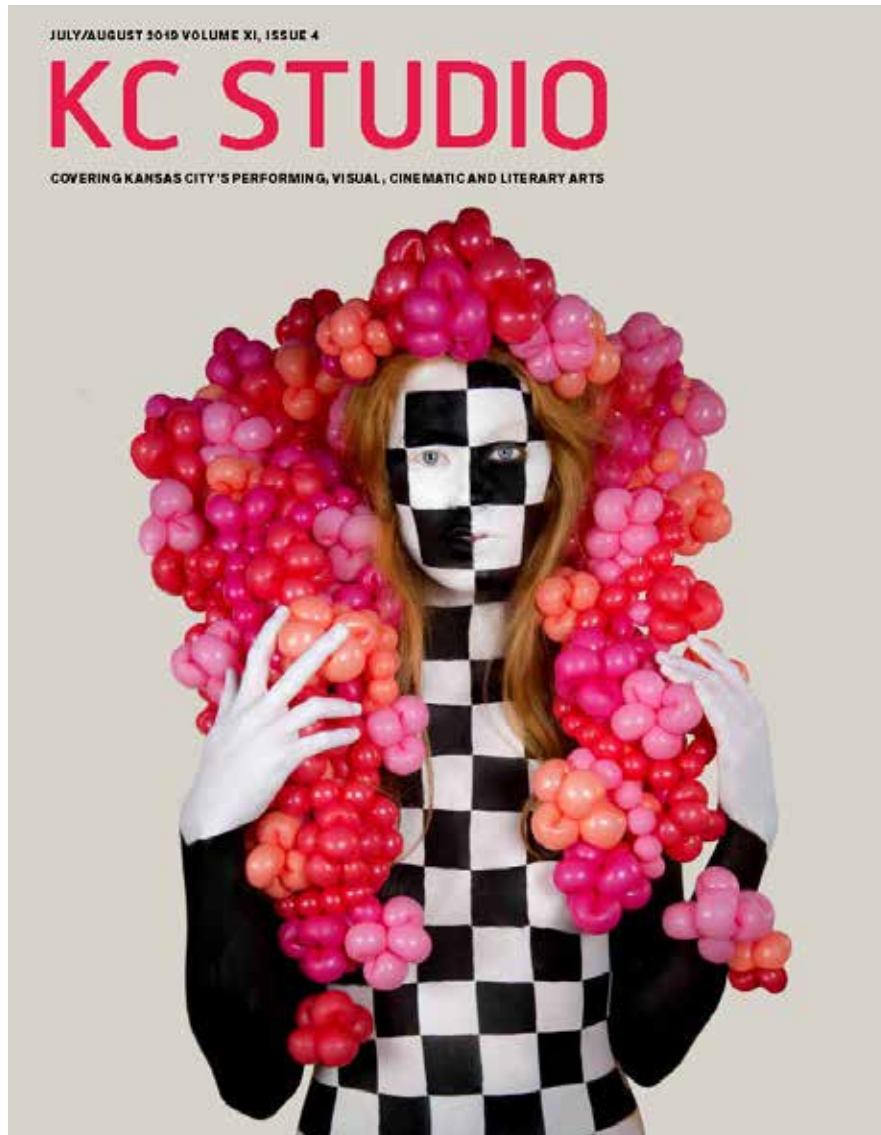


KC STUDIO 2019 Annual Report

Stimulating audience development and support for the arts



JULY/AUGUST 2019 ISSUE

You know our flagship magazine featuring informed authoritative coverage of the best art, dance, music, theater, film and literary arts in Kansas City. But that's not all. We now have a robust presence on **social media**, **monthly arts reviews** on kcstudio.org and, this fall, *KC Studio* Magazine will partner with **Google Arts & Culture**. 150 images from the magazine will be featured in an ongoing virtual exhibition.



20 E. Gregory Blvd. | Kansas City, MO 64114 | 816-361-0616 | aefkc.org

The Arts Engagement Foundation of Kansas City Board Members:

Jim Blair, Dalene Bradford, Mo Dickens, Jim Gearin, Linda Lyon, Susan Schmelzer, Ph.D., H. Guyon Townsend III, Executive Director, Heidi Nast, Advisor, Pete Browne



The Wallace Foundation compiled a survey of 26 arts organizations and found “*Experienced journalists are being squeezed out ... this gap needs to be filled or the transmission of arts news is likely to weaken demand for the arts. Attracting and engaging new audiences is challenging for arts organizations because, even as the number of arts groups has grown, national rates of participation in the arts have declined, arts education has waned, and competition for ways to spend leisure time has increased.*” – *The New York Times*, April 15, 2015.

