



ESSAM // PHOTO: CARLOS CRUZ



IDLES // PHOTO: ERIC TRA



SLEIGH BELLS // PHOTO: ERIC TRA

KEXP ANNUAL REPORT 2021



WAXAHATCHEE // PHOTO: CARLOS CRUZ



JOHN RICHARDS // PHOTO: MORGEN SCHULER



J'VON // PHOTO: JIM BENNETT



TORRES & CHERYL WATERS // PHOTO: ERIC TRA



MARGARITAS PODRIDAS // PHOTO: CARLOS CRUZ

A LETTER FROM THE CEO

GREETINGS KEXP COMMUNITY!

My name is Ethan Raup and I am KEXP's new Chief Executive Officer. I'm new to this role but have worked at KEXP for over 8 years, most recently as Chief Operating Officer. As a listener, KEXP has played an important role in my life going back to KCMU in the mid-90s, when some friends turned me onto this tiny radio station broadcasting out of the University of Washington just after my wife, Tess, and I first moved out to Seattle.

Over that time and in many different ways, I've come to really understand and appreciate what an important role KEXP plays in our lives – and I've seen firsthand that it is your support that makes it all possible – especially during challenging times like these. With that in mind, I'm so glad that my first message to you as CEO takes a look back at some important highlights and impacts we had last year.

After a tumultuous 2020, we not only found our footing in 2021 but were able to start pushing ourselves in new and different ways. We saw the programming changes we made the year before come into full bloom. And during this second year of remote work and periodic closures, we were reminded once again what an important role music and our incredible DJs play in breaking down those feelings of isolation, connecting with people, building community, and reminding each one of us that you are not alone.

It made a difference. We continued to see an outpouring of messages from listeners, making requests, sharing stories, and just nerding out together over the music. In the spring, we reached third place in the Puget Sound market, an all time high and an achievement no one inside or outside KEXP would have thought possible with our very modest 4,700 watt broadcast signal. Our listeners made this possible by tuning in to us for a jaw dropping 9 hours a week per person.

2021 also saw the triumphant return of live in-studio sessions to our Live Room and the re-opening of the Gathering Space to our community. We prepared for a significant leadership transition with the announcement of longtime CEO Tom Mara's departure (thank you, Tom, for taking KEXP farther than anyone could have ever imagined 50 years ago). And in the grand KEXP tradition of celebrating made-up holidays and odd numbers, we observed the 11th anniversary of our Amplifiers Club; which, of course, meant celebrating our Amplifiers, who contributed an incredible 30% of KEXP's overall budget in 2021.

Overall, it was a year of building back up to full capacity, reopening to the community, watching our programming changes breathe new life into our airwaves and setting the stage for a big 50th celebration in 2022. Rolling out the blueprints, checking our foundation, and making some plans for the future.

It was a lot – and you made it all possible. I'm looking forward to engaging with you and this incredible community in the coming months. Even as we celebrate 50 years of history this year, we're already starting to turn our attention to the future and our next 50 years. That starts now with an update to our Strategic Plan, which will guide our evolution over the next several years. As we dig into this work, I'd love to hear from you. What is most important to you as you think about our future? What do you want us to know as we prioritize future staff and resource investments? Just send me an email at ethanr@kexp.org and let me know what you think.



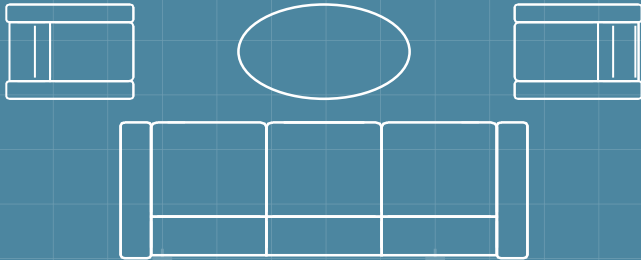
A stylized, handwritten signature in blue ink, consisting of several loops and a long horizontal stroke.

