



P O R T L A N D

FY 2018 LOCAL CONTENT AND SERVICES REPORT

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.

The stations of All Classical Portland provide free classical music programming to listeners in NW Oregon and SW Washington, and worldwide via our online stream. 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. Over 95% of our programming now originates from our studios in Portland. In FY18, All Classical staff invested their efforts in enhancing this service by launching two new locally produced programs, *The Concert Hall* and *Sunday Brunch*, and featuring more local musicians and arts organizations than ever before. 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 distributed to 70+ public radio stations around the country in FY18.

All Classical Portland's commitment to building cultural community is reflected in the station's programs that feature local music and musicians. With locally produced programs like *Northwest Previews*, *Played in Oregon*, *On Deck with Young Musicians*, and *Thursdays @ Three*, All Classical Portland is providing Northwest musicians and composers with a growing, worldwide audience. All Classical Portland produces weekly live broadcasts of *Thursdays @ Three* concerts that feature local and touring performers and give listeners, both in the studio audience and at home, unprecedented access to world class performers and ensembles in an intimate venue. In addition, All Classical Portland acts as media sponsor for a variety of area cultural events and hosts free open houses at the station throughout the year to bolster engagement with the local community.

As our region's "big megaphone" for the arts, All Classical Portland can significantly promote the works of smaller organizations through interviews with artists and musicians performing in our region aired on our weekly flagship program (now also available on demand via podcast) *Northwest Previews*. Station management is committed to making our on-air personalities more available to our Arts Partner organizations in the community, including participation as moderators, panelists and emcees for events, creating programming from audio captured in the field, and expanding the number of Pacific Northwest-based organizations that All Classical features in our locally produced content. *Played in Oregon* features concerts recorded throughout the state of Oregon and is offered as free content, syndicated via PRX for stations across the state and beyond (including several in rural and underserved regions). 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.

On average, over 100,000 people access the All Classical Portland streaming content monthly. This is in addition to the 250,000 average weekly listeners who tune in to our terrestrial FM broadcast in the Portland area. 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 people listen in those rural and exurban communities. Additionally, station outreach efforts have engaged 5,000+ in person with weekly live broadcasts of *Thursdays @ Three* and station open houses, both of which are free and open to the public.

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 second consecutive year, All Classical Portland partnered with the Oregon Food Bank and a corporate sponsor, Olson & Jones Construction, to raise awareness about food insecurity in our region. The campaign was called *Music Feeds*. In addition to finding creative ways to share facts about food insecurity and statistics about the serious issue facing our community on the air and online, All Classical Portland organized several volunteer days at the Oregon Food Bank. Staff, Board members, volunteers, community members and Arts Partner organizations were invited to participate in multiple volunteer days. This was community building in action!

In FY18, All Classical Portland continued its partnership with MetroArts, Inc. and was the media sponsor for the annual Young Artists Concerto Competition Debut Concert. All Classical provided media support and produced and aired a broadcast of the concert event. In addition, 8 of the youth performers featured on the concert were interviewed on All Classical Portland's weekly radio show dedicated to young performers, *On Deck with Young Musicians*.

All Classical Portland continued its long-standing partnership with the Oregon Symphony. With All Classical Portland's regular broadcast series featuring the Oregon Symphony throughout the year, All Classical was able to help the Symphony draw more attendees to concerts, while sharing their performances with hundreds of thousands more over the air and streaming around the globe via our encore broadcasts. All Classical Portland also sends a radio host to every classical concert throughout the year for a pre-concert conversation. This affords 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.

Each year, All Classical Portland selects a small community-based arts group which lacks funds for advertising as the recipient of our "Rising Tide Initiative" grant. 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. The on-air and web promotion grantees receive over the 12-month grant period is valued at \$10,000.

