



P O R T L A N D

## FY 2020 LOCAL CONTENT AND SERVICES REPORT

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

The stations of All Classical Portland provide free classical music programming to listeners in NW Oregon and SW Washington, and worldwide via our online stream and mobile app. All Classical Portland's mission is to advance knowledge of and appreciation for classical music; to build and sustain culturally vibrant local and global communities around this art form; to reflect the spirit of the Pacific Northwest; and to foster integrity, quality, and innovation in all that we do. Over 95% of our programming originates from our studios in Portland.

In FY2020, building on investments made in FY2019, All Classical staff worked to expand its programming and its audience for the International Children's Arts Network (ICAN), launched in April 2019 and created for children, their guardians, and educators. ICAN is heard on the HD2 channels of All Classical Portland, online, and on our free mobile app with 24 hours a day of locally produced content and programming sourced from around the world including the UK based storytelling company *Storynory* and *What if World* produced by an independent producer based in California, USA. In FY20 ICAN launched a brand-new show called *Screenshot* for kids. ICAN is a commercial-free radio network designed to stimulate creativity, educate, and promote emotional literacy and multi-cultural awareness and inclusivity. All Classical Portland launched ICAN with diverse programming including classical works, international lullabies, poetry, imagined adventures told by children, and more. In FY20 ICAN added author features that equitably represented authors of color. In addition, ICAN hosted a month-long celebration of National Native American Heritage Month.

All Classical Portland also produces and distributes *The Score*, a nationally syndicated program featuring movie soundtracks and interviews with film composers. This program, thanks to CPB funding, was distributed to 60+ public radio stations around the country in FY2020.

All Classical Portland's commitment to building cultural community is reflected in the station's programs that feature local music and musicians. With locally produced programs like *Northwest Previews*, *Played in Oregon*, *Concert Hall*, *Sunday Brunch*, *The State of the Arts*, *Fall into the Arts*, *Club Mod*, *On Deck with Young Musicians*, and *Thursdays @ Three*, All Classical Portland is providing Northwest musicians and composers with a growing, worldwide audience. All Classical Portland produced weekly at-home editions (due to the pandemic) of *Thursdays @ Three* concerts that feature local performers and give listeners unprecedented access to world class performers and ensembles.

As our region's "big megaphone" for the arts, All Classical Portland significantly promotes the works of smaller organizations through interviews with artists and musicians performing in our region aired on our weekly flagships program (now also available on demand via podcast). *Played in Oregon* features concerts recorded throughout the state of Oregon and is offered as free content, syndicated via PRX for stations across the state and beyond (including several in rural and underserved regions). By showcasing regional talent, All Classical Portland is furthering its own mission, as well as contributing to the mission of many small, medium, and large arts groups throughout our great state.

FY2020 also saw the continuation of a new dynamic Artist in Residence (AIR) program. All Classical Portland's AIR program was designed to foster creative and professional growth for emerging and established performing artists. Launched in 2019, Artists in Residence provides selected young and professional musicians with access to All Classical Portland's world-class facilities and studio time. Artists

also enjoy opportunities to expand and deepen engagement with audiences, including on-air performances on [Thursdays @ Three](#), and features on special broadcasts. Artists are encouraged to pursue creative research projects and to publish related articles about their work and findings through All Classical Portland's wide-reaching platforms. Artists receive a scholarship award to assist in their projects, performances, and continued studies. In addition, All Classical Portland presents each artist in recitals during their residency. The residency is designed to support artists in pursuit of new projects and ideas and to take creative risks. In FY2020 All Classical Portland named both a professional artist in residence (Flutist Adam Eccleston) and a young artist in residence (17-year-old pianist Natalie Tan).

Regarding listenership, on average, over 100,000 people access All Classical Portland's streaming content monthly. This is in addition to the 250,000 average weekly listeners who tune in to our terrestrial FM broadcast in the Portland area. Neilson Audio does not provide ratings information for the other parts of Oregon and Southwest Washington reached by our repeater stations, but we know that several thousand more people listen in those rural and urban communities.

