



WHAT THE LOSS OF KPLU MEANS FOR OUR COMMUNITY

LOST: REGIONALLY FOCUSED NEWS

KPLU'S award-winning 16-member News Team delivers regionally focused, in-depth coverage of issues affecting Washingtonians from Bellingham to Olympia - Education, Environment, Health & Science, Law & Justice and Business & Labor. If 88.5 is sold to the UW that regional voice will be lost. The loss of KPLU would also mean the end of the popular news features:

- ▶ **Weather** with Cliff Mass
- ▶ **Sound Effect**, the weekly radio magazine of NW culture
- ▶ **Food for Thought** with Dick Stein & Nancy Leson
- ▶ **Sports** with Art Thiel & Kirsten Kendrick
- ▶ **Going Places** travel with Matt Brumley & Ed Ronco

LOST: A LOCAL, NATIONAL & INTERNATIONAL JAZZ AND BLUES SERVICE

KPLU has spent over 30 years building and nurturing an on-air jazz & blues community. Our 12 person music staff hosts 100+ hours of jazz and blues programming every week. More than 100,000 weekly listeners in the Puget Sound area and around the world enjoy **Jazz 24** our 24/7 online and HD radio jazz service.

LOST: MUSIC PROGRAMS UNIQUE TO KPLU

- ▶ **All Blues** with John Kessler
- ▶ **KPLU's live Studio Sessions** - 7.5M+ views on YouTube.
- ▶ **The Art of Jazz** with Ken Wiley - a 30+ year listener favorite
- ▶ **Jazz Northwest** with Jim Wilke
- ▶ **All cease to exist if KPLU is sold to the UW**

LOST: EDUCATION OUTREACH

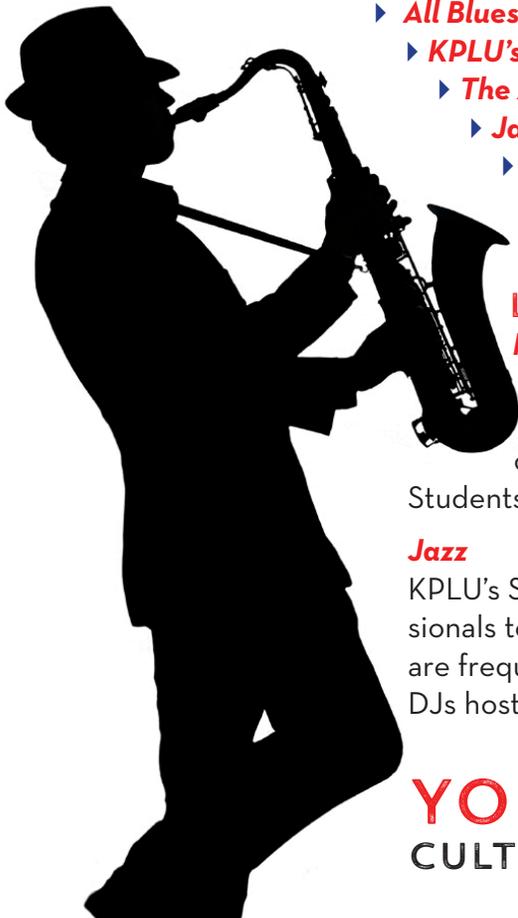
News

Over the decades KPLU has inspired scores of students to pursue careers in journalism. KPLU's Student Reporting Initiative pairs college journalism students with veteran professional editors. Students learn the real-world craft of telling stories with a strong, unique voice.

Jazz

KPLU's School of Jazz program, now in its 11th year, arranges for top jazz professionals to mentor local middle and high school jazz bands. These student bands are frequent performers on KPLU's weekly live studio sessions. Student guest DJs host shows on Evening Jazz every month.

YOU CAN HELP SAVE THE VALUABLE
CULTURAL AND CIVIC RESOURCE THAT IS KPLU.



THE DEFINING MOMENT



Save KPLU: Event Hosting

SAVEKPLU

Want to host a community event on behalf of the Save KPLU campaign? That is wonderful! We want to support your effort, so here are a few things to consider:

Assess your resources: We have a lot to achieve in a little bit of time. If you'd like to do a fundraising event to help Save KPLU, please plan to host and oversee your event.

Identify an event theme: What kind of event do you want to host? A gathering in your home for neighbors and friends? A listening party? A benefit concert or pub night? The sky is the limit!

Establish a date & time: Remember that we need to have a cash offer of \$7 million by June 30th, so all events must occur before this date.

Notify KPLU of your plans: Email us beforehand at info@kplu.org and we will try to send an on-air personality to attend! We will also try and send along a member of our team to make a pitch for donations to Save KPLU. If the event is open to the public, we can even promote the event on our website's KPLU Community Events Calendar. Let us know the event date as soon as possible, so we can plan accordingly.

Have fun! We deeply appreciate your hard work on behalf of Friends of 88-5 FM.

SAVEKPLU



THE DEFINING MOMENT



How and where to donate

SAVEKPLU

Are you and your friends and neighbors ready to make a gift to help save KPLU? Here's how!

