YOU help change the way people EXPERIENCE MUSIC

Fans enjoy a performance by Elliott Brood during the 2010 Concerts at the Mural series. Photo by Brittney Bush Bollay
It seems like a simple question: why does music matter? Of course, we instinctively know that it does, but it’s not so easy to articulate how profoundly it can affect our innate desire to connect with creative new sounds—and with each other. In 2010, KEXP did a lot of work contemplating, studying, and gathering your stories to dig deep into this question. You won’t be surprised that we discovered an array of reasons why music matters in a healthy community, and what music means to you.

KEXP enriches people’s lives by championing music and discovery, and whether you connect with the station over the airwaves, online, or out in the streets, there are opportunities to experience music in ways you can’t find anywhere else. As you reflect on 2010, our goal is that you’ll find you’ve made an important discovery for yourself…perhaps a favorite new artist, a piece of musical history or, as Olympic athlete Christian Niccum discovered, that the perfect mix of music can fuel your success—a carefully crafted playlist helped him break the record on one of the world’s most difficult luge tracks!

MUSIC MAKES US THINK;
MUSIC MAKES US FEEL;
MUSIC MAKES US MOVE!

Music has a powerful ability to connect us to, and relate with, others: when I talk with donors, community organizations, and listeners as far away as Iceland, I’m humbled and encouraged by the words I hear so often: “Tom, how can I help?”

You are a contributor. When an opportunity arose to move KEXP’s operations to a new home, enabling the organization to serve the community in new and exciting ways, you spoke up when we most needed to hear your voice.

In 2010, we thoroughly explored ways a new home at the Seattle Center will encourage the multi-experiential discovery of music by bringing music lovers together physically, and by improving services to our worldwide community. Through dedicated research, surveys and conversations, we’ve found support for our theory that a more accessible and engaging home, coupled with a first-rate technological infrastructure, will provide the necessary foundation for our journey forward.

The organization continued its long-standing commitment to strategic financial planning and thoughtful allocation of resources. You’ll be glad to know that KEXP ended 2010 with a revenue surplus that continues to build our solid foundation for tomorrow’s innovations. Your tremendous support has made this stability possible, and we will continue to look to you for ideas, feedback and financial investment as we realize our vision of serving more people with refined and new services.

The KEXP Community of supporters—each and every person listed in this report—is poised to make a big difference in the way people experience and connect to music all across the world. In fact you already have. Thank you for powering KEXP and enabling people to discover for themselves just why music matters so much.

Tom Mara speaks with a group of supporters during the KEXP BBQ at Seattle Center. Input from the community has been an important part of planning for the future. Photo by Brittney Bush Bollay

Tom Mara speaks with a group of supporters during the KEXP BBQ at Seattle Center. Input from the community has been an important part of planning for the future. Photo by Brittney Bush Bollay

MESSAGE from Tom Mara, EXECUTIVE DIRECTOR

KEXP works hard to bring you the services you value most, and our offerings in 2010 were no exception. More than 160,000 people tuned in each week over the airwaves at 90.3 FM, and even more discovered music online at KEXP.ORG—not to mention the music lovers who downloaded podcasts, planned their weekends using KEXP’s events calendar, and watched videos of in-studio performances millions of times. We once again brought music to the community, and worked with Seattle Center to present Concerts at the Mural, a free, all-ages music event in the heart of the city. I’m proud to say that we spent the year connecting music lovers with artists, the community, and with each other.
Our Mission:

KEXP ENRICHES PEOPLE’S LIVES BY CHAMPIONING MUSIC & DISCOVERY.

The KEXP Community gathers to enjoy a summer evening at Seattle Center. Photo by Britney Bush Bollay
A Year of Musical Discovery

In 2010, KEXP remained relentlessly focused on championing music and discovery to passionate music lovers, artists and the community. Throughout the year, KEXP engaged our broad and growing audience in a variety of ways, helping to create a vibrant culture and a home for arts enthusiasts.

KEXP has worked hard to bring you the services you value most, and it’s exciting to see how the advancement of technology has enabled us to better communicate with people all over the world. KEXP creates music experiences that can’t be found anywhere else, and makes them available whenever—and however—it’s convenient.

