

KWMR Annual Report 2004

Founded 1994, On Air Since May 1999, 100 Volunteer Programmers, 1000 Members

Taking Root, Growing Strong

After five years on the air, KWMR has become the voice of West Marin. Our signal reaches the Tomales Bay and Bolinas Lagoon watersheds and beyond. Our services augment West Marin's many vital resources as only public radio can. KWMR is clearly an idea whose time has come.

The most encouraging proof of this is listener support. Fully 1000 households are paying members. Volunteers flock to KWMR during fund drives and public events. Individual donations make up 60% of our annual budget.

There is a strong promise in these developments. The seed of community radio has sprouted, survived its seedling stage, and now is putting down a vigorous tap root. Building upon this base is the task of our Board of Directors, which has recently grown from a determined band of station founders to a full complement of 12 dedicated

individuals. Collectively, their skills and enthusiasm are just what's needed to nurture this organization as it matures.

West Marin Community Radio certainly faces challenges, chief among them bringing our operating budget up to a stable level that includes full support for our small, gifted staff.

But thanks to the people who think KWMR is crucial to our communities, many ways of better

connecting and informing West Marin are coming within reach.

As KWMR continues to grow as an organization and a radio station, we are glad that you are a part of this great West Marin project. Therefore, we want to report to you how we're progressing toward our vision and how we're satisfying our mission.

—KWMR Board of Directors, July 2005

***KWMR's Mission** • Create and broadcast local programming that gives voice to the diverse passions and concerns of West Marin residents. • Serve our communities in times of emergency. • Provide instruction and experience in radio production and journalism to local groups and individuals. • Support and sustain independent media. • Bring listeners varied perspectives on the environment, agriculture, the arts, education and other issues, as well as exposure to music not often heard on the air. • Create a community forum through which every voice can be heard.*

2004 Highlights

JANUARY 25

KWMR Appreciation Party and Live Radio Show

Celebrating community radio for West Marin (and the people who make it possible). Refreshments and live radio entertainment with a line-up including poet Stefano Resta and singer Audrey Auld.

FEBRUARY 14

Sweethearts of the Radio

Our 3rd annual bluegrass concert by and for Valentines, voted best concert by readers of the *North Bay Bohemian*. Headliners in '04—Laurie Lewis and Tom Rozum. Sell-out crowd at The Dance Palace.



FEB 27 - MAR 4

Lovin' Spoonful Pledge Drive

Focus: food! Lots of music and talk around the favored topic of "what's for supper." Special guests included singer Jolie Holland and all the Marin Supervisorial candidates. At left: pledge phone volunteer Hannah Yoshimoto.

First Annual Operations Report

The origins of KWMR trace back to an over-cast day in Marshall, 1994, and the somewhat dodgy offer of a little black box by a traveling salesman to one of our founders. In the imaginative hands of Donna Sheehan, the little transmitter inspired immediate visions of friends and neighbors spinning fantastic music, interspersed with spicy, informative news reporting to keep local denizens in the loop. The idea drew radio squirrels from all over with offers to get us started. While we made our way through the Byzantine corridors of the FCC, Horizon Cable gave us our first gig – providing audio for the public access TV channel.

In the event of an emergency, KWMR stands ready to relay critical information to the communities we serve as a member of the West Marin Disaster Team. From seasonal weather-related accidents and outages to full-scale disaster, the radio station is committed to linking listeners with our disaster organizations to keep us informed.

We have been developing gradually, implementing upgrades and extending broadcast coverage. The early installation of our primary antenna in Point Reyes Station in 1999 was accomplished with the financial assistance of our Founding Members and the **Non-Profit Finance Fund**. In 2002, we installed a translator on the Bolinas coast, allowing us to serve Stinson Beach, Bolinas and, serendipitously, the western avenues of San Francisco. In 2003, we applied to the **Marin Community Foundation** for support with development infrastructure. Their award in 2004, along with an anonymous major gift, was pivotal in our hiring a much-needed Development Director. In 2004, with a federal grant from the **National Telecommunications Information Agency**, we moved our primary antenna to Mt. Vision in Inverness,

giving us stronger coverage in the areas already served and bringing the east shore of Tomales Bay and the towns of Marshall and Bodega Bay into KWMR's signal area. With matching funds from the same grant, we installed a production studio and began the upgrade of our main studio. At the very end of 2004, Tim Edwards of Telescience, Inc put KWMR on the web, streaming our signal into the new year.