Kansas City is not immune to this trend: although the arts here are exploding, nearly every media outlet has slashed or discontinued its arts coverage. *KC Studio* seeks to fill the gap by providing high-quality coverage bimonthly. Arts coverage is essential for KC cultural organizations to grow audiences and maintain and increase support.

KC Studio, a 501(c)(3) published by The Arts Engagement Foundation of Kansas City, is the metro’s leading independent journal of the visual, performing, literary and cinematic arts. Our mission is to build audiences and increase participation in the arts through informed, expert coverage of the region’s cultural offerings. Since *KC Studio*’s inception, our print contributors have covered more than 7,000+ arts organizations, galleries and independent artists. *KC Studio* also provides monthly online reviews of theater, classical music and dance performances and visual arts exhibitions, written by specialists in their fields.

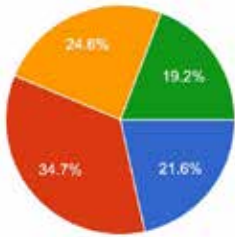
75% of our budget comes from earned revenue while 25% from contributed support. Contributed support allows us to provide vital coverage of artists and arts organizations. Coverage is critical for building new audiences and supporters. To further our mission, we are committed to expanding our base of contributed support to allow us to feature more organizations in print and online.

Great cities possess a strong arts and cultural scene, and support of the arts is an essential part of a city’s success and community growth. The best way to further stimulate audience development begins with making people aware of our city’s many wonderful art and cultural opportunities. That is an essential part of *KC Studio*’s mission, and we strive to fulfill it in a lively, engaging way that gets people excited and involved as participants in and patrons of the arts.

H. Guyon Townsend III
President & Publisher

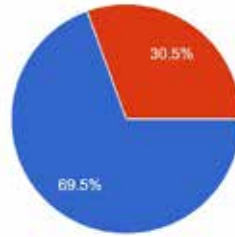
Heidi Nast
Executive Director

KC Studio readers are actively engaged in the arts and use our coverage to help make their choices of what to attend.



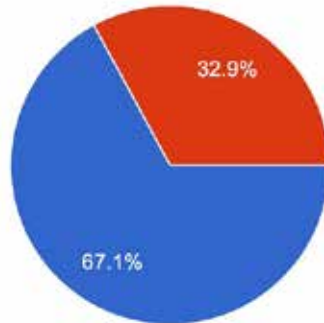
78% of surveyed KC Studio readers attend art gallery openings annually

● Never
● 1-2 times a year
● 3-4 times a year
● 5 or more times a year



69.5% of surveyed KC Studio readers attend guest lectures at galleries or the public Library

● Yes
● No



Readers who have used KC Studio to make decisions about specific arts activities

● Yes
● No

Readership Survey, April 2019

TESTIMONIALS FROM SATISFIED READERS

“You have always been so generous in highlighting my work on behalf of local artists! The article did what I hoped: Artists have contacted me about starting or adding to their own individual Artist’s file. With continuing appreciation for everything that you and *KC Studio* do for the arts community — your impact is immeasurable.” Best regards. — ***Marilyn Carbonell, Nelson-Atkins Museum of Art***

“A brief note to tell you how much I enjoyed the piece you wrote on the Linda Hall Library’s *Frankenstein* exhibition in the current issue of *KC Studio*. Thanks so much for taking an interest in our work! Many thanks.”

— ***Lisa Browar, President, Linda Hall Library***



“Your Magazine is beautiful. In past years I took every copy to school to share with my students. Thank you for letting us know all the vibrant goings-on in KC.”

— ***Cathie Morrison***

“Keep up the wonderful work — *KC Studio* is an important part of our community’s vibrant cultural upswing, and we are proud to support its publication.”

— ***Pete Browne, President, Kissick Construction***



“Best issue to date. Full of timely news, diverse but significant articles and no wasted space. Kudos.” — ***John Hoffman***

“Our executive director, Michael Donovan, receives *KC Studio* in the mail, and he and I fell in love with the story about and the beautiful photos of TubaChristmas. Thanks to your online magazine, we are able as of today to feature the story and the photos on our website homepage (plus our Facebook and Twitter cover photos). We credit and link to *KC Studio*, the Symphony and Mr. Barcus. We’ll have the photos and the links up all month long.” — ***Barbara McRobie, Public Information Coordinator, Missouri Arts Council***



WE FULLFILL OUR MISSION IN PRINT, THROUGH SOCIAL MEDIA AND ONLINE

EDITORIAL FEATURES

If it's creative, we cover it. From balloon art to cartoon art, junk instruments to acrobatics, feminist fashion to hip-hop, cradleboards to quilts, KC Studio puts you in touch with the boundless imagination of artists.

