



P O R T L A N D



## FY 2021 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 98% of our programming originates from our studios in Portland.

In FY2021, building on investments made in FY2020, All Classical Portland continued 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 of daily, 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.

ICAN is a commercial-free radio network designed to stimulate creativity, educate, and promote emotional literacy and multi-cultural awareness and inclusion. All Classical Portland launched ICAN with diverse programming including classical works, international lullabies, poetry, imagined adventures told by children, and more. In FY2021, ICAN expanded its *Audio Book Tour*, sharing contemporary children's stories read by authors and ICAN contributors to ensure all children had access to enriching, educational, and free storytimes in the absence of in-person events. The *Audio Book Tour* has featured over 24 books addressing topics such as bullying, race, and belonging, since its launch. ICAN has also hosted month-long celebrations of diverse culture, artistic media, and holiday traditions, including recognition of Black History Month, Women's History Month, and Indigenous Peoples Month. ICAN's on-air features are complemented by blog articles including *Five Black Composers Who Changed History*, *Courageous Girls*

# All Classical

PORTLAND

|| RADIO · COMMUNITY · ARTS ||

*in Music: Books for Women's History Month, and 6 Children's Books to Celebrate Civil Rights.*

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 FY2021.

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 on-air programs like *Northwest Previews*, *Played in Oregon*, *The Concert Hall*, *The State of the Arts*, *Club Mod*, and *On Deck with Young Musicians*, All Classical Portland is providing Northwest musicians and composers with a growing, worldwide audience.

All Classical Portland continued its weekly at-home editions of *Thursdays @ Three* concerts, presenting over 60 episodes since the onset of the pandemic which provided local performers with a global stage in the absence of live concerts, and offered listeners with unprecedented access to world class performers and ensembles. The nine-part *Fall into the Arts* series shared outstanding performances by 30+ regional ensembles and artists, ensuring that community members remain connected to the artists comprising this region's artistic landscape. The series concluded with the world premiere broadcast of two new works, commissioned in FY2020: *Neo-Soul String Quartet* by composer Damien Geter, and *Harmonizing with Joy*, an original poem by writer and community leader S. Renee Mitchell.

On our weekly program *Sunday Brunch*, we continued our partnership with local culinary artists, helping to support the hospitality industry and creative leaders of this community on the radio by promoting chefs, restaurants, and exclusive recipes. These features complemented the diverse, international music played during *Sunday Brunch*, and since the onset of the pandemic, over 45 recipes have been shared.

All Classical Portland is our region's "megaphone" for the arts. We uniquely and meaningfully promote the works of organizations from throughout Oregon and Southwest Washington, including interviews with artists and musicians, broadcasts of live performances, and previews of upcoming events. *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

# All Classical

P O R T L A N D

|| RADIO · COMMUNITY · ARTS ||

to the mission of many small, medium, and large arts groups throughout our great state.

In FY2021 All Classical Portland continued our dynamic Artists in Residence (AIR) program. The AIR program, launched in 2019, was designed to foster creative and professional growth for emerging and established performing artists. This program provides selected young and professional musicians and composers with access to All Classical Portland's world-class facilities and studio time. Performers 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, when it is possible to do so safely, All Classical Portland presents each artist in recitals during their residency. In FY2021, All Classical Portland continued its partnership with Artist in Residence Adam Eccleston, an acclaimed flutist and highly respected music educator. The Artist in Residence program expanded in FY2021 with the addition of three Composers in Residence through our groundbreaking and award-winning *Recording Inclusivity Initiative*.

All Classical Portland's *Recording Inclusivity Initiative (RII)* is a bold and comprehensive initiative designed to change the nation's playlist by creating new recordings of music by composers traditionally underrepresented in classical music and public radio. In its inaugural year, *RII* solicited nominations from community members for contemporary and posthumous musical works to be recorded. A community panel and executive advisory team selected five works, including three contemporary compositions by living artists. Recipients were announced in spring 2021, and recordings commenced in the summer in the professional studios of our partners at Portland-based N M Bodecker Creative Foundation. *RII* continues this year, with its next stage including a national challenge to peer radio stations to create their own *Recording Inclusivity Initiative*. We anticipate this effort will stimulate the creation of over 200 new recordings, which will be shared through a national database for broadcast throughout the country.

Regarding listenership, on average, over 100,000 people access All Classical Portland's streaming content monthly online. This does not include listeners using a smart speaker device and is in addition to the 200,000 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



P O R T L A N D



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 participate data for ICAN is based on online streaming metrics, and data shows that online listenership has grown significantly since the network's launch. ICAN has seen a 12.7% increase in web streams, and a 20% increase in overall visits to [icanradio.org](http://icanradio.org). This data compares September 2019-October 2020 with the same period 2020-2021. On average, web listenership has increased 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 and ICAN.