On the Dial: Discovering Music Over the Airwaves

KEXP is the voice of Pacific Northwest culture, serving as an ambassador of the Seattle sound while introducing Northwest listeners to music from every corner of the globe.

In 2010, the KEXP Community grew to an all-time high of 161,900 people who listened each week on the radio dial at 90.3 FM—meaning more people are discovering music over the airwaves than ever before.

Not only are more people listening to KEXP’s broadcast shows, performances, public affairs programming, documentaries and interviews, but KEXP committed to improving your experience while listening to our offerings. In 2010, the organization secured funds for a much-needed transmitter upgrade.

Supported by a grant from the National Telecommunication and Information Administration and matching funds from the University of Washington, KEXP began an improvement project in October. This new, state-of-the-art technology means a boost in the signal at 90.3 FM and an enhanced listening experience for the High-Definition (HD) radio audience.

PROGRAMMING HIGHLIGHTS

KEXP gives a voice to Seattle’s next generation of musicians as Chief Sealth Marching Band performs during the live broadcast from Easy Street Records in West Seattle. Photo by Jim Beckmann
The KEXP Community grew to an all-time high of

161,900 LISTENERS.
30,441,664

*podcast downloads.*

53,000

*music lovers connected through social media.*

11 MILLION

*views of in-studio performances on YouTube.*

*CHANGING HOW PEOPLE DISCOVER MUSIC ONLINE*

Music inspires curiosity, creativity and connection within and among people, and KEXP’s rich online services mean even more people can discover new sounds.

Always innovating, KEXP continues to work with partners Microsoft, the University of Washington, and NPR Music to create one of the most engaging and sophisticated online music communities in the country.
Each story we hear is unique, but they all share a common theme: music matters. Together, members of the KEXP Community are continuing the journey to discover why music matters and to share our findings with the world.

“Music powers my life. If I’m not listening to KEXP on the air, it’s safe to say I’m listening to the daily podcast or some amazing band that I was introduced to by KEXP.” – Karin, Seattle

“Great music empowers—and I find more of it on KEXP than anywhere else.”—Jan, Montreal

“Over the past three years I have lived in the Midwest, East Coast, and now the Gulf Coast. When my other basic needs are constantly unfamiliar, KEXP is the one thing that I can pull up online and feel connected to a familiar place.” – Darby, Alabama
In our investment in bringing more video performances to our audience, KEXP celebrated an exciting milestone as we delivered our 100th Video Podcast, featuring Swedish performer Tallest Man on Earth.

Sharing the Live Music Experience

In 2010, KEXP welcomed 493 artists into its studios in Seattle, at the Cutting Room Studios in New York, and to exclusive performance spaces at music festivals around the world. These performances were broadcast live over the airwaves and, in 2010, KEXP also focused on making these unique performances available on demand at KEXP.ORG. By the end of the year, fully produced, edited, and encoded features of most performances were available online within 24 hours.

In so doing, KEXP responded to a growing demand for video footage of in-studio performances, and has established itself as one of the premier sources for intimate, live sessions from some of the world’s most talented artists, like Florence and the Machine, Bomba Estéreo, and The Head and the Heart. These unique sessions bring the listener into the studio, providing a new perspective on the art of performance and a rare glimpse into the inner workings of the creative process.

So Many Ways to Discover Music

KEXP continues to provide many free music experiences, such as an online playlist, concert and album reviews, charts of favored releases, and a two-week streaming archive of its broadcast, so that arts experiences are available and easily accessible at any time. These resources serve a worldwide audience of culturally curious individuals eager to discover new music.

Why it Matters to Connect Artists with their Audience

KEXP is a musical ecosystem where artists thrive as agents of our vibrant community. Exposure on KEXP connects some artists with their first audiences, which can result in increased record sales, higher attendance at concerts, and new career opportunities. KEXP’s investment in online resources means that both beloved and up-and-coming artists are showcased on a worldwide stage. Inclusion in a podcast or video of an in-studio performance means that their music can captivate an audience of millions, and the live music experience is not limited by the capacity of a single venue.

