



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 is an award winning 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 uses this strategy to champion music and discovery. Our platform is constantly innovating to bring new opportunities for music and discovery, and includes a broadcast service, online program streams, performance archives and podcasts, online video content, mobile device listening outlets, and in-person music engagement events and concerts. This platform serves a broad range of content to music lovers, but also 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. Initiatives include free public concerts, two benefit music event and concert series, participation with basic needs and food drives, local and international event participation, engagement with government and educational partners, and shared fundraising efforts with other local public radio stations.

In 2015, KEXP produced our eight-annual Concerts at the Mural Series (CATM), in collaboration with Seattle Center and several local business community and public sponsors. This 4-concert series is held every August, and is attended by around 6,000 local music lovers each year. Attendance at the CATM series is free and open to the public. Artists featured in the Concerts at the Mural Series include local and national acts, both emerging and established.

KEXP’s Community Partnership Program is the focus of many of our community outreach efforts. Each year, KEXP partners with 7-9 area nonprofits to produce the Audioasis Benefit Concert Series. These community nonprofits work with KEXP to book and promote an event at one of three local venues that serves to raise funds and awareness for the partner organization. Partners in the past year have included Street Yogo, Motley Zoo, TeenTix, City Fruit, Futurewise and Northwest Film Forum. Additionally, KEXP partners with Starbucks and higher profile musicians and venues to put

on our Little Big Show series, which offers a similar fundraising opportunity for local music education nonprofits. Little Big Show concerts in 2015 benefitted ArtsFund, Rain City Rock Camp for Girls, TeenTix and Northwest Tap Connection.

The City of Seattle and King County have been consistent partners for KEXP. Our Executive Director serves 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. As a tenant of the Seattle Center (a part of the Seattle Parks system), KEXP has begun to work closely with the city to offer free and low-cost programming for Center visitors, and will expand on that work in 2016.

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. Second, KEXP measures the impact of broadcast programming through a periodic listener impact survey, which takes into account how our programming and partnerships contribute to the community.

In 2015, KEXP's Audioasis Showcase benefit concert series generated \$5,116 in donations to 7 local nonprofits. Partner nonprofits also reported via a partner survey that they had an increase in social media followers and volunteers following the month-long promotional/awareness campaign that accompanied each benefit concert. The Little Big Show quarterly benefit series generated over \$37,000 in donations to four additional nonprofit partners. The Seattle Musicians for Children's Hospital annual fundraiser (SMooCh), produced and hosted in part by KEXP, generated over \$500,000 in donations for uncompensated care at Seattle Children's Hospital.

KEXP tracks impact on the community through a periodic listener impact survey and through standard broadcast metrics, such as Arbitron audience statistics. The last update to the listener impact survey took place in June 2012, and another update to this survey is planned soon. In the 2012 survey, we found that among core KEXP listeners, 86% reported that KEXP enriches their life, while 85% reported that they believe KEXP is important to the community.

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 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. 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.

Serving diverse groups can also mean introducing listeners to new sounds from elsewhere in the world. Two of KEXP's flagship specialty shows – *Wo'Pop*, our world music program and *El Sonido*, our modern Latin music program – are excellent examples of this type of programming effort. Not only do these programs serve a diverse range of listeners, but the international artists championed by KEXP through this type of programming often find an audience that they would not otherwise find on another radio station, because our audience has eclectic, adventurous and wide-ranging musical taste.

In March of 2015, KEXP launched *Immigrant Songs*, a web-based video and blog series that explores the immigrant experience through in-studio performances, interviews with local and national artists, and other written content. Seven musical groups/artists have been profiled as part of this ongoing series in 2015. Hosted by co-curators and DJs Darek Mazzone and Chilly, *Immigrant Songs* is supported in part by the Vilcek Foundation.

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, including over 500 in-studio and field-recorded live performances in 2015. These performances were shared with hundreds of thousands of music lovers across our broadcast and online platforms, and featured a wide range of artists and musical styles.

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 new program, *Under the Needle*. This program features live performances captured in the KEXP studio, along with editorial content about the featured band and their music. *Under the Needle* is currently distributed to 50 stations around the world, primarily college and university-run public radio stations. This includes over 40 stations in the United States, as well as stations in Canada, Israel, and Australia.