

All Classical

ANNUAL REPORT
2012





Join the
conversation



How important is talk at a station like All Classical? Our talk illuminates the music you love and embodies the warm companionship you've come to appreciate. As lovely as it is, that traditional radio model is a one-way street.

Years ago a prescient radio executive advised broadcasters to "...find avenues of meaningful interaction with the audience by asking what we need to know and they want; the answers we seek lie within this community." That rings true for All Classical: the collective wisdom of the community we've built around this music is impressive. While we're pretty good at making radio, the future demands that we ask the right questions of those we serve. We alone don't know all the answers. Involving you more directly is critical. The conversations we have today will help map out the next 30 years at All Classical.

The conversation to date has already illuminated many of your needs and expectations. We've come to learn that there exists confusion about our relationships with other non-commercial stations and how we are funded. Solving these misperceptions has been paramount in our moving from a loyal, but small, community of support to a broader and more sustainable funding model. Building on your loyalty, potent opportunities remain.

We are very excited that our board of directors and staff are working deliberately on two important initiatives. First, a refinement of our brand was deemed necessary, and that entails a more focused telling of our story, starting with, but not limited to, refurbishing our logo. Second, this past year we launched a facilities research project to identify our future home. We've occupied two different buildings at Benson Polytechnic School for nearly 30 years and we've clearly outgrown the current space.

On the cusp of our 30th anniversary year, addressing the brand and building (two tools vital to making memorable classical music radio) will revitalize our staff and volunteers and confirm our independent status with potential donors. All Classical will remain the innovative, not-for-profit radio service you've come to love.

There's much to talk about. We're very excited about where we are headed. The future is so bright for this classical music service from Portland, Oregon. Join in the conversation. We need you.

As always, here's to another successful year of great radio. Your inclined ears and dedicated financial support **truly** make it so.



Jack Allen
President & CEO

milestones

PROGRAMMING

- *The Score* carriage continued to grow, with a total of 47 stations either broadcasting at least one episode or carrying the show weekly. *The Score* archives its programs on www.thescore.org.
- As a strategic partnership with Metro Arts Inc., acquired rights to and broadcast live the MetroArts Inc. Annual Young Artists' Concerto Concert. Remote broadcast was the first in many years.
- Acquired rights, produced and broadcast two Oregon Symphony concerts, two Portland Baroque Orchestra concerts and one Chamber Music Northwest concert.
- Launched first *Spring to Joy* CD, which was a very successful part of 2012 Spring Drive.
- Conducted, edited and broadcast approximately 200 artist interviews on *Northwest Previews* under the direction of Andrea Murray with contributions from John Burk, Robert McBride, Brandi Parisi, John Pitman, Edmund Stone and Christa Wessel.
- Uptick in ratings, with a 2.9 share for November 2011.
- Station content contributions increased with the launch of Ed Goldberg's blog *Four On The Aisle* on www.allclassical.org.

ADMINISTRATION

- Created and filled Director of New Media position to oversee web development, monetization and IT support.
- Added three new board members: Jennifer Paaue-Riffe, John Evans and Brian Horay.
- Second Intern added to program, doubling capacity.

ENGINEERING/TECHNOLOGY

- Director of New Media completed website music playlist and program guide, offering better navigation, music search and ability to purchase music online.
- In a partnership with Linfield College, broadcast commenced to potentially 60,000 more listeners in Yamhill valley on KSLC 90.3, McMinnville's second digital channel.
- Upgraded KQAC Portland, KQHR Hood River, and KQOC Gleneden Beach to HD radio multicasting, with 70% funded by CPB grant.
- KQHR granted 11% power increase by FCC. Similar increase occurred with The Dalles repeater station.
- Completed digital console installation for on-air and production studios, resulting in improved sound quality.

DEVELOPMENT/MEMBERSHIP

- Fiscal year 2011/12 ended in the black for the 4th year in a row. Three strong membership drives accounted for increased annual revenue, including growth in sustaining memberships. All Classical received a generous grant to support operations from the James F. and Marion L. Miller Foundation.
- Summer and winter open houses were well attended by guests from many communities, including a gentleman from Ashland, another from Idaho passing through town on a bike tour and a new member who moved from Austin.
- 2011-2012 Live & Local five-concert series ended triumphantly with more participants and more revenue.
- Harris Connect Planned Giving initiative test identifies 97 interested donors, including 24 members who already included All Classical in their estate plans.
- Full house for first-ever Members Only event at historic Hollywood Theatre.