In an on-air interview, Seattle artist Macklemore explained the impact that KEXP has on artists’ careers by connecting them with an open-minded audience. He shared, “I hear from people all the time who say, ‘The first time that I heard you was on KEXP and now I’ll be a lifelong fan!’”

“GREAT MUSIC EMPOWERS—AND I FIND MORE OF IT ON KEXP THAN ANYWHERE ELSE.”

– Jan, Montreal
The Power of Music

KEXP was the recipient of an AIR Live Resident Producer internship, which allowed us to dig even deeper into the question of why music matters. Over the course of several months, visiting producer Anna Boiko-Weyrauch created the 10-part series Why Music Matters: Stories About the Power of Music, providing fascinating perspectives from a diverse population ranging from an orthopedic surgeon to a Yoruba Priest.

KEXP’s Audioasis Community Partnership Initiative

As a public media organization, KEXP is the voice of the community, championing the arts and local non-profits right alongside the music. Through KEXP’s Audioasis Community Partnership Initiative, the organization provides recipient non-profit organizations with month-long media campaigns that promote their missions and benefit concerts at the Sunset Tavern.

This program provides critical exposure for non-profits serving a variety sectors, including Arts & Culture, Housing, Education, and Health & Human Services.

In 2010, KEXP supported nine diverse non-profit organizations, raising more than $7,000 total.

These outreach partnerships not only help raise funds and awareness for community non-profits, but provide an opportunity for Pacific Northwest artists to support the community (performers at the events donate their time) and reach new audiences. The benefits of KEXP’s Audioasis Community Partnerships Initiative truly ripple throughout the region, supporting the good work of non-profits in the community by helping them connect with supporters for their cause.

2010 Community Partners:

- University District Food Bank
- Central District Forum
- People’s Harm Reduction Alliance
- Artist Trust
- Seattle Tilth
- Youngstown Cultural Arts Center
- Reel Grrls
- Powerful Schools
- Northwest Parkinson’s Foundation
- North Helpline

Why Music Matters: KEXP Asks What the Community Thinks

Over the course of the summer, KEXP went out in the field, asking people why music is important, and how they think KEXP’s work impacts the community.

It’s clear from all of the thoughtful answers that the community perceives music as a vital resource, and KEXP’s work not only enriches people’s lives, but creates a vibrant culture.
“In 2007, I started as DJ at KEXP under the name DJ Rhythma; by day, I’m known as Eric Schmidt and I work at Microsoft, focusing on digital media technologies. I saw a way to bridge my two passions, so I approached the organization about helping them with ‘workflow issues.’ Our conversations grew much bigger…it was eye-opening to see just how much technology is needed to run the station and the real need the station has for technological innovation. Fast forward to today; we are now over a year into the strategic agreement between Microsoft and KEXP.

Because of this work, the KEXP Community will be able to communicate with each other and with the station in real time, and KEXP will be able to share more information with listeners in a more engaging way. I’m looking forward to that future!”
We Won’t Be Contained: KEXP in the Community

KEXP’s mission to provide opportunities for musical discovery does not stop online or on the airwaves. In 2010, KEXP proved that we won’t be contained within these confines, and played a significant role in the arts community by providing free, all-ages music experiences.

In total, KEXP served 12,000 people at community events in Seattle and broadcasts from festivals throughout the United States, like South by Southwest in Austin and CMJ Music Marathon in New York City.

The organization embarked on musical expeditions worldwide, traveling internationally to capture and share a multitude of exotic underground sounds. In Iceland, KEXP’s team of curators scoured Reykjavik for the country’s most promising talent, and recorded intimate performances in artists’ practice spaces and homes.

Watching these performances, the viewer feels like a fellow traveler bearing witness to pure musical magic, as when the band Of Monsters and Men invited KEXP into their living room for a performance of “Little Talks.”

Concerts at the Mural Series Thrives in its Third Year

KEXP once again partnered with the Seattle Center to present the Third Annual Concerts at the Mural series and the KEXP BBQ, where nearly 7,000 shared the live music experience in the shadow of the iconic Space Needle, enjoying free performances by local and national musicians from a variety of genres.

