2006
KSER Foundation
Annual Report to
the Community

KSER defines community radio—

An independent, local voice
for news, music and culture
that enhances life in our community

www.kser.org

90.7 FM KSER
a sound adventure

Our mission

KSER will positively contribute to the quality of life in the communities it serves by providing

- A community-based radio service that is entertaining, informative and relevant
- A forum for members of the community, especially those underserved by other media resources, to constructively express their ideas, opinions and concerns
- Exposure to music, arts and events—both local and global

KSER Foundation

President
Candace McKenna

Vice President
Karen Crowley

Secretary
Sandy Thompson

Treasurer
John Thielke

Directors
Linda Barth
James E. Gillan
Brenda Mann Harrison
Tom Killorin
David Lenci
John McAlpine

COVER PHOTO: *Cheech OneRoad, host of NCh'I Wana Oyate Ki, has been on the air at KSER since 2001.*

KSER is your independent voice

KSER HAS BEEN THE VOICE of our community since 1991. I am especially pleased to talk about our accomplishments in 2006, which were made possible by the dedication, support and financial contributions of our listeners, volunteers and local businesses. Your belief in the power of community radio makes the service we provide possible.

Strengthening our vision: In 2006, the KSER Foundation took great strides to secure the station as an independent voice in the Everett and Snohomish County area by hiring Bruce Wirth as Station Manager. With this important increase in paid staff, KSER significantly improved its ability to provide the local news and public affairs programming that is essential to keep community radio alive and thriving in our area.

Preparing for the future: The time was right in 2006 to lay a foundation for the future of KSER in the digital broadcast world. A Corporation for Public Broadcasting (CPB) grant started us on a conversion project to improve not only the quality but also the quantity of public radio programming available to KSER listeners. The grant required local matching dollars, which the KSER Foundation was able to arrange—thanks to generous support from the Tulalip Tribes, others in our community and the good work of Becky Passarella, our development director.

Connecting with community: Community radio is a valuable and unique brand of radio that puts the public ahead of profit. In 2006, we renewed our commitment to preserving public radio's voice in Snohomish County with the revitalization of the Community Advisory Council, a group of volunteers dedicated to bringing different points of view to the board and advocating for KSER in the public arena.

The KSER Foundation values the trust that you—our supporters—have placed in us to maintain and improve public broadcasting. We look forward to ensuring that KSER plays an integral role in our community for a long time to come.

Candace McKenna
President
KSER Foundation

KSER 2006 Financial Statement

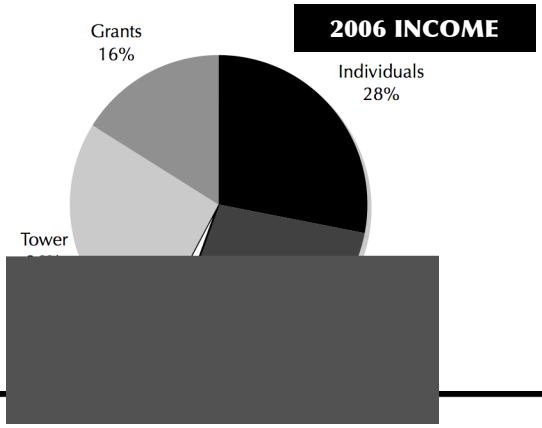
2006 INCOME	
Individual donations	$95,058.76
Business donations and matching	82,425.85
Underwriting support	10,976.50
Activities and special events	7,245.00
Tower income	87,893.66
Grants (all)	54,652.00
Miscellaneous income	401.29
Total Income	**$338,653.06**

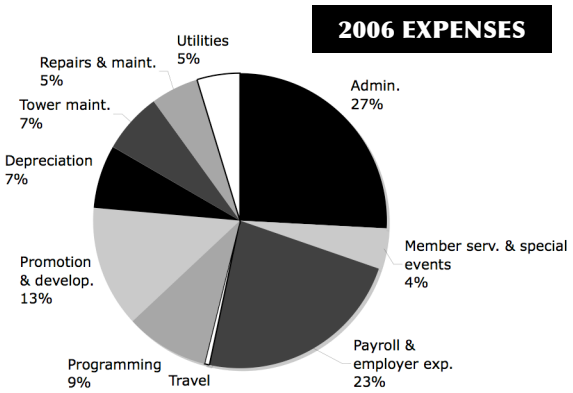
2006 EXPENSES	
Administration	$84,140.38
Depreciation	22,717.00
Programming	29,740.76
Promotion and development	43,756.20
Member services	8,380.76
Tower maintenance	21,446.12
Special events	5,578.60
Repairs and maintenance	16,825.99
Payroll and employer expenses	75,622.39
Travel	1,484.39
Utilities	15,538.53
Total Expenses	**$325,231.12**

Income and expense statements reflect $71,659 of in-kind donations.

Contributions from individuals and local businesses account for more than 50 percent of KSER's annual operating budget. About 26 percent of our income is derived from renting our antenna tower to third parties, such as cell phone companies. KSER receives a small annual appropriation of operating funds, about 3 percent of our income, from the Corporation for Public Broadcasting (CPB).

KSER is a fully independent, 501 (c)(3) non-profit foundation.





