



## FY 2022 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 and specialty arts and culture content to listeners in NW Oregon and SW Washington, and worldwide via our online stream, smart devices, 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 is produced by our team in our studios located in Portland, Oregon.

In FY2022, building on investments made in FY2021, All Classical Portland continued to expand its programming and its audience for both main channel, All Classical Portland (ACP) and our second HD2 station, the International Children's Arts Network (ICAN). ICAN was 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 FY2022, ICAN expanded its *Audio Book Tour*, sharing contemporary children's stories read by authors and ICAN contributors to ensure all children have access to enriching, educational stories and storytime experiences. The *Audio Book Tour* has featured over 50 books to date 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



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Indigenous Peoples Month. ICAN's on-air features are complemented by blog articles including *Five Black Composers Who Changed History*, *Black Art History*, *Write a Gratitude Poem*, and *Books for Women's History Month*.

In FY2022 ICAN launched **Metronome Kids**, a monthly newsletter that keeps families 'on-beat' with all the fun and educational things happening on ICANradio.org.

ICAN also produced a new series in FY2022 to get families up and moving. Series included: "Yoga with Zoe," "Parkour with Brad," "Soccer with Coach Willie," "Roller Derby with Sarah," "and "Disc Golf with Jordan."

#### **Listener feedback:**

*"All Classical (and ICAN) is a big part of our homeschool. My six children have come to recognize composers, themes, and songs. And they love it when I stop school to listen to a particular piece (usually something I played in high school symphonic band)!" – Rebecca in Hillsboro, OR; Dec 2022*

*"Each night we sit down for dinner with our 3-year-olds and stream "Classical Lullaby Hour" via the ICAN app. For us, the calming music helps ease back the throttle on their dinner time zoomies. For the kids, it's the only classical music radio/app option where they can hear other kids speak to them. It also expands their world by being able to listen to music from places like Japan and India. As a bilingual household (English/Spanish), we were thrilled to hear Marta Gomez, a Colombian children's singer/songwriter. All of this speaks to the quality and diversity of ICAN programming." – Isaac in Portland, OR: May 2022*

*"My children are steeping in culture and listening to Story Nory [on ICAN] on the ride to school every day. Keep it up!" – James in Portland, OR; March 2022*

All Classical Portland rolled out the national expansion of its *Recording Inclusivity Initiative (RII)* in FY2022 which won the coveted 2021 *Local that Works* industry award. RII is a national program developed by All Classical Portland to address



the gap in representation on classical music stations. All Classical Portland took what it learned in developing the groundbreaking program in FY21 and created a comprehensive digital platform to distribute an RII “how-to kit.” In FY2022, 40+ public radio stations from across the USA signed up for the kit. The “how-to kit” is now serving other public radio stations across the country by helping them to build their own recording initiative.

In addition, All Classical Portland named three new composers in residence, all women of color; and added four youth artist ambassadors to its roster, along with a professional artist in residence and a young artist in residence. ACP also named its first-ever International Arts Correspondent, Sophie Lippert (based in Tel Aviv, Israel, 2022).

As FY2022 came to a close, All Classical Portland launched a brand-new special summer series called *Friday Happy Hour!* featuring co-hosts Christa Wessel and Warren Black, designed to gather communities around music in a new way, with a more relaxed, upbeat, and informal approach. The program also highlights weekend activities and events happening around the region, providing an opportunity for greater awareness of and engagement with local arts organizations and performers. The show has been a boost to the local creative economy.

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 FY2022.

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 which provided local performers with a global stage as live concert series return, continuing to offer listeners unprecedented access to world class performers and ensembles. The five-part *Fall*



*into the Arts* series shared outstanding performances by 20+ regional ensembles and artists, ensuring that community members remain connected to the artists comprising this region's artistic landscape.

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

In FY2022 All Classical Portland continued its dynamic Artists in Residence (AIR) program. The AIR program, launched in 2019, is designed to foster creative and professional growth for emerging and established performing artists. This program provides 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, All Classical Portland presents each artist in recitals during their residency. In FY2022, All Classical Portland named Maria Garcia as Artist in Residence, an acclaimed pianist and highly respected music educator. The FY2022 Young Artist in Residence was 16-year-old double bass player Maggie Carter. The Artist in Residence program expanded in FY2021-2022 with the addition of three Composers in Residence (all identify as women of color) through our groundbreaking and award-winning *Recording Inclusivity Initiative*. In addition, ACP launched a Youth Artist Ambassador program with four youth named as inaugural ambassadors