In FY18, All Classical Portland provided Rising Tide Grant (media sponsorship packages) to:

1. **IN A LANDSCAPE:** An outdoor concert series that brings a Steinway grand piano to natural landscapes including forests, fields, calderas and historical sites across the Pacific Northwest for classical music concerts. To meet the acoustical challenges of performing in the wild, music is transmitted to the concert-goers via wireless headphones. No longer confined to seats, they can explore the landscape, wander through secret glens, lie in sunny meadows, and roam old growth forests.
2. **CLASSICAL UP CLOSE:** To bring classical music to the Portland, Oregon community, where people live, work, and play — in order to celebrate our ties to the community, thank the Oregon Symphony Orchestra's many supporters, and make new friends for the orchestra and for classical music. 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."

All Classical Portland's new partnership with the Oregon Museum of Science & Industry (OMSI) shared presentations on topics like "Music and the Brain" and "Music in the Movies" with over 2,000 people, primarily new audiences.

Once again in FY18 All Classical Portland was able to promote its unique classical music programming with a comprehensive billboard campaign, resulting in greater awareness of the station among new audiences. The campaign was designed to reach people outside of the central city with whimsical, eye-catching slogans that challenged the oft-cited preconceived notion that classical music is boring. Examples include: "Solace has a frequency – 89.9 FM Tune In" and "Improve your traffic jam – 89.9 FM Tune in." FY18 was the final year of this billboard campaign.

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 4,000 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 550 musicians in 200 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 7th season, *On Deck with Young Musicians* continues to feature talented local music students. Host Christa Wessel has profiled more than 200 kids since the show's first episode on October 5, 2013. Some recent feedback on the program: "I am the Phams' piano teacher at Ethos Music Center. Your interview with the girls had me smiling for 12 straight minutes. You really captured their thoughtful, shy, intelligent, happy personalities. They have been a delight to teach and an even bigger delight to watch grow. Thank you for showcasing Ethos, my place of work for 10 years, in such a positive light. But, more intimately, thank you for showcasing these two young women."

Our 50 annual episodes of *Played in Oregon* feature more than 100 different performances, recorded live throughout our region. Host Brandi Parisi was able to include performances for organizations as different as 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, and now the country, including Eugene's KWAX and Southern Oregon's Jefferson Public Radio; and stations in Hawaii, Alaska, Illinois, California and Florida.

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. Now available on demand as a podcast, *Northwest Previews* is more accessible to audiences than ever before.

The Score, our weekly program on symphonic music in the movies, was carried by 70 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 programming on All Classical Portland reaches listeners in need of solace, companionship and educational insight, both in the Pacific Northwest and beyond. Below are selected messages from listeners

acknowledging the important role All Classical Portland plays in their lives and livelihoods, as well as the work All Classical does to share music from many cultures with our audience:

“Dear All Classical, I am a 28-year-old basketball player, and DJ, who used to rap professionally. I was raised on hip hop music and culture. I never listened to classical music. That is, until this December- when I stumbled upon your station and all the beautiful holiday music that was being played. During that time, I fell in love with both the music, and the hosts- the different personalities and music selections kept me engaged and captured my full attention. Today, almost 6 months later, not a day goes by when I don't tune in. I've listened to your station while driving or in my home here in Portland- but also through your app while in Puerto Rico, Washington, D.C., Tucson, Los Angeles, and many other places. My father played the cello, harp, and piano- but I wasn't raised by him and never understood it. Now, at the age he was when he had me, I'm beginning to fall deeply in love with this music. Thank you. Sincerely, Momo”

“I just wanted to tell you that I am very much looking forward to the Festival of Carols coming up soon. Last year was the first I listened to quite a bit of the festival. I was especially taken with the variety of songs and languages, countries, instruments, performances. The Musak approach to Christmas carols piped into stores etc. quickly becomes oppressive with its mindless jangling. But all the beautiful voices and instruments playing unfamiliar carols was fascinating and quite moving in its endless range and worldwide view. Thank you for opening my ears to new carols and old ones I love that are treated in different ways. It is a true enhancement of the season. -Kelcey”

