



# KEXP

## ANNUAL REPORT

### 2024

AURORA  
Photo by Amber Knecht

BALTHUS  
Photo by Brady Harvey | IG: @bradharv





Photo by Jim Bennett  
@photobakery

# A NOTE FROM THE CEO

Dear Friend,

It may seem like an odd time to look back on 2024, given how drastically the world has changed for public media since then. From where I stand, last year feels like several ages ago. But as the world's been shifting around us and we've seen serious threats become reality, we've been able to move forward with confidence thanks to investments we made and groundwork we laid in 2024.

Last March, we launched our broadcast at 92.7 in the Bay Area and we're now reaching over ten times as many people in a market that was already in our top four nationwide. It's been incredible to feel the energy and enthusiasm there and see the impact we're starting to make. And it's an investment that's already paying dividends for the entire organization.

We also invested heavily in our digital infrastructure, beginning work on our new apps (which launched this spring), improving the back-end systems our DJs and producers use to program music, and launching our new donor portal to make it easier for donors to engage with us.

Our DJs and production crews got out into more local communities than ever before, building and strengthening relationships through remote broadcasts in neighborhoods all around Seattle and the Bay Area, and across the globe through Live on KEXP.

And on top of all that, we continued to provide programming that is both deeply meaningful AND relentlessly joyful, broadcasting human-curated radio that is uniquely beautiful and hard to find anywhere else.

This sort of fiercely independent programming is more important now than ever. It's because we are independent public media that we are able to be creative with our programming, tenacious in making everything we publish freely accessible, and most importantly, human-driven in all we do.

We continue to believe that the impact we have is based on a very simple idea - that music makes our lives better. The investments we made last year have set us up really well to navigate all this, but we can't do it without your ongoing support. It's been incredible to see our community step up to help get us through this. We know you've got our back and we're deeply grateful for that.

Thank you so much!!

Ethan Raup  
Chief Executive Officer



# 2024 AT A GLANCE

**65,907** *UNIQUE SONGS PLAYED*

**23,485** *AMPLIFIERS*

**31,842** *DONORS*

*LISTENER TEXTS*

**75,140** *SENT*  
**153,823** *RECIEVED*

*VIDEO STREAMS ON*  *YouTube*

**155.9 MILLION VIEWS**  
**14 MILLION HOURS WATCHED**

**30,897** *UNIQUE ARTISTS FEATURED*

*AVERAGE WEEKLY VISITORS TO THE GATHERING SPACE:* **2,847**

**TOP FIVE COUNTRIES THAT STREAM OUTSIDE THE US**



**TOP FIVE COUNTRIES THAT VIEWED LIVE ON KEXP**





# THE SOUNDS OF 2024

## LISTENERS BEST OF 2024

FONTAINES D.C.	Romance
THE CURE	Songs of a Lost World
WAXAHATCHEE	Tigers Blood
IDLES	TANGK
CHARLI XCX	BRAT
AMYL AND THE SNIFFERS	Cartoon Darkness
MJ LENDERMAN	Manning Fireworks
BEYONCÉ	COWBOY CARTER
MANNEQUIN PUSSY	I Got Heaven
NICK CAVE & THE BAD SEEDS	Wild God

## MOST PLAYED SONGS OF 2024

FONTAINES D.C.	Starburster
NILÜFER YANYA	Like I Say (I runaway)
FONTAINES D.C.	Favourite
SUKI WATERHOUSE	My Fun
BRITTANY DAVIS	Sepricon
DEEP SEA DIVER	Billboard Heart
BLACK ENDS	Bent
WAXAHATCHEE FT. MJ LENDERMAN	Right Back to It
SALT CATHEDRAL	Terminal Woes
DEHD	Mood Ring

"Idles, Fontaines D.C., and Shabazz Palaces are just a few of the artists that I've discovered listening to KEXP. Been listening since you were KCMU. Thank you so much for decades of quality entertainment."