KEXP’s Hood-to-Hood Broadcast: Discovering West Seattle’s Microculture

For the first time, West Seattle won KEXP’s Hood-to-Hood Challenge, contributing the highest amount of any Seattle neighborhood during the Summer Membership Drive. As a reward for their outstanding support, KEXP descended on the neighborhood, curating a day packed with a live broadcast of performances from Easy Street Records, family-friendly concerts and crafts at Cupcake Royale, and an art showcase at Youngstown Cultural Arts Center.

A crowd takes in a performance by Vancouver artists Black Mountain at Seattle Center. KEXP’s Concerts at the Mural series brings together bands from around the world to perform for audiences free of charge.

Photo by Britney Bush Bollay
“KEXP’s donation of in-kind promotion, event coordination, and live broadcast production produced tangible benefits that will continue to reverberate for years to come.

The real and lasting benefit of this collaboration is the ability to reach younger audiences, making them aware of the impact of our work and how they can make a difference.

– Joseph DiChiaro, Development Director
Guided by its strategic initiatives, KEXP exercised agile fiscal management throughout 2010. The organization invested heavily in the services that listeners value most, while reducing expenses whenever possible. KEXP’s strong foundation was built by the donors, foundations, government agencies and business partners who continued to support our mission to enrich people’s lives by championing music and discovery, positioning the organization for a bright future ahead.

**Individual Support**

In 2010, KEXP received contributions from 13,580 individual donors, donor directed funds, corporate matching programs, and family foundations. This support represented 60%, or $2,484,621 of KEXP’s total revenue.

For the first time, donors had the option to automatically renew their annual support by joining the Amplifiers Club, and KEXP welcomed 816 donors into this group in 2010.

**Business Support**

Support from 221 local and national businesses accounted for 25% of total revenue, or $1,023,419, in 2010. These organizations contribute to the station through underwriting support, and include for-profit companies and industries, foundation and non-profit organizations, colleges and universities, and state and local government agencies.

**Foundation Support**

In 2010, KEXP received grant support from the Paul G. Allen Family Foundation as part of the American Music Partnership of Seattle, in support of KEXP documentaries. In addition, KEXP received support from Microsoft Community Affairs, RealNetworks Foundation for the program Mind Over Matters; a grant from Foundation for Contemporary Art to support the program Sonarchy; and a grant from Puget Sound Energy Foundation to support the 2010 Concerts at the Mural series.

In total, KEXP received $79,272 in foundation support.

**Government Support**

KEXP is a City of Seattle Civic Partner, and received a grant from the Seattle Office of Arts and Cultural Affairs to support Audioasis, Seattle’s longest-running local music radio show. In addition, KEXP received operating support from the Washington State Arts Commission and 4Culture.

In 2010, KEXP received a total of $20,511 in government support.

**Event Revenue**

Last year, KEXP presented music fans with opportunities to experience the artists KEXP champions through community events and concerts. In 2010, events raised $76,409 from ticket and beverage sales for the station.

**Program Service Revenue**

*Live at KEXP Volume Six* and click-to-buy features on KEXP.ORG earned $69,946 in 2010.

**Online Banner Advertisements**

In 2010, KEXP raised $111,852 through advertisement sales on KEXP.ORG.

**In-Kind Support**

KEXP received notable support in the form of goods and services totaling $303,063 from individuals, organizations, and local and national businesses.

In 2010, KEXP received support from two key partners. From the University of Washington, we received technology, engineering, IT, and business system support of an indeterminate value. Vulcan, Inc. donated the equivalent of $72,708 in rent for the use of the KEXP studios at 113 Dexter Ave. N. in Seattle.
REVENUE

$4,173,921

60% Individual Support

25% Business Support

7% In-Kind Support

3% Online Banner Ads

2% Event Revenue

2% Program Service Revenue

2% Foundation Support

<1% Government Support

<1% Misc. Support
Programmatic services and activities accounted for 60%, or $2,397,161 of KEXP’s operations expenses in 2010—the largest portion of KEXP’s expense budget. KEXP’s fundraising and administration expenses accounted for 33% and 7%, respectively. In comparison with a representative sample of our public radio peers, KEXP spends a higher-than-average percentage of expenses on programming activities.

