

!!! (Chk Chk Chk) @ KEXP50  
Photo: Jake Hanson

# KEXP50



# INDEPENDENT TOGETHER

Celebrating  
50 years of the  
music that brings  
us together.

2022  
ANNUAL REPORT

# A WORD FROM OUR CEO



**KEXP celebrated 50 years in 2022.** That span of time covers a whole lot of change – evolutions in community radio, the Seattle music scene, technology, media ... definitely in graphic design. And the story of our 50th encompassed all of that and more.

But as it turns out – **revisiting 50 years of music is more like revisiting little pieces of our lives.** Right off the bat, stories poured in from listeners who had been with KEXP from the very beginning and every year in between. **It felt less like commemorating an institution and more like bonding as people and as music lovers.** Appreciating all the ways music can be tied to a time or a place or a person. Looking back at songs that helped make us who we are and still connect us today. It was so powerful to learn so much about all the times KEXP's journey intersected with those of our listeners – and hopefully with your own.

For me, a real highlight of all this was KEXP50, our free community concert and “birthday party” at Seattle Center. It truly felt like a culmination of everything leading up to that point: not only the decades that shaped KEXP, but also these more recent years of challenge and upheaval. The sense of opening up, our space coming alive again, and people coming together – **it was life-affirming.** I think that joy comes through in the photos and audio from that day, and it's something I'll never forget.

Above all, the most inspiring thing about this milestone is **simply knowing that so many people – over so many years – have cared so deeply about music, human curation, community and our connection to each other.** Thank you for being a part of that.

At 51, KEXP is no longer a student-run station; **our community is global and our storytelling reaches beyond just radio.** We've grown, we continue to evolve, and we're investing in the future. Even as we were still basking in the glow of our 50th celebration last fall, we were already turning to face the future by reimagining our radio schedule and new ways to serve our mission, which I believe will continue to push us forward while also making sure we stay true to ourselves.

I am looking forward to the future. Change is hard, but it can also open up new vistas. I'm looking forward to that. It's an important journey and I'm so grateful we're on it together!



**Ethan Raup**  
Chief Executive Officer

OUR **50<sup>th</sup>** YEAR,  
SUPPORTED BY YOU.

**2022** by the  
numbers

King Gizzard & the Lizard Wizard  
Photo: Travis Trautt

**65,848**

**SONGS  
PLAYED ON KEXP**



**62%**

**OF DONORS  
ARE  
AMPLIFIERS**

Polica  
Photo: Travis Trautt

**30,704**

**DONORS!**



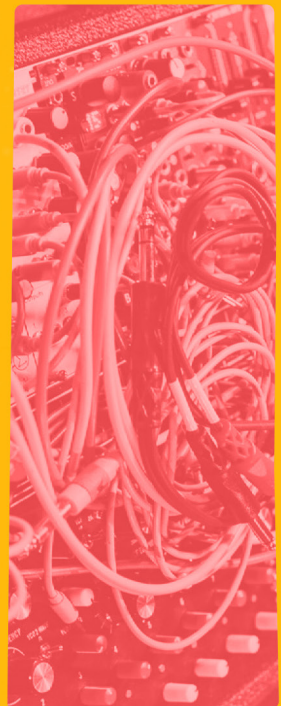
**180**

**ARTISTS FEATURED  
IN LIVE ON KEXP  
SESSIONS**

Yves Tumor @ THING  
Photo: Jake Hanson

**26,648**

**ARTISTS  
PLAYED ON KEXP**





# OF LISTENER-POWERED MUSIC

**PROGRAMMING  
HIGHLIGHTS  
FROM 2022**

## 50 Years of Music

For every single week of 2022, KEXP revisited a different year in music – and it went beyond a simple spin of the “greatest hits.” At KEXP, listener power supports a whole team of curators, so we got each show’s own unique take on standout albums across all genres. Your support in 2022 also powered a year of music writing from KEXP’s creative team, reflecting on those special albums at the intersection of personal and cultural impact. But one of the best parts of the year? Just hearing from you – all the ways music taps into memories and milestones and personal histories. It was the perfect celebration of why we’re all here at 50 years (the music!) and of how a listener-powered community links our experiences as music lovers.



The Smile  
Photo: Brady Harvey

## KEXP50

In 2022 your support helped bring the 50th celebration to our local community in the best way possible – with live music! KEXP50 was our first large gathering since early 2020, and listener power kept this special day free and open to all. Featuring performances from !!!, Thao, Sons of Kemet, Tomo Nakayama, and Enumclaw, the event also offered a “Future Booth” for attendees to share their hopes and vision for the next 50 years of KEXP.