Thank you volunteers!

KSER has more than 100 professionally trained citizen volunteers who function as our announcers and programmers. They love radio, and their deep expertise in specific musical genres makes listening to KSER a constant pleasure. Other volunteers help run our pledge drives and keep the studios and office humming at peak efficiency. Each year, KSER volunteers collectively contribute more than 25,000 hours.

KSER volunteers: Brenda Adair-Taylor • Alan Alabastro • Nick Aldrich • Kim Alessi • Peter Ali • Lou Almasi • Maire Atkinson • Dave Bailey • Clif Baines • Linda Barth • Gabriele Bartholomew • Buzz (Chester) Beard • Jim Beidle • Lucia Bremer • Jerry Bennett • Joan Bethel • Tom Bliss • Norma Bruns • Butch Calivo • Miko Calivo • Douglas Colbert • Josh Crabtree • Lorraine Cronk • Dawg Deardorf • Peter Dervin • Mary Dessein • Dr. Rebecca Dirks • Greg Donohue • Lois Drake • Dan Duncan • Clancy Dunigan • Von Eggers • Robert S. Emery • John Endreson • Donn Erisman, Jr. • J. Glenn Evans • Leslie Fleury • Ed Gasparini • Ann Gibson • Darrell Gray • Jim Haffner • Mark Hale • Walter Harley • Ric Headman • Rik Heinz • Geraldine Helwing • Tom Herriman • Jonathon Hewitt • Jim Hilmar • Marie Hinchy • Jeff Hofman • Roy Holman • Colin Hutchins • Taryn Joel • Kathy Johnson • Ken Johnson • Patrick Johnson • Bill Johnston • Nathan Judson • Kai Killebew • Dan Kroener • Leilani Lamarca • Pat Langston • Eric Larson • Marilyn LeBlond • Gerard Legall • Mitch Lindborg • Michael Lockhart • Meta Logerfo • David MacFarlane • Heather MacFarlane • Gloria MacKay • Shawna Marshall • Tamlin Marx • John McAlpine • Laura McCarty-Johnson • Ann McCoy • Candace Mckenna • Sophie Moon • Kent Morrison • Maya Mowilos • Tracy Myers • Ruth Nelson • Shannon Newsum • Kinuko Noborikawa • Chuck Noel • Leon D. Norton • Cheech One Road • Katrina Passarella • Marco Passarella • Jim Pauley • Karen Pauley • Tom Peckman • Jim Peppan • Dr. Kasra Pournadeali • Van Ramsey • Dave Ramstad • Joel Reynolds • Ross Rieder • Tim Rizzo • Nicolette Roberge • Jason Rudd • Chuck Schufreider • Ellen Schufreider • Ted Sharpe • Harpaul Sidhu • Jim Smith • Clay Spencer • Mike Standifer • Aarene Storms • Michael Svob • Phillip Taylor • John Thielke • Karen Thielke • Sandy Thompson • Ron Toppi • Michelle Valentine • Steve Ward • Chris Wartes • Sabrina Weiner • Connie Weinstein • Dr. Howard Weinstein • Cliff Wells • David White • Anthony Whittaker • Noel Williams • Chris Wilson • Jonathan Windle • Howard Winningham • Jonathan Wollander • Mary Ellen Wood • Dean Workman • Margaret Ziviski

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What is community radio?

Community radio puts the public first. KSER's rich variety of music, culture, news and information is unduplicated anywhere else on the radio dial. No other public radio station serves Everett and the surrounding areas with as much local public affairs program. KSER's financial support is derived primarily from the public, and our on-air sound is powered directly by community volunteers.

A doorway

KSER seeks to enhance the life in our community by serving as an independent, local voice for news, music and culture. To provide that service, KSER practices on open door policy that literally means citizens can walk through the station door to participate—whether to engage in training to produce a radio show or to take part in an on-air dialogue. KSER also hosts local and traveling musicians who drop by to share their music live on the air. You are invited to walk through our door.

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The KSER Marching Boom Box Band performs at Everett's Fourth of July parade.

Connecting with community

KSER provides the information and resources to build community

KSER IS ALL ABOUT COMMUNITY. You'll frequently find us out and about our community, whether it's emceeing summer concerts in Everett parks, marching in the annual Fourth of July parade, covering the League of Women Voters' election forums, or providing the musical ambience at the Fresh Paint festival.

As a public radio station, KSER is committed to supporting community-building events and organizations. We encourage civic participation and provide a voice for those who are under-represented in mainstream media.

One of the ways that KSER builds a vital link with the community is by relying on the Community Advisory Council, which was revitalized in 2006. Members of the Community Advisory Council serve as important ambassadors for KSER. They support our pledge drives and help to identify new venues and potential partners. In addition, they help define our listening community.

KSER thanks our Community Advisory Council!

Gabriele Bartholomew, *Convener*
Earl Bigelow
Michael Lockhart
Kent Morrison
Clay Spencer
Marilyn LeBlond, *Secretary*
Aprilla Linder
Meta Logerfo
Dave Ramstad

THANK YOU! Chris Wartes of Christophoto provided the photographs on pages 2, 6 and 8.