



BREAKING

NEW

GROUND

TOGETHER

THE CAMPAIGN FOR KEXP'S NEW HOME

  
KEXP  
90.3 FM  
SEATTLE  
KEXP.ORG

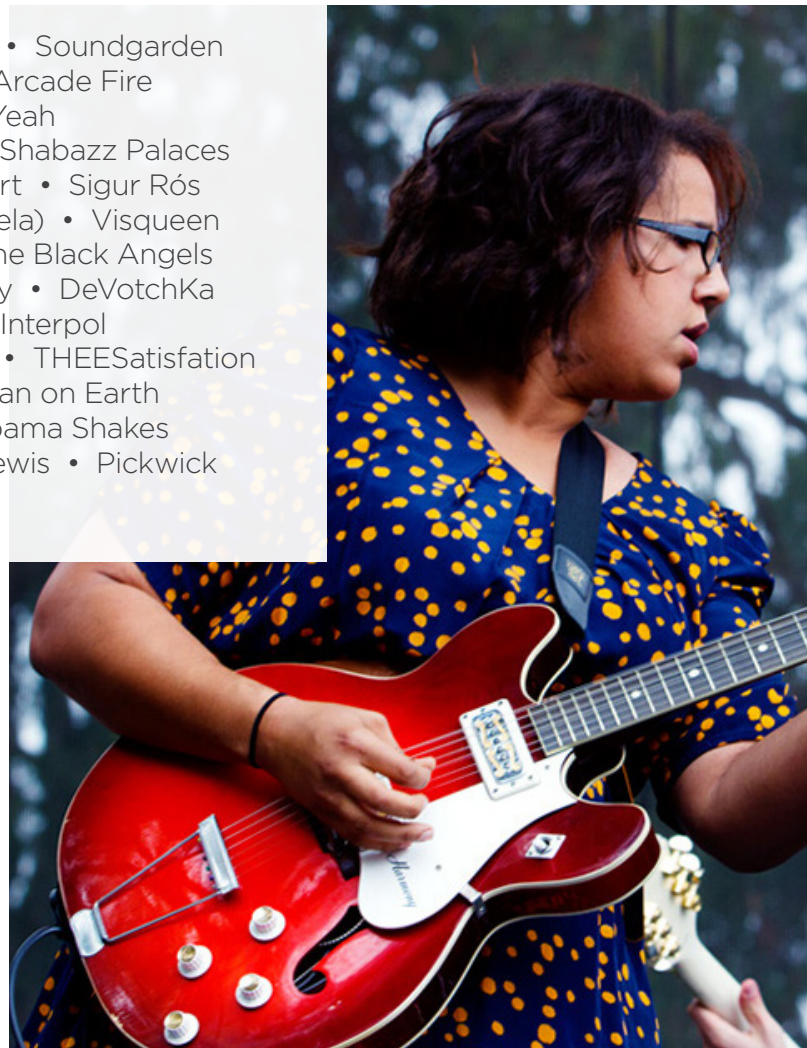
June 17, 2013



# YOU HEARD IT HERE FIRST



Nirvana • Mudhoney • Soundgarden  
Vampire Weekend • Arcade Fire  
Clap Your Hands Say Yeah  
Of Monsters & Men • Shabazz Palaces  
The Head and the Heart • Sigur Rós  
We Are Augustines (Pela) • Visqueen  
Silversun Pickups • The Black Angels  
Ghostland Observatory • DeVotchKa  
M83 • Fleet Foxes • Interpol  
The National • M.I.A. • THEESatisfaction  
Beirut • The Tallest Man on Earth  
The Lumineers • Alabama Shakes  
Macklemore & Ryan Lewis • Pickwick





# DEAR GROUNDBREAKER

We are excited to lead ***Breaking New Ground Together: The Campaign for KEXP's New Home*** to build a new facility at Seattle Center. Though we share a passion for music, the four of us come from different walks of life. We could live anywhere, but choose Seattle because it speaks to us in a special way, and KEXP gives our city a voice that reaches deep into our hearts and all around the world. As a cross section of the KEXP Community, we're thrilled by the prospect of a new KEXP facility that will touch more lives than ever.