Sylvan Esso  
Photo: Jake Hanson

## Radio Week

This on-air event offered a way for listeners everywhere to celebrate 50 years of KEXP! Radio Week celebrated everything that sets listener-powered radio apart: live human DJs, the artists who make the music we love, and you, the donors who make it possible. Throughout the week, KEXP featured a special lineup of *Live On KEXP* performances, plus special features and special guests during every show. Radio Week was also the perfect chance to gather some of KEXP’s longtime DJs together and get their stories on video – so no matter what year you discovered KEXP, you can hear more about the history you’re now helping to uphold.



Art: DNA



## MORE HIGHLIGHTS FROM 2022

Your support for KEXP in 2022 helped us tell stories and share music in new ways; champion artists, venues, and record stores; and build back up to a full schedule of sessions and community events. Here's just a peek. Thank you so much.

### Live From KEXP Vol. 10

In partnership with BECU, a double album of KEXP live sessions, with 100% of sales going to independent record stores and the featured artists.



Thao @ KEXP50  
Photo: Travis Trautt

### The Music Heals Stage in memory of Riley McCarthy

A new permanent outdoor stage created with donor support provides more space for KEXP-hosted shows and other community events.



KEXP Presents: Fresh Off The Spaceship  
Photo by Melissa Wax

### Fresh Off the Spaceship

A new 10-part podcast telling the story of The Black Constellation, plus a sold-out special event with performances from the featured artists.



Shaina Shepherd at Tractor Tavern  
Photo by Jim Bennett

### Independent Together

A three-show series to highlight local artists and local venues.



Fin del Mundo @ KEXP Live from Argentina!  
Photo by Julieta Maria

### Live from Argentina

KEXP's first-ever broadcast from South America, featuring 12 special Live On KEXP sessions.



# 50 YEARS

# AS TOLD BY YOU

"I found KEXP online in 2001 working as a receptionist in Tulsa, Oklahoma. I was 22 years old and that job was terrible except for the fact that I got to stream KEXP. Later when I moved to San Francisco and didn't know anyone, I would listen alone on Friday nights. Another friend keeping me company on the airwaves. This year I made my pilgrimage to KEXP. Being in the record library was like seeing the warm blanket you'd given me for 20 years."

- DANA, CALIFORNIA

"I was there in 1972, back when KCMU was just a tiny makeshift studio in the Communications Building. My friends and I wrote press releases, read the news, brought our own vinyl from home, and had shifts as real DJs. Quite a time. It seems like just yesterday. Listening to KEXP still grounds me and enlightens me in the discovery and re-discovery of music and ideas,  
50 years later."

- CRAIG, HAWAII

"Tuned into KEXP for the first time in 1998 when I was living in the PNW fumbling around the lower end of the dial because I was a college DJ and always loved tuning in off the radar. Right then I knew I'd keep listening and I haven't looked back. Y'all have been a part of my life since my late 20s and now into my early 50s."

-SANDRA, MASSACHUSETTS

"I've been a KEXP listener and supporter since 1989. Being a KEXP volunteer, especially a tour guide, was often the highlight of my week. I loved sharing the history of the station and space. I really loved hearing how others learned about KEXP and was in awe of how far people traveled to visit the station. I always hoped that my support and volunteering for KEXP would enable others to connect others to the station."

-ANDREA, CALIFORNIA

"On April 9, 2021 I got sober and became an Amplifier. KEXP has become part of my daily recovery routine ever since. You lift me up and also allow me to cry; both are true gifts and I am so very grateful. When you say "You are loved" I believe you."

- CHARLES, FLORIDA



# INCOME & EXPENSES\*

## FINANCIAL HIGHLIGHTS FROM 2022

THANKS TO YOUR SUPPORT, 2022 WAS A YEAR OF GROWTH AND INVESTMENT.