Online streaming data indicates steadily increasing listenership since the launch of All Classical's second network: ICAN. Currently, quantitative participation data for ICAN is based on online streaming metrics, and through this platform, our listenership has grown significantly over the last eight months. On average web listenership has increased approximately 30% every month since the network's inception and grew during the pandemic as parents and teachers used ICAN to supplement at home learning opportunities. All Classical Portland anticipates access to increasingly robust data about ICAN listeners as the network matures. Although Nielsen Audio provides meaningful metrics about FM radio audiences for All Classical Portland, their system is not yet able to provide measurements on HD radio listenership for All Classical Portland.

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers, and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

Building on the success of our Music Feeds campaign in FY2018 & FY2019, the unprecedented effort that provided 53,538 meals to those in need in Oregon and SW Washington, in FY2020 All Classical Portland produced Music Heals—a comprehensive radio, web, and social media campaign. It was designed to raise awareness of local organizations that are using music to heal and help connect community members to those resources. The campaign was also designed to encourage other innovative public radio stations to follow suit, making a similar impact on communities nationwide. Olson & Jones Construction was the station's corporate partner for the campaign. Using the collaborative momentum of Music Feeds and through Music Heals, All Classical Portland continued to build, care for, and nourish its diverse community of listeners in FY2020. Through Music Heals, All Classical Portland partnered with over 20 local organizations to help tell their stories and connect listeners to various resources including: Phame; MusicNOW; Sing Here Now; MyMusicRX and more.

ICAN has enjoyed local, national, and international partnerships to ensure that the network's content is diverse, accessible, and engaging, including a partnership with the UK based organization, Storynory and regional authors from diverse communities. ICAN also provides unique opportunities for interactive learning. Every hour of programming is filled with enriching and educational content for children, including programs like morning *Mindful Moments* (promoting emotional literacy) *Storytime*, *Beets with Beethoven*: classical lunch time, *Colorful Compositions*: music to inspire creating art, and *Classical Lullaby Hour*. Complementing the network's emphasis on artistic and cultural education, ICAN's programming is designed to encourage emotional and social development and awareness, empowering children to understand their feelings, express themselves, have an open mind, and be compassionate to others. While these goals are difficult to measure, we believe that listener feedback speaks to our success in addressing comprehensive

learning, emotional growth, and development. Audience numbers grew during the pandemic as teachers and families relied on ICAN to supplement at-home learning.

- *"ICAN is awesome and I have it on as much as possible. My kids adore having radio-for-kids." James in Portland, OR*
- *"We really enjoyed the holiday music, and our kids listen to ICAN at bedtime." Jeff in Lake Oswego, OR*
- *"I've enjoyed classical music for 6 decades, and now ICAN provides the perfect way to share music and stories with my two grandchildren. Sssshhhh - don't tell anyone, but I keep ICAN playing even after they go back home. Thank you." Alan and Gwen in Portland, OR*

We will continue to focus on the educational aspects of ICAN in the next year, including new programs currently in development in collaboration with local educators and featuring accompanying lesson-planning materials for teachers to compliment school curriculum.

To best serve the community during the pandemic, All Classical Portland created and produced several new programs including *The State of the Arts*, featuring interviews with arts leaders about the cultural economy and the devastation caused by the global health crisis. In addition, All Classical Portland commissioned local Black artists to create new original works including Damien Geter's *Neo-Soul Quartet No. 1*, and S. Renee Mitchell's poem *Harmonizing with Joy*.

In May 2020, All Classical Portland began broadcasting a five-part radio series highlighting dynamic performances from Chamber Music Northwest's (CMNW) past summer seasons. Featuring performances and interviews, this radio series brought CMNW and its performers to listeners locally and worldwide, in lieu of live concerts and in partnership with CMNW.

In March 2020, All Classical Portland partnered with Linfield University to expand terrestrial coverage of All Classical Portland's service to Oregon's Yamhill and Polk Counties, providing FM access for more than 100,000 people on Linfield's KSLC 90.3FM. The student body of Linfield University voted to donate the station to All Classical Portland.