The money we raise will cover construction and new equipment, but we're building much more than a radio station. This dynamic facility at the heart of Seattle Center will be the epicenter of a cultural shift in how millions of people experience music.

**KEXP's new home will be an arts organization like no other, a hub where the music lovers, artists, and curators who have made Seattle a world-class music city can share the joy of "music that matters" around the globe.** Fueled by its commitment to new sounds and one-of-a-kind experiences, KEXP will explore uncharted territory and expand its offerings and services—on the air, online, and in its new home—to bring more art and music into more lives throughout Seattle and around the world.

Thank you for reviewing KEXP's plans, and joining our eclectic band of trailblazers who will create the future of music through this campaign.

Sincerely,

Paula Boggs  
Boggs Media, LLC  
Co-Chair, Campaign Advisory Committee

Ashley O'Connor McCready  
Community Advocate  
Co-Chair, Campaign Advisory Committee

Scott Redman  
Sellen Construction  
Co-Chair, Campaign Advisory Committee

Mike McCready  
Pearl Jam  
Co-Chair, Campaign Advisory Committee

# 40 YEARS



**1972**

Student-run KCMU begins broadcasting at 90.5 FM from a 10-watt transmitters atop a dormitory on the University of Washington campus.

# OF NEW FRONTIERS

Seattle is one of the world's great music cities. Like Nashville or Austin, our thriving music scene has been a defining export for decades. KEXP 90.3 FM has been the heart of that scene for more than 40 years. Since our inception as a student-run operation in a UW classroom, we've sought out and championed music and artists that are new, overlooked, under-represented... and life-changing.

Whether it's introducing an emerging artist on air or developing online resources that help listeners discover exciting new music, KEXP defies boundaries. The music lovers, artists, and curators that comprise the KEXP Community share a bold pioneer spirit which propels us along this unconventional odyssey. **Working together, we revolutionize the way people experience music.**

## OUR GREATEST ADVENTURE YET

With each passing decade, more music lovers experience more art with KEXP's programs and services, online, on the air, and at events around the globe. The number of people we serve weekly has skyrocketed from 56,300 to 200,000 in the past thirteen years. In 2008, we identified a need to relocate our studios and offices. The crowded confines of our current space inhibit KEXP's ability to serve our community

to the fullest, and our landlord is eager to develop the desirable real estate it occupies in the South Lake Union neighborhood. To increase our impact, we need to grow physically, too. And we know that we must stay true to our roots.

Building our new home is KEXP's greatest adventure yet. And as we embark on it, we are fully prepared. We've taken critical steps toward success, such as securing a long-term lease at Seattle Center with sub-market rates and a closer partnership with the University of Washington, the holder of our FCC license. This new arrangement increased the University's financial and technological investments in the station.

## INVEST IN THE FUTURE

In our vision, KEXP's new home will provide thousands of people access to the performing arts at little or no cost each year. New partnerships will yield interactive, interdisciplinary arts education programs. Establishing a permanent space for contemporary music at Seattle Center will position new music alongside other traditional arts, and inspire younger audiences to champion the importance of arts and culture in civic life. KEXP will take its place next to the distinguished cultural institutions that make Seattle a world-class city.

1981

Becomes a community-supported, listener-powered station following UW budget cuts.

1982

Increases wattage and extends broadcast signal outside the University District for the first time.

# AS A COMMUNITY, WE GO FIRST

KEXP brings people together, and they exhibit great pride in their ownership of KEXP. Since 1972, we have forged ahead by relying on the combined efforts of three subsets of KEXP Community members working in tandem.



## [MUSIC LOVERS]

KEXP music lovers are open and curious, eager for new sounds and meaningful experiences. In the new home, flexible indoor and outdoor facilities will expose our music lovers to more performances and opportunities to interact with artists and curators.