\*EXCLUDES DEPRECIATION

### INCOME

TOTAL: \$15,267,826

#### GOVERNMENT

3.4% | \$525,385

#### IN-KIND

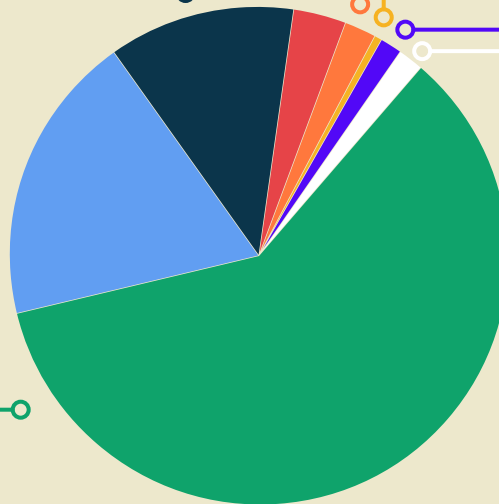
12.1% | \$1,853,773

#### BUSINESS SUPPORT

19% | \$2,894,558

#### INDIVIDUAL SUPPORT

59.9% | \$9,145,274



#### QUASI-ENDOWMENT PAYOUT

2% | \$310,000

#### CORPORATE/ FOUNDATION

0.5% | \$71,352

#### EARNED & MISCELLANEOUS

1.4% | \$217,254

#### COVID RELIEF

1.6% | \$250,231

#### PLANNED TRANSFER FROM CASH RESERVES: \$520K

Going into 2022, KEXP chose to make an additional commitment of cash reserves to support strategic investments in programming and operations.

### EXPENSES

TOTAL: \$15,787,575

#### MANAGEMENT & GENERAL

7% | \$1,112,689

#### FUNDRAISING

19.5% | \$3,076,399

#### IN-KIND

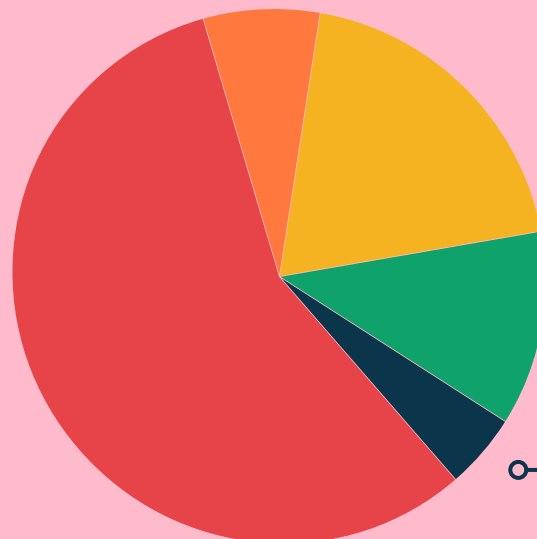
11.8% | \$1,867,955

#### PROGRAM SERVICE

56.9% | \$8,990,688

#### CAPITAL EXPENDITURES

4.7% | \$739,844



# INCOME & EXPENSES: NOTES

## FINANCIAL HIGHLIGHTS FROM 2022

### INCOME - \$15,267,826

#### INDIVIDUAL AND BUSINESS SUPPORT

The largest portion of KEXP's support in 2022 came from 30,704 individual donors, donor-directed funds, corporate matching programs, and family foundations. The \$9,145,274 raised by these combined groups made up 60% of the organization's revenue. Business Support provided an additional \$2,894,558 or 19% of KEXP's total 2022 revenue.

#### GRANTS AND GOVERNMENT SUPPORT

KEXP received \$491,979 from the Corporation for Public Broadcasting, or 3.2% of total 2022 revenue. This funding supports broadcast services and annual operations. An additional \$104,758 or 0.9% of 2022 revenue came from other grant sources including The Dean Witter Foundation, Grousemont Foundation, 4Culture, and the City of Seattle Office of Arts & Culture.

#### QUASI-ENDOWMENT PAYOUT

KEXP drew \$310,000 from its Quasi-Endowment Fund in 2022, representing 2% of total 2022 revenues.

#### COVID RELIEF

KEXP's 2022 income included \$250,271 in Covid-related funding.

#### EARNED & MISCELLANEOUS REVENUE

Miscellaneous and earned revenue from rent, investment income, and program services totaled \$217,154 or 1.5% of 2022 revenue.



### IN-KIND SUPPORT

Individuals, organizations, and businesses contributed in-kind support in the form of goods and services totaling \$1,853,773, or 12.1% of total revenue & expense, a major portion of which came from the University of Washington; additional major in-kind support was provided by Copacino + Fujikado. Corresponding expenses are detailed in the next section, "Expenses."