- Maria in Snohomish, WA





# THE SOUNDS OF 2024

## MOST VIEWED LIVE ON KEXP SESSIONS PUBLISHED IN 2024

GLASS BEAMS

M83

THE YUSSEF DAYES EXPERIENCE

HIVES

DJ SHADOW

OTOBOKE BEAVER

BALTHVS

DIIV

NIKI

BLONDE REDHEAD



GLASS BEAMS  
Photo by Renata Steiner  
@nataworryphotography

"KEXP is more responsible for expanding my music taste than any other source of new/unique music. So many of the amazing artists KEXP champions have become a huge part of my life. Beyond just expanding music taste, all the DJs, live sessions, videos, and concerts are fantastic. KEXP is so special in an industry that's supposed to be about the most human thing we all share (our love of music), but is losing the human aspect to algorithms and AI. You've all helped me get through a lot of tough times over the years and I appreciate you so much. Thank you!!!"

- Brandon in Denver, CO

## MOST LISTENED-TO DAYS OF 2024

FEBRUARY 7 | International Clash Day

MAY 22 | World Goth Day

OCTOBER 31 | Halloween

NOVEMBER 5 | Election Day

NOVEMBER 6 | Day after Election Day



YUSSEF DAYES  
Photo by Charina Pitzel



# KEXP BAY AREA

## 92.7 FM GOES LIVE



"KEXP has helped me discover new music for years, primarily through your unparalleled in-studio sessions. But since coming to 92.7 in the Bay Area, KEXP has become a consistent presence in my daily life. I'm grateful to all the DJs and staff who keep it going, and glad to be part of the community."

- Dan in Oakland, CA

Spin Around The Bay at Discodelic Records  
Photo by Victoria Holt

It was one of the most significant evolutions in KEXP's history - on par with the transition from KCMU to KEXP, the move to our Seattle Center studios, or the explosive growth of global audience through the Live on KEXP YouTube channel.

2024 brought us the launch of **KEXP Bay Area** - a brand new (but old-school) radio broadcast serving the San Francisco Bay Area, owned free and clear by the KEXP community. Kicking off on March 19th with a launch celebration at Great American Music Hall in San Francisco, KEXP steadily grew into our new second home, connecting with listeners new and old, forging new partnerships with Bay Area friends and institutions, and welcoming our first on-the-ground team of DJs, behind-the-scenes staff, and dedicated volunteers outside of Seattle.

As the year unfolded, we began to introduce new and distinct elements exclusive to the broadcast in the Bay Area, breaking away from a simple simulcast of what we air in Seattle. We started by working with community nonprofits to air special messages for Bay Area listeners, at no cost to them. Then, we launched *Vinelands*, a brand-new local music show celebrating the music of the Bay Area and Northern California, airing Saturday nights with new hosts **Kelley Stoltz** and **Gabriel Lopez**. A little later in the year, we welcomed **Goyri**, our new co-host on *El Sonido*. We partnered with local public radio station KQED, and our staff and DJs were able to work and broadcast from their studios.

In the Fall, we pushed even further with **Spin Around the Bay** - a tour of Bay Area record stores, broadcasting live from a different store each day for a full week. John, Cheryl, and Larry were joined live by special guests, and spent the week meeting fans and listeners in neighborhoods across the Bay and celebrating the power of record stores, radio, and community.



# PROGRAMMING

## WORLD GOTH DAY

In May, we celebrated **World Goth Day**, unpacking the oft misunderstood genre and giving it a global platform for a full day of beautiful darkness. The lineup spoke for itself: *Eerily* with Evil Eva, *The Mourning Show* with DJ Noctis Ravenway (John Richards), *The Middeath Show* with Lydia Deetz (DJ Abbie), *The After-Tomb Show* with Count Batticus (DJ Atticus) and *Die Time* with DJ Kevin Ghoul (Kevin Cole).

"I'm obsessed with the *Cobain 50* podcast. It's absolutely brilliant in its depth of research and the casual conversational tone. I feel like I'm in the room hanging out, talking about music with Dusty, Martin, and Roddy. Thanks to the team behind this podcast!"