## [ARTISTS]

KEXP artists break boundaries and take risks. KEXP's new home will showcase even more of them and spur new collaborations, creations, and community interaction by providing better studio facilities, a place to conduct business, and amenities like laundry and showers for touring acts.



## [CURATORS]

KEXP curators are DJs, videographers, photographers, producers, and writers who craft music programming you can't get anywhere else. Expanded resources and state-of-the-art tools in the new home will enable them to create unrivaled music experiences and share them with more listeners across the planet.

**1985**

Forges the musical philosophy and programming focus that remains today, adds hip hop, roots, blues, contemporary global music, reggae, jazz, and more genres to the lineup.



SEATTLE ROOTS

INTERNATIONAL IMPACT

- Local stars including Nirvana, Death Cab for Cutie, and Macklemore & Ryan Lewis connected with their earliest audiences via KEXP.
- Every summer, thousands of Seattle Center visitors enjoy KEXP's free *Concerts at the Mural*.
- Independent record labels based in the Pacific Northwest, including Sub Pop, Sportn' Life, K Records, and Kill Rock Stars feature prominently in KEXP programming.
- A longtime Wisconsin listener who works in Antarctica loads up on new *Music That Matters* podcasts every time he sets off for the South Pole.
- Seattle travelers as far afield as Melbourne, Australia have befriended strangers sporting "I Power KEXP" T-shirts.
- From Japan to Afghanistan, members of the U.S. armed forces stationed abroad rely on KEXP to stay connected to home—and great music.

*"KEXP remains the cornerstone of a revolution that incubated in the '70s, found its voice in the '80s, and finally took over the world in the '90s. Now, more than a dozen years into the 21st century, its vitality is undiminished. Without KEXP, we are dust."*

—Jonathan Poneman, co-founder Sub Pop Records

**1986**

Moves to 90.3 on FM dial, relocates transmitter to Capitol Hill, and boosts power so that listeners as far as 15 miles away can pick up the signal.

**1991**

Champions local artists, venues and record labels as Seattle's grunge scene explodes worldwide.



# A HOME FOR GREATER INNOVATION

**KEXP'S MISSION IS TO ENRICH PEOPLE'S LIVES BY CHAMPIONING MUSIC AND DISCOVERY.**

The KEXP Community will enjoy even deeper and more meaningful ways to come together and connect around a shared passion for music and art in our new facility. Our new home will redefine, once again, the way people experience music.

To raise the funds necessary to build our facility on the Seattle Center campus in the city's arts core, we've launched a \$15 million capital campaign. The end result will be an incredible new space that will open KEXP's doors to the public so the community can fully experience everything KEXP has to offer. The new home will be a gathering space for the whole community, while allowing us to expand our programming, continue to innovate, forge new partnerships, and better support artists.

**1999**

Partners with the UW's technology R&D team to develop innovative ways to serve more music lovers via new media.

**2000**

First station in the world to offer uncompressed CD-quality audio on the Internet.





## WHAT KEXP'S NEW HOME OFFERS:

### MORE MUSIC CHANGING MORE LIVES:

Flexible indoor and outdoor spaces that accommodate more performances and open them up to the public for free.

### NEW WAYS TO LEARN:

New partnerships and lifelong learning opportunities that pair music lovers and students with artists and experts eager to share their knowledge.

### WORLD CLASS TOOLS FOR WORLDWIDE AUDIENCES:

Up-to-date equipment that supports the best possible programming, and continued innovation to connect more people with more music, anytime and anywhere.

### A HOME FOR ARTISTS:

A place for musicians to recharge, create, and connect with the community and with each other.

