

ANNUAL REPORT 2020



KWMR Staff Zoom staff meeting. Clockwise: Richard Dillman, Mia Johnson, Sally Phillips, Alyssa Tanner, Amanda Eichstaedt, Jeffrey Manson, and Ian McMurray. Photo: Mia Johnson

HEY, IT'S BEEN A WHOLE YEAR SINCE WE DID OUR LAST ANNUAL REPORT, AND KWMR IS STILL HERE!

In fact, I believe we are a stronger and more resilient organization than we were pre-COVID. Our six staff members are still all working, and while some of us worked from home, everyone was on deck supporting the efforts of the broadcasting. Sally Phillips left in early 2020 and Alyssa Tanner joined the team.

KWMR took advantage of the Paycheck Protection Program loan, which will be fully forgiven, and also received some stimulus funding that came from the Corporation for Public Broadcasting. Contributions from listeners are still our main source of funding. Underwriting might have had the toughest time this past year since KWMR Underwriters are mostly small businesses, a sector that took a blow during the pandemic.

KWMR volunteer programmers rose to the occasion with over 60% of them continuing to broadcast with the help of staff engineering from Studio A, or by producing their shows from home and uploading them for airplay. And as of March, 2021, programmers are beginning to return safely to the airwaves.

In addition to building new skills and increasing our resiliency, KWMR is particularly proud of our public affairs programming, "Epicenter." The Woodward Fire, and other regional fires, along with the pandemic, facilitated strengthening relationships with first responders, as well as forging new relationships with Marin County Public Information, Health and Human Services, and our own District 4 Supervisor Dennis Rodoni, all of whom provided weekly updates directly to West Marin listeners. We know from the many kind words and notes from listeners how much this has been appreciated. We plan to keep it up.

Communication is the name of the game. It is what we do, both externally and internally. In times of great stress, such as this past year, no news is not necessarily good news. Our goal is to keep KWMR's broadcasts relevant and timely, and to stay in touch via our weekly e-newsletter, as well as through social media platforms. Your feedback helps us do this, and we always look forward to hearing from you.

Thank you to all of our donors and volunteers, and a special shout out to the KWMR staff.

