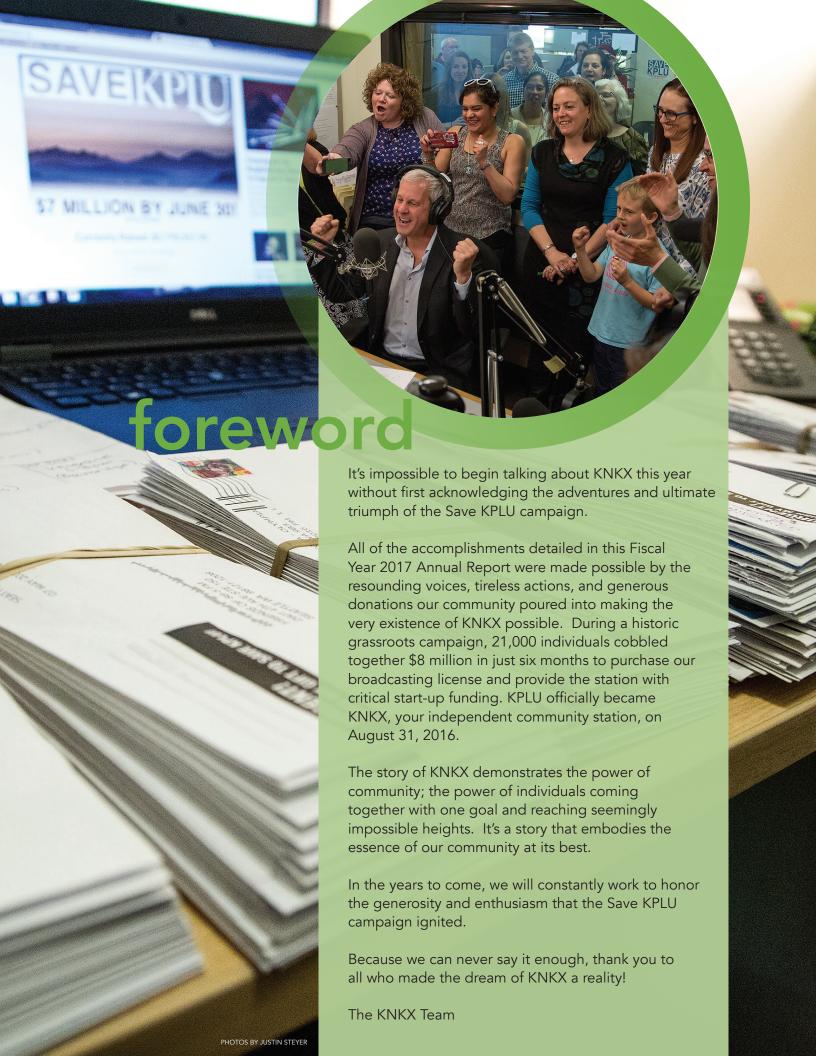


annual report

FIERCELY INDEPENDENT, ALWAYS CONNECTED





general manager

JOEY COHN

Dear Listeners and Friends,

This past year was, indeed, a year to remember. The campaign to Save KPLU was a rollercoaster ride. It was high anxiety, and ultimately it was gratitude, joy and relief. We went from near extinction, to emerging as a new and invigorated force, with the strength of a passionate community behind us.

What we heard from listeners — over and over again — was that they felt a deep, emotional connection to the people and the programs on 88.5 FM. Listeners said the station felt like a friend or family. One of our favorite quotes during the campaign was, "KPLU doesn't bring us the world; they a the world to us."

Our listeners couldn't imagine a community without 88.5 FM. Because of that, we owe a huge debt of gratitude to the thousands of donors who kept us alive, and we feel a renewed responsibility to be an even more meaningful public media service for our region.

We're excited about our new status as KNKX - an independent, community station. As we plan for the future, we'll share more stories that are unique to the Northwest, we'll convene conversations on civics, politics and social issues, we'll increase our educational outreach in music and news, and we'll go live on location with jazz, blues and news events.

