CLASSICAL

King FM 98.1

www.KING.org

Great Music – All Day – Any Where
Commitment

- Board of Directors
- Mission/Vision
- New Media Committee
- Guiding Principles for New Media
Audience
Key dynamic: our core listener base is stagnant
Key need: new audience growth to provide future funding

Funding
Key dynamic: our shift to a listener-funded model
Key need: new fundraising and listener engagement capabilities

Product
Key dynamic: technology disruption driving massive shift in consumer listening behaviors
Key need: solid understanding of where/how to invest to stay relevant and delight listeners
Seven Guiding Principles

1. **Do no Harm** - Support current, core radio listeners

2. **Be prepared** - for the ongoing migration of existing and future audiences from traditional radio to new media

3. **Expand and Diversify** - Use new media to expand and diversify the audience for classical music

4. **Measure** - Implement stronger reporting and review of key metrics

5. **Partnerships** - Use new media to support KING FM’s mission to partner with the NW arts community

6. **Be Open** - Keep open to growth opportunities beyond the NW region

7. **Continue the New Media Technology Advisory Committee**
Experiment

- Website
- Repurposing KING FM content online
Streaming Music for Any Mood

- KING FM 98.1
  www.KING.org
  Listener-Supported Classical Music

- Evergreen Channel

- Seattle Symphony Channel

- Seattle Opera Channel
- Mobile App
- Social Media
- Videos
SECOND INVERSION

Rethink Classical

A 24/7 online streaming channel, blog, and network dedicated to new and unusual music from all corners of the classical genre.
Seasonal Offerings

The Best Christmas Music Ever!

31 Days of Mozart
New Year's January Resolution: More Mozart!
KING FM 98.1
Listener-Supported Classical Music
Digital Partnerships

- Seattle Symphony Channel
- Classical KING FM 98.1 Young Artist Awards
- Seattle Youth Symphony Orchestras
- Seattle Opera Channel
- KING FM 98.1 Arts Channel
- SEATTLE SYMPHONY FAMILY CONCERTS SERIES 2015-2016 SEASON
Did it all go well?

- Multiple restructuring of staff
- Digital Manager – hiring before we were ready
- Limited testing in fundraising due to staff time on regular fundraising
- Arts Channel limitations
2016 What’s Next

- Continue to monitor and adjust
- Metrics
- Music License Rights
- Integrate Arts Channel into KING FM
- Partnership for Evergreen Channel
- Fundraising