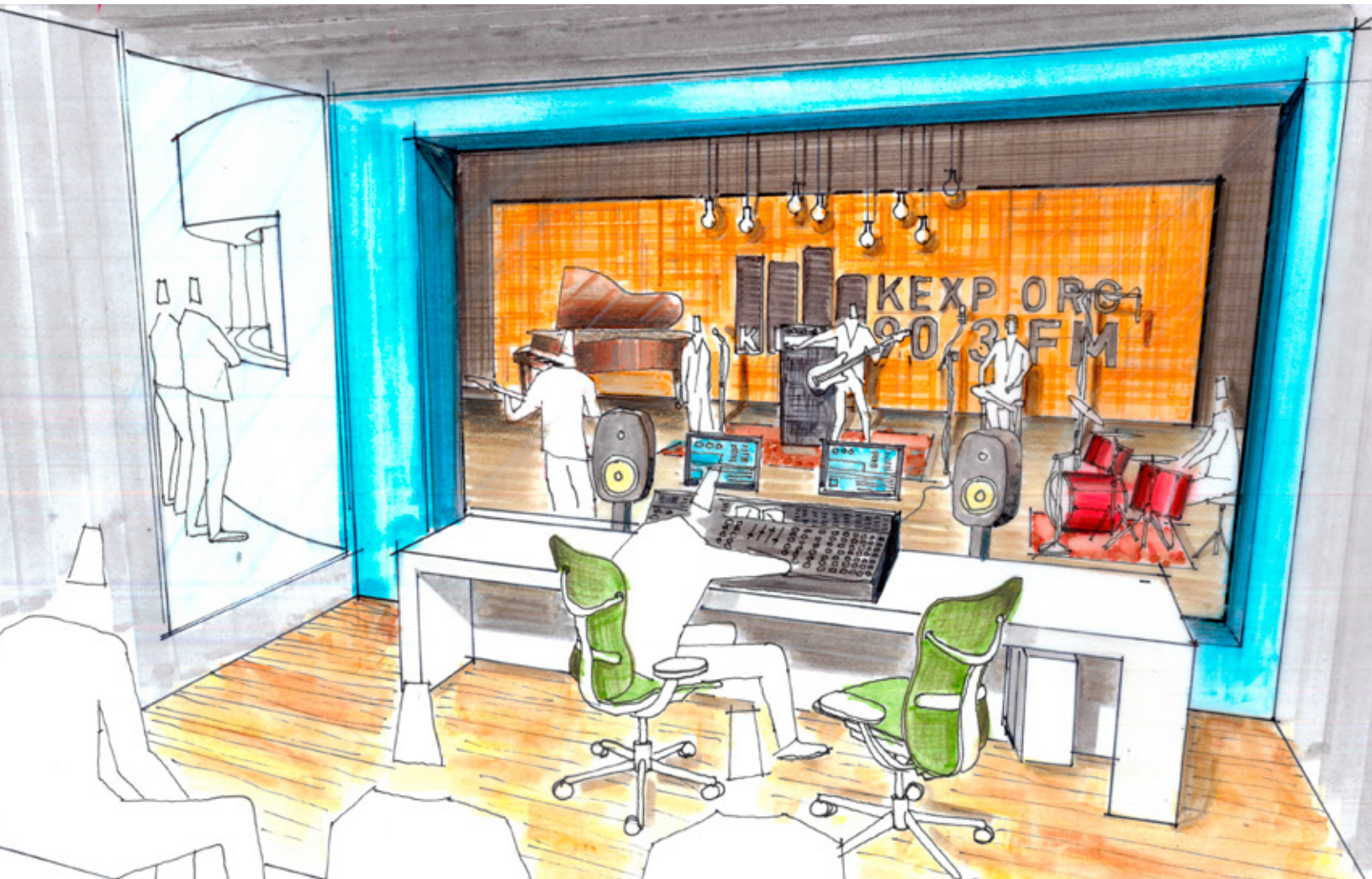
**2001**

With the help of venture philanthropy from the Paul G. Allen Family Foundation, KCMU becomes KEXP 90.3 FM, moving to its first high-tech studios.

