Frankly, it feels a bit odd to look back at 2019 right now, when the current moment is one of challenge and change. But there is still much to acknowledge and celebrate about this past year—and I think we should. In fact, in some ways, it has been even more remarkable to witness the true impact of community support, to follow the path of listener power from one year to the next.

You can see this throughout the highlights that follow. Your support last year laid the groundwork for all the ways we continue to connect through music today—across distances, boundaries, genres, or platforms. Last year, you helped KEXP feature music scenes around the world, celebrate music in all styles and genres, and build community beyond our Seattle home. Behind the scenes, your support helped strengthen our broadcast and digital infrastructure in ways that turned out to be transformative, helping KEXP stay on air and stay connected. And we danced a little jig when KEXP’s YouTube Channel surpassed 1 billion views.

And perhaps at the heart of it all, 2019 was also a year of growth in our listener and donor community—thanks not only to your generous financial support, but to a deep investment of self. You sent in your stories (and your mixtapes), helped curate our airwaves, and collectively cast a light on the true role of music in our lives. Your support forms that core of creativity and humanity that keeps KEXP growing and evolving.

Simply put, 2019 was an extraordinary year, not only for music and community-building, but as a waypoint—a mile marker along the road to where KEXP is today, and what is still to come. So let’s take a moment and look back before heading over the horizon. The love and care of this donor community shapes KEXP, now and always, and I’m proud to share this report on 2019—a year in the life of listener power.

With my profound gratitude and appreciation,

Tom Mara
Executive Director
2019
BY THE NUMBERS

1,000,000,000
ALL-TIME VIEWS OF KEXP’S YOUTUBE CHANNEL

105,767
LISTENER TEXTS TO KEXP DJ BOOTH

18,944
VOLUNTEER HOURS CONTRIBUTED

22,099
INDIVIDUAL DONORS

282
LIVE SESSIONS WITH ARTISTS

45
VISITORS FROM STATES

528
VOLUNTEERS

43
VISITORS FROM COUNTRIES

6
ARTIST EDUCATION WORKSHOPS
PROGRAMMING HIGHLIGHTS

JANUARY

Pacific Notions launch
A new weekly show debuts, spotlighting neo-classical and ambient music.
Rebecca Foon // by Charina Pitzel

FEBRUARY

International Clash Day
Celebrating KEXP’s signature holiday with a live broadcast from London and Clash Cover night in Seattle (plus more than 100 observances worldwide).
Queen Zee // by Lindsay Melbourne

MARCH

Festival NRMAL
KEXP’s first-ever broadcast from Mexico City, featuring sixteen artists performing live at Panoram Studios.
Sexores // by Alan Cortés

MAY

New DJ booth complete
Work wraps up on a second DJ booth (later, a game-changing step in staying on air while socially distanced).
KEXP DJ booth // by Niffer Calderwood

APRIL

6 Degrees of Prince
The latest celebration of human curation— DJs find connections on the fly, song to song, starting and ending with Prince.

JUNE

Longest Songs on the Longest Day
A day of nothing but songs longer than six minutes (once an airplay taboo, now a celebration of independent radio).
JULY

**Sound & Vision podcast launch**
A new podcast featuring original reporting, storytelling, and interviews on issues in music and the arts.

SEPTEMBER

**Music Heals: Death & Music**
Sharing listener stories along with music that holds meaning around grief, loss, and healing.

OCTOBER

**Mastering The Hustle**
KEXP's artist education series continues with a new season of workshops covering topics like music synchronization, media professionalism, and artist management.

DECEMBER

**YouTube Milestones**
KEXP’s YouTube channel hits 1 billion total views—testament to thousands of Live On KEXP sessions made possible by donors (including 282 new sessions in 2019 alone!).

AUGUST

**Mixtape Week**
Celebrating the art of the mixtape by sharing listener-submitted mixes and stories on air.

JANUARY

**Street Sounds Live**
First-ever live broadcast of KEXP’s Street Sounds, featuring performances from local hip-hop and R&B artists.
In 2019, KEXP combined prudent financial stewardship with deliberate, strategic investments in programming, education, and community engagement.
INCOME & EXPENSES

**OPERATING INCOME**
- Individual Support: $5,291,837
- Business Support: $3,213,397
- Fundraising: $3,213,397
- Management and General: $722,711
- Program Services: $826,737
- Corporate / Foundation: $72,854
- Earned / Rent: $64,297
- Miscellaneous: $13,431
- Investment Income: $20,777
- Endowment Income: $190,000
- Total: $12,186,582*

**OPERATING EXPENSES**
- Program Service: $7,629,114
- Fundraising: $3,834,757
- Management and General: $722,711
- Total: $12,186,582*

*Excludes depreciation. The difference between 2019 total Income and Expense was covered by cash reserves.
INCOME
KEXP’s total operating revenues for 2019 were $12,100,323.