AMANDA EICHSTAEDT

Station Manager and Executive Director



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UNDERWRITERS & FUNDING

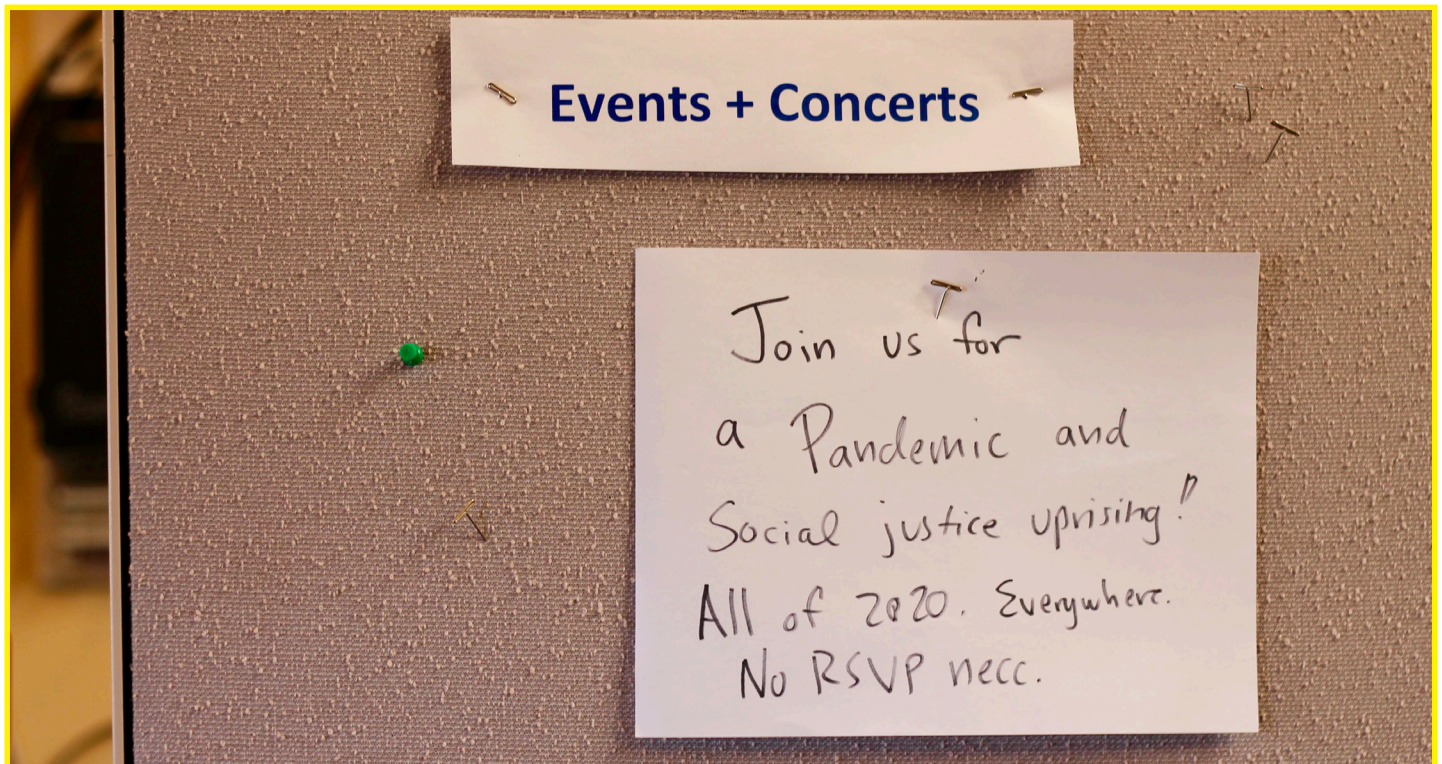
UNDERWRITERS

Bay Area Community Resources (Smoke-Free Marin)
Bear Valley Cottage
Black Mountain Cycles
Bolas Community Land Trust
Bolas Fire Protection District
Bolas Hearsay News
Bovine Bakery
Brickmaiden Breads
Bryan Barientos
California Film Institute
Canal Alliance
City Sewer Pumping
Coastal Health Alliance
College of Marin
Dance Palace Community & Cultural Center
Drakes Bay Oyster Company
Environmental Action Committee of West Marin
Gallery Route One
Good Earth Natural Foods
Hog Island Oyster Company
Horizon Cable
Inverness Public Utility District
Ken and Sam Levin Window Cleaning
Marin Agricultural Land Trust
Marin and Sonoma Coast Guide
Marin Symphony
Marin Transit
Maritime Radio Historical Society

Nick's Cove
Osmosis Day Spa
Pacific Gas & Electric
Pacific Slope Tree Cooperative
Pacific Sun
Palace Market
Point Reyes Books
Point Reyes Farmstead Cheese
Point Reyes Hostel
Point Reyes Light
Point Reyes Vacation Rentals
Rancho Nicasio
Rotary Club of West Marin
San Geronimo Valley Community Center
Side Street Kitchen
Smiley's Saloon & Hotel
Spirit Matters
Spirit Rock Meditation Center
Station House Café
Stinson Beach Community Center
Susan Hayes Handwovens
Toby's Feed Barn
To Celebrate Life
Tony's Seafood
West County Media
West Marin Community Services
West Marin Compost
West Marin Review
West Marin Senior Services
Willow Creek Wealth Management
Zenith Instant Printing

FOUNDATION FUNDING

Bishop Pine Fund
Coastal Marin Fund
Corporation for Public Broadcasting
County of Marin
Friends of the Bolas and Stinson Beach
Libraries
Furthur Foundation
Gilbert-Wroten Fund
John and Zane's Queer Legacy Fund
Tall Tree Fund
The Payne Fund
The Victor and Lorraine Honig Fund for Social Change
West Marin Fund