Every issue includes a thoughtful selection of artist profiles, exhibition and concert advances, the latest in theater and dance, and reports on what's happening in KC public art, architecture, film, literature and design.

Look to us to learn about trends, expansion projects, new ventures, and groundbreakers and innovators from KC's diverse cultural community.

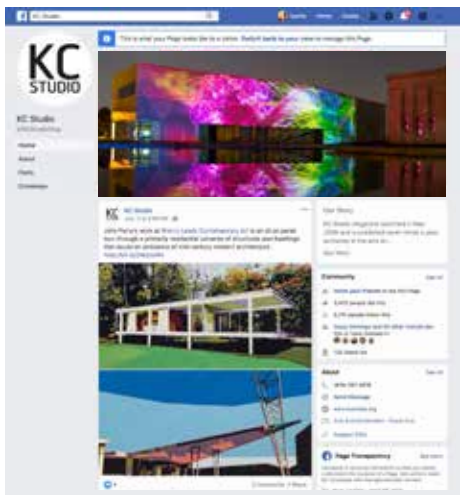
Since our inception, we've featured 7,000+ individuals and organizations!



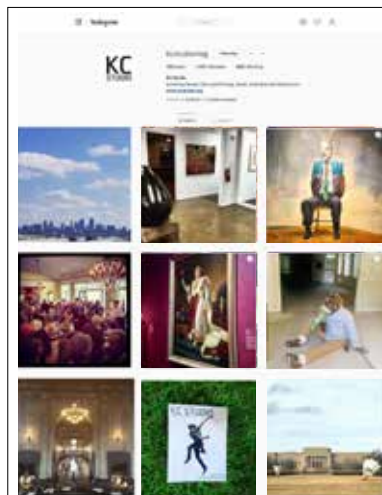
In 2018, *KC Studio* dedicated 21 pages to a roundup of Kansas City's cultural milestones over the past ten years.

SOCIAL MEDIA REACH

Reaching younger people and connecting them to KC's vital arts scene is essential to building our city's future art audience. *KC Studio* appeals to younger readers by posting content on popular platforms.



Facebook: 5,364 Followers



Instagram: 1,441 Followers
76% are 25-54 years old
Gender: 65% Women / 35% Men



Twitter: 8,259 Followers

KCSTUDIO.ORG POSTS ONLINE REVIEWS EVERY WEEK

Critical art reviews are important to 86% of surveyed KC Studio readers. Many of KC Studio's expert contributors also write online reviews for kcstudio.org. Readers can visit kcstudio.org/reviews to find new reviews every week of the best in visual arts, theater, music and dance. Fiscal year 2019 social media results for reviews: Facebook organic reach: 161,498 and Twitter impressions: 150,207.

The Arts Deserve Expert, Timely Reviews. **KC Studio delivers.**

KC Studio's online reviews are made possible by: Visual Art Reviews – The Lighton Fund; Performing and Music Reviews – Leonard and Irene Bettinger Philanthropic Fund, Mike and Julie Kirk and the Muriel McBrien Kauffman Foundation.



Polly Apfelbaum: *Waiting for the UFOs ...* at Kemper Museum of Contemporary Art

Kansas City Symphony's *Mahler's Third* conducted by Michael Stern

***Frida ... A Self Portrait* at KC Rep**

ONLINE REVIEWS TESTIMONIALS

"We shared the review with our staff and Facebook audience, will include it in an upcoming ARTinerary e-newsletter, and promote it on our website and other social media channels."

— **Breeze Richardson, Director of Marketing and Communications, Kemper Museum of Contemporary Art**



"Thanks for keeping classical music journalism alive in KC!"

— **Deborah Sandler, General Director and CEO, Lyric Opera of Kansas City**



Thank you for the exposure and the link. We'll be sure to share.

Our best ... — **Jeff Barker, Director of Marketing, Kansas City Symphony**



"Wow, I am so pleased to hear that SOMEONE will be doing performance reviews since our Kansas City Star decided that they are unimportant. Thank you!" — **Don Loncasty, Kansas City Chorale**



GOOGLE ARTS & CULTURE



In fall 2019 KC Studio joins the **Google Arts & Culture US Partnership**. This is a wonderful opportunity to expose a worldwide readership to the visual and performing artists and the organizations that present them covered in KC Studio. All photographs are shot by our talented staff photographer, Jim Barcus.

