

“Public radio is a vibrant, relevant and growing part of so many American lives.”

Arbitron: Public Radio Today, 2007 Edition

2007 Annual Report



“My heartfelt thanks to everyone who remains passionate about the power of public radio.”
Candace McKenna

KSER 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 Staff

General Manager
Bruce Wirth

Development Director
Becky Passarella

Public Affairs Director
Ed Bremer

KSER Board of Directors

President
Candace McKenna

Vice President
Karen Crowley

Secretary
Sandy Thompson

Treasurer
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Directors
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Brenda Mann Harrison
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Laura Sell

KSER 90.7FM
2623 Wetmore Ave.
Everett, WA 98201
425-303-9070

Providing high-quality radio that uniquely serves our community



Candace McKenna
2004-2008 President
KSER Board of Directors

ANOTHER EVENTFUL AND exciting year at KSER has come to a close. As the KSER Foundation President, I have the privilege of sharing with you the highlights of 2007 and extending a heartfelt thank you to KSER volunteers, staff and Board members who continue to work so passionately to build KSER into a strong, independent community broadcasting service to our steadily expanding listener base.

In 2007, KSER focused on continuously improving on-air offerings. This was accomplished by launching an on-going basic broadcasting class, which in turn

diversified and strengthened our volunteer base, and resulted in some exciting new shows. Improvements were made to offerings during the morning drive time. Local news and public affairs coverage was expanded. KSER had the best broadcast coverage of primary and general local election issues, including sponsoring and broadcasting local candidate debates. Changes in music programming were targeted to addressing listener preferences and to diversifying our offerings. I'm proud to say that programming improvements in 2007 reflect the diversity of our community, the independence of KSER, and KSER's commitment to coverage of local issues.

It is through your donations and membership in KSER that we are able to bring you high-quality public radio that uniquely serves our community. The KSER staff and volunteers worked hard on our 2007 pledge drives, which were our all-time most successful pledge drives to date. The Board of Directors ensured strong fiscal oversight. We had the first annual Board fundraiser. Michelle Shocked charmed and electrified a sold-out celebration at the "On Air" dinner and concert last fall, which was a big success. The State of Washington funded public radio and TV for the first time in 12 years! For KSER this has meant that we are able to invest in strategic planning, finish our implementation of digital radio, build the infrastructure we need to better serve members and donors, and make needed upgrades to equipment. These funds will continue to flow into the station in 2008 and 2009. We thank our state legislature for their substantial support, which has come at a critical time in KSER's growth.

Thanks for listening and for your continued support of KSER.

A handwritten signature in black ink that reads "Candace McKenna". The signature is written in a cursive, flowing style.

KSER's 2007 highlights



Bruce Wirth
KSER General Manager

KSER began broadcasting in digital radio

In August 2007, KSER began broadcasting in digital radio, becoming the first radio station in Snohomish County to convert to digital radio. KSER began the conversion process in 2006, thanks to our contributing members, support from the State of Washington, the Tulalip Tribes Charitable Fund, and a major grant from the Corporation for Public Broadcasting. In addition to crystal clear sound, digital radio means that KSER can offer more audio streams—advancing our mission

to provide more forums for community dialogue.

State of Washington funds KSER

In 2007, the Legislature voted to support public broadcasting in the State of Washington for the first time in 12 years. KSER will receive nearly \$338,000 in financial support from the State over a two-year period. Legislators from the North Puget Sound, notably Hans Dunshee, Mike Sells, and John McCoy, played a major role in securing funds for KSER. They recognized the critical role the station plays in local issues, and their support is a huge vote of confidence in the quality of our service.

KSER applies for second transmitter

KSER filed an application with the Federal Communications Commission (FCC) to build a new public radio station serving Whidbey Island, potentially doubling our audience and bringing community-centered public radio service to residents of Island County. The FCC window for applications was the first opportunity in seven years for a new public radio service in the Puget Sound. The frequency, 89.9FM, is the last non-commercial one available in the Puget Sound. It could take three to five years for the frequency to be granted, and the selected applicant will have up to three years to complete construction and begin broadcasting.



