



Station Activity Survey – Section 6. Local Content & Services Report

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.

KEXP-FM Seattle is a public radio station that serves passionate music lovers and artists by producing high-quality - and highly engaging - music discovery experiences using world class curators and a world class distribution and interaction platform. KEXP-FM is owned and operated by Friends of KEXP, an independent 501(c)3 nonprofit arts organization.

Friends of KEXP's platform is constantly shifting and evolving to bring new opportunities for music and discovery, and includes a broadcast service, online program streams, online editorial coverage, performance archives and podcasts, online video content, mobile device services, and in-person music engagement events and concerts at our facility at Seattle Center and throughout the Pacific Northwest. Through this programming, KEXP serves a broad range of content to music lovers, and gives voice to emerging Pacific Northwest artists, providing an outlet for artistic expression and an opportunity to connect with audiences and music industry professionals. This exposure can assist these artists in growing their careers and inspires ongoing creativity.

Our aim is to delight and engage music lovers from the Pacific Northwest and all over the world with quality music experiences they can't find anywhere else. Our work inspires curiosity, creativity and connection within and among people and we believe this leads to a more creative, diverse, and bonded community. And we believe that when people are inspired by discovering music, they will engage others in music discovery.

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 addition to providing broadcast and online programming that bring community members together around a shared passion for music and discovery, KEXP strives to create opportunities for enrichment and personal, face-to-face interaction throughout the local area. Initiatives include producing hundreds of annual free public concerts and performances, participation in benefit music events and concert series, participation with basic needs and food drives, local and international event participation, engagement with government and educational partners, and shared fundraising efforts with other local public radio stations.

In 2019, key partnerships initiatives included:

The 12th-Annual Concerts at the Mural Series (CATM), in collaboration with Seattle Center and several local business community and public sponsors. This 4-concert series is held every August, and is attended by around 7,000 local music lovers each year. Attendance at the CATM series is free and open to the public. Artists featured in the Concerts at the Mural Series include local and national acts, both emerging and established.

KEXP's Music Heals program featured four special programming days in 2019, offered in partnership with the Seattle Cancer Care Alliance and other community groups, with all-day programming dedicated to experiences with cancer, mental health and mental illness, addiction, and death, dying and grief. In addition to delivering on-air and online content, these programs often contained in-person event activation at our facility.

The City of Seattle and King County have been consistent partners for KEXP. Our Executive Director formerly served as a member of the City of Seattle's Music Commission, participating in the City of Music Initiative, an effort to raise awareness of the economic impact of music and advocate for policies and issues that affect the local music industry. KEXP's Education and Community Programs Manager, Sharlese Metcalf, serves as a member of the Seattle Music Commission. In this role, she participates in the City initiatives boosting the music industry, including efforts to raise awareness of the economic impact of music and advocate for policies and issues that affect the local music industry, as well as providing leadership in advancing the City's equity and inclusion agenda. Prior to her service on this body, our Executive Director also served as a music commissioner. As a tenant of the Seattle Center (a part of the Seattle Parks system), KEXP worked closely with the city to offer free and low-cost programming for Center visitors in 2018, including over 300 free live performances attended by over 5000 visitors throughout the year.

KEXP continued the Youth DJs Program in 2019, an education program instructing youth in the art and technology of music curation and radio presentation. The goal of the KEXP Youth DJs program is to provide confidence skills, identify career goals, build positive thinking, learn curation, technical and programmatic knowledge and training through the art of broadcast journalism and DJing.

In 2019, the Mastering the Hustle workshop series in partnership with Vulcan Arts and Entertainment, the Museum of Pop Culture (MoPop) and the PNW Chapter of the Recording Academy aimed to provide emerging artists with tools, information and resources that can help them make better choices earlier in their careers. The live event series is accompanied by a full suite of digital content.

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.

KEXP's community initiatives generate two kinds of measurable impact for local residents. First, there is the easily quantifiable measure of amount of dollars/goods raised for partner nonprofit service providers, and the number of people attending each event or performances. Second, KEXP measures the impact of broadcast programming through standard industry metrics, such as Nielsen and Tapscan, as well as a periodic listener impact survey, which takes into account how our programming and partnerships contribute to the community. We also receive feedback through more informal means, such as the compilation of qualitative reviews from programming participants and audiences.

