

## 6.1 Telling Public Radio's Story

The purpose of this section is to give your station an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Responses in this section may be shared with Congress or the public. Grantees are required to post a copy of the Local Content and Services Reports to their website no later than ten (10) after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. In prior years, this section had previously been optional. Response to this section of the SAS is now mandatory.

Joint licensee Grantees that have filed a 2016 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in each of the questions within Section 6, so long as all of the questions were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

Please limit responses to 2000 words per question.

For all the questions in Section 6, there is an error check in place to verify that the question was answered with a full response. If you see this error message, you will not be able to submit your SAS survey until it is corrected.

*1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.*

All Classical Portland's programs are planned and evaluated through the lens of building cultural community. All Classical Portland'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. The stations of All Classical provide free classical music programming to listeners in NW Oregon and SW Washington, and worldwide via our online stream. 90% of our programming originates from our studios in Portland. This regional focus provides Northwest musicians and composers a growing, worldwide audience. Station open houses and our weekly live broadcast of "Thursdays @ Three" concerts with studio audience are free events that further our engagement with our local community.

All Classical Portland's commitment to building cultural community is reflected in the station's programs that feature local music and musicians. This includes live performances and programming the majority of our schedule with content produced locally by our on-air staff. In FY16, All Classical staff invested their efforts in programs that truly build cultural community through interviews with artists and musicians performing in our region, concerts recorded throughout the state of Oregon, and live performances broadcast from the Roger O. Doyle Performance Studio at All Classical Portland. Station management is committed to making our on-air personalities more available to our Arts Partner organizations in the community, including working as emcees for events, creating programming from audio captured in the field,

and expanding the number of Pacific Northwest-based organizations that All Classical is able to feature in our locally produced content.

As the region's "big megaphone" for the arts, All Classical Portland has the opportunity to significantly promote the work of smaller organizations. By showcasing regional talent, All Classical is furthering our own mission, as well as contributing to the mission of many small, medium and large arts groups throughout our great state. The exposure our service provides these organizations helps grow audiences for classical music, and our live broadcasts and interviews are designed to enhance appreciation for the art form. Additionally, our weekly live broadcast program "Thursdays @ Three" is free and open to the public, giving listeners unprecedented access to world class performers and ensembles in an intimate venue.

On average, 23,023 individuals visit our website monthly and another 74,000 access our streaming audio content. This is in addition to the 221,700 average weekly listeners who tune in to our terrestrial FM broadcast in the Portland area alone. Neilson Audio does not provide ratings information for the other parts of Oregon and Southwest Washington reached by our repeater stations, but we know that several thousand more listeners are served in those communities.

*2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.*

For the first time in FY16, All Classical Portland produced and aired a live broadcast of the Oregon Symphony's Waterfront Concert, an annual free concert in Portland's Tom McCall Waterfront Park to kick-off the Symphony's season. The Oregon Symphony is a long-time partner of All Classical's and this broadcast is planned to continue in perpetuity. With this broadcast All Classical was able to help the Symphony draw more attendees to the concert, while sharing the music with hundreds of thousands more over the air. This event also afforded All Classical Portland the opportunity to engage with our audience face-to-face, continuing to spread the word about our service on the radio and in the community.

This year afforded All Classical Portland an extremely unique opportunity to partner with TriMet, the region's public transit system, to provide soundtracks and local broadcast for two events leading up to the opening of Portland's Tilikum Crossing, the nation's first major bridge designed for public transit, bikes and pedestrians but not private vehicles. All Classical Portland's studios are located directly on the east end of the bridge, the best possible location for providing sound to accompany both a Fireworks show 4 weeks prior to the bridge opening and light show 2 days prior to the opening. This partnership was unlike any the station has engaged in before – our staff worked with TriMet staff, firework technicians and lighting artists to plan both events' timing and logistics, music selections and optimal placement of sound

equipment on both sides of the river to serve the people attending the events. All Classical Portland also provided a live broadcast of the soundtrack on our airwaves in tandem with our live streaming webcam, the "Tili-Cam," so people unable to attend in person could still experience this once-in-a-lifetime event. As part of our partnership with TriMet, we collaborated on joint press releases, were afforded a station presence at all of the celebratory events leading up to the bridge's opening, including the inaugural run of the Orange Max Line (light rail) attended by Oregon Governor Kate Brown and US Senator Jeff Merkley, and were given a dedicated "preview ride" just for All Classical listeners on the new Orange Line that utilizes the Tilikum Crossing. Official Opening Day festivities included radio station tours of All Classical Portland for the transit-riding public.

Reflecting our arts community, especially by supporting our Arts Partner organizations with programs like "Northwest Previews," "Played in Oregon," "On Deck with Young Musicians," and "Thursdays @ Three," is a cornerstone of our motto to build cultural community. As the region's "big megaphone" for the arts All Classical Portland has the opportunity to significantly promote the works of smaller organizations. By showcasing regional talent, All Classical is furthering our own mission, as well as contributing to the mission of many small, medium and large arts groups throughout our great state. All Classical Portland also produces and distributes "The Score," a nationally syndicated program featuring movie soundtracks and interviews with film composers. This program, thanks to CPB funding, was offered to public radio stations around the country for no cost in FY15-16.

