



1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

The Classical KING FM Board of Directors approved a new strategic framework for the organization that calls for us to increase and improve our audience service for both current and new, more diversified audiences. The process included interviews with more than 100 people in the area most of whom identified diversifying the audience as a key need. To this end, we will:

- Become more outward looking in our approach to community engagement, especially to attract new and more diversified audiences;
- Strengthen our technical infrastructure so we can serve more audiences better, wherever they listen – on the radio, on the Internet, phones, and other smart devices;
- Undertake formal research of BIPOC classical listeners to determine how to increase audience diversity.
- Develop a paid Announcer Fellowship Program to ensure we have a diverse pool of applicants for open positions in announcing and production; and,
- Work with our Community Advisory Board, comprised of music education professionals, to support music and arts education in the region.

In its new strategic framework, Classical KING FM commits to real and lasting change. To reach our short- and long-term goals, we will hold ourselves accountable by making diversity, equity, and inclusion key strategic priorities, developing new action plans to move us forward, and setting metrics to measure our progress. We envision much greater service to audiences that reflect the demographics of our region while serving our current audience well and promoting a more vigorous and impactful arts and culture community

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

In 2022, KING FM provided free announcements to arts organizations to help them recover from the pandemic (an ongoing process). Other specific collaborations we undertook include:

Advocating for local Artists:

We worked with the Seattle Symphony, Seattle Opera, and Seattle Chamber Music Society to air concert broadcasts of their performances. Our broadcasts amplify the impact of our local professional ensembles and make these performances accessible to anyone in the community. Classical KING is also part of the VuHaus group, contributing videos of local artists to a national platform to expand their reach.

Audience Diversification Research: Classical KING is collaborating with WQXR New York, WRTI Philadelphia, and KUCO Oklahoma City to understand why BIPOC who listen to or are interested in classical music do not listen to our stations. The Chicago-based firm Slover Linett is leading the project. We received results in late November from the quantitative study (1660 respondents). We are in the process of analyzing the results and will share the results at no charge with other public media and arts organizations.

Diversifying our On-Air Staff: With our colleagues at the Seattle Symphony, Seattle Opera, and Pacific Northwest Ballet, Classical KING has developed an Announcer Fellowship Program to train BIPOC individuals to become classical announcers. Fellows are paid \$60,000 per year plus benefits. The four fellows form a cohort, and there is centralized leadership training in addition to the training they receive in the individual organizations. Classical KING fellows will be offered full-time employment at the end of the year-long fellowship if we feel they have what it takes to be an announcer, and they are interested in joining our staff full-time.

Digital Transformation: Classical KING has been fortunate to participate in the CPB Digital Transformation Program led by the Poynter Institute. The knowledge, training, and experience we are gaining in the program will help us build and grow a sustainable digital strategy.

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner (s) or from a person (s) served.

Advocating for local artists: Artists use the videos we produce in applications for competitions, degree programs, etc. and in social media. This is from the winner of one of our Young Artist Awards Competitions who used his recording to get into Curtis. "Hi David, Thank you for the very nice FB post about YAA with Takumi (my son)'s video earlier today! Those were amazing experiences and had a great impact on his musical life in Seattle. I just wanted to let you know that he is graduating from Curtis Institute of Music May, and will be joining the violin section of the Boston Symphony Orchestra in the fall. It's not publicly announced yet, but I wanted to share it with you, Sean, Matt and everyone else who have been enriching the musical life of local young music students through the wonderful YAA program. With my heartfelt thanks, Kyoko"

Audience Diversification Research: The research provides us with a benchmark we can use to develop strategy and create metrics to track our progress. We have robust data and comments from participants to guide us. The next phase will be a collaborative process, whereby respondents and station staff talk together about how to make classical radio more inclusive.

Diversifying our On-Air Staff: When I arrived at Classical KING five years ago, there were two women on the announcing staff and no People of Color. We now have five announcers who identify as BIPOC, and we are training a new Fellow to become a classical announcer. Three of our announcers are women and one is non-binary. We have a long way to go, but we have made progress. Our diversity efforts extend to the staff and board and our programming as well. Here is an email we received from a listener:

EQUITY BOMBSHELL FROM KING-FM

I just got 'Your Insider Notes' and listened to "Unmute The Voices video podcast with Classical KING CEO Brenda Barnes" in the background while I continued reading my email in another window. Then I heard Brenda Barnes say "I am a racist" (at 11 minutes in) and you really got my attention! I sat riveted thru the rest of the interview. And I will share it with all of my friends.

Thank you, THANK YOU, THANK YOU -- for saying it and for doing the work!

I started listening to KING-FM when Jim Wilke hosted the morning music show and routinely jolted me awake with something unexpected in the mix.

I am PROUD to be a supporter of KING-FM.

--Mike Ramey

Digital Transformation: Thanks to the CPB/Poynter institute Digital Transformation Program, we are learning how to design digital strategies, initiatives, and goals that include audience, revenue, and metrics. We then learn and iterate and continue the process. Our cohort ends in May 2023, so we are still learning.

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

- Racial/Ethnic Minorities: yes
 - Increased broadcasts of music by people of color– both composers and performers and will continue to do so.
 - KING FM hired African American violinist and educator Dr. Quinton Morris to be our first Artist-Scholar in Residence. Quinton will be instrumental in helping us create radio programs that focus on classical composers and performers of color.
 - *Second Inversion* – Features People of Color on an ongoing basis.
 - Planned and designed research in collaboration with WQXR New York, WRTI Philadelphia, and KUCO Oklahoma City to understand why BIPOC who listen to or are interested in classical music do not listen to our stations.
- Other minorities: yes
 - Jewish religious music programmed for Hanukkah on KING FM (annual)
- Women: yes
 - Increased broadcasts of music by women composers and performers.
 - *Second Inversion* - A *Women in Music* episode was aired in March 2021.
 - Every episode of *Second Inversion* features music by women and people of color
- New immigrants: no
- ESL people: no
- Illiterate adults: no

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

CPB funding is essential to Classical KING. The station became a nonprofit and CPB-qualified in 2011. In the last five years, we have made great progress at professionalizing the station as a noncommercial enterprise, and we could not have done it without CPB support. Five years ago, the station was close to bankruptcy with no reserves. Thanks to the seed funding from CPB, we have stabilized the financial position of the station. There is \$2.3 million invested in a board-designated account, \$1 million raised for digital innovation, and ample operating reserves. Thanks to the CPB/Poynter Digital Transformation Program, we are on the path to becoming a digital organization. CPB is critical to our success on every level.