MISSION

KNKX DELIVERS EXCELLENCE IN JAZZ, BLUES AND NEWS WITH STORIES THAT INSPIRE, INFORM AND CONNECT OUR COMMUNITY.

Though we live in an increasingly uncertain world, community support continues to make the future of KNKX a promising one. The collective investment of KNKX listeners ensures that a Northwest public media source remains to make the world a little less uncertain, for there is no replacement for the local and NPR reporting that offers perspective on the issues of the day. There is no substitute for the jazz and blues that remind us that beauty and creativity still prevail. And there’s nothing that connects us to humanity like hearing diverse voices, as they share their stories of joy, sorrow, hardship and vulnerability.

Forces that help us connect and better understand each other in meaningful ways have never been more important – or more under threat. Your support gives KNKX the resources to thrive and grow when it matters most. Everything contained in this Fiscal Year 2018 Annual Report was made possible by the enduring generosity of YOU - our listening community. Thank you!
Dear Listeners and Friends,

KNKX celebrated its first anniversary as an independent, community station this past fiscal year, and I’m pleased to say, that thanks to your generous support, we are on sound financial footing. This means that we will be able to take the next steps in the growth of our radio station; steps that include maintaining our presence in the South Sound with a new home in Tacoma, as well as expanding our Seattle location.

We entered the fiscal year fresh from the campaign to save the station. As we move forward, our paramount goal is to be an even more important public media service for our region, and to connect and serve our listeners like never before. Our call letters, KNKX (‘Connects’), remind us that we’re here to make meaningful connections:

Between small towns and big cities
Between distant news and lived experience
Between people and the music they love

These connections make us more than a radio station—they make us a community.

This Annual Report highlights the many ways in which we made those connections with you in Fiscal Year 2018. During that time, we also laid the groundwork for KNKX Connects, a series of live All Things Considered broadcasts from local communities. The goal of the project is to present rich storytelling and to highlight issues and voices from those communities. The series officially launched from Port Angeles in June 2018. While there, our news team reported on the ripple effects of Port Angeles’ housing shortage, visited with the city’s semi-pro baseball team, and took a guided hike in Olympic National Park. This project, along with all you helped us accomplish this past fiscal year, serve to illustrate KNKX’s ongoing commitment to connecting local communities through the vibrant stories and music so richly represented in our Northwest home.

It is against the backdrop of this mission to strengthen meaningful connections through excellence in jazz, blues, and news that we enter the next chapter of our independence.

Preparations have already begun to move our Parkland operation to the heart of Tacoma’s downtown theater district by July 1, 2019. As the Tacoma project moves forward, we must also plan for changes in our Seattle operation. Our Seattle lease is expiring in June of 2020, so finding a larger, more accessible location in Seattle is our next priority.

In order to raise the funds necessary to make our new homes a reality, we’ve started our $6 million capital campaign - KNKX Next. This campaign will set the foundation for KNKX’s future—one that is more innovative and more accessible than ever before.

You saved this station.

Now, with KNKX Next, we’ll write the next chapter in our story of independence together. Our connection with you is why we are here. Thank you for all of your support!

With gratitude,

Joey Cohn
In its former incarnation, KNKX was KPLU, a public radio station founded in 1966, that developed over the years into a jazz, blues and news station serving Western Washington. After a historic grassroots campaign, KPLU became KNKX in August 2016 – independent, community-owned and ready to surge forward with renewed energy and ideas for the future.

KNKX now serves nearly 400,000 listeners in our Puget Sound coverage area with a commitment to regional content - featuring local journalism from an award-winning news team, stories and soundscapes covering Vancouver, BC to Vancouver, WA on our weekly podcast, Sound Effect, and jazz and blues from Northwest artists on the air and in-person at KNKX events. Our programs celebrate the vital culture of our home and endeavor to build an informed community where civil discussion and healthy curiosity flourish.

I appreciate that you give a voice and represent the smaller communities in our state every day. Your coverage of our region as a whole is both important and unique.

– David in Seattle

You are such a big part of my life whether at home, on the road, or even at Camp Muir where I work as a climbing guide. KNKX and NPR are always near and dear. Thanks for being there for us!

