



All Classical
D

ANNUAL REPORT **2011**



Smile... YOU'RE ON THE AIR



Dear Friends,

Ever wonder what it takes to make great radio?

I'm sure at some point you've heard a striking voice in a conversation, followed by another person saying, "Hey, you should be in radio!" If only it were that easy.

Announcing on the radio is a combination of disparate skills, ranging from a deep knowledge and appreciation for classical music, performance craft, technical acumen, potent imagination, and superb timing. When taking on this special mantle, one signs up for countless hours of sitting alone in a tiny dark room, facing glowing dials and bouncing needles that would make a NASA engineer proud. Out of a fertile imagination and countless hours of preparation, flow well-structured stories and anecdotes, right into your life. It's magic. It's work.

It helps to have a nice voice or a penchant for talking, but those are minor assets in the whole scheme of things. The very best in this business are erudite and polished, and yet completely accessible and warm. They only think of **you** when they open a microphone, despite actually addressing multiple thousands of individuals in any given moment. That's why I work **here**.

I was drawn to All Classical several years ago because of the talent on the air. I was streaming on-line from the Midwest and heard not only a lovely mix of music, and yes, some rich mellifluous voices, but also a kind of authenticity that is rare. A radio station often builds its ratings around one or two big voices, usually long-time radio veterans. A special visceral connection is made with the right DJ in the chair. Here in Portland, we may just have it all, **eight unique voices** – an embarrassment of riches – connecting with a deeply loyal audience in a region with a strong affinity for quality community radio.

As you'll see and learn from this annual report, we are a professionally run, successful, Oregon not-for-profit, with a dedicated staff and generous stakeholders. We understand that the bottom line is the most important measurement for our stakeholders. For this and any radio station, revenue stability, viability and a healthy bottom line begin and end with authenticity over the airwaves. We enjoy success in both categories. Feeling proud? And, so you should.

Here's to another successful year of great radio. Your inclined ears and dedicated financial support helped make it so.

Jack Allen
President & CEO
All Classical Public Media, Inc.

ACCOMPLISHMENTS

On all fronts, FY 2010/11 was another great year for All Classical. Although modest in size, we are mighty on the airwaves, and our fesitval of music reached more listeners than ever before – now that’s an accomplishment!

PROGRAMMING

- Ratings show KQAC 89.9 ranked among the top 10 radio stations in Portland, consistently drawing over 200,000 weekly listeners. The station made national news in fall 2010 by becoming the second highest rated classical music station in the country. (Source: Arbitron)
- All Classical and the Oregon Symphony collaborated on a *live* broadcast of the Symphony’s Carnegie Hall debut in May; local interviews by Andrea Murray and Robert McBride received national attention.
- Robert McBride was named Senior Announcer in recognition of his classical music acumen and 10 years as an on-air host at All Classical.
- Local classical music and arts organizations – large and small – were highlighted in roughly 210 interviews on *Northwest Previews*, and nearly 75 local concerts and 25 CDs by local musicians were featured on *Played in Oregon*.
- Supported by a multi-year commitment from Bob’s Red Mill, syndication of *The Score* continued to grow; the show is currently carried by 32 stations across the U.S. and Australia.

ENGINEERING/TECHNICAL

- Power for our Portland flagship station, KQAC 89.9, was increased from 3700 watts to 6000 through cooperation with Linfield College (KSLC) and Meredith Mitchell Vineyards; station coverage increased 10 miles in all directions.
- An existing antenna was used to complete construction of a new full-power, backup antenna for KQAC, saving the station \$38,000 in capital expenditures.
- A new KQAC main radio transmitter was installed to avoid potential off-air periods during the dismantling of an adjacent

radio/television tower. The successful removal of the tower resulted in improved coverage to the south for 89.9. The new transmitter has enhanced the sound quality of the station, and the old transmitter now serves as a back-up.

- Power at the KQHR 88.1 Hood River station was increased (the second time in two years) from 3000 to 3600 watts, extending our coverage to several communities in the Columbia Gorge.

