

KWMR 2017 ANNUAL REPORT



KWMR is still here. This radio station began as an idea, and through hard work, team work, planning, and persistence has become a vital community resource. On May 2, 2018 KWMR turned 19 years old. Next year will be 20! We must be doing something right!

One of the things we are most proud of at KWMR is being, and remaining, a neutral platform for all voices. We discuss this concept regularly and share those thoughts with our community of over 90 volunteer programmers. There is no shortage of issues on which one can choose a side or hold a strong opinion. KWMR's airwaves are open to one and all.

As an independent media entity serving a rural area, it is often astounding to our radio peers that listeners in our area can pick up so many other public radio stations. We are a rural radio station on the edge of a huge metropolitan area. This begs the question, why does KWMR exist?

The answer involves not only a description of the physical environment and the many communities in topographically-challenged terrain, but our proximity to the San Andreas Fault and miles of coastline in wilderness areas that are also vulnerable to wildland fires. Road access, in and out, is two-lane — sometimes single lane — and easily cut off by vehicle crashes, fallen trees, and flooding. KWMR is the only source for this information for residents and for the many visitors to West Marin.

KWMR is listener-supported, non-affiliated, watershed radio. We do our own thing and strive to do it well on a limited

budget. Three-quarters of our \$400,000 annual budget comes from individuals, organizations, and businesses right here in our community. One quarter of KWMR's funding comes from the Corporation for Public Broadcasting. The overall budget supports seven staff members: six part-time and one full-time. These employees, in turn, support the work of the over-90 volunteer programmers. The contribution of our volunteers' on-air time is worth roughly \$97,000: equivalent to one quarter of the station's overall budget.

KWMR is a vital slice of our community. The relationship with residents, business owners, first responders, fellow non-profits, schools, and County departments is paramount in accomplishing our goal of providing locally relevant information and entertainment to listeners. KWMR stands ready to serve in times of emergency. The station provides training to anyone interested in gaining experience in broadcasting skills and radio production. We are inclusive, and do not discriminate.

Please join me in being proud of what this community has crafted and nurtured. It's not every outlying rural area that can boast a full-power FM radio station. Thank you, West Marin!

Amanda Eichstaedt

Station Manager/Executive Director
KWMR, West Marin Community Radio



Valley kid and guitarist Oliver John preparing to play; with his mother Marlene, and Program Director Lyons Filmer.

OUR UNDERWRITERS

10x10	Michael Parmeley
2-Mile Surf Shop	Miyoko's Creamery
Absentee Winery	Nick's Cove
Amanda Ross Skincare Salon	Osmosis Day Spa
Anthony Moore Design and Build	Pacific Slope Tree Cooperative
Art Rogers Photography	Pacific Sun
Bay Area Air District	Palace Market
Bear Valley Cottage	Point Reyes Books
Black Mountain Cycles	Point Reyes Building Supply Center
Bolinas Community Center	Point Reyes Disaster Council
Bolinas Community Land Trust	Point Reyes Farmers Market
Bolinas Fire Protection District	Point Reyes Farmstead Cheese
Bolinas Hearsay News	Point Reyes Hostel
Bovine Bakery	Point Reyes Light
Bryan Barrantes Dentistry	Point Reyes National Seashore Association
California Film Institute	Point Reyes Vacation Rentals
City Sewer Pumping	Project Avary
Community Land Trust Association of West Marin	Rancho Nicasio
Coastal Health Alliance	Redwood Community Health Coalition
College of Marin	Rotary Club of West Marin
County of Marin's Alert Marin	Sage Renewables
Cover Girls Upholstery	San Geronimo Valley Community Center
Dance Palace	Sebastopol Documentary Film Festival
Dillon Beach Emergency Response Team	Shelter Publications
Dominican University's OLLI Program	Sir and Star
Doobie Decibel System	SMART
Eleven Wine Bar Bistro	Smiley's Saloon & Hotel
Fibershed	Spirit Matters
Flower Power	Station House Café
Gallery Route One	Susan Hayes Handwovens
Geography of Hope	Sustainable Sports Foundation
Good Earth Natural Foods	Table Top Farm
Hog Island Oyster Company	Thackrey Fine Wine
Home Upgrade California	To Celebrate Life
Horizon Cable	Toby's Feed Barn
Ink Paper Plate	Tomales Bay Foods
Inverness Park Market	Tomales Bay Resort and Marina and Fog's Kitchen and Lounge
Inverness Volunteer Fire Department	Tomales Town Hall
John Roche Services	West Marin Community Services
Ken and Sam Levin Window Cleaning	West Marin Compost
Lucid Art Foundation	West Marin Drafting & Design
Marin Agricultural Land Trust	West Marin Fitness
Marin Clean Energy	West Marin Food & Farm Tours
Marin County Fair	West Marin Pharmacy
Marin Symphony	West Marin Review
Marin Transit	West Marin Senior Services
Maritime Radio Historical Society	Whistlestop
McNear's Mystic Theatre	Willow Creek Wealth Management
McPhail Fuel Company	Zenith Instant Printing
Mendocino Music Fest	

Hand-drawn KWMR bandana by Jaime Crespo



The KWMR Board thanks our excellent programmers, dedicated volunteers, hardworking, engaged and fabulously talented staff, and generous supporters for another year of community, homegrown radio. As Amanda outlines, KWMR relies primarily on recurring Corporation for Public Broadcasting grants, biennial on-air pledge drives, and other fundraising events, which together do not always provide a sufficiently constant revenue stream. The board asks you to consider making a donation to the KWMR Reserve Fund to provide a solid foundation and stability for our future. Keeping cash in reserve for a "rainy day" may seem like a luxury, but maintaining a nest egg can ensure KWMR's long-term financial health. This is basic good financial business practice, and fundamental to KWMR's five-year strategic planning and development plan. Reserve Fund money, if used, will be repaid to the Fund in a timely manner. To date we have raised \$31,000; the KWMR board's goal is to increase our Reserve Fund to \$100,000.

Jennifer McFarland
KWMR Board President

KWMMR 2017

FINANCIAL SUMMARY

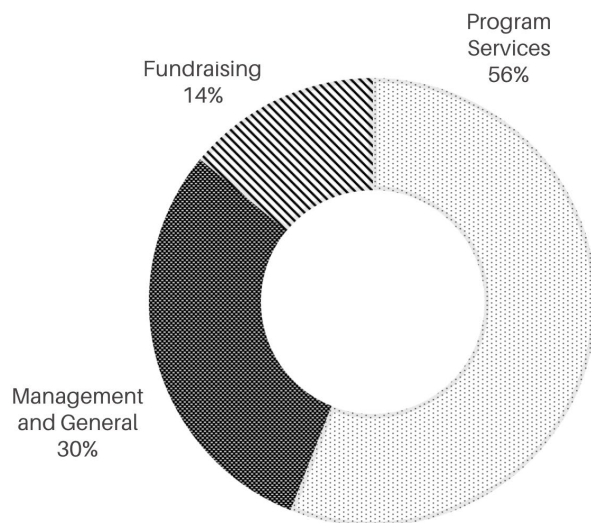
What does KWMMR do with your contributions?

We pay the rent, utilities, insurance, keep the equipment working by repairing or replacing it, pay our employees, and make sure that the airwaves are open to all perspectives. Our financial footprint has been steady over the past several years, and we did end this past year with a surplus.

KWMMR exists as a community resource. The station works closely with our Disaster Council and first responder partners to ensure that we can get verified information out to the listeners during times of need.

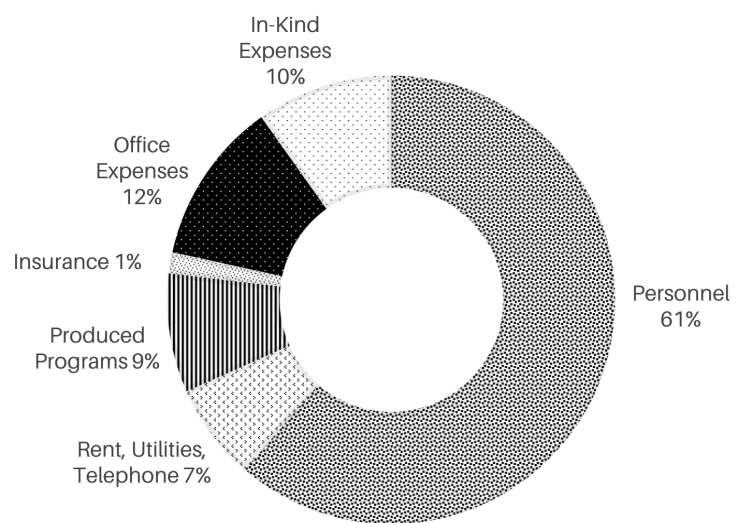
KWMMR is grateful for the generous support from so many people in the community.

INCOME



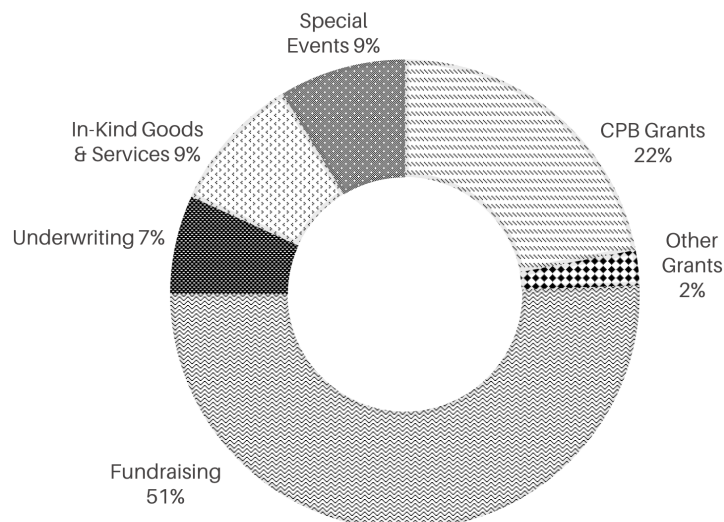
Program Services	\$236,459
Management and General	\$126,707
Fundraising	\$57,376
Total	\$420,542

EXPENSES



Personnel	\$257,971
Rent, Utilities, Telephone	\$29,448
Produced Programs	\$35,990
Insurance	\$6,460
Office Expenses	\$49,232
In-Kind Expenses	\$41,441
Total	\$420,542

PAYROLL



CPB Grants	\$96,051
Other Grants	\$10,525
Fundraising	\$221,116
Underwriting	\$29,602
In-Kind Goods & Services	\$41,441
Special Events	\$37,918
Total	\$436,653

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Youth DJs "K & L" after their final show.

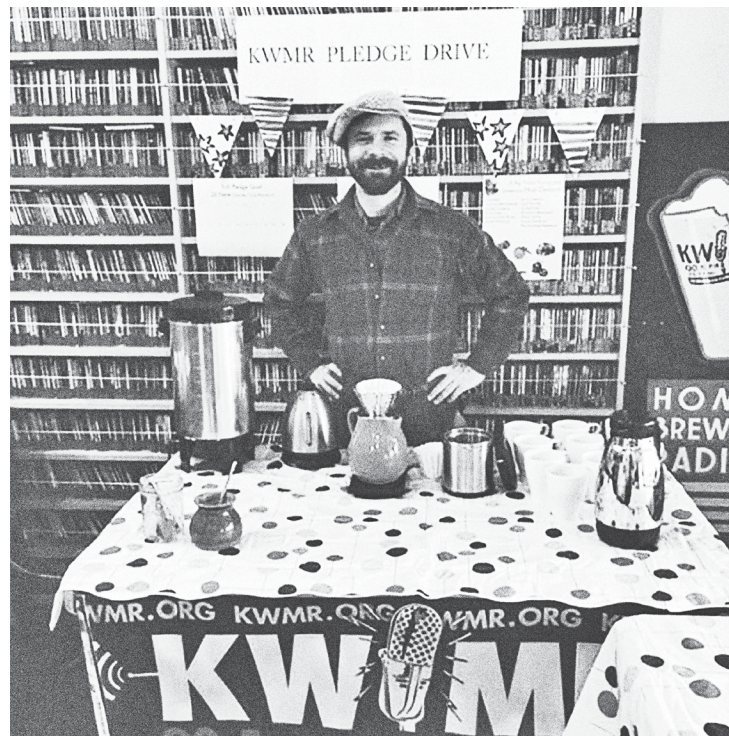
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Miguel Kuntz, KWMR's Treasurer, serves high-class coffee at pledge.

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Program Director

Lyons Filmer

Engineering

Richard Dillman

Underwriting, Development, Membership

Mia Johnson

Community Affairs and Information

Katie Eberle

Technical

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Sally Phillips

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Stephanie Van Hook

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Danny Vitali

Jeffrey Wilkinson

Josh Witt

Anthony Wright



Station Manager Amanda gives a farewell ode to the trusty Soundcraft on-air console.



Behold, the new on-air console! KWMR Host Shorty immediately dubbed her "Pearl" because she's so shiny.



Transmitter Engineer Richard Dillman upon seeing the Soundcraft replica cake.

YOUTH DJ PROJECT

Elijah Clementi
 Brian Delahunty
 Oliver John
 Lola McCartney
 Isaia Rasmussen
 Cyrus Thelin
 Lily Willis
 Kaia Yudice
 Tomales Bay Youth Center

INTERNS

Graham Patterson
 Cammy Schinner
 Jamison Gilmour

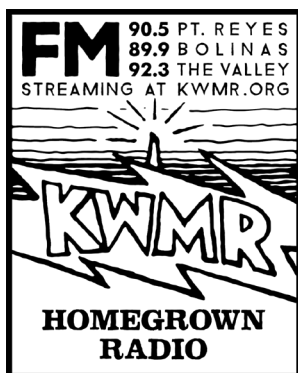
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 County of Marin
 Far West Fest
 Marin Charitable
 Stinson-Bolinas Community Fund
 West Marin Fund

All photos with exception of back page by Mia Johnson, who runs KWMR's Underwriting, Development and Membership.



KWMR's 2017 programmer picnic at the Marconi Historic State Park.
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