- Scott in Las Vegas, NV



Photo by Charina Pitzel

## EVIE STOKES TAKES OVER *DRIVE TIME*

With Kevin stepping down, DJ **Evie Stokes** became the new host for *Drive Time*. Home grown right here at KEXP, Evie is a Seattle native who got her start in radio DJ Assisting for Michele Myers back in 2006, eventually becoming an on-air DJ in 2014. Evie moved from her Sunday variety show spot (which Kevin took over!) and now hosts *Drive Time* Tuesday-Friday.



Art by Victor Melendez

## COBAIN 50 // EL CANCIONERO DE KURT

*The Cobain 50* podcast spent a year (and then some!) digging into albums from Kurt's famous list of his favorite albums, and broke down how they may have influenced Cobain and Nirvana. *El Cancionero de Kurt* was a Spanish language companion to *The Cobain 50*. It explored a handful of the same albums around a particular theme, while focusing on Nirvana's relationship with Latin American rock and culture.



Photo by Renata Steiner @nataworryphotography

## KEVIN COLE REMIX

After 50 years in music and almost 25 at KEXP, **Kevin Cole** *remixed* his role and stepped down from hosting *Drive Time*. In late July, we celebrated with *It's Not a Retirement, It's a Remix*, a party that featured live music, dj sets, tea and togetherness with 1500 attendees.



# PROGRAMMING



## IMPROVING KEXP'S DIGITAL INFRASTRUCTURE

We spent much of the year focused on strengthening KEXP's digital footprint, increasing our ability to reach more listeners across the globe. With our newly appointed Chief Technical Officer's guidance, we started work on the new KEXP app, launched a donor portal where donors can update their own information, improved network infrastructure and started work on new tools for storing and playing music on the air. Streaming archive use grew 61% year over year.

## REMOTE BROADCASTS

More than any year before, we brought KEXP to you. We set out into the community for live broadcasts, including:

- KEXP partnered with El Centro de La Raza to celebrate **Día de los Muertos** for the first time in 2024, broadcasting remotely with DJs Albina Cabrera and Mike Ramos, sharing music and connecting with the local Latino community.
- We kicked off ***Pushing Boundaries*** in May with a remote broadcast from Wing Luke, the only pan-Asian art and history museum in the US. DJ Miss Ashley, Mike Ramos, Jyoti & Kevin Sur, Larry Mizell, Jr. & Prometheus Brown, and Diana welcomed special guests throughout the day.



DJs Mike Ramos and Albina Cabrera at the *Día de los Muertos* remote broadcast  
Photo by Melissa DeAun



Prometheus Brown, Khingz, Wing Luke staff, and Larry Mizell, Jr. at the *Pushing Boundaries* remote broadcast  
Photo by Jim Bennett - @photobakery

"We love learning more about how music connects us everyday but also on special broadcasts like Día de Muertos, Juneteenth, etc. KEXP feels like a shoulder to cry on and a friend to ask for some support when times are rough.  
Thank you KEXP!"

- Bethany and Jason in Seattle



# PROGRAMMING

## REMOTE BROADCASTS (cont.)

For **Juneteenth**, we broadcast live from the REVIVAL pop-up market in Seattle's Columbia District. DJ's Reverend Dollars, Lace Cadence, Stas Thee Boss, Vitamin D, and DJ Riz were on deck.

Seattle is home to the oldest Lesbian bar in America, the Wild Rose in Capitol Hill. We joined their **Pride** party, with DJ's Brit Hansen, Larry Rose, DJ Yaddy, and DJ Riz broadcasting live.

In the fall, we took a **Spin Around The Bay**. This tour of record stores saw us broadcasting live from a different store each day for a week. John, Cheryl, and Larry spent the week welcoming special guests and meeting fans and listeners in neighborhoods across the Bay.



REVIVAL pop-up market  
Photo by Jim Bennett - @photobakery

"I wanted to make sure to give in honor of Evie's awesome new role and Kevin's remix! I've enjoyed their shows for years. Last year during *Music Heals*, Evie read my letter for my grandpa and played "Find the River" I'll never forget it- thank you."