COMMENTS FROM KC ARTS INFLUENCERS

PHOTO BY MARK BERNDT



JOSÉ FAUS

"The latest copy of *KC Studio* arrives at the house. In its pages, I recognize friends and makers, and others whose names have dropped in conversations. Critical reviews, interviews and profiles fill the pages. Upcoming shows and exhibitions set the calendar, while memorials honor the passing of key figures in the arts firmament. With every issue, this project becomes the chronicle of a metropolis in the process of embracing the mantle of a cultured city."

— **José Faus**

TIFFANY MATSON PHOTOGRAPHY



CROSBY KEMPER III

"*KC Studio* has become the widest ranging, best written, most graphically interesting presentation of the arts in recent Kansas City history. It's indispensable for anyone interested in culture in our town. And it's fun to read!" — **Crosby Kemper III, Director, Kansas City Public Library**

PHOTO BY JIM BARCUS



KAREN & BOB PAISLEY

"It's impossible to overestimate the critical importance of *KC Studio* Magazine for arts coverage in Kansas City and the surrounding regions. It's the only platform offering insightful newsworthy coverage of the arts in our region. We depend on them to reach audiences, and audiences rely on the magazine for information, inspiration and direction to great arts experiences. The mutual benefit created by their presence is significant. They are vital to the health of the arts ecology here in Kansas City. Thanks, *KC Studio*!" — **Karen Paisley and Bob Paisley, Co-Founders and Producers, Metropolitan Ensemble Theatre aka MET**

PHOTO BY PHIL GELLER



BRETT KNAPPE

"We live in a world in which information is instantly available to individuals at nearly all times. And yet, I still find great value in a compendium that filters, highlights and analyzes that information. For me, that is the strength of *KC Studio*. The publication carefully considers the vast number of artistic events and exhibitions throughout our region and presents its readers with a cogent examination of the best opportunities available during each two-month period. The magazine has become a trusted guide to the cultural outlets of the greater Kansas City area, and I am delighted that the Albrecht-Kemper Museum of Art in St. Joseph is often highlighted within its pages." — **Brett Knappe Ph.D., Executive Director, Albrecht-Kemper Museum of Art**

PHOTO BY SUSAN MCSPADDEN



EMILY BEHRMANN

"Those who read *KC Studio* are the discerning, well-read patrons we enjoy welcoming to the Carlsen Center at JCCC. Their writers are the best in the business, highly skilled and straightforward. If you want to know what's happening in our city, especially when it comes to the arts, *KC Studio* is the magazine for you." — **Emily Behrmann, CPAE, General Manager, Performing Arts/Carlsen Center Johnson County Community College**

PHOTO BY MISHA KLIGMAN



AMY KLIGMAN

"KC Studio's exclusive focus on the Kansas City art scene, with an emphasis on being a platform for visibility for Kansas City's artists, is a key contributor to the arts ecosystem. KC Studio helps foster feedback and audience, both of which are key needs for artists trying to build their career."

— **Amy Kligman, Executive/Artistic Director, Charlotte Street Foundation**

PHOTO BY JIM BARCUS



ELIZABETH & PHIL GLYNN

"Our focus at Travois is helping American Indian, Alaska Native and Native Hawaiian communities with affordable housing and economic development, and in 2017, we launched our Travois First Friday's exhibition program, designed to bring attention to the artwork and culture of talented Indigenous visual artists. KC Studio has been overwhelmingly supportive — helping us spread the word and encouraging more visitors to our First Friday receptions. Supporting the arts is part of supporting a strong local economy, and KC Studio is helping to build a strong and vibrant Kansas City."

— **Phil Glynn, Travois President**

PHOTO BY TINT



PETRA KRALICKKOVA

"KC Studio is a key partner for The National Museum of Toys and Miniatures in our work to connect with the community and fuel the art of imagination. From highlighting upcoming exhibits to placing a spotlight on fine-scale miniatures and antique toys, we're grateful to have the support of KC Studio to help tell our story."

— **Petra Kralickova, Executive Director, The National Museum of Toys/Miniatures**

PHOTO COURTESY OF THE KAUFFMAN CENTER FOR THE PERFORMING ARTS



PAUL SCHOFER

"The Kauffman Center for the Performing Arts is proud to support KC Studio for its excellent work in providing greater awareness in the wonderful arts offered throughout the Kansas City community. Their arts coverage is exceptionally thorough and regularly spotlights stories not often available elsewhere. We at the Kauffman Center are honored to have been featured in many of them."