“You are my ‘Healing Channel.’ I experienced a life changing accident with emergency surgery and a long recovery, and it is your music and soothing voices which have kept me going. I use it to meditate and deep breathe. It has helped so much in my recovery. Trust me at 2 AM when the eyes will not close this music changes things. Thank you for being there and the terrific job you all do. – Sandy”

“Christa, I want to thank you and Brandi for the role you played in my rehab from a stroke suffered in mid-April. When I was discharged from the hospital, I spent 87 days in an adult foster home. Unable to sleep most nights, I found KQAC. The classical music provided a much-appreciated level of serenity during those sleepless nights and early mornings. I'm home now (49 hours and counting!). The rehab continues but much progress has been made. Thanks again. Tim from Salem, Oregon”

“Last week, I was driving in the car with my twin two-year-old sons in the backseat and turned to your station in response to my sons' request for music. A piece by Kronos quartet in collaboration with a Ghanaian drummer was just being announced, and I felt very serendipitously pleased, because I'm a fan of Kronos Quartet but not of driving. While enjoying the piece, I reflected that it's not often that you get to hear pretty much anything from anywhere on the continent of Africa on one's classical music station. I began to feel very proud of you. After the piece, when the drummer was identified (I believe) as Obo Addy whose local organization I've come into contact with now and then, I did a little "I love Portland" dance while driving down the road. So, thank you for being awesome! Best Wishes, Katy”

“Hello Mr. Stone, I wanted you to know my 14-year-old daughter and her friends talk about you and your music selections as if you are friends. You have given us a peaceful, beautiful option without argument in the car on drives. I dislike most of her music, she thinks mine is terrible. My husband started to defer to your station. You are the host when the teens are in the car. Thank you for being on the air when we need you. Sincerely, Susan”

“My husband and I both spent our entire careers in classical music radio. One of our adult children lives in Portland, and a couple of weeks ago, we looked to see what the classical station was. We haven't listened to another classical station since we found you. Your programming is so thoughtful and it's so refreshing to listen to music not chaotically programmed by a computer, but rather by a knowledgeable hand with a love for and deep knowledge of the repertoire. Your on-air presentation is not boring, stuffy, happy-talk or

mindless, and we really appreciate the obvious effort that goes into your musical day. We don't know of another "signal" out there like yours. - Wiley and Richard in Tuscan, AZ”

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 2018, and any plans you have made to meet the needs of these audiences during Fiscal Year 2019. If you regularly broadcast in a language other than English, please note the language broadcast.

In FY18, the station affected change within classical music, and our greater arts community through a number of outreach initiatives, community events and on-air programs. All Classical Portland has expanded its efforts in addressing equity around classical music, spreading awareness to audiences about community issues affecting the region, and creating inclusive content. The JOY program (Joyous Outreach to You/th) was created in the fall of 2017 and enjoyed its full inaugural year in 2018 with three key initiatives.

1. *WHERE WE LIVE* – (short form) A dedicated radio series profiling organizations that create or perform artistic works that address social issues in our region. All Classical Portland partnered with the following organizations for its *Where We Live* series, shining a spotlight on social and community issues through an artistic lens:
 - *Lullaby Project*: The Lullaby Project pairs mothers experiencing homelessness with local songwriters and Oregon Symphony musicians to write and record lullabies for their children.
 - *Piano Santa Foundation*: This foundation places pianos in the homes of young students in need.
 - *p:ear mentor program*: serving youth experiencing homelessness by encouraging creativity, self-esteem, and healthy living habits.
 - *Phame*: A fine and performing arts academy serving adults with intellectual and developmental disabilities, built upon the belief that students, artists, teachers, and the greater community can empower themselves through the arts.
 - *Olivenbaum, Good Neighbor Project*: A student-run music education program for children of refugees in the Beaverton neighborhood.

