

Local radio
that connects
our community



Independent Public Radio

2008 ANNUAL REPORT



Candace McKenna was named **Volunteer of the Year** by the National Federation of Community Broadcasters for her extraordinary service to our community and KSER – including three terms on the KSER Board of Directors and four years as president. Candace is shown above with KSER Board member, Tom Killorin at the 2008 annual meeting.

2008 KSER
Voice of the
Community



The **KSER Voice of the Community award** recognizes an individual who makes an impact on our community by giving voice to local issues. **Marilyn Rosenberg**, founder of Zippy's Java Lounge in Everett, received the 2008 KSER Voice of the Community Award from **Everett Mayor Ray Stephanson**.



Bruce Wirth
KSER General
Manager

What a year!

We reduced our debt.

The 2008 year closed the page on an exciting chapter in KSER's history. With some of the money from a two-year State of Washington grant approved in 2007, we paid off the mortgage on our Everett studios.

We invested your dollars wisely.

- Major studio upgrades – new broadcast CD players, new computers and software, and new microphones
- New KSER website – and much-requested services, including real-time playlists and a playlist archive, weekly program highlights, and DJ blogs
- Essential facility maintenance – repairs and upgrades

We offered more than a dozen new programs.

- New public affairs programs – The Takeaway with John Hockenberry; Native America Calling; Counterspin; Left, Right & Center; and The Splendid Table
- New local public affairs shows – Listen Up Northwest, Power of Peace, and Seeing Green
- New music programs – Legendary rock 'n roll DJ Danny Holiday with Rock 'n Roll Time Machine, progressive Hip Hop on Boombox, Native American music on Red Road, Poptopia Parkway, classic Blues and R&B on Juke Joint, and Academy of Comedy

We look forward to advancing KSER's service to our community in 2009 and beyond.



Karen Crowley
President,
KSER Board of
Directors

Looking to the future

Throughout 2008, the KSER foundation was intent on communication, connection and creation – a focus we will continue in the future. The board talked with and listened to you – our volunteers, members, listeners, key stakeholders, and the greater community. We asked you what our values should be. We re-wrote our mission statement. We set out on a "Vision Quest" that included three live on-air and call-in programs and a public forum to better understand the needs of our listeners and community as we build the elements of our strategic plan.

It's been quite a journey. We have re-affirmed our commitment to music and the arts. But – equally important – we heard a strong, consistent call for enhanced information, ideas and dialogue about local issues.

We will now build the plan that honors KSER's unique location and voice, but reaches out to build new partnerships, grow listenership and better serve Snohomish and Island counties.

Thanks to all of you who gave input – the members of the board for their wisdom and work, the staff for their professionalism and commitment, to the volunteers for their dedication, passion and inspiration, and to our listeners. KSER will be a convener that builds and celebrates community and the arts. Stay tuned . . . we have a lot of exciting work ahead.

To the future!

2008 FISCAL YEAR FINANCIALS

KSER Mission

To advance the common good in our community through public radio and other services dedicated to arts, ideas and civic engagement.



2008 BOARD OF DIRECTORS

President

Karen Crowley

Vice President

Brenda Mann Harrison

Secretary

Sandy Thompson

Treasurer

John Thielke

Directors: Benjamin Hall, Tom Killorin, Kari King, David Lenci, Candace McKenna, Laura Sell

STAFF

General Manager

Bruce Wirth

Bruce@kser.org

Public Affairs Director

Ed Bremer

EBremer@kser.org

Development Director

Becky Passarella

Becky@kser.org



Photos: Chris Wartes of Christophoto

90.7 KSER

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

kser.org

LABOR DONATED

KSER is a fully independent, 501(c)(3) nonprofit foundation.

The KSER Foundation IRS form 990 filing for 2008 is available for public inspection at the KSER Foundation office or on our website - kser.org. The 990 filing report provides much more detail than we can furnish in the annual report.

INCOME

Individual Donations	\$112,998
Business Donations & Underwriting	25,775
Business Matching & Challenge Grants	21,080
Activities & Special Events	16,828
Tower Income	101,895
Grant Income (See Note)	151,637
Miscellaneous Income	1,444

Total Income \$431,657

EXPENSES

Administrative	\$133,721
Programming	36,060
Development, Membership, Publications	7,738
Tower	22,417
Special Events	10,052
Training, Volunteer & Board Expenses	2,859
Engineering	21,077
Payroll	141,233
Travel	5,636
Utilities	15,135

Total Expenses \$395,928

Net \$35,729

BALANCE SHEET (as of Dec. 31, 2008)

ASSETS

▪ Current Assets	\$ 16,390
▪ Property & Equipment	406,613
▪ Other Assets	24,304

Total Assets \$447,307

LIABILITIES

▪ Current Liabilities	\$ 161
▪ Mortgage on Tower	177,391

Total Liabilities \$177,552

EQUITY

▪ Retained Earnings	\$104,175
▪ Current Year Earnings	165,580

Total Equity \$269,755

Total Liability & Equity \$447,307

Contributions from individuals are KSER's single largest source of regular income

Note: Grant income does not include the portion of the state grant used to pay down the existing mortgage

Underwriting support and tower income each increased nearly 20 percent in 2008

KSER is committed to continuing to use your dollars wisely as we build a sustainable financial foundation

THANK YOU

More than 100 individual volunteers help KSER provide service to our community via airwaves and the internet. **Thank you KSER volunteers!**

More than 1,000 supporters keep KSER on the air through their generous support. **Thank you Individual Donors, Radio Angels, Grantors, Underwriters and Business Believers!**