Ethan Raup
Chief Executive Officer

2021 BY THE NUMBERS



105 LIVE on KEXP
At Home SESSIONS



135,667

LISTENER TEXTS
to DJs



33

LIVE on KEXP
SESSIONS

29,915 DONORS



60%

of DONORS are
AMPLIFIERS

2021 IN PICTURES



Building back up to a full schedule of live sessions:
Arooj Aftab and Cheryl Waters record a socially-distanced interview - October 2021

PHOTO: CARLOS CRUZ



Live music returns to KEXP for the first time since March 2020, after nearly 200 Live on KEXP at Home sessions. In-studio with Ambar Lucid, September 29, 2021, as part of Aquí y Ahora: Without Boundaries.

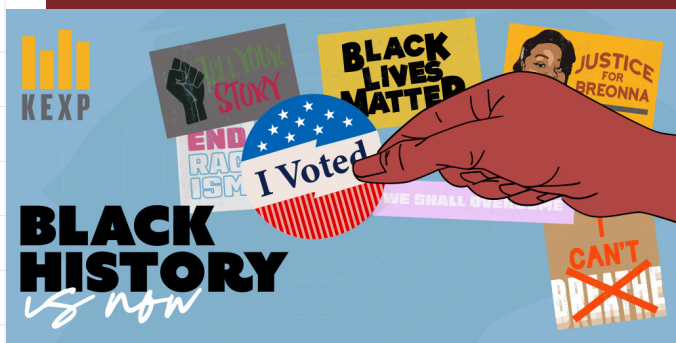
PHOTO: RENATA STEINER



KEXP staff present a career panel at Alan T. Sugiyama High School in November 2021. Pictured: Isabel Khalili, Podcast Producer & Licensing Administrator; Tia Ho, Social Media & Digital Community Analyst (joining remotely); Gabriel Teodros, Associate Music Director & Host of Early.

PHOTO: ABSTRACT MEDIA

2021 PROGRAMMING SNAPSHOT



2021 was a year of leaning in to programming in collaboration with community. We joined with listeners and local venues to celebrate the healing power of live music, and developed new partnerships to highlight musical contributions of a range of cultures and communities. This programming brought more voices and perspectives to the airwaves, and more sounds to our ears - and helped lay the foundation for even deeper community collaboration to come.

BLACK HISTORY IS NOW ART BY DAMON BROWN



Album anniversaries and catalogue deep dives: 25 years of The Fugees' 'The Score,' 50 years of Marvin Gaye's 'What's Going On,' and a look at the legacy of the hip-hop collective Native Tongues



LIVE
MUSIC HEALS

THURSDAY, FEBRUARY 18

Live Music Heals, February 2021

2021 IN YOUR WORDS

I was alone one night and decided **I needed to hear another voice**, so I searched for a random radio station and I found KEXP. After listening to the Afternoon Show, I felt that the people there are genuine people. I would like to listen to KEXP on a more regular basis. I would like to build more of a relationship with the djs, just to have more people to talk to.

-EVAN, SOUTH AFRICA

I love turning on the radio and hearing the music we need for the day because **the DJs are in tune with what we need.**

-MARGARET, SEATTLE

KEXP is my constant companion, especially during the last 18 months as I (and many others) struggle to find that light during a dark time. KEXP is often that light. **Thank you for shining so brightly. You are not alone.**

-JEN, LEXINGTON, KY

Through ups and downs of life I haven't been able to donate until now, 2021. KEXP has been my rock over the years and kept me going through some tough times. 'You are not alone' helped me seek out help for my depression and I have been on a mental health upswing since the fall of 2020 (yes during the pandemic and being unemployed for over a full year). **I have even shared KEXP with my therapist.**

- ANONYMOUS, NEW YORK

I'm self-employed and I work long days in front of a computer. The DJs add just enough human voice to the room while I work to keep me from going daffy. Even though I'm 2000 miles away, **I feel like KEXP is home.**

-STEVE, CHICAGO

KEXP kind of restores my faith in humanity. It allows me a chance to connect with my 12 year old son. It's a nice way for me to help my son learn that he belongs to a larger community that is there to support him and his friends...that he's "not alone" even when he may feel like it. **I'm incredibly proud to power KEXP because the music still matters to me and my family.**

-TONY, SEATTLE

KEXP has really kept me company and kept me sane through these last few years of social and political turmoil. I love and appreciate how the DJs react to big events, and it has really helped me feel connected to a like-minded community. As John Richards says, KEXP reminds me that I am not alone.