- Jayme in Neptune, NJ

"KEXP opens up a world of music. I listen throughout the day, but I especially appreciate the streaming archive where I can catch up on perfectly curated dance sets by Michele Myers, hear *Eastern Echos*, enjoy music from *the Continent*, *Sunday Soul*, *the Roadhouse*, and so much more. KEXP is a constant musical companion, engaging my curiosity and fueling my spirit."

- Shelly in Seattle



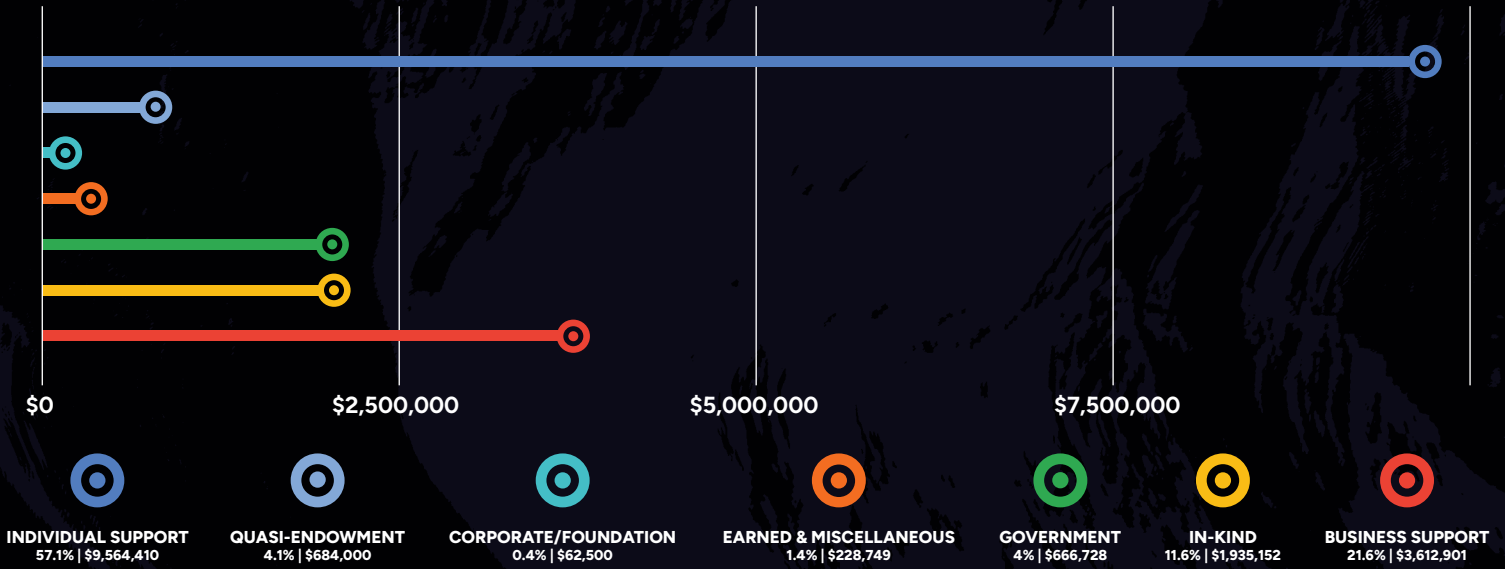
DJ Riz  
Photo by Jim Bennett - @photobakery



DJ Morgan with a listener at Discodelic Records during Spin Around the Bay  
Photo by Victoria Holt - IG: @victoriaholtphoto