BOARD OF DIRECTORS

Johnathan Mansfield, chair
 Robert Ridgley, vice chair
 John Schumann, secretary
 Theodore Ames, treasurer
 Faith Ackerman
 Richard Dobrow
 John Evans
 Gerry Federico
 Dennis Hall
 Brian Horay
 Jennifer Paaue-Riffe

numbers

Fiscal Years Ending June 30, 2012 and 2011

STATEMENTS OF FINANCIAL POSITION

	2012	2011
Assets:		
Cash and cash equivalents	\$ 797,128	\$ 764,144
Property and equipment	764,412	667,334
Broadcast licenses	5,627,001	5,627,001
Other	481,280	494,665
Total Assets	<u>\$7,669,821</u>	<u>\$7,553,144</u>
Liabilities:		
Accounts payable and accrued expenses	\$ 109,794	\$ 141,183
Deferred revenue	16,664	
Note payable	326,058	415,733
Total Liabilities	<u>452,516</u>	<u>556,916</u>
Net Assets:		
Unrestricted	7,053,684	6,787,414
Temporarily restricted	96,464	146,907
Permanently restricted	67,157	61,907
Total Net Assets	<u>7,217,305</u>	<u>6,996,228</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$7,669,821</u>	<u>\$7,553,144</u>

STATEMENTS OF ACTIVITIES

Support and Revenue:		
Contributions and grants	\$ 2,157,181	\$ 2,123,743
Underwriting	519,805	524,738
Other income	55,743	122,134
Total Support and Revenue	<u>2,732,729</u>	<u>2,770,615</u>
Expenses:		
Program services	1,577,942	1,451,734
Management and general	296,458	314,667
Fundraising	409,631	413,161
Underwriting	227,621	224,914
Total Expenses	<u>2,511,652</u>	<u>2,404,476</u>
CHANGE IN NET ASSETS	<u>\$ 221,077</u>	<u>\$ 366,139</u>

donors

We thank the following contributors for their generous gifts to All Classical during the 2011/12 fiscal year, July 1, 2011 – June, 30, 2012.

\$50,000 & above

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Bill Blount

**Managing Director,
UBS Financial Services**

Whether at home, motoring, or at the office, my #1 station is 89.9. There I enjoy the best music for relaxing, pure pleasure, plus an excellent education about musical arts. All Classical programming achieves a superb balance between smooth melodies and alerting clashes of cymbals and cannons. For this, I grade my favorite radio station A++.

Jeanette Gent and R. Richard Crockett
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Merrit Hearing U.S. Postal Service Mail Carrier

My small pocket radio allows me to listen while walking my daily mail route. Life wouldn't be the same without Christa's sparkling personality and Robert's sense of humor. Besides the amazing music, I also appreciate learning little tidbits about the composers. My customers know I am approaching when they hear Chopin or Respighi wafting through the air. Christa calls me the station's most rabid fan. She's right.



Sally Wright

Volunteer and Owner of Miss Molly

All Classical is a gem! Having lived from coast to coast and both sides of the border, I know. In this often hectic world, 89.9 is my island of calm, lifting my heart and soothing my soul all day, every day. Even Miss Molly insists on listening to 89.9 whenever she is home by herself! What a gift to listen to All Classical – the music, the hosts, and all commercial free. As a keen supporter and proud volunteer, I hope my contributions help All Classical thrive for years and years to come. It's 24/7 for me on the 89.9 button.

Senator Robert Packwood and Elaine Franklin
Ethelyn and Loren Pankratz
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Al Torres

Musician and Volunteer

My world changed forever the first time I heard Richard Strauss' *Don Juan* on my transistor radio as I walked home from middle school. My mission in life was clear: I wanted to be a classical musician. After performing 24 years with the United States Army Band in Washington, D.C., I retired to Portland where I now perform at local venues while acquainting myself with the Pacific Northwest. Listening to All Classical in my studio provides me a certain comfort that only comes from classical music. This is why I support All Classical and always will.

