MORE THAN A RADIO STATION
Every day I have the great privilege of meeting people like you who passionately express their love of KCRW. They tell me how they view KCRW as a trusted source for information and culture—a friend. I know we are an essential part of your daily life.

KCRW is so much more than just a radio station. And in 2016 we really showed the world what that means. Last year, people turned to KCRW to make sense of things: to mourn the loss of legends, to understand our changing world, and to find connection amid one of the most divisive periods in our nation’s political history.

You turn to KCRW because it reflects our shared values: a diversity of cultures and opinions, a love of discovery, and an appreciation of facts and journalism. Perhaps you were one of the 200,000 people who joined us at events that stretched from Orange County to Santa Barbara. Thousands of you showed up for the Sound In Focus concert series at the Annenberg Space for Photography. There we experienced the joys of music and community. At the same time we witnessed the global refugee crisis through the eyes of photojournalists whose work was showcased at the acclaimed REFUGEE exhibit.

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If you’re lucky to call the Santa Barbara area home, we are building community there too. We now have a full-strength signal at 88.7-FM and an all-music format station at 106.9-FM. I hope you’ll join us for our monthly live event broadcasts that so far have focused on the price of housing and the Refugio oil spill one year later.

And if you live in San Luis Obispo, I hope you noticed our new signal at 103.1-FM. A generous member donated a full-strength radio station to us! You can hear our popular Eclectic24 music channel there.

KCRW feeds a community of listeners hungry for new music and ideas. Just as we sustain you, you sustain us. Your support has allowed us to take bold actions and grow in ways I could not have imagined when I arrived at this station over 20 years ago. Back then, I heard stories of our beginnings in a middle school classroom—where there were just four chairs and only one with all four legs. What a change from today!

With your incredible generosity during our special December on-air drive, we surpassed our $48 million Capital Campaign goal. This year, KCRW will come out of our basement studios beneath the Santa Monica College cafeteria and rise above ground to a 35,000-square-foot facility custom-designed to usher us into the future. Most importantly, we can invite you into our new home to experience all the great programming KCRW offers, live and in-person. I cannot wait to share it with you.

Without you we would still be that tiny station broadcasting from the grounds of a middle school classroom. For that I am truly grateful.

But there’s still so much work to be done. KCRW’s importance will continue to grow, and we need you more than ever. It’s essential that we preserve diverse narratives from the people of Los Angeles—the challenges we face, the triumphs we share, and the collective impact we have on defining issues in our world today. From climate change to immigration, from poverty and homelessness to fractured education and justice systems—Los Angeles will play a large role in how the U.S. and the world will address the greatest challenges of our time.

I know well the great responsibility that we have to keep you informed, inspired, and connected to Los Angeles and to the world. I invite you to be a part of this work. Please let me know what KCRW means to you and what you expect from KCRW in the years ahead. Send your feedback to president@kcrw.org.

I can’t wait to hear from you, and I am truly excited for what 2017 brings!

Jennifer Ferro
President

Driven by the spirit of Los Angeles, KCRW creates and curates a unique mix of news, music, and cultural programming delivered in innovative ways—on-air, online, and in-person—to diverse, curious communities around the corner and around the world. A community service of Santa Monica College, KCRW can be found on the air in Los Angeles, Santa Barbara, Ventura, and Palm Springs, as well as via five KCRW-developed smartphone apps and online at KCRW.com.
2016 was an emotional year for music lovers. As the world lost Prince, David Bowie, Leonard Cohen, Sharon Jones, Juan Gabriel, and so many more, listeners turned to KCRW for solace. Our DJs dedicated entire shows to these prolific artists, took deep dives into decades of beloved recordings, and shared memories on the KCRW Music Blog.