Each year All Classical Portland selects a small community-based arts group lacking funds for advertising as the recipient of our "Rising Tide Initiative" grant. This year we partnered with the local group Classical Up Close to promote their events, high quality chamber music in intimate alternative venues, on our airwaves. All Classical also provides on-air personalities to appear at their events, facilitating audience interaction and helping to spread the word about these free classical events in alternative venues around the Portland Metro Area.

All Classical Portland presented the American violinist Mark O'Connor in concert as part of Mark's Appalachian Christmas Tour for the fourth time in FY16. The concert took place at the Arlene Schnitzer Concert Hall, Portland's foremost venue for the arts. Because O'Connor's music draws on both classical and bluegrass traditions, these concerts are an excellent audience development opportunity for All Classical, and a way for us to spotlight our commitment to American classical music. The concert also serves as our kick-off to our annual "Festival of Carols," four days of seasonal programming Dec 22-25.

In FY16, All Classical Portland sponsored a section of the Grand Floral Parade, the cornerstone event of Portland's world-renowned Rose Festival. As a section sponsor, All Classical Portland on-air hosts appeared in the parade, riding in five classic vehicles with station staff and volunteers walking alongside in front of an estimated half a million people along the route. Classical music played to the audience along the route as our team passed, wearing our t-shirts and handing out All Classical branded temporary tattoos and station information.

*3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.*

Since its first live broadcast in July 2014, more than 2,000 people have attended a broadcast of "Thursdays @ Three," nearly 25% of whom had no previous connection to the station as a donor or event attendee. "Thursdays @ Three" has featured 330 musicians in 133 episodes, performing a broad range of repertoire, from early music on period instruments to the great American songbook with Portland Opera resident artists.

Now in its 4<sup>th</sup> season, "On Deck with Young Musicians" continues to feature talented local music students. Host Christa Wessel has profiled more than 120 kids since the show's first episode on October 5, 2013.

Our 50 annual episodes of "Played in Oregon" feature more than 100 different performances, recorded live throughout our region. For the first time this year, "Played in Oregon" with host Brandi Parisi featured performances by Chamber Music Northwest, the Salem Chamber Orchestra, the Oregon Repertory Singers and the Britt Festival. "Played in Oregon" is distributed free of charge to radio stations around the state, including Eugene's KWAX and Southern Oregon's Jefferson Public Radio.

"Northwest Previews" continues to highlight arts and culture goings on in the Portland, Salem and Vancouver cultural community, including dance and theatre events. The 44 annual episodes profile close to 200 separate events.

"The Score," our weekly program on symphonic music in the movies, was carried by 72 stations across the US. Because film music is often a gateway into the world of classical music for new listeners, building audiences for "The Score" supports the station's goal to introduce listeners to the rest of All Classical Portland's program offerings, as well as grow an audience for live classical music. "I am simply amazed by the response to The Score. There is no doubt, this program generates more positive email than any other program we offer." -Bryan Lowe, Program Director, Classical KING FM at 98.1 and KING.org

The promotion we provide to our Arts Partner organizations is extremely valuable to their missions of providing live music in the community. This year All Classical Portland partnered with Classical Up Close for the second time to help them spread the word about their free community concerts. The All Classical Portland "Rising Tide Initiative" granted Classical Up Close free on-air announcements and online promotion for one year. The on-air and web promotion Classical Up Close received over 12 months is valued at \$10,000. Oregon Symphony

Concertmaster and Director of Classical Up Close Sarah Kwak said this about the station's contribution to their series:

"I would like to thank the All Classical team for collaborating with us this year and helping to spread the word about Classical Up Close. It was a huge success with record attendances at every venue. I know that it was because of your constant push on the air for these concerts that so many people were aware of them. It was a lot of work but so worth it! The communities seemed to appreciate our efforts very much. I know we reached some people who had never been exposed to classical music before."

2,338 people attended this year's "An Appalachian Christmas" with Mark O'Connor performance at the Arlene Schnitzer Concert Hall, making it by far the largest live event All Classical Portland has presented. Future plans for this event include recording next year's concert and producing it for national public radio syndication.

At the June 2016 Rose Festival Grand Floral Parade, 445,000 attendees were estimated to view the parade along the parade route. An additional 4,632 people viewed the parade and heard announcements with All Classical Portland's message. All Classical Portland's message was announced from 16 public address towers reaching 2,000 people along the Grand Floral Parade route. The Television broadcast of the parade was seen on Portland TV stations FOX 12 and KPDX. All Classical Portland also received live coverage while in the parade in additional markets which included Eugene, Medford and Bend, as well as being streamed live on KPTV.com.

*4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. If you regularly broadcast in a language other than English, please note the language broadcast.*

We hear from listeners during fundraisers who cannot afford to support the station with their money, but we are proud to know that we still change lives every day with our classical music service:

"Many years ago I was a listener as well as supporter of All Classical radio. I was until I moved to another country. Now after over 12 years of being away I have had to return because of health issues of family members. While in the process of unpacking and connecting my Hi-Fi equipment that had been packed up and in storage all these years, I have found that my radio tuner was still set to 89.9. I took this as a sign that I should also renew my association with the station. It has taken me a wee bit to get to this point but please find my donation to the cause. I would like the amount to be way more than it is but at this point in time it is the best I can do."