Each year, All Classical Portland selects a small community-based arts group which lacks funds for advertising as the recipient of our "Rising Tide Initiative" grant. All Classical Portland also provides on-air personalities to appear at their events, facilitating audience interaction and helping to spread the word about these free classical events in alternative venues around the Portland Metro Area. The on-air and web promotion grantees receive over the 12-month grant period is valued at \$10,000. Recent recipients of the Rising Tide Initiative grant include:

1. CLASSICAL UP CLOSE: To bring classical music to the Portland, Oregon community, where people live, work, and play — in order to celebrate our ties to the community, thank the Oregon Symphony Orchestra's many supporters, and make new friends for the orchestra and for classical music.
  2. PORTLAND SUMMERFEST: OPERA IN THE PARK: Portland SummerFest's Opera in the Park presents annual free operatic performances at the beautiful outdoor Washington Park Amphitheater in southwest Portland. Audiences of all ages and backgrounds come to Washington Park to enjoy this unique contribution to the cultural life of Portland. Presented in concert format with full orchestra and lively narration, these concerts have introduced thousands of Portlanders to the world of opera and been avidly attended by a growing number of loyal fans.
3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success,

such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

*Sunday Brunch* is weekly program airing on All Classical Portland, Sundays 10am-1pm, designed to be an “exploration of cultures through delicious music.” In FY20, the program expanded its musical offerings to include weekly features of local restaurants and food-related businesses. This was created to help local businesses raise awareness about their hours and offerings for community members; and to help boost sales for the local businesses during the pandemic.

Our 50 annual episodes of *Played in Oregon* feature more than 100 different performances recorded live throughout our region. Host Brandi Parisi was able to include performances for organizations as different as Chamber Music Northwest, the Salem Chamber Orchestra, the Oregon Repertory Singers, and the Britt Festival. *Played in Oregon* is distributed free of charge to radio stations around the state, and now the country, including Eugene’s KWAX and Southern Oregon’s Jefferson Public Radio, and stations in Hawaii, Alaska, Illinois, California, and Florida. During FY20, it was crucial to provide awareness about these organizations and the fiscal health of each organization as they struggled with unprecedented loss due to the pandemic.

*The Score*, our weekly program on symphonic music in the movies, was carried by 65 stations across the US. Because film music is often a gateway into the world of classical music for new listeners, building audiences for *The Score* supports the station’s goal to introduce listeners to the rest of All Classical Portland’s program offerings, as well as grow an audience for live classical music. “I am simply amazed by the response to *The Score*. There is no doubt, this program generates more positive email than any other program we offer.” - Bryan Lowe, Program Director, Classical KING FM at 98.1 and KING.org

The programming on All Classical Portland reaches listeners in need of solace, companionship, and educational insight, both in the Pacific Northwest and beyond. Our listeners shared that our service had never been more important during FY20 as many used All Classical Portland as a lifeline during the pandemic. Below are selected messages from listeners acknowledging the important role All Classical Portland plays in their lives and livelihoods, as well as the work All Classical does to share music from many cultures with our audience:

- *“As a musician myself I appreciate access to classical music any time I need to hear beautiful music. During the pandemic your station has lifted me up with both very familiar and sometimes new music. It's nice to have something as normal as my favorite radio station during these challenging times. Thank you for the valuable service you provide.” Anonymous in Portland, OR*
- *“My daughter Fiona is turning 12 and All Classical has always been her favorite station. Because of the pandemic, we are not able to have a party with friends. Additionally, she doesn't get to do many of the things she loves: school, playing percussion in 6th grade band, and her participating in her 4-H club. One thing she loves is still around and bringing her joy daily: All Classical Portland. Our gift to the station in her name is to celebrate her birthday and her lifelong love of classical music. Thank you for being there for our family - and our whole community - even during this difficult time.” Liz in Portland, OR*
- *“My husband and I are both choral singers, and he's a high school choir director, so this pandemic has hit hard emotionally on his teaching and our music making. All Classical has always been a refuge, but even more so in these times.” Jen in Portland, OR*
- *“As an elementary teacher who is currently teaching 57 students from my home, All Classical Portland really helps to make my teaching days endurable. Thank you for all that you are doing for those of us now working from home!” Mark in Salem, OR*