As directed by KEXP’s Governing Board, the organization continued to accrue operating reserves in 2010. KEXP added to its cash reserves, bringing the total to $1,798,635 or approximately 5.8 months’ coverage in 2010 dollars. Reserve funds help an organization seize compelling opportunities and absorb unexpected expenses without risking core programming services or the overall health of the organization.
**KEXP Volunteer Leadership**

**Governing Board Members**

**Peter Nordstrom**  
President of Merchandising  
Nordstrom, Inc.

**Sue Coliton**  
Vice President  
Vulcan and Paul G. Allen  
Family Foundation

**Paul Jenny**  
Vice Provost of Planning and Budgeting  
University of Washington

**Stuart Nagae**  
Associate Director of Venture Investment  
Vulcan Capital

**Kelli Trosvig**  
Interim Vice President and Vice Provost  
UW Information Technology

**Advisory Council Members**

**Scott Bell**  
Chair, Managing Partner  
Cairncross & Hemplemann, P.S.

**Paula Boggs**  
Executive Vice President,  
General Counsel & Secretary  
Starbucks Coffee Company

**Will Daugherty**  
Vice President,  
External Payment Services  
Amazon.com

**Ewan Duncan**  
Partner  
McKinsey & Co.

**Ben Exworthy**  
Founder  
Gamehouse Studios

**Duncan Haas**  
Wyncote Foundation NW

**Sherri Havens**  
Community Volunteer

**Ben London**  
Media Rights Manager  
Hewlett-Packard

**Bob Moore**  
Chief Creative Officer  
Publicis USA

**Oscar Mraz**  
Chief Financial Officer  
Story Worldwide

**Christina Orr-Cahall**  
Chief Executive Officer  
EMP|SFM

**Scott Redman**  
President  
Sellen Construction

**Loren Schwartz**  
Consultant  
ESPN.com

**James Utzschneider**  
General Manager, Competitive Strategy  
Microsoft

**Adam Zacks**  
Senior Director of Programming  
Seattle Theatre Group

Music lovers connect with Brite Futures.  
Photo by Brittany Bush Bolley.
In 2010, 697 volunteers donated an amazing 22,666 hours to KEXP. The growing generosity and support of our volunteer team enables KEXP to achieve more than ever! More volunteers mean more resources to complete new initiatives, better serve the community, and engage new listeners.

Many thanks to the volunteers who donated the most hours in 2010:

**ANN ALLEN**  
Programming

**RYAN BORT**  
Administration and Online Services

**TOM ENRIGHT**  
Business Support and Programming

**MARIANA ESTRADA**  
Online

**CHRIS MAK**  
Business Support and Programming

**KAT METROVICH**  
Programming and Administration

**KARI STARK**  
Programming and Marketing

**REESE UMBAUGH**  
Online Services and Programming

**JAMIE WALLACE**  
Programming

**ZACHARY YOUNG**  
Online Services

**PJ Welsh Volunteer of the Quarter Recipients:**

**WINTER**  
**LORI NOTO**  
Development and New Home Initiative

**SPRING**  
**SARAH LLOYD**  
Business Support

**SUMMER**  
**MARIANA ESTRADA**  
Online Support

**FALL**  
**ANN ALLEN**  
Programming DJ Assistant
As an accomplished singer-songwriter, a member of KEXP's Advisory Council, and donor to the organization, Paula Boggs has an appreciation of the role that music plays not only in her own life, but in a healthy community.

"KEXP brings a unique curatorial voice to radio and is an amazing cultural asset to the Seattle community. Independent artists need KEXP to promote their music and expose it to the right audience. Over time, I’ve come to understand the power of KEXP in Seattle and beyond and I donate to enable a cultural force I believe in."

Paula and her partner Randee Fox generously donate “challenge” funds to inspire others to donate during KEXP’s membership drives, and Paula has found other creative ways to contribute:

“Last June I held a release party for my debut CD, *A Buddha State of Mind*, and donated all the proceeds to KEXP.” As part of KEXP’s volunteer leadership, she helps guide the organization to continue to improve its operations and services to listeners.