– Brent in Enumclaw
This community is the backbone of the station, a constant and enduring inspiration in the stories we tell and the music we play. In Fiscal Year 2018, we made creating opportunities to personally connect with our listeners a priority. Whether that connection was forged by hosting live performances, direct interactions at local festivals, or simply the magic of 700 public radio fans occupying a single room, all joined by a common love – KNKX – community events were, and will continue to be, a powerful link to listeners throughout the Puget Sound region.
Jazz and News on a Summer’s Day
In a perfect expression of KNKX’s dynamic identity, music and news united at Jazz on a Summer’s Day. On July 3rd, KNKX took over the Ballard Locks for a concert in the park featuring local jazz powerhouses, Pearl Django, Birch Pereira and the Gin Joints, and Industrial Revelation. In addition, a week of sound rich journalism based on stories of this local landmark was capped off by All Things Considered Live at the Locks. The news, the jazz, and a park packed with old and new KNKX friends – it was a glorious day illustrating what KNKX does best, connect our community.

KNX in Poulsbo
In partnership with the City of Poulsbo, KNKX took part in a day-long festival featuring music by local professional and student musicians, inter-mixed with civic presentations honoring Poulsbo businesses, organizations, and individuals that are contributing positively to the local community.

Wait Wait...Don’t Tell Me! LIVE
KNKX listeners were treated to a raucous evening of cathartic laughter when Peter Sagal, Bill Kurtis, the Wait Wait...Don’t Tell Me! crew and special guest, Lindy West, visited Seattle’s Moore Theatre in December.

New Cool Concert Series
The Landing at Tyee on Lake Union provided a scenic backdrop for a series of free concerts featuring artists from Abe Beeson’s weekly exploration of contemporary jazz, The New Cool.

Holiday Jam
After 20 years featuring the Annual Holiday Jam in Tacoma, KNKX shared the festivities with another community in our region at the Edmonds Center for the Arts. In 2017, audiences enjoyed a dynamic performance from Olympia-based vocalist LaVon Hardison. Vocal jazz ensemble, Soundsation, of Edmonds Community College, and the Edmonds-Woodway High School Jazz Ensemble joined Hardison in spreading holiday merriment throughout the auditorium.
Whether impacting our community by creating a more informed public or nurturing arts education for local youth or creating opportunities to engage directly with listeners through live music and conversation, making our community happier, healthier, and more informed is always at the forefront of our thoughts.

Partnering with Northwest Harvest during the KNKX Winter Drive was another way we honored that community spirit in 2017. For the third year in a row, listeners who donated to KNKX during our December campaign also helped fill a backpack with food for a child in need for the Three Squares backpack program. In the end, KNKX listener support filled an astonishing 1,701 backpacks. This accomplishment came full circle when KNKX staffers spent a morning volunteering at the Northwest Harvest Kent warehouse.

KNKX listeners are powerful when they come together to accomplish a common goal. We look forward to partnering with you on bettering our Northwest community through even more partnerships over the next year.
News and Information

The relentless pace of news this year had audiences turning to public media seeking clarity and context on events that are shaping the direction of our country. KNKX brought you national and international news from the reliable voices of NPR and gave a regional perspective from our own team of journalists. Tackling subjects at the heart of current civil discourse – gun control, homelessness, the opioid epidemic, immigration, and much more – KNKX gives you the information you need to make informed opinions without the sensationalism experienced through many other news sources.

In a year when being informed and engaged in civil discussion seemed more important than ever, KNKX was there for you - a light in the darkness. The combined efforts of the KNKX staff and supporters will carry that light forward as general uncertainty and a corresponding need for trustworthy journalism continues to unfold.
Big Stories and Breaking News

Fiscal Year 2018 was packed with stories of consequence. News from the White House, the #MeToo movement, a slew of punishing natural disasters and heartbreaking school shootings – one story followed the next at a dogged rate. Because of this, it’s impossible to mention every major or breaking news story of the year, but it’s worth remembering some of these stories that directly impacted you and our region. You gathered together to marvel at a once-in-a-lifetime, solar eclipse. You saw democracy in action at numerous civil protests, including the Seattle March for Our Lives and the Women’s March. You went to polls during November elections, an informed voter and ready to do your civic duty. You shared in the tragedy of the DuPont Amtrak crash. KNKX reporters and our partners at the Northwest News Network were on site bringing you the facts and the context in every story.