Throughout the last four years, the **Stinson/Bolinas Community Fund** has found helpful ways to anchor our work in the Stinson Beach and Bolinas communities. Volunteer programmers from all walks have donated untold hours of creative, impassioned programming. Business Underwriters, Major Donors and Listener Members have united to provide the support and the programming that defines our local radio station.

Now in our sixth year of broadcasting, we boast nearly 100 programmers on the air 17 hours a day, seven days a week. Programs offered include drama and literature, public affairs, environment, youth programming, regional news and local baseball games, community meetings and parade coverage. Music programs cover Classical, Bi-lingually hosted Latin, Rock, Jazz, Folk, Bluegrass, Blues and Reggae. Hosts range from seniors to young schoolchildren, and our staff has grown to four plus a host of vital volunteers.

Our listener members range from locals who tune in daily to the many supporters who believe that local, independent radio is vital to the free exchange of ideas, which in turn fosters a healthy community. This is the vision that founded the radio station and we're proud to honor our supporters and present our first annual report.

—*Kay Clements, Station Manager*

2004 Highlights



Open Mic Café

Participants from Tomales to Stinson Beach, and 5 to 75 years old, tell stories, do magic, play music, and more in a KWMR community-building event at The Dance Palace, Point Reyes Station.

APRIL 4



Ribbon of Highway A

A musical celebration of Woody Guthrie's life performed at Bolinas Community Center. Preceded by a benefit gala, *Bound for Glory*, hosted by Warren Hellman. All to benefit West Marin Community Radio.

MAY 1

2004 Donors

\$10,000 to \$25,000

Anonymous (Bolinas)
 Anonymous (Inverness)
 Hellman Family Philanthropic Fund
 Marin Community Foundation
 Public Telecommunications Funding Program

\$2,500 to \$9,999

Anonymous (Point Reyes Station)
 Peter Barnes and Cornelia Durrant
 Sheri Clyde
 Sid Ganis and Nancy Hult-Ganis
 John Gouldthorpe
 Harriet Heyman and Michael Moritz
 Victor and Lorraine Honig
 Dan and Connie Morse
 Craig and Maureen Sullivan
 Stinson Bolinas Community Fund

\$1000 to \$2,499

Anonymous (Marshall)
 Anonymous (Point Reyes Station)
 Nancy Bertelsen
 Peter and Mimi Buckley
 Bridget Devlin
 John Doss
 William and Margaret Hearst
 Highway One Properties
 Tom Kent and Deborah Quinn
 Roseanne Lavoy
 Melinda Leithold
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 Janet and Matthew Robbins
 Susan Robinson, Lucy Reid and Joyce
 Clements

\$500 to \$999

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 Abbie Walther
 Jody and Peter Wardle

KWMR is grateful to every one of our donors and supporters.

In case of an error or oversight on these thank-you pages, kindly let us know by calling 415 663 8068.