“I’m proud of what KEXP accomplishes every day and am excited about its future. My life is certainly enriched by this wonderful listener-supported radio station!”
BUSINESS CONTRIBUTORS

4 Your Eyes Only
5th Avenue Theatre
8 Limbs Yoga
AccuTint
Ace Hotel
ACLU of Washington
ACT Theatre
AEG Live
AFSCME Local 2083
Allison Condos LLC
Alternative Distribution Alliance
Amazon
Anti-Antioch University
AOL
Arts & Crafts Productions
Asthmatic Kitty Records
Athletic Awards
Atocha Design
Babeland
Backside Bow
Ballbridge Graduate Institute
Ballard Chamber of Commerce
Banya 5
Bastyr University
Be Luminous Yoga
Beacon Plumbing
BECU
Bedrooms & More
Bellevue Arts Museum
Better Window Cleaning
Bloodshot Records
Bold Hat Productions
Brooklyn Academy Of Music
Caffe Ladro
Caffe Vita
Can Can
Capitol Hill Block Party
Capitol Hill Vision
Car Toys
Central Co-Op
Central Saloon
Chow Foods
Chronicle Books
Cirque du Soleil
City Arts Magazine
City University of Seattle
Clise Properties
Club Sur
Coherent Interactive
Cointar
Columbia University
Common Market
Cortiva Institute
Crooked Trails
Culture Yard
Cupcake Royale
Deep Roots Tattoo & Piercing
Delicious Planet
Deschutes Brewery
Destination Shirt Company
Die Biestube
Dimitriou's Jazz Alley
Double Tee Concerts
Dovecto Records
DTS Washington
Dusted Valley Vintners
Earthjustice
Easy Street Records

Eddie Bauer
Edmonds Center for the Arts
E.E. Robbins
El Corazon
Equal Vision Records
Evergreen Chiropractic
Evergreen State College
Everyday Music
Evil Teen Records
Eyes On Fremont
Fancy
Feierabend
First Tech Credit Union
Flying Squirrel Pizza Company
Fox Broadcasting Company
Fuzed Music
Garage Billiards
Georgetown Music Festival
Georgetown Music Store
Glacéau
Goldenvoice
Grand Illusion
Green Cleaning Seattle
Green Lake Jewelry Works
Grey Gallery & Lounge
Group Health
Hagerty Collector Car Insurance
Hanford Challenge
Hard Rock Cafe
Hearth Music
Henry Art Gallery
Highway 99 Blues Club
Homegrown Sustainable
Sandwich Shop
Hotel Deluxe
Hotel Max
Iceland Naturally
IFC TV
Infinitive Productions
Intiman Theatre
J Shoes
Jansport
King County Water Taxi
Kirtland Records
La Tienda
Laugh Lover’s Ball
Law Offices of James S. Rogers
Lifelong Aids Alliance
LifeWise Health Plan
of Washington
Live Nation
Magic City Center for
the Community
Manifest World
Maraire Enterprises
Mayo Performing Arts Center
Merge Records
Microsoft
Mike’s Hard Lemonade
Mission
Mokas Café
Moon & Pop Music
Monqui Presents
Moon Rock Massage
Mount Bachelor
Mountain To Sound Outfitters
MPress Records
MTV Networks
Museum of History and

Industry Nateva Festival
Nature Consortium
Nectar Lounge
Neumos
New Belgium Brewing Company
New Century Theatre Company
Newport Folk Festival
Noise for the Needy
Northwest Auto Salon
Northwest Chocolate Festival
Nucor Steel Seattle
Oh Boy Records
On The Boards
One Reel
Pagliacci Pizza
PCC Natural Markets
Pilot Books
Planned Parenthood of the
Great Northwest
Pratt Fine Arts Center
Premiere Exhibitions
Prost
Publicis
Public Media Interactive
Puffin Glass Studios
Pyramid Breweries
Q Cafe
Razor & Tie
RealNetworks
Red Cap Espresso
Redfin
Red Light Vintage and Costume
Redeye Distribution
Redhook Brewery
REI
Rock The Village
Ryko
Saddle Creek Records
Scarecrow Video
School of Rock
Science of Sound
Sealed With A Kiss
Seattle Aquarium
Seattle Art Museum
Seattle Asian Art Museum
Seattle Comedy Competition
Seattle Central Community College
Seattle Divorce Services
Seattle Eats
Seattle Founders Day Festival
Seattle Logo Pro
Seattle Metropolitan Credit Union
Seattle Opera
Seattle Pacific University
Seattle Repertory Theatre
Seattle Seahawks
Seattle Shakespeare Company
Seattle Symphony
Seattle Theatre Group
Seattle Times Company
Seattle University
Second Ascent
Senhiser
Shoreline Community College
Shorty’s
Shout! Factory
Showbox
Silver Platters
Skylark Cafe and Club