I would like to thank our staff for their commitment and enthusiasm through this very tumultuous year. I would also like to thank our board who volunteered countless hours to help to save the station, negotiate an agreement, and set us on a successful path for the future. In particular, I want to recognize our Chair - Stephen Tan, who led with a steady and determined conviction that instilled confidence in all of us.

Finally, thank you for saving us! Thank you for your generosity and your amazing support. We are here for you, because you have always been there for us.

With gratitude,

Joey Cohn

a message from the **Board of Directors**

> Your Board of Directors is pleased to present KNKX's inaugural annual report. Having averted an existential threat, and with a full year of operations as an independent station now under its belt, KNKX finds itself on sound financial and organizational footing.

We are ever aware that KNKX exists only because listeners saved it. When the imminent sale of the station to KUOW was announced in November 2015, the community rose in protest. Weeks later, when public ownership became a possibility, words turned into action. Individuals, families, neighborhood groups, local businesses, and towns and cities throughout the Puget Sound region organized and hosted nearly 100 fundraising events. By June 2016, more than 21,000 supporters made donations totaling more than eight million dollars. While members of your board and station management were the ostensible leaders of the Save KPLU campaign, we were as much bystanders to it, witness to what a community acting with shared passion and purpose can achieve.

Reborn after 50 years of operation, KNKX is now a true community-owned entity, untethered to any institution and obligated only to its listeners and supporters. This freedom has opened doors to potential partnerships, created new programming opportunities and spurred a renewed focus on connection to the community. KNKX will continue to deliver the finest jazz, blues, news and public affairs programming it can. But we draw inspiration from Miles Davis, who pushed himself and those around him to "play what you know, and then play above that." We strive not just to inform and entertain the community we serve, but also to reflect, enlighten, and elevate it. With your continued support, KNKX will remain the station you love, only better.

Stephen Tan **Board Chair**

KNKX Board of Directors

Stephen Tan

Chair

Claire Grace

Secretary

David Veterane

Treasurer

Joey Cohn

President & KNKX General Manager

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Building an Identity

This year, newly independent KNKX took the opportunity to consider who we are as a community station, reconciling a 50-year legacy and a reinvigorated vision for the future. With a refreshed mission statement and clearly defined core values, KNKX seeks to foster an empathetic and educated community in which compassion, lifelong learning and finding joy and necessity in the arts are paramount.

KNKX delivers
excellence in jazz,
blues and news with
stories that inspire,
inform and connect
our community.

mission

STORYTELLING: With a wealth of original production, KNKX differentiates itself as a leader in bringing context along with its content.

COMMUNITY: We are a community licensed station. We seek to inspire, educate and entertain our audience by reflecting our local community.

INNOVATION: We're committed to continuing to innovate so people from our region and beyond can access jazz, blues and news through KNKX.

CONNECTION: Deep, relevant music and news depends on the voices of our community. We're connected to our community through our events and our people. That connection is at the forefront of our minds. Even the station's call letters - KNKX - stand for "connects."

core values

ABOUT KNKX

10 numbers that tell our story June 2016-MAY 2017

1.**297,900**

average weekly KNKX broadcast listeners

2.3,464,546

Studio Session YouTube views



4. 192,661 average monthly KNKX website visitors



hours of jazz & blues











impacted School of Jazz

knkx news

Fiscal Year 2017 is one that highlighted why news on KNKX is so essential. With thoughtful and balanced coverage from our own award-winning team of journalists, the Northwest News Network and NPR, the news you hear and support on KNKX helps you make sense of the unpredictable and unrelenting state of current events that affect our world, country and local communities.

Beyond that, we look to explore the stories, cultures, and quirks of our region, amplifying the voices of those that so often go unheard. By seeking to reflect and inform our fascinating and diverse community, we hope to build a citizenry that looks beyond the surface to form opinions on issues that matter.

Our commitment to regional news has taken you to Olympia for the latest in the workings of our state government, to Eastern Washington to cover the hazardous tunnel collapse at the Hanford Nuclear site and to Seattle's Seward Park for lessons on birdwatching in our "Diversity in Nature" series. This small sampling of the in-depth journalism found on KNKX represents the spectrum of stories we are able to explore.



Elections and Beyond

has been the major topic of the year: politics. KNKX produced multiple series leading up to and following the November elections to clarify complex issues and paint a nuanced picture of individuals from both sides of the aisle.