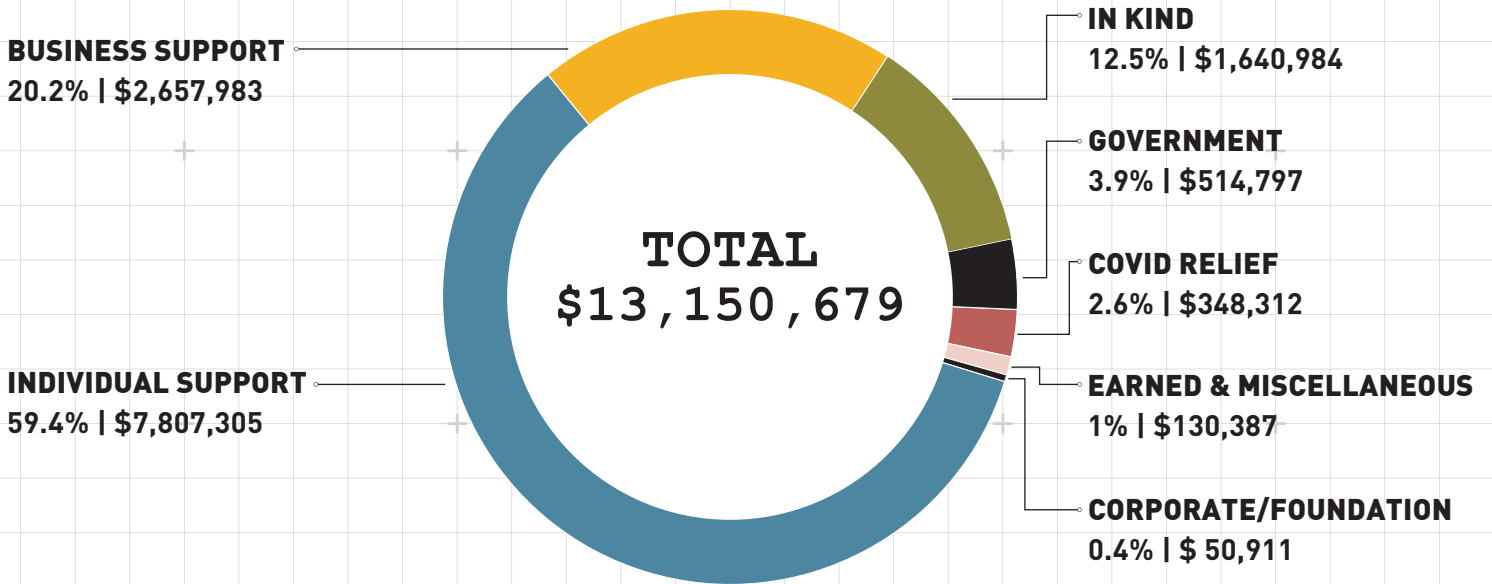
-SARAH, WOODINVILLE, WA

I love that KEXP expands the boundaries of what community is - more so than any other community-supported radio station I've ever listened to. **As part of the listening audience, I feel so heard.**

