

ANOTHER YEAR HAS ROLLED BY AND IT'S TIME FOR ANOTHER KWMR ANNUAL REPORT!

Another year has rolled by and it's time for another KWMR Annual Report!

In this last circle around the sun many good things have happened at KWMR, and I will share some of that information with you, along with some thoughtful quotes from our illustrious Board of Directors.

Firstly, much gratitude to the amazing KWMR staff including Richard Dillman, Ian McMurray, Mia Johnson, Jeff Manson, and Alyssa Tanner. I feel pretty confident with this team in referring to KWMR as a finely tuned machine. And it would not be possible with just a small staff to provide listeners with the vast repertoire of programming. My hat is off to the many volunteer programmers. Tune in to KWMR any old time and see what is percolating over the airwaves.

And you are a part of KWMR's success! All of KWMR's donors are critical to the ongoing existence of this local resource.

Not every collection of small rural communities that identify as one place (like West Marin) are fortunate enough to have a local radio station. But we are! It is with caring stewardship that we all keep the station going strong.

This year has been full of growth for KWMR. Growing our budget, several new programmers on the airwaves, and an ongoing exploration of Diversity, Equity, Inclusion, and Justice for ourselves personally, for our organization, and on the airwaves.

I just feel fortunate to be engaged with this community and with my fellow radio nerds. It brings me much joy.



AMANDA EICHSTAEDT

Station Manager & Executive Director

amanda@kwmr.org



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Jeff Manson reading "The Wind In The Willows" during *Turning Pages* on KWMR. photo credit Alyssa Tanner

UNDERWRITERS

Bay Area Air Quality Management
District (Smoke Free Marin)

Bear Valley Cottage

Black Mountain Cycles

Bolinas Community Land Trust

Bolinas Hearsay News

Brickmaiden Breads

California Film Institute

Coastal Health Alliance

College of Marin

County of Marin

Dance Palace Community Center

Good Earth Natural Foods

Horizon Cable

Ken and Sam Levin Window Cleaning

Marin Agricultural Land Trust

Marin and Sonoma Coast Guide

Marin County Fair

Marin Health & Human Services

Marin Symphony

Maritime Radio Historical Society

Palace Market

Point Reyes Books

Point Reyes Light

Rotary Club of West Marin

San Francisco Safehouse

Side Street Kitchen

Station House Café

Toby's Feed Barn

West Marin Community Services

Zenith Instant Printing



Alexandra Morgan and Amanda Eichstaedt unveil the Chazmo bench in honor of Alexandra's brother Charlie Morgan, KWMR Founder and programmer.
photo credit: Alyssa Tanner



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FINANCIAL SUMMARY

CURRENTLY KWMR IS IN A STRONG FINANCIAL POSITION. Currently KWMR is in a strong financial position. The station is funded by individual donors, foundation grants, underwriters, and the Corporation for Public Broadcasting (CPB.) In order to remain eligible for CPB funds, KWMR must raise a minimum of \$300,000 in non-federal financial support every year. The station does this by holding two on-air

pledge drives per year, applying for available grant, conducting an end of year campaign, and maintaining the membership and a sustaining donor programs. KWMR also leverages sponsorship trades with other organizations and sponsored advertising programs.

The philosophy behind the KWMR budget is to budget conservatively and work hard the whole year to control expenses and raise funds. The small staff work diligently to support the many volunteer programmers who create much of the content that KWMR airs. The station also does purchase some outside programming, and utilizes programming that is shared by content creators at no cost.

You can view the following financial documents that provide more detail about KWMR's financial situation. [The 990](#) is filed with the IRS annually and KWMR is required to have audited [Financial Statements](#) and an audit performed by a Certified Public Accountant each year. [The Profit and Loss Statement](#) for Fiscal Year 21-22 and the September 30, 2022 [Balance Sheet](#) are also available to view.



TOP: Kerry Livingston, Betsy Nichols, Marlon Kasberg, and Nancy Vayingner with KWMR letters for Western Weekend. photo credit: Mia Johnson.

BOTTOM LEFT: Wayne York and his very cool car drive KWMR luminaries Joe Blumenthal and Howard Dillon in the Western Weekend parade. photo credit: Alyssa Tanner.

BOTTOM RIGHT: Mia Johnson leads KWMR's Grand Marshal float in the Western Weekend parade. photo credit: Alyssa Tanner



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KWMR STAFF & PROGRAMMERS

STAFF

EXECUTIVE DIRECTOR/STATION MANAGER:
Amanda Eichstaedt

CHIEF OPERATOR / TRANSMITTER WRANGLER
Richard Dillman

PROGRAM DIRECTOR
Jeffrey Manson

DIGITAL COMMUNICATION DIRECTOR
Mia Johnson

IT DESK
Ian McMurray

DEVELOPMENT DIRECTOR
Alyssa Jane Tanner

BOARD OF DIRECTORS

PRESIDENT
Kristen McDonald

PRESIDENT
Sharron Drake

TREASURER
Miguel Kuntz

SECRETARY
Robin Livingston

Kevin Meade
Sally Peacock
Cathy Richards
Lourdes Romo
Alison Strahan
Nancy Vayhinger
Danny Vitali
Cameo Wood