\$250 to \$499

Tom and Tamia Anderson, Barbara and Brian Ashley, Steve Bjerklie, Maureen and Joseph Blumenthal, Ken and Paola Bouley, Bob and Daphne Branston, Julie Calandra, Judith Ciani-Smith, Kay Clements, Richard Cohn, Gus Conde & Loretta Farley, Gail Coppinger, Carla and David Crane, Christina Desser, Richard Dillman, Jody Farrell, Craig and Dianne Fruin, Charles Gay & Pam Ross, Ann Gessert & Raul Gallyot, Laurel and Anthony Gilbert, David Gleason, Carol Harmon, David Hooson & Cariadne Mackenzie, Rita and Terry Jevitt, Trish Johnson & Rigdon Currie, Chris Kennedy, Pat Kleeman, Harriet Kossman, Kim Labao, Stanley and Judith Lubman, Jerry Lunsford, Trinka Marris, Peter Martinelli, Nancy McCarthy, Mimi Mindel, Charlie Morgan & Cheri Leierer, Jeff Morrison, Louisa Newcomb, Claire Peaslee, Adrienne Pfeiffer, Sharon Phillips, Jeanette Pontacq, Geramy Quarto & Katherine Maxwell, Mary Jean and Jonathan Espolgar-Rowe, Fred Scarpulla, Robert and Judith Shaw, Jeanne and Greg Sherfy, Meg Simonds, John and Suzanne Speh, Richard Taylor & Tracy Grubbs, Suzanne Taylor, Sedge Thomson West Coast Live, Hawk Weston, Suzanne Whaley, Jessica Wheeler & John Witchel, Tom Wredberg, Elizabeth Zarlengo & Gary Ireland

KWMR's Vision includes: Excellence in public radio • Creating and distributing high-quality radio programming • Instructing trainees in various aspects of radio broadcasting • Links to local schools, working with students and teachers on innovative ways to enrich classroom curricula • Partnerships with other non-profit organizations in West Marin, using radio as a vehicle for enhancing their work • A strong financial base • A permanent place in the West Marin community culture

MAY 8

Cuisine on the Green KWMR joins the annual all-day celebration of community life in Stinson Beach—music, food and crafts (and radio!) in the town park.

ALL YEAR

Point Reyes Books Visiting authors' talks, hosted by the bookstore, are recorded by KWMR for community-wide broadcast. Guests include Ernest Callenbach, Leonard Shlain, Rebecca Solnit, Caroline Casey and Frances Moore Lappe.



5 OF CLUBS BY BETTY WOOLFOLK, 5 OF SPADES BY HANNAH MOTT, 5 OF HEARTS BY JENNIFER THOMPSON, JACK OF CLUBS BY KATE ADAMS, JACK OF SPADES BY STUART

Members and Contributors to \$249

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MONTH OF JUNE

Art Cards KWMR's 2nd annual art event. West Marin artists create a unique deck of playing cards and donate originals. Art show and sale at Tobys Gallery, scene of a June 19th poker tournament to benefit KWMR.

JUNE 21-27

Summer Pledge Drive Focus: New Members, featuring "A Day at Slinson Beach" prize basket raffle. Program specials include: Emergency Response shows with members of many local volunteer fire departments; a KWMR edition of the Mary-Kay show; and actor Peter Coyote.

AUGUST 28-29



Music Sale & Hootenanny

A weekend of music sales, BBQ, and live music at The Dance Palace, featuring Belle Monroe and her Brewglass Boys.

Underwriters

Bolinas: Anima Mundi Gardens, BG Bates Realtor, Bolinas Bay Lumber and Hardware, Bolinas Fire Protection District, Bolinas Hearsay News, Bolinas Peoples' Store, Bolinas Firehouse Clinic Project, Bryan Barientos Dentistry, California Orchids, Coast Cafe, Maritime Radio Historical Society, Edward Pohlman Construction, Sam's House, Smiley's Schooner Saloon

Inverness: Bellwether Gifts, Dan Morse Real Estate, Inverness Gardening Services, Inverness Park Place, Inverness Volunteer Fire and Public Utility District, Perry's Delicatessen, West Marin Real Estate

Marshall: Hog Island Oyster Company, Straus Family Creamery

Olema: Epicenter, Olema Druids Hall, Olema Farm House, Olema Inn, Olema Ranch Campground,