In the wake of the election results, KNKX kept up the pace with on-site reporting from the historic Women's March, from a chaotic SeaTac airport following the signing of Trump's travel ban and at the

numerous protests that erupted in response to the current presidential administration.



This series examined the Sound Transit 3 proposition, including its timeline, light rail, regular rail and bus plans. We presented multiple angles on the measure to help Pierce, King and Snohomish county residents determine whether the \$54 billion initiative would solve our region's transportation problems.

region and our country.



PHOTO BY PARKER MILES BLOHM







From The Floor

During the Republican and Democratic National Conventions, *All Things Considered* host, Ed Ronco, had an ongoing dialogue with one delegate from each party. Daily conversations with Ronco gave listeners an insider's view from Washington State's section on the convention floors.

South Sound Coverage

We increased our coverage of South Sound issues, thanks to reporter, Will James, who made coverage of the region a priority for his beat. Stories with a South Sound focus included: "How The South Sound Can Carve A Future Apart From Seattle", "Rethinking The Future of Tacoma's Industrial Tide Flats", "Pierce, Snohomish Counties See Big Population Gains As People Relocate" and "In Tacoma, A Frank Discussion About Race and Homelessness."



Unpacking Government

Sometimes, politics can feel like an insiders' game, but we shed light on some of the processes that affect our lives in this 14-part series. Every week, KNKX unpacked a question about how government works, particularly here in Washington State - questions like "What Rights Do Noncitizens Have?" and "What Are The Limits Of Executive Power?"



sound effect

Sound Effect is celebrating more than two years and over 100 episodes of touring ideas, inspired by the Puget Sound region. The Sound Effect team takes a deeper look at the unique stories of our Northwest home, finding extraordinary insights in everyday life. This year, Erika Lee Bigelow shared her surprise journey from Portland resident to pub owner in Ireland, Tacoma arborist Mik Miazio described why he loves searching for old growth forests and the team explored the effect of classical music in prisons, when Seattle Symphony members performed at the Monroe Correctional Complex. Sound Effect tackles wide-ranging topics like these, which can make you laugh, cry, think and appreciate the amazing breadth of cultures and experiences found in the northwest corner of our country.



Episodes of Note

In honor of Black History Month, we teamed

up with the women behind the Hella Black Hella

Black History Month

jazz & blues

KNKX remains one of the few stations in the world that continues to share a wealth of expertly curated jazz and blues with a mass audience, both here in the Northwest and around the world on Jazz24. Listener support assures that these unique American art forms thrive with recordings from classic giants like Ella Fitzgerald and Miles Davis, modern superstars like Gregory Porter and John Scofield, leading innovators like Snarky Puppy and Northwest favorite, Industrial Revelation - and everything in between.

Our commitment to spreading the word of jazz and blues doesn't stop there. KNKX's hosts bring seemingly endless enthusiasm and knowledge to their work, along with frequent Live Studio Sessions to highlight up-and-coming and well-known artists. We are also committed to a flourishing jazz education program that expands our service in preserving the magic of jazz and blues for current and future generations. Plus, we've been hard at work this year to develop two brand new shows, Jazz Caliente and The New Cool, featuring two very different takes on this complex music style.

Beyond the traditional airwaves, on Jazz24, we provide a free 24/7 online jazz stream to listeners in all 50 states and over 135 countries. This full-time jazz service is also available on HD radio in the Puget Sound region. Jazz24 is a self-sustaining service of KNKX, thanks to donors spanning the globe from Helsinki to Tokyo.

new programs!



Jazz Caliente

Where jazz meets Afro-Cuban, Afro-Brazilian, Puerto Rican, and Pan-American rhythms. A lively tour of the diverse world of Latin Jazz hosted by Robin Lloyd.



The New Cool

The future of jazz has arrived, with 21st century jazz inspired and informed by the sounds of today: hip-hop, funk, EDM, and punk rock.
Hosted by KNKX veteran, Abe Beeson.

studio sessions

Between June 2016 and May 2017, KNKX hosted 62 Live Studio Sessions: 61 from our Belltown studio and one remote session at the Moore Theatre in Seattle. These live performances punctuated by engaging conversation with one of KNKX's resident music aficionados, are a signature part of our service to the jazz and blues community. Notable visiting artists included ukulele master, Jake Shimabukuro, legendary vocal group, Manhattan Transfer, and Grammy Award-winning vocalist, Catherine Russell.