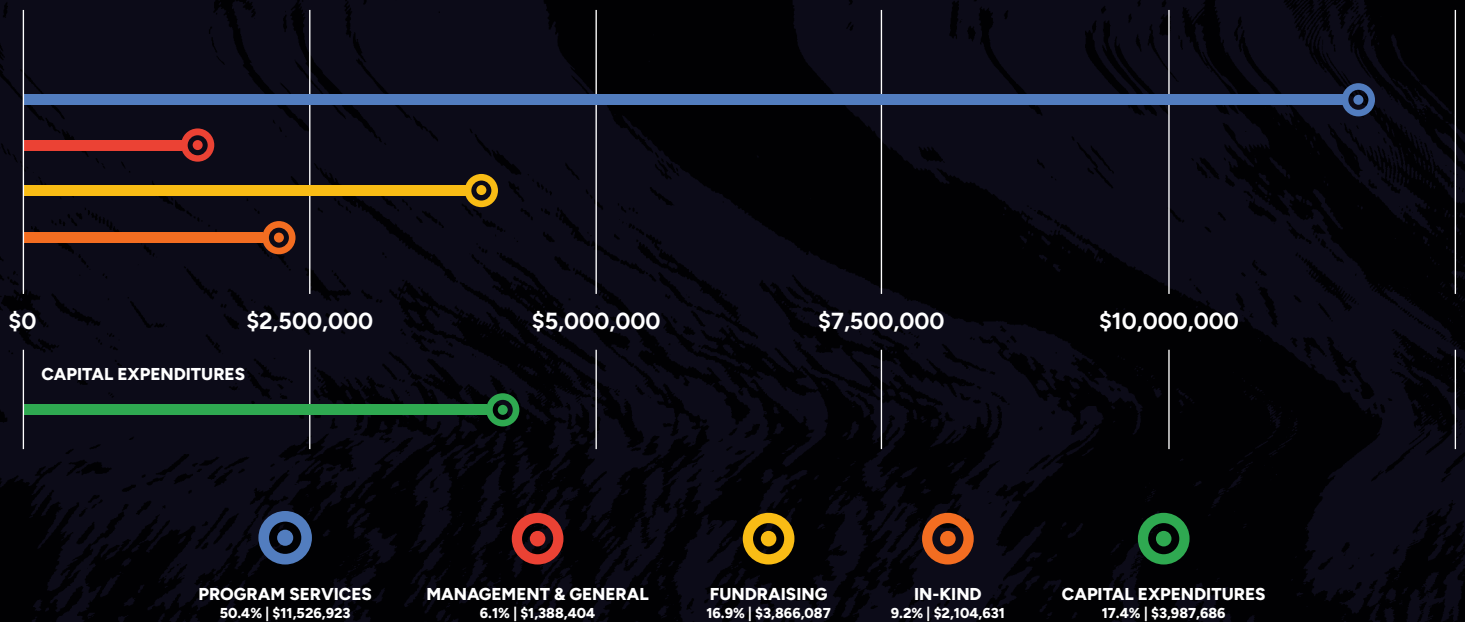
# INCOME



## PLANNED TRANSFER FROM CASH RESERVES: 5.3M

In 2024, KEXP chose to use funding from our quasi-endowment and cash reserves to launch our Bay Area station and improve digital infrastructure. Our quasi-endowment originates from a \$10M bequest left to KEXP by a longtime listener and is augmented through the Reverb Society, our planned giving club. This board-directed fund supports KEXP's future by generating consistent annual operating funds via interest and dividends—and allowed us the flexibility to acquire the Bay Area station by moving funds from our investment portfolio to another impact and revenue-producing asset - the license to broadcast at 92.7 FM in the Bay Area.

# EXPENSES





# I N C O M E

**TOTAL: 16,754,440**

"Thank you so much for purchasing the 92.7 station in the Bay Area! I am originally from the Midwest and was stunned at the lack of independent radio in the Bay. I am so glad to have a human powered radio station to share with my music loving 1.5 year old baby while driving around in the car! We love the variety and learning about music from different cultures and parts of the world. Thank you for keeping music accessible to all."

- Ali in the Bay Area

## INDIVIDUAL & BUSINESS SUPPORT

The largest portion of KEXP's revenue in 2024 came from over 31,842 individual donors, including donor-directed funds, family foundations, and gift revenue from special events. This \$9,564,410 in income makes up 57.1% of KEXP's total annual revenue. Business support, advertising, and royalties generated an additional \$3,612,901 or roughly 21.6% of KEXP's total 2024 revenue.

