTATION AREA

Includes signage and total of 20 on-air mentions.

\$50,000

PRIVATE OFFICES (7-AVAILABLE)

Includes signage and total of 10 on-air mentions

\$25,000

24-HOUR PROGRAMMING PATRON

Unique opportunity to sponsor a day of programming with a total of 8 on-air mentions.

CAMPAIGN BENEFITS

\$10,000+

Exclusive invitation to the inaugural NW Focus LIVE Broadcast from the new Live Performance Broadcast Studio.

\$5,000+

Campaign Donor Wall Special Highlight

\$1,000+

Campaign Donor Wall recognition

\$500+

Autographed copy of Morten Lauridsen's new CD of choral music, *Light Eternal*.

Campaign donors also enjoy our exclusive Performance Circle benefits in the year their gift is received, including:

Ensemble Level (\$1,000+)

- Invitations to NW Focus LIVE studio concerts
- Quarterly insider updates

Principal Chair Level (\$2,500+)

- First notification of KING FM Travel Club listener tours

Concertmaster Level (\$5,000+)

- Opportunity to select one piece from KING FM playlist to play on-air
- Lunch with KING FM's CEO

Virtuoso Level (\$10,000+)

- Spend one hour with a KING FM announcer during a live broadcast

Conductor Level (\$25,000+)

- Opportunity to invite a KING FM announcer to attend your private gathering.

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Commitment Form

DONOR INFORMATION (please type or print):

NAME(S) _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE ☐ home ☐ work ☐ cell _____ E-MAIL _____

☐ **ONE-TIME GIFT TODAY:** \$ _____

☐ **COMMITMENT AMOUNT:** \$ _____ (all payments must be completed by 12/31/2022)

My/our commitment will be fulfilled as follows:

By 12/31/2019: \$ _____

By 12/31/2020: \$ _____

By 12/31/2021: \$ _____

By 12/31/2022: \$ _____

*If you would like to designate part
(or all) of your donation to a specific
fund or purpose, please contact
Blandine Van de Velde at 206-691-
2975 or blandinev@king.org.*

OR scheduled: **Annually / Semi-annually / Quarterly** starting ____/____ (mm/yy).

PAYMENT:

☐ By check ☐ First/full payment is enclosed.

☐ Please charge my credit card (for each billing cycle): ☐ Visa ☐ MasterCard ☐ AMEX

Name on card : _____

Card #: _____

Exp Date ____/____ Sec. Code _____

☐ Stock Transfer (please notify us before each stock transfer)

☐ I plan to make a grant recommendation for the amounts outlined above from the following Donor-Advised Fund or Private Foundation: _____

RECOGNITION:

☐ Name to use in all print acknowledgments: _____ ☐ Anonymous

☐ Name to use in on-air acknowledgments: _____ ☐ Anonymous

DONOR SIGNATURE

DATE

**PLEASE MAKE CHECKS, CORPORATE MATCHES & STOCK
TRANSFERS PAYABLE TO CLASSICAL 98.1.**

Classical 98.1 is a 501(c)(3) non-profit and all donations are
tax deductible to the extent of the law, EIN 27-3067797.