INDIVIDUAL AND BUSINESS SUPPORT
The largest portion of KEXP’s support came from 22,099 individual donors, donor-directed funds, corporate matching programs, and family foundations. The $5,291,837 raised by these combined groups made up 43.7 percent of the organization’s operating revenue. Business support represents $3,213,397 or 26.6 percent of total revenue.

PROGRAM SERVICE REVENUE
KEXP’s programming endeavors — including event ticket sales — accounted for $262,124 or 2.2 percent of total revenue.

CORPORATE, FOUNDATION, AND GOVERNMENT SUPPORT
The Corporation for Public Broadcasting funding for KEXP’s broadcast service and annual operations in 2019 totaled $787,687 or 6.3 percent of the total budget. This amount supported KEXP’s broadcast service and costs related to KEXP’s syndicated live performance program Under the Needle. Additional support for operations, totaling $111,904 or 0.9 percent of the total budget, was provided by The Dean Witter Foundation, Lucky 7 Foundation, Vilcek Foundation, Seattle Office of Arts & Culture, 4Culture, US Bank, and the Grousemont Foundation.

IN-KIND SUPPORT
Individuals, organizations, and businesses contributed in-kind support in the form of goods and services totaling $2,144,869 or 17.7 percent of the total budget, a major portion of which came from key partner, University of Washington. Additional major in-kind support was provided by Assembly Media and Publicis North America.

EXPENSES
In 2019, KEXP’s operating expenses totaled $12,186,582. Of that figure, 62.6 percent was dedicated to programs, while fundraising and administrative costs accounted for 31.5 and 5.9 percent, respectively.
VOLUNTEER LEADERSHIP
KEXP 2019 BOARD OF DIRECTORS

JILL SINGH
CHAIR
Community Volunteer

SCOTT REDMAN
VICE CHAIR
CEO, Sellen Construction

JEFF SEELY
TREASURER
Chairman, Space Needle Corporation

MEGAN JASPER
SECRETARY
CEO, Sub Pop Records

CINDY BOLTON
Chief Financial Officer, Seattle Art Museum

JERRY CHIANG
Director, Legal & Business Affairs, DistroKid

WILL DAUGHERTY
President and CEO, Pacific Science Center

JON KERTZER
Affiliate Professor, University of Washington and Curator, Town Hall Seattle

OSCAR MRAZ
Director of Finance and HR, Rec Room Inc.

STUART NAGAE
Director, Venture Investment, Vulcan Capital

PETE NORDSTROM
Co-President, Nordstrom Inc. and President of Merchandising & Marketing

BECKY ROBERTS
Principal, Becky Roberts LLC

ERIKA SANCHEZ
Insurance and Assurance Line of Business Leader, Expedia Group

LISA THOMAS
Assistant Vice President, Campaign, University Advancement, University of Washington

NICOLE VANDENBERG
Owner, Vandenberg Communications

ADAM ZACKS
Senior Director of Programming, Seattle Theatre Group and Founder of Sasquatch & THING Music Festivals
VOLUNTEER LEADERSHIP

KEXP 2019 COMMUNITY ADVISORY BOARD

ALI HEDRICK
CHRISTINA CALIO
IO SALANT
MARY CLARE BOJALAY
SHELBY EARL
D’ANDRE FONTANELLE
RAYNA MATHIS
WILLIE MATTHEWSON
SEBASTIAN MENDOZA
MARK MIRABILE

2019 YOUTH RESONANCE BOARD

BELLA SCHILLING
CAMERON LAVI-JONES
SEBASTIAN MENDOZA
MEGAN KROHN

VOLUNTEERS OF THE MONTH

JANUARY
ALBINA CABRERA
DJ Assistant, Programming

FEBRUARY
MIINA BEYREIS
DJ Assistant, Tabling, Events, Hospitality

MARCH
IRENA BOSNJAK
DJ Assistant

APRIL
CHRISTINA ELLIS
Front Desk

MAY
MARIA REIDELL
Development, Business Support

JUNE
ED SAVAGE
Development, Business Support

JULY
MARIKA MALAE
DJ Assistant

AUGUST
MICHAEL APPLETON
DJ Assistant

SEPTEMBER
DONDRE JORDAN
DJ Assistant

OCTOBER
BRADY HARVEY
Photographer, DJ Assistant

NOVEMBER
DAVID SCHILLING
Events, Hospitality

DECEMBER
MICHELLE ESCOTTO
DJ Assistant
Thank you

Every moment of music in 2019 was made possible because of the support of donors like you... every single live session, specialty show, educational workshop, community event, podcast, web article, and YouTube video. Thank you so much for powering KEXP.