## GRANTS & GOVERNMENT SUPPORT

KEXP received \$643,098 from the Corporation for Public Broadcasting, or 3.8% of total 2024 revenue. This public funding supports broadcast services and annual operations. An additional \$23,630 or 0.01% of 2024 revenue came from other grant sources including 4Culture, the City of Seattle Office of Arts & Culture, and the Washington State Arts Commission.

## QUASI-ENDOWMENT

KEXP drew \$684,000 from its Quasi-Endowment fund in 2024, representing 4.1% of total 2024 revenues.

## EARNED & MISCELLANEOUS REVENUE

Earned and miscellaneous income from rent, investment income, and program services totaled \$228,749, or 1.4% of 2024 revenue.

## IN-KIND SUPPORT

Individuals, organizations, and businesses contributed in-kind support in the form of goods and services totaling \$1,935,152 or 11.6% of total revenue, a major portion of which came from the University of Washington. Additional major in-kind support was provided by the Vera Project, Seattle Center, Beacon Plumbing, and others. Corresponding expenses are detailed in the next section, "Expenses."



# EXPENSES

**TOTAL: 22,873,731**



## PROGRAM SERVICES & DIGITAL INFRASTRUCTURE

In 2024, 50.4% of total annual expenses were directed toward Program Services, which includes all radio programming, Live on KEXP production and distribution, podcasts, events, and more. This also includes improvements to KEXP's digital infrastructure, including the website, starting work on the new KEXP app, the donor portal, and more.



## FUNDRAISING EXPENSES

Fundraising expenses accounted for 16.9% of overall expenses, covering fundraising staff and systems, as well as the production and shipping of thank you gifts.



## MANAGEMENT & GENERAL EXPENSES

Management and general expenses comprised 6.1% of total expenses in 2024, which support human resources, accounting, and other operational functions.



## IN-KIND EXPENSES

In-Kind expenses totaled \$2,104,631 in 2024. This figure reflects \$763,611 in programming expenses, \$36,359 in management and general expenses, and \$1,304,660 in fundraising expenses. These expenses correspond with In-Kind Support in the "Income" section.



## CAPITAL EXPENDITURES

An additional 17.4% of total expenses were invested in Capital Expenditures, including \$3.75m for the KREV purchase in the Bay Area.

"I discovered KEXP through the amazing live sessions on YouTube as it's one of the few channels that has my favourite artists playing live and with superb sound quality. Right away, I became hooked to the regular recorded sessions, further expanding my taste in music. Now, I regularly tune in through the app to enliven my morning with some sweet new music from KEXP. Thank you for being such frontier-breaking broadcasters!"

