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KWMR

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HI FOLKS!

It is very cool that West Marin has a FM radio station. I am honored to be the head steward for this community resource. I want to thank the KWMR staff, board, and programmers for all their hard work. Without our 90 plus programmers, it would be far less interesting! Today I have two stories for you about KWMR.

First story: Just about one year ago at 3:20 am, a 6.0 magnitude earthquake occurred in and around the City of Napa, California. It was felt throughout the Bay Area. It woke me up. I reached for my West Marin Disaster Council radio, checked to see if we still had phone service, and turned on KWMR. Within seven minutes of the quake striking, KWMR was broadcasting live from the Inverness Ridge. Select staff members have the ability to call in from any phone, and using a series of codes, be on the air. Richard Dillman had activated his home studio and was beginning to get updates from the various fire chiefs throughout West Marin and from Marin County Fire. Throughout the several-hour broadcast KWMR received calls from places we did not know our signal reached: Vallejo, the Berkeley Hills, San Francisco, Calistoga, and locations within our known broadcast area including Santa Rosa, Point Reyes, Bolinas and Lawson's Landing. This pipsqueak radio station was the only FM station broadcasting with a live person for over an hour after the quake. We are proud of this, and will be there for you in the event of an emergency. It is our promise.

Second story: Oscar Gamez Jr. got involved with KWMR as a youth DJ when he was 17 years old and working at Toby's Feed Barn. Because he would talk a lot about music and bands, a local suggested that he get on the air and have a radio show. Oscar got trained, and hosted "Oscar's Night in Point Reyes" from 2006 until 2010. Being a host on KWMR gave Oscar more experience with what it took to work a microphone, adjust the sound levels, and strengthened his interest in audio and music production. Fast forward. Oscar is about to graduate with a degree in Broadcasting and Electronic Communication Arts from San Francisco State. Last semester Oscar returned to KWMR for his student internship. KWMR really benefitted from Oscar's training in editing audio and he was able to help digitize a great deal of archived programming that was still on cassette tapes. The KWMR Youth DJ Project is one of my favorite things at KWMR. We are proud of the many young people who have blossomed as DJs. I am equally proud of the KWMR crew and their dedication to getting road, vegetation fire, flooding, and other important information out to our community in a timely manner. The station thanks our area's "first responders" for contributing and helping KWMR inform the public.

This radio station is a very special resource. If you are not already a KWMR supporter, we welcome you to join us!

Amanda Eichstaedt, Station Manager

KWMR STAFF

Amanda Eichstaedt, ED & Station Manager
Richard Dillman, Transmitter Engineer
Lyons Filmer, Program Director
Katie Eberle, Public Affairs and Information
Mia Johnson, Underwriting and Sponsorships
Ian McMurray, Information Technology
Jordan Bowen, Business Admin and Membership
Jaime Crespo, PSA & Programming Assistance

KEY VOLUNTEERS

Gregory DeMascio, Broadcast Engineering
Will Minor, Music Direction
Mani Freitas, Music Direction
Paul Smith, Classical Music Director
Larry Rippee, Blues Music Director
Jim Fazackerley, Public Affairs and Programming

BOARD MEMBERS

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Gail Graham, Vice President
Paul Flowerman, Treasurer
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Mary Jo Maendle
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DEAR FRIENDS,

When local visionaries driven by a passion for the airwaves – including John Gouldthorpe, James Stark, Donna Sheehan, Aggie Murch and Richard Dillman – established local homegrown radio with KWMM's first FM broadcast on May 2, 1999, they also laid the foundation for the institution we are today. As Aggie Murch wrote, KWMM is "a resource for the other non-profits and organizations in our communities, a place to connect with friends and neighbors, and a touchstone in times of crisis. The generosity of everyone involved, and the love of what the radio is to our community, remain the keys to its success."

Today, KWMM provides high quality locally produced music and talk programs that continue to develop in breadth and depth. These constitute about 75% of our shows, along with news, emergency alerts, traffic, weather, and our overnight music. Carefully selected pre-produced programs round out the schedule. KWMM's staff, volunteer programmers and Youth DJs, and our board and advisory board members all contribute to making extraordinary local radio. KWMM is a powerful source of affirmation that humanity is creative and resourceful. KWMM is committed to the well-being of our whole community and we strive to reflect its diversity. There is no greater place to be than West Marin, and it is good to be here in these times. I think you will agree that KWMM is a community treasure.