On our flagship daily show, Morning Becomes Eclectic, host and KCRW Music Director Jason Bentley showcased music legends and bright new stars alike with exciting, live-in-studio sessions. KCRW introduced listeners to new music through performances from musicians like Anderson .Paak, Sturgill Simpson, Sofi Tukker, Bob Moses, and Tycho—all of whom are now nominated for Grammys in 2017. And, as a testament to 35 years of music discovery and support of artists, we booked some of our biggest acts ever including Iggy Pop, George Clinton, Elton John, and Wilco.

KCRW also added another “first” to its pioneering legacy when we became the first public radio station to develop a virtual reality app to deliver music content to audiences. Designed to work with KCRW Cardboard (a branded version of Google Cardboard), the KCRW VR App gives fans a unique opportunity to join a live session from the station’s legendary basement studio, by putting viewers inside intimate performances.

And, we continued our commitment to free community events with the 7th straight year of KCRW’s Summer Nights series—including concerts and DJ sets from Santa Monica to Pasadena, and from Santa Barbara to Orange County.

In 2017, we will commemorate two major milestones: the 40th anniversary of Morning Becomes Eclectic and our move to our new home: The KCRW Media Center. To memorialize this moment and raise support for our Capital Campaign, KCRW published a limited edition book From The Basement giving a glimpse at the many artists who made the show nationally renowned for discovering new music and new talent. To make a donation to our Campaign and receive a copy, visit KCRW.com/Donate.

Although we’ll savor this glance backward, KCRW has never been about the past. It always lives in the now, finding new ways to inspire and make our lives a little bit better. As the station prepares once again to move to a new location, think of these pages as a salute to our time in the basement. The space served us well, but like all things, it too must make way for another new beginning—this time above the ground.

Excerpt from the limited edition book From The Basement

We know KCRW is a very important radio station. It does a great service to new artists, and a great public service. It was a no-brainer to do this. We love what you do, and it’s important that you continue to do what you do.

ELTON JOHN

Photographed during a special performance for Morning Becomes Eclectic, February 3, 2016

FROM THE BASEMENT

DJ Raul Campos tests out KCRW’s virtual reality app with the KCRW VR Cardboard

KCRW DJs browse the music library for albums by Prince upon learning of his death

From the limited edition book From The Basement

WORLD-RENOWNED MUSIC PROGRAMMING
This year, KCRW also produced more high-end documentary programming, feature journalism, and local storytelling projects than ever before. These stories amplified the voices of the underrepresented and vulnerable among us.

- KCRW Investigates, an award-winning series by Karen Foshay, examined the conditions affecting low-wage workers in Los Angeles. Foshay investigated unreported abuse in the restaurant industry, how a private justice system exploits workers on the high seas, and how the rise of the gig economy leads to an insecure and vulnerable workforce.

- Off The Block, a limited podcast series by George Lavender, took us inside the Los Angeles County jail system, the largest in the country, to explore how jails affect L.A.’s neighborhoods.

- Going Grey In L.A., a multimedia series by Ruxandra Guidi and Bear Guerra, explored the challenges of growing old in the heart of Los Angeles. Following iconic Broadway Avenue, the producers travelled through the heart of some of the city’s most diverse, working-class neighborhoods to explore what it looks like, what it sounds like, and what it feels like to grow old in L.A. today.

Throughout 2016, audiences turned to KCRW to make sense of things. On To The Point, Warren Olney presented informative and thought-provoking discussions of national and global news stories, from the refugee crises in Syria to the election of Donald Trump. On Press Play, Madeleine Brand examined news and culture through the lens of Los Angeles, tackling a range of issues from police shootings across the U.S. to the rise of homelessness in L.A.

