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Dear KNKX Listeners, Supporters and Friends,

This Annual Report covering fiscal years 2021 and 2022 happened during an incredibly challenging time for all of us. We experienced a global pandemic and had to adapt to a drastically different environment, our country was shaken by the murder of George Floyd and a subsequent reckoning around systemic racism, and we witnessed extreme political divisiveness including the January 6th storming of the Capitol. If that wasn’t enough, the war in Ukraine broke out and we saw the effects unfold in our local community.

It’s during the most difficult times that KNX brings you the most value. You relied on us more than ever for vital information on health and safety, for a voice of reason in the chaos, for someone to help you understand and make sense of complex issues and for companionship and comfort.

KNX needed to quickly pivot during Covid with our top priorities to keep the staff safe and employed, and our service to the community intact. I’m pleased to say that we met these goals, and buoyed by your enduring generosity received record-breaking levels of listener support.

As life goes on and undoubtedly challenges will continue, we will be here for you, because serving the community is our top priority and responsibility. I wish you all well in the New Year and hope that KNX’s jazz, blues and news continues to bring you joy, meaning and understanding.

On behalf of the KNX Staff and Board, thank you!

With gratitude,

Joey Cohn
President & General Manager
our reach

Always illuminating!
— thomas in shoreline

Facebook: 28k+ followers
Twitter: 21k+ followers
YouTube: 67k+ followers

YouTube: 30+ million views
Events: 14k+ attendees
Listeners: 611k+ weekly

AVERAGE WEEKLY LISTENERS BY CHANNEL

88,000+ streaming
223,000+ radio
300,000+ Jazz24
Jazz24
listening
countries: 150+

Every week, Jazz24, one of the most popular online jazz streams, unites 300,000 listeners around the globe with hand-selected jazz from expert KNKX hosts. Learn more: www.jazz24.org
Despite the challenges of the pandemic, KNKX concluded Fiscal Year 2021 (FY21 ended May 2021) and FY22 (ending May 2022) on a strong financial footing. The biggest impact of COVID-19 on KNKX revenue was reduced support from local businesses. Business support is KNKX’s second largest source of revenue and many of the businesses who support KNKX were hard hit by the pandemic, including sectors like the performing arts, travel, restaurants and retail. However, the loss in business support was mitigated by strong giving from individual supporters and early federal stimulus support in the form of additional grants from the Corporation for Public Broadcasting and a loan through the Paycheck Protection Program.

With all the commercial music stations sounding the same, KNKX’s jazz and blues programming is the only terrestrial radio music I enjoy listening to.

— michael in kirkland
JUNE 2020 - MAY 2021

Income:

- **Individual Support:** $5,992,172 (67%)
- **Business Support:** $1,200,469 (13%)
- **Total Grants & Misc. Income:** $1,753,038 (20%)

Total: $8,945,679

Expenses:

- **Administration:** $878,399 (11%)
- **Membership & Development:** $2,045,564 (26%)
- **Programming & Related Services:** $4,895,742 (63%)

Total: $7,819,705

JUNE 2021 - MAY 2022

Income:

- **Individual Support:** $6,283,581 (70%)
- **Business Support:** $1,414,418 (16%)
- **Total Grants & Misc. Income:** $1,237,424 (14%)

Total: $8,935,423

Expenses:

- **Administration:** $896,615 (11%)
- **Membership & Development:** $2,168,764 (28%)
- **Programming & Related Services:** $4,870,958 (61%)

Total: $7,936,336
news

At a time when our country wrestled with the pandemic, racial injustice, a contentious political climate and a war in Europe – truth, perspective and context were more important than ever before. KNKX and NPR newsrooms worked hard to make sure every story you heard was thoroughly researched and thoughtfully delivered. Listeners counted on KNKX and NPR for news that was not sensational or hyperbolic, information that focused on the facts, and stories that offered multiple perspectives about the news impacting everyone’s lives.

THE PANDEMIC

Since the first COVID-19 story broke in our region, KNKX reporters covered it. The entire newsroom came together to collectively cover the important stories and breaking news of the day. The pace of the news was relentless, and so our team of reporters worked day and night to bring our community critical information and resources. In addition, our storytelling team launched a new podcast, Transmission, which covered life during the pandemic.