**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.**

In FY2021, All Classical Portland continued our partnership with Olson & Jones Construction, a community-minded business dedicated to improving the lives of Oregonians through their construction and renovation services and partnerships with local organizations. Our efforts built on the success of our Music Feeds campaigns in FY2018 & FY2019, an unprecedented effort that provided 53,538 meals to those in need in Oregon and SW Washington, and our FY2020 Music Heals campaign, which raised awareness of over 20 local organizations that are using music to heal and help connect community members to those resources. In FY2021 our partnership centered on the theme of Music Connects. During the global pandemic, listeners experienced severe isolation and shared that All Classical Portland was, in many cases, their only lifeline for community, healing, and inspiration. Music Connects encompassed a successful fundraising campaign, and on-air and online recognition of the power of music to maintain emotional and psychological health as our community navigated the global pandemic.

In FY2021, All Classical Portland revisited *The State of the Arts*, an on-air and digital series featuring interviews with arts leaders about the cultural economy and their challenges and innovations during the global pandemic. In FY2021, *The State*

# All Classical

P O R T L A N D

|| RADIO · COMMUNITY · ARTS ||

*of the Arts* aired and published new interviews featuring leaders such as Jocelyn Bates O'Brien, Board President of Portland Summerfest, and Ron Blessinger, Executive Director of 45<sup>th</sup> Parallel Universe. All Classical Portland renewed its media sponsorship for Classical Up Close, an organization designed to bring classical music to the Portland community where its residents live, work and play. Developed by musicians and with support from the Oregon Symphony, Classical Up Close was promoted on the air and online and provided safe, outdoor concerts when traditional events were not possible.

In fall 2020, All Classical Portland forged a new and exciting partnership with Portland's Broadway Rose Theatre Company in the development, casting, and production of an original radio drama: *Sherlock Holmes & the West End Horror*. The radio play was broadcast in October and offered opportunity and compensation to actors during a time when in-person plays and performances were canceled due to the pandemic. The station also produced and broadcast its *Winter Wonderland Sing-Along* in collaboration with Portland Opera in winter 2020. The program featured performances by special guests including soprano Karen Slack, Artistic Advisor at Portland Opera; and a performance by acclaimed countertenor Aryeh Nussbaum Cohen. The sing-along, produced during this time when All Classical Portland was unable to open its studios for in person tours and musical events, offered an opportunity to safely gather around music for the holiday season.

From November 2020 through June 2021, All Classical Portland broadcast a monthly series entitled *Commemorating Carlos: An Oregon Symphony Retrospective*. The series featured past performances by the Oregon Symphony under the baton of Carlos Kalmar, whose final season with the orchestra was canceled due to the pandemic. Complementing Oregon Symphony's robust digital content produced throughout the year, *Commemorating Carlos* provided an unmatched platform for the celebrated conductor director, recognizing his 18 seasons as music director.

All Classical Portland's *Recording Inclusivity Initiative* saw the creation of brand-new partnerships with local and national organizations, working with the station to lead change in the industry by advancing equitable representation. Historically marginalized composers including people of color, Black artists, and Women artists have long been suppressed by the classical music industry, and high-quality recordings of their music are severely limited. Recognizing that we cannot play and represent the music of these artists if the recordings don't exist, All Classical Portland has committed to creating the recordings ourselves and working with our peers to expand the initiative nationwide. *RII* was launched in collaboration with N M Bodecker Creative Foundation, whose workshop, mentoring, and scholarship

# All Classical

PORTLAND

|| RADIO · COMMUNITY · ARTS ||

programs empower creative youth to imagine and achieve their artistic, educational, and professional dreams. *RIP*'s FY2021 launch resulted in the naming of three Composers in Residence: Jasmine Barnes, Lauren McCall, and Keyla Orozco. These composers joined local musicians for in-studio recording sessions in summer 2021. The recordings will be broadcast in FY2023, and we have begun our national expansion, with a challenge to peer stations to create their own initiatives. Recordings will be stored in a database with historical information about each composer and their musical work.

ICAN continues local, national, and international partnerships which ensure that the network's content is diverse, accessible, and engaging. These include a partnership with the UK based organization, Storynory, as well as relationships with 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 lunchtime, *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.