**KNKX is my touchstone. Every day I start and end my commute with the voices of your incredible, thoughtful, and insightful reporting. You keep me connected to my community, my brain, and my values.**

– Patricia on Mercer Island

**I listen to you as I drop off my kids at daycare on the way to work- I can’t help but think I am instilling in them a love of the news and information!**

– Molly in Renton
Return to the Salish Sea
Hailing from a location where the natural landscape is so integral to our regional identity, KNKX took the time in Fiscal Year 2018 to explore one of the Puget Sound’s most beautiful and fragile ecosystems, the Salish Sea. Environment reporter, Bellamy Pailthorp, shared stories of the Salish Sea, painting a picture of this complex web of waterways from multiple, diverse perspectives. With a 15-part series presented both on-air and online, the voices of this remarkable place revealed the pride and wonder residents associate with their home and the precipice on which this ecosystem stands as it faces the consequences of human enterprise.

Homelessness
KNKX covered homelessness and affordable housing from a variety of angles — including going into local tent cities and talking to the public agencies that are directly involved in managing this vulnerable population. Related stories: “Inside the Experiment That Is Tacoma’s First Legal Tent City”, “Homeless Deaths Have Doubled in King County Since 2012”, “Homelessness Is A Defining Election Issue in Puyallup”.

Education
KNKX explored a variety of stories focusing on youth and education including students protesting school shootings, public school funding and the need for more and equitable school resources and support. Related stories: “Seattle Native Americans Rally for Indigenous-Focused High School”, “Opportunity Gap in Schools Getting Wider”, “Seattle-area students Rally Against Gun Violence On The Anniversary Of Columbine”.

Immigration
KNKX covered immigration issues throughout our region, looking at how immigrants, particularly those who are undocumented, are navigating federal actions in our community. This included coverage of the federal detention center in Tacoma and the practice of separating parents and children who are in detention. Related stories: “4 Things You Need To Know About DACA in Washington State”, “King County Creates Commission To Help Immigrants And Refugees”, “Tacoma’s Immigrant Defense Fund Struggles To Find Donors”.

Environment
KNKX closely tracked the state of the environment in Western Washington from potential threats to advances in technology that can lead to a cleaner place to live. We also investigated the idea of accessing nature and how people who have traditionally not felt welcomed or face barriers are getting up to the mountains for outdoor recreation. Related Stories: “I Was The Only Black Girl There”, “Two Big-City Women Find Solace In Glimpses Of Nature”, “Eclipse’s High Tides Blamed For Spill Of Framed Atlantic Salmon Into Salish Sea”, “Cities, Counties To Pool Resources As They Brace For Climate Change Impacts”.

Photo: Bellamy Pailthorp
Photo: Parker Miles Blohm
Photo: Will James
Photo: Gabriel Spitzer
NEW SHOWS

Listeners are at the center of our motivations here at KNKX, so when we heard that our audience was craving more opportunities to hear civil conversation and in-depth coverage on a larger variety of topics, we made it happen. In October 2017, we introduced four new national shows and one rebroadcast of our own weekly tour of ideas, Sound Effect, to the weekday lineup. These new shows capture your mind and your heart as they feature diverse voices and stories on a multitude of subjects — including business, science, spirituality, culture and current events.

Sound Effect Rebroadcast
Pacific Northwest stories take the spotlight on Sound Effect, KNKX’s original, hour-long exploration of our quirky, beautiful, and idiosyncratic home, hosted by Gabriel Spitzer.

Hidden Brain
On Hidden Brain, Shankar Vedantam masterfully combines science and storytelling to help you better understand the world, current events, and yourself.

On Being
Host Krista Tippett talks to scientists, writers, and big thinkers about the animating questions at the center of human life: What does it mean to be human, and how do we want to live?

Planet Money/How I Built This
Two perfectly paired podcasts, How I Built This and Planet Money, investigate business, the economy and the world of finance with NPR’s characteristic curiosity and depth.