POLITICAL COVERAGE

From the 2020 general election, through the insurrection of the nation’s Capitol, and concluding with the Seattle mayoral campaign of 2021, KNKX and NPR were there every step of the way, covering local and national issues and providing exhaustive coverage of our nation’s politics. Both KNKX and NPR devoted
enormous resources to covering supreme court nominations, primaries, debates, the presidential race, local races, the insurrection and everything in between.

The deeply consequential politics of 2020, 2021 and 2022 covered many critical issues including public health, the economy, inequality, criminal justice, homelessness and more and were important times for solid, fearless journalism that insisted on truth, transparency and accountability.

CAPTURING LIFE IN THE NORTHWEST

Our work did not just focus on the pandemic and politics, however. KNKX also deepened its reporting by hiring journalists to cover social justice and arts & culture. Through the work of the entire newsroom, KNKX featured award-winning stories that were fascinating, heart-breaking and inspiring. That includes an investigative report of the tenants evicted from a low-income “hotel” in Tacoma; a profile of an Aberdeen city councilwoman who is believed to be the first transgender elected official in the state; and the tragic effects of the June 2021 heat dome.
Evening jazz is a daily part of our nightly wind down and relax routine.

— Angela & David in Seattle

MUSIC AS HEALING

Just as listeners turned to KNKX to keep them informed about the news of the day, they also relied on the station for the inspiration, solace and comfort of jazz and blues.

When the news was too much, an upbeat tune had the power to bring joy. When listeners felt isolated, they could attend a virtual concert and feel a little less alone. A soulful song had the power to help us process all that was unfolding around us.

KNKX continued to be a place where listeners could charge their musical dreams, be inspired, get through a tough week or go on a journey around the world despite being stuck at home.

Jazz and blues also offered listeners the opportunity to reflect on how this music is inseparable from the Black experience. The jazz and blues on KNKX served as a timely reminder that music gives us a way to listen, learn and gain understanding of others through musical expression.

NEW SHOWS & VOICES

We didn’t let the pandemic stop us from continuing to innovate in our music offerings, when we added three new shows, and new voices, to the KNKX music lineup:

Studio Session Spotlight with Abe Beeson highlights the best of the KNKX Studio Sessions and includes conversations with artists from around the world who have visited and performed in our Seattle studio.

Grooveyard is a mix of classic and modern Soul-Jazz and Blues with a fun, funky sound, hosted by South Sound-based musician, Stephanie Anne Johnson.
New Music Review hosted by Matt Jorgensen, highlights selections from new album releases from a variety of styles.

We also welcomed new voices to our already established programs, including Steve Edwards at KNKX and Terae Stefon at Jazz24.

MUSIC FEATURES & STORYTELLING

During Black History Month, KNKX told in-depth stories of the Black artists who pioneered jazz as an art form.

On International Women’s Day, KNKX dedicated the entire day to women vocalists, composers, and musicians.

In addition, KNKX created a new position of Jazz Reporter for Robin Lloyd, which deepened our commitment to jazz.

MUSIC IN THE COMMUNITY

The pandemic put into focus just how much the arts contribute to our daily lives. Throughout the year, KNKX was committed not just to continuing to bring jazz and blues music to listeners locally and around the world, but also to supporting the arts community as it weathered the COVID storm. We offered a free Community page at knkx.org that shared local virtual events and artists fundraisers, we put on virtual events with local musicians and provided special programming to meet the moment and continue celebrating and uplifting our jazz and blues community, when they needed it most.
events & education

EVENTS

Because of isolation during the pandemic, ‘community’ became an even more important theme at KNXK. The last two years stretched us to innovate and seek out new ways to support our partners, listeners, and the community as a whole.

We took this mission to heart, hosting virtual gatherings featuring music performance, discussion or even a cooking lesson with Nancy Leson, supporting community partners through promotion on our comprehensive community webpage and reaching out into the community to understand the stories and experiences of our region.

KNXK presented a blend of virtual and in-person jazz and blues concerts throughout FY21 and FY22. Our first virtual concert during the pandemic was hosted by All Blues’ John Kessler and featured Tacoma-based roots and blues Vocalist, Stephanie Anne Johnson, who we later hired as the host of the new show, Grooveyard.

