



# MUSIC MOVES US **FORWARD**



**KEXP ANNUAL REPORT 2017**



## PROGRAMMING HIGHLIGHTS

Thanks to you, KEXP's programming continued to evolve and expand the organization's role in the community. In 2017, that progress took many forms—from the creation of initiatives like the Mastering the Hustle artist workshops, the Music Heals series, and Radio Week, to the implementation of new technology in our live room.

### BY THE NUMBERS



**18,544**

**Individual Donors**



**128**

**Free Public Concerts**



**32,314**

**Volunteer Hours Contributed**



**681**

**Total Volunteers**



**2,522,616**

**Weekly KEXP YouTube Views**



**830,267,364**

**Minutes of KEXP YouTube Watched**



**151,769**

**Gathering Space Visitors**



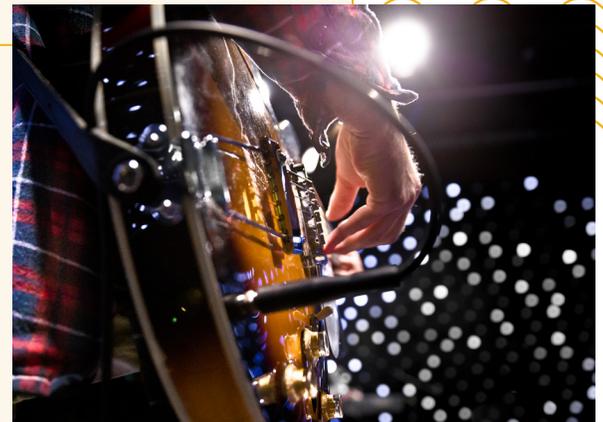
**2,952**

**Total Guests**

## MUSIC HEALS

The Music Heals series grew out of Morning Show host John Richard's "Death and Music" evenings and annual "Mom Show." These full days of programming are dedicated to music's power to lift our spirits and heal our souls in the face of life's challenges. On Music Heals days, listeners share stories through emails and phone calls to which DJs respond with music, interviews, and their own experiences.

In February 2017, KEXP presented Music Heals: Cancer in collaboration with the Seattle Cancer Care Alliance Proton Therapy Center. Music Heals: Mental Health, the second in the series, called attention to the public health crisis surrounding depression and anxiety. DJs received hundreds of emails during the course of each on-air day—moving stories that speak to the power of music, reminding us we are not alone.



"Thank you for paying attention to Mental Health this week. While working from home, and listening today, I finally had the courage to call and make an appointment with a therapist to talk about my anxiety."  
—Anonymous

## MASTERING THE HUSTLE

“Upholding the music of the Pacific Northwest to enrich and strengthen our region” is one of KEXP’s core commitments. In support of this ideal, KEXP, Upstream Music Fest + Summit, MoPOP, and The Recording Academy have partnered to offer Mastering the Hustle, a series of ongoing workshops to help emerging artists navigate the music industry, especially those interested in pursuing music at a professional level.

2017’s six sessions featured speakers from across the music industry. Topics included “Building Your Music Brand,” “Creating & Booking Shows,” “Booking Festivals,” and others. There were over 1200 attendees and the workshops are archived so emerging artists worldwide can access the content.



## TURN ON THE BRIGHT LIGHTS

On January 10th, Car Seat Headrest gave the first public in-studio performance to feature the new lighting installation in KEXP’s Live Room created and donated by Microsoft. 2,000 individual multicolor LED lights on 180 strands now surround the performance space. KEXP’s video production team controls the lighting using custom software designed for KEXP. Artists’ movements can even drive the motion of the lights.

The new lights are an homage to the Christmas lights that hung in KEXP’s original live room. They also create a brand-new immersive environment for the diverse range of acts that play KEXP and an instantly-recognizable look for in-studio performances. These lights served as the backdrop for over 200 performances in 2017, with many more to come.