- *“I am a local music teacher, and my job was changed due to COVID-19. Listening to All Classical reminds me to keep sharing the joy of music. Your music fills my heart, especially on days when it feels a bit empty. Thank you!” Anonymous in Portland, OR*
- *“I’ve just read that you are putting effort in to increasing the diversity in your programming, trying to elevate music from diverse, and perhaps neglectfully overlooked, composers. I think this is great. I am enclosing a small donation to express my appreciation of your thoughtfulness. Sincerely, Joseph” Hillsboro, OR*
- *“AC’s commitment to creating, airing, and supporting diverse talent is what inspired me. I am donating because you made a pledge towards equity in classical music radio and I see you upholding it in your actions. It is very important and I feel like AC can be an example for other classical stations [and local orchestras] that don’t seem to be getting the message around diversity, equity, and inclusion and continue to have programming that showcases white composers played by mostly white musicians. Thank you for being leaders in this important work and understanding that there is still much work to be done. I will continue to support AC and their ongoing commitment to positive change in Portland.” Renee in Portland, OR*

4. Please describe any efforts (e.g., programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

All Classical Portland has expanded its efforts in addressing equity and inclusion around classical music, spreading awareness to audiences about community issues affecting the region, and creating inclusive content. The JOY program (Joyous Outreach to You/th) is now in its third year and comprises five key initiatives motivated by the station’s mission to serve everyone and include marginalized communities including *Where We Live* and *Youth Roving Reporters*.

1. *WHERE WE LIVE* – (short form) A dedicated radio series profiling organizations that create or perform artistic works that address social issues in our region. All Classical Portland partnered with organizations throughout FY2020 for its *Where We Live* series, shining a spotlight on social and community issues through an artistic lens, including:
  - *Black History Festival Northwest*
  - *Interview with composer Darrell Grant about his jazz opera “Sanctuaries” about redlining and gentrification*
  - *Interview with Flutist Adam Eccleston about Black History Month, Black composers, teachers, and performers*
  - *Inclusive Vibes, a dance company founded by people living with disabilities*
  - *Interview with Marin Alsop about the Taki Concordia Conducting Fellowship for Women*
  - *Olivenbaum, a non-profit that both promotes awareness of issues in North & South Korea and provides music lessons and other assistance to recent refugees to the area. It was started by Elliot Shin, a student at Jefferson High School. Olivenbaum’s teachers are also high school students*
  - *A profile of Bridging Voices, a youth chorus for gay, straight, and questioning youth. It’s one of the largest of its kind in the nation*
  - *Interview with Damien Geter about his work including: “The Talk: Instructions for Black Children When They Interact with the Police.”*
  - *A profile of Studio Latino, a project of Latino Network, which helps expose underserved children to new art forms; seeking to increase positive skills and behaviors*

