



KVNO *in* 2024

A Year in Review



From all of us at KVNO, thank you for an incredible 2024! You helped us give a fond farewell to Otis Twelve, support the arts in new and meaningful ways, and grow both our listenership and support. In short, you helped prepare KVNO for the future.

2025 will be a pivotal year for KVNO. Amongst the ever-increasing clutter of listening choices and potential changes in our funding from grant sources, KVNO must continue to grow our listener base, increase support, find new revenue streams and explore new ways to bring you and our community the timeless classical music you love. We will do that with your help.

But before we roll up our sleeves, let's focus on celebrating what we accomplished together in 2024!

Sincerely,

Sherry Kennedy Brownrigg

Year at a Glance - 2024 by the Numbers



Top 10
Station in the Metro



14
Local on-air Hosts



15%
Increase in
Online Listening



200+
albums added to
the music library



52nd
Year on
the Air



24/7
Classical Music

138 Arts Today feature stories



41
"Rides of the Valkyries"



5
Live Broadcasts
of the Omaha
Symphony



75%
higher
social media
engagement

12
Classical Kids



Nearly
600
People Stream
Every Hour



260
Symphonic Sunrises



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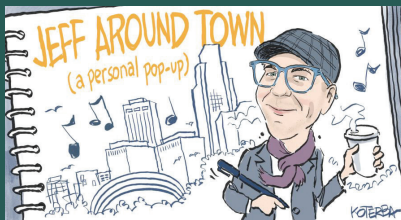
For my exit, I'd like to quote my favorite philosopher, Marx. Groucho Marx. 'Hello, I must be going. I cannot stay; I must be going. I came to say, I must be going. I'm glad I came, but just the same, I must be going. I cannot stay a week or two, I cannot stay the autumn through, so I'm telling you, I must be going.'

That was an excerpt from the final words Otis Twelve uttered on KVNO as he officially retired from hosting Morning Classics at the end of our Fall Fund Drive on October 4. It was truly the end of an era and the most monumental KVNO event in many years.

Otis began hosting mornings in 2006, and honestly, many of our long-time listeners did not believe that a “rock jock” could be a suitable classical music host. Over the 18 years he was on-air at KVNO, however, Otis won over the ears and hearts of many longtime and new listeners. And now, he leaves a legacy that will forever be a part of KVNO and our community.

People come and go – it's a part of daily life, but it can be difficult to move on from someone who had been a part of your mornings for 18 years. One of our generous listeners felt so strongly about the indelible mark Otis made on KVNO that he created the “Otis Legacy Fund,” an endowed fund that helps KVNO far into the future and extends the good work that Otis accomplished at Omaha's Classical Radio.

If you'd like to join the many listeners who are helping to preserve Otis' legacy, you can give to the Otis Twelve Legacy Fund at kvno.org/support or by calling (402) 554-5877.



Jeff Around Town debuted on February 27 on KVNO. What started as a pop-in with Otis Twelve has blossomed into a weekly episode on Tuesdays at 9 a.m. You can hear Jeff share his stories, recount unique experiences, and connect you to the city he loves. And keep an eye out because you just never know where he may pop up.



KVNO's resident foodie, Diane Watson, joined our team on April 24 with the premier of Dish Omaha. The weekly feature explores how the food and restaurant scene in the metro brings us together as a community. Every Wednesday at 9 a.m., Diane covers everything from the mocktail craze to historic food festivals.

Long before I joined the incredible and hard-working team at KVNO, I was a fan. Indeed, I've been listening to KVNO since my days as an art and journalism student at the University of Nebraska at Omaha (but let's not talk about how long ago that was!). And I'll admit, I took KVNO for granted, assuming it was something every city in America has (but that's not the case). It wasn't until I was asked to fill in for Otis Twelve on "Morning Classics" four years ago, that I fully began to understand how truly rare and special KVNO is.

And then, this past autumn, when Otis retired and passed the torch—er, microphone—to yours truly, I felt I had "come home." Home, in this case, is not just a physical place, but a community of listeners like you. All of us together, like a big, joyous family, sharing in this incredible and uplifting music and celebrating arts and creativity in the Omaha area and beyond each and every day.