“Thank you for playing this piece, this morning. It dramatically brightened my day. I work in a very loud factory and I'm lucky enough to have am/fm radio in my hearing protection headset. Most days, I'm listening to All Classical from 8am-4pm. It makes the day fly by.”

Numerous ticket giveaways in partnership with our community Arts Partners provide complimentary passes to a wide range of listeners who might not be able to afford tickets for arts events otherwise.

At a time when many folks feel lonely and isolated from friends and relatives, our annual four-day Festival of Carols, airing Dec. 22 through 25, 2015, gave cheer to listeners from all walks of life: “While I am an atheist, as Garrison Keillor, from my home state of MN, would say, I am a Presbyterian/Episcopalian atheist. I grew up with all these sweet traditions, musical and otherwise, and imprinted on them like a little ducky on its mom. It never remotely feels like an emotional conflict to love these traditions---which also honors my beloved Mom and Dad and their sensibilities. In short: I wallow in the beauty of this season and delight in the many ways of expressing universal love and shared humanity..... So. All Bright Blessings to everyone at the station. You are always a part of my sense of Shared Humanity—year ‘round.”

We frequently receive messages from elderly adults who live alone or in nursing homes telling us how much they appreciate the daily companionship that our classical music brings. We also hear from professional caregivers and medical providers who validate the immeasurable comfort their patients receive from our 24/7 broadcast. “I wanted to take a moment and let you know that your station provides a relaxing and peaceful environment for our Patients (Veterans) in Nuclear Medicine. We play All Classical all day and our Vet’s have made comments about how relaxed and calming the music was during their procedures. This station helps our veterans make it through long and stressful studies. Thank you for being there for us and our Veterans.” -Russ, Nuclear Medicine, Portland VA Medical Center

In FY17, the station aspires to affect change within our cultural niche, classical music, and our community, Portland, OR; each with their own ingrained cultural challenges. The station acquired a 1954 Chevy Panel truck in FY15-16 and plans are underway to use this vehicle as much as possible in the community, appearing at schools, cultural fairs, Farmer’s Markets and community events. This initiative, the JOY Program, is designed to spread awareness of this service to diverse audiences and reach new communities.

*5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?*

Funding from CPB enables us to consistently maintain the highest quality programming and to advance appreciation for classical music, with the continued goal of building and sustaining culturally vibrant communities around this art form. In addition to the key initiatives described above, listed here are station activities made possible with CPB funding in FY16:

#### Public Relations:

- Formalized Announcer Appearance Requests in the Portland Community, streamlining their availability to serve our Arts Partners
- Continued to distribute weekly e-newsletter informing listeners about upcoming programs and community events to thousands of subscribers.

#### Website and IT Improvements:

- Launched Tili-Cam™ live webcam view from our on-air studio
- Redesigned and improved playlist function on allclassical.org
- Completely updated and redesigned the All Classical Portland Mobile App

#### Programming:

- Hired a new full-time position: Program Director & On-Air Host
- Continued Thursdays @ Three live broadcast recitals with studio audience and proper stereo instrument microphones and wireless interview microphones. Thursdays @ Three live weekly broadcasts are also archived on our web site.
- Brandi Parisi produced concert-format program with the new Oregon Symphony CD, including features and interviews. We broadcast the program on the day the CD was officially released.
- The Score, a program dedicated to symphonic music in film, is produced at All Classical Portland and distributed via Content Depot and Public Radio Exchange to stations in 72 markets across the country. CPB funds allow host Edmund Stone to program unique shows weekly, featuring interviews with top film composers from Hollywood and the international movie music community. CPB funds also allow All Classical to distribute and share this program, free of charge, with public radio stations nationwide. As “the gateway to classical music,” The Score is a valuable audience development tool, along with a powerful fundraiser, and All Classical is proud to help other stations through this special show.
- Live broadcast of the 22<sup>nd</sup> annual MetroArts Inc. Young Artists Debut Concerto Concert, giving young musicians the opportunity to perform not just for those in attendance at the Newmark Theatre, but for our entire listening audience
- Continued to archive all in-house programming on website, including Club Mod, On Deck with Young Musicians, Thursdays @ Three, Played in Oregon, Northwest Previews, Backstage at the Opera, The Score, and Young Artists Concerto Concert
- Continued to archive all pre-Oregon Symphony concert conversations on our website

#### Engineering:

- FCC granted large power increase for The Dalles 96.3 repeater station- construction in January 2016.
- New Production “Studio B” built, being used for interviews and radio production.
- KQOC 88.1 Gleneden Beach received a new radio transmitter, improved range, sound quality, improve energy efficiency.

- KQAC 89.9 Portland received improved backup radio transmitter for increased reliability.
- KQAC Portland and KQHR Hood River have updated equipment and applied with FCC for digital power increase, due in April 2016.