



## **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 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-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 program streams, performance archives and podcasts, online video content, mobile device services, and in-person music engagement events and concerts at our newly-opened facility at Seattle Center and throughout the Pacific Northwest. 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. Initiatives include producing hundreds of annual free public concerts and performances, participation in benefit music events 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 2016, key partnerships initiatives included:

The 9<sup>th</sup>-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 re-launched in 2016 with new partner The Seattle Foundation. This program, now in its 10<sup>th</sup> year, helps raise funds and awareness for partner nonprofits. We do this through a month-long promotional campaign for each nonprofit partner, including 60 pre-recorded promotional announcements that describe the work of the partner, as well as a fundraising concert in KEXP’s gathering space.

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. When our Executive Director's term on the Music Commission ended in 2016, the host of our local music program joined in his place. 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 2016, including a free day-long concert featuring more than a dozen acts with 10,000+ attendees for the grand opening of our new facility in April 2016, and over 80 free live performances attended by over 4,000 visitors throughout the year.

In fall of 2016, KEXP launched the Audioasis Youth Initiative. This program is a partnership with Seattle Public Schools, designed to provide high school students with hands-on media creation experience in a professional setting. Through this program, students from a local high school come into the KEXP studio to film and edit live performance videos featuring up and coming local artists.

**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 Neilson and Tapscan, as well as a periodic listener impact survey, 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.

In 2016, KEXP's Community Partnership Program re-launched with a new presenting partner, Seattle Foundation. Through this series, four nonprofit partners were individually featured in month-long on-air promotion campaigns, culminating in a benefit concert for the nonprofits. In the past, partner nonprofits featured through the series 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.

KEXP, Seattle Theater Group and Starbucks presented the 3<sup>rd</sup> year of our Little Big Show quarterly benefit series in 2016, which generated over \$51,000 in donations to four nonprofit partners. The Seattle Musicians for Children's Hospital annual fundraiser (SMooCh), produced, booked and hosted in part by KEXP, generated over \$1.3M 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, to be led by a Digital Strategy Committee of KEXP's Board of Directors. 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.

Throughout the year, listeners provided feedback to DJs and other staff via email and web comment forms. Examples include:

"As the mother of an international adoptee, I value the way KEXP champions diversity and encourages different cultures to come together. I want my 9 year old son to look to the future with imagination, wonder, and a sense of possibility." - Leisa, West Seattle

"KEXP puts on great shows and events that draw amazing people together." - Lynda, Seattle

"In addition to the power of the music itself, the KEXP community has the power to come together and make a difference at a time when our world needs it the most. I am grateful to KEXP for not just the music, but the people and the community who have been a part of my life for the last 13 years. Thank you for all you do!" - Richelle

"You are a true treasure to Seattle. When I listen to you, I remember why Seattle is such a special place." - John, Eastlake

"I've told this story before -- you guys helped me transition back to Seattle after I got out of the Army ten years ago. You are woven into the fabric of what makes Seattle so unique." - Doug, Ballard

"KEXP nurtures creativity and the independent artist." - Julie, Brooklyn

**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 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. 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 2016, KEXP concluded its *Immigrant Songs* series, 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. Ten musical groups/artists have been profiled as part of this ongoing series in 2015 and 2016. Hosted by co-curators and DJs Darek Mazzone and Chilly, *Immigrant Songs* is supported in part by the Vilcek Foundation.

In June of 2016, KEXP observed Juneteenth—the holiday commemorating the end of slavery in the United States—with a full day of music celebrating freedom, achievement, education, and building bridges. This day of programming was intended to draw attention to the great African-American revolutionaries in the world of music, as well as the great leaders who came before them and suffered at the hands of slavery.

**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 300 in-studio and field-recorded live performances in 2016. 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 live performance 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. Now with over 80 episodes in our program archive, *Under the Needle* is distributed free of charge to radio stations around the world, primarily college and university-run public radio stations. This includes over 60 stations in the United States, as well as stations in Canada, United Kingdom, Israel, and Australia.