Thank you for welcoming me with open arms!

JEFF
KOTERBA

Your Source for the Arts

At KVNO, we pride ourselves on uplifting the arts in our community in a variety of ways, including our Arts Today feature, every weekday at 8:30 a.m. and 4 p.m., where we showcase a diverse range of events that highlight the vibrant arts scene. Over the years, we've covered everything from gallery exhibitions and live theater performances to music festivals and cultural celebrations.

Every story we've covered this year has been unique, and even after years of reporting, I'm continually inspired by the creativity and fresh ideas emerging from the artistic community. One standout example is the 'Soundbites' concert series, which blends the sensory pleasures of food and music to create a truly immersive experience.

These events don't just pair flavors with melodies; they elevate both, offering audiences a deeper appreciation of how art can engage all the senses in harmony. It's a perfect example of the innovative spirit that keeps the arts vibrant and evolving.



Gabriel's Top Stories of the Year:

- The Circle Theatre collaboration with Benson Theatre
- Bagels and Sometimes Bach at Gallery 1516
- Tibetan Monks create 'Mandalas' Live
- Amy Ryan, Founder of Benson Theatre

Artists and Organizations featured in 2024

- Omaha Performing Arts
- Omaha Symphony
- Opera Omaha
- Omaha Community Playhouse
- Benson Theatre
- BLUEBARN Theatre
- Omaha Chamber Music Society
- Omaha Conservatory of Music
- Resonance
- Nebraska Crossroads Music Festival
- Bak Museum and Learning Center
- Film Streams
- Kaneko
- Children's Museum
- The Rose Theater
- Ming Toy Gallery
- Lauritzen Gardens
- Benson First Friday (BFF)
- Shelterbelt Theatre
- Durham Museum
- Pottawattamie Arts Culture and Entertainment (PACE)
- Omaha One Festival
- Omaha Fringe Festival
- Omaha Film Festival
- Old School Shakespeare Omaha
- Melodramas from Popcorn Productions
- Salt Creek Song Festival
- Vesper Concerts
- The Cathedral Arts Project
- Bellevue Little Theatre
- El Museo Latino
- Alliance Frances
- The UNO Writer's Workshop
- Circle Theatre
- Gallery 1516
- Tibetan Monks create 'Mandalas' Live
- Sound Bites Concerts
- Lunch With the Girls by Girls Inc.
- Jarana, Latin and classic concert
- Table Grace
- Artists:
 - Katie White
 - Nancy Lepo
 - David Gillis,
 - Todd McCollister
 - Ted Wheeler
 - Jane Goodall
 - Mark Gilbert
 - Kristine Taylor
 - Anna Monardo
 - Barbara Simcoe
 - Scott Carpenter
 - Brent Shaw
 - Doug Finch

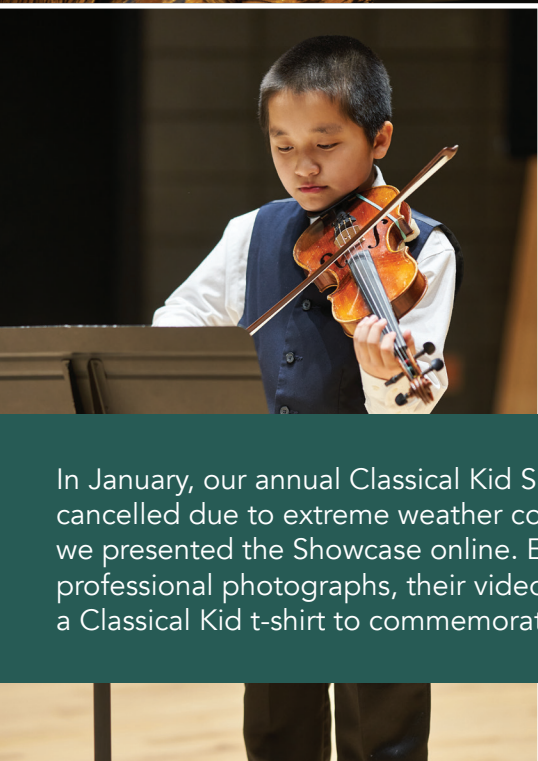
Classical Kids

Every month, KVNO honors a new Classical Kid who excels in their music studies. We celebrate young musicians from the metro who play, sing, and compose. Each Classical Kid shares their story in an interview on KVNO and earns a \$300 scholarship from the Soener Foundation, in memory of Mary Belle Soener, to continue their music education. In the program's history, nearly 300 young artists have been honored as KVNO Classical Kids.

