



ANNUAL REPORT

2019

A MESSAGE FROM TOM

Frankly, it feels a bit odd to look back at 2019 right now, when the current moment is one of challenge and change. But there is still much to acknowledge and celebrate about this past year—and I think we should. In fact, in some ways, it has been even more remarkable to witness the true impact of community support, to follow the path of listener power from one year to the next.

You can see this throughout the highlights that follow. Your support last year laid the groundwork for all the ways we continue to connect through music today—across distances, boundaries, genres, or platforms. Last year, you helped KEXP feature music scenes around the world, celebrate music in all styles and genres, and build community beyond our Seattle home. Behind the scenes, your support helped strengthen our broadcast and digital infrastructure in ways that turned out to be transformative, helping KEXP stay on air and stay connected. And we danced a little jig when KEXP's YouTube Channel surpassed 1 billion views.

And perhaps at the heart of it all, 2019 was also a year of growth in our listener and donor community—thanks not only to your generous financial support, but to a deep investment of self. You sent in your stories (and your mixtapes), helped curate our airwaves, and collectively cast a light on the true role of music in our lives. Your support forms that core of creativity and humanity that keeps KEXP growing and evolving.

Simply put, 2019 was an extraordinary year, not only for music and community-building, but as a waypoint—a mile marker along the road to where KEXP is today, and what is still to come. So let's take a moment and look back before heading over the horizon. The love and care of this donor community shapes KEXP, now and always, and I'm proud to share this report on 2019—a year in the life of listener power.

With my profound gratitude and appreciation,

Tom Mara
Executive Director

OUR MISSION

Our mission is to enrich your life by championing music and discovery.

GRAND VISION

A growing community of music lovers worldwide depend on KEXP to identify, showcase, and champion music that entertains and inspires them. By creating meaningful music experiences on air, online, and in person, KEXP harnesses the emotional power of art to strengthen our communities and serve the greater social good.

COMMITMENTS TO THE COMMUNITY

We pursue our mission by relentlessly pursuing curatorial excellence in our programming, and remain relevant to music lovers of all ages by producing one-of-a-kind content and experiences that we'll deliver by world-class distribution methods.

2019 HIGHLIGHTS



Jay Som // by Elizabeth Crook



2019 BY THE NUMBERS



1,000,000,000
ALL-TIME VIEWS OF KEXP'S YOUTUBE CHANNEL



105,767
LISTENER TEXTS TO
KEXP DJ BOOTH



18,944
VOLUNTEER HOURS
CONTRIBUTED



22,099
INDIVIDUAL DONORS



282
LIVE SESSIONS
WITH ARTISTS



VISITORS FROM
45
STATES



528
VOLUNTEERS



VISITORS FROM
43
COUNTRIES



6
ARTIST EDUCATION
WORKSHOPS

PROGRAMMING HIGHLIGHTS

JANUARY

Pacific Notions launch

A new weekly show debuts, spotlighting neo-classical and ambient music.

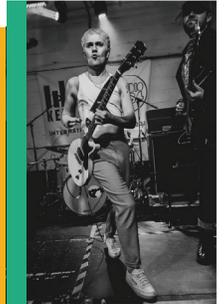


Rebecca Foon // by Charina Pitzel

FEBRUARY

International Clash Day

Celebrating KEXP's signature holiday with a live broadcast from London and Clash Cover night in Seattle (plus more than 100 observances worldwide).



Queen Zee // by Lindsay Melbourne

MARCH

Festival NRMAL

KEXP's first-ever broadcast from Mexico City, featuring sixteen artists performing live at Panoram Studios.



Sexores // by Alan Cortés

MAY

New DJ booth complete

Work wraps up on a second DJ booth (later, a game-changing step in staying on air while socially distanced).

KEXP DJ booth // by Niffer Calderwood



APRIL

6 Degrees of Prince

The latest celebration of human curation— DJs find connections on the fly, song to song, starting and ending with Prince.



JUNE

Longest Songs on the Longest Day

A day of nothing but songs longer than six minutes (once an airplay taboo, now a celebration of independent radio).



PROGRAMMING HIGHLIGHTS

JULY

Sound & Vision podcast launch

A new podcast featuring original reporting, storytelling, and interviews on issues in music and the arts.



AUGUST

Mixtape Week

Celebrating the art of the mixtape by sharing listener-submitted mixes and stories on air.