*"I teach Education courses at a community college and I share ICAN with all my students. My 22-month-old granddaughter is a big fan as well! You all are especially treasured throughout this time of the pandemic!" – Deborah in Cave Junction, Oregon*

*"I listen to the children's classical station all the time, even all night after my twins have gone to bed. Today while they were at their dad's house, it was on all day- I even listened to the Velveteen Rabbit. I separated from their dad this year. It's been a weird year with that and Covid and online kindergarten. This station has been so calming. Every night it plays through my house, and I feel so calm and relieved to hear it. So much beauty and peace. I'm grateful that you have created this wonderful station. Thank you." – Sara in Portland, Oregon*

*"We discovered ICAN this past year with our young kids and we particularly have enjoyed the story hour at noon with music. My 4-year-old is*

# All Classical

P O R T L A N D

|| RADIO · COMMUNITY · ARTS ||

*mesmerized listening to the story and the music education piece is interesting for the adults too.” – Jennifer in Portland, Oregon*

With the ongoing effects of the pandemic, ICAN’s audience of children, guardians, and educators continued to grow as the network’s on-air and online content supplemented at-home learning and addressed a need for free, stimulating, age-appropriate creative activities. Since ICAN’s launch, roughly 80 blog posts have been published, complementing the network’s on-air content.

In the coming year, ICAN’s goals include broadening our educational programming, including the launch of a new program exploring the relationship between science and the arts, to be developed in collaboration with local educators. This program will include accompanying lesson-planning materials for teachers to compliment school curriculum.

In a continued effort to support collaborative relationships between artists in the local community, on Saturday, June 12, 2021, All Classical Portland facilitated an artistic collaboration between visual artist [Philip Krohn](#) and cellist [Nancy Ives](#). The event called “AUXART” was documented by videographer Andrew Wallner. The AUXART sculpture and sound work grew from Philip Krohn’s 9-week residency in Portland’s new creative space Building 5. AUXART is a play on the idea of using an installation space and large-scale structural sculpture to amplify various creative inputs across artistic disciplines. As an exclamation point and project finale, Nancy Ives played her cello from the heart of the sculpture. Nancy’s performance combined the work of Bach and works of her own composition she felt were harmonically tuned to the spirit and feeling of the sculptural environment.

Nancy Ives’ program notes of works featured and other collaborative artists contributing to this unique event:

*My Suite for cello and vocal obligato* is in some ways misnamed. The voice appears in only some of the movements, but it’s hard to imagine those movements without it! Still, the name has stuck. Otherwise, this Suite is very closely modeled on the six Suites of J.S. Bach, having the same movements in the same order and with each dance hewing closely to my own conception of the general character of those dances in the Bach Suites I know so well. Alternating my movements with those of J.S. Bach creates a conversation across centuries that resonates for me with the interactions across artistic disciplines intended by Philip Krohn in Auxart.



P O R T L A N D



*Celilo Fisherman* is part of a larger collaboration with Native American Elder Ed Edmo (Shoshone-Bannock), a writer, traditional storyteller and consultant, and photographer Joe Cantrell (Cherokee). In preparation for a large-scale multimedia work called *Celilo Falls: We Were There* to be premiered by the Portland Chamber Orchestra in June 2022 at the Patricia Reser Center for the Arts in Beaverton, I've been setting some of Ed's poems for singing cellist.

*On the Root Glacier* was inspired by the painting of that name by Kathy Smith, which was part of an exhibit at the Pratt Museum in Homer, Alaska entitled "Rivers of Ice." I played a solo recital there in December 2019 amidst the art works, which all depict some aspect of the glaciers that surround the people of the Kenai Peninsula. This particular painting depicts a group of hikers approaching the top of the glacier, arms raised in joy, but in our minds, viewing the exhibit, the joy is colored by the knowledge that the glaciers are disappearing. I love that this and *Celilo Fisherman* will be experienced within and around Philip Krohn's remarkable sculpture. Both musical works explore aspects of the human relationship with Nature and its inevitable changeability and impermanence, often at our own hands.