Smiles By Smita
Snoqualmie Casino
Snowboard Connection
Soaring Heart Natural
Bed Company
Sonic Boom Records
Sonic Entertainment Group
Sony Music Distribution
Soundscreen Design
Square Peg Concerts
Stache Media
Starbucks Coffee Company
STS9
Stumptown Coffee Roasters
Sturtevant’s
Sunset Tavern
Swenson Say Fagét
Table 35 Restaurant & Lounge
Tashkent Park LLC
The 5 Point Cafe
The Adventure School
The Beethoven
The Crocodile
The Cutting Room
The Elliott Bay Book Company
The Lookout
The New School
The Pink Door
The Triple Door
The Wing Luke Museum
The Workshop
Thirty Tigers
Three Imaginary Girls
Top Pot Doughnuts
Toyota
Trading Musician
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Universal Music Group
University of Washington
University Bookstore
Urban Craft Uprising
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Vera Project
Verizon
Via Tribunali
Visions Espresso
Vulcan Inc.
Wake Up Productions
Walker’s Renton Subaru
Warner Music Group
Warren Miller Films
Washington Beer Commission
Washington Restaurant Association
Washington Wine Commission
West Seattle Recycling Center
Western Washington Fair
Whidbey Island Jazz Fest
Whole Foods Market
Wildrose
Woodland Park Zoo
World Affairs Council
Yablak Inc.
Yep Roc Label Group
We’re grateful to the 13,380 donors who powered KEXP in 2010, enabling us to serve thousands of music lovers and artists, and ensuring that the music you love will be a part of your life for years to come.

To learn how you can power KEXP by making a donation, please contact us at: KEXP.ORG or 206.520.5843

Or mail your tax-deductible gift to:

KEXP
Attn: Donor Services
113 Dexter Ave. N.
Seattle, WA 98109

The following list of donors made contributions to KEXP in 2010. Often, donors make contributions that are paid over the course of two calendar years. The list of donors in this report includes those who made gifts or made their first payments on a pledge in 2010. Donors are listed under giving levels associated with cumulative annual pledge amounts. In cases where payment ended before pledges had been fulfilled, donors are listed under giving levels that reflect total dollar amounts paid toward pledges.

We have made every effort to ensure that each donor’s name is spelled accurately. We apologize for any errors or omissions. If you notice an error, please contact us. We welcome the opportunity to correct our records.

Individually listed donors are 
5,000+ donors who powered KEXP in 2010. 

The Fredrickson Foundation
Stuart and Jesse Abelson Foundation Trust
SALSU Matchstick Gift Program
Diana Knauf
Jenn B. Lefler & Ian Kopp
Jennifer Benner & Marty Thayer