Point Reyes Station: Bank of Petaluma, Bovine Bakery, Cabaline, Claire Peaslee Editing and Graphic Design, Coastal Health Alliance, Covergirls Upholstery, The Dance Palace, Duck Dog Design, Gallery Route 1, Holly Tree Inn, Indian Peach Foods, Jayli, Marin Agricultural Land Trust, Marin Organic, Marin Sun Farms, Keith Matthews Mac Services, Marty Knapp Photography, Old Point Reyes Schoolhouse Compound, Pacific Fence Company, Pacific Slope Tree Cooperative, Palace Market, Pine Cone Diner, Point Reyes Books, Point Reyes Printing Company, Dennis Rodoni Construction, Station House Cafe, Stephen Marshall Cabinet Maker, Susan Hayes Handwovens, Terry Nordbye Construction, Toby's, Tomales Bay Foods Inc., Van der Maaten Painting, West Marin Plumbing

Stinson Beach: Ace Investigations, Highway One Properties, Live Water Surf Shop, Ocean Court, Sand Dollar Bar and Restaurant, Sandpiper Motel,

Marin County & North Bay: Calstar Emergency Transportation Services, Horizon Cable Company, Silicon Valley North

2004 Financial Report

Revenues

Contributed Income

Memberships	\$49,508	19.4%
Individual contributions	119,629	47.0%
Local business underwriters	23,141	9.1%
Grant support	38,109	15.0%

Earned Income

Benefits & events	20,105	7.9%
Merchandise sales	4,047	1.6%
Interest	204	0.1%

Total Income \$254,743 100.0%

Expenses

Personnel expenses	\$111,895	43.9%
Broadcasting	14,427	5.7%
Operating expenses	36,322	14.3%
Office & administrative expenses	22,560	8.9%
Total expenses	\$185,204	72.7%
2004 Capital outlays	\$9,303	3.7%
Cash available for future needs	\$60,236	23.6%

Board of Directors

Abbie Walther— President
 Dan Morse—Vice President
 George Clyde
 Bridget Devlin
 Tom Kent
 Jack Kramer
 Laura Leek
 Sheila O'Donnell
 Alex Porrata
 Susan Robinson
 Carla Ruff
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Staff

Kay Clements—Station Manager
 Lyons Filmer—Program Director
 Adrienne Pfeiffer—Development Director
 Andrew Shaw—News Director, Music Director Triple A Rock
 Marc Butler—Youth Mentor Youth DJ Project
 Janet Robbins—Volunteer Music Director Classical

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2004 Highlights

NOVEMBER 6

New Monsoon Live in Concert A community dance for all ages at Bolinas Community Center.

ALL YEAR



Youth DJ Project Students under 18 learn essential radio skills—technical competence and becoming a good host. Current YDP programs include a Monday afternoon music hour and, monthly, book and movie reviews. At left: Mark Butler, mentor, and David Hertenstein, YDP programmer.

NOVEMBER 11-17

Fall Pledge Drive Fundraiser meets goal of \$15,000. Special guests include comedian Josh Kornbluth, classical violinist Hillary Hahn, Sir James Galloway, rockabilly band Hopped Up!

In Kind Contributors over \$250

Kristina Arroyo
 Audrey Auld
 Barefoot Wines
 Jenny Barrett
 Magi Barror
 Belle Monroe and Her
 Brewglass Boys
 The Bolinas Music Club
 Bovine Bakery
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 Peter Martinelli, Fresh Run
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 Michael Stadler and Mary
 Gibbons
 Star Route Farms
 Studebakers Cheesecakes
 Carolyn Strausser
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 Toby's Gallery
 Whole Foods, Mill Valley
 Willow Camp Catering
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KWMR Programmers

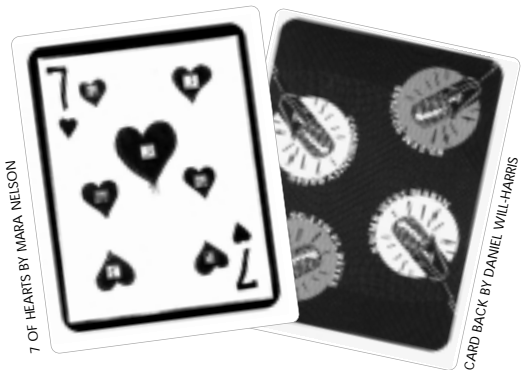
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