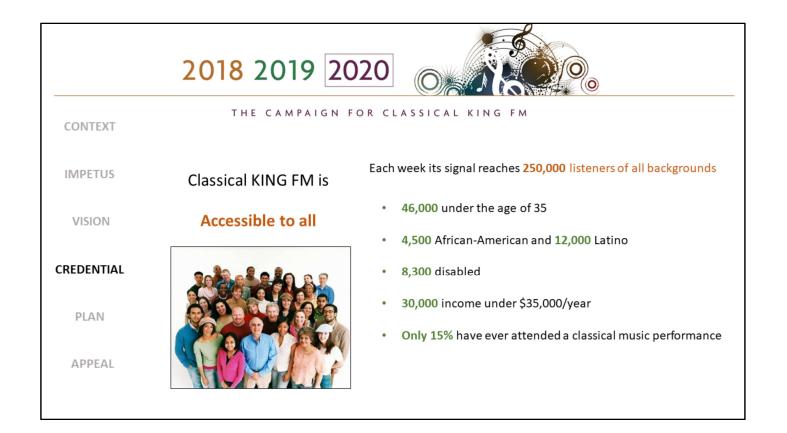


	2018 2019 2020	
CONTEXT	THE CAMPAIGN FOR CLASSIC	AL KING FM
IMPETUS	Music is all around us. We appreciate the beauty, grandeur,	and the second sec
VISION	and solace that great works of classical music provide.	
CREDENTIAL	Classical KING FM serves as a beacon,	•
PLAN	encouraging listeners to experience the diversity of classical music and explore this magnificent art form.	
APPEAL		

KING offers music that has withstood the test of time, that soothes, inspires and connects us to the greatest creations of human beings.

	2018 2019 2020
CONTEXT	THE CAMPAIGN FOR CLASSICAL KING FM
IMPETUS	Our region is growing rapidly and becoming more diverse.
VISION	The internet and digital technologies are transforming
CREDENTIAL	how we experience music.
PLAN	Now is an exciting time, full of possibilities, and a pivotal moment for
APPEAL	Classical KING FM.



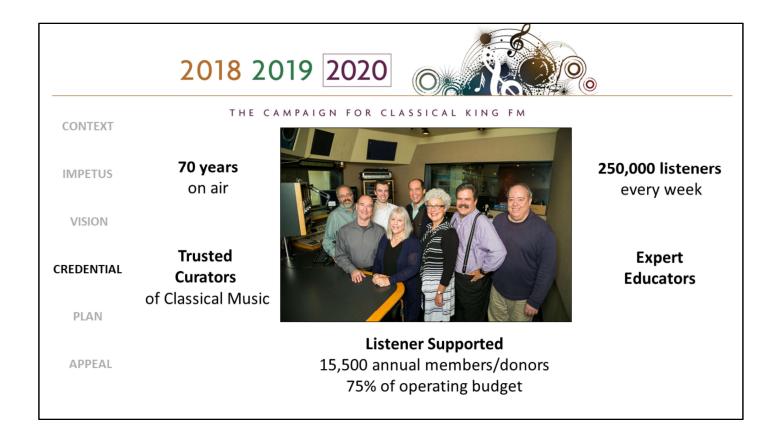
KING is free and accessible to everyone 24 hours a day wherever they are, no matter what they are doing. There is no need to buy a ticket or worry about what to wear or when to clap. It is a comfortable way to explore classical music with the help of knowledgeable announcers focused on telling stories about the music and musicians. As a result, it has the largest, most diverse audience of any classical music organization in the Puget Sound Region.

	2018 2019 202	20	
CONTEXT	THE CAMPAIGN FO	R CLA	ASSICAL KING FM
IMPETUS	Classical KING FM is		
VISION	Accessible to all	•	8,000 hours of music annually
		•	160 arts organizations highlighted each year
CREDENTIAL	Both an arts organization and a media advocate for	•	72 live performances per year
PLAN	the arts		
APPEAL			

KING is critical to audience development for classical music. We bring new listeners to classical music and encourage them to attend concerts by more than 160 local organizations in order to deepen the listener's connection to the music and help develop new audiences for performing organizations.



A pioneering study commissioned by the Knight Foundation found that "increasing the availability and quality of classical music on the radio, and increasing ownership, exchange and use of classical recordings is strategic to the long-term vitality of the orchestra field" (Knight Foundation, *Classical Music Consumer Segmentation Study*, 2002).