## RADIO WEEK

Radio is a medium for people to enjoy together. Since the earliest days of broadcasting, stations, DJs, and programs have served as focal points for building community. To honor radio’s legacy, KEXP celebrated Radio Week with programming dedicated to beloved radio stations no longer on the dial. Each show spotlighted a different station or DJ who helped establish the independent radio landscape.

As the week closed, KEXP and Brown Paper Tickets presented a Community Radio Volunteer Fair, an afternoon of recruitment for community and low-power FM stations. Along with the week’s programming, the fair highlighted KEXP’s ongoing support of radio as a medium of human connection. Throughout, listeners shared their thoughts about the value of Radio Week as a celebration of the past with an eye to tomorrow.





## MANAGEMENT & FINANCIAL HIGHLIGHTS

In 2017, KEXP combined prudent financial stewardship with deliberate, strategic investments in programming, education, and community engagement. KEXP's total operating revenues for the year were \$10,912,019.



### INDIVIDUAL & BUSINESS SUPPORT

The largest portion of KEXP's support came from 18,544 individual donors, donor-directed funds, corporate matching programs, and family foundations. The \$4,424,581 raised by these combined groups made up 40.5% of the organization's operating revenue. Business support met projections in 2017, surpassing the prior year with \$2,455,280 or 22.5% of total revenue.

### PROGRAM SERVICE REVENUE

KEXP's programming endeavors—including event ticket sales—accounted for \$179,897 or 1.6% of total revenue.

### EXPENSES

In 2017, KEXP's operating expenses totaled \$10,799,410. Of that figure, 65% was dedicated to programs, while fundraising and administrative costs accounted for 31% and 5%, respectively.

### CORPORATE, FOUNDATION, AND GOVERNMENT SUPPORT

The Corporation for Public Broadcasting funding for KEXP's annual operations in 2017 totaled \$634,570, or 5.8% of the total budget. This amount supported KEXP's broadcast service and costs related to KEXP's syndicated live performance program Under the Needle. 4Culture's Sustained Support program, the City of Seattle's Civic Partners program, Washington State Arts Commission, the National Endowment for the Arts, US Bank Foundation, Upstream Music Fest + Summit, and Lucky Seven Foundation also provided support for operations totaling \$475,000 or 4.4% of the total budget.

### IN-KIND SUPPORT

Individuals, organizations, and businesses contributed in-kind support in the form of goods and services totaling \$2,274,285 or 20.8% of total budget, a major portion of which came from key partner, University of Washington. Additional major in-kind support was provided by Microsoft, Assembly Media, and Publicis North America.

### BOARD-DESIGNATED ENDOWMENT

In 2017, KEXP received \$7,500,000 in payments from Suzanne's bequest, which was dedicated to a quasi-endowment fund. This fund generated \$160,196 in investment income, for a total of \$7,660,196. Future financial statements will also reflect a planned giving receivable of \$2,400,000 for the expected remainder of this bequest.

### OPERATING INCOME

**INDIVIDUAL SUPPORT**

\$4,424,581 • 40.5%

**MISCELLANEOUS**

\$162,377 • 1.5%

**PROGRAM SERVICES**

\$179,897 • 1.6%

**ONLINE ADS/ROYALTIES**

\$306,029 • 2.8%

**BUSINESS SUPPORT**

\$2,455,208 • 22.5%

**IN-KIND**

\$2,274,288 • 20.8%

**GOVERNMENT**

\$634,570 • 5.8%

**CORPORATE/FOUNDATION**

\$475,000 • 4.4%



### OPERATING EXPENSES

**PROGRAMS**

\$6,973,336 • 65%

IN-KIND AMOUNT: \$1,242,289

**FUNDRAISING**

\$3,318,226 • 31%

IN-KIND AMOUNT: \$1,035,494

**ADMIN**

\$507,848 • 5%

IN-KIND AMOUNT: \$23,119