- *Bach in Motion, a project featuring traditional dances from the University of Oregon and mixed-ability dancers from DanceAbility International, an all-abilities dance troupe*
  - *Youth Roving Reporter Lele Yang reports on Portland's biggest youth poetry slam – Verselandia*
2. *YOUTH ROVING REPORTERS* – (educational) Youth Roving Reporters is an all-encompassing arts journalism mentorship program, through which high school aged students receive training in professional radio journalism with a focus on arts and culture. The mission of Youth Roving Reporters includes working to ensure that a minimum of 50% of the selected young people will be from minority groups, who have been historically excluded from the classical arts and radio journalism. In its fourth year, due to the pandemic, this program provided 1 youth reporter with technical radio equipment, interview technique training, and production mentorship from All Classical Portland on-air hosts. The stories that will be produced by the YRR will originate from their own immediate community and focus on the experience of Black youth in our community.
  3. *NORTHWEST PREVIEWS* – All Classical Portland's celebration of the local arts scene. A five-minute program highlighting arts events for the upcoming weekend and week ahead including:
    - *Interview with Delgani Quartet reflecting on the WWII internment of Japanese Americans*
    - *Interview with Soprano Angela Brown about her "Opera from a Sistah's Point of View" presentation*
    - *Resonance Ensemble's program featuring new works about immigration and sanctuary*
    - *Interview about African American composers of Art Song*
    - *Choral Show "Beautiful Minds" a program featuring works about the experience of mental illness*
    - *New film "Moonlight Sonata" about deafness, music, and family by local filmmaker Irene Taylor Brodsky*
    - *Interview about Barbara Strozzi, a pioneering female composer*
  4. February 2020: Black History Month: Composers and performers featured prominently throughout the month, in regular and specially produced programs. New recordings added to playlist.
  5. February 2020: Lunar New Year: Asian composers in playlist featured; new compositions added to playlist.
  6. March 2020: Women's History Month: Increased programming of women composers throughout, and beyond, Women's History Month. New recordings added to playlist.
  7. September-October 2020: National Hispanic Heritage Month: Increased programming of classical composers from Mexico and Central and South America, and Spain.
  8. Our annual Lovefest Concert 2020 presented several artists of color including Darrell Grant, 300 Watts Trio, Damien Geter, Kenji Bunch, Monica Ohuchi, Sarah Kwak, Vali Phillips, Marilyn de Oliveira, and Natalie Tan.
  9. Over the last year ICAN has aired a few programs that featured bilingual stories. We featured Ana Gerhard in October 2019, Mexican pianist and writer about her book ['Little Creatures'](#) and the importance of classical music. Annually, ICAN celebrates Día de Muertos (Day of the Dead) November 1-2; throughout the day our guest, Arianna Avena, talked about the Mexican traditions and how her family celebrates. We regularly air [Juanita, La Langosta](#) (Juanita, The Lobster) presented by Maestro Classic in English and Spanish. Every day during the 9am hour, ICAN airs music from around the world with introductions about the language and focuses on vocabulary

and their meanings in English. Songs are from China, Africa, France, South America, and Korea, to name a few. At night you can hear our nightly International Lullaby hour that features music from around the world. Online, in April 2020, All Classical Portland's Music Researcher/Archivist Emma Riggle wrote a series on [Dances from Many Lands](#) with music and history of dance from Italy, Argentina, Croatia, and other European countries.

10. **FY2021:** Planning for LIVE broadcast of the world premiere of *An African American Requiem* composed by Damien Geter in a coast-to-coast simulcast in partnership with New York's WQXR.
11. **FY2021:** The Recording Inclusivity Initiative was launched on January 13, 2021. The Recording Inclusivity Initiative (RII) was created by All Classical Portland in collaboration with N M Bodecker Foundation and Naxos Records. RII seeks to address the gap of classical music composers and musicians from underrepresented communities that make it into the concert hall and on to the airwaves. In FY21 and FY22, All Classical Portland will challenge public radio stations across America to make 5 of their own new recordings using a "how-to" kit provided by All Classical Portland with lessons learned during this inaugural year. We will work together to change America's playlist by producing new high-quality recordings.
12. **FY2021:** In August 2020 ICAN featured the bilingual story [Marisol McDonald Doesn't Match/No Combina](#) by Monica Brown. That same month we also featured Learn and Listen activity that coincided with OSO's series "Symphony Storytime". This blog was done in [English](#) and [Spanish](#). We will be featuring Ana Gerhard again in March 2021 with a Spanish introduction and English produced story. Adam Eccleston also did an amazing job sharing his experiences and ways to celebrate Kwanzaa (December 26, 2020); he read the book *Together for Kwanzaa* by Juwanda G. Ford and Shelly Hehenberger, the story provides pronunciation and meaning for Swahili words.
13. **FY2021:** ICAN is developing a pilot program highlighting families telling stories. The adult guardians will tell the tale in their native language weaving their child(ren) telling the story in English.