In January 2016, KCRW ended production of its flagship local public affairs program Which Way, L.A.? Launched in 1992 in the wake of the L.A. Riots, the program served as a forum for civic debate in Los Angeles. Warren Olney continues to host To The Point and launched a weekly SoCal news segment for KCRW called Olney In L.A. Upon the final broadcast of Which Way, L.A., Olney shared this message with audiences:

“It’s been my honor and privilege to host this program for 23 years. I could not have done it without a succession of extraordinary producers too numerous to name and a great production staff. Thanks, of course, to the many people who’ve been guests on this program. But they’re not off the hook, and neither are the staff or the producers. I’ll still be hosting our nationally syndicated program, To The Point, as well as a new series called Olney In L.A. I’ll be cropping up on All Things Considered, Morning Edition and other places as well. We’ll continue to serve this very attentive, responsive audience — our loyal listeners as well as our honest critics — you’re the ones who make it all worthwhile.”

DAVID LEHRER, LOS ANGELES TIMES, JANUARY 26, 2016

As the American steel industry declined, so did Monessen, Pennsylvania—a town of 7,000 residents outside of Pittsburgh. Most of the buildings in Monessen’s once thriving downtown commercial district are derelict. Many have also been officially condemned by the city. KCRW’s Saul Gonzalez travelled to Monessen as part of the station’s extended coverage of the Presidential election in 2016. To listen to these stories and more, visit KCRW.com/Elections.

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KCRW CONNECTS THE WORLD TO LOS ANGELES AND LOS ANGELES TO THE WORLD.

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For many of the sea workers who come ashore at the Port of Long Beach, it’s the first time they’ve touched ground in weeks. They are some of the millions of workers helping move 90 percent of the globe’s trade. Maritime trade has always been a grueling and dangerous profession, but it is now seeing some of its long time protections stripped. Reporter Karen Foshay explored this issue and more in her investigative series Troubled Waters. To listen to these stories and read more about Foshay’s investigation, visit KCRW.com/Investigates.
More than just a radio station, KCRW’s extends its presence beyond the airwaves by bringing unique live experiences such as concerts, film screenings, political and cultural forums, and community events to Southern California and beyond.

This year, KCRW’s Summer Nights—a curated series of dozens of free, all-ages outdoor shows—expanded beyond the Los Angeles area to include events in Santa Barbara and Anaheim. Other venues included Pasadena’s One Colorado, Chinatown, the Hammer Museum in Westwood and the Annenberg Space for Photography in Century City. KCRW also continued its long-time media sponsorship of Santa Monica’s Twilight Concert Series on the Santa Monica Pier, featuring performances by Mayer Hawthorne, Unknown Mortal Orchestra, and the Psychedelic Furs, among others.

At the Sound In Focus concert series—produced in partnership with the Annenberg Space for Photography—artists Nas, Baaba Maal, Brazilian Girls, Edward Sharpe and the Magnetic Zeros, and Tinariwen performed three nights of eclectic music for over 15,000 attendees and over 50,000 online viewers tuning in to our live simulcast. KCRW was proud to bring audiences together to experience the joys of music and community while learning about the global refugee crisis through the eyes of photojournalists whose work was showcased at the acclaimed REFUGEE exhibit.

In 2016, KCRW also hosted the 8th Annual Good Food Pie Contest at UCLA and a special live edition of Left, Right & Center, our signature political show, broadcast in front of a sold-out audience at the Ace Theater two weeks before the election. Then in November, KCRW hosted Gimme Shelter, a live broadcast edition of Press Play dedicated to exploring another critical issue: homelessness in Los Angeles.

Great panel and conversation...I met a woman living on the streets in my neighborhood today and am trying to find her temporary housing. Wouldn’t have felt like there was anything I could do unless I heard the program. Thank you!

Listener feedback to GIMME SHELTER, a special live edition of PRESS PLAY
After over 30 years of broadcasting from basement studios in the Santa Monica College cafeteria building, KCRW will move into a new, custom-designed facility in 2017. With over three times our current studio space, production facilities, and digitally integrated public program space, the KCRW Media Center will foster collaboration, serve as a community forum, and accommodate future growth.

With support from the public, KCRW completed its first major capital campaign in 2016 to outfit this new facility with state-of-the-art broadcast and digital equipment and to invest in new programming and technology initiatives that preserve our mission and extend our service throughout Southern California and beyond.