Volunteers support the success of KSER's spring 2007 pledge drive

“Our successes in 2007 have positioned us to grow our service, audience and community impact.”

Bruce Wirth

Major milestones 2007

- Completed transition to digital radio
- Received \$338,000 grant from State of Washington
- Applied for second transmitter to better serve Island County
- Increased earned income 20 percent

Thank you taxpayers of Washington State

KSER thanks Washington State for a \$338,000 grant! If you believe public broadcasting is vital to our community and democracy, please thank your elected legislators for voting to support it and keep in contact with them throughout the year.

44th District (Snohomish)

Rep. Hans Dunshee
Rep. John Lovick
Sen. Steve Hobbs

38th District (Everett)

Rep. John McCoy
Rep. Mike Sells
Sen. Jean Berkey

10th District (Camano Island)

Rep. Chris Strow
Sen. Mary Margaret Haugen

40th District (Bellingham)

Sen. Harriet Spanel

To contact your legislator, go to:

<http://www.leg.wa.gov/legislature>

“With a fundraising strategy rooted in our values, we’ve seen increased support.”

Becky Passarella

KSER reflects the vision of our community

What makes KSER so special is the community we’re in. The people of Snohomish County and the surrounding areas have worked together to create a unique vision for their community. As a media organization, KSER tells the stories of the individuals and organizations that breath life into that vision.

2007 KSER volunteers

It is the enthusiasm and dedication of 100-plus volunteers that keep KSER broadcasting 24 hours a day. The photo below is from our volunteer appreciation dinner in February 2008.



Becky Passarella, KSER Development Director

Membership income up

In 2007, KSER increased our membership income by more than 20 percent, demonstrating increased support from the community and effective on-air challenges and fundraising methods overall. We also saw our most effective on-air pledge drives in recent history. In 2008, KSER Development Director Becky Passarella will move to full-time and the station will purchase software that will enable us to more effectively communicate with members and reach potential donors.

Insight and outreach: Thank you Community Advisory Council

One of the many ways that KSER stays connected to community is through our Community Advisory Council. The purpose of the council, as defined by law, is to “assist public broadcasting in being more responsive to community needs by providing for effective public participation in planning and decision-making.”

Our 2007 Advisory Council served as ambassadors to the community, linking KSER to existing listeners and potential listeners. This cohesive group of committed volunteers met monthly and volunteered at events throughout the year. They advised the Board of Directors on additional ways to reach out to the community, suggested potential new partners, and gave valuable input on our values and direction.

Thank you, 2007 Community Advisory Council!

Chair: Gabriele Bartholomew

Secretary: Marilyn LeBlond

Members: Earl Bigelow, Aprilla Linder, Mitch Lindborg, Michael Lockhart, Meta Logerfo, Kent Morrison, Dave Ramstad and Clay Spencer



KSER features local voices and news on your local radio

KSER AIRED 93 HOURS OF PROGRAMS devoted to local problems, people, concerns and issues in 2007. In addition to many local voices heard every weekday morning from 8 a.m. to 9 a.m. on the Morning Program, our public affairs schedule calls for local programming at 4:30 p.m. on Monday and Tuesday afternoons.

Snohomish County's change to all mail-in ballots suggested a greater emphasis on politics in 2007, so we put local politics on the air. We teamed up with the League of Women Voters of Snohomish County and the Livable Snohomish County Coalition to focus on local elections.

In June, we presented all three candidates for Snohomish County Sheriff in their first-ever group appearance to share their vision of county law enforcement. And KSER aired the county's very first interview with Jack Turk on the morning after he accepted the nomination from the Snohomish County Republican Party to run for county executive.

For two days in July, we broadcasted live from the New Everett Theatre, offering forums with the candidates for Everett city and Snohomish County councils. We also aired candidates' forums from Sultan and Lake Stevens. In August, we broadcasted another two-hour forum with the candidates for Everett city and Snohomish County councils, and the Morning Program presented statements from candidates for Snohomish County clerk, Edmond's mayor, Gold Bar city council and the Everett school board.