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Cindy Scheel

Owner, Exuberance Catering

Creativity, beauty, texture, depth, nuance, flavor . . . classical music and great food have these things in common. Whether inventing something new in the kitchen or working at a wild pace putting together a feast for 200, All Classical is my companion. It's inspiring, soothing, and energizing all at the same time, and I love that there are no commercials! I support All Classical because I listen and want to give something back. The best music for my chocolate truffles? Mozart. The best music for creating menus? The Score. The best music on the airwaves? All Classical. Dig in.



John Schumann

Transportation Consultant
and All Classical Board Member

At work. At home. In the car. Sometimes the music is in the background. Other times I turn the volume up. I like the blend of music from different eras and composers of many nationalities, especially the works of Americans often neglected by other classical stations. Because of this, I support All Classical. We know commercial broadcasters put profit above content, so it is up to those of us who love classical music to support the only Portland not-for-profit radio station dedicated to this programming.

Karen Sorensen and Jeff
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*All Classical wishes to acknowledge
14,139 other member households
who made charitable donations
during fiscal year 2011-2012,
but whose individual names
we were unable to print due to
space constraints. Your support is
appreciated.*

underwriters

We extend our thanks to the following businesses and organizations for their programming support. Please visit these sponsors and thank them for supporting the stations of All Classical FM.

- | | | | |
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Tannis Bauers

Owner, Adolph Jackson Flowers

I work just blocks away from All Classical's musical mysteries. My #1 present is 89.9 as I go about living my dream at least 70 hours per week. The on-air hosts are my invisible friends! I support All Classical because they support me. Brandi wakes me at flower market time. Throughout the day, no commercials and rich harmonies, I keep my stress level down and my creativity quotient up. I value the intention behind and the presentation of the programming. I hope my customers see me the same way. Thank you All Classical FM!

- | |
|-----------------------------------|
| Oregon Symphony |
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| Pixton Law Group |
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Abby Seemann

Volunteer and Musician

Classical music is like chocolate. It nourishes my soul, makes me feel good, comforts and lightens my heart, and makes me glad to be alive! I'm so fortunate to have glorious music literally at my fingertips, 24 hours a day. Supporting the station is investing in humanity. Classical music elevates and enriches us all. And, unlike chocolate, classical music isn't fattening!

Volunteers

Volunteerism is on the rise at All Classical thanks to approximately 208 individuals who donated more than 5406 hours during fiscal year 2011/12. Volunteers served as weekly receptionists, staffed informational tables at concert venues, answered phones and supervised during membership drives, helped with mass mailings, assisted in data entry, and provided engineering, administrative and programming services.

CORE VOLUNTEERS

- | | | |
|------------------|---------------------|-------------------|
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Community Advisory Group

Comprised of classical music enthusiasts, the CAG functions as both a sounding board and a think tank for All Classical. 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 activities meet community needs.

- George Taylor, *Playwright and Consultant*
Bryan Johanson, *Composer and Guitarist, Chair, Department of Music Portland State University*
Peter Greenfield, *Hypnotherapist, All Classical Volunteer*
Dale Tolliver, *Cellist and Music Teacher, All Classical Volunteer*
Susan McDaniel, *Pianist and Emergency Dispatcher*
Barbara Wagner, *Community Volunteer*
Gary Peterson, *Engineer, Longtime Public Radio Supporter*
Kathrin Korngold Hubbard, *Violinist*
Joe Cantrell, *Photographer, All Classical Volunteer*

All Classical Staff

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Alexander Bighill, Director of New Media

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

Kelly Palin, Chief Financial Officer

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

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

Birthday, Brand & Building

Our philosophy at All Classical is to use our mission as a lens through which to identify the right team, aligned with the right function, equipped with the best tools to serve the public.

This is a simple but effective recipe for success. This coming year we're addressing critical needs by launching the **Three B's**: gearing up for our 30th *birthday* in August 2013, developing a more consistent *brand* and exploring options for an even more effective *building*.

Please stay tuned for updates as they develop!

All Classical

"Greetings from Africa. I am writing to say that I am delighted with your selection of classical music. Greatly superior to any other classical music station. I would like to become a member. Can I contribute from Africa? Best wishes."

– Lennart, Pennington
KwaZulu Natal, South Africa



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.

The revolver map is a beautiful spinning globe that displays the location of our website visitors. There are indicators that show where recent visitors are located, and there are dots that represent past visitors from all around the world.



All Classical

Phone

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Location

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Listeners photography by Mirifoto
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