— **Paul Schofer, President and Chief Executive Officer, Kauffman Center for the Performing Arts**

PHOTO BY BOB GREENSPAN



JULIÁN ZUGAZAGOITIA

"I feel that it is very important to support an arts publication in our robust arts community. I served as an advisor in the creation of KC Studio's Arts Consortium and believe in their publication. I grew up gaining my own passion for the arts through the pages in magazines that led me to where I am today."

— **Julián Zugazagoitia, CEO, Nelson-Atkins Museum of Art**

FINIANCIALS AT A GLANCE

REVENUE

Contributed Support	\$163,335
Lighton International Artist Exchange Program	\$62,695
Commercial Advertising	\$249,365
Arts Organizations	\$388,887
	\$864,282

PROGRAM EXPENSES

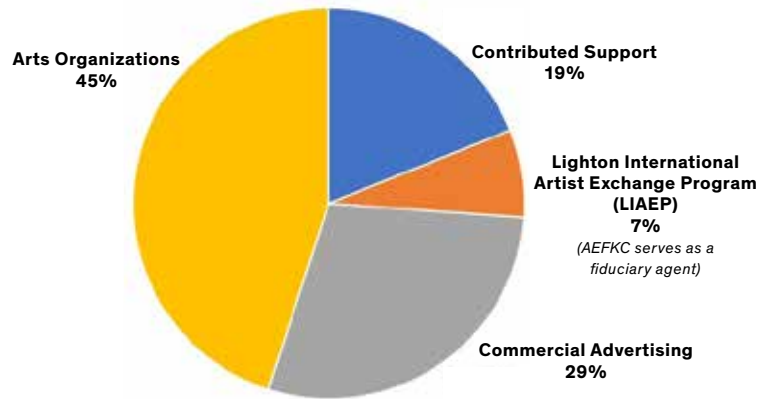
Salaries & Wages	\$381,593
Printing	\$177,036
Postage	\$29,109
Freelance Editorial	\$81,521
Other Editorial (1)	\$6,127
Sales Expense	\$9,142
Lighton International Artist Exchange Program	\$56,118
Overhead (2)	\$122,088
Other Administrative (3)	\$13,174
	\$875,908

(1) Social Media, Internet, Supplies

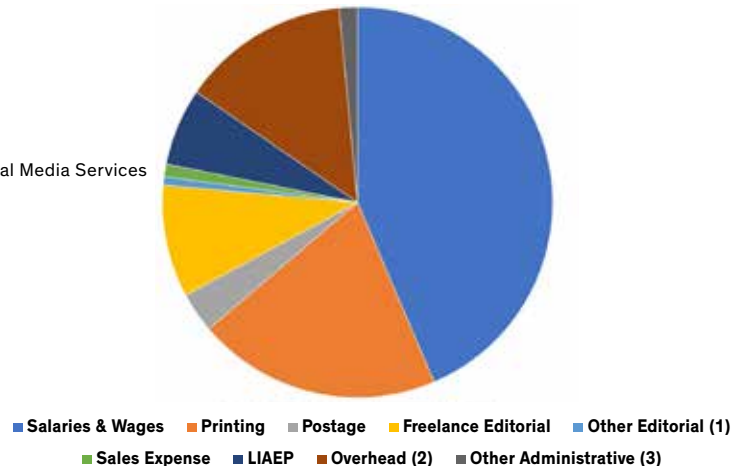
(2) Rent, Accounting Services, Phone, Utilities, Web Design/Hosting, Online/Social Media Services

(3) Libel / Slander Insurance / D&O Insurance / Fundraising Equipment Rental

Revenue 2017-2018 Fiscal Year



Expenses Fiscal Year 2017-2018



KC STUDIO

COVERING KANSAS CITY'S PERFORMING, VISUAL, CINEMATIC AND LITERARY ARTS

KC Studio Magazine is published by The Arts Engagement Foundation of Kansas City, a 501(c)(3) philanthropic organization dedicated to promote engagement and increase participation in the arts in Kansas City.

We would like to thank the following Foundations, organizations and individuals for their generous support.

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American Jazz Museum
 Carlsen Center, Johnson County Community College
 Harriman-Jewell Series
 Kansas City Public Library
 Kauffman Center for the Performing Arts
 Nelson-Atkins Museum of Art
 Nerman Museum of Contemporary Art
 UMKC Conservatory of Music and Dance

EMERGING ARTS PARTNERS

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 The Friends of Chamber Music Kansas City
 Kansas City Museum
 Linda Hall Library
 Mid-Continent Public Library
 National WWI Museum and Memorial
 Truman Library Institute

KC STUDIO WOULD LIKE TO THANK THE FOLLOWING FOUNDATIONS, ORGANIZATIONS AND INDIVIDUALS FOR THEIR GENEROUS SUPPORT

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