

1. 2020 began with a plan of new engagement thru new community events and new programming as we celebrated 40 years of broadcasting. We are recognized as a foundational member of the arts and the community, which we hold as a responsibility to serve our both with quality music programming and educational opportunities to cultivate a lifelong love for music to benefit the lives of our community members. We do this through local programming, purchased national programming, partnering with local arts organizations and educational organizations. We also host our own events and partner with community organizations for their events. This has been a critical time in our community with so much isolation and lack of opportunities to host live music events. We know our listener's listening and giving habits changed during this challenging time. Our in-person engagement plans abruptly halted as did our partnerships. I immediately called our arts organizations with ideas to keep them in front of their audience by airing their past live performances. Specifically, the Colorado Springs Philharmonic. We put together an evening program to air M-F, to give them the opportunity to stay in front of their audience, as well as provide our community with locally curated performances during this time of shutdown.
2. We always work with a presenting partner in the community. We have long established relationships with The Colorado Springs Philharmonic, The COS Youth Symphony, The CS Conservatory, The CS Chorale, The CS Chamber Orchestra as well as educational organizations such as: Colorado College and the University of Colorado, Colorado Springs. As most of 2020 was without live performances, we pivoted to provide opportunities for our local music community organizations to broadcast on our stations to keep them in front of their audience. We partnered with Colorado College to rebroadcast their virtual Summer Music Festival, created an evening program of previously performed concerts for the Colorado Springs Philharmonic. The Jazz in the Garden outdoor summer concert series went on without an audience and we continued to broadcast every concert live with much success and delight to our listeners. We continue to work together with our vibrant arts community to bring every event possible into the homes of our listeners. We were and still are the "helper" to our community, more than we ever knew we would or could be.
3. Colorado Springs has a very vibrant arts community that views KCME and Jazz 93.5 as the connecting force for the arts and business communities. Listeners learn about all things in the musical landscape on classical KCME and Jazz 93.5. We are their trusted source for quality music and support of our arts community. We heard a resounding message throughout 2020, we still do today, about how much KCME and Jazz 93.5 have kept them company and calm during this challenging time. Partnering to assist other music arts organizations in our community built a resounding respect and response not only with our listeners, but also within the arts and business communities. We continue to hear from our community, as many were isolated completely without anyone at all, they would call in, leave messages, write and email us regarding how much they needed and appreciated our stations during this overwhelmingly challenging time. They would often comment on how much they appreciated our broadcasts of the local organizations that are in a period of shutdown.

4. We broadcast the bi-lingual classical program “Concierto” hosted by Frank Dominguez on KCME. We also air The Latin Jazz Express, a weekly program on Jazz 93.5. Our Community Blues Hour has been expanded to every weekday and is currently one of our most popular programs. Our Colorado Connection program highlighting our local artists in our diverse Jazz artist community. Our jazz programming features local hosts that are also professional musicians in our local community, as well as the national stage, with varying backgrounds and expertise in the genre of Jazz. We are also preparing to air The Brazilian Hour (made possible by the Ministry of Foreign Affairs of Brazil) on Jazz 93.5 in 2021. As we celebrated our 40th Anniversary, we gave a survey to our listeners for the top 40 favorite pieces/composers of all time. We were met with an overwhelming response. Listeners tuned in every day for 40 days to hear the next in the countdown to be revealed. This was a great engagement event we will continue every year.

5. The CPB grant funding allowed us to pivot and helped us navigate this challenging time. The funds also allowed us to keep everyone on staff as we waited for the PPP to arrive. The grant enables us to employ a professional Development Director on our staff, which is critical for our immediate fundraising needs and long-term operational growth and sustainability. Our expected corporate underwriting revenue was down approximately \$200,000, which was not gradual, but dramatic as the first thirty days of lockdown turned into months and months. Those same underwriting partners have not returned to this day as we continue to not have the live performances. Plans for hosting large scale events and expanding our partnerships were put on hold due to the shutdowns because of Covid. We quickly pivoted to focus on our internal programming to provide comfort during this time of lockdown and isolation. We also reached out to other non-profit arts organizations to be the “helper” in the community.