Pretty sad year for events. photo credit: Alyssa Tanner



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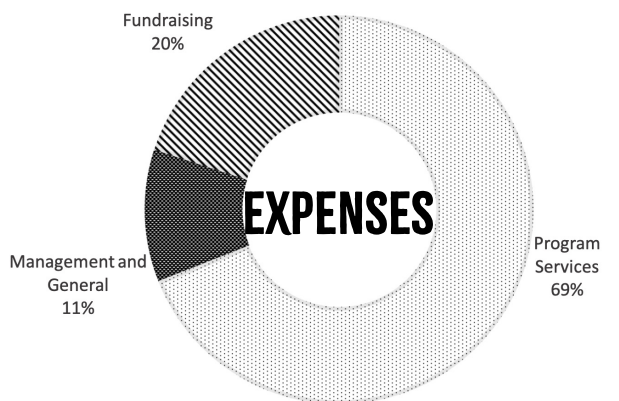
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FINANCIAL SUMMARY

HEY 2020, DON'T LET THE DOOR HIT YOU ON THE WAY OUT!

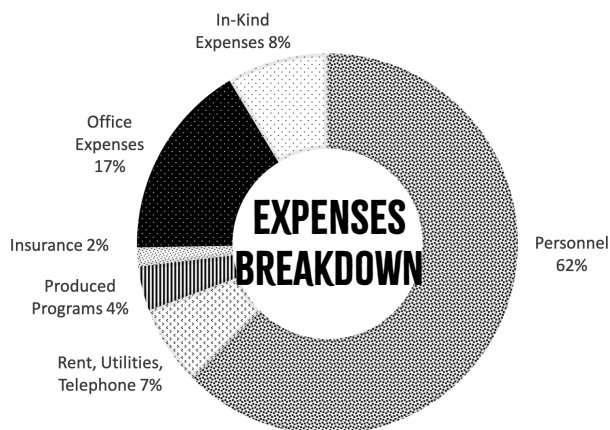
A year of pivots and retooling has left us all reeling. What does this mean for the financials? Well, in KWMR's case it's not all bad. Despite only holding one on-air Pledge Drive, donors appreciated the efforts to keep the community informed regarding the COVID-19 pandemic and the Woodward Fire, and continued to respond to appeals for contributions. The radio station's reliance on volunteers to provide much of our programming was turned on its head - as staff performed much more of that function in 2020.

All staff members remained working throughout the year. Payroll expenses increased due to Jeffrey Manson, our new Program Director, working hours greater than Lyons Filmer's hours before she retired. Fortunately, the influx of funds from the Corporation for Public Broadcasting, a direct result of the first stimulus bill, kept the station on solid ground. We are hoping that 2021 goes easier on us all.



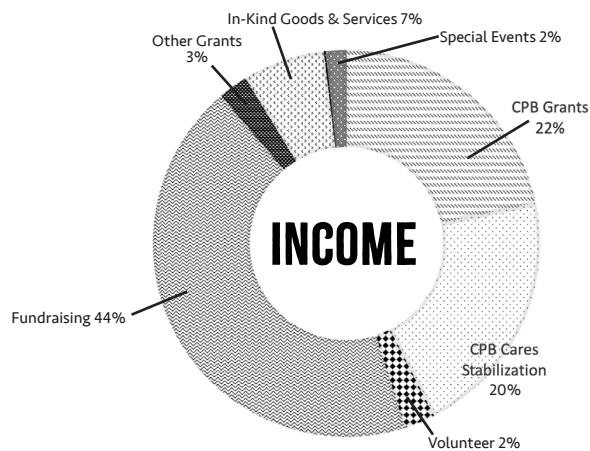
EXPENSES:

