



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 programming, online editorial coverage, performance archives and podcasts, online video content, mobile device services, and, during normal times, in-person music engagement events and concerts at our facility at Seattle Center and throughout the Pacific Northwest. In-person engagement was cancelled in March 2020 due to the COVID-19 pandemic. In October 2022, some in person programming resumed. KEXP follows King County guidelines regarding COVID-19 safety protocols. Artist performances since October have been done at KEXP with testing and masking policies and posted to KEXP's YouTube channel and other online platforms. 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. These efforts were moved to virtual experiences with bands performing from their homes and posted digitally via Instagram and Facebook Live, and YouTube. KEXP has hosted virtual events such as panel conversations among DJs and staff. KEXP has continued participation in campaigns that benefit artists and the music industry, participation with basic needs and food drives, engagement with government and educational partners, and shared fundraising efforts with other local public radio stations.

In 2021, key partnerships initiatives included:

KEXP's Music Heals program featured three special programming days in 2021, offered in partnership with the Seattle Cancer Care Alliance and other community groups, with all-day programming dedicated to experiences with cancer, mental health, death and dying, and grief. In addition to delivering on-air and online content, these programs contained in-person event activation at our facility pre-pandemic. Live music can be cathartic, and it can connect music lovers more deeply with each other and with the artists they appreciate. Live Music Heals was both an opportunity for listeners to share stories about live music experiences that were meaningful to them, as well as a focus on the music venues that have struggled so much as a result of the pandemic, and what listeners can do to support them.

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 Afternoon Show Producer and Programming Education Manager, Sharlese Metcalf, and Afternoon Show Host and Director of Editorial, Larry Mizell Jr are Seattle Music Commission Emeriti. In those roles, they participated 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 provided leadership in advancing the City's equity and inclusion agenda. Andrea Friedman, Community Engagement Manager, Events is a member of the Seattle Music Commission Youth & Community Committee. A number of KEXP staff are a part of the organization Seattle Arts & Culture Anti-Racism (SACA). 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 2019, including over 100 free live performances attended by over 12,000 visitors throughout the year.

KEXP continued the Youth DJs Program, 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. The Teaching Artist Program connects schools, teachers, educators, and non-profits with DJs, musicians, audio engineers, and videographers to augment and supplement in-school curriculum around music, media creation, and history.

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 surveys, 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.

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

Everyday, we hear a new artist, discover new and old (but new) music, we learn something about music history, positive messages and DJs that feel like family. You make our life brighter. – Kelly, Jeff and Koen, Everett

As we all evolve our understanding of what it means to be actively anti-racist, KEXP has been an example of how there is always room for more voices, that making space for others gives us more, not less. I have so enjoyed hearing new artists, new DJs, different sounds integrated into the regular weekday shows. Thank you for being open to change, we so dearly need it. – Jen, Fremont

I love the wide range of music that's played; I'm always learning about new artists and new genres. But more importantly, I love KEXP's commitment to the community and to learning and growing while diversifying their line-up. Thank you! – Anne, Columbia City

I love that KEXP expands the boundaries of what community is. As part of the listening audience, I feel so *heard*. - Marjorie, 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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. 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.

In July 2020, KEXP made several programming changes to bring a wider range of DJ voices, experiences, and expertise to its radio programming. Changes were also made to KEXP's creative and content teams, including the addition of two new full-time leadership positions in music curation and editorial direction, and the expansion of several production roles. These changes served as an initial public step in advancing KEXP's commitment to becoming an anti-racist organization, and are aimed at making the station's music programming stronger overall.

Programming changes include:

- An updated radio programming schedule and the addition of KEXP DJs Gabriel Teodros and Larry Mizell, Jr. to weekday daytime slots
- Larry Mizell, Jr. became Director of Editorial; Gabriel Teodros became Associate Music Director
- The introduction of *Overnight Afrobeats*, a new specialty show focused on Afrobeats music, hosted by Seattle DJ and musician Lace Cadence
- The introduction of *Mechanical Breakdown*, a new show focusing on dark wave and post-punk, hosted by long-time KEXP DJ Sharlese Metcalf
- Albina Cabrera became co-host of KEXP's modern Latin music program, *El Sonido*, and joined the station full time as Latin American Content Producer
- KEXP welcomed Reverend Dollars as a host of *Overnight*

As we did in 2021, KEXP plans a number of efforts to highlight music created by minority communities and communities of color in 2022, including our programming honoring Black History Month with Black History is Now, Asian and Pacific American Heritage Month, *Aqui y Ahora (Here and Now): Without Borders* a month dedicated to amplifying the voices, stories, and music of the communities of Latin America, the Caribbean, and the Latin and Latinx diaspora around the world, Indigenous Peoples' Day, and a continuation of the Immigrant Songs performance series. We are also planning a bilingual podcast built to serve Spanish-speaking and Latinx communities, as well as our broader listening community.

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, and has been hugely helpful in KEXP's pivot to virtual events and daytime DJs broadcasting from home due to COVID-19 and partial reopening in the fall of 2021.

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, "*Live on KEXP*" a stand-alone podcast as well as an on-air program. *Live on KEXP* features live performances captured in the KEXP studio, along with editorial content about the featured band and their music. Now with over 225 episodes, *Live on KEXP* 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 *Live on KEXP* includes over 60 stations in the United States, as well as stations in Canada, United Kingdom, Israel, and Australia. *Live on KEXP* as a podcast has seen large increases in listenership over the past year.