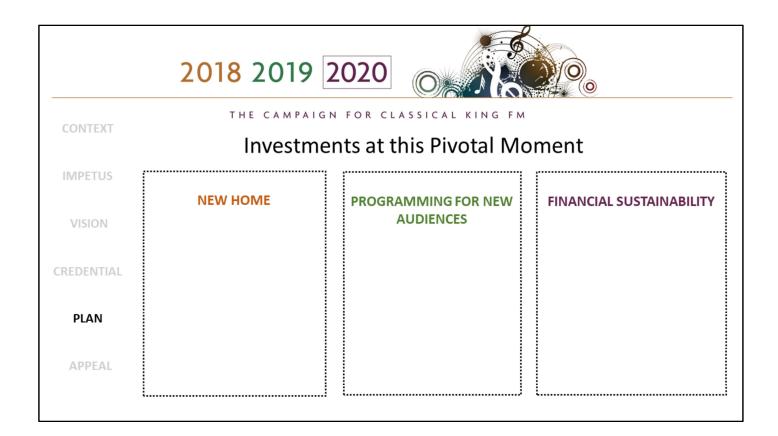
The value proposition for KING is the music plus our knowledgeable announcers. There are many other ways to listen to classical music but you can only hear music hosted by Lisa Bergman, Dave Beck, Brad Eaton, Sean McLean and Marta Zekan on KING. For those new to classical music the information we offer about the music and the musicians is key to helping them make the music part of their lives.

	2018 2019 2020		
CONTEXT	THE CAMPAIGN FOR CLASSICAL KING FM		
IMPETUS	Ensuring classical music flourishes here for generations to come		
VISION	In 1948, Dorothy Stimson Bullitt founded KING FM.		
CREDENTIAL	In 1994, her family donated the station to the community.		
PLAN	Since 2011, listeners have provided operating support.		
r LAN	Now, it's OUR TURN to invest in the future.		
APPEAL			

There is a perception in the community that the Bullitt family endowed KING and its future is secure. This is not the case. The Bullitt family made a very generous donation that transitioned KING from part of KING Broadcasting to a community asset. It was the intent of the family that the community would assume responsibility for supporting KING.

KING has only been functioning as a nonprofit for seven years. It has no endowment and slim reserves; therefore, it is critical that we strengthen KING and help it become a mature nonprofit so that it can continue to serve its important role in the arts community.

	2018 2019 2020		
CONTEXT	THE CAMPAIGN FOR CLASSICAL KING FM		
IMPETUS	We are launching a		
VISION	\$6 million Campaign for Classical KING FM		
CREDENTIAL	to ensure classical music flourishes here for		
PLAN	generations to come.		
APPEAL			



	2018 2019 2020
CONTEXT	THE CAMPAIGN FOR CLASSICAL KING FM Investments at this Pivotal Moment
IMPETUS	
VISION CREDENTIAL PLAN	NEW HOME Close to arts partners State-of-the-art G,000-8,000 square feet Performance space for 30-50 Infrastructure and technology
APPEAL	\$2.5 million

In addition to needing new space, most of KING's equipment is very old and unreliable. We are replacing that outdated equipment as part of this campaign to ensure that KING has a state-of-the-art facility and can provide a more reliable service.

Building out space for KING is more expensive than standard office space:

•KING needs at least four studios that are fully soundproofed, featuring thick walls filled with insulation, nonparallel walls and double pane windows.

•KING needs a large technical room with massive wiring and supplemental air conditioning powered by a back-up generator. Racks of equipment are needed to hold digital music files, computer servers, and equipment that transmits our signal from the studio to the transmitter site on Tiger Mountain.

•KING needs a performance space for an audience of at least 30 people for our Friday evening live broadcast Northwest Focus Live, featuring local classical musicians.

	2018 2019 20	020	
CONTEXT	THE CAMPAIGN FOR CLASSICAL KING FM		
	Investments at this Pivotal Moment		
IMPETUS			
VISION		PROGRAMMING FOR NEW AUDIENCES	
CREDENTIAL		 Digital innovation fund Developing the next generation of listeners 	
PLAN		 Increase local programming 	
APPEAL		\$1.5 million	

While digital technology is transforming the way people access music and giving them many more choices, radio has proven to be remarkably resilient. 90% of the population of the U.S. (including millennials) still listen to radio each week. Why?

• Radio is free. Netflix and Hulu were able to attract market share away from television because they could undercut cable and satellite television on price point. Radio is free and competitors cannot use price to lure away listeners.

However, although radio has been resilient so far, we cannot be complacent. Digital technology offers us the opportunity to develop multiple classical services that can be customized for specific audiences, especially young people. It offers an important ability to extend our mission and do even more to develop new audiences for classical music.

	2018 2019 2020		
CONTEXT	THE CAMPAIGN FOR CLASSICAL KING FM		
CONTEXT	Investments at this Pivotal Moment		
IMPETUS		7	
VISION	FINANCIAL SUSTAINABILITY Strengthen financial base		
CREDENTIAL	for young nonprofit • Mission insurance		
PLAN			
APPEAL	\$2 million		

KING is a relatively new nonprofit that has no endowment and slim reserves. It is important to help KING build the financial stability that characterizes a more mature nonprofit so that it can continue to bring new audiences to classical music and strengthen the entire classical music ecosystem of the region.

