



KCRW CAPITAL CAMPAIGN

2014 PROGRESS REPORT

PREPARED BY:
KCRW DEVELOPMENT OFFICE

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CAPITAL CAMPAIGN: 2014 UPDATE

We celebrated many exciting milestones in 2014 as part of KCRW's Capital Campaign—the first major fundraising initiative in our nearly 75 year history. This transformative project is designed to further our excellence and impact by meeting three goals:



1. NEW BUILDING

Construct the KCRW Media Center, custom-designed to meet KCRW's needs and connect to audiences in new, profound ways.



2. NEW PROGRAMMING

Invest in programming that moves KCRW to new levels of excellence.



3. NEW TECHNOLOGY

Create digital technologies that preserve KCRW's mission amid today's ever-changing media landscape.

HERE'S WHAT WE'VE BEEN UP TO IN 2014...

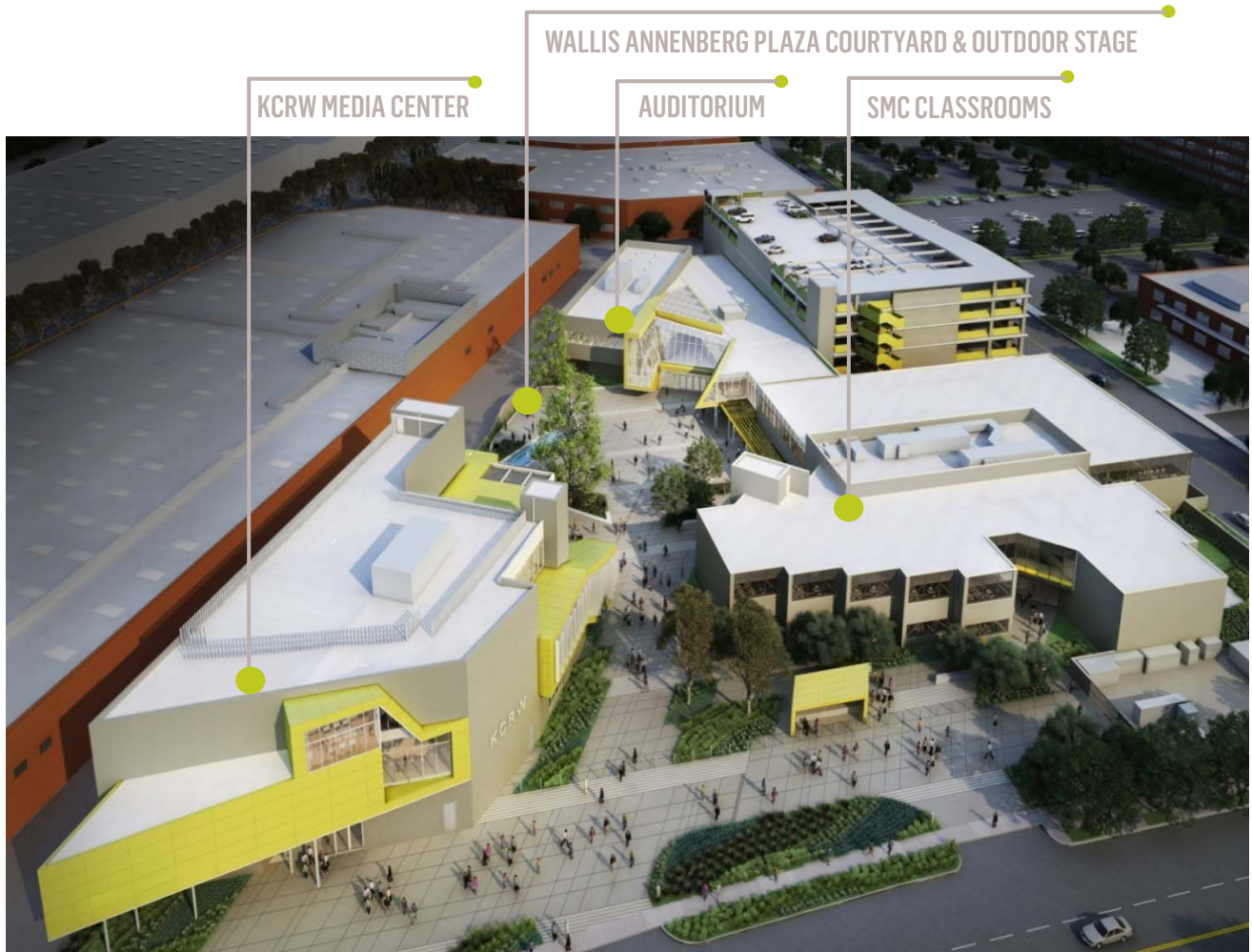


We...**BROKE GROUND ON THE KCRW MEDIA CENTER**

KCRW celebrated a special milestone in June when we broke ground on the site of our future home. With over three times our current studio space and digitally integrated public program space, the 35,000-square-foot KCRW Media Center is designed to preserve the station's collaborative culture while creating community gathering spaces, integrating state-of-the-art production facilities, and allowing for future growth. For the first time in our history, KCRW can host public events in our very own 1,400 square-foot Performance Studio and Viewing Gallery, 18,000-square-foot Wallis Annenberg Plaza Courtyard and Outdoor Stage and 180-seat auditorium.



KCRW's Board of Directors at the ground breaking ceremony of the KCRW Media Center, on June 11, 2014.



The KCRW Media Center is being constructed as part of expansions to Santa Monica College's Academy of Entertainment & Technology (AET) Campus, located at the center of Santa Monica's burgeoning Creative District. The AET Campus is walking distance to Bergamot Station and the extended light rail Expo Line connecting Santa Monica to downtown LA.

Conceived as a way to unite the instructional facilities of Santa Monica College (the licensee of KCRW's broadcast signals) with its professional broadcasting partner, the AET Campus will accommodate collaboration through shared public spaces and expanded internship and volunteer opportunities—binding one of the nation's top community college's with one of the world's most innovative public media outlets. KCRW is working with the College and Clive Wilkinson Architects (the design team behind Google's headquarters) to ensure that its new home meets production needs, reflects its unique programming, and provides unprecedented access to audiences. KCRW's new building will be LEED Silver Certified by the U.S. Green Building Council for maximizing energy efficiency, water conservation, and indoor environmental quality. The campus design was also awarded the Urban Land Institute's Los Angeles Real Creativity Award as an outstanding example of urban placemaking. Construction is projected for completion by 2016, with both the KCRW Media Center and SMC Academy of Entertainment & Technology Campus operating from the new buildings by June 2016.

The KCRW Media Center will be a Los Angeles landmark and will be a space to galvanize the public. With the ability to present live public programming in its own space, KCRW will deepen its relationship with members, engage new audiences, and stake its claim as the cultural epicenter for Los Angeles.

Watch this [video](#) for a recap of our groundbreaking ceremony, held on June 11, 2014.