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After a couple of attempts at creating a typical annual report, I decided the only way to tell the story of the past year was to tell you the story.

Brad Eaton's retirement was a turning point for us in several ways. It wasn't just that Brad had been at Classical KING for decades as our morning host, he was also an important link to the history of the station for us and for our listeners. While we wanted Brad to have the luxury of sleeping in, writing that book, and enjoying life, it was a tough loss, and we had to rebuild. Fortunately, we could turn to capable staff we had been nurturing and recruit talented new leaders to the station.

Seth Tompkins was waiting in the wings to create a new Morning Show. Nikhil Sarma was also ready to shed his overnight training shift and join our primetime lineup during the day. Nikhil and Seth both assumed big roles at the station this year and we could not be more pleased.

We had the great good fortune to recruit Myah Rose Paden and Gregg Porter as new voices for the station. Gregg has decades of experience at KUOW under his belt, and Myah was our inaugural Seattle Arts Fellow in Announcing. In June, Michelle Maestas Simonsen joined us full-time as Program Director. Michelle has a degree in music, plays saxophone, has produced more concerts than anyone can count, and is a superb manager and leader.

Even with these enormously talented people stepping up and joining us, rebuilding has been difficult. The world has changed a great deal in the past few years, and we emerged from the pandemic as different people. There is anger about what we lost, gratitude for what we learned, and changes in people, culture, and patterns that the station must navigate.

In fact, across the country fewer people are tuning into public radio since the pandemic and membership drives are no longer as successful as they once were. I know. Very few people love membership drives, but drives have been an important source for new members and revenue for all public radio stations. Classical KING is no exception to this nationwide trend. We are working with a digital marketing firm to remind people who have gotten out of the habit of listening to Classical KING to return, and we welcome the opportunity to rethink membership drives to make them less disruptive and more effective.

This is a lot of change already. We then added to the mix the results of research we conducted with three other classical station colleagues. The key finding is that the audience for classical music is already much more diverse than we thought it was. People of different races and ethnicities listen to classical music at similar levels. What is different is how people access their music. Younger people of all ethnicities listen to music primarily on YouTube, Spotify and other digital services. This presents us with another challenge: we need to be on digital platforms to attract younger listeners and a more diverse audience. We are working with the digital marketing firm Catalyst to start this very important work, which will guide the station into the future.

To sum up the year:

Sad: Brad's retirement

Proud: Seth and Nikhil joining the roster of primetime announcers.

Honored: Myah Rose Paden, Gregg Porter, and Michelle Maestas Simonsen joined us.

Challenged: By changes in behavior caused by the pandemic and the migration of young people to digital platforms.

Energized: By the possibilities and all we will learn from tackling the challenges.

I'm also including more information about our new voices, a snapshot of the financial picture for Classical KING, and a few other highlights from the year. In sports they would call this a rebuilding year. It has certainly been that for Classical KING, but it has also been a successful year thanks to your support, encouragement, and dedication. We appreciate you now more than ever.

With gratitude, Brenda Barnes, CEO

A handwritten signature in black ink that reads "Brenda Barnes".

## 2022 Financial Overview

Thanks to your support, Classical KING is in a solid financial position. Underwriting (corporate support) revenue rebounded in 2022 as we began to emerge from the pandemic; however, the rise of inflation also impacted expenditures. In 2023, public radio stations across the county are experiencing revenue declines and Classical KING is no exception.

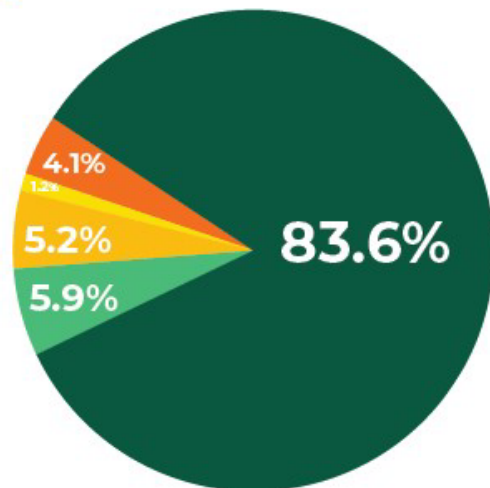
Rising inflation and uncertainty are impacting donor behavior.

