



## **2023 Local Content and Service Report: Corporation for Public Broadcasting**

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.

Our goal is to expand and diversify the audience for our classical music and arts programming. Through formal research we have conducted, we know there is already a diverse audience for classical music. Our challenge is to make them aware of our service and ensure we welcome them warmly when they sample us. We are investing in social media and digital marketing and conducting research in partnership with Seattle University to determine how best to engage communities of color in our region.

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.

**Research:** We collaborated on research regarding the diversity of the classical audience with WNYC, WRTI, and KUCO Oklahoma City. Classical KING paid for the research and staff from the other stations helped shape the questions and the findings. We are currently engaged in a research project with Seattle University to learn how best to engage with communities of color in the Puget Sound Region.

**Arts ecosystem:** We collaborate with a wide variety of classical music and arts institutions in our region including professional and amateur groups. We promote their concerts to strengthen their organizations and ensure the arts community recovers post-pandemic and remains strong. The arts draw more people than all the major sports teams in Seattle combined (Seahawks, Kraken, Sounders, Mariners) and the sector is an important economic driver. We are working with the City of Seattle and King County on this initiative.

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.

Classical music organizations tell us they sell tickets when we air spots for them on the station. We have been doing free and very low-cost spots for organizations to help them rebuild audiences after the pandemic.

The research on the diversity of the classical music audience was shared free of charge with public radio stations nationwide through PRPD, SRG, and other means. A number of performing organizations also received the research through a partnership with the League of American Orchestras. This research should help stations and performing organizations diversify audiences.

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 2023, and any plans you have made to meet the needs of these audiences during Fiscal Year 2024. If you regularly broadcast in a language other than English, please note the language broadcast.

- Increased broadcasts of music by people of color– both composers and performers and will continue to do so.
- KING FM hired African American violinist and educator Dr. Quinton Morris to be our first Artist-Scholar in Residence. Quinton will be instrumental in helping us create radio programs that focus on classical composers and performers of color.
- Second Inversion – Features People of Color on an ongoing basis.
- Planned and designed research in collaboration with WQXR New York, WRTI Philadelphia, and KUCCO Oklahoma City to understand why BIPOC who listen to or are interested in classical music do not listen to our stations.
- Increased broadcasts of music by women composers and performers.
- Every episode of Second Inversion features music by women and people of color

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?

CPB funding allows us to invest in production of our weekly program Northwest Focus Live which features local musicians. We create videos of some of the performance and submit them

to VuHaus and NPR Sessions to give local musicians a national profile. Supporting young artists is a key goal for Classical KING. CPB funding also helps us hire talented staff who support the station in a variety of ways.