# MORE MUSIC CHANGING MORE LIVES

KEXP hosts more than 400 performances in our studios every year. In our new home, flexible interior and outdoor facilities will allow us to schedule more in-studios and open them up to the public. Provided at no cost, every year these free performances will enrich the lives of tens of thousands of Seattle residents and visitors. We will offer arts experiences for those who can't go

to nightclubs or attend concerts. **Young people and underserved populations will discover the joy of live music in an intimate setting, many for the first time.** That helps level the playing field for disadvantaged youth, inspires artistic expression, and reinforces the importance of cultural diversity in a thriving society.



**2001**

Doubles wattage, serving many more people in the Puget Sound area, and creates more ways for people across the world to enjoy the KEXP experience.

# NEW WAYS TO LEARN

Imagine middle school students getting songwriting tips from rock royalty that headlined at Key Arena the night before, or gathering with friends for an “Evolution of Hip-Hop” course taught by UW professors and *Street Sounds* host Larry Mizell, Jr.

With its community of world-class experts, KEXP can fill the void that comes with shrinking music education budgets, offering learning opportunities and on-the-job training to both curious amateurs and aspiring professionals.

New and ongoing partnerships with learning institutions and arts organizations—EMP, the Vera Project, UW, Rainy Dawg Radio—will enable us to deepen educational offerings and shape the KEXP Community’s next generation of curators by honing technical skills and critical thinking.



## KEXP EDUCATION IN ACTION

In summer 2012, KEXP collaborated with the Vera Project on a series of workshops where young adults learned skills like podcasting, licensing, emceeing, and interviewing. Then they put their lessons into action at Toyota’s Free Yr Radio stage at Bumbershoot and worked directly with artists including Gold Leaves, the Young Evils, and Don’t Talk to the Cops.

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**Here’s what one student had to say about the program:**

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*“Music, along with art, is the biggest part of my life and to be able to interview real bands, to play my own music, and to even be affiliated with KEXP was, for lack of a better phrase, a dream come true... I’m entering my first year of college in a couple weeks and am truly excited to start learning more about what I was just given a small taste of with this experience.” — Andrienne in Seattle*

**2002**

Launches radio’s first streaming archive.

**2003**

Develops radio’s first cell phone stream.

# WORLD CLASS TOOLS FOR WORLDWIDE AUDIENCES

Non-profit KEXP is a rarity in a world where a few huge conglomerates own most of the nation's media outlets, and commerce dictates which music enjoys the widest exposure. Our music lovers enjoy a richer experience because KEXP is one of the last places left where passionate experts select every song to please curious audiences—not advertisers—and engage with the world.

**From uncompressed, CD-quality audio to the world's first phone stream, we're constantly innovating to bring music lovers new, better ways to listen.** Whether you enjoy KEXP at home, in the workplace, or at our community events, we're constantly stimulating your mind, body, and spirit with fresh sounds and new ideas.

To maintain and improve the quality of our programs, KEXP's new facility must put the best tools in the hands of all our curators. Produced in recording, editing, and post-production studios outfitted and updated with new technology, our expanded programs and services will connect you to the KEXP experience wherever you are, whenever you choose.

**Our performance spaces will be equipped to stream live video, capturing and sharing the spontaneity of in-studios in real time.**

**A "My KEXP" social networking experience on KEXP.ORG would enable an Arcade Fire enthusiast in Tacoma to bond with a fellow fan in Romania.**

**A second digital station (KEXP2) will showcase deeper, more eclectic programming and guest curators.**



JOHN PEEL



JOHN RICHARDS



*“KEXP is a huge force in making it possible for local bands to be heard by an audience we otherwise couldn’t reach. We are on the road right now and in each city we’ve had tons of people who have come up and said they found us through KEXP. Thank you KEXP for making it possible for us to do what we love.” — Lesli from the Redwood Plan*

# A HOME FOR ARTISTS

The sheer number of artists showcased on KEXP is unheard of. We connect thousands of artists to hundreds of thousands of music lovers, championing creativity and boosting careers. Record labels, promoters, and the music industry are all exposed to emerging talent by KEXP. **That keeps Seattle’s economy and music scene vibrant, and fosters greater diversity and cultural appreciation.**

Fully supporting our artists also means nurturing their creativity so they can write and record more music, play and sing better, and touch more lives. Our new facility will provide a welcoming “home away from home” where touring musicians can shower, do laundry, and conduct business. Rejuvenated artists could then add to the unique experiences offered at KEXP by performing for children or meeting with KEXP Community members.