It wasn't all politics on KSER. Listeners heard weekly updates on the effort to bring a four-year college to Snohomish County, plans to improve safety along I-5 north of Marysville and Highway 2, and extensive coverage of the Regional Transportation Investment District project.

In 2007, KSER presented programs on just about everything, including access to transportation for disabled riders, the growing problem of diabetes in the county, crime, gangs and economic issues ranging from the high cost of buying a home to saving money with coupons. A weekly five-part series of half-hour programs explored the causes and cures of homelessness in Snohomish County and culminated in a live, hour-long call-in program asking KSER listeners for solutions to homelessness.

There will be even more in 2008, so keep listening!



Ed Bremer, KSER Public Affairs Director

“You'll hear local voices on just about everything on KSER.”
Ed Bremer

KSER programs

For a guide to programming on KSER, go to www.kser.org.

Serving community

KSER is the only full-power non-commercial public radio station in Snohomish County. We broadcast 24 hours a day and our signal is heard as far east as Darrington in the Cascade foothills, as far south as Kirkland and Northgate in Seattle, as far west as Port Townsend on the Kitsap Peninsula, and as far north as Mount Vernon.

For more than 17 years, KSER has been providing listener-supported community radio at its best. No other public radio station serves Everett and the surrounding areas with as much local music and public affairs programming. KSER's financial support is derived primarily from the public, and our on-air sound is powered directly by community volunteers.

Our philosophy is straightforward: Create radio that is original, inclusive and community-minded. Our radio service and our web site provide the people who live in our area with the resources to make local connections and build community.

KSER defines *community* radio: non-commercial radio in the public interest and grounded in the local community. Our purpose is to enhance the quality of life in our community by providing an independent, local voice for news, music and culture.

“Our sincere thanks to the many businesses, organizations and individuals who support public radio!”

KSER

Thank you for your generosity

While we have space to list only KSER Underwriters, Grantors, Radio Angels and Challenge Donors between January 1, 2007, and December 31, 2007, we are deeply grateful to all our supporters. We have made every attempt to ensure the accuracy of this record, however, mistakes sometimes occur. Please accept our apologies for any misprint that may appear on this page and contact KSER's Development Director at 425-303-9070 if you have a concern. Thank you for your generosity!

KSER 2007 Underwriters, Grantors, Radio Angels and Challenge Donors

Underwriters

- ArtBeat
- The Last Adventure of Life, Maria Hoaglund
- Everett Symphony
- The Everett Theatre
- Everett Community College Student Services
- Village Theatre
- Northwest Savoyards
- Northshore Performing Arts Center
- Columbia College
- Seattle Folklore Society
- Whidbey Writers Workshop
- Edmonds Center For the Arts
- Seattle Women's Chorus
- Community Consulting Pharmacist, Michelle Valentine
- Evergreen Unitarian Universalist Fellowship
- Skagit Artists Together
- Reef Mystique
- Nowak Plumbing and Roto Rooter
- Washington State Council of County and City Employees, AFSCME Local 109E
- Red Rock Subs
- Zippy's Java Lounge
- Sno-Isle Natural Foods Coop
- City Floral of Everett
- First Congregational United Church of Christ in Everett
- Mitchell Art Glass
- Seattle Men's Chorus
- Village Theatre Pied Piper
- Northwest Center for Optimal Health
- Kenwanda Golf Course
- MacGregor Publishing
- Bauer and Evans

Grantors

- Edmonds Arts Commission
- Tulalip Tribes Charitable Fund
- Everett Cultural Commission

Radio Angels

- Communities of Color Coalition, *Kinuko Noborikawa*
- American Red Cross of Snohomish County, *Trygve and Lyla Anderson*
- Big Brothers and Sisters of Snohomish County, *Gail Evert*
- Animal Rescue Foundation, *Ann Gibson*
- Mukilteo Farmers Market, *Dr. Mel Trenor*
- WACAP, *Bob and Sheri Agopsowicz*
- Pasado's Safe Haven, *Cindy Coker and Tom Melcher*
- Marysville Food Bank, *Hugh Stefishuem*
- Friends of Heybrook Ridge, *Louise Lindgren*
- Stilly Snohomish Fisheries Enhancement Task Force, *Phillip Taylor*