DEVELOPMENT/MEMBERSHIP

- FY 10/11 was a good year financially for the station, with increased revenues in all areas. Wide-ranging community support ensured that All Classical closed FY10/11 with a balanced budget.
- The number of Sustainer Members increased by 100% over the previous year to roughly 2100, representing 16% of total member households and nearly \$400,000 in annual revenue.
- A total of \$399,190 was paid toward the principal of the note payable to Portland Public Schools for the license acquisition, significantly reducing future interest expense on the remaining principal of \$415,730.

ADMINISTRATION

- The All Classical Mission, Vision & Values Statement was updated and refocused with the active involvement of the Board, staff and Community Advisory Group.
- The Board of Directors added three new Board members to three-year terms beginning FY11-12.
- After a prolonged and competitive process, FCC construction permits were secured as the first steps in establishing new stations to serve Astoria and Manzanita/Cannon Beach.

Board of Directors

Officers

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Finance Committee

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NUMBERS

Fiscal Years Ending June 30, 2011 and 2010

STATEMENTS OF FINANCIAL POSITION

	2011	2010
Assets:		
Cash and cash equivalents	\$ 764,144	987,082
Property and equipment	667,334	570,987
Broadcast licenses	5,627,001	5,600,800
Other	494,665	409,028
Total Assets	<u>\$ 7,553,144</u>	<u>\$ 7,567,897</u>
Liabilities:		
Accounts payable and accrued expenses	\$ 141,183	\$ 122,888
Note payable	415,733	814,920
Total Liabilities	<u>556,916</u>	<u>937,808</u>
Net Assets:		
Unrestricted	6,787,414	6,407,387
Temporarily restricted	146,907	162,244
Permanently restricted	61,907	60,458
Total Net Assets	<u>6,996,228</u>	<u>6,630,089</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 7,553,144</u>	<u>\$ 7,567,897</u>

STATEMENTS OF ACTIVITIES

Support and Revenue:		
Contributions and grants	\$ 2,123,743	\$ 1,909,723
Underwriting	524,738	503,988
Other income	122,134	122,746
Total Support and Revenue	<u>2,770,615</u>	<u>2,536,457</u>
Expenses:		
Program services	1,451,734	1,447,738
Management and general	314,667	280,950
Fundraising	413,161	411,544
Underwriting	224,914	205,149
Total Expenses	<u>2,404,476</u>	<u>2,345,381</u>
CHANGE IN NET ASSETS	<u>\$ 366,139</u>	<u>\$ 191,076</u>



John Pitman
Music Director



ON AIR

Principally the Music Director for the station, John fills in as an on-air host as needed.

When I was eight years old, my father took me to my first concert at the Oregon Symphony (then called the Portland Symphony) to hear Beethoven's *Symphony No. 5*. This quintessential symphony was his introduction to Beethoven, and he wanted me to hear it where it sounded best - live in a concert hall. We sat about 10 rows back from the stage, so the conductor and the string players practically loomed over my head. My strongest memory is the sense of excitement and anticipation I felt *before* the music began. It was a wonderful gift to receive from someone who treasured great music.

DONORS

We thank the following contributors for their generous gifts to All Classical during the 2010/11 fiscal year, July 1, 2010 - June, 30, 2011. We appreciate gifts at all levels and wish we had the space to recognize all 14,000 member households.

\$150,000 & above

Corporation for Public Broadcasting
Joyce N. Furman Memorial Trust

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Brandi Parisi



ON AIR
Weekdays 5am-9am

My father's father was a linguist, whose own first language was Italian, and who loved music. My earliest musical memories are of Pavarotti on LP and jazz on the radio in my grandparents' home in New Orleans. My first two flutes were given to me by my grandfather, and I played for several years, intending to pursue a career in performance. While the desire to play faded away around my second decade, the environment of music and language was a great jumping off place for a future as a classical music host and producer.