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 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 continued increase in web streams, and a 12% increase in overall visits YOY to [icanradio.org](http://icanradio.org). On average, web listenership has increased every month since the network's inception and grew during the pandemic and as children returned to the classroom. Parents and teachers use ICAN to supplement learning opportunities and incorporate arts and cultural programming into their curriculum. 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 FY2022, All Classical Portland continued our partnership with Olson & Jones Construction with *Music Builds*, a campaign about how music is helping to rebuild our community after the devastating effects of the global pandemic. Olson and Jones is 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 previous fall campaigns including: *Music Feeds* campaigns in FY2018 & FY2019, an unprecedented effort that provided 53,538 meals to those in need in Oregon and SW Washington; 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; and the station's FY2021 partnership which 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. Campaigns



such as *Music Connects* and *Music Builds* have led to successful fundraising campaigns, and on-air and online recognition of ways All Classical and community partners are using music and the arts to rebuild our community.

### ***Music Builds 2022: Featured Partner Organizations:***

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- Ethos Music Center
- CymaSpace
- Patricia Reser Center for the Arts
- Architectural Heritage Center
- The Piano Santa Foundation
- BRAVO Youth Orchestras
- Oregon Contemporary
- P:ear
- Hillsboro School District Mariachi Una Voz
- Piano Push Play

A highlight of FY2022 was the groundbreaking bi-coastal simulcast of *An African American Requiem* by composer Damien Geter in Oregon and NYC. All Classical Portland partnered with WQXR in New York City to simulcast the world premiere of this powerful work. *An African American Requiem* is a twenty-movement work based on the traditional Latin requiem liturgy infusing spirituals and modern declarations relating to racial violence against African Americans. It is the first Requiem written to honor African Americans who have lost their lives due to racial violence. Partnerships several key organizations led to a successful collaboration and wide-reaching broadcast. Partnerships included:

- The Oregon Symphony
- Resonance Ensemble
- Kingdom Sound Gospel Choir
- WQXR
- PRX

After this historic work premiered in May 2022, All Classical Portland partnered with PRX to syndicate the program nationally to radio stations (to carry at no cost) across the USA. Carriage stations in FY2022 include:

- KWAX
- KMUN



- WSHU
- WGUC/WVXU
- WKNO
- WGTE Public Media
- WCLV
- High Plains Public Radio
- Vermont Public
- WKAR
- Northwest Public Broadcasting
- WXXI Rochester
- New Hampshire Public Radio
- Louisville Public Radio

**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.**

The feedback from our community about the world premiere broadcast of *An African American Requiem* by Damien Geter, was significant and overwhelmingly positive. Stations across the country expressed gratitude for being able to carry the powerful program at no cost. In addition, the featured ensembles gained national attention through the broadcast and high-profile coverage from local and national press. All Classical Portland worked with the African American Requiem Council to raise awareness about this event / broadcast in the Black community and we offered web resources and curriculum in tandem with our partners. The partnership with the council was and continues to be powerful. It has strengthened ties, trust, and communication between diverse groups and neighborhoods in our region. All partners involved in this program experienced an increase in website visits. Collectively, we achieved our primary objectives, which were to raise awareness about violence experienced by the Black community in our region and





nationwide; and to start meaningful conversations that lead to change about such issues. Our work continues.

*"I deeply appreciate you premiering An African American Requiem, and for all you do to highlight the work of African American composers. I know of William Grant Still from my L.A. days but you introduced me to Florence Price and of course Damien Geter. Thank you." – Michael in Portland, OR; May 2022*

*"Truly remarkable. Thank you for making it available to those who could not be there in person." – Linda in Philadelphia, PA; May 7, 2022*

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 FY2022, the program continued to provide crucial exposure, awareness and appreciation for performers and performing arts organizations across the region.

*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.

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:

*"Your programming is both inspiring and food for the soul. As a music teacher, I listen to you every day on the way to and from work with joy and gratitude for the music you share with our community. Thank you!" – Listener in Lake Oswego, OR – Kathleen in Lake Oswego, OR; March 2022*

*"[I am inspired by] ADAM ECCLESTON! Learning you have a Black host only strengthened my love of my favorite station. As a young musician, I am torn by the disparity in great music and representation -- so much time goes toward the European Classical Tradition, and understandably so, but to have someone speak to those underrepresented, who performs so flawlessly classical and modern repertoire, is so powerful." – Camille in Vancouver, WA; March 2022*

*"I just had a little baby girl. She's six months now, but I decided I wanted her to have a great musical foundation and a love for classical music. We only listen to classical and I've never listened to it so much in my whole life. I'm grateful for stations like yours. She loves it and it soothes her every time we are in the car. You can really watch her listening as the music changes." – Amber in Beaverton, OR; November 2021*