Challenge Donors

- Barbara S. Bates and Mac Bates
- Karen Guzak and Warner Blake
- Karen Kachel
- Patricia Knight
- Rebecca Loveless
- Christine Nichols
- Dr. Kasra Pournadeali and Dr. Rebecca Dirks
- Nicolette Roberge
- Service Employees International Union (SEIU Local 925)
- Snohomish County Labor Council
- Society of Professional Engineering Employees in Aerospace (SPEEA)
- Stewart Title
- KSER Board of Directors

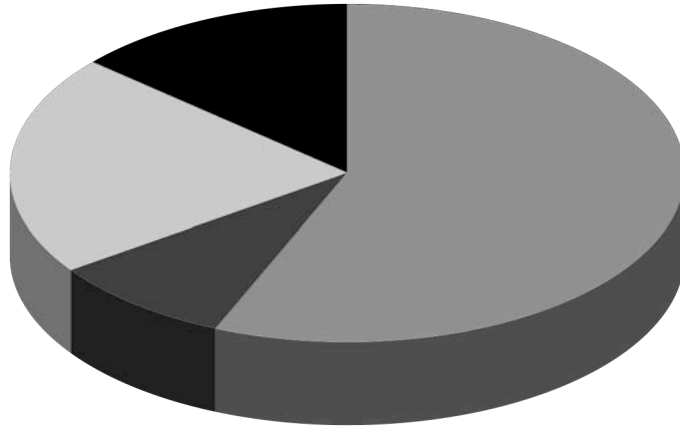
KSER 2007 Financial Statement

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) nonprofit foundation.

2007 INCOME

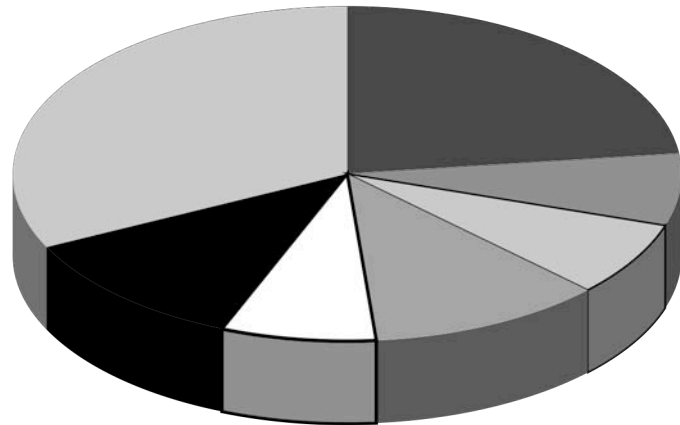
Individual donations	\$117,992
Business donations and matching	87,916
Underwriting support	16,023
Activities and special events	33,664
Tower income	83,914
Grants	53,428
Miscellaneous income	1,277
Total Income	\$394,214



- Individual & business donations, underwriting support
- Activities, special events, misc.
- Tower income
- Grants

2007 EXPENSES

Administration	\$ 90,662
Depreciation	26,820
Programming	27,590
Promotion and development	45,071
Member services	1,267
Tower maintenance	16,857
Special events	28,055
Repairs and maintenance	14,964
Payroll and employer expenses	121,700
Travel	4,556
Utilities	13,420
Total Expenses	\$390,962



- Administration
- Depreciation
- Programming
- Promotion and development
- Member services and special events
- Maintenance & utilities
- Payroll, employer expenses, travel

Business donations and promotion and development reflect \$73,704 of in-kind donations.



2007 Events

ON AIR: The KSER Board of Directors' first foundation fundraiser, "On Air," featured Michelle Shocked and Eric Tingstad (top right photo) at the Everett Yacht Club for an intimate concert, a great dinner and enthusiastic support of public radio (above).

DANA LYONS: KSER sponsored an after Thanksgiving family concert featuring Dana Lyons (right photo), Puget Sound's witty and thought-provoking musician at the PUD Auditorium in Everett, thanks in part to a grant from the City of Everett Cultural Arts.

Chris Wartes of Christophoto provided most of the photographs for this annual report. *Thank you!*

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