Christa Wessel



ON AIR
Weekdays 9am-1pm,
Saturdays 5am-10am

HOST
PLAYED IN OREGON
Sundays 1pm-2pm

I spend much of my free time gleefully taking in a rich abundance of cultural events. Portland feeds my creative soul, and this state nourishes my inner explorer. Each time I speak of All Classical FM serving listeners “from the Cascades to the Coast” I revisit a stay in a fire lookout on a snow-capped mountain peak, or a camping trip in the dramatic Columbia River Gorge, or a misty walk along the beach. The dramatic landscape of this region is only enhanced by this gem of a radio station... these last 4 years at All Classical have easily been the most soul-satisfying of my life.

\$500-\$999

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Cheryl Altman *



Robert McBride Senior Announcer



ON AIR
Weekdays 1pm-6pm

HOST
CLUB MOD
Saturdays 8pm-10pm

I have my mother to thank for my first exposure to classical music. She taught herself to play the piano when she was growing up, and thought piano lessons would be good for her little boy. I was not exactly an eager student and, considering how little I practiced, I'm amazed I learned anything. When I was a junior in high school, mom surprised me by saying I should go into radio. Again, she was right. I started working part-time in radio during college and have been at it full time since 1983. How do moms know these things?



John Burk
Program Director



ON AIR
Weekdays 6pm-midnight

HOST
NORTHWEST PREVIEWS
Thursdays 6pm-7pm

When I was in junior high, our band leader took those who had an interest to performances. I got to see the Romero family of guitarists in their early days, when the boys were still teens, and Mexican trumpeter Rafael Méndes. They inspired me to practice. In high school our band traveled to Minneapolis to perform. We had a choice on our free night – go to the Ice Capades or to hear the Minnesota Orchestra. Stanislaw Skrowaczewski conducted. I was overwhelmed by the sound, but have no recollection of the program. All the others went to the skating show.

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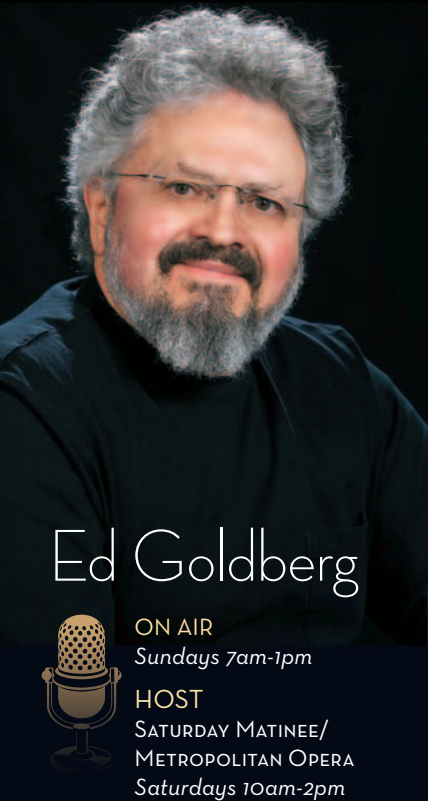
Andrea Murray



ON AIR
Weekdays midnight-5am,
Weekends midnight-7am

PRODUCER
NORTHWEST PREVIEWS
Thursdays 6pm-7pm

My father was a physicist for RCA – aka The Radio Corporation of America. I've had the physics of terrestrial radio explained to me a hundred times: Sound makes air pressure, which is converted into an electrical signal, which is carried by a radio wave. Then it's transmitted through air – the actual air we breathe. Understanding the mechanics of this process doesn't make it any less miraculous to me, the way knowing basic botany doesn't make the existence of zinnias or sage or tangerines any less amazing. I marvel at this nearly every time I sit in front of a microphone.



Ed Goldberg



ON AIR
Sundays 7am-1pm

HOST
SATURDAY MATINEE/
METROPOLITAN OPERA
Saturdays 10am-2pm

My wife and I both love to cook. Pasta, poached halibut or grilled salmon, fresh vegetables and a salad (not dressed with balsamic vinegar, please) would be my ideal meal with friends. The perfect wine complement: a Sonoma County Zinfandel or Cabernet Sauvignon, or an Oregon Pinot Noir. We'd discuss the parlous state of our democracy, movies and TV shows, and what books we are reading. And the music? Miles Davis's classic 1960 *Sketches of Spain*, which includes a spectacular Gil Evans arrangement of Joaquin Rodrigo's *Concierto de Aranjuez*. Or, maybe Joan Jett. Of course, we would all eat too much.

