

2018 2019 2020



THE CAMPAIGN FOR CLASSICAL KING FM

2018 2019 2020



THE CAMPAIGN FOR CLASSICAL KING FM

CONTEXT

IMPETUS

Music is all around us.
We appreciate the beauty, grandeur,
and solace that great works of
classical music provide.

VISION

CREDENTIAL

Classical KING FM serves as a beacon,
encouraging listeners to experience
the diversity of classical music and
explore this magnificent art form.

PLAN

APPEAL



KING offers music that has withstood the test of time, that soothes, inspires and connects us to the greatest creations of human beings.

2018 2019 2020



THE CAMPAIGN FOR CLASSICAL KING FM

CONTEXT

IMPETUS

Our region is growing rapidly and becoming more diverse.

VISION

The internet and digital technologies are transforming how we experience music.

CREDENTIAL

PLAN

Now is an exciting time, full of possibilities, and a pivotal moment for Classical KING FM.

APPEAL



2018 2019 2020



THE CAMPAIGN FOR CLASSICAL KING FM

CONTEXT

IMPETUS

Classical KING FM is

Each week its signal reaches **250,000** listeners of all backgrounds

VISION

Accessible to all

- **46,000** under the age of 35
- **4,500** African-American and **12,000** Latino
- **8,300** disabled
- **30,000** income under \$35,000/year
- **Only 15%** have ever attended a classical music performance

CREDENTIAL



PLAN

APPEAL

KING is free and accessible to everyone 24 hours a day wherever they are, no matter what they are doing. There is no need to buy a ticket or worry about what to wear or when to clap. It is a comfortable way to explore classical music with the help of knowledgeable announcers focused on telling stories about the music and musicians. As a result, it has the largest, most diverse audience of any classical music organization in the Puget Sound Region.

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THE CAMPAIGN FOR CLASSICAL KING FM

CONTEXT

IMPETUS

Classical KING FM is

VISION

Accessible to all

- **8,000 hours** of music annually
- **160** arts organizations highlighted each year
- **72** live performances per year

CREDENTIAL

**Both an arts organization
and a media advocate for
the arts**

PLAN

APPEAL

KING is critical to audience development for classical music. We bring new listeners to classical music and encourage them to attend concerts by more than 160 local organizations in order to deepen the listener's connection to the music and help develop new audiences for performing organizations.

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THE CAMPAIGN FOR CLASSICAL KING FM

CONTEXT

IMPETUS

Classical KING FM is

VISION

Accessible to all

CREDENTIAL

**Both an arts organization
and a media advocate for
the arts**

PLAN

APPEAL



**An essential catalyst for our
region's cultural vitality**



A pioneering study commissioned by the Knight Foundation found that “increasing the availability and quality of classical music on the radio, and increasing ownership, exchange and use of classical recordings is strategic to the long-term vitality of the orchestra field” (Knight Foundation, *Classical Music Consumer Segmentation Study*, 2002).

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THE CAMPAIGN FOR CLASSICAL KING FM

CONTEXT

IMPETUS

**70 years
on air**

**250,000 listeners
every week**

VISION

CREDENTIAL

**Trusted
Curators
of Classical Music**

**Expert
Educators**

PLAN

Listener Supported

APPEAL

**15,500 annual members/donors
75% of operating budget**



The value proposition for KING is the music plus our knowledgeable announcers. There are many other ways to listen to classical music but you can only hear music hosted by Lisa Bergman, Dave Beck, Brad Eaton, Sean McLean and Marta Zekan on KING. For those new to classical music the information we offer about the music and the musicians is key to helping them make the music part of their lives.

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THE CAMPAIGN FOR CLASSICAL KING FM

CONTEXT

**Ensuring classical music flourishes here
for generations to come**

IMPETUS

VISION

In 1948, Dorothy Stimson Bullitt founded KING FM.

CREDENTIAL

In 1994, her family donated the station to the community.