2. *YOUTH ROVING REPORTERS* – (educational) Youth Roving Reporters is an all-encompassing arts journalism mentorship program, through which high school aged students receive training in professional radio journalism with a focus on arts and culture. The mission of Youth Roving Reporters includes ensuring that a minimum of 50% of the selected young people will be from minority groups, who have been historically excluded from the classical arts and radio journalism. In its second year, this program provided 6 young people with technical radio equipment, interview technique training, and production mentorship from All Classical Portland on-air hosts. They were also provided with free tickets for themselves, and their families to attend two arts events of their choosing, and had interviews with the involved artists arranged for them. Over the course of the year, each student recorded, and produced two stories through this art journalism mentorship. These stories originated from their own immediate communities, many of which had never had their stories told before by a broadcast organization, and have since been broadcast to our listeners both local, and world-wide.

3. *NIGHT OUT* - (Equity/social issues) A program for underserved, elderly, and socially isolated community members, helping them to overcome challenges preventing them from attending live performances. All Classical Portland provides transportation, tickets, access, and companionship for performances throughout our region. In FY18, its inaugural year, Night Out served 40 people.

In addition to the initiatives that comprise the JOY Program, in October 2018, All Classical Portland partnered with local arts education organization Portland Youth Philharmonic, to provide

a live-stream panel discussion on the work of a prominent 20th century African-American composer, William Grant Still. This panel discussion included several local arts leaders of African descent, Artistic Directors, musicians and composers. The conversation centered on the difficulties still encountered as a person of color in the early part of the 20th century and the continued struggle of composers of color today, and most importantly, what can be done to support composers of color here in our local community. This event was free, open to the community to attend, and also accessible to all with an internet connection via the live stream, shared on our website homepage, social media platforms, and across social media channels.

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 FY18:

Programming Improvements:

- New Programs
 - *Sunday Brunch* launched in January 2018. This show is designed to “explore different cultures through delicious music.” The program showcases music, languages and literature/poetry of various countries and communities. It is produced with the intent to invite and welcome diverse audiences and foster greater awareness of minority around classical music.
 - *The Concert Hall* launched in January 2018. It features legendary concert recordings from orchestras around the globe.
- Music Library Expansion
 - Program Director John Pitman focused on expanding the station’s music library by adding more recordings of black, minority and female composers to the digital library. In FY18, this totaled 20 CDs by African-American composers, 41 by Asian and Asian-American composers, 54 by Latinx composers and 87 recordings by women composers.
 - Host Andrea Murray has added 500+ new recordings to our library since taking over as producer of our modern classical music program *Club Mod*. This includes works by 170 living composers.
- Hosted pre-concert conversations for the Oregon Symphony’s entire season.
- Successfully broadcast the MetroArts Young Artists Debut Concert hosted by Christa Wessel in May 2018, with an encore broadcast.
- The fourth annual Gratitude Line aired from 4pm-6pm on Thanksgiving and incorporated over 50 voicemail messages from listeners across the country.
- Featured more than 15p on-air Sustainers Month personal “stories,” (carefully produced 1-minute segments featuring the words of our sustaining donors), aired daily in January at 9am and 4pm.

Community Engagement:

- FY18 marked the first full year for the initiatives that comprise the Joyous Outreach to You/th Program
- The Cultural Events calendar available on allclassical.org features enhanced readability and is now more searchable
- July and December station open houses both featured live performances by local musicians and saw record attendance from the community.
- Significant outreach as hosts continue to act as ambassadors emceeding events around the region for organizations including Oregon Symphony, Vancouver Symphony, Salem Symphonic Winds, Friends of Chamber Music, Third Angle, Classical Up Close, Oregon Coast Youth Orchestra and more.
- In FY18, All Classical Portland produced its first-ever Lovefest Concert, designed to bring the people together to celebrate community and music. The show featured 14 local musicians and composers at the Alberta Rose Theatre in NE Portland.