In 2020, we thanked our listeners for their ongoing support of the station with a special live streamed Member Appreciation Concert with local vocalist Jaqueline Tabor, from Town Hall Seattle. In 2021, we followed it up with a special concert with Christian McBride, recorded in New York City. And this past April we celebrated International Jazz Day with Emmett Cohen in an amazing concert recorded in Paris. That performance, and all our other virtual performances, are available anytime on the KNXK YouTube page.

It’s impossible for us to be lonely when you’re around. Thank you.
— william in bellingham
We were all glad to be able to offer a hybrid Holiday Jam in 2021, with Northwest favorites Pearl Django and jazz vocalist Gail Pettis performing, as well as students from Seattle’s JazzED.

We were especially proud of partnerships that allowed us to support Ernestine Anderson Day in November 2021 and Crossing Boundaries with the Washington State History Museum; and to work with the Northwest African American Museum to feature their African American Cultural Ensemble in February 2022.

EDUCATION

Despite the pandemic, we continued our School of Jazz (SOJ) program with virtual guest DJ’s and a virtual studio session with a combo from Seattle Academy.

KNX also covered the election through a youth lens with the special event “Election 2020 - The Youth Vote”. Young people made up 37 percent of the 2020 electorate yet historically they vote less than other age groups. The virtual event, hosted by KNX News Director Florangel Davila and South Seattle Emerald Editor-in-Chief/Publisher Marcus Green, brought together young voters with civic leadership, including former Washington Governor Gary Locke and Tacoma Mayor Victoria Woodards. They discussed issues through the lens of beliefs and values, touching on topics such as leadership, representation and civic engagement.

KNX also hired its first education manager, who created a workshop to support students seeking to compete in NPR’s Student Podcast Challenge in February. Her support also allowed KNX to offer its first podcasting workshop series to middle school students at Tacoma’s Eastside Community Center.

And as a way to give young people in our community a platform to tell their own stories, we launched a new program called Take the Mic. This award-winning program empowered local youth to share how they made sense of the world, in the midst of a global pandemic, a historic election and widespread reckoning with racial justice in our country.
KNX has been on a journey of change. For years, public radio has served predominately white audiences and underrepresented the perspectives of people of color. KNX was no exception. When the murder of George Floyd brought forth a racial reckoning, we started to ask ourselves important questions. "What is our role in all that is happening? What is our responsibility when it comes to addressing the inequities in society? If we are truly a community station, but only serve part of the community, are we doing all we can to make the world a better place?"

In asking these questions, it became clear to us that we must commit ourselves to broadening our reach to properly serve and reflect the greater community—the racially and culturally diverse community—in which we are all stakeholders.

We took important steps to advance diversity, equity and inclusion (DEI) at KNX.

We came together as a station to talk openly about our past and our hopes for the future, and rewrote the KNX Diversity Statement, which you can read at: www.knkx.org/knkx-diversity-statement

We successfully worked to add diversity to our staff, board and our Community Advisory Council, in order to look and sound like the people we hope to serve in Seattle, Tacoma and worldwide.

We joined Public Media for All and publicly pledged our support to becoming a more diverse, equitable and inclusive station, with tangible action steps.

We are actively working to live up to our ideals, and we take on this work with the understanding that success will likely involve a significant and humbling transformation of every part of the station. This work remains a top priority for KNX.
To show support of our partners who were struggling through difficult times, we created a Small Business Day during KNKX’s on-air pledge drives. On Small Business Day we invited those making a gift to nominate a local business for free on-air messaging on KNKX. We’ve since donated $26,000 to 13 businesses, such as Campfire Coffee in Tacoma and Bite Society in Seattle.

We later added a day to support local nonprofits and continued our cause partnership with Northwest Harvest during our Winter Fund Drive, to help feed those experiencing food insecurity through Washington State.

Through all of the uncertainty and change of the past two years, one thing has remained constant, the incredible and enduring support of the KNKX listening community. You helped us save the station in 2016, transition to a new home in Tacoma in 2019 and then weather the storm of the pandemic. KNKX volunteers and supporters are the reason we are able to continue the work of informing, inspiring and connecting the community through music, news and stories.

Thank you for making it possible with your commitment and generosity!