I would like to extend a personal invitation to join me in becoming a member of KWMM's Megahertz Club. It is a way you can put your assets to work for KWMM with a planned giving strategy, in which you and the radio station share the benefits. Supporting KWMM by making the Megahertz Club a beneficiary of your estate is the ultimate gift. It does more than bolster our mission and provide long-term financial support; it establishes a lasting legacy of your personal values that can be passed on to future generations.

Programmer, Volunteer and Megahertz Club Member Susanna Henderson notes, "I like to put my money where my heart is." Planned gifts, thoughtfully prepared and conscientiously implemented, can truly ensure that those things we love and value will be here for many generations to come. There are many ways to support KWMM's future that do not financially impact you and your family during your lifetime. While including the station in your estate plan is one way to leave a legacy, there are other options that can accomplish the same goal.

- + **Bequests** Give to KWMM without affecting your cash flow during your lifetime.
- + **Gifts of Retirement Plans** Your retirement plan may be worth more when donated to KWMM than to your heirs.
- + **Gifts of Life Insurance** Give a policy you no longer need to KWMM.
- + **Testamentary Life Income Gifts** One gift in your estate can benefit both your family and KWMM.

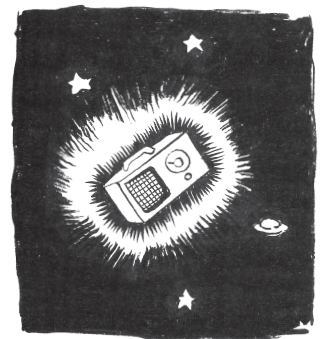
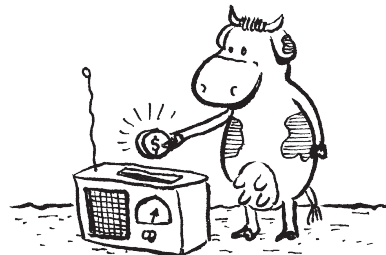
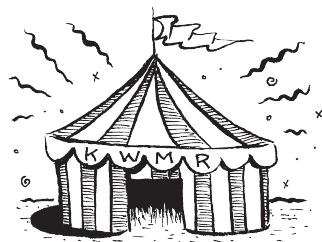
Contact amanda@kwmm.org to learn how you can become part of KWMM's Planned Giving, and help us integrate community and radio into people's lives.

Another way to consider providing support is through our Calendar Club. Your monthly membership makes a difference. I invite you to join the KWMM Calendar Club, starting as low as \$10/month. If you are already a Calendar Club member, please ask a friend to join.

Your support and friendship are very much needed and appreciated. We cannot do it without you.

Sincerely,

Jennifer McFarland, KWMM Chair



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KWMM FINANCIALS Oct 2013 - Sep 2014

ASSETS

Cash and Cash Equivalents	\$218,883
Grants Receivable	\$109,385
Furniture, Equipment and Improvements	\$15,671
Prepaid Expenses	\$2,573
Total Assets	\$85,584

LIABILITIES

Total Liabilities	\$15,815
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NET ASSETS

Unrestricted	\$55,946
Temporarily Restricted	\$13,823
Total Liabilities and Net Assets	\$85,584

REVENUE

Membership and Donations	\$218,883
Grants	\$109,385
Underwriting	\$36,766
Special Events, Sales and Other Income	\$22,755
Total Support and Revenue	\$402,397

EXPENSES

Personnel Costs - w/ benefits & taxes	\$210,229
Facilities and Equipment Costs	\$48,810
Acquired Programs	\$24,354
Insurance	\$5,427
Professional Services	\$26,319
Office Expenses	\$11,060
Dues, Subscriptions and Fees	\$2,551
Miscellaneous	\$19,748
Total Expenses	\$348,498

NET REVENUE OVER EXPENSES \$53,899