UNDERWRITERS

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Waldorf Center
West Linn Med Spa
Willakenzie Estate Wine
William Byrd Festival
World Affairs Council Oregon
Yachats Music Festival
Yaquina River Museum of Art



Edmund Stone



ON AIR
Weekends 2pm-midnight

HOST
THE SCORE
Weekends 2pm-3pm

REQUESTS WITH
EDMUND STONE
Saturdays 3pm-5pm

I was raised on a farm in rural Staffordshire, England. In a school assembly, I first heard Brahms's *Academic Festival Overture* and my soul soared with the melody and drama of the piece. To earn enough money to buy the album, I not only milked cows on the farm but also squeezed in extra chores. I had fallen in love with music and joined the school band in which I played a very old tuba, until the solder broke and the instrument fell apart during a performance - as I remember, it was a popular march called *Our Director* by F.E. Bigelow.

ORGANIZATIONAL PROFILE

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John Burk, Program Director & On-Air Host

Mary Evjen, Director of Communications/Volunteer Coordinator

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Andrea Murray, On-Air Host/Producer, *Northwest Previews*

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Brandi Parisi, On-Air Host

John Pitman, Music Director/On-Air Host

Andrea Rennie, Executive Assistant

Deborah Rochford, Director of Member Services

Edmund Stone, On-Air Host/Producer, *The Score*

Christa Wessel, On-Air Host/Producer, *Played in Oregon*

Jenn Woodward, HR & Office Coordinator

Volunteers

During fiscal year 2010/11, roughly 200 individuals volunteered 5,190 hours in a variety of capacities: weekly receptionists, representing the station at concerts and events, answering phones during pledge drive, mass mailings, data entry, engineering and administrative and programming tasks.

CORE VOLUNTEERS

Ryan Bonazzola

Bill Brelje

Nita Brueggeman

Terry Busch

Joe Cantrell

Jodie Cavanagh

Richard Crockett

Abby Dawson

Marvin Dawson

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Bill Fritz

Judy Gazley

Shep Gilchrist

Peter Greenfield

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Ted Pelletier

Abby Seemann

Silas Shaaker

Miri Stebivka

Nanwei Su

Dale Tolliver

Dick Trtek

Jennifer Schmidt Ward

Olin Williams

Sally Wright

Community Advisory Group

Comprised of classical music enthusiasts, the CAG functions as both a sounding board and a think tank. The CAG volunteers help us stay in touch with the concerns of our listeners by providing feedback on our community outreach efforts and how our on-air activity meets community needs.

Joe Cantrell

Peter Greenfield

Ken Herrick

Bryan Johanson

Susan McDaniel

Gary Peterson

Richard Rios-Stevens

George Taylor

Dale Tolliver

Barbara Wagner

MISSION

All Classical Public Media's mission is to advance knowledge of and appreciation for classical music; to build and sustain culturally vibrant local and global communities around this art form; to reflect the spirit of the Pacific Northwest; and to foster integrity, quality, and innovation in all that we do.



All Classical FM broadcasts to the Pacific Northwest from KQAC, our flagship station in Portland, Oregon, and repeater stations in the Columbia River Gorge and Oregon Coast on these frequencies:

KQAC 89.9 Portland/Vancouver **KQOC 88.1** Newport/Lincoln City

KQHR 88.1 Hood River/The Dalles **96.3** Columbia River Gorge East



All Classical

All Classical has been streaming its signal on **allclassical.org** since 1999, and our internet audience has grown steadily. To date we have heard from listeners in more than 70 countries around the world.

Phone

1 (888) 306-5277 (toll free)
503-943-5828 (local)

Location

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