*"I love that this station challenges the stereotype of classical music as fusty and dull, and emphasizes its vitality, emotional resonance, relevance. And I like how it reaches out to pop culture to consider music scores and popular music to situate classical music as part of that broader context." – Alec in Portland, OR; September 2021*

**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 2022, and any plans you have**



**made to meet the needs of these audiences during Fiscal Year 2023. 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 FY2022, shining a spotlight on organizations, projects, and leaders addressing social and community issues through an artistic lens, including:
  - Nikki Brown Clown - Where We Live host Adam Eccleston introduces us to beloved children's entertainer Nikki Brown Clown. She is Portland's first Black woman clown, and the Grand Marshall of the 2022 Good in the Hood Multicultural Music, Arts & Food Festival! Nikki uses dance, humor, and a love for her community to promote youth literacy. Learn more at [nikkibrownc clown.com](http://nikkibrownc clown.com).
  - Community Music Center - Adam Eccleston talks with Gregory Dubay of the Community Music Center.
  - All One Tribe - This week on Where We Live, Portland musician and educator Aaron Nigel Smith talks about his collaborative album All One Tribe, which celebrates the rich culture and diversity of Black voices. It was released in 2021 and has been nominated for a Grammy in the Best



Children's Music category. Where We Live, celebrating the arts and community leaders.

- All Classical Portland's Recording Inclusivity Initiative - Raul Gomez-Rojas gives an overview and an update on how the *Recording Inclusivity Initiative* has done this year.
  - The Immigrant Story - Raúl Gomez presents The Immigrant Story, a Portland-based, non-profit organization that documents, curates and shares stories of immigrants, in a variety of formats. Raúl's interview is also a preview of an event presented by The Immigrant Story that takes place on September 11th.
  - Eugene Symphony's Private Lesson Program - Earlier this year the Eugene Symphony teamed up with the Eugene/Springfield NAACP chapter to provide private lessons to BIPOC students.
2. *NORTHWEST PREVIEWS* – All Classical Portland's weekly, five-minute program celebrating the local arts scene with previews of upcoming arts events. Northwest Previews resumed its weekly schedule in FY2022.
  3. February 2022 – 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, 2022, programming included a full day exclusively featuring music composed, conducted, and/or performed by Black artists.
  4. February 2022 – Lunar New Year: Asian composers in the playlist were featured; new compositions were added to playlist.
  5. March 2022 – Women's History Month: Increased programming of women composers throughout, and beyond, Women's History Month. New recordings were added to playlist. March 1, 2022 programming included a full day exclusively featuring music composed, conducted, and/or performed by Women artists.



6. Our annual Lovefest Concert in February 2022 was replaced by a special LoveNotes Radio program to gather our communities together around a theme of love and kindness with diverse repertoire.
7. Over the last year, ICAN has aired stories by diverse authors; 85% of the authors featured on ICAN identify as BIPOC. In FY2022, ICAN collaborated with artist in residence María García to produce new content in Spanish and English. María read multiple stories in both Spanish and English while playing a dynamic piano score including Dr. Gwyneth Walker's *The Race*, a fun new take on the beloved story of the *Tortoise and the Hare*; and Walker's *An Adventure at Grannie's*, a new take on *Little Red Riding Hood*. In addition, 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.
8. In FY 2022 All Classical Portland expanded its youth outreach programs to include a Youth Artist Ambassador initiative. The station named four regional youth as ambassadors, each representing a different community including members of the Black community, Latinx community, and the Non-binary community.
9. **FY2023:** All Classical Portland has created a new program called *Noteworthy*, "a library card and a juke box all in one." This program is designed to welcome new audiences and encourage the community to read and learn together and to be inspired! In FY2023 we intend to prepare this program for national syndication. Themes have included The Harlem Renaissance and Symbolism in Classical Music and Literature.

**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?**

Vital 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 FY2022:

- Thanks to funding from the CPB, All Classical Portland continued to strengthen programming, expand our programming on and off the air for youth and diverse communities, and enhance our residency programs for contemporary creatives. CPB's support enabled All Classical Portland to continue, and create, innovative programs responding to the urgent needs of our listeners and artistic community.

#### 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 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 FY2022, ICAN continued to be an unmatched resource for educators, guardians, and families. 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. In addition, ICAN mentored youth roving reporter Elaina Stuppler, a 14-year-old composer and aspiring radio presenter/producer.
- 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 FY2022, 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 powerful words of our sustaining donors), airing throughout January 2022.

#### Community Engagement:

- FY2022 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*, and Youth Artist Ambassadors.
- The Cultural Events calendar available on [allclassical.org](http://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 (CAG) 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 third season of *Fall into the Arts* in FY2023. CAG is also engaged in helping the station develop plans for an important rebrand to help All Classical Portland succeed in serving more listeners in the digital space.