PLAN

Since 2011, **listeners** have provided operating support.

APPEAL

Now, it's **OUR TURN** to invest in the future.

There is a perception in the community that the Bullitt family endowed KING and its future is secure. This is not the case. The Bullitt family made a very generous donation that transitioned KING from part of KING Broadcasting to a community asset. It was the intent of the family that the community would assume responsibility for supporting KING.

KING has only been functioning as a nonprofit for seven years. It has no endowment and slim reserves; therefore, it is critical that we strengthen KING and help it become a mature nonprofit so that it can continue to serve its important role in the arts community.

2018 2019 2020



THE CAMPAIGN FOR CLASSICAL KING FM

CONTEXT

IMPETUS

We are launching a

VISION

\$6 million Campaign for Classical KING FM

CREDENTIAL

to ensure classical music flourishes here for generations to come.

PLAN

APPEAL

2018 2019 2020



THE CAMPAIGN FOR CLASSICAL KING FM

CONTEXT

Investments at this Pivotal Moment

IMPETUS

NEW HOME

**PROGRAMMING FOR NEW
AUDIENCES**

FINANCIAL SUSTAINABILITY

VISION

CREDENTIAL

PLAN

APPEAL

2018 2019 2020



THE CAMPAIGN FOR CLASSICAL KING FM

CONTEXT

Investments at this Pivotal Moment

IMPETUS

NEW HOME

VISION

CREDENTIAL

PLAN

APPEAL

- Close to arts partners
- State-of-the-art
- 6,000-8,000 square feet
- Performance space for 30-50
- Infrastructure and technology

\$2.5 million

In addition to needing new space, most of KING's equipment is very old and unreliable. We are replacing that outdated equipment as part of this campaign to ensure that KING has a state-of-the-art facility and can provide a more reliable service.

Building out space for KING is more expensive than standard office space:

- KING needs at least four studios that are fully soundproofed, featuring thick walls filled with insulation, nonparallel walls and double pane windows.
- KING needs a large technical room with massive wiring and supplemental air conditioning powered by a back-up generator. Racks of equipment are needed to hold digital music files, computer servers, and equipment that transmits our signal from the studio to the transmitter site on Tiger Mountain.
- KING needs a performance space for an audience of at least 30 people for our Friday evening live broadcast Northwest Focus Live, featuring local classical musicians.

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CONTEXT

Investments at this Pivotal Moment

IMPETUS

VISION

CREDENTIAL

PLAN

APPEAL

PROGRAMMING FOR NEW AUDIENCES

- Digital innovation fund
- Developing the next generation of listeners
- Increase local programming

\$1.5 million

While digital technology is transforming the way people access music and giving them many more choices, radio has proven to be remarkably resilient. 90% of the population of the U.S. (including millennials) still listen to radio each week. Why?

- Radio is free. Netflix and Hulu were able to attract market share away from television because they could undercut cable and satellite television on price point. Radio is free and competitors cannot use price to lure away listeners.

However, although radio has been resilient so far, we cannot be complacent. Digital technology offers us the opportunity to develop multiple classical services that can be customized for specific audiences, especially young people. It offers an important ability to extend our mission and do even more to develop new audiences for classical music.

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CONTEXT

Investments at this Pivotal Moment

IMPETUS

VISION

CREDENTIAL

PLAN

APPEAL

FINANCIAL SUSTAINABILITY

- Strengthen financial base for young nonprofit
- Mission insurance

\$2 million

KING is a relatively new nonprofit that has no endowment and slim reserves. It is important to help KING build the financial stability that characterizes a more mature nonprofit so that it can continue to bring new audiences to classical music and strengthen the entire classical music ecosystem of the region.

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THE CAMPAIGN FOR CLASSICAL KING FM

CONTEXT

IMPETUS

Dream big with us today!

VISION

Partner with us to ensure classical music thrives here for generations to come!

CREDENTIAL

PLAN

APPEAL