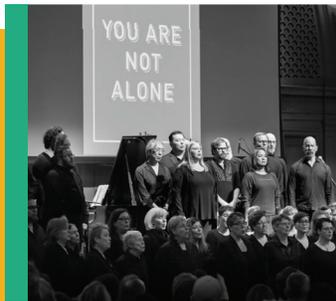


KEXP // by Jana Sturdivant

NOVEMBER

Music Heals: Death & Music

Sharing listener stories along with music that holds meaning around grief, loss, and healing.



Death and Music @ Town Hall // Tiffany N. Tomkinson

SEPTEMBER

Mastering The Hustle

KEXP's artist education series continues with a new season of workshops covering topics like music synchronization, media professionalism, and artist management.



Mastering the Hustle // Brady Harvey

OCTOBER

Street Sounds Live

First-ever live broadcast of KEXP's *Street Sounds*, featuring performances from local hip-hop and R&B artists.



J'von // Joel
Andrew Simard

DECEMBER

YouTube Milestones

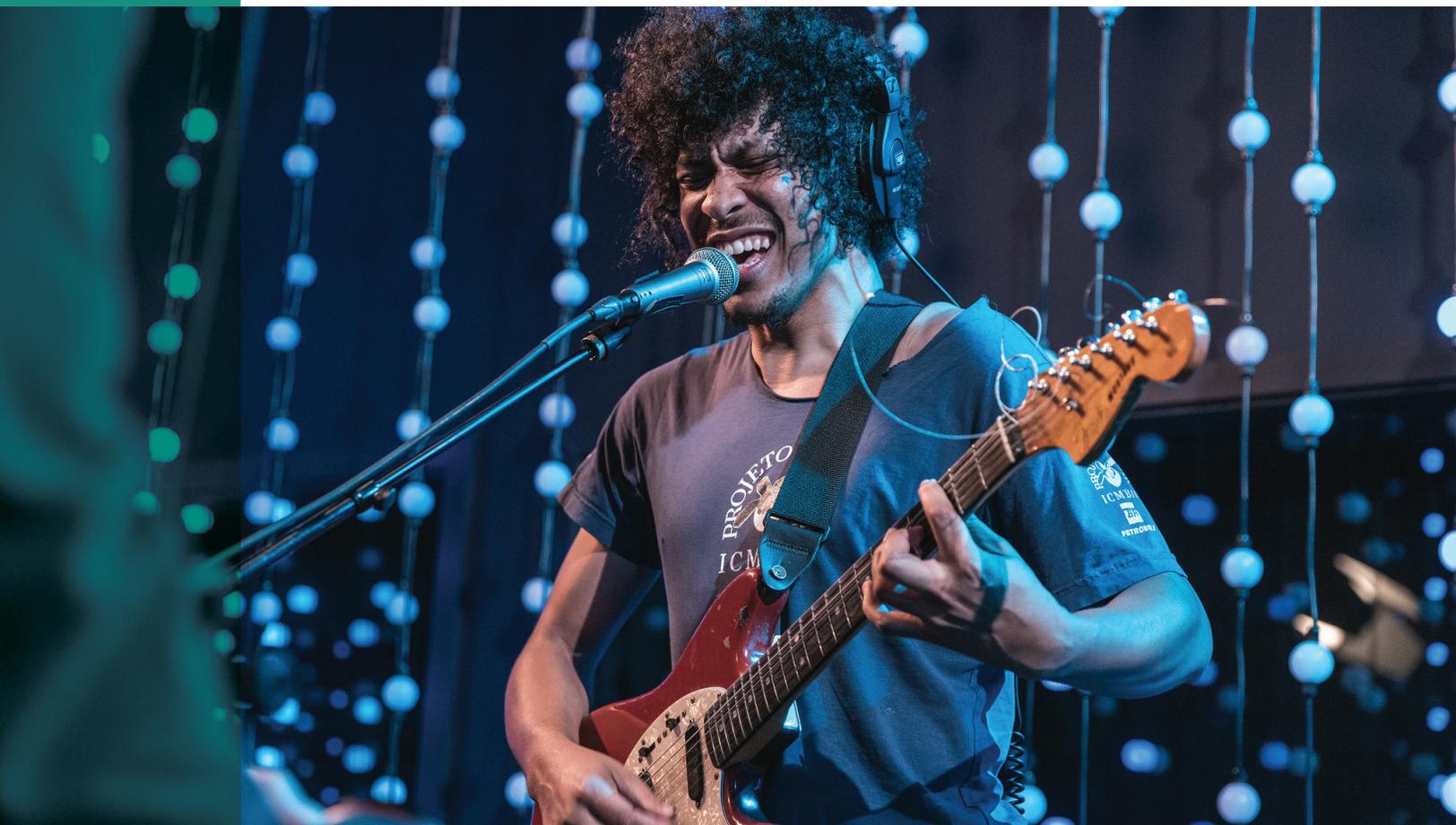
KEXP's YouTube channel hits 1 billion total views— testament to thousands of *Live On KEXP* sessions made possible by donors (including 282 new sessions in 2019 alone!).