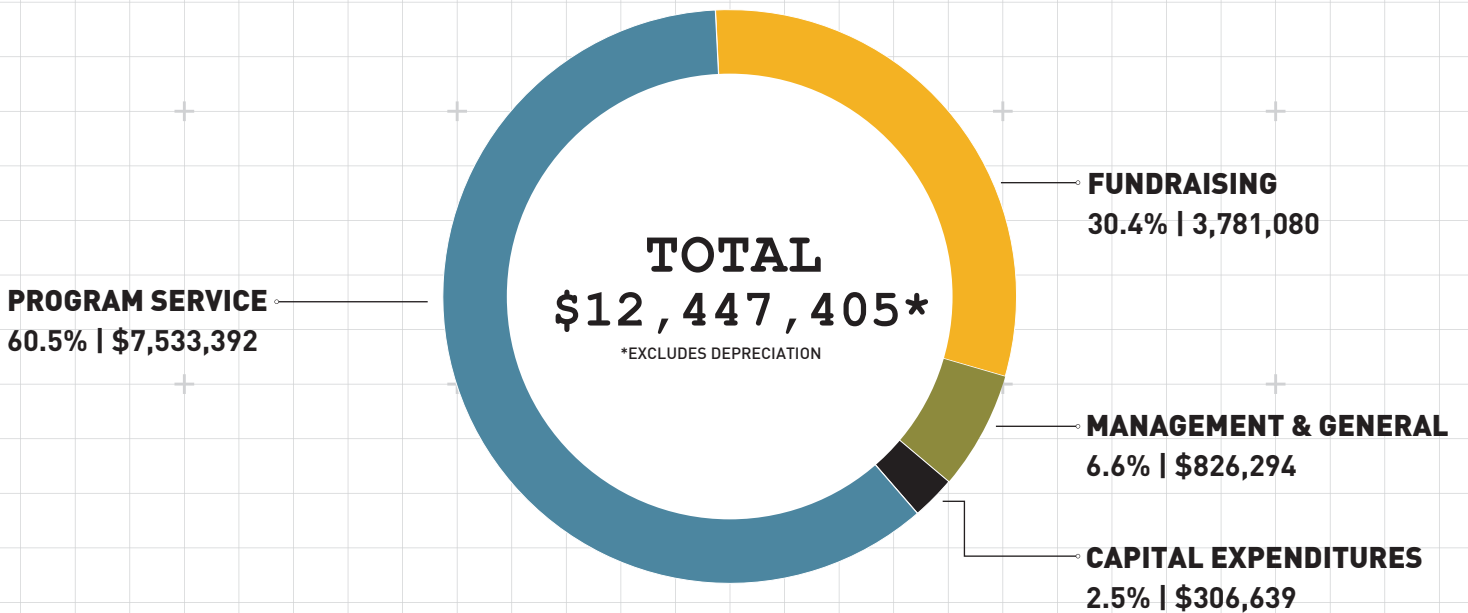
-MARJORIE, SEATTLE

2021 FINANCIAL HIGHLIGHTS

INCOME



EXPENSE



2021 FINANCIAL HIGHLIGHTS

INCOME | \$13,150,679

INDIVIDUAL AND BUSINESS SUPPORT

The largest portion of KEXP's support in 2021 came from 29,915 individual donors, donor-directed funds, corporate matching programs, and family foundations. The \$7,807,305 raised by these combined groups made up 59.4% of the organization's revenue. Business Support totaled \$2,657,983 or 20.2% of 2021 total revenue.

GRANTS AND GOVERNMENT SUPPORT

KEXP received \$450,864 from the Corporation for Public Broadcasting to support broadcast service and annual operations; this represents 3.4% percent of 2021 revenue. Additional support totaling \$114,844 or 0.9% of total 2021 revenue came from grants provided by: The Dean Witter Foundation, The Grousemont Foundation, The Vilcek Foundation, 4Culture, ArtsWA, and the City of Seattle Office of Arts & Culture.

COVID RELIEF

In 2021 KEXP received funding associated with several local and national COVID-19 relief measures. Through the federal Employee Retention Credit program, KEXP received a refundable payroll tax credit of \$230,895. This revenue category also includes \$93,873 in American Rescue Plan Stabilization Grant funding from the Corporation for Public Broadcasting. KEXP was also the recipient of a \$22,500 Nonprofit Community Recovery grant from the Washington State Department of Commerce administered by ArtsFund, and \$1,044 in support from Amazon.

EARNED & MISCELLANEOUS REVENUE

Miscellaneous and earned revenue from rent, investment income, and program services totaled \$130,387 or 1% of 2021 revenue.