Program Services	\$296,800
Management and General	\$ 47,017
Fundraising	\$ 85,359
Total	\$429,176



BREAKDOWN OF EXPENSES:

Personnel	\$268,280
Rent, Utilities & Telephone	\$ 29,232
Produced Programs	\$ 16,144
Insurance	\$ 7,052
Office Expenses & Other	\$ 71,537
In-Kind	\$ 36,931
Total	\$429,176



INCOME:

CPB Grants	\$116,501
CPB CARES Stabilization	\$112,136
Other Grants	\$ 14,000
Fundraising	\$234,931
Underwriting	\$ 13,255
In-Kind Goods and Services	\$ 36,931
Other	\$ 791
Special Events	\$ 9,118
Total	\$537,663



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Quarantine Dreams Poster. Layout: Jeffrey Manson

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KWMR's snazzy LED "On Air" sign. Photo Credit: Mia Johnson



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Jeffery Manson

ENGINEERING
Richard Dillman

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Logan Berryman-Koons
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Coco DeLong
Django DeLong
Nathan Ferhart
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Drake High Drama
Marin: TAY Radio
Multicultural Center of
San Geronimo Valley Loft
Tomas Bay Youth Lounge

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ANNUAL REPORT 2020

KWMR BOARD PRESIDENT

Serving as KWMR's Board President since 2018, and as a Board Member since 2016, I have seen KWMR meet many challenges. But the events of 2020 set a new bar.

When COVID-19 broke out in the US in March 2020, at a time when for many of us just getting groceries was a daunting task, KWMR's staff managed to take quick and decisive action to help protect the health of the community. How would a community radio station that for decades had relied for content on nearly 100 volunteer programmers, all using the same small studio, board, and microphones, handle the enormous emotional and logistical task of keeping the airwaves humming during a global pandemic?

Well, KWMR completely reworked how the station operated, coming up with a brilliant modified schedule. This schedule included a mix of live programming by just a handful of dedicated KWMR staff, along with shows produced at home by longtime volunteers (and many new programmers who were able to join the air due to the flexibility of producing at home), and to round it out, an inspired and delightfully varied mix of syndicated material.

Besides the pandemic, 2020 also brought the horrific death of George Floyd, and a powerful wave of action from communities across the country to save black lives. KWMR responded with timely programming and coverage. And we responded with humility, as members of the staff and board took steps to educate ourselves on racism in all its forms, and to bring the station more in line with diversity, equity, and inclusion values. This work is ongoing and I know there is much more to do.

And then we had the Woodward Fire in West Marin. At a time of grave concern for the safety of our community, KWMR again shined as a critical emergency information source, providing critical daily briefings and hourly updates on the air and online. I know many of us were avid daily listeners to KWMR during those tenuous weeks, grateful for the information and reassurance of the fire response team and KWMR staff. Our partnership and communication pathways with county officials and disaster responders were further strengthened, and we are grateful for their efforts.

All throughout these challenges, I witnessed how KWMR staff handled the many transitions and uncertainties of the year with sleeves rolled up and a can-do spirit.

- Amanda, always leading with heart, as well as thoughtfully and decisively;
- Alyssa lending vast energy and skills to new and successful virtual crowdsourced pledge drives;
- Ian masterminding the IT behind the many necessary changes;
- New Program Manager Jeff, bringing gusto and creativity to a job that turned out to be much different than advertised;
- Mia bringing brilliance to KWMR's online presence and leading anti-racism efforts;
- Richard making sure all the radio hardware kept working smoothly and providing those soothing fire updates, his words themselves like buckets of water on the flames.

Most of all, the staff deserves huge kudos for all the extra time just doing the basic work of taking good care of relationships, with programmers, the board, supporters, listeners and the community at large. Taking good care of relationships is what makes KWMR strong, and that's what makes our community strong.



To all of you who lost friends and loved ones in 2020, you are not alone. I hope you are healing and may we stay strong together.

KRISTEN MCDONALD

KWMR Board President