Since 2018, Classical KING has had a balanced budget and generated small surpluses, even during the heart of the pandemic. Responsible financial management is critical for any organization and that is even more true during times of economic uncertainty.

Thank you for your unwavering support. We will continue to steward your funds wisely.

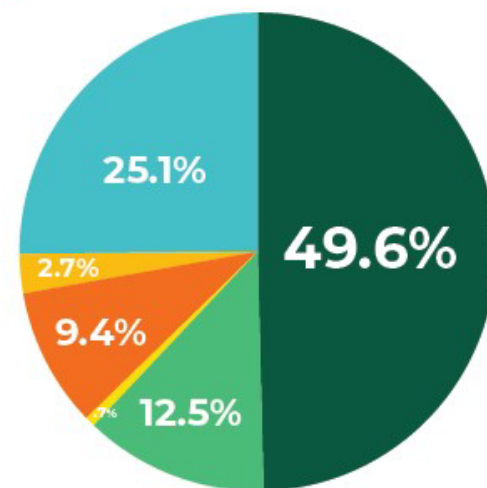
### 2022 Total Revenue: \$ 5,277,632

- Listener Support: \$4,410,807
- Underwriting: \$311,501
- Corporation for Public Broadcasting Community Service Grant: \$275,722
- In-kind Contributions: \$61,377
- Grants: \$218,225



### 2022 Total Expenses: \$ 4,867,793

- Programming and Production: \$2,414,523
- Broadcasting: \$606,761
- Public Information: \$33,750
- Administration: \$458,526
- Underwriting: \$130,014
- Listener Support: \$1,224,219



### New Program Director Michelle Maestas Simonsen

Originally hailing from Wasilla, Alaska, but spending most of her adult life living in the “continuous West coast loop of California, Hawaii, Washington, and Alaska,” Michelle Maestas Simonsen had no problem making Washington her official home when she took on the role of Classical KING Program Director in June 2023. Michelle first debuted with KING as an overnight host in December 2022.

With an extensive knowledge of music and broadcasting thanks to degrees from USC’s Thornton School of Music and the USC Annenberg School for Communication and Journalism, it’s no surprise that Michelle was a natural fit for KING.

Michelle has an impressive career producing and overseeing tens of thousands of recordings and performances as a director of production, including orchestras featuring conductors Michael Tilson Thomas, Carl St. Clair, and Paul Salamunovich, and musicians from Yo-Yo Ma to Midori to Pepe Romero. If she is not behind the scenes making it all happen, she is on stage playing her saxophone or singing with one of her two bands.

“Classical music is a universal language, and I believe that it should be accessible to everyone, regardless of their background or identity.” We are so pleased to welcome Michelle into this new role and can’t wait to see what positive impact her skillset, knowledge, and commitment to continuing the diversity efforts we’ve begun at KING will have on the station!

### Gregg Porter, Weekend Host

After 37 years in radio at Seattle’s KUOW, Gregg Porter hung up his mic and eased into retirement. That was until Classical KING’s own Dave Beck, a former coworker and friend of Gregg’s, called him up and asked if he was interested in starting it all over again with an on-air spot at KING.

Gregg’s history in radio includes everything from music director, production and operations positions, digital archivist, and of course, announcer. Gregg also produced and engineered hundreds of segments and programs for the national public radio system, including live broadcasts from the Northwest Folklife Festival and the eleven-year run of “Potluck.” He even spent a few years (as a panelist, then as host) on the nationally syndicated radio quiz show “Says You!”. The airwaves are blessed yet again with Gregg’s good nature and humor as a Saturday host on Classical KING!