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

Funding from CPB enables us to consistently maintain the highest quality programming and to advance appreciation for classical music, with the continued goal of building and sustaining culturally vibrant communities around this art form. In addition to the key initiatives described above, listed here are station activities made possible with CPB funding in FY2020:

- Thanks to funding from the CPB All Classical Portland was able to transform programming operations to a remote broadcasting set-up for safety. In addition, the station quickly made real-time changes to our programming during the pandemic to strengthen our service to our community and help support local businesses and arts organizations. CPB's support enabled All Classical Portland to create new programs despite the challenges of the global health crisis, such as *The State of the Arts* (raising awareness and chronicling the times); *Fall into the Arts*, a nine-part series featuring more than 30 regional organizations and ensembles; *Sherlock Holmes & the West End Horror*, a partnership with Broadway Rose Theatre employing local actors and directors to produce our first-ever radio drama.

#### Programming Improvements:

- Expanded programming:
  - In addition, CPB's support allowed All Classical Portland to expand service on its second network: the International Children's Arts Network (ICAN). ICAN's programming expanded from 17 to 24 hours of daily programming. *International Children's Arts Network* (ICAN) launched in April 2019 on HD radio, mobile app, and online stream. ICAN now broadcasts 24 hours (an increase of 7 hours daily) of daily programming specifically for children, educators, and families. The network presents engaging, educational content including 80% locally produced programs as well as syndicated

programs from around the world. ICAN achieved its objectives of both launching in 2019 and steadily growing its listener base and surpassed 2,000 regular listeners (online figures only) in December 2019, just eight months after it launched. ICAN has initiated local, national, and international partnerships to ensure that the network's content is diverse, accessible, and engaging. ICAN also provides unique opportunities for interactive learning. Every hour of programming is filled with enriching and educational content for children, including programs like morning *Mindful Moments* (promoting emotional literacy) *Storytime*, *Beets with Beethoven*: classical lunch time, *Colorful Compositions*: music to inspire creating art, and *Classical Lullaby Hour*. Complementing the network's emphasis on artistic and cultural education, ICAN's programming is designed to encourage emotional and social development and awareness, empowering children to understand their feelings, express themselves, have an open mind, and be compassionate to others. While these goals are difficult to measure, we believe that listener feedback speaks to our success in addressing comprehensive learning, emotional growth, and development. In FY20 ICAN has become a vital resource for regional teachers and families using the service to supplement at-home learning during the pandemic. In addition, new Author features and stories have been added featuring more than 50% authors from underrepresented communities in line with ICAN's goals towards increasing multi-cultural awareness and inclusivity.

- Music Library Expansion
  - Program Director John Pitman continued to focus on expanding the station's music library by adding more recordings of Black, minority and female composers to the digital library. In FY2020, this collectively totaled over 150 CDs of works by African American, Afro-European, Asian and Asian American composers, Latinx composers and recordings by women composers.
  - Host Andrea Murray has added 500+ new recordings to our library, continuing in her role as producer of our modern classical music program *Club Mod*. This includes works by over 100 living composers.
- Featured weekly on-air Sustainers Month personal "stories," (carefully produced 1-minute segments featuring the words of our sustaining donors), airing throughout January 2020.
- Provided a platform for listeners to share their personal stories about how music has healed them through physical or emotional trauma through Music Heals campaign.

#### Community Engagement:

- FY2020 marked the third full year for the initiatives that comprise the Joyous Outreach to You/th Program. and once again enrolled a dynamic professional and young Artist in Residence.
- The Cultural Events calendar available on allclassical.org features enhanced readability and is now more searchable. The events calendar now also features virtual event listings and information.
- Station open houses in August and December of 2019 both featured live performances by local musicians and saw outstanding attendance from the community.
- In February 2020 (FY20), All Classical Portland produced its third annual Lovefest Concert, designed to bring the people together to celebrate community and music. The show featured 30 local musicians and composers (60% performers of color) at the Newmark Theatre in downtown Portland.