It’s Been a Minute with Sam Sanders
Engaging host, Sam Sanders, discusses current events through the lenses of expertise and empathy on It’s Been A Minute.

KNKX gives me hope every day to know there are good caring and funny people working hard to make a positive difference by telling the good news and sharing the amazing creative nature of my fellow humans.

– Jacquot in Sequim
Sound Effect is now in its fourth year of sharing voices and stories of the Puget Sound region. Under the guidance of a common weekly theme, seemingly no subject is off-limits to host Gabriel Spitzer and the award-winning Sound Effect team. Raccoons in Point Defiance Park, volcano preparedness, the origins of sci-fi classic Dune - the experiences of a neighbor, a co-worker, a friend – the potential for storytelling is endless. At its center, Sound Effect is about revealing our humanity and the stories that compose the rich cultural fabric of the place we live.

Episode Spotlight: The Opioid Crisis

The opioid epidemic has dominated recent news cycles around the country. To help listeners gain a better understanding of how the epidemic manifests in our own region, Sound Effect dedicated an entire episode to “The Opioid Crisis in the Northwest.” The Sound Effect team revealed the complicated landscape surrounding this national epidemic, with a scientific account of why opioids are so addictive and the first-person story of an addict. We also heard how communities are offering aid to addicts, including first-response and rehabilitation programs. Sound Effect brought the story of the opioid crisis to our own communities, delivering multiple, authentic perspectives on this complex issue.

KNX is my source for balanced and well-researched news. As a lifelong resident of the Pacific Northwest, hearing news and stories from my region is crucial to me and KNX provides exactly that.

– Shannon in Redmond
Nothing begs for the solace of jazz and blues like the social and political chaos surrounding us every day. In Fiscal Year 2018, you turned to KNKX for the joy, the magic, and the escape that music provides. When you tuned in to KNKX for daily musical inspiration, you found old friends who have created the soundtrack to your life and brand new artists who are forging the future of jazz and blues.

Jazz spans decades and genres, and the music presented by your KNKX hosts in Fiscal Year 2018 spanned many of those same decades and genres. The New Cool, Jazz Caliente, The Art of Jazz, Evening Jazz, Sunday Side Up, Jazz Northwest and Midday Jazz – they represent the jazz of yesterday, today and tomorrow through a truly eclectic music mix. This mix was only made richer in Fiscal Year 2018 by the addition of 232 original Studio Session tracks.

No discussion of KNKX would be complete without a mention of John Kessler’s unparalleled weekend blues showcase, All Blues. Every Saturday and Sunday, John brings you hours of artfully-curated blues tracks and the stories behind them on one of the only blues-centric shows in the country.
Regional Spotlight
The vital jazz scene of the Pacific Northwest is alive and well for all to hear on KNKX. We are located in the center of a thriving jazz ecosystem which presents numerous opportunities to feature and nurture our colorful regional music scene. In Fiscal Year 2018, more than half of our Live Studio Sessions featured Northwest-based musicians. We programmed showcases at regional festivals such as Victoria Jazz Fest and Northwest Folklife. We sponsored free public concerts with Holiday Jam, the Ballard Locks, and lokalfest, so that anyone looking for a bit of inspiration could enjoy the pleasures of live jazz and learn about local artists. This commitment to regional music and stories is a primary driving force behind KNKX programs and our service to the community.

Thank you for introducing me to so many songs and artists who have inspired my personal jazz practice. I’ve learned so much through the music I’ve been exposed to on this station.

– Kyle in Seattle

Jazz24
KNKX is dedicated to jazz in our region, but we also feel a responsibility to make sure this music flourishes around the U.S. and internationally. That’s where Jazz24 comes in. Our 24-hour online jazz stream, found at jazz24.org, reaches nearly 400,000 listeners per month in every corner of the globe. Like KNKX, Jazz24 music is thoughtfully-selected and curated by the KNKX Music Director and hosted by your favorite KNKX hosts.

Jazz24: my favorite place to listen and learn and fall in love with music! Keep up the great work.