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The music feels like a poem or a story that you can play through your mind with the right amount of imagination.

– Junyi, February Classical Kid



In January, our annual Classical Kid Showcase was cancelled due to extreme weather conditions, however, we presented the Showcase online. Each student received professional photographs, their video performance, and a Classical Kid t-shirt to commemorate the experience.

“I love it. It relaxes my mind and my cats.”

– Joann

“Omaha is lucky to have KVNO in our midst. Thank you for all the enjoyment you have provided.”

– John and Linda

“KVNO has introduced me to so much great music over the years, and it is such a wonderful program! Hearing all of these great tunes and pieces certainly always helps me “Handel” the day a bit better!”

– Caitlin

“I started listening to KVNO about 2 years ago to help make my drive around town more comfortable, it’s more relaxing. My son is autistic and after a long day of therapy I turn on KVNO to relax him on our way home.”

– Taylor

“I’ve been listening and I love the music and memories. I just want beautiful music.”

– Mary Kay

“I start each day with KVNO. It stays on all day with the beautiful music you play.”

– Faith

What our Listeners say...

These are just a few of the many comments of appreciation we received this year. They’re really for you, because ultimately, you’re the ones who make KVNO possible.

We’re Omaha’s Classical Radio not just because we broadcast here, but because community support – your generosity – is essential to our mission. *In 2024 KVNO received nearly three times as much revenue from community sources than federal grants.*

From live broadcasts and arts coverage to our 24/7 classical music, listener support allows KVNO to uplift lives and create community. You truly make a difference, and on behalf of more than 30,000 weekly listeners... thank you!

Endowments

In 2024 KVNO’s endowments grew by nearly 30%, thanks to generous donations from over 50 individuals. Your gift today to one of our endowments (the KVNO Future Fund or the Otis Twelve Legacy Fund) helps ensure classical music will remain on KVNO for decades to come.

Legacy Giving

Last year, Omaha’s Classical Radio was supported in part by estate gifts, some established over a decade ago. Putting KVNO in your will or trust today can help classical music radio thrive in our community for future generations to discover and enjoy.

Find out more about how you can uplift our community through endowment and legacy giving at kvno.org/support or by calling (402) 554-5877.



Thank You to our 2024 Business Sponsors

- Kiewit Luminarium
- Omaha Chamber Music Society
- Eye Consultants P.C.
- Alliance Française Omaha
- The Next Chapter
- Omaha Community Playhouse
- Opera Omaha
- Vesper Concerts
- El Museo Latino
- Lauritzen Gardens
- Omaha Door and Window
- Munroe-Meyer Guild
- Omaha Conservatory of Music
- Omaha Music Teachers Association
- Cathedral Arts Projects
- Film Streams
- Omaha Film Festival
- Pub Culture Beercoctions
- Omaha Sister Cities
- Omaha Performing Arts
- Voices of Omaha
- Joslyn Museum
- Omaha Symphony
- Omaha Symphonic Chorus
- UNO's Samuel Bak Museum
- Vesper Concerts
- The Bookworm
- Flatiron Luthier Cooperative
- Omaha Public Library Foundation
- UNO Theatre Summer Musical Theatre Academy
- University of Nebraska Foundation
- Max I. Walker
- American Midwest Ballet
- Nebraska Crossroads Music Festival
- Fine Arts Academy
- Spirit World
- Harvest Fair Trade Market
- Saint Benedict Center
- Omaha Farmers Market
- Chocolat Abeille
- Beauty First
- Ooh De Lally
- Javi's Tacos
- Mama's Pizza
- Jensen Gardens

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OMAHA'S CLASSICAL RADIO
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