



## KEXP: Whipped Cream & Other Delights

Thoughts from Tom Mara, KEXP Executive Director

December 9, 2013

Dear Friend,

You can learn a lot from pie, from how to calculate fractions or distill complex data into a simple infographic, to how many cans of whipped cream your family needs to survive Thanksgiving unscathed. Pie even taught me the importance of teamwork and community participation.

As KCMU's Development Director in the late '80s, one of my responsibilities was feeding volunteers and staff during fundraising drives. My first year, without consulting anyone, I asked Peerless Pies to donate sweet and savory pies as meals ... for the *entire* drive.

When the first fifteen pies showed up at the station, everyone was excited. Enthusiasm waned on Day Two. By the third day, as the pies stacked up, Don Slack pulled me aside. "This has got to stop," he insisted. He was right. I started frantically calling nearby restaurants. Mercifully, other local eateries like Ezell's Chicken were happy to support public media and donate meals, too, and a mutiny was averted.

I'm no longer responsible for feeding volunteers during fundraising drives, but if my pie mishap is any indication, having a wide variety of community partners will make our 2013 year-end efforts especially exciting. On Thursday, December 19, KEXP will be one of five Puget Sound public radio stations participating in an across-the-dial drive that we've dubbed the One-Day Radio Rally. The classical strains of KING FM and high-energy dance music of C89.5 may sound different from KEXP's eclectic variety of "music that matters," but by coordinating our efforts, these distinctive stations reinforce the importance of public media in a healthy community.

We'll all be working toward another common goal during the One-Day Radio Rally, too: helping United Way of King County. For every gift of \$120 or more made to any of the five participating stations, United Way will donate a winter care pack including a hat and gloves to a local homeless shelter such as DESC (Downtown Emergency Service Center).

Working to make life better for others in our community is increasingly important to us at KEXP. This year we expanded our [Community Partnerships Program](#), which create connections between KEXP listeners and deserving local charities, and raise funds and awareness for



other nonprofits doing good work throughout King County. In October, I was humbled when [Shepherd's Counseling Service](#) (our CPP beneficiary for July) recognized our "community leadership in bringing the issue of childhood sexual abuse out of the silence and into the light, creating a community of support, healing, and safety for all children" by honoring us with their 2013 Turn the Light On award.

Serving others was at the forefront of our minds as we developed the vision for our new home at Seattle Center. We spent a year sitting down with groups of educators, artists, nonprofit and business leaders, and elected officials, asking what difference KEXP can make via its new home and how we can play a greater civic role. In 2012, KEXP hosted 583 in-studio performances. We'll use our New Home to help even more people visiting and living in the Puget Sound have amazing arts experiences by opening those sessions up to the public at no charge, while serving the worldwide KEXP Community better with streaming live video of in-studio sessions, too. And doing all this in the heart of Seattle's arts core, right alongside such esteemed institutions as the Pacific Northwest Ballet and Seattle Opera, will elevate the status of this music—and of Seattle as a cultural leader—in the eyes of the world.

The KEXP Community has inspired me with its support for our New Home fundraising efforts. Last month listeners began making gifts to reserve a limited number of customized metal tiles that will adorn the Southwest corner of the New Home. Folks are excited to help build (literally) the foundation of the new KEXP building. Inscriptions have ranged from movie quotes to family and business names. One of my favorites simply says "Music Makes Us Happy." Tile by tile, brick by brick, with your help we will build this New Home that will serve artists, music lovers and the city of Seattle better than ever. For more information, please visit our [New Home website](#).

During this season of giving, I'm filled with gratitude for you, our donors, for making our community stronger by supporting music that matters. Thank you! When you gather with friends and family to celebrate, I hope there's just enough pie and whipped cream to go around.

How has KEXP's changing role in the community impacted your life? As we continue to plan for the future, I'd love to hear your opinions on this important topic. Drop me a line at [tom@kexp.org](mailto:tom@kexp.org) and share.

With all best wishes for a phenomenal 2014,

A handwritten signature in black ink that reads "Tom". The letters are cursive and fluid, with a long tail on the 'm'.

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