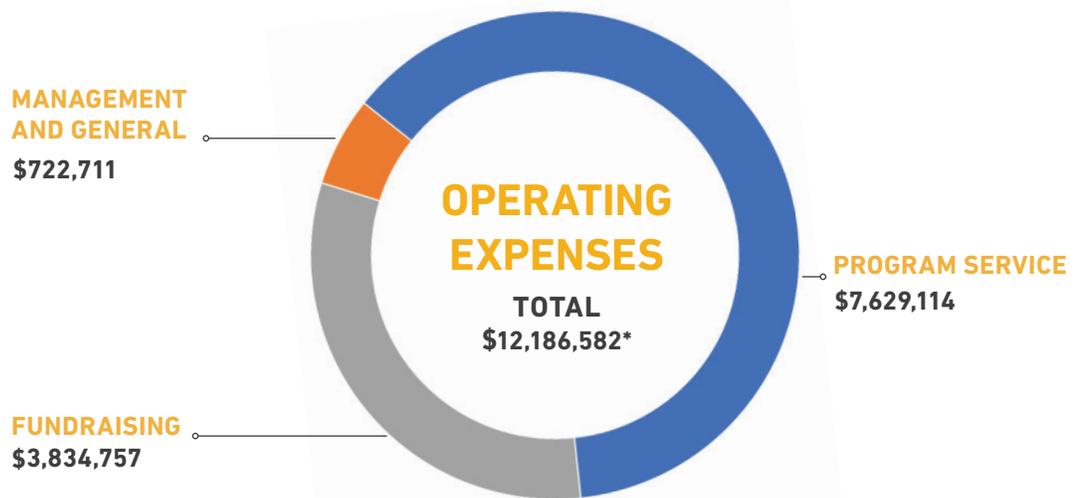
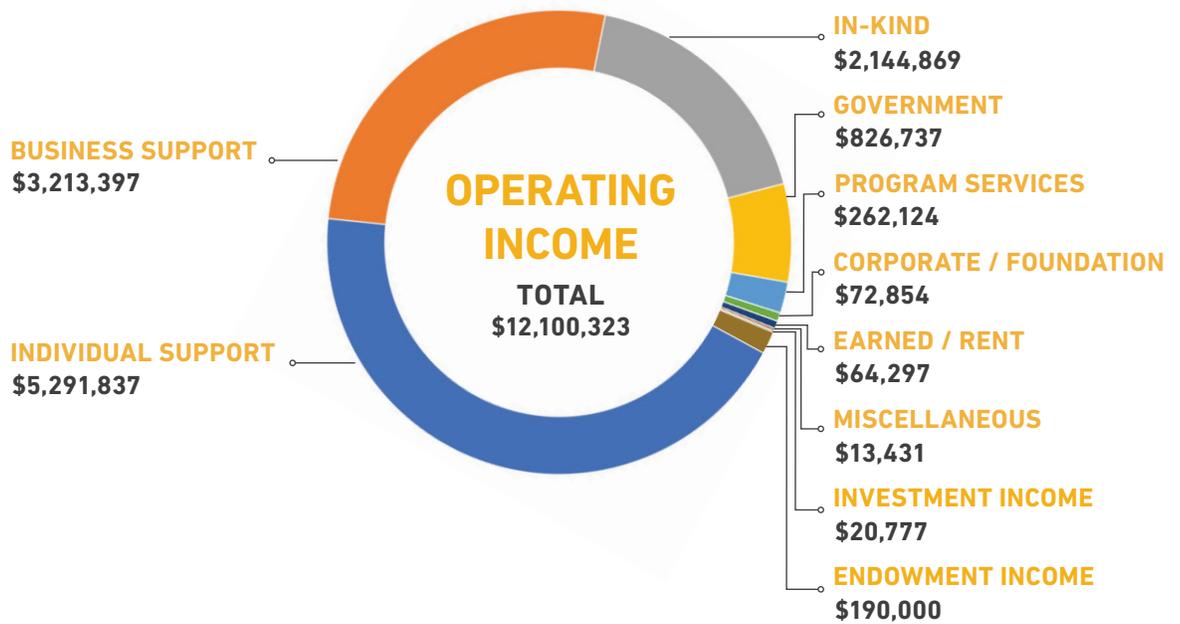
FINANCIAL HIGHLIGHTS

In 2019, KEXP combined prudent financial stewardship with deliberate, strategic investments in programming, education, and community engagement.