Studio Session Spotlight

Juan de Marcos and the Afro Cuban All Stars

KNKX took over the Moore Theatre in Seattle to feature Juan de Marcos and the Afro Cuban All Stars with a super-sized Studio Session hosted by Jazz Caliente's Robin Lloyd. A riveted audience of KNKX listeners coupled with dynamic performances from the band produced an energetic show that will provide inspiration for future large-scale Studio Sessions in the community.

Joey Alexander



13 year-old jazz piano prodigy Joey Alexander joined us in our Seattle Studio along with local middle and high school jazz students for a truly memorable Session. After Joey performed, he invited each

of the students to jam with him. We can't wait to invite more students back to the studio for transformative experiences with some of jazz's rising stars.



The cultural experiences we have when we're young often become the most memorable and formative in our lives. To create such experiences, KNKX looks to connect young jazz musicians with opportunities for music discovery through an award-winning education program, School of Jazz. Now in its 13th year, School of Jazz helps local jazz students cultivate their skills and their love of music through collaborations with music professionals in our region. In the years ahead, KNKX strives to expand School of Jazz to provide one-of-a-kind learning and performance experiences to even more students, both in our studios and live "on location" in the schools.

student DJs

School of Jazz also invites one young jazz fan per month to take over the mic as a guest DJ and curate a playlist for *Evening Jazz*. The enthusiasm these students feel for jazz is contagious, as they discuss their favorite songs and why they love this style of music with inspiring, and often wise insights

studio sessions

Arranging mentorships for middle school, high school and college jazz students is the foundation on which School of Jazz rests. These experiences culminate with a live on-air performance during one of our signature Studio Sessions. In Fiscal Year 2017, KNKX welcomed 70 youth musicians into our Seattle Studio for this unique opportunity to share their musical talents with KNKX listeners, on the radio and online.

Dimitrio Neri

Mountlake Terrace High School

'Jazz is unlike any other form of music because it is almost like a universal language, where anybody can play with a group of people and completely understand each other through the music that they create together. That's why I love jazz."



Shelby Archer Newport High School "Jazz is inclusive and dless..."



Anton Bingham
Shorecrest High School
"Jazz is a means of
connecting to others
through self-expression
in music."



Mairead Rising Glacier Peak High School "I have a connection with jazz because of the emotion it evokes. The fact that it is felt and not scripted makes the music so much

community connections

Fiscal Year 2017 was all about celebrations and connecting with our community in meaningful ways. Whether it's at a Sound Effect trivia night or a booth at the Northwest Folklife Festival, we love 88.5 FM ww.knkx.o

getting to know our listeners in person. KNKX depends on one-to-one interactions with the public to truly reflect our community's values and mission. We are constantly humbled by the intelligent, thoughtful and engaging audience that keeps KNKX strong. Our generous listeners also inspired us to look for opportunities to give back to our community in meaningful ways through partnerships with other local organizations.

celebrating, independence!

Having reached our \$7 million campaign goal to purchase the station, we took ample time to celebrate with the communities who contributed to this historic success. Over 400 listeners squeezed into our Seattle studio and lined up around the block for a chance to toast the independence of KNKX. Hundreds of South Sound listeners got the chance to party with us at the Pantages Theatre in Tacoma and the Washington Center in Olympia. It was certainly a

summer to remember!

holiday jam

Listeners showed up donning cozy holiday sweaters and good cheer at KNKX's annual Holiday Jam and live broadcast from the Rialto Theater in Tacoma. Festive performances from the Pacific Lutheran University Jazz Ensemble, University of Puget Sound's Jazz Orchestra and renowned jazz vocalist, Gail Pettis, got listeners in the seats and around the region into the holiday spirit.

