DEAR LISTENER!

Local community radio is so much more than statistics, and dollars spent and raised. These are helpful metrics because if an organization isn’t fiscally sound, it won’t be around for long. KWMR turned 20 years old on May 2, 2019. Clearly, KWMR is much more than the numbers.

I’m sitting in my office now, listening to classical music on KWMR. I listen to KWMR pretty much exclusively when I’m at my desk, and have a pretty good sense of our overall programming (since I also listen to the programming at home in the evenings and on the weekends.) It is great, and I am completely biased.

KWMR’s 2017/2018 fiscal year was a good one. The program schedule remains stable, with some expected turnover and new programmers joining the fold. The staff are still awesome, with only the departure of Katie Eberle, who left to take a job in publishing at the end of July, 2018. The Board of Directors continues to engage more deeply with the governance of the organization, and the Community Advisory Board gives welcome feedback, as do you listeners and supporters.

The station finished the fiscal year in the black, even while taking the opportunity to jump on a project of great magnitude for our small station: We installed a new console in the broadcast studio. The outcome has been excellent, with improved audio quality, better operations, and reliability. The previous console had been fading, and replacement parts were no longer available. It was time.

A quarter-mile of donated high-quality cable (thank you KQED and William Ruck), along with grant funding from The County of Marin and the West Marin Fund, a donation from Ken’s Carpets to cover the countertop — plus some savvy expense control — and the $19,000 project was complete.

KWMR’s annual events engaged community members and raised revenues for the station. We had “It’s a Wonderful Life,” Sweethearts of the Radio, Eat My Heart Out, the Daggie Golf Tournament*, and our two Pledge Drives, including the popular trick-or-treat Halloween open house.

Programming is at the heart of what we do here at KWMR, and this includes our Youth DJ Project, music, interviews, people reading books aloud, and emergency updates when necessary. KWMR has just introduced a mobile app that will play the station directly from your phone or tablet. It’s another great way to hear West Marin’s own radio station, along with tuning into the FM broadcast, streaming on your computer, or using your smart speaker.

KWMR is grateful to the Corporation for Public Broadcasting for its annual support, as well as to the many donors listed in this report for their support of the radio station. Event sponsors, and the organizations and businesses that underwrite KWMR also play a vital role in supporting local radio.

I hope you enjoy and appreciate KWMR even half as much as I do!

AMANDA EICHSTAEDT
Station Manager and Executive Director

*The Daggie Golf Tournament is on hiatus in 2019.
**UNDERWRITERS & GRANTS**

**UNDERWRITERS**

2-Mile Surf Shop  
Absentee Winery  
Alert Marin  
Amanda Ross Skincare Salon  
Anthony Moore Design and Build  
Art Rogers Photography  
Bay Area Air Quality Management District  
Bear Valley Cottage  
Black Mountain Cycles  
Bolinas Community Center  
Bolinas Community Land Trust  
Bolinas Fire Protection District  
Bolinas Hearsay News  
Bovine Bakery  
Bryan Bariientos Dentistry  
California Film Institute  
City Sewer Pumping  
Coastal Health Alliance  
College of Marin  
Community Land Trust Association of West Marin  
Dance Palace Community and Cultural Center  
Fairfax Festival  
Fibershed  
Fog’s Kitchen and Lounge  
Gallery Route One  
Geography of Hope  
Good Earth Natural Foods  
Hog Island Oyster Company  
Horizon Cable TV Inc.  
Ink. Paper. Plate.  
Inverness Park Market  
Inverness Volunteer Fire Department  
John Roche Services  
Ken and Sam Levin Window Cleaning  
Lucid Art Foundation  
Marin Agricultural Land Trust  
Marin County Fair  
Marin Sun Farms  
Marin Symphony  
Marin Transit  
Maritime Radio Historical Society  
McNear’s Mystic Theatre and Concert Hall  
McPhail Fuel Company  
Mendocino Music Fest  
Michael Parmeley  
Mostly Natives  
Nick’s Cove  
Osmosis Day Spa  
Pacific Slope Tree Cooperative  
Pacific Sun  
Palace Market  
Point Reyes Books  
Point Reyes Building Supply  
Point Reyes Disaster Council  
Point Reyes Farmers’ Market  
Point Reyes Farmstead Cheese  
Point Reyes Hostel  
Point Reyes Light  
Point Reyes Vacation Rentals  
Project Avary  
Rancho Nicasio  
Redwood Community Health Coalition  
Rotary Club of West Marin  
Sage Renewables  
San Geronimo Valley Community Center  
Sebastopol Documentary Film Festival  
Side Street Kitchen  
Sir and Star  
Sonoma–Marin Area Rail Transit (SMART)  
Spirit Matters  
St. Columba’s Episcopal Church & Retreat House  
Station House Café  
Susan Hayes Handwoven  
Sustainable Sports Foundation  
Thackrey Fine Wine  
To Celebrate Life  
Toby’s Feed Barn  
Tomales Bay Foods  
Tomales Bay Resort and Marina  
West Marin Community Services  
West Marin Compost  
West Marin Food and Farm Tours  
West Marin Pharmacy  
West Marin Review  
West Marin Senior Services  
Whistlestop  
Willow Creek Wealth Management  
Zenith Instant Printing

**GRANTS**

Coastal Marin Fund  
Corporation for Public Broadcasting  
County of Marin  
Lagunitas Brewing Company  
West Marin Fund  

KWMR letters Photo: Mia Johnson
Below is a breakdown of KWMR’s financials. The $45,959 in In-Kind goods and services helps the station immensely to do the work that we do. Please note that this number does not include the value of KWMR’s volunteer programmers. It is estimated that in FY 17/18 program hosts provided 4,562 hours of on-air volunteer time. This number does not include time spent preparing their shows. Although the value of the on-air volunteers cannot be counted towards In-Kind services, it is valued at $104,470 for audit purposes. KWMR relies heavily on grant monies from the Corporation for Public Broadcasting (CPB); this accounts for over 25% of KWMR’s annual revenues. While this poses some risk should CPB cease funding broadcasters, the station’s other revenues are highly diverse and come primarily from individuals like you.

EXPENSES:
- Program Services $269,840
- Management and General $47,155
- Fundraising $104,455
- Total $421,450

BREAKDOWN OF EXPENSES:
- Personnel $257,664
- Rent, Utilities & Telephone $26,836
- Produced Programs $36,508
- Insurance $7,226
- Office Expenses & Other $47,257
- In-Kind $45,959
- Total $421,450

INCOME:
- CPB Grants $114,499
- Other Grants $12,250
- Fundraising $205,290
- Underwriting $36,228
- In-Kind Goods & Services $45,959
- Special Events $29,886
- Total $444,112
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Photo: Mia Johnson
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Lyons Filmer

**ENGINEERING**
Richard Dillman

**UNDERWRITING & DEVELOPMENT**
Mia Johnson

**INFORMATION TECHNOLOGY**
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Mike Varley
Nancy Vayhinger
Vickisa
Danny Vitali
Jeffry Wilkinson
Anthony Wright

**YOUTH DJS**

10-01-17 TO PRESENT

Atticus Bliss-McHone
Elijah Clementi
Jasper Cohen
Zeke Cunningham
Brian Delahunt

West Marin School:
- Anne Halley-Harper 4th Grade class
  - Giancarlo Goes
  - Harper Henderson
  - Oliver John
  - Jasper Lauter

Tomales Bay Youth Center:
- The Lounge
  - Lola McCourtney
  - Linnea Nowlen
  - Spencer Nuss
  - Isaia Rasmussen

Multicultural Center of Marin:
- TAY Radio Marin
  - David Ecobar,
  - Douglas Mundo
  - Cyrus Thelin
  - Lily Willis
  - Henry Yakich
  - Kaia Yudice

**YOUTH MENTORS**

10-01-17 TO PRESENT

Jeff Deitchman
Lyons Filmer
Madeline Hope
Will Hubert
Aukuso Kilipo
Sally Phillips
Creta Pullen
AWESOME PEOPLE

KWMR IS THE SUM OF ALL ITS COLLECTIVE PARTS.
Over the past twenty plus years hundreds of people have graced the airwaves as volunteer programmers and guests, bringing listeners stories, news, poems, music, and conversations. Non-profit organizations and local businesses have told their stories and engaged more participants in their good work. Arts and culture have been discussed, along with science and technology, spirituality, politics, emergency preparedness, and the environment all around us. Here are just a few snapshots from this past year showing the tip of the iceberg of the folks who walk through the front door of KWMR, light up the stages at our events, and make the radio station such a great resource.

Mia Johnson, Carson Bench, and Sally Phillips celebrate t-shirts from past and present. Photo: Someone holding Mia’s phone.

Gregory DeMascio, Danny Montana, Will Hubert, and Dr. Joe Blumenthal during the fall pledge drive. Photo: Mia Johnson

Miguel Kuntz as Dr. Quinn West Marin Medicine Woman reveals the future of KWMR using Tarot cards, accompanied by Eugene Ashton-Gonzalez, Eat My Heart Out producer. Photo: Matt Gallagher

Matt Murphy delivers his pledge check to Amanda Eichstaedt via horse. He actually brought three horses, proving that Point Reyes Station is not a “one horse town.” Photo: Mia Johnson