- **Make a donation with your credit card:** Please make a gift via our secure, online donation form at www.kplu.org.

➔ Click on the big **Save KPLU** button on the homepage, then click:

DONATE NOW

- **Donate by check:** Make your check out to 'Save KPLU' or 'Friends of 88-5 FM' and mail to:

Save KPLU
2601 4th Ave Suite 150
Seattle, WA 98121

Checks written out to 'KPLU' cannot be counted toward saving the station.

- **Donate your vehicle:** If you want to donate a car, RV, truck, motorcycle, boat, etc., our vehicle donation services provider Car Talk can help! Call 1-877-999-8322 and let them know you want to support Save KPLU with a vehicle donation. Or fill out the online form at: <http://www.v-dac.com/org?id=81-1095651>.

Vehicle donations must be submitted before May 31, 2016 to qualify for this campaign.

- **Donate stocks:** To find out more about our gift policy in accepting stocks, please contact Mary Dunaway at mdunaway@kplu.org, 253-535-7266.
- **Donate through your employer gift-matching program or charitable trusts:** To find out more about the specific matching gift requirements of your employer, please contact your Human Resources department. If Friends of 88-5 is not listed with your company as a potential recipient of matching gifts, contact us at info@kplu.org. Tell us the name of your employer and we will confirm if steps have already been taken to sign up with them, or we will take the steps necessary to register as a valid recipient.

Have other donation questions about Save KPLU? Contact Listener Services at: info@kplu.org, 1-800-677-5758.

SAVEKPLU

WHAT IS A COMMUNITY LICENSE EXACTLY?

A community licensed radio station means a station is governed by a community-based board of directors. There are many successful examples of public stations thriving as independent non-profits without an institutional connection. In fact, many of these stations made the same kind of transition we are making:

- ▶ WNYC in New York. Formerly owned by the City of New York.
- ▶ KUNC in Greeley, Colorado. Formerly owned by the University of Northern Colorado.
- ▶ WBEZ in Chicago. Formerly owned by Chicago Public Schools.
- ▶ KEXP in Seattle. Formerly owned by the University of Washington.

Some of the largest, most respected public radio stations in the country are operated under a community board, including KQED in San Francisco, WHYY in Philadelphia, Minnesota Public Radio, KERA in Dallas, and WGBH in Boston.

About *one-third of all NPR affiliates are community licensed*, and several major cities have two thriving NPR affiliates: Boston, Los Angeles and, of course, Seattle.

KPLU is financially self-sustaining and fiscally sound, and has been for many years. Indications are that it would remain so well into the future.

As a community license KPLU will be governed by a new governing board made up of members from the community. Our Community Advisory Council will remain in place as a sounding board for programs and ideas as well as a conduit for listener feedback and inquiries.

BUDGETS (CAMPAIGN AND ONGOING)

CAMPAIGN BUDGET

	REVENUE
Purchase Price	\$7,000,000
Transitional Costs (phones, email, HR, computers, etc)	\$250,000
Operating Costs*	
Equipment and Relocation*	
Total Campaign Goal	\$7,250,000

*Potential costs, pending negotiation with PLU

OPERATIONAL BUDGET

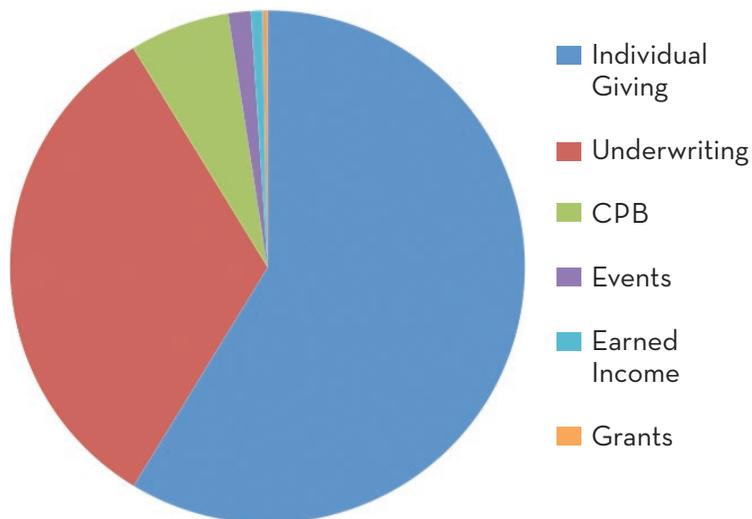
Revenue

Individual Giving	\$4,200,000
Underwriting	\$2,325,000
CPB	\$450,000
Events	\$100,000
Earned Income	\$55,000
Grants	\$20,000
Total Revenue	\$7,150,000

Expenses

Administration	\$600,000
Operations	\$1,020,000
Individual Giving	\$1,050,000
Underwriting	\$720,000
Public Media	\$400,000
Programming	\$3,100,000
Events & Marketing	\$160,000
Total Expenses	\$7,050,000

2017 OPERATIONAL REVENUE



2017 OPERATIONAL EXPENSES