Boogarins // by Carlos Cruz



INCOME & EXPENSES



*Excludes depreciation. The difference between 2019 total Income and Expense was covered by cash reserves.

INCOME

KEXP's total operating revenues for 2019 were \$12,100,323.

INDIVIDUAL AND BUSINESS SUPPORT

The largest portion of KEXP's support came from 22,099 individual donors, donor-directed funds, corporate matching programs, and family foundations. The \$5,291,837 raised by these combined groups made up 43.7 percent of the organization's operating revenue. Business support represents \$3,213,397 or 26.6 percent of total revenue.

PROGRAM SERVICE REVENUE

KEXP's programming endeavors — including event ticket sales — accounted for \$262,124 or 2.2 percent of total revenue.

CORPORATE, FOUNDATION, AND GOVERNMENT SUPPORT

The Corporation for Public Broadcasting funding for KEXP's broadcast service and annual operations in 2019 totaled \$787,687 or 6.3 percent of the total budget. This amount supported KEXP's broadcast service and costs related to KEXP's syndicated live performance program *Under the Needle*. Additional support for operations, totaling \$111,904 or 0.9 percent of the total budget, was provided by The Dean Witter Foundation, Lucky 7 Foundation, Vilcek Foundation, Seattle Office of Arts & Culture, 4Culture, US Bank, and the Grousemont Foundation.

IN-KIND SUPPORT

Individuals, organizations, and businesses contributed in-kind support in the form of goods and services totaling \$2,144,869 or 17.7 percent of the total budget, a major portion of which came from key partner, University of Washington. Additional major in-kind support was provided by Assembly Media and Publicis North America.

EXPENSES

In 2019, KEXP's operating expenses totaled \$12,186,582. Of that figure, 62.6 percent was dedicated to programs, while fundraising and administrative costs accounted for 31.5 and 5.9 percent, respectively.



VOLUNTEER LEADERSHIP



Volunteer Booth // by Eric Tra

VOLUNTEER LEADERSHIP

KEXP 2019 BOARD OF DIRECTORS

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VICE CHAIR
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TREASURER
Chairman, Space Needle Corporation

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Owner, Vandenberg Communications

ADAM ZACKS

Senior Director of Programming,
Seattle Theatre Group and Founder of
Sasquatch & THING Music Festivals



VOLUNTEER LEADERSHIP

KEXP 2019 COMMUNITY ADVISORY BOARD

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IO SALANT	D'ANDRE FONTANELLE	MARK MIRABILE
	RAYNA MATHIS	

2019 YOUTH RESONANCE BOARD

BELLA SCHILLING	CAMERON LAVI-JONES	SEBASTIAN MENDOZA	MEGAN KROHN
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VOLUNTEERS OF THE MONTH

JANUARY ALBINA CABRERA DJ Assistant, Programing	APRIL CHRISTINA ELLIS Front Desk	JULY MARIKA MALAEA DJ Assistant	OCTOBER BRADY HARVEY Photographer, DJ Assistant
FEBRUARY MIINA BEYREIS DJ Assistant, Tabling, Events, Hospitality	MAY MARIA REIDELL Development, Business Support	AUGUST MICHAEL APPLETON DJ Assistant	NOVEMBER DAVID SCHILLING Events, Hospitality
MARCH IRENA BOSNJAK DJ Assistant	JUNE ED SAVAGE Development, Business Support	SEPTEMBER DONDRE JORDAN DJ Assistant	DECEMBER MICHELLE ESCOTTO DJ Assistant



THANK YOU

Every moment of music in 2019 was made possible because of the support of donors like you... every single live session, specialty show, educational workshop, community event, podcast, web article, and YouTube video. Thank you so much for powering KEXP.



Front cover // Live room mic // by Nataworry
Back cover // Brittany Howard // by Eric Tra