**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 a weekly program airing on All Classical Portland, Sundays 10am-1pm, designed to be an "exploration of cultures through delicious music." In FY2021, the program continued its partnerships with local restaurants, chefs, and food-related business, to help raise awareness of the culinary leaders in this region and support the overall business economy 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

# All Classical

P O R T L A N D

|| RADIO · COMMUNITY · ARTS ||

Jefferson Public Radio, and stations in Hawaii, Alaska, Illinois, California, and Florida. During FY2021, it was crucial to provide awareness about these organizations and the fiscal health of each organization as they struggled with continued 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

All Classical Portland's programming provides an accessible, constant source of companionship, healing, inspiration, and educational insight. Both in the Pacific Northwest and beyond through our worldwide stream, this station is known for its community-centered service, which is both innovative and responsive. We serve the immediate needs of our community; celebrate centuries of beautiful music and artistic programming; and challenge our listeners and community to experience and support the contemporary and future leaders of this art form. 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:

*"Listening to All Classical Portland has been one of my great touchstones of solace during the global pandemic. I listen during my workday and have special clients - world-worn cattle ranchers, dusty and tired - sit and quietly listen as I process their paperwork. Sometimes they ask who the composer is, what is the name of the pieces are that are being played. It brings us joy, connects us, and gives us a bright hope like no other. Thank you, All Classical Portland, for helping me and my clients to 'keep our internal weather as sunny as possible.'" – Lara in Baker City, Oregon*

*"I don't know if you realize how important your voices on the air are to keep us all connected to what is alive! Our social circles have been reduced with the pandemic, but all of your laughter keeps us going! Ever thanks for your gift to us!!" – Vicki in Beaverton, Oregon*

*"When I picked up my grandson from school, he got in the car and said, "Oh good! There's Nana's beautiful music." I want to keep on inspiring my*

# All Classical

PORTLAND

|| RADIO · COMMUNITY · ARTS ||

*grandchildren and others with beautiful music!" – Carolyn in Corvallis, Oregon*

*"We listen to All Classical regularly. We greatly appreciate the efforts you are making to bring us the music of diverse composers - people whose talents have been hidden from us for too long." – Phyllis and Warren in Portland, Oregon*

*"All Classical Portland has been a constant friend to me during the days when it can be so lonely. The music programs feel like a visit from a friend and help to keep me feeling connected." – Leslie in Hillsboro, Oregon*

**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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.**

All Classical Portland continues to expand its efforts to advance equitable representation and inclusion in 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 fourth 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 continued its *Where We Live* series throughout FY2021, shining a spotlight on organizations, projects, and leaders addressing social and community issues through an artistic lens, including:

- *Oregon Symphony's Essential Sounds Series in response to the pandemic*
- *Livin' in the Light, a project from opera singer Onry who explored his challenges and opportunities as a Black opera singer*
- *Native Arts & Cultures Foundation*
- *Darrell Grant's "Take Flight", an original song representing the hope and potential of young people*

# All Classical

PORTLAND

|| RADIO · COMMUNITY · ARTS ||

- *ME2 Orchestra, a classical music organization created for individuals with mental illnesses and the people who support them*
  - *Recording Inclusivity Initiative*
  - *Oregon's Music Educator of the Year Dijana Ihas*
  - *Outside the Frame, training homeless and marginalized youth to be the directors of their own films and lives*
  - *Transpose PDX, a choir making music in a unique non-binary structure*
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. Youth Reporter Belise Nishimwe continued her mentorship in FY2021 and produced an extraordinary journalistic feature exploring the youth perspective of the social and racial justice protests of summer 2020 as a journalistic exercise. Her piece has been shared with news media outlets for consideration including OPB, and Belise received a scholarship for study at Washington University in St. Louis, for which All Classical Portland shared a letter of recommendation.

*“As a refugee-immigrant, BIPOC youth, I am always searching for different venues that people like me can have to share their story and be heard. Being a youth roving reporter with All Classical Portland I am able to accomplish this goal. I am elated to have this opportunity and to share with Portland the amazing stories and accomplishments of people (specifically youth) within the community.” – Belise Nishimwe*

Youth Roving Reporters will resume with opportunities for new reporters in FY2022, as the changing circumstances of the pandemic allow for more in-person engagement.

3. **NORTHWEST PREVIEWS** – All Classical Portland's weekly, five-minute program celebrating the local arts scene with previews of upcoming arts events. Northwest Previews experienced a hiatus during FY2021 considering most or all arts events were canceled. Northwest Previews has resumed its weekly schedule in FY2022