MILES DAVIS



SHABAZZ PALACES

2008

Partners with 91.5 Radio New York to produce and program four shows for the New York airwaves. The programs aired through 2011.



## BUILT TO LAST

We are stewards of the public's airwaves and philanthropic investments. We've always put that money to work in the best possible ways. For four decades, KEXP has taken calculated risks and continued to innovate while safeguarding our financial solvency.

In the early 2000s, we used venture philanthropy from Paul Allen to build our award-winning online services and gain a global audience. Today, we serve 200,000 people a week, and have the support of 14,000 donors and more than 300 businesses.

Our business plan demonstrates the station's ability to sustain its programs in the new home through additional earned and contributed income and rent, all the while maintaining our commitment to having five months of operating reserves.

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*"I believe that every dollar we spend is a vote for what is important in our lives and has a positive impact on the world, and a vote for KEXP is a vote that I am proud of." — Joe in West Seattle*

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## A COMMUNITY WORKING TOGETHER

### [ HOW YOU CAN HELP ]

You can redefine how people experience music and art. KEXP's new home at the Seattle Center will change the culture of our city and the surrounding region forever.

Fulfilling our plans requires a strong commitment from the entire KEXP Community. **You can give many different ways:**

- Pledging a gift over as many as five years
- With a matching gift from your employer
- Donating appreciated securities such as stocks and bonds
- As a gift from a family foundation or donor advised fund

Thank you for considering a gift to ***Breaking New Ground Together: The Campaign for KEXP's New Home***. We welcome the chance to discuss this opportunity with you. Please contact Leesa Schandel, Carolyn Wennblom, or Betsy Troutman for more information or to set up a meeting.

KEXP  
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Seattle, WA 98109  
206.520.5800



# CAMPAIGN ADVISORY COMMITTEE

**Chris Adams**

*Listen Hear Media*

**Tim Bierman (Music Community Chair)**

*Ten Club*

**Paula Boggs (Co-Chair)**

*Boggs Media, LLC*

**Toby Bright**

*Jackson Square Aviation*

**Jennifer Cast**

*Community Advocate*

**Sue Coliton**

*Paul G. Allen Family Foundation*

**Will Daugherty**

*Amazon.com*

**Mark Dederer**

*Wells Fargo*

**Christian Fulghum**

*Fin Records, Jupiter Studios*

**Sherrri Havens**

*Community Advocate*

**Ashley O'Connor McCready (Co-Chair)**

*Community Advocate*

**Mike McCready (Co-Chair)**

*Pearl Jam*

**Scott Redman (Co-Chair)**

*Sellen Construction*

**Becky Roberts (Social Media & Marketing Chair)**

*Brand Consultant*

**Brent Stiefel**

*SITY Foundation, Onto Entertainment, Motiv*

**Courtney Stiefel**

*SITY Foundation*

**Nancy Ward**

*World Justice Project*

# CAMPAIGN BUDGET

Construction - Hard Costs	\$7,016,054
Construction - Soft Costs	\$2,970,178
Technology	\$1,778,209
Furniture, Fixtures, and Equipment	\$520,000
Campaign Expenses	\$2,300,228
Program Transition Fund	\$500,000



**TOTAL \$15,084,669**

**2011**

Partners with the City of Seattle to build its New Home at Seattle Center, revolutionizing the way contemporary artists and music is championed and nurtured in our community and beyond.



KEXP  
113 Dexter Avenue North  
Seattle, WA 98109  
[kexp.org](http://kexp.org)

Photos courtesy of:

James Bailey  
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Morgan Schuler  
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