community meetings

As a newly independent station, with unprecedented emotional and financial investment from listeners, we sought to create a sounding board for the public through a series of KNKX Community Meetings. We connected with listeners in Bellingham, Tacoma, and Seattle during these public forums, inviting feedback, questions, and general thoughts about the station. These meetings were invaluable as we determined the identity and mission of KNKX in its reborn incarnation.

december drive

After a year in which our community gave so much to preserve the station and jump start it into independence, we felt a great responsibility to pay it forward. Through a partnership with Northwest Harvest and with the help of listeners, we filled 1,700 backpacks with food for Northwest Harvest's Three Squares Backpack Program. This effort provides backpacks filled with food to students in underserved communities who need a reliable food source on the weekends. We were honored to support and give exposure to such a critically important program in the lives of thousands of

financials & development

The financials detailed here reflect income and expenses incurred from KNKX's independence day, August 31, 2016 through May 2017.

total income \$6,767,424 • 100%

listener support \$4,434,298 • 66%

Gifts from individual listeners are KNKX's single largest source of support. This includes revenue from pledge drives, major gifts, and monthly, sustaining gifts. KNKX spent its first few months of independence raising the critical funds needed as a new organization for programming, technical, administrative and operating costs.

business support \$1,821,682 • 27%

Business support, or underwriting, makes up the second largest portion of the budget. This type of support includes revenue from businesses who believe in the mission of KNKX and are interested in furthering that mission through corporate sponsorship.

CPB grant \$372,546 • 6%

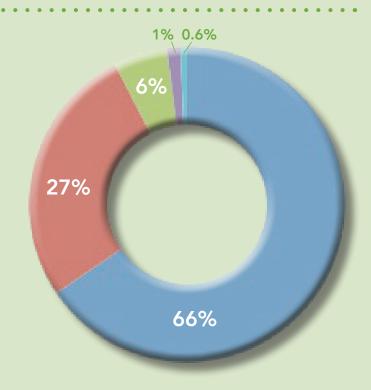
This revenue comes from the annual Corporation for Public Broadcasting grant. There has been much attention on this revenue source as it comes under threat from the current presidential administration.

earned income \$93,898 • 1%

Jazz24 syndication revenue is our primary source of earned income, as fellow public radio affiliates carry the programming, thus bringing jazz to communities that don't have the music genre on their local stations.

misc grants \$45,000 • 0.6%

Grants revenue represents a relatively small portion of the KNKX budget and has potential for growth in the coming years. Corporate and foundation grants will be key as we look to expand School of Jazz, explore opportunities for innovation, and increase our production of original and local news and storytelling.