- Eric from Montreal, Canada



# KEXP LEADERSHIP

## 2024 EXECUTIVES

**ETHAN RAUP**  
CHIEF OPERATING OFFICER

**CHRIS KELLOGG**  
CHIEF PROGRAMMING OFFICER

**REBECCA DENK**  
CHIEF FINANCIAL OFFICER

**BETSY TROUTMAN**  
CHIEF ADVANCEMENT OFFICER

**RAMBERTO TORRUELLA**  
CHIEF TECHNOLOGY OFFICER

## 2024 BOARD OF DIRECTORS

CHAIR  
**MEGAN JASPER**  
CEO, SUB-POP

**ZOE CORNELI**  
SENIOR MANAGER  
PRODUCT MANAGEMENT  
AMAZON

**JEFF SEELY**  
CHAIRMAN  
SPACE NEEDLE CORPORATION

**JILL SINGH**  
COMMUNITY VOLUNTEER

**WILL DAUGHERTY**  
PRESIDENT & CEO  
PACIFIC SCIENCE CENTER

**JYOTI SHUKLA**  
SVP OF LISTENER EXPERIENCE  
PRODUCT AND UX, SIRIUSXM PANDORA

**SCOTT REDMAN**  
CEOSellen CONSTRUCTION

**HEATHER SNAVELY**  
PRESIDENT & CEO  
AAA WASHINGTON

**CINDY BOLTON**  
CHIEF FINANCIAL OFFICER  
SEATTLE ART MUSEUM (SAM)

2024 NEW  
**KIRT DEBIQUE**  
CHIEF ARCHITECT, OLERIA

**LISA THOMAS**  
SR. ASSOCIATE VICE PRESIDENT  
UNIVERSITY OF WASHINGTON

**ERIKA SANCHEZ**  
VICE PRESIDENT & GENERAL MANAGER  
VENMO

**JON KERTZER**  
CURATOR  
GLOBAL RHYTHM CONCERT SERIES  
TOWN HALL SEATTLE

**NICOLE VANDENBERG**  
OWNER  
VANDENBERG COMMUNICATIONS

2024 NEW  
**EMILY ANDERSON**  
VP FINANCE & OPERATIONS  
COILED COMPUTING, INC

2024 NEW  
**JORDAN KURLAND**  
CO-FOUNDER & PARTNER  
BRILLIANT CORNERS ARTIST MANAGEMENT

2024 NEW  
**NANCY WARD**  
VICE PRESIDENT  
WORLD JUSTICE PROJECT

**NABIL AYERS**  
PRESIDENT, BEGGARS GROUP USA

**OSCAR MRAZ**  
CHIEF FINANCIAL OFFICER  
REC ROOM INC.

**MIKHAEL MEI WILLIAMS**  
CHIEF MARKETING OFFICER  
SEATTLE ART MUSEUM (SAM)

**JERRY CHIANG**  
GENERAL COUNSEL, DISTROKID

**ALEJANDRO CHOUZA**  
CHIEF OPERATIONS OFFICER  
ARRIVED

**ERIK NORDSTROM**  
CHIEF EXECUTIVE OFFICER  
NORDSTROM INC.

**ADAM ZACKS**  
CHIEF PROGRAMMING OFFICER, STG  
FOUNDER, SASQUATCH  
& THING MUSIC FESTIVALS



# ***KEXP LEADERSHIP***

## **COMMUNITY ADVISORY BOARD**

CHAIR

**APRIL JINGCO**  
ARTIST HOME

**GRANT MCCALLUM**

WHY & HOW ARTIST MANAGEMENT

**ALDA AGUSTIANO**  
CHONG THE NOMAD

**TOMO NAKAYAMA**  
MUSICIAN

**MARINA ALBERO**  
CORNISH COLLEGE OF THE ARTS

**RICKY REYES**  
ORAL HISTORIAN/ARCHIVIST

**JANINE CHIORAZZI HALL**  
SEATTLE PUBLIC SCHOOLS

**DRIT SHOEMAKER**  
GANTRY INC.

**DAVID DEDERER**  
MUSICIAN

**K VAN PETTEN**  
SONIC GUILD

**CASSIDY FROST**  
DEDICATE YOUR LIFE TO MUSIC

**VALERIE TOPACIO**  
MUSICIAN/SMALL BUSINESS OWNER

**JESSICA JOHNSON**  
THE FOLD

**CLARKE REID**  
SEATTLE PUBLIC SCHOOLS

**SEBASTIAN MENDOZA**  
KUGS 89.3

Photo by Amber Knecht



"As a lover of all music who was trapped in the hell of algorithms, the discovery of KEXP has made a profound impact on my day-to-day music discovery and enjoyment. KEXP is playing nearly 24/7 in my home! Thank you for all that you do to build community and provide a best-in-class human curated experience!"

- Justin in Ballard, WA

# ***THANK YOU***

# ***FOR POWERING KEXP***

KEXP is proud to be listener supported, and it's your support that allows us to continue to create, grow, and improve on all the ways we reach and engage this incredible community. We continue to marvel at the impact we're able to make through our shared love of music, and the power that has to bring people together. From all of us here at KEXP, I'd like to express our sincere gratitude for your continued support and dedication to keep the music playing.

**Ethan Raup**  
**Chief Executive Officer**