# All Classical

P O R T L A N D

||| RADIO · COMMUNITY · ARTS |||

4. February 2021 – Black History Month: Composers and performers were featured prominently throughout the month, in regular and specially produced programs. New recordings were added to the playlist. February 1, 2021, programming included a full day exclusively featuring music composed, conducted, and/or performed by Black artists.
5. February 2021 – Lunar New Year: Asian composers in the playlist were featured; new compositions were added to playlist.
6. March 2021 – Women’s History Month: Increased programming of women composers throughout, and beyond, Women’s History Month. New recordings were added to playlist. March 1, 2021 programming included a full day exclusively featuring music composed, conducted, and/or performed by Women artists.
7. Our annual Lovefest Concert in February 2021 was replaced by a Lovefest Radio Concert, highlighting previously recorded performances by leading local artists. The broadcast included recordings by several artists of color including Darrell Grant, 300 Watts Trio, Sarah Kwak, Kenji Bunch, Adam Eccleston, Natalie Tan (2020 Young Artist in Residence), Damien Geter, and Edna Vazquez.
8. Over the last year, ICAN has aired a few programs that featured bilingual stories. In August 2020, ICAN featured the bilingual story "[Marisol McDonald Doesn't Match/No Combina](#)" by Monica Brown, and later that same month, also featured a Learn and Listen activity that coincided with OSO’s series “Symphony Storytime.” This blog was done in [English](#) and [Spanish](#). 2020/2021 Artist in Residence Adam Eccleston contributed his storytelling to ICAN, 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. Every day during the 9am hour, ICAN airs music from around the world with introductions about the language and focuses on vocabulary and their English translations. Songs included are from China, Africa, France, South America, and Korea to name a few. At night you can hear the International Lullaby hour which features music from around the world.
9. **FY2022:** Following several postponements, the world premiere performance of Damien Geter’s *An African American Requiem* is scheduled for May 2022 (originally scheduled for FY2020). All Classical Portland will



broadcast this performance LIVE from the Arlene Schnitzer Concert Hall in Portland, Oregon, accompanied by a bicoastal simulcast in partnership with New York's WQXR.

10. **FY2022:** The *Recording Inclusivity Initiative* continues in FY2022. Together with partners at N M Bodecker Creative Foundation, PARMA Recordings, and Naxos Records, All Classical Portland is mastering five *R/I* recordings, scheduled to premiere in fall 2022. A national database and how-to kit for partner stations is in development and will be distributed later this year to support the creation of *Recording Inclusivity Initiatives* across the nation. More than twenty stations have expressed serious interest from throughout the United States to date.

**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 FY2021:

- Thanks to funding from the CPB, All Classical Portland continued to strengthen its remote broadcasting capabilities, ensuring that staff and on-air hosts remained safe during the continuing pandemic. CPB's support enabled All Classical Portland to continue, and create, innovative programs responding to the urgent needs of our listeners and artistic community, including *The State of the Arts*, *Fall into the Arts*, *Sherlock Holmes & the West End Horror*, *Lovefest Radio Concert*, and *Winter Wonderland Sing-Along*.

Programming Improvements:

- Expanded programming:
  - In addition, CPB's support allowed All Classical Portland to continue development and growth on its second network: the International Children's Arts Network (ICAN). ICAN launched in April 2019 on HD radio, mobile app, and online stream. ICAN broadcasts 24 hours 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 continues to grow

# All Classical

P O R T L A N D

|| RADIO · COMMUNITY · ARTS ||

in listenership, with website visits and streaming listenership increasing steadily year over year. ICAN's on-air programming is complemented by website features that provide unique opportunities for interactive learning and creative engagement. ICAN's programming encourages emotional and social development, cultural awareness and understanding, curiosity, and self-expression. In FY2021, ICAN continued to be an unmatched resource for educators, guardians, and families who continued to be challenged by the global pandemic. It's *Audio Book Tour* provided safe, age-appropriate, and socially responsible stories to complement at-home reading and learning, and *Screenshot* offered a new way to engage with music from film, television, and video games on the radio, and without the screens.

- 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 FY2021, this collectively totaled over 100 CDs of works by African American composers, Afro-European composers, Asian and Asian American composers, Latinx composers, and recordings by women composers.
  - Host Andrea Murray has added 250+ new recordings to our library, continuing in her role as producer of our modern classical music program *Club Mod*. This includes works by over 75 living composers.
- Featured ~30 weekly on-air Sustainers Month personal "stories," (carefully produced 1-minute segments featuring the words of our sustaining donors), airing throughout January 2021.

## Community Engagement:

- FY2021 marked the fourth full year for the initiatives that comprise the Joyous Outreach to You/th Program, which included timely episodes of *Where We Live* and the expansion of our Artists in Residence program to include three Composers in Residence through the *Recording Inclusivity Initiative*.
- The Cultural Events calendar available on allclassical.org prominently featured a variety of virtual event listings and information throughout the pandemic, in an accessible and searchable format.
- All Classical Portland's Community Advisory Group remains a vital component of its program evaluation and exploration of new ideas. CAG has advised on a wide variety of programs including the initiatives shared in the above responses, and their feedback has informed new and revised programs



including National Poetry Month features, and the broadcast of a second season of *Fall into the Arts* in FY2022.