KEXP, Starbucks and Friends of Waterfront Seattle presented a new concert SEAchanger, which generated \$30,000 in donations to two beneficiaries, Mary's Place and Wellspring Family Services. The Seattle Musicians for Children's Hospital annual fundraiser (SMooCh), produced, booked and hosted in part by KEXP, generated over \$3M in donations for uncompensated care at Seattle Children's Hospital.

KEXP tracks impact on the community through a periodic listener impact survey and through standard broadcast metrics, such as Arbitron audience statistics. The last update to the listener impact survey took place in 2018. In the 2018 survey, we found that among core KEXP listeners, 81% reported that KEXP enriches their life, while 78% reported that they believe KEXP is important to the community.

Throughout the year, listeners provided feedback to DJs and other staff via email and web comment forms. Examples include:

KEXP is so much more than great music programming, it's an active community partner that is in part the heart and soul of Seattle. KEXP sees music for it's magic, as a healing potion, a unifying force and a celebration of life. – Mark, West Seattle

Music has always been a huge part of my life. I love discovering new music from emerging and established artists. Love the people in your organization and the work you all do to promote music. – Michael, Chicago

Independent radio, and local artists are important. I usually stream your station via the app or website. You guys are wonderful. I also recently brought my 4-year-old daughter through your new studio and coffee shop. What an awesome idea! We had a great time talking about music and radio. I love what you do, and how you do it. – Drew, Tacoma

"Darek Mazzone/WoPop single handedly makes me feel at home in Seattle. By playing Persian music tonight, he tells me and every other Iranian-American in this city that we are not alone." – Raanah, Seattle

“KEXP plays great music, but more than that it’s a part of my community and my everyday routine.” – Rachel, Seattle

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 2019, and any plans you have made to meet the needs of these audiences during Fiscal Year 2020. If you regularly broadcast in a language other than English, please note the language broadcast.

To KEXP, championing music and discovery often means giving airtime to artists that might not otherwise be heard. This can mean opportunity for emerging local and touring acts in a wide range of genres, from folk and punk to electronic and hip-hop. KEXP’s curatorial staff prides itself on presenting a “wide and deep” range of voices.

Serving diverse groups can also mean introducing listeners to new sounds from elsewhere in the world, or highlighting music from areas abroad with strong connection to local immigrant communities. Two of KEXP’s flagship specialty shows – *Wo’Pop*, our global music program and *El Sonido*, our modern Latin music program – are excellent examples of this type of programming effort. Not only do these programs serve a diverse range of listeners, but the international artists championed by KEXP through this type of programming often find an audience that they would not otherwise find on another radio station, because our audience has eclectic, adventurous and wide-ranging musical taste.

In 2019, KEXP plans a number of efforts to highlight music created by minority communities and communities of color, including our Black History Month programming, Indigenous Peoples’ Day broadcast, and a continuation of the Immigrant Songs performance series. Much of this work is being championed by members of our programming team in collaboration with members of our Racial Equity Team.

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?

KEXP’s entry into the CPB’s Radio Community Service Grant funding program beginning in Fall 2014 has given our organization the resources to continue to operate as an independent, non-commercial source of music discovery across a range of genres. This support is especially crucial in maintaining KEXP’s ability to produce and distribute high-quality original content, including 297 in-studio and field-recorded live performances in 2019. These performances were shared with hundreds of thousands of music lovers across our broadcast and online platforms, and featured a wide range of artists and musical styles.

The content and experiences produced with the support of CPB have allowed KEXP to serve the community in a number of ways. Through CPB’s support of our in-studio performances, we have given emerging local artists an opportunity to connect with their earliest audiences, and have introduced touring artists to new fans locally. This exposure encourages the local music community to flourish, and provides music lovers with countless opportunity to discover new music to become passionate about. By supporting KEXP’s efforts to introduce the new and unexpected, the CPB has helped to enrich the cultural lives of all who encounter KEXP’s programming.

Support from the CPB has also allowed KEXP to create and distribute a live performance program, *Under the Needle*. This program features live performances captured in the KEXP studio, along with editorial content about the featured band and their music. Now with over 225 episodes in our program archive, *Under the Needle* is distributed free of charge to radio stations around the world, primarily college and university-run public radio stations. Over two dozen stations air this content on a regular basis, and the network that has aired *Under the Needle* includes over 60 stations in the United States, as well as stations in Canada, United Kingdom, Israel, and Australia.