# KEXP STAFF

## Programming & Production

**Kevin Cole**  
Senior Director, Programming  
& Afternoon Show DJ

**John Richards**  
Associate Program Director  
& Morning Show DJ

**Don Yates**  
Music Director  
& Swingin’ Doors DJ

**Andrew Corey**  
General Manager, Broadcast Services

**Chris Kellogg**  
Production Manager

**Aaron Starkey**  
General Manager, Online Services

**James Alls**  
Chief Engineer

**Jm Beckmann**  
Online Content Coordinator

**Abe Beezon**  
Fill-in DJ

**Leon Berman**  
Shake the Shack DJ

**Tim Betterley**  
Variety Mix DJ/Board Operator

**Dj Rythma**  
Variety/World DJ

**Tanner Ellison**  
Seek & Destroy DJ

**Brandon Fitzsimons**  
Board Operator

**Hans Fluegel**  
Variety Mix DJ

**Brian Foss**  
Sonic Reducer DJ

**Mike Fuller**  
Shake the Shack DJ

**John Gilbreath**  
Jazz Theatre DJ

**Douglas Haire**  
Sonarchy DJ

**Thomas Hall**  
Audio Engineer

**Janice Headley**  
Assistant to Senior Director, Programming

**Scott Holpainen**  
Video Producer

**Kyle Hopkins**  
Positive Vibrations/Expansions DJ

**Diane Horn**  
Mind Over Matters Host

**Johnny Horn**  
Preachin’ the Blues DJ

**Shani Jayant**  
Variety Mix DJ

**West Keller**  
Sonic Reducer DJ

**Michele Khazak**  
KEXP Producer

**Richard Laing**  
Production Assistant

**Hannah Levin**  
Audioasis/Seek & Destroy DJ

**Jackson Long**  
Audio Engineer

**Tison Lynn**  
Board Operator

**Julian Martlew**  
Audio Engineer

**Masa**  
Expansions DJ

**Derek Mazzone**  
Wo’ Pop DJ

**Steve McCarthy**  
Variety Mix DJ

**Mike McCormick**  
Mind Over Matters Host

**Ashley McDonald**  
Variety Mix DJ

**Sharlese Metcalf**  
Variety Mix DJ/Board Operator/ 
Audioasis Producer/Events Coordinator

**Larry Mizell Jr.**  
Street Sounds DJ

**Lexi Morritt**  
Swingin’ Doors DJ

**Will Myers**  
Production Assistant & El Sonido DJ

**Troy Nelson**  
Variety Mix DJ

**James Nixon**  
Audio Engineer

**Louis O’Callaghan**  
Online Streaming Developer

**Matthew Ogaz**  
Production Assistant

**Will Popko**  
Board Operator

**Nate Prudhon**  
Traffic Coordinator, Fill-in DJ

**Quilty 3000**  
Variety Mix DJ

**Rachel Ratner**  
Fill-in DJ

**Kurt B. Reighley**  
Variety Mix DJ

**Greg Rice**  
Web Developer

**Riz Rollsins**  
Variety Mix/Expansions DJ

**Larry Rose**  
Variety Mix DJ

**Alex Ruder**  
Variety Mix DJ

**Shannon Sauter**  
Variety Mix DJ
KEXP STAFF

KEVIN SUGGS
Audio Engineer

MELISSA B. TREJO
Assistant to Associate Director, Programming

NICK TURNER
Sonic Reducer DJ

REESE UMAUGH
Licensing & Podcasting Coordinator

GREG VANDY
The Roadhouse DJ

CHERYL WATERS
Live Performances Producer & Mid-Day Show DJ

JUSTIN WILMORE
Online Video Production Assistant

ADMINISTRATION

TOM MARA
Executive Director

DENISE BURNSIDE
Director of Business & Operations

CYRUS DESPRES
Computer & Information Systems Manager

RISCHEL S. GRANQUIST
Administrative Assistant/Live at KEXP CD Project Manager

SARA GREEN WILLIAMS
Administrative & Financial Manager

ANDREW KLATT
Information Assistant

BRADY MORBELLA
Volunteer Coordinator

JENNIFER PETERSEN
Administrative & Financial Assistant

FUNDRAISING

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Director of Development

TOM SMITH
General Manager, Business Support

AUBREY BEAN
Assistant Director of Development, Annual Giving, 2010

ROB BENDER
Senior Account Executive, Business Support

GWEN COLWELL
Assistant Director of Development, Annual Giving

TIMIE ANN DOLAN
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KELLY HILST
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PHILIP LAROSE
Development Data Entry

DEANE SIEGEL
Account Executive, Sponsorship & Business Support

JEN UTLEY
Account Representative, Music Underwriting & Business Support

ERIN WATERS
Individual Giving Coordinator

CAROLYN WENNBLOM
Director of Leadership Giving
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The next generation of music lovers looking toward the future.