Construction of the KCRW Media Center is part of an expansion of Santa Monica College’s Center for Media and Design (CMaD) Campus. In collaboration with the College and Clive Wilkinson Architects (the design team behind Google’s headquarters), KCRW is working to ensure that its new home meets production needs, reflects its unique programming, and provides unprecedented access to audiences.

KCRW’s new building will receive LEED silver certification by the U.S. Green Building Council for maximizing energy efficiency, water conservation, and indoor environmental quality. The campus design was also awarded the Urban Land Institute’s Los Angeles Real Creativity Award as an outstanding example of urban placemaking.

The KCRW Media Center will be seamlessly integrated with an 18,000-square-foot plaza courtyard and outdoor stage that accommodates 1,500 people to attend KCRW music, film, book and storytelling festivals. A 180-capacity auditorium will host public events such as interview and performance sessions with civic leaders, leading authors, film producers, chefs, designers, and musicians—broadcast and recorded in front of live audiences.

The KCRW Media Center will be a Los Angeles landmark and a space to galvanize the public. Located in Santa Monica’s burgeoning Creative District and walking distance to the new Bergamot Station on the extended Expo Line, the facility will be accessible to residents from throughout Southern California and will allow KCRW the ability to connect with audiences in innovative ways.

To learn more, visit KCRW.com/Campaign.

KCRW MEDIA CENTER The KCRW Media Center will be a 35,000-squarefoot multipurpose venue, featuring a state-of-the-art performance studio, auditorium, and outdoor courtyard and stage. With the ability to present live public programming in its own space, KCRW will deepen its relationship with members, engage new audiences, and stake its claim as a cultural epicenter in Los Angeles.

PLAZA COURTYARD & OUTDOOR STAGE The 18,000-square-foot landscaped courtyard will include a stage for live public events and concerts for up to 1,500 people. With accessible, publicly-accessible venue space, KCRW can bring thousands of Angelenos to experience live event programming throughout the year.

Auditorium The 180-capacity state-of-the-art auditorium will host KCRW’s live programs, performances, and events. It will be separately accessible to the fully accessible venue space. KCRW is honored by Imagine’s Studios for Live Broadcasts, Events, and Recording.

KCRW ANNUAL REPORT 2016
## STATEMENT OF FINANCIAL POSITION
Year Ended June 30, 2016
With Summarized Totals for the Year Ended June 30, 2015

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<tbody>
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<td><strong>ASSETS</strong></td>
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<td><strong>LIABILITIES AND NET ASSETS</strong></td>
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<td>34,935,875</td>
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<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td>$24,911,995</td>
<td>$17,514,625</td>
<td>$42,426,620</td>
<td>$36,658,902</td>
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## STATEMENT OF ACTIVITIES
Year Ended June 30, 2016
With Summarized Totals for the Year Ended June 30, 2015

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<td><strong>PUBLIC SUPPORT &amp; OTHER REVENUE</strong></td>
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<td>9,000</td>
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<td>Net Assets Released from:</td>
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<td><strong>TOTAL PUBLIC SUPPORT &amp; OTHER REVENUE</strong></td>
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<td><strong>OPERATING EXPENSES</strong></td>
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<td>Program Services:</td>
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<td>Support Services:</td>
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<tr>
<td>Management and General</td>
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<td>Fundraising</td>
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<td><strong>Total Support Services</strong></td>
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<td><strong>TOTAL OPERATING EXPENSES</strong></td>
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<td><strong>CHANGE IN NET ASSETS</strong></td>
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<td>Net Assets - Beginning of Year</td>
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<td>34,935,875</td>
<td>32,656,697</td>
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<tr>
<td><strong>NET ASSETS - END OF YEAR</strong></td>
<td>$23,691,100</td>
<td>$17,514,625</td>
<td>$41,205,725</td>
<td>$34,935,875</td>
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