### EXPENSES - \$15,787,575

In 2022, 57% of KEXP's expenses were dedicated to **Program Services**, which includes all radio programming, *Live on KEXP* production and distribution, podcasts, events, the KEXP website and more.

**Fundraising** accounted for 19.5% of expenses in 2022; this number including fundraising staff and systems, as well as the production and shipping of thank-you gifts.

**Management & General** costs were 7% percent of total 2022 expenses, including human resources, accounting, and other back-end functions.

An additional 4.7% of 2022 expenses went toward **Capital Expenditures**, including the construction of the Music Heals Courtyard Stage, which extends KEXP's capacity to host community events.

**In-Kind Expenses** were \$1,867,955 in 2022. This number comprises \$657,588 in program services expenses, \$37,049 in management & general expenses, and \$1,173,318 in fundraising expenses. These expenses correspond with In-Kind Support in the above section, "Income."

Thanks to strong past support from donors, KEXP was able to enter the year with a portion of **cash reserves** committed for use in 2022. This planned transfer provided an additional \$519,747 for timely investments in programming and operations.



# **KEXP LEADERSHIP**

## **2022 EXECUTIVE TEAM**

**ETHAN RAUP**  
CEO, KEXP

**CHRIS KELLOGG**  
Chief Programming Officer, KEXP

**REBECCA DENK**  
Chief Financial Officer, KEXP

**BETSY TROUTMAN**  
Chief Advancement Officer, KEXP

## **2022 BOARD OF DIRECTORS**

**MEGAN JASPER**  
CHAIR  
CEO, Sub Pop

**WILL DAUGHERTY**  
President and CEO, Pacific Science Center

**SCOTT REDMAN**  
VICE CHAIR  
CEO, Sellen Construction

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

**CINDY BOLTON**  
SECRETARY  
Chief Financial Officer, Seattle Art Museum

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

**ERIKA SANCHEZ**  
TREASURER  
Vice President, Insurance and Assurance Line  
of Business, Expedia Group

**ERIK NORDSTROM**  
Chief Executive Officer, Nordstrom Inc.

**JILL SINGH**  
PAST CHAIR  
Community Volunteer

**JEFF SEELY**  
Chairman, Space Needle Corporation

**ETHAN RAUP**  
PRESIDENT  
CEO, KEXP (Ex Officio)

**JYOTI SHUKLA**  
Senior Vice President of Product & Design,  
SiriusXM Pandora

**NABIL AYERS**  
President, Beggars Group USA

**HEATHER SNAVELY**  
President and CEO, AAA Washington

**JERRY CHIANG**  
Director, Legal and Business Affairs, DistroKid

**NICOLE VANDENBERG**  
Owner, Vandenberg Communications

**ALEJANDRO CHOUZA**  
Chief Operations Officer, Arrived

**MIKHAEL MEI WILLIAMS**  
Chief Marketing Officer, Seattle Art Museum

**ZOE CORNELI**  
Senior Manager, Project Management, Amazon

**ADAM ZACKS**  
Chief Programming Officer,  
Seattle Theatre Group

# **KEXP** **LEADERSHIP**

## **2022 COMMUNITY ADVISORY BOARD**

**APRIL JINGCO**

CHAIR

Seattle Office of Arts & Culture

**DAVID DEDERER**

Amazon

**JESSICA JOHNSON**

Kobalt

**SEBASTIAN MENDOZA**

Student and KUGS 89.3 Music Director

**GRANT MCCALLUM**

Barsuk Records

**TOMO NAKAYAMA**

Musician

**IO SALANT**

LMHC, Independent Psychotherapist

**MARK MIRABILE**

Rupert Inc.

**RAYNA MATHIS**

TeenTix

**SHELBY EARL**

Musician

**WILLIE MATTHEWSON**

The Boeing Company

**D'ANDRE FONTANELLE**

(2018-2022), Seattle Public Schools

**LAURA BERGSTEIN**

(2020-2022), Red Light Management

**MATT SABLAN**

(2020-2022), Totem Star





# THANK YOU

for



of powering  
**KEXP**

2022 was a year to celebrate the long legacy of listener power at KEXP and (of course) revisit 50 years of music together. But your support in 2022 also laid the groundwork for our next steps. It was a year for big ideas, excitement for the future, and growth; thanks to you, we invested in programming, staff, and systems that will carry KEXP forward and help us share more music in more ways. Your support made a real difference for what we could create throughout the year, and what we'll become in the future. Thank you for powering KEXP.

