

Major milestones in 2010

Audience grows

Listenership grew 17% between the fall of 2009 and the fall of 2010, reaching a new high of over 14,000 weekly listeners. Public affairs programs led the way, with KSER's flagship local call-in program, *Sound Living*, continuing to attract new audience.

Listener support reaches record high

KSER increased our membership income by almost 40% in 2010, as a result of substantial audience growth and increased community support. This increase in 2010 should qualify KSER for over \$60,000 in federal funding from the Corporation for Public Broadcasting in fiscal 2012.

KSER Voice of the Community Award recognized three community leaders

As a forum for diverse voices, KSER is honored to recognize the following local voices for their passion, action and impact.

COMMUNITY IMPACT

Kim Buike and Tulalip Tribes Charitable Funds

CULTURAL IMPACT

Frank DeMiero

Nominees included: Peter Ali, Terri West Amburgy, Arlington Arts Council, JJ Frank, Martha Le Valley, Jackie Minchew, Suzanne Moreau, Deanna Dunkin Smith, Eric Vannice, Deverie Wood



Kim Buike, Frank DeMiero and Mel Sheldon, Chairman of the Tulalip Tribes



Independent Public Radio

Local radio
that connects
our community

2010 ANNUAL REPORT

More music and news

Fans of KSER's unique, adventurous music and local, independent news have reason to rejoice. The Federal Communications Commission in 2010 awarded the KSER Foundation a permit to begin construction of a second frequency – 89.9 FM – that will improve our coverage in five counties: Snohomish, Island, Jefferson, Skagit and North King County.

For several years, you'll hear KSER on both 90.7FM and 89.9FM. But over time, each station will develop distinctive programming, giving you the power to choose what you want, when you want.

You can read more and share your feedback on our website at www.kser.org. Search for the word: "Vision."



Bruce Wirth
KSER General
Manager

Continuing to listen

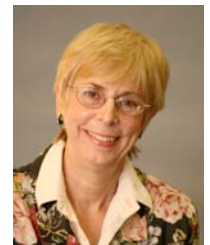
It's been my pleasure to serve as president of the KSER Foundation. I've learned an important truth: In order for KSER to effectively serve the listeners in our communities, we need to do a lot of listening.

Here's how we've been listening. In August and September of 2010, we held several community meetings to get feedback to KSER's strategic plan for the future, which was developed after nearly two years of research and conversation with the community, listeners, members, volunteers and stakeholders, and it continues to evolve.

To ensure we are hearing the voice of the community about KSER's service on a consistent basis, we have re-energized our Community Advisory Board. This active group meets quarterly to tell us how we're doing. And each month, we provide public comment opportunities at our regular board meetings.

As KSER continues to plan for the future, we will continue to reach out to the communities we serve and listen carefully. With thoughtful input, and continued work, we will fulfill our mission to advance the common good through public radio and other services dedicated to arts, ideas and civic engagement.

Thank you for listening and supporting KSER.



Karen Crowley
President,
KSER Board of
Directors

2010 FISCAL YEAR FINANCIALS

KSER Mission

To advance the common good in our community through public radio and other services dedicated to arts, ideas and civic engagement.



2010 BOARD OF DIRECTORS

President

Karen Crowley

Vice President

Brenda Mann Harrison

Secretary

Kari King

Treasurer

John Thielke

Directors

Miriam Driss, Gary Evans,
Tom Killorin, David Lenci,
Candace McKenna, Pam Somers,
Sandy Thompson

STAFF

General Manager: Bruce Wirth
Bruce@kser.org

Public Affairs Director: Ed Bremer
EBremer@kser.org

Development Director: Becky Passarella
Becky@kser.org

Associate Producer: Sondra Santos
Sondra@kser.org

Membership Assistant, Online Organizer: Paige Gilbert
Paige@kser.org

Chief Engineer: Chris Wartes
Chris@kser.org

90.7 KSER

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Everett, WA 98201
425-303-9070
www.kser.org

KSER is an independent, 501(c)(3) nonprofit foundation.

More information about the KSER Foundation such as governance, policy, and financial documents (including the Foundation's 2009 IRS 990 tax filing can be found on our website at www.kser.org.

INCOME

| | |
|--------------------------------------|---------|
| Individual Donations | 183,675 |
| Underwriting & Business Believers | 26,181 |
| Challenge Grants & Business Matching | 36,515 |
| Activities and Special Events | 13,531 |
| Board-Generated Income | 14,148 |
| Tower Income | 98,781 |
| Grant income | 51,584 |
| Miscellaneous | 5,081 |

Total Income

\$429,496

EXPENSES

| | |
|--------------------------------------|---------|
| Administrative | 77,614 |
| Programming | 40,697 |
| Development | 11,636 |
| Tower Expenses | 22,505 |
| Special Events | 9,689 |
| Training, Volunteer & Board Expenses | 3,398 |
| Engineering | 36,328 |
| Payroll (including benefits) | 199,007 |
| Utilities | 12,381 |

Total Expenses

\$413,255

Net

\$16,241

Balance Sheet as of 12-31-2010

Assets

| | |
|-------------------------------|----------------|
| Current Assets | 101,050 |
| Property & Equipment | 357,612 |
| Construction Work in Progress | 17,409 |
| Logo/Branding | 3,000 |
| Total Assets | 479,071 |

Liabilities

| | |
|--------------------------|----------------|
| Current Liabilities | 228 |
| Long-Term Liabilities | 151,623 |
| Total Liabilities | 151,851 |

Equity

| | |
|-----------------------|----------------|
| Retained Earnings | 310,979 |
| Current Year Earnings | 16,241 |
| Total Equity | 327,220 |

Total Liability & Equity

\$479,071

Individual donors are the single largest source of income in KSER's annual operating budget

Our new local call-in program **Sound Living** was funded in part by a generous grant from the Boeing Company

KSER staff has expanded as our local call-in program **Sound Living** continues to grow audience

More than 100 individual volunteers help KSER provide service to our community



More than 1,200 supporters keep KSER on the air through their generous support. **Thank you Volunteers, Members, Monthly Contributors, Radio Angels, Grantors, Underwriters and Business Believers!**

Photos by Chris Wartes of Christophoto

Labor donated