IN-KIND SUPPORT

Individuals, organizations, and businesses contributed in-kind support in the form of goods and services totaling \$1,640,984, or 12.5% of total revenue & expense, a major portion of which came from key partner University of Washington. Additional major in-kind support was provided by Assembly Media and Saatchi & Saatchi.

EXPENSES | \$12,447,405

In 2021, 60.5% of KEXP's expenses were dedicated to programs, which includes all radio programming, Live on KEXP production and distribution, podcasts, events, the KEXP website and more. Fundraising accounted for 30.4% of expenses, including fundraising staff and systems, producing and mailing thank-you gifts, marketing and promotion, and significant in-kind support from the University of Washington. Administrative costs were 6.6% percent of total 2021 expenses, and included HR, accounting, and other back-end functions. 2.5% of 2021 expenses went toward capital expenditures.



KEXP LEADERSHIP 2021

KEXP 2021 BOARD OF DIRECTORS

JILL SINGH

CHAIR
Community Volunteer

SCOTT REDMAN

CEO
Sellen Construction

MEGAN JASPER

CEO
Sub Pop

JEFF SEELY

CHAIRMAN
Space Needle Corporation

TOM MARA

EXECUTIVE DIRECTOR
KEXP (Ex Officio)

NABIL AYERS

PRESIDENT
Beggars Group USA

CYNDY BOLTON

CHIEF FINANCIAL OFFICER
Seattle Art Museum

JERRY CHIANG

GENERAL COUNSEL
DistroKid

WILL DAUGHERTY

PRESIDENT & CEO
Pacific Science Center

JON KERTZER

AFFILIATE PROFESSOR
University of Washington
CURATOR
Town Hall Seattle

OSCAR MRAZ

DIRECTOR OF FINANCE & HR
Rec Room Inc.

ERIK NORDSTROM

CEO
Nordstrom Inc.

STUART NAGAE

DIRECTOR OF VENTURE INVESTMENT
Vulcan Capital

BECKY ROBERTS

PRINCIPAL
Becky Roberts LLC

ERIKA SANCHEZ

VICE PRESIDENT INSURANCE
& ASSURANCE LINE OF BUSINESS
Expedia Group

JYOTI SHUKLA

SR. VICE PRESIDENT
OF PRODUCT & DESIGN
SiriusXM Pandora

HEATHER SNAVELY

PRESIDENT & CEO
AAA Washington

LISA THOMAS

ASSOCIATE VICE PRESIDENT,
CAMPAIGNS & EMERGING INITIATIVES,
UNIVERSITY ADVANCEMENT
University of Washington

NICOLE VANDENBERG

OWNER
Vandenberg Communications

ADAM ZACKS

CHAIR
Seattle Theatre Group



2021 COMMUNITY ADVISORY BOARD

WILLIE MATTHEWSON

CHAIR
THE BOEING COMPANY

LAURA BERGSTEIN

RED LIGHT MANAGEMENT

D'ANDRE FONTANELLE

SEATTLE PUBLIC SCHOOLS

APRIL JINGCO

SEATTLE OFFICE OF
ARTS & CULTURE

GRANT MCCALLUM

BARSUK RECORDS

SEBASTIAN MENDOZA

STUDENT AND KEXP VOLUNTEER

MATT SABLAN

TOTEM STAR

IO SALANT

INDEPENDENT PSYCHOTHERAPIST

DAVE DEDERER

AMAZON, MUSICIAN,
AND RECORD LABEL OWNER

SHELBY EARL

MUSICIAN

JESSICA JOHNSON

KOBALT

RAYNA MATHIS

NORTHWEST FOLKLIKE
& EARSHOT JAZZ

MARK MIRABILE

RUPERT INC.

TOMO NAKAYAMA

MUSICIAN



THANK YOU FOR POWERING KEXP IN 2021

The incredible community support you've shown has generated significant momentum and a sense of real excitement that is propelling us forward and helping us make good on our most important commitments -- to you and the entire KEXP community. Whatever the future brings, we know you'll be with us to make it possible.