

CLASSICAL

KING FM 98.1

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.

The Classical KING FM Board of Directors approved a new strategic framework for the organization that calls for us to increase and improve our audience service for both current and new, more diversified audiences. The process included interviews with more than 100 people in the area most of whom identified diversifying the audience as a key need. To this end, we will:

- Become more outward looking in our approach to community engagement, especially to attract new and more diversified audiences;
- Strengthen our technical infrastructure so we can serve more audiences better, wherever they listen – on the radio, on the Internet, phones, and other smart devices;
- Undertake formal research of BIPOC classical listeners to determine how to increase audience diversity.
- Develop a paid Announcer Fellowship Program to ensure we have a diverse pool of applicants for open positions in announcing and production; and,
- Work with our Community Advisory Board, comprised of music education professionals, to support music and arts education in the region.

In its new strategic framework, Classical KING FM commits to real and lasting change. To reach our short- and long-term goals, we will hold ourselves accountable by making diversity, equity, and inclusion key strategic priorities, developing new action plans to move us forward, and setting metrics to measure our progress. We envision much greater service to audiences that

reflect the demographics of our region while serving our current audience well and promoting a more vigorous and impactful arts and culture community

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 2021, KING FM provided free announcements to arts organizations to help them recover from the pandemic (an ongoing process). Other specific collaborations we undertook include:

Seattle Chamber Music Society: We were able to successfully finish another year of our Young Artist Awards, recognizing two talented young performers in the Puget Sound Region.

VuHaus Group: KING FM joined the VuHaus group, providing video of local performances to help build a presence for classical music on the platform and to bring more attention to talented local musicians.

Seattle Opera: With venues being closed for so many – we began broadcasting past performances of Seattle Opera to keep the organization front and center in the minds of opera listeners.

Audience Diversification Research: Classical KING is collaborating with WQXR New York, WRTI Philadelphia, and KUCO Oklahoma City to understand why BIPOC who listen to or are interested in classical music do not listen to our stations. The Chicago-based firm Slover Linett is leading the project, which was designed in 2021 and will launch in 2022.

Comprehensive List of Music Education Programs for the Puget Sound Region: We created the first comprehensive list of arts education organizations in the Puget Sound Region by hiring a teaching artist unable to work during the pandemic to do the work.

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 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

- Racial/Ethnic Minorities: yes
 - Increased broadcasts of music by people of color– both composers and performers and will continue to do so.

- KING FM hired African American violinist and educator Dr. Quinton Morris to be our first Artist-Scholar in Residence. Quinton will be instrumental in helping us create radio programs that focus on classical composers and performers of color.
- *Second Inversion* – Features People of Color on an ongoing basis.
- Planned and designed research in collaboration with WQXR New York, WRTI Philadelphia, and KUCO Oklahoma City to understand why BIPOC who listen to or are interested in classical music do not listen to our stations.
- Other minorities: yes
 - Jewish religious music programmed for Hanukkah on KING FM (annual)
- Women: yes
 - Increased broadcasts of music by women composers and performers.
 - *Second Inversion* - A *Women in Music* episode was aired in March 2021.
 - Every episode of *Second Inversion* features music by women and people of color
- New immigrants: no
- ESL people: no
- Illiterate adults: no

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?

CPB funding has enabled KING FM to stream its broadcasts online and grow digital audiences by developing additional programming services. CPB funding also supports our music education programs including the Young Artist Awards competition, broadcasts of the Seattle Youth Symphony Orchestra, and projects to elevate the importance and value of music and arts education.