ADVISORY BOARD MEMBERS

Mark Buell, Bolinas
George Clyde, Marshall
Dave Cort, Lagunitas
Chris Desser, Marshall
John Gouldthorpe, Point Reyes Station
Susan Hayes, Inverness Park
Jack Kramer, Point Reyes Station
Ted Lyman, Point Reyes Station
Alexander McQuilkin, Woodacre
Dan Morse, Inverness
Harriet Moss, Sausalito
Muriel Murch, Bolinas
Carla Ruff, Inverness/San Francisco

Asmus Peter
Bennett Jim
Bernstein Katie
Blumenthal Joe
Bly Joe
Bly Owen
Brady Ananda
Carpenter Robin
Clark Rick
Consani Anthony
Cook David
Coppinger Gail
Desser Christine
Dickman Neil
Dillon Howard
Distasi Amber
Doron Lisa
Eichstaedt Amanda
Eichstaedt Ken
Elfman Robby
Farley Loretta
Faure Buddy
Fazackerley Jim
Filmer Lyons
Franklin Neshama
Gallagher Matt
Gallyot Raul
Garcia Da Rosa Oscar

Gnorski John
Hayes Susan
Helvarg David
Henderson Susanna
Hett Kimberly
Hett Ryan
Izaki Annie
Johnson Mia
Jewel Jennifer
Kleeman Patrick
Koleczek Tess
Kuntz Miguel
Levy John
Livingston Kerry
Manson Jeffrey
Martinelli Peter
Minor Will
Mondros Sam
Motz Julie
Nagler Michael
Neuman Michael
Nichols Betsy
O 'Malley Anna
Palmer Tony
Patterson Graham
Pepper Mary
Ptak Gene
Richards Rob

Rippee Larry
Robbins Janet
Salak Chris
Santiago Susan
Sarrafzadeh Steven
Serrière Emmanuel
Shepard Grey
Siedman Mary
Smith Dallas
Smith Paul
Steele Bill
Tanner Alyssa
Tillett Susan
Tompkins Seamus
Turner George
Underwood Beth
Van Hook Stephanie
Varley Mike
Vayhinger Nancy
Vickisa
Villyard Charlie
Vitali Danny
Waring Vanessa
Whitcroft Oliver
Wilhelm Liz
Wilkinson Jeffrey
Wright Anthony



Amanda Eichstaedt and David Cook share the airwaves during Fish Tales every Wednesday at 9:30 AM.
photo credit: Alyssa Tanner



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FOUNDING BOARD, 1995 – 1999

DONNA SHEEHAN – FOUNDER

KATE MUNGER

JAMES STARK – FOUNDER

HOWIE HAMMERMAN

JOHN GOULDTHORPE

KAY CLEMENTS

MURIEL MURCH

CLAIRE PEASLEE

RICHARD DILLMAN

SHEILA O'DONNELL

CHARLIE MORGAN



2023 BOARD MEMBER QUOTES

CAMEO WOOD *"KWMR helps me stay abreast with the region's news and happenings, and keeps me entertained all day long."*

MIGUEL KUNTZ *"I like how KWMR can be serious and well organized when it matters (live emergency updates, public health info, etc) but laid back enough to welcome all the strange personalities from our villages and their programs. I'm very comforted to know a public media space like our station exists."*

SALLY PEACOCK *"I love listening to KWMR - and I look forward to supporting our gem of a station by joining the Board. Cheerful morning shows, great music, local nature bulletins and vital emergency broadcasts are parts of KWMR that connect us as a community. I hope to help sustain our signal in my time as a board member."*

SHARRON DRAKE *"There is no better way to be connected to this wonderful community and its vibrant culture than listening to KWMR!"*

KRISTEN McDONALD *"KWMR keeps us connected, safe, and entertained! I am so proud to be part of the board. Congratulations to the staff, and all the volunteer programmers for an amazing year of local broadcasting!"*

DANNY VITALI *"I enjoy how KWMR connects many facets of our West Marin Community. It keeps us informed during emergencies, it provides a platform to the many voices and ideas of our community members, and it plays a vast array of music from around the world. I love it!"*

KEVIN MEADE *"Serving on the Board at KWMR has given me a greater sense of connection to my West Marin Community"*

ALISON STRAHAN *"KWMR emits a warm and strong signal reflecting the creative strengths of our community and I am certain there is much more to uncover. As a broadcaster and media producer, I look forward to being a conduit, inspiring and being inspired by the many hidden talents residing North of the Wall here in West Marin."*

NANCY VAYHINGER *"I wildly appreciate how KWMR's very talented Staff, Board and Volunteer Programmers continually generate such an unbelievably rich mix of community-enhancing art, music, thoughtful commentary, literature, news, disaster updates, interviews, and fun!"*

ROBIN LIVINGSTON *"As an avid listener and board member, I am grateful that our communities in West Marin are connected at all times by the radio waves of KWMR, keeping us informed, engaged and always entertained."*

LOURDES ROMO *"I am super excited to be part of the KWMR board. I look forward to learning more ways to support this amazing organization."*

CATHY RICHARDS *"I really appreciate that KWMR strives to make sure all voices in our community are heard. In fact, they felt it was so important that they made it a part of KWMR's Strategic Plan!"*



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