total expense

\$5,026,682 • 100%

programming

& related services

\$3,037,784 • 60%

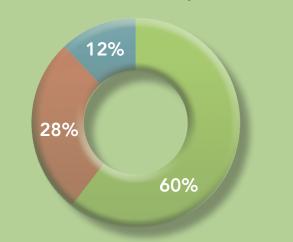
membership

& development

\$1,385,475 • 28%

administration

\$603,423 • 12 %



knkx leadership & staff

management team

Joey Cohn President and General Manager

Mary Dunaway Director of Development

Terell Hollins

Director of Finance & Administration

Matt Martinez
Director of Content

Justin Steyer
Director of Digital Media & Technology

news staff

Simone Alicea
Editor/Reporter Online, On-Air

Ariel Van Cleave Morning Edition Producer/ Weekend Edition Host

Allie Ferguson
Sound Effect Producer

Ashley Gross
Business Reporter

Erin Hennessey
News Director

Will James South Sound Reporter

Kirsten Kendrick Morning Edition Host

Kevin Kniestedt Sound Effect Producer

Dave Meyer Weekend Edition Host

Bellamy Pailthorp Environment Reporter Ed Ronco All Things Considered Host

Gabriel Spitzer
Sound Effect Host & Senior Producer

Jennifer Wing Sound Effect Interim Host

Paula Wissell Law and Justice Reporter

music staff

Abe Beeson New Cool & Evening Jazz Host

Ruby Brown
On-call Jazz & Blues Host

Paul Carlson On-call Jazz & Blues Host

Nick Francis Music Director

Paige Hansen Jazz Sunday Side Up Host

John Kessler All Blues Host

Robin Lloyd Midday Jazz & Jazz Caliente Host

Mary McCann Evening Jazz Host

Nick Morrison Production Manager

Dick Stein Midday Jazz Host

Michael Stein
On-call Jazz & Blues Host

Ken Wiley Art of Jazz Host Jim Wilke Jazz Northwest Host

digital & engineering

Parker Miles Blohm Digital Media Manager

Tad Doviak

Lowell Kiesow Chief Engineer

Nick Winter Assistant Chief Engineer

development

Emily Fahey
Director of Major & Planned Giving

Brenda Goldstein-Young
Director of Community Outreach
& Events

Rebecca Jones Marketing Manager

Sarah McAtee Director of Annual Fund

Lindsey Moyer Member Services Coordinator

Gracelynn Shibayama Member Relations Coordinator

Kelly Zaborowski
Data & Gift Processing Coordinator

finance & administration

Laura Adamson Traffic Coordinator

Jenna Chapman Accounting Assistant

Sandy Dye Executive Assistant

sponsor spotlight

A special thanks to our Fiscal Year 2017 business supporters who contributed to KNKX's mission through corporate sponsorship.

5th Ave Theatre

AARP AEG Live AirBNB

Alana Antique & Estate Jewelry

Alaska Airlines Alhambra

Annie Wright Schools

Antioch

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AtWork! BECU

Bainbridge Island Studio Tour

Barn

Bartell Drugs Beacon Plumbing Bedrooms & More

Bellevue Downtown Association Bellingham Whatcom Co Tourism Bill & Melinda Gates Foundation

Bloodworks Northwest

BNSF Railway Bob Byers Volvo

Book It Repertory Theatre

Box Lunch Broadway Center Burke Museum Butch Blum

Byron Schenkman & Friends

Cactus Restaurants Calendar Mention Camano Arts Association

Camano Island Chamber of Commerce

Candlewick Press

Capers

Careforce

Centrum Foundation Charles Wright Academy Chateau Ste Michelle Winery Chi Franciscan Healthcare

Children's Museum of Skagit County

Christine Palmer & Associates

City of Everett

City of Kent Cultural Programs
City of Tacoma Arts Commission
City of Tacoma Environmental Services

Coastal Jazz & Blues Compass Rose Condor Airlines Crown Hill Pet Supply Crystal Mountain Hotel

D & R Theatre

Dev Bootcamp Seattle Dorsey & Whitney

Downtown Issaquah Association Dungeness Crab & Seafood Festival

Earshot Jazz East West Bank

Edmonds Center for the Arts

Elston Real Estate Emerald City Music Emporium Presents Evergreen State College Eyes on Fremont

Faira

First Church Christ Scientist

Flatbike

Flying House Productions

Four Winds Fran's Chocolates

Fred Hutchinson Cancer Research Center

Friday Harbor Film Festival Friends of Waterfront Seattle

Fusion Beads

G Donnalson Restaurant

Gage Academy of Art

Gentle Dental

Giordano Productions

Goodwill
Gould Capital
Grand Cinema
Habitat for Humanity
Half Price Books
Hammer and Hand

Hands On Children's Museum

Harper Perennial

Harvard University Press

Harvest Snaps

Holland America/Carnival Cruise

Houghton Mifflin
If You Care

Integrative Family Law

Jazz Alley Jazz in the Valley Jazz Night School The Jazz Project

Jefferson Farmers Market Kirkland Performance Center

Kitsap Peninsula VCB

La Conner Chamber of Commerce Langley Main Street Association Law Office of J Michael Gallagher

Legacy Recordings

Lionsgate Live Nation

Long Beach Visitors Bureau

Lynnwood Honda Major Blinds

Mark Jacobs Real Estate

Market Fresh Fruit Meany Center

Metropolitan Markets Mioposto Pizzeria Mira Books

Moisture Festival Monqui Presents Mount Baker Theatre

sponsor spotlight con't.

Mt Rainier Visitor Association

Mud Bay

MultiCare Health System Murdock Charitable Trust

Museum of Flight Nectar Lounge **Nell Thorn**

Nonesuch Records North City Jazz Walk Northeastern U Seattle Northwest Associated Arts

Northwest Choirs Northwest Folklife Northwest Harvest

Northwest Marine Trade Association

Northwest Railway Museum Northwest University Northwest Art Alliance NW Security & Sound O Bee Credit Union O'Loughlin Trade Shows Olympia Dixieland Jazz Society Olympic Peninsula Wineries Oregon Coast Council for Arts

Pacific Bonsai Museum Pacific Lutheran University Pacific Northwest Ballet

Paratex

PCC Natural Markets

Pecado Bueno Peoples Bank

Pharmaceutical Research

Phinney Neighborhood Association

Physicians Anesthesia Service Pierce College Puyallup

Pierce County Public Works & Utilities

Pike Place Market

Port of Seattle Public Affairs

Portage Bay Cafe Portland Jazz Festival

PowellsWood Garden Storytelling Festival Sutter Home & Hearth

Premera Blue Cross Providence Health Quacquarelli Symonds Rad Power Bikes

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Ritzmark Holdings LLC Roadside Attractions

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Seattle Academy, Arts/Science Seattle Annual Music & Jazz Cruise

Seattle Art Museum Seattle Chamber Music Seattle City Light Seattle Divorce Services

Seattle Mariners Seattle Men's Chorus

Seattle Opera

Seattle Pacific University Seattle Parks & Recreation Seattle Repertory Jazz Orchestra Seattle Repertory Theatre

Seattle Symphony Seattle Theatre Group

Seattle University, College of Arts

& Sciences

Seattle Women's Jazz Orchestra

Second Use Serafina Shuttle Express SIFF Cinema Simon and Schuster Six Shooter Records Sleeping Lady

Snohomish County Tourism **Snohomish Public Utilities** Snowflake Computing Sound Credit Union Sound Options

South Puget Sound Community College

St. Martin's Press

Starbucks Hot Java Cool Jazz Stroum Jewish Community Center

Swinomish Casino

Tacoma Community College

Tacoma Dome Tacoma Goodwill Tacoma Pierce County Health Department

Tacoma Power

Tacoma Symphony Orchestra

Taproot Theatre

Tasveer's South Asian FilmFest

Teatro Zinzanni

The Landing at Tyee Yacht Club

The Schack Art Center The Vance Corporation

Thrive Market

Thurston County Fair

Top Ten Toys Town Hall Seattle

Triple Door

Try Star Productions Umpqua Bank **UnCruise Adventures**

United Way of King County University of Washington University of Puget Sound

UW Evans School UW Marketing UW Medicine UW School of Music Victoria Jazz Society Vist Walla Walla

Washington Center for the Performing Arts

Washington State Arts Commission

Waldo Medical Foundation

Washington Education Association

Washington State Lottery Water Music Festival Wesley Homes

Whatcom Community College

Whatcom Museum

Whidbey Island Center for Arts

Whole Foods Market Wholesome Yogurt

Wings Over Water Northwest Wintergrass Bluegrass Festival Winthrop Rhythm and Blues Festival

Woodland Park Zoo

Western Washington University Extended

Education

thank you!

Sharing listener comments during pledge drives is a public radio tradition. In that spirit, here are comments from some of our most enthusiastic members. Support from listeners like these, keeps your connection to jazz, blues, and NPR news going strong. Thank you to the 22,800 individual KNKX donors for making all of this possible in Fiscal Year 2017!

Joy in Olympia

"I am so proud of being part of a community that has come through to support this station! I am so grateful to you for your labor of love that keeps independent journalism alive."

Steve in Seattle

"I love the 'School of Jazz' program. My daughter and her girls Quartet played on your program one week. You play such a huge role in sustaining the next generation of jazz musicians! Thank you from our whole family."

Paul in Enumclaw

"I really like the balance of heart and mind in KNKX programming. As a saxophonist the jazz is a staple of my feelings for that style of music. And the news is one of just a few sources I trust to give me straight factual data."

Carolyn in Puyallup

"I grew up listening to NPR with my parents and continue every morning and afternoon on my commute. Thank you for your commitment to honest reporting and wonderful storytelling."

Andrew in University Place

"Thank you for creating the KNKX community and inviting me and my family in."