– Andrew in France
Studio Sessions in the Community

At least once a year, we like to take Studio Sessions out into the community so that more listeners can take part in this signature KNKX program. In Fiscal Year 2018, we got to do this twice! First, in October, The Wayne Horvitz Ensemble spooked audiences on-air and in person at The Royal Room with a Halloween-inspired performance of The Cabinet of Dr. Caligari.

April brought you our second public Studio Session at Seattle Pacific University’s Nickerson Studios. As part of our School of Jazz initiative, KNKX worked with the SPU Jazz Ensemble to put together a live broadcast that demonstrated the talent, dedication, and energy these young musicians possess and just how important it is to have educational institutions, teachers, and mentors like those featured through School of Jazz to carry on our precious cultural traditions.

My day wouldn’t be the same without KNKX news and the excellent jazz programming that has introduced me to my favorite local artists.

– Erica in Seattle
Now in its 13th year, KNKX’s School of Jazz is one of our most beloved and impactful programs. The program has evolved in the course of serving over 3,000 students, mentors, and educators, but the inherent thrill watching these young musicians learn and express themselves through music has never wavered. In Fiscal Year 2018, KNKX continued to connect local middle school, high school, and college jazz ensembles with professional musician mentors, culminating in featured Live Studio Session performances. This year, we also saw the direct impact of this program when former School of Jazz students, Ryan Leppich, Ben Feldman, and members of 322, returned to the KNKX studios with their own professional ensembles. School of Jazz will continue to grow with a goal of serving more students and offering more inspiring educational and performance opportunities.
Seattle JazzED

One of the most electrifying Studio Sessions of the year arrived when we welcomed 28 Seattle JazzED students through our doors, and let’s face it, into our hearts. Led by mentors, trumpeter Riley Mulkerkar of The Westerlies and drummer Sammy Miller; the Seattle JazzED invasion was unforgettable!

Student DJs

Along with offering performance opportunities, School of Jazz also invites one student DJ per month to program an hour of Evening Jazz with Abe Beeson. Tracklists including everything from Miles Davis to Snarky Puppy abound as does a palpable enthusiasm for the music these students love.

I love how jazz acts as a common language for people to connect. – Kyle Bainbridge, 18, Edmonds-Woodway High School

[Jazz] lets you…express yourself through your instrument in a way that I’m not sure many other genres of music would allow. – Alli Wicklund, 15, Seattle Academy of Arts and Sciences

When it came to the time when I had to focus on either jazz or classical music, I chose jazz because of the freedom it gives, the dance-enticing groove, and the joy it brings when you play. – Marianna Aptacy, 17, Bellevue High School
## Individual Support

Gifts from individual listeners are KNKX’s single largest source of support. This includes revenue from pledge drives, major gifts, and monthly, sustaining gifts. A record-breaking year for individual giving has helped us replenish the reserves that were lost with the sale of the station in 2016.

### Business Support

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

### CPB Grant

KNKX received 6% of its total budget from the Corporation for Public Broadcasting in Fiscal Year 2018.

### In Kind Donations

As a qualifying nonprofit, KNKX received a Google Ad Grant to promote Jazz24 around the world. This grant constitutes the majority of in-kind support in Fiscal Year 2018.

### Miscellaneous Grants

In Fiscal Year 2018, miscellaneous grants revenue included restricted funding for the KNKX Connects live broadcast series.

### Earned Income

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.
THANK YOU!

KNKX would not have been able to accomplish anything described in this Annual Report without the board, staff and volunteers on our frontlines, the thousands of donors and over 300 businesses that believe public media is important and worth supporting. Each one of you played a part in making Fiscal Year 2018 a success. With your continued investment a promising future awaits KNKX. Thank you!

25,614 Donors
10,739 Sustainers
385 Leadership Circle Members
52 Staff Members
45 Volunteers
26 Community Advisory Members
10 Board Members

You are the soundtrack to our lives! Thank you for your diligent reporting and captivating storytelling.

– Kori in Bellingham

If I feel happy-sad - or in the middle... KNKX is a safe place. It feels like me.

– Lemmell in Lacey

Continually evolving along with our region. Always relevant, always entertaining.

– Jeff in Seattle

You can make more amazing jazz, blues, and news possible with your annual support in Fiscal Year 2019! Visit knkx.org or call 877-677-5659 to make a gift.
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