

KWMR ANNUAL REPORT 2018



Goat Photo: Mia Johnson

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
Bollinas Community Center
Bollinas Community Land Trust
Bollinas Fire Protection District
Bollinas Hearsay News
Bovine Bakery
Bryan Barientos 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 Handwovens
Sustainable Sports Foundation
Thackrey Fine Wine
To Celebrate Life
Toby's Feed Barn
Tomaes Bay Foods
Tomaes 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



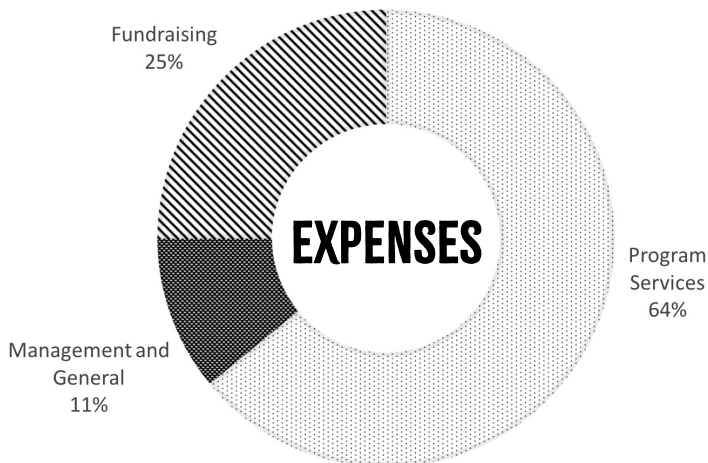
KWMR letters Photo: Mia Johnson



FINANCIAL SUMMARY

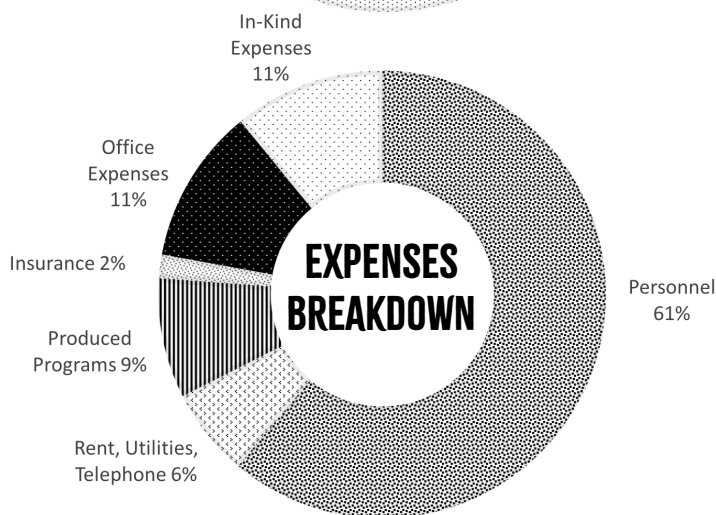
BELOW IS A BREAKDOWN OF KWMR'S FINANCIALS. The \$45,959 in In-Kind goods and services helps the station immensely to do the work that we do. Please note that this number does not include the value of KWMR's volunteer programmers. It is estimated that in FY 17/18 program hosts provided 4,562 hours of 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.



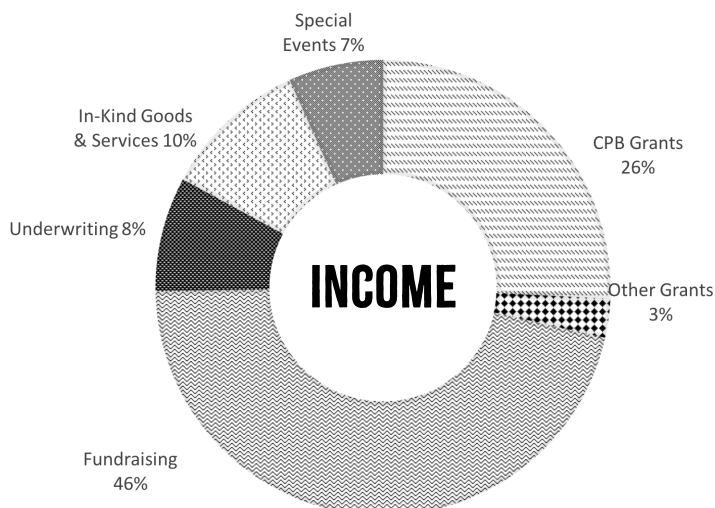
EXPENSES:

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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Aaron Ely (KWMR Board member) with Calendar Club raffle prize basket
Photo: Mia Johnson



ANNUAL REPORT 2018

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Youth DJs Harper Henderson and Linnea Nowlen lend San Geronimo Valley style (and some Elton John) to the airwaves. Photo: Mia Johnson

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PROGRAM DIRECTOR
Lyons Filmer

ENGINEERING
Richard Dillman

UNDERWRITING & DEVELOPMENT
Mia Johnson

INFORMATION TECHNOLOGY
Ian McMurray

PROGRAMMING, DEVELOPMENT & MEMBERSHIP
Sally Phillips

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Nancy Vayhinger
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Danny Vitali
Jeffrey Wilkinson
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YOUTH DJs

10-01-17 TO PRESENT

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

West Marin School:

Anne Halley-Harper 4th
Grade class